



STATIONS

of the United States



Standard Stations



Standard Stations
Alphabetically By Call Letter
With Index To Detailed Information



Standard Stations
Alphabetically By City
With Their National Network Affiliations



INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

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

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



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC . . .	Aberdeen, S. Dak.	1450	250	607
KABR . . .	Ada, Okla.	1120	5000	589
KADA . . .	San Antonio, Tex.	1230	250	555
KALB . . .	Alexandria, La.	1240	250	413
KALE . . .	Portland, Ore.	1330	5000	561
KAND . . .	Corsicana, Tex.	1540	250	601
KANS . . .	Wichita, Kans.	1240	250	438
KARK . . .	Little Rock, Ark.	920	5000	354
KARM . . .	Fresno, Calif.	1130	5000	359
KASA . . .	Elk City, Okla.	1240	100	556
KAST . . .	Astoria, Ore.	1230	250	559
KATE . . .	Albert Lea, Minn.	1450	250	471
KAVE . . .	Carlsbad, N. M.	1240	250	501
KBIX . . .	Muskogee, Okla.	1490	250	556
KBIZ . . .	Ottumwa, Ia.	1240	250	430
KBKR . . .	Baker, Ore.	1490	250	559
KBND . . .	Bend, Ore.	1340	250	560
KBON . . .	Omaha, Nebr.	1490	250	492
KBPS . . .	Portland, Ore.	1450	100	562
KBST . . .	Big Spring, Tex.	1490	100	600
KBTM . . .	Jonesboro, Ark.	1230	250	354
KBUR . . .	Burlington, Ia.	1490	250	427
KBWD . . .	Brownwood, Texas.	1380	1000 d., 500 n.	600
KCKN . . .	Kansas City, Kan.	1340	250	435
KCMC . . .	Texarkana, Ark.-Tex.	1450 C. P. 1230	250	609
KCMO . . .	Kansas City, Mo.	1480	5000 d., 1000 n.	483
KCRC . . .	Enid, Okla.	1390	1000	556
KCRJ . . .	Jerome, Ariz.	1340	250	850
KDAL . . .	Duluth, Minn.	610	1000	471
KDB . . .	Santa Barbara, Calif.	1400	250	373
KDFN . . .	Casper, Wyo.	1470	1000	635
KDKA . . .	Pittsburgh, Pa.	1020	50000	577
KDLR . . .	Devils Lake, N. Dak.	1240	250	539

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex.	1450	100	603
KDON . . .	Monterey, Calif.	1240	250	366
KDRO . . .	Sedalia, Mo.	1490	250	485
KDTH . . .	Dubuque, Ia.	1370	1000	429
KDYL . . .	Salt Lake City, Utah.	1320	5000	613
KECA . . .	Los Angeles, Calif.	790	5000	360
KEEW . . .	Brownsville, Texas	1490	250 d., 100 n.	600
KELA . . .	Between Centralia and Chehalis, Wash.	1470	1000	619
KELD . . .	El Dorado, Ark.	1400	250	353
KELO . . .	Sioux Falls, S. Dak.	1230	250	589
KENO . . .	Las Vegas, Nev.	1400	250	493
KERN . . .	Bakersfield, Calif.	1410	1000	357
KEUB . . .	Price, Utah	1450	250	611
KEVE . . .	Everett, Wash.	1460	500	619
KEVR . . .	Seattle, Wash.	1090	250	620
KEX . . .	Portland, Ore.	1190	5000	562
KEYS . . .	Corpus Christi, Texas.	1490	250	600
KFAB . . .	Lincoln, Nebr.	780	10000	489
KFAC . . .	Los Angeles, Calif.	1330	1000	360
KFAM . . .	St. Cloud, Minn.	1450	250	476
KFAR . . .	Fairbanks, Alaska	610	5000 S.S.A. 660 Kc. 10000 w.	637
KFBB . . .	Great Falls, Mont.	1310	5000	487
KFBC . . .	Cheyenne, Wyo.	1240	250	635
KFBI . . .	Wichita, Kans.	1070	5000 d., 1000 n.	438
KFBK . . .	Sacramento, Calif.	1530	10000	368
KFDA . . .	Amarillo, Tex.	1230	250	597
KFDM . . .	Beaumont, Tex.	560	1000	599
KFEL . . .	Denver, Colo.	950	5000	377
KFEQ . . .	St. Joseph, Mo.	680	5000	484
KFFA . . .	Helena, Ark.	1490	250	353
KFGQ . . .	Boone, Ia.	1260	250	427
KFH . . .	Wichita, Kansas	1330	5000	438
KFI . . .	Los Angeles, Calif.	640	50000	361
KFIO . . .	Spokane, Wash.	1230	250	622
KFIZ . . .	Fond Du Lac, Wise.	1450	250	629
KFJB . . .	Marshalltown, Ia.	1230	250	430
KFJI . . .	Klamath Falls, Ore.	1240	100	561
KFJM . . .	Grand Forks, N. Dak.	1140	1000 d., 500 n.	539
KFJZ . . .	Fort Worth, Tex.	1270	5000	603
KFKA . . .	Greeley, Colo.	910	1000	379
KFKU . . .	Lawrence, Kansas	1250	5000 d., 1000 n.	437
KFMB . . .	San Diego, Calif.	1450	250	371
KFNF . . .	Shenandoah, Ia.	920	1000 d., 500 n.	431
KFOR . . .	Lincoln, Nebr.	1240	250	489
KFOX . . .	Long Beach, Calif.	1280	1000	360
KFPW . . .	Fort Smith, Ark.	1400	250	353
KFPY . . .	Spokane, Wash.	920	5000	622
KFQD . . .	Anchorage, Alaska	790	250 (C.P. 1 Kw.)	637
KFRC . . .	San Francisco, Calif.	610	5000	371
KFRE . . .	Fresno, Calif.	1340	250	359
KFRO . . .	Longview, Tex.	1370	1000	605

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo.	1400	250	481
KFSD . . .	San Diego, Calif.	600	1000	371
KFSG . . .	Los Angeles, Calif.	1150	2500 d., 1000 n.	360
KFUN . . .	Las Vegas, N. M.	1230	250	502
KFUO . . .	Clayton, (St. Louis) Mo.	850	5000	485
KFVD . . .	Los Angeles, Calif.	1020	1000	361
KFVS . . .	Cape Girardeau, Mo.	1400	250	481
KFWB . . .	Los Angeles, Calif.	980	5000	363
KFXD . . .	Nampa, Idaho	1230	250	404
KFXJ . . .	Grand Junction, Colo.	920	1000 d., 500 n.	379
KFXM . . .	San Bernardino, Calif.	1240	250	369
KFYO . . .	Lubbock, Texas	1340	250	606
KFYR . . .	Bismarck, N. Dak.	550	5000	539
KGA . . .	Spokane, Wash.	1510	10000	622
KGB . . .	San Diego, Calif.	1360	1000	371
KGBS . . .	Harlingen, Texas	1240	250	604
KGBX . . .	Springfield, Mo.	1260	5000	485
KGCU . . .	Mandan, N. Dak.	1270	250	540
KGCX . . .	Sidney, Mont.	1480	1000	488
KGDE . . .	Fergus Falls, Minn.	1230	250 d., 100 n.	471
KGDM . . .	Stockton, Calif.	1140	5000	374
KGEK . . .	Sterling, Colo.	1230	100	379
KGER . . .	Long Beach, Calif.	1390	5000	360
KGEZ . . .	Kalispell, Mont.	1340	100	487
KGFF . . .	Shawnee, Okla.	1450	250	558
KGfJ . . .	Los Angeles, Calif.	1230	100	363
KGfL . . .	Roswell, New Mex.	1400	100	502
KGfW . . .	Kearney, Nebr.	1340	250	488
KGfX . . .	Pierre, S. Dak.	630	200	589
KGgF . . .	Coffeyville, Kans.	690	1000 d., 500 n.	433
KGgM . . .	Albuquerque, N. Mex.	1260	1000	501
KGhF . . .	Pueblo, Colo.	1350	500	379
KGhI . . .	Little Rock, Ark.	1230	250	354
KGhL . . .	Billings, Mont.	790	5000	486
KGiR . . .	Butte, Mont.	1370	5000	487
KGiW . . .	Alamosa, Colo.	1450	250	377
KGkB . . .	Tyler, Tex.	1490	250	609
KGkL . . .	San Angelo, Tex.	1400	250	607
KGkO . . .	Fort Worth, Tex.	570	5000	603
KGkY . . .	Scottsbluff, Nebr.	1490	250	492
KGlO . . .	Mason City, Ia.	1300	5000	430
KGlU . . .	Safford, Ariz.	1450	250	352
KGmB . . .	Honolulu, Hawaii	590	5000	638
KGnC . . .	Amarillo, Tex.	1440	5000 d., 1000 n.	597
KGnO . . .	Dodge City, Kans.	1370	1000 d., 250 n.	435
KGg . . .	San Francisco, Calif.	810	7500	371
KGU . . .	Honolulu, Hawaii	760	2500	638
KGvO . . .	Missoula, Mont.	1290	5000 d., 1000 n.	487
KGW . . .	Portland, Ore.	620	5000	562

Cali Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	250	620
KHAS	Hastings, Nebr.	1230	250	488
KHBC	Hilo, Hawaii	1230	250	638
KHBC	Okmulgee, Okla.	1240	250	558
KHJ	Los Angeles, Calif.	930	5000	363
KHMO	Hannibal Mo.	1340	250	481
KHQ	Spokane, Wash.	590	5000	622
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	375
KICA	Clovis, New Mex.	1240	250	502
KICD	Spencer, Ia.	1240	100	433
KID	Idaho Falls, Idaho.	1350	5000 d., 500 n.	404
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	404
KIEM	Eureka, Calif.	1480	1000 Conditional	357
KIEV	Glendale, Calif.	870	250	359
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	540
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	637
KIRO	Seattle, Wash.	710	50000	620
KIT	Yakima, Wash.	1280	1000	624
KIUL	Garden City, Kans.	1240	100	435
KIUN	Pecos, Tex.	1400	100	607
KIUP	Durango, Colo.	1400	250	379
KJBS	San Francisco, Calif.	1100	500	372
KJR	Seattle, Wash.	1000	5000	620
KLBM	La Grande, Ore.	1450	250	560
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	611
KLPM	Minot, N. Dak.	1390	1000	540
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	367
KLUF	Galveston, Tex.	1400	250	604
KLX	Oakland, Calif.	910	1000	366
KLZ	Denver, Colo.	560	5000	378
KMA	Shenandoah, Iowa	960	5000	431
KMAC	San Antonio, Tex.	1240	250	608
KMBC	Kansas City, Mo.	980	5000	483
KMED	Medford, Ore.	1440	1000	561
KMJ	Fresno, Calif.	580	5000	359
KMLB	Monroe, La.	1230	250	444
KMMJ	Grand Island, Nebr.	750	1000	488
KMO	Tacoma, Wash.	1360	5000	622
KMOX	St. Louis, Mo.	1120	50000	484
KMPC	Los Angeles, Calif.	710	10000	364
KMTR	Los Angeles, Calif.	570	1000	365
KMYC	Marysville, Calif.	1450	250	365
KMYR	Denver, Colo.	1340	250	378
KNEL	Brady, Tex.	1490	250 d., 100 n.	600
KNET	Palastine, Tex.	1450	100	606
KNOW	Austin, Tex.	1490	250	597
KNX	Los Angeles, Calif.	1070	50000	364

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	378
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	560
KOAM	Pittsburg, Kans.	810	1000	437
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Ke.)	561
KOBH	Rapid City, S. Dak.	1400	250	589
KOCA	Kilgore, Tex.	1240	250	605
KOCY	Oklahoma City, Okla.	1340	250	557
KODL	The Dalles, Ore.	1230	250 d., 100 n.	560
KODY	North Platte, Nebr.	1460 1240 U	1 Kw. (C.P. 250 w.)	489
KOH	Reno, Nev.	630	1000	493
KOIL	Omaha, Nebr.	1290	5000	492
KOIN	Portland, Ore.	970	5000	562
KOKO	La Junta, Colo.	1400	250	379
KOL	Seattle, Wash.	1300	5000	621
KOMA	Oklahoma City, Okla.	1520	5000	557
KOME	Tulsa, Okla.	1340	250	558
KOMO	Seattle, Wash.	950	5000	621
KONO	San Antonio, Tex.	1400	250	608
KOOS	Marshfield, Ore.	1230	250	561
KORE	Engene, Ore.	1450	250	560
KORN	Fremont, Nebr.	1400	250	488
KOTN	Pine Bluff, Ark.	1190	250	355
KOVC	Valley City, N. Dak.	1490	250	540
KOVO	Provo, Utah	1240	250	611
KOWH	Omaha, Nebr.	660	500	492
KOY	Phoenix, Ariz.	550	1000	351
KPAB	Laredo, Tex.	1496	250	605
KPAC	Port Arthur, Tex.	1250	1000	607
KPAS	Pasadena, Calif.	1110	10000	367
KPDN	Pampa, Tex.	1340	100	606
KPFA	Helena, Mont.	1240	250	487
KPHO	Phoenix, Ariz.	1230	250	351
KPLC	Lake Charles, La.	1490	250	444
KPLT	Paris, Tex.	1490	250	607
KPMC	Bakersfield, Calif.	1560	1000	357
KPO	San Francisco, Calif.	680	50000	372
KPOF	Denver, Colo.	910	1000	378
KPOW	Powell, Wyo.	1230	250	635
KPPC	Pasadena, Calif.	1240	100	368
KPQ	Wenatchee, Wash.	1490	250 (C.P. 500 Ke. 1000; S.S.A. 560 Ke., 1000 d., 500 n.)	624
KPRC	Houston, Tex.	950	5000	604
KPRO	Riverside, Calif.	1440	1000	368
KQV	Pittsburgh, Pa.	1410	1000	577
KQW	San Jose, Calif.	740	5000	373
KRBA	Lufkiu, Tex.	1340	250	606
KRBC	Abilene, Tex.	1450	250	597
KRBM	Bozeman, Mont.	1450	250	486
KRE	Berkeley, Calif.	1400	250	357
KRGV	Weslaco, Tex.	1290	1000	610
KRIC	Beaumont, Tex.	1450	250	599
KRIS	Corpus Christi, Tex.	1360	1000	600

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF . . .	Miles City, Mont.....	1340	250	487
KRKD . . .	Los Angeles, Calif.....	1150	2500 d., 1000 n.	365
KRKO . . .	Everett, Wash.	1400	250	619
KRLC . . .	Lewiston, Idaho	1400	250	404
KRLD . . .	Dallas, Tex.	1080	50000	601
KRLH . . .	Midland, Tex.	1230	250	606
KRMD . . .	Shreveport, La.	1340	250	447
KRNR . . .	Roseburg, Ore.	1490	250	563
KRNT . . .	Des Moines, Iowa.....	1350	5000	428
KROC . . .	Rochester, Minn.	1340	250	476
KROD . . .	El Paso, Tex.....	600	1000 d., 500 n.	603
KROS . . .	Clinton, Ia.	1340	250	427
KROW . . .	Oakland, Calif.	960	1000	367
KROY . . .	Sacramento, Calif.	1240	100 (C.P. 250 w.)	369
KRRV . . .	Sherman, Tex.	910	1000	608
KRSC . . .	Seattle, Wash.	1150	1000	621
KSAC . . .	Maubattan, Kans.	580	1000 d., 500 n.	437
KSAL . . .	Salina, Kans.	1150	1000	438
KSAM . . .	Huntsville, Tex.	1490	250	605
KSAN . . .	San Francisco, Calif.....	1450	250	372
KSCJ . . .	Sioux City, Ia.	1360	5000	431
KSD . . .	St. Louis, Mo.....	550	5000 d., 1000 n.	184
KSEI . . .	Pocatello, Idaho	930	1000 d., 250 n.	404
KSFO . . .	San Francisco, Calif.....	560	5000 d., 1000 n.	372
KSJB . . .	Jamestown, N. D.....	1400	250	540
KSKY . . .	Dallas, Texas	660	1000	601
KSL . . .	Salt Lake City, Utah.....	1160	50000	613
KSLM . . .	Salem, Ore.	1390	1000	563
KSO . . .	Des Moines, Iowa.....	1460	5000	428
KSOO . . .	Sioux Falls, S. Dak.....	1140	5000	590
KSRO . . .	Santa Rosa, Calif.....	1350	1000	374
KSTP . . .	St. Paul, Minn.....	1500	50000	475
KSUB . . .	Cedar City, Utah.....	1340	100	611
KSUN . . .	Lowell, Ariz.	1230	250	351
KSWO . . .	Lawton, Okla.....	1150	250	556
KTAR . . .	Phoenix, Ariz.	620	5000	351
KTBC . . .	Austin, Tex.	590	1000 d., 250 n.	599
KTBI . . .	Tacoma, Wash.	1490	250	623
KTBS . . .	Shreveport, La.	1480	1000	447
KTEM . . .	Temple, Tex.	1400	250	609
KTFI . . .	Twin Falls, Idaho.....	1270	1000	405
KTHS . . .	Hot Springs, Ark.....	1090	10000 d., 5000 n.	353
KTKC . . .	Visalia, Calif.	940	5000	374
KTMS . . .	Santa Barbara, Calif.....	1250	1000	374
KTKN . . .	Ketchikan, Alaska	930	1000	637
KTNM . . .	Tucumcari, N. M.	1400	250	502
KTOH . . .	Lihue, Hawaii	1490	250	638
KTOK . . .	Oklahoma City, Okla.....	1400	250	557
KTRB . . .	Modesto, Calif.	860	1000	366
KTRH . . .	Houston, Tex.	740	50000	605
KTRI . . .	Sioux City, Ia.....	1450	250	431
KTSA . . .	San Antonio, Tex.....	550	5000 d., 1000 n.	608
KTSM . . .	El Paso, Tex.....	1380	1000 d., 500 n.	603

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW . . .	Emporia, Kans.	1400	250	435
KTTS . . .	Springfield, Mo.	1400	250	486
KTUC . . .	Tucson, Ariz.	1400	250	352
KTUL . . .	Tulsa, Okla.	1430	5000	558
KTW . . .	Seattle, Wash.	1250	1000	621
KUIN . . .	Grants Pass, Ore.	1346	250	560
KUJ . . .	Walla Walla, Wash.	1420	1000	623
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vermillion, S. Dak.	920	500	590
KUTA . . .	Salt Lake City, Utah	570	5000	613
KVAK . . .	Atchison, Kans.	1450	100 (C.P. 250)	433
KVAN . . .	Vancouver, Wash.	910	500	623
KVCV . . .	Redding, Calif.	1230	250	368
KVEC . . .	San Luis Obispo, Calif.	1230	250	373
KVFD . . .	Fort Dodge, Ia.	1400	250	429
KVGB . . .	Great Bend, Kans.	1400	250	435
KVI . . .	Tacoma, Wash.	570	5000	623
KVIC . . .	Victoria, Texas	1340	250	610
KVNU . . .	Logan, Utah	1230	250	611
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	5000	378
KVOE . . .	Santa Ana, Calif.	1490	250	373
KVOL . . .	Lafayette, La.	1340	250	443
KVOO . . .	Tulsa, Okla.	1170	50000	559
KVOP . . .	Plainview, Tex. (C.P. Only)	1400	250	607
KVOR . . .	Colorado Springs, Colo.	1300	1000	377
KVOS . . .	Bellingham, Wash.	1230	250 (C.P. 790 Kc.)	619
KVOX . . .	Moorhead, Minn.	1340	250	475
KVRS . . .	Rock Springs, Wyoming	1400	250	635
KVSF . . .	Santa Fe, N. M.	1340	100	502
KVSO . . .	Ardmore, Okla.	1240	250 d., 100 n.	555
KVWC . . .	Vernon, Tex.	1490	250	609
KWAL . . .	Wallace, Ida.	1450	250	405
KWAT . . .	Watertown, S. D.	1240	250	590
KWBW . . .	Hutchinson, Kans.	1450	250	435
KWEW . . .	Hobbs, New Mexico	1490	100	502
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Tex.	620	5000 d., 1000 n.	610
KWG . . .	Stockton, Calif.	1230	100 (C.P. 250)	374
KWIL . . .	Albany, Ore.	1240	250	559
KWBU . . .	Corpus Christi, Tex.	1010	50000 w.	601
KWJB . . .	Globe, Ariz.	1240	250	350
KWJJ . . .	Portland, Ore.	1080	1000	562
KWK . . .	St. Louis, Mo.	1380	5000 d., 1000 n.	484
KWKH . . .	Shreveport, La.	1130	50000	447
KWKW . . .	Pasadena, Calif.	1430	1000	368
KWLC . . .	Decorah, Iowa	1240	250	428
KWLK . . .	Longview, Wash.	1400	250	620
KWLM . . .	Willmar, Minn.	1340	250	476
KWNO . . .	Winona, Minn.	1230	250	476
KWOC . . .	Poplar Bluff, Mo.	1340	250	483
KWON . . .	Bartlesville, Okla.	1400	250	556
KWOS . . .	Jefferson City, Mo.	1240	250	481
KWRC . . .	Pendleton, Ore.	1240	250	561
	Pullman, Wash.	1250	5000	620

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. (C.P. 5000 d. 1000 n.)	486
KWYO	Sheridan, Wyoming	1400	250	635
KXA	Seattle, Wash.	770	1000	621
KXEL	Waterloo, Iowa	1540	50000	433
KXL	Portland, Ore.	750	10000	562
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	484
KXOX	Sweetwater, Tex.	1240	250	609
KXRO	Aberdeen, Wash.	1340	250	619
KXYZ	Houston, Tex.	1320	5000 (C.P. 740 Ke.; 50000)	605
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	372
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1490	250	365
KYSM	Mankato, Minn.	1230	250	473
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	570
WAAB	Worcester, Mass.	1440	5000	460
WAAC	Ft. Myers, Fla.	1240	250 (Was WFTM)	389
WAAF	Chicago, Ill.	950	1000	407
WAAT	Newark, N. J.	970	1000	499
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250 (C.P. 910 Ke.; 5000; S.A. 910; 250)	448
WABY	Albany, N. Y.	1400	250	503
WACO	Waco, Tex.	1450	250	610
WADC	Tallmadge, (Akron) Ohio	1350	5000	542
WAGA	Atlanta, Ga.	590	5000	397
WAGE	Syracuse, N. Y.	620	1000	520
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	449
WAIM	Anderson, S. C.	1230	250	585
WAIR	Winston-Salem, N. C.	1340	250	538
WAIT	Chicago, Ill.	820	5000	409
WAJR	Morgantown, W. Va.	1230	250	626
WAKR	Akron, Ohio	1590	5000	542
WALA	Mobile, Ala.	1410	5000	349
WALB	Albany, Ga.	1590	1000	397
WALL	Middletown, N. Y.	1340	250	509
WAML	Laurel, Miss.	1340	250	479
WAOV	Vincennes, Ind.	1450	250	426
WAPI	Birmingham, Ala.	1070	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	591
WARM	Seranton, Pa.	1400	250	578
WASK	Lafayette, Ind.	1450	250	425
WATL	Atlanta, Ga.	1400	250	397
WATN	Watertown, N. Y.	1240	250	529
WATR	Waterbury, Conn.	1320	1000	385
WATW	Ashland, Wisc.	1400	100	620
WAVE	Louisville, Ky.	970	5000	442
WAWZ	Zarephath, N. J.	1380	1000 d., 5000 n.	501
WAYS	Charlotte, N. C.	610	1000	531
WAYX	Waycross, Ga.	1230	250	403
WAZL	Hazleton, Pa.	1450	250	509
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	426
WBAB	Atlantic City, N. J.	1490	250	497
WBAL	Baltimore, Md.	1090	50000	451
WBAP	Fort Worth, Tex.	820	50000	604
WBAX	Wilkes-Barre, Pa.	1240	100	580
WBBB	Burlington, N. C.	920	1000	531
WBBL	Richmond, Va.	1240	100	617
WBBM	Chicago, Ill.	780	50000	409
WBBR	Brooklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	558
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	463
WBEN	Buffalo, N. Y.	930	5000	506

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP . . .	Huntsville, Ala.	1230	250	348
WBIG . . .	Greensboro, N. C.	1470	5000	534
WBIR . . .	Knoxville, Tenn.	1240	250	592
WBLJ . . .	Dalton, Ga.	1230	250	401
WBLK . . .	Clarksburg, W. Va.	1400	250	625
WBML . . .	Macon, Ga.	1240	250	401
WBNS . . .	Columbus, Ohio	1460	5000 d., 1000 n.	549
WBNX . . .	New York, N. Y.	1380	5000	509
WBNY . . .	Buffalo, N. Y.	1400	250	505
WBOC . . .	Salisbury, Md.	1230	250	453
WBOW . . .	Terre Haute, Ind.	1230	250	426
WBRC . . .	Birmingham, Ala.	960	5000	347
WBRE . . .	Wilkes-Barre, Pa.	1340	250	580
WBRK . . .	Pittsfield, Mass.	1340	250	459
WBRW . . .	Welch, W. Va.	1340	250	626
WBRY . . .	Waterbury, Conn.	1590	1000	385
WBT . . .	Charlotte, N. C.	1110	50000	531
WBTA . . .	Batavia, N. Y.	1490	250	504
WBTH . . .	Williamson, W. Va.	1400	250	627
WBTM . . .	Danville, Va.	1400	250	615
WBYN . . .	Brooklyn, N. Y.	1430	1000 d., 500 n.	505
WBZ . . .	Boston, Mass.	1030	50000	455
WBZA . . .	Springfield, Mass.	1030	1000	455
WCAE . . .	Pittsburgh, Pa.	1250	5000	577
WCAL . . .	Northfield, Minn.	770	5000	476
WCAM . . .	Camden, N. J.	1310	500	497
WCAO . . .	Baltimore, Md.	600	5000	452
WCAP . . .	Asbury Park, N. J.	1310	500	497
WCAR . . .	Pontiac, Mich.	1130	1000	469
WCAT . . .	Rapid City, S. Dak.	1230	100	589
WCAU . . .	Philadelphia, Pa.	1210	50000	571
WCAX . . .	Burlington, Vt.	620	1000	614
WCAZ . . .	Carthage, Ill.	1080	250	407
WCBA . . .	Allentown, Pa.	1470	500	565
WCBI . . .	Columbus, Miss.	1340	250	477
WCBM . . .	Baltimore, Md.	1400	250	451
WCBS . . .	Springfield, Ill.	1450	250	420
WCBT . . .	Roanoke Rapids, N. C.	1230	250	537
WCCO . . .	Minneapolis, Minn.	830	50000	473
WCED . . .	Du Bois, Pa.	1230	250	565
WCFL . . .	Chicago, Ill.	1000	10000	409
WCHS . . .	Charleston, W. Va.	580	5000	625
WCHV . . .	Charlottesville, Va.	1450	250	615
WCKY . . .	Cincinnati, Ohio	1530	50000	542
WCLE . . .	Cleveland, Ohio	610	500	545
WCLO . . .	Janesville, Wisc.	1230	250	630
WCLS . . .	Joliet, Ill.	1340	250	418
WCMI . . .	Ashland, Ky.	1340	250	441
WCNC . . .	Elizabeth City, N. C.	1400	250	533
WCOA . . .	Pensacola, Florida	1370	1000 d., 500 n.	394
WCOC . . .	Meridian, Miss.	910	1000	479
WCOL . . .	Columbus, Ohio	1230	250	549
WCOP . . .	Boston, Mass.	1150	500	455
WCOS . . .	Columbia, S. C.	1400	250	587
WCOU . . .	Lewiston, Me.	1240	250	448
WCOV . . .	Montgomery, Ala.	1240	250	349
WCPO . . .	Cincinnati, Ohio	1230	250	543
WCBS . . .	Greenwood, S. C.	1450	250	588
WCRW . . .	Chicago, Ill.	1240	100	409
WCSC . . .	Charleston, S. C.	1390	1000 d., 500 n.	585
WCSE . . .	Portland, Maine	970	5000	448
WDAE . . .	Tampa, Florida	1250	5000	395

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF . . .	Kansas City, Mo.	610	5000	483
WDAK . . .	Columbus, Ga.	1340	250	400
WDAN . . .	Danville, Ill.	1490	250	415
WDAS . . .	Philadelphia, Pa.	1400	250	571
WDAY . . .	Fargo, N. Dak.	970	5000	539
WDBC . . .	Escanaba, Mich.	1490	250	465
WDBJ . . .	Roanoke, Va.	960	5000	618
WDBO . . .	Orlando, Fla.	580	5000	393
WDEF . . .	Chattanooga, Tenn.	1400	250	591
WDEL . . .	Wilmington, Delaware	1150	5000	386
WDEV . . .	Waterbury, Vt.	550	1000	614
WDGY . . .	Minneapolis, Minn.	1130	5000 d., 500 n.	473
WDLP . . .	Panama City, Fla.	1230	250	393
WDMJ . . .	Marquette, Mich.	1340	250	468
WDNC . . .	Durham, N. C.	1490	250	533
WDOD . . .	Chattanooga, Tenn.	1310	5000	591
WDRG . . .	Hartford, Conn.	1360	5000	381
WDSM . . .	Superior, Wisc.	1230	250	634
WDSU . . .	New Orleans, La.	1280	1000 (C.P.T. 5 Kw. da.)	444
WDWS . . .	Champaign, Ill.	1400	250	407
WDZ . . .	Tuscola, Ill.	1050	1000	420
WEAF . . .	New York, N. Y.	660	50000	509
WEAN . . .	Providence, R. I.	790	5000	583
WEAU . . .	Eau Claire, Wisc.	790	5000 d., 1000 n.	629
WEBC . . .	Duluth, Minn.	1320	5000	471
WEBQ . . .	Harrisburg, Ill.	1240	250	417
WEBR . . .	Buffalo, N. Y.	1340	250	506
WEDC . . .	Chicago, Ill.	1240	250	409
WEED . . .	Rocky Mount, N. C.	1450	250	537
WEEI . . .	Boston, Mass.	590	5000	455
WEEU . . .	Reading, Pa.	850	1000	578
WEGO . . .	Concord, N. C.	1410	1000	532
WEIM . . .	Fitchburg, Mass.	1340	250	457
WELI . . .	New Haven, Conn.	960	1000 d., 500 n.	383
WELL . . .	Battle Creek, Mich.	1400	250	463
WEMP . . .	Milwaukee, Wisc.	1340	250	633
WENR . . .	Chicago, Ill.	890	50000	411
WENY . . .	Elmira, N. Y.	1230	250	506
WEOA . . .	Evansville, Ind.	1400	250	421
WERC . . .	Erie, Pa.	1490	250	567
WEST . . .	Easton, Pa.	1400	250	566
WESX . . .	Marble Head, Mass.	1230	250	459
WEVD . . .	New York, N. Y.	1330	5000	510
WEW . . .	St. Louis, Mo.	770	1000	485
WEXL . . .	Royal Oak, Mich.	1340	250	469
WFAA . . .	Dallas, Tex.	820	50000	601
WFAS . . .	White Plains, N. Y.	1230	250	530
WFBC . . .	Greenville, S. C.	1330	5000	587
WFBG . . .	Altoona, Pa.	1340	250	565
WFBL . . .	Syracuse, N. Y.	1390	5000	527
WFBM . . .	Indianapolis, Ind.	1260	5000	423
WFBR . . .	Baltimore, Md.	1300	5000	452
WFCI . . .	Pawtucket, R. I.	1420	1000	583
WFDF . . .	Flint, Mich.	910	1000	467
WFEA . . .	Manchester, N. H.	1370	5000	495
WFHR . . .	Wisconsin Rapids, Wisc.	1340	250	634
WFIG . . .	Sumter, S. C.	1340	250	588
WFIL . . .	Philadelphia, Pa.	560	1000	573
WFIN . . .	Findlay, Ohio	1330	1000	551
WFLA . . .	Tampa, Fla.	970	5000 d., 1000 n.	395
WFMD . . .	Frederick, Md.	930	500	453
WFMJ . . .	Youngstown, Ohio	1450	250	655
WFNC . . .	Fayetteville, N. C.	1450	250	633
WFOR . . .	Hattiesburg, Miss.	1400	250	478

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY . . .	St. Augustine, Fla.	1240	250	394
WFPG . . .	Atlantic City, N. J.	1450	250	497
WFTC . . .	Kinston, N. C.	1230	250	536
WFTL . . .	Fort Lauderdale, Fla.	1400	250 (C.P. 710 10000)	389
WFVA . . .	Fredericksburg, Va.	1290	250	615
WGAA . . .	Cedartown, Ga.	1340	250	400
WGAC . . .	Augusta, Ga.	1240	250	399
WGAL . . .	Lancaster, Pa.	1490	250	569
WGAN . . .	Portland, Me.	560	5000	449
WGAR . . .	Cleveland, Ohio	1480	5000 d., 1000 n. (C.P.T. Broadview Heights Village— 5 Kw.-1220)	545
WGAU . . .	Athens, Ga.	1340	250	397
WGBB . . .	Freeport, N. Y.	1240	100	507
WGBF . . .	Evansville, Ind.	1280	5000 d., 1000 n.	421
WGBQ . . .	Greensboro, N. C.	980	1000	534
WGBI . . .	Scranton, Pa.	910	1000 d., 500 n.	579
WGBR . . .	Goldsboro, N. C.	1400	250	535
WGCM . . .	Gulfport, Miss.	1240	250	478
WGES . . .	Chicago, Ill.	1390	5000	411
WGGA . . .	Gainesville, Ga.	1240	250	401
WGH . . .	Newport News, Va.	1340	250	616
WGIL . . .	Galesburg, Ill.	1400	250	417
WGKV . . .	Charleston, W. Va.	1490	100	625
WGL . . .	Fort Wayne, Ind.	1450	250	421
WGN . . .	Chicago, Ill.	720	50000	411
WGNC . . .	Gastonia, N. C.	1450	250	533
WGNV . . .	Newburgh, N. Y.	1220	1000	509
WGOV . . .	Valdosta, Ga.	1450	250	403
WGPC . . .	Albany, Ga.	1450	250	397
WGR . . .	Buffalo, N. Y.	550	5000 d., 1000 n.	506
WGRG . . .	Louisville, Ky.	1400	250	425
WGRM . . .	Greenwood, Miss.	1240	250	477
WGST . . .	Atlanta, Ga.	920	5000 d., 1000 n.	399
WGTC . . .	Greenville, N. C.	1490	250	535
WGTM . . .	Wilson, N. C.	1340	250	538
WGY . . .	Schenectady, N. Y.	810	50000	527
WHA . . .	Madison, Wis.	970	5000	630
WHAI . . .	Greenfield, Mass.	1240	250	457
WHAM . . .	Rochester, N. Y.	1180	50000	525
WHAS . . .	Louisville, Ky.	840	50000	442
WHAT . . .	Philadelphia, Pa.	1340	100	575
WHAZ . . .	Troy, N. Y.	1330	1000	529
WHB . . .	Kansas City, Mo.	880	1000	183
WHBB . . .	Selma, Ala.	1490	100	350
WHBC . . .	Canton, Ohio	1230	250 (C.P. 1 Kw. 1480)	542
WHBF . . .	Rock Island, Ill.	1270	5000	419
WHBI . . .	Newark, N. J.	1280	2500 d., 1000 n.	499
WHBL . . .	Sheboygan, Wis.	1330	1000 d., 250 n.	634
WHBQ . . .	Memphis, Tenn.	1400	250	593
WHBU . . .	Anderson, Ind.	1240	250	421
WHBY . . .	Appleton, Wis.	1230	250	629
WHCU . . .	Ithaca, N. Y.	870	1000	507
WHDF . . .	Calumet, Mich.	1400	250	463
WHDH . . .	Boston, Mass.	850	5000	455
WHDL . . .	Town of Allegany (Olean), N. Y.	1450	250	523
WHEB . . .	Portsmouth, N. H.	750	1000	495
WHEC . . .	Rochester, N. Y.	1460	1000 d., 500 n.	525
WHFC . . .	Cleora, Ill.	1450	250	415
WHIO . . .	Dayton, Ohio	1290	5000	550
WHIS . . .	Bluefield, W. Va.	1440	1000 d., 500 n.	624
WHIT . . .	New Berne, N. C.	1450	250	536
WHIZ . . .	Zanesville, Ohio	1240	250	555
WHJB . . .	Greensburg, Pa.	620	250	567
WHK . . .	Cleveland, Ohio	1420	5000	547
WHKC . . .	Columbus, Ohio	640	500	549
WHKY . . .	Hickory, N. C.	1290	5000 d., 1000 n.	535
WHLR . . .	Virginia, Minn.	1400	250	476

Call letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	523
WHLN	Harlan, Ky.	1450	250	441
WHLS	Port Huron, Mich.	1450	250	469
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	510
WHO	Des Moines, Ia.	1040	50000	429
WHOM	Jersey City, N. J.	1180	1000 d., 500 n.	499
WHOP	Hopkinsville, Ky.	1230	250	441
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	568
WHUB	Cookeville, Tenn.	1400	250	591
WHYN	Holyoke, Mass.	1400	250	458
WIAC	Hato Rey, P. R.	580	5000	639
WIBA	Madison, Wisc.	1310	5000	630
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	424
			(C.P. 5 Kw.- da.-n.)	
WIBG	Philadelphia (Glenside), Pa.	990	10000	573
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	633
WIBW	Topeka, Kans.	580	5000	437
WIBX	Utica, N. Y.	1230	250	529
WICA	Ashtabula, Ohio	970	1000	542
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	381
WIGM	Medford, Wisc.	1490	250	631
WIL	St. Louis, Mo.	1230	250	485
WILL	Urbana, Ill.	580	5000	420
WILM	Wilmington, Del.	1450	250	385
WINC	Winchester, Va.	1400	250	618
WIND	Gary, Ind.	560	5000	423
WING	Duyton, Ohio	1410	5000	550
WINN	Louisville, Ky.	1240	250	442
WINS	New York, N. Y.	1000	1000	513
WINX	Washington, D. C.	1340	250 & 50-amp.	387
WIOD	Miami, Fla.	610	5000	392
WIP	Philadelphia, Pa.	610	5000	575
WIRE	Indianapolis, Ind.	1430	5000	424
WIS	Columbia, S. C.	500	5000	587
WISE	Asheville, N. C.	1230	250	531
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	425
WISN	Milwaukee, Wisc.	1150	5000	631
WISR	Butler, Pa.	680	250	565
WITH	Baltimore, Md.	1230	250	452
WIZE	Springfield, Ohio	1340	250	553
WJAC	Johnstown, Pa.	1400	250	570
WJAG	Norfolk, Nebr.	1090	1000	489
WJAR	Providence, R. I.	920	5000	583
WJAS	Pittsburgh, Pa.	1320	5000	578
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	391
WJBC	Bloomington, Ill.	1230	250	407
WJBK	Detroit, Mich.	1490	250	463
WJBO	Baton Rouge, La.	1150	5000	443
WJBW	New Orleans, La.	1230	250	444
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	478
WJEJ	Hagerstown, Md.	1240	250	453
WJHL	Johnson City, Tenn.	910	1000	592
WJHO	Opelika, Ala.	1400	250 d., 100 n.	350
WJHP	Jacksonville, Fla.	1320	250	391
WJIM	Lansing, Mich.	1240	250	468
WJJD	Chicago, Ill.	1160	20000	413
WJLB	Detroit, Mich.	1400	250	463
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	624
WJMC	Rice Lake, Wisc.	1240	250	633
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	395
WJOB	Hammond, Ind.	1230	250	423
WJPA	Washington, Pa.	1450	250	580

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF . . .	Herrin, Ill.	1340	250	417
WJPR . . .	Greenville, Miss.	1340	250	477
WJB . . .	Detroit, Mich.	760	50000	465
WJRD . . .	Tuscaloosa, Ala.	1230	250	350
WJTN . . .	Jamestown, N. Y.	1240	250	507
WJW . . .	Cleveland, Ohio	1240	250 (C.P. 850 5000)	549
WJZ . . .	New York, N. Y.	770	50000	513
WJZM . . .	Clarksville, Tenn.	1400	250	591
WKAQ . . .	San Juan, Puerto Rico.	620	5000	639
WKAR . . .	East Lansing, Mich.	870	5000	465
WKAT . . .	Miami Beach, Fla.	1360	1000	393
WKBB . . .	Dubuque, Ia.	1490	250	429
WKBH . . .	La Crosse, Wisc.	1410	1000	630
WKBN . . .	Youngstown, Ohio	570	5000	555
WKBO . . .	Harrisburg, Pa.	1230	250	568
WKBV . . .	Richmond, Ind.	1490	100	426
WKBW . . .	Buffalo, N. Y.	1520	50000	506
WKBZ . . .	Muskegon, Mich.	1490	250	468
WKEU . . .	Griffin, Ga.	1450	100	401
WKEY . . .	Covington, Va.	1340	250	
WKIP . . .	Poughkeepsie, N. Y.	1450	250	525
WKMO . . .	Kokomo, Ind.	1400	250	425
WKNE . . .	Keene, N. H.	1290	5000	493
WKNY . . .	Kingston, N. Y.	1490	250	507
WKOK . . .	Sunbury, Pa.	1240	250	579
WKPA . . .	New Kensington, Pa.	1150	250	570
WKPT . . .	Kingsport, Tenn.	1400	250	592
WKRC . . .	Cincinnati, Ohio	550	5000 d., 1000 n.	543
WKRO . . .	Cairo, Ill.	1490	250	407
WKST . . .	New Castle, Pa.	1280	1000	570
WKWK . . .	Wheeling, W. Va.	1400	250	626
WKY . . .	Oklahoma City, Okla.	930	5000 d., 1000 n. (C.P. 5000)	557
WKZO . . .	Kalamazoo, Mich.	590	5000	468
WLAC . . .	Nashville, Tenn.	1510	50000	595
WLAG . . .	La Grange, Ga.	1240	250	401
WLAK . . .	Lakeland, Fla.	1340	250	391
WLAP . . .	Lexington, Ky.	1450	250	442
WLAV . . .	Grand Rapids, Mich.	1340	250	467
WLAW . . .	Lawrence, Mass.	680	5000	458
WLAY . . .	Muscle Shoals City, Ala.	1450	250	349
WLB . . .	Minneapolis, Minn.	770	5000	473
WLBC . . .	Muncie, Ind.	1340	250	425
WLBJ . . .	Bowling Green Ky.	1340	250	441
WLBL . . .	Stevens Point, Wisc.	930	5000	634
WLBZ . . .	Bangor, Me.	620	5000	448
WLDS . . .	Jacksonville, Ill.	1180	250	418
WLEU . . .	Erie, Pa.	1450	250	566
WLIB . . .	Brooklyn, N. Y.	1190	1000	505
WLLH . . .	Lowell, Mass.	1400	250	459
WLNH . . .	Laconia, N. H.	1340	250	493
WLOF . . .	Orlando, Fla.	1230	250	393
WLOG . . .	Logan, W. Va.	1230	250	626
WLOK . . .	Lima, Ohio	1240	250	551
WLOL . . .	Minneapolis, Minn.	1330	1000	473
WLPM . . .	Suffolk, Va.	1450	250	618
WLS . . .	Chicago, Ill.	890	50000	413
WLVA . . .	Lynchburg, Va.	1230	250	616
WLW . . .	Cincinnati, Ohio	700	50000	545
WMAL . . .	Washington, D. C.	630	5000	387
WMAM . . .	Marinette, Wisc.	570	250	631
WMAN . . .	Mansfield, Ohio	1400	250	551
WMAQ . . .	Chicago, Ill.	670	50000	415
WMAS . . .	Springfield, Mass.	1450	250	459
WMAZ . . .	Macon, Ga.	940	5000	402

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD . . .	Peoria, Ill.	1470	500 d., 100 n.	418
WMBG . . .	Richmond, Va.	1380	5000	617
WMBH . . .	Joplin, Mo.	1450	250	481
WMBI . . .	Chicago, Ill.	1110	5000	415
WMBO . . .	Auburn, N. Y.	1340	250	504
WMBR . . .	Jacksonville, Fla.	1460	250	391
WMBS . . .	Uniontown, Pa.	590	1000	579
WMC . . .	Memphis, Tenn.	790	5000	595
WMCA . . .	New York, N. Y.	570	5000	515
WMEX . . .	Boston, Mass.	1510	5000	455
WMFD . . .	Wilmington, N. C.	1460	250	538
WMFF . . .	Plattsburg, N. Y.	1340	250	523
WMFG . . .	Hibbing, Minn.	1240	250	471
WMFJ . . .	Daytona Beach, Fla.	1450	250	389
WMFR . . .	High Point, N. C.	1230	250	535
WMGA . . .	Moultrie, Ga.	1400	250	402
WMIN . . .	St. Paul, Minn.	1400	250	475
WMIS . . .	Natchez, Miss.	1490	250	479
WMJM . . .	Cordele, Ga.	1490	250 d., 100 n.	401
WMMN . . .	Fairmont, W. Va.	520	5000	625
WMOB . . .	Mobile, Ala.	1230	250	349
WMOG . . .	Brunswick, Ga.	1190	250 d., 100 n.	400
WMPC . . .	Lapeer, Mich.	1230	250	468
WMPS . . .	Memphis, Tenn.	1460	1000 d., 500 n.	593
WMRC . . .	Greenville, S. C.	1490	250	587
WMRF . . .	Lewistown, Pa.	1490	250	570
WMRN . . .	Marion, Ohio.	1450	250	551
WMRO . . .	Aurora, Ill.	1280	250	407
WMSL . . .	Decatur, Ala.	1466	250	348
WMT . . .	Cedar Rapids-Waterloo, Ia.	600	5000	427
WMUR . . .	Manchester, N. H.	610	5000 d., 1000 n.	495
WMVA . . .	Martinsville, Va.	1450	250	616
WNAB . . .	Bridgeport, Conn.	1450	250	381
WNAC . . .	Boston, Mass.	1260	5000	457
WNAD . . .	Norman, Okla.	640	100	557
WNAX . . .	Yankton, S. D.	570	5000	590
WNBC . . .	Hartford, Conn.	1410	5000	381
WNBF . . .	Binghamton, N. Y.	1290	5000	504
WNBH . . .	New Bedford, Mass.	1340	250	459
WNBZ . . .	Saranac Lake, N. Y.	1320	100	525
WNEL . . .	San Juan, Puerto Rico.	1320	5000	639
WNEW . . .	New York, N. Y.	1130	10000	517
WNLC . . .	New London, Conn.	1490	250	383
WNOE . . .	New Orleans, La.	1450	250	444
WNOX . . .	Knoxville, Tenn.	990	10000	592
WNYC . . .	New York, N. Y.	830	1000	515
WOAI . . .	San Antonio, Tex.	1260	50000	608
WOC . . .	Davenport, Ia.	1420	5000	428
WOI . . .	Ames, Ia.	640	5000	427
WOKO . . .	Albany, N. Y.	1460	10000 d., 500 n.	503
WOL . . .	Washington, D. C.	1260	1000	387
WOLF . . .	Syracuse, N. Y.	1490	250	528
WOLS . . .	Florence, S. C.	1230	250	587
WOMI . . .	Owensboro, Ky.	1490	250	442
WOMT . . .	Manitowoc, Wisc.	1240	100	630
WOOD . . .	Grand Rapids, Mich.	1300	5000	467
WOPI . . .	Bristol, Tenn.	1490	250	590
WOR . . .	New York, N. Y.	710	50000	519
WORC . . .	Worcester, Mass.	1310	1000	460
WORD . . .	Spartanburg, S. C.	1460	250	588
WORK . . .	York, Pa.	1330	1000	581
WORL . . .	Boston, Mass.	950	1000	457
WOSH . . .	Oshkosh, Wisc.	1490	250	633

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	549
WOV	New York, N. Y.	1280	5000	523
WOW	Omaha, Nebr.	590	5000	492
WOWO	Fort Wayne, Ind.	1190	10000	423
WPAB	Ponce, Puerto Rico	1370	1000	638
WPAD	Paducah, Ky.	1450	250	443
WPAR	Parkersburg, W. Va.	1450	250	626
WPAT	Paterson, N. J.	930	1000	500
WPAX	Thomasville, Ga.	1240	250	403
WPAY	Portsmouth, Ohio	1400	250	551
WPDQ	Jacksonville, Fla.	1270	5000	391
WPEN	Philadelphia, Pa.	950	5000	557
WPIC	Sharon, Pa.	790	1000	579
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	638
WPRO	Providence, R. I.	630	5000	585
WPRP	Ponce, Puerto Rico	1420	250	639
WPTF	Raleigh, N. C.	680	50000	537
WQAM	Miami, Fla.	560	5000 d., 1000 n.	392
WQAN	Scranton, Pa.	910	1000 d., 500 n.	579
WQBC	Vicksburg, Miss.	1390	1000	479
WQXR	New York, N. Y.	1560	10000	521
WRAK	Williamsport, Pa.	1400	250	580
WRAL	Raleigh, N. C.	1240	250	536
WRAW	Reading, Pa.	1340	250	578
WRBL	Columbus, Ga.	1230	250	400
WRC	Washington, D. C.	980	5000	388
WRDO	Augusta, Me.	1400	100 (C.P. 250)	447
WRDW	Augusta, Ga.	1480	5000	400
WREC	Memphis, Tenn.	600	5000	593
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	437
WRGA	Rome, Ga.	1490	250	402
WRJN	Racine, Wis.	1400	250	633
WRLC	Toxco, Ga.	1450	250	403
WRNL	Richmond, Va.	910	5000	617
WROK	Rockford, Ill.	1440	1000 d., 500 n.	419
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	592
WRR	Dallas, Tex.	1310	5000	603
WRRF	Washington, N. C.	930	1000	538
WREN	Warren, Ohio	1400	250	553
WRUF	Gainesville, Fla.	850	5000	391
WRVA	Richmond, Va.	1140	50000	618
WSAI	Cincinnati, Ohio	1360	5000	545
WSAJ	Grove City, Pa.	1340	100	567
WSAM	Saginaw, Mich.	1400	250	469
WSAN	Allentown, Pa.	1470	500	565
WSAP	Portsmouth, Va.	1490	250	616
WSAR	Fall River, Mass.	1480	1000	457
WSAU	Wausau, Wis.	1400	250	634
WSAV	Savannah, Ga.	1340	250	402
WSAY	Rochester, N. Y.	1240	250	525
WSAZ	Huntington, W. Va.	930	1000	625
WSB	Atlanta, Ga.	750	50000	399
WSBA	York, Pa.	900	1000	581
WSBC	Chicago, Ill.	1240	250	415
WSBT	South Bend, Ind.	960	1000	426
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	348
WSIX	Nashville, Tenn.	980	5000	595
WSJS	Winston-Salem, N. C.	600	5000	539
WSKB	McComb, Miss.	1230	250	479
WSLB	Ogdensburg, N. Y.	1400	250	523
WSLI	Jackson, Miss.	1450	250	478
WSLS	Roanoke, Va.	1240	250	618

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	597
WSMB	New Orleans, La.	1350	5000	445
WSNJ	Bridgeton, N. J.	1240	250	497
WSNY	Schenectady, N. Y.	1240	250	528
WSOC	Charlotte, N. C.	1240	250	532
WSON	Henderson, Ky.	860	250	441
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	469
WSOY	Decatur, Ill.	1340	250	417
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	588
WSPB	Sarasota, Fla.	1450	250	394
WSPD	Toledo, Ohio	1370	5000	553
WSPR	Springfield, Mass.	1270	500	460
WSRB	Stamford, Conn.	1400	250	385
WSTP	Salisbury, N. C.	1490	250	538
WSTV	Stenbenville, Ohio.	1340	250	553
WSUI	Iowa City, Ia.	910	5000	429
WSUN	St. Petersburg, Fla.	620	5000	394
WSVA	Harrisonburg, Va.	550	1000	615
WSYB	Rutland, Vt.	1380	1000	614
WSYR	Syracuse, N. Y.	570	5000	528
WTAD	Quincy, Ill.	930	1000	418
WTAG	Worcester, Mass.	580	5000	460
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	395
WTAM	Cleveland, Ohio	1100	50000	547
WTAQ	Green Bay, Wisc.	1360	5000	629
WTAR	Norfolk, Va.	790	5000	616
WTAW	College Station, Tex.	1150	1000	600
WTAX	Springfield, Ill.	1240	100	420
WTBO	Cumberland, Md.	820	250 (C.P. 1450 Kc.)	453
WTCM	Traverse City, Mich.	1400	250	469
WTCN	Minneapolis, Minn.	1280	500 d., 1000 n.	475
WTEL	Philadelphia, Pa.	1340	100	557
WTHT	Hartford, Conn.	1230	250	383
WTIC	Hartford, Conn.	1080	50000	383
WTJS	Jackson, Tenn.	1390	1000	591
WTMA	Charleston, S. C.	1250	1000	585
WTMC	Ocala, Fla.	1490	250	393
WTMJ	Milwaukee, Wisc.	620	5000	631
WTMV	East St. Louis, Ill.	1490	250	417
WTNJ	Trenton, N. J.	1310	500	500
WTOC	Savannah, Ga.	1290	5000	402
WTOP	Washington, D. C.	1500	50000	388
WTOL	Toledo, Ohio	1230	250	553
WTRC	Elkhart, Ind.	1340	250	421
WTRY	Troy, N. Y.	980	1000	529
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	394
WTTM	Trenton, N. J.	920	1000	500
WWDC	Washington, D. C.	1450	250	388
WWJ	Detroit, Mich.	950	5000	465
WWL	New Orleans, La.	870	50000	445
WWNC	Asheville, N. C.	570	1000	531
WWNY	Watertown, N. Y.	790	1000	530
WWPG	Palm Beach, Fla.	1340	250	393
WWRL	Woodside, N. Y.	1600	250	530
WWSR	St. Albans, Vt.	1420	1000	614
WWSW	Pittsburgh, Pa.	1490	250	578
WWVA	Wheeling, W. Va.	1170	50000	627
WXYZ	Detroit, Mich.	1270	5000	468

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

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

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

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

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

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

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

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

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

ALABAMA

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

W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By Anniston Broadcasting Co.
Operated By Harry M. Ayers
Address Radio Building, 1330 Noble St.
Phone Number 2380
Transmitter Location Radio Building,
1330 Noble St.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Anniston Star
News Service AP, UP
Transcription Service World Broadcasting
Representative Sears & Ayer, Inc.

Personnel

Owner Harry M. Ayers
Station-Commercial Manager J. W. Buttram
Program-Publicity Director Dr. Frank McLean
Production Manager Malcolm Street
Sales Promotion Manager-Musical Director Mrs. Ruby Meigs
Chief Engineer James Hudson
Director of War Programs J. W. Buttram

W J L D

BESSEMER—EST. 1942

KEYSTONE BROADCASTING SYSTEM

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

Personnel

Owner J. Leslie Doss
Station-Commercial Manager and Production Manager Hal Falter
Program Director and Director of War Programs Byrl Cooley
Chief Announcer Alvin Davis
Artists Bureau Billie Cliff Evans
Chief Engineer Calaway M. Callicott

W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By Alabama Polytechnic Institute, University of Alabama, Alabama College.
Licensee Voice of Alabama, Inc
Address Protective Life Bldg.
Phone Number 3-8116
Studio Addresses Protective Life Bldg.;
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo; Alabama Polytechnic Institute Campus, Auburn.
Transmitter Location Sandusky, Ala.
Time on the Air 5:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service UP
Representative Radio Sales

Personnel

Chairman of Board Ed Norton
President-General Manager Thad Holt
National Sales & Promotion Manager H. H. Holthouser
Program Director Jimmie Willson
Production Manager Burt McKee, Jr
Publicity Director Mary Bennett
Musical Director Clo McAlpin
Chief Engineer N. S. Hurley

W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Birmingham Broadcasting Co., Inc.
Address WBRC Bldg., Box 2311
Phone Number 4-7741
Transmitter Location 2400 Arkedelphia Rd.
Time on the Air 6:00 a.m. to 12:00 midnite;
Sundays, 7:00 a.m. to 12:00.
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President-General Manager J. C. Bell
Ass't Manager John M. Connolly
Program Director Herbert C. Grieb
Chief Engineer G. P. Hamann

W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

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

Address Dixie Carlton Hotel
Phone Number 4-3434
Transmitter Location Alabama State
Fair Grounds

Time on the Air: 5 a.m. to 12 midnight
days, 7 a.m. to 12 midnight

Newspaper Affiliation Birmingham News;
Birmingham Age-Herald

News Service AP

Transcription Service NBC Thesaurus.
Langworth; Davis & Schwegler

Representative Headley-Reed Co.

Personnel

General Manager Henry P. Johnston
Assistant to Manager Evelyn Hicks
Sales Production Manager and Publicity

Director Edgar Hinkle

Program Director Bill Terry

Production Manager John Bartlett

Traffic Manager M. C. Black

Chief Engineer Gordon Bishop

W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

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

Address 511 Bank St.
Phone Number 802-3-4

Transmitter Location Decatur, Ala.

Time on the Air Unlimited License

News Service UP

Transcription Service World Broadcasting
System

Representative Headley-Reed Co.

Personnel

President Melvin Hutson
Secretary-Treasurer Clyde Hendrix

Station-Commercial Manager Curtis Gover
Program-Publicity Manager Genevra Hough
Bell

Production Manager-Chief

Announcer John L. Slatton

Chief Engineer Calloway M. Callicott

W A G F

DOTHAN—EST. 1933

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

Address 204½ E. Main Street
Phone Number 1430

Transmitter Location Headland Highway,
Dothan

Time on the Air Daytime license

Newspaper Affiliation Dothan Eagle

Transcription Service Standard Radio

Representative Headley-Reed Company

Personnel

Station Manager Julian C. Smith

Commercial Manager Fred Moseley

Program Director and

Chief Announcer Willard Wilkes

Production Manager and

Chief Engineer John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

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

Address 108 Broad Street
Phone Number 88

Transmitter Location 108 Broad Street

Time on the Air 7 a.m. to 11.00 p.m.

News Service Transradio

Representative Sears & Ayer

Personnel

President B. H. Hopson
Station Manager and

Program Director Beatrice Tate Benton

Commercial Manager Sam Benton

Chief Engineer L. O. Bruner

W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By W. H. Pollard

Address 318 W. Clinton St.
Phone Number 313

Transmitter Location 1½ West of Huntsville

Time on the Air Unlimited license

Personnel

President-Station Manager and
Commercial Manager W. H. Pollard

Program Director Margaret Speake

Production Manager Hugh McDonald

Chief Announcer and

Chief Engineer John Garrison

WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned By.....W. O. Pape
 Operated By.....Pape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number.....Dexter 3-3787
 Transmitter Location.....Tensas Bridge Head,
 Baldwin County
 Time on the Air.....6 a.m. to 11:00 p.m.;
 Sundays, 8:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

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

WMOB

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....S. B. Quigley
 Business Address.....600 St. Louis St.,
 (Quigley Building)
 Phone Number.....Belmont 2-4566
 Studios Addresses.....600 St. Louis St.
 Transmitter Location.....600 St. Louis St.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Sears & Ayer, Inc.

Personnel

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

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capital Broadcasting
 Company, Inc.
 Business Address.....2 Montgomery St.
 Phone Number.....5781
 Transmitter Location.....Narrow Lane Road,
 Montgomery
 Time on the Air.....17 hours daily

News ServiceINS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President-Station Mgr.G. W. Covington, Jr.
 Commercial Manager.....John C. Hughes
 Executive Secretary.....Evelyn B. Robinson
 Musical Director.....Weston Britt
 Program Director.....Malcolm Richards
 Chief Engineer.....W. D. Weatherly

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
 500 n.
 Owned-Operated By.....Montgomery
 Broadcasting Co., Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....8361
 Studio Address.....Jefferson Davis Hotel
 Transmitter Location.....Narrow Lane Road,
 Time on the Air.....5:45 a.m. to 11:05 p.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Manager.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Publicity Director.....Leland Childs
 Program-Musical Director and
 Production Manager.....Caldwell Stewart
 Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM

NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByMuscle Shoals
 Broadcasting Corporation
 Address.....Muscle Shoals, Ala.
 Phone Number.....1450
 Transmitter Location.....Muscle Shoals, Ala.
 Time on the Air.....6:45 a.m. to 11 p.m.;
 Sundays, 7:30 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....J. C. Russell
 Station and Commercial Manager and
 Publicity Director.....E. J. Sperry
 Program-Musical Director and
 Production Manager.....Sarah Smith
 Sales Promotion Mgr.Louis Harris
 Chief Engineer.....J. W. Smith
 Chief Announcer.....Garland Burt

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

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

Address 1400 Auburn Road
Phone Number 856
Transmitter Location 1400 Auburn Road
Time on the Air 6:00 a.m. to 12:00 mid.
News Service UP

Personnel

Station Manager and

Chief Engineer F. Marion Hyatt
Commercial Manager James T. Ownby
Sales Promotion and Production Manager and
Program Director Hugh Web
Publicity Director Anne Davis
Musical Director Robert Cronander

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

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

Business Address 209 Washington St.
Phone Number 1233
Studio Address 209 Washington St.,
Selma, Ala.
Transmitter Location Seventh Ave., North
Time on the Air 14½ hours daily
Representative Sears & Ayer, Inc.

Personnel

Station-Commercial Mgr. Julien Smith, Jr.
Sales Promotion Manager-
Program Director Erin Reynolds
Chief Announcer James Stanley
Chief Engineer T. F. Kelley, Jr.

W J R D

TUSCALOOSA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By James R. Doss, Jr.
Address First National Bank Bldg.
Phone Number 4464-65
Transmitter Location Jug Factory &
Greensboro Roads
Time on the Air Unlimited license
Transcription Service World Broadcasting
System, C. P. MacGregor
Representative Headley-Reed Co..

Personnel

Owner J. R. Doss, Jr.

ARIZONA

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

K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Gila Broadcasting
Co., Inc.

Business Address Globe
Phone Number Globe 41
Studio Address South Globe, Arizona
Transmitter Location South Globe, Arizona
Time on the Air 7:30 a.m. to 8:00 p.m.
Representative Arizona Broadcasting System

Personnel

President Louis F. Long
Manager Paul Merrill
Commercial and Sales
Promotion Manager E. S. Shoecraft
Program and Publicity
Director Willard Shoecraft
Chief Announcer Lester McBride
Chief Engineer Herbert Hartman

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

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

Personnel

President Della Tovrea Stuart
Station Manager Erma K. Scholey
Chief Engineer Wayne Fernyhough

K S U N
LOWELL—EST. 1933
 ARIZONA NETWORK

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

Personnel

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

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Salt River Valley
 Broadcasting Company
 Address: 836 North Central Avenue
 Phone Number: 4-4144
 Transmitter Location: 12th St. & Camel-
 back Rd.
 Time on the Air: 6 a.m. to 12:00 midnight
 Newspaper Affiliation: Prairie Farmer
 Publishing Co., Arizona Farmer
 News Service: AP; Transradio
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

Chairman of Board: Burrige D. Butler
 President: W. A. Baldwin
 Commercial Manager: John L. Hogg
 Business Manager: Albert D. Johnson
 Program Director: John R. Williams
 Sales Promotion-War Program
 Director: Frances C. Myers
 Chief Announcer and
 Production Manager: Joe Dana
 Musical Director: Alfred Becker
 Chief Engineer: Francis A. Higgins

K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: M. C. Reese

Business Address: 415 First National
 Bank Bldg.
 Phone Number: 3-3197
 Studio Address: 24th Ave. & Buckeye Rd.
 Transmitter Location: 24th Ave. &
 Buckeye Rd.
 Time on the Air: 6 a.m. to midnight
 News Service: INS
 Transcription Service: Associated
 Music Publishers
 Representative: John E. Pearson Co.

Personnel

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

K T A R

PHOENIX—EST. 1922

BLUE NETWORK—NBC
 ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: KTAR Broadcasting
 Company
 Business Address: 711 Heard Building
 Phone Number: 4-4161
 Studio Address: Atop the Heard Building
 Transmitter Location: 36th St. & East
 Thomas Road
 Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12:15 a.m.
 Newspaper Affiliation: Arizona Republic
 and Phoenix Gazette
 News Service: AP; INS; UP
 Transcription Service: NBC Thesaurus,
 Standard Radio Library and Langworth
 Representative: Paul H. Raymer Co.

Personnel

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

K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

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

Personnel

President..... Albert Stetson
 Station and Commercial Mgr..... Harold Ritter
 Program Director..... Roberta Pfister
 Artists' Bureau..... Byron Lee McCall
 Chief Engineer and
 Production Manager.. Frederick R. Blackburn

K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Gila Broadcasting
 Company
 Address..... 6th Ave. & Relation St.
 Phone Number.....15
 Transmitter Location..... 6th Ave. & Relation St.
 Time on the Air..... 16 hours daily
 News Service..... AP; INS; UP
 Transcription Service..... Standard Radio
 Representatives..... Paul H. Raymer Co. and
 Arizona Broadcasting Co.

Personnel

President..... Louis F. Long
 General Manager..... Paul Merrill
 Commercial and Sales
 Promotion Manager..... David R. Worley
 Publicity Director..... Paul Merrill
 Program Director, Production Manager and
 Chief Announcer..... Norman B. Harrington
 Chief Engineer..... Herbert Hartman

K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Tucson Broadcasting
 Co., Inc.

Address.....E. Broadway & Tyndall
 Phone Number.....5800-5801
 Transmitter Location.... Broadway at Tyndall
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service..... Associated
 Representative..... John Blair & Co.

Personnel

Station and Commercial Mgr..... Lee Little
 Sales Promotion Manager.... Gerald O'Brien
 Chief Announcer.....Graham French
 Program Director and
 Production Manager..... Wayne Sanders
 Chief Engineer.....Cliff Livingston

K V O A

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By: Arizona Broadcasting
 Company, Inc.
 Business Address..... P. O. Box 2911
 Phone Number.....3703
 Studio Address..... 48 East Broadway
 Transmitter Location..... 10th and Lee
 Time on the Air..... Unlimited license
 Newspaper Affiliation..... Arizona Republic
 News Service..... AP
 Transcription Service..... NBC Thesaurus
 Representative..... Paul H. Raymer Co.

Personnel

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

K Y U M

YUMA—EST. 1940

BLUE NETWORK-NBC
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.. Yuma Broadcasting Co.
 Business Address..... Post Office Box 352
 Phone Number..... Yuma 88
 Studio Address... 19th Avenue and 1st Street
 Transmitter Location.. 19th Avenue and 1st St.
 Time on the Air: 7 a.m. to 10:45 p.m.; Sundays,
 7:00 a.m. to 12:15 a.m.
 News Service..... INS, UP
 Transcription Service..... NBC Thesaurus
 Representative..... Paul H. Raymer Co.

Personnel

President..... R. N. Campbell
 General Manager and Director of
 War Programs..... Harper M. Phillips
 Chief Engineer..... Leavenworth Wheeler

ARKANSAS

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

K L C N

BLYTHERVILLE—EST. 1922

Frequency: 900 Kc. Power: 1000 Watts
Owned and Operated by... Fred O. Grimwood
Address..... Noble Hotel
Phone Number..... 2093
Transmitter Location..... Armored, Ark.
Time on the Air..... 6 a.m. to local sunset
News Service..... UP
Transcription Service..... NBC Thesaurus
Representative..... The John E. Pearson Co.

Personnel

Station-Commercial
Manager..... Harold L. Sudbury
Sales Promotion Manager..... Harold Sudbury
Program Director..... J. T. Sudbury
Director of War Programs-
Chief Announcer..... Bill Crable
Musical Director..... Bob Berryman
Chief Engineer..... Bob Connor

Address..... 1215 Garrison Ave.
Phone Number..... 4106
Transmitter Location..... Albert Pike & Kelley Highway
Time on the Air..... 6:30 to 10:00 p.m.;
Sundays, 8:00 a.m. to 9:15 p.m.
News Service..... UP and AP
Transcription Service..... NBC Thesaurus;
World Broadcasting System

Personnel

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

K E L D

EL DORADO—EST. 1935
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Radio Enterprises, Inc.
Address..... Box 610, El Dorado
Phone..... 1313
Transmitter Location..... Country Club Colony
Time on the Air:..... 6:45 a.m. to 10:30 p.m.
News Service..... INS
Transcription Service..... Standard Radio
Representative..... Cox and Tanz

Personnel

President..... T. H. Barton
Station and Commercial Manager... Leon Sipes
Sales Promotion Manager-
Publicity Director..... J. R. Duerson
Program Director..... Rodney Smith
Production Manager..... Charles Mathis
Chief Announcer..... Leon Sipes
Director of War Programs... Jacqueline Click
Chief Engineer..... A. W. Hearin

K F F A

HELENA—EST. 1941
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Helena Broadcasting Co.
Address..... 215 York St.
Phone Number..... Main 59
Transmitter Location..... 215 York St.
Time on the Air..... 104 hours weekly
News Services..... UP
Transcription
Service..... Keystone Broadcasting System

Personnel

President-General Manager... Sam Anderson
Program Director and
Production Manager..... Doris Trainer
Chief Engineer..... J. C. Warren
Chief Announcer..... Leland Stone

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Southwestern
Hotel Co.

K T H S

HOT SPRINGS—EST. 1924
BLUE NETWORK
ARKANSAS NETWORK

Frequency..... 1090 Kc.
Power..... 10,000 d.; 1000 n.
Owned-Operated By... Radio Broadcasting, Inc.
Address..... 135 Benton Street
Phone Number..... 1160-1161

Transmitter Location.....Malvern Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Branham Company

Personnel

President.....John C. McCormack
 Station Manager.....K. K. Kellam
 Commercial Manager.....Ed Appler
 Program Director and
 Production Manager.....Frank A. Browne
 Chief Engineer.....Cecil Sult

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Address.....819½ Central
 Phone Number.....412
 Transmitter Location.....819½ Central
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Clyde E. Wilson
 Commercial and Sales
 Promotion Manager.....Robert Choate
 Program Director.....J. Grum
 Production Manager and
 Publicity Director.....Jon Hackett
 Chief Engineer.....Melvin P. Spann

K B T M

JONESBORO—EST. 1930

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned by...Jay P. Beard d/b as Regional
 Broadcasting Co.
 Operated By.....Mrs. Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number.....597
 Transmitter Location.....Rural Route No. 4
 Time on the Air.....7:00 A.M. to 10:00 P.M.

Personnel

President.....Jay P. Beard
 Station Manager.....Mrs. Jay P. Beard
 Commercial Manager.....W. H. Cate
 Program Director.....Miss Beaton Wood

K A R K

LITTLE ROCK—EST. 1931

**NATIONAL BROADCASTING CO.
 SOUTHCENTRAL QUALITY NETWORK**

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.

Address.....Radio Center, 114 E. Capitol
 Phone Number.....LD 224
 Transmitter Location: Jackson Blvd., North Little
 Rock

Time on the Air....5:45 A.M. to 11:30 P.M.
 Sundays, 7:00 A.M. to 11:30 P.M.

News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry & Co.

Personnel

President.....T. H. Barton
 V.P. and Gen. Mgr.....G. E. Zimmerman
 Commercial Manager.....C. K. Beaner
 Studio Manager.....Bruce Grant
 Publicity Director.....Julian F. Haas
 Chief Engineer.....Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927

BLUE NETWORK

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

Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number.....9166
 Transmitter Location.....Gazette Building
 Time on the Air: 6 a.m. to 11p.m. Saturdays.
 6:00 a.m. to 1:00 a.m.

Newspaper Affiliation.....Arkansas Gazette
 Representative.....Spot Sales, Inc.

Personnel

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

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
 Owned-Operated By...Arkansas Broadcasting
 Company

Address...Gazette Bldg., 3rd & Louisiana Sts.
 Phone.....5427
 Transmitter Location...Highway No. 70, 8 miles
 east of Little Rock

Time on the Air: 5:00 a.m. to 2:05 a.m. Mon-
 days through Saturday; 7 a.m. to 12:30 p.m.,
 Sundays.

Newspaper Affiliation.....Arkansas Gazette
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
 General and
 Commercial Manager.....S. C. Vinsonhaler

Merchandising Manager and
 Publicity Director.....Claude Miller
 Program Director.....Nina Madden
 Production Manager and
 Chief Announcer.....Harris Owen
 Musical Director.....Tom Scott
 Chief Engineer.....K. F. Tracy

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By,

Universal Broadcasting Corp.

Address505½ Main St.

Phone Number721

Transmitter Location.....505½ Main St.

Time on the Air.....Unlimited

News Service.....UP and AP

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Etter
 Program Director.....Ayleene Somervell

K U O A

SILOAM SPRINGS—EST. 1923

KEYSTONE BROADCASTING SYSTEM

ARKANSAS NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts

Owned-Operated By.....KUAO Incorporated

Address.....Siloam Springs, Ark.

Phone Number77

Transmitter Location.....Siloam Springs, Ark.

Time on the Air.....6:30 a.m. to Local Sunset

News ServiceUP

Transcription Service.... World Broadcasting

System, Keystone Broadcasting System

RepresentativeThe Walker Company

Personnel

President.....Richard Hodges

Station and Commercial

Manager.....Storm Whaley

Program Director.....Gilberta Walton

Director of War Programs.....Storm Whaley

Chief Engineer.....Kenneth Maxwell

PA *THE PACEMAKER* with **AP** news for radio



WHITHER IN 1944?

1943 was an incredibly successful year for all Pacific Coast networks. Especially for Pacific Blue. What 1944 holds we refuse to prophesy but what happened in 1943 is a reliable key to the future.

More Stations—Two aggressively managed stations—KFMB, San Diego, and KPRO, Riverside—joined the fold, giving us 14 stations and as near perfect coverage as any advertiser can request. No other network can offer more coverage.

More Business—24 regional advertisers used Pacific Blue in 1943. In January, 1944, alone five new regional advertisers—S & W, Rainier Brewing, Lyon Van & Storage, Resinol, and Union Ice—signed for an additional 14 quarter-hours a week.

More Audience—Pacific Blue's share of the audience surged upward with every Hooper during 1943. For instance, in the morning Pacific Blue stations in the four key Coast markets showed gains of 28% to 70%, in the afternoon gains of 21% to 74%.

Same Rates—Improved coverage and more listeners have *not* meant increased rates. The same economical rate structure, the same liberal discounts still enable Pacific Blue to deliver the Coast for 20% less than any other network.

THE PACIFIC BLUE NETWORK

CALIFORNIA

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

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
AddressElks Bldg.
Phone Number8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Deane Banta
Commercial Manager.....Richard Brothers
Program-Publicity Director....Michael Powell
Chief Engineer.....Verne Shatto
(See Page 358)

K P M C

BAKERSFIELD—EST. 1935

MUTUAL—DON LEE

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Business Address.....20th & Eye Streets
Phone Number8-8151
Transmitter Location.....307 East 21st St.
Time on the Air.....Unlimited license
News ServiceUP
Transcription Service.....NBC Thesaurus and
Associated Music Publishers
Representative.....John Blair & Co.

Personnel

President.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Assistant Manager.....C. C. Sturm

K R E

BERKELEY—EST. 1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California
Broadcasters, Inc.
Address601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News ServiceINS
Transcription Service.....Standard Radio

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion-Program
ManagerDon Hamby
Publicity Director.....Leonora Morgan

Chief Announcer.....Phil McKernan
Musical Director.....Harrold S. Hawley

K H S L

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire
Broadcasting Co., Inc.
Address4th & Broadway Sts.
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and
Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.: 8:00
a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio.
C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President.....Hugh McClung
Station Manager.....M. F. Woodling
Commercial and Sales
Promotion Manager.....Henry Watton, Jr.
Program and Musical Director....Mabel Swift
Production Manager and
Publicity Director.....Russell Pope
Chief Announcer.....Thomas Nelson
Chief Engineer.....Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Valradio, Inc.
Address793 Main St.
Phone Number1100
Transmitter Location.....793 Main St.
Time on the Air.....7:00 a.m. to 11:00 p.m.
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
Station Manager.....Ken Thornton
Commercial Manager.....Belle Hovey
Program Director.....Jean Thornton
Chief Announcer.....Ted Todd
Chief Engineer.....James Colin

K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts

"CALIFORNIA EST OMNIS DIVISA IN PARTES TRES"

In case your Latin lessons, like ours, are some years behind you (we had to check the spelling ourselves!) Caesar's *Gallia* was also divided into three parts. ★ Tri-partite California shapes up like this:

CALIFORNIA CONSISTS OF...

1 The San Francisco-Oakland (Bay area) market;

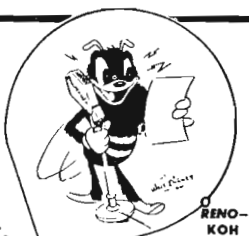
2 The Los Angeles - San Diego (southern California) market;

...and BIGGEST OF ALL...

3 The billion-dollar "interior" market: California's great central valleys, *plus* wealthy western Nevada... completely radio-covered *only* by

The Beeline

Your nearest Raymer office has "sweet news" about the BEELINE: *new* Hooper ratings, contour maps and mail-response facts. ★ This unique group of stations is radio's surprise package, at attractive new rates.



THE BEELINE

SACRAMENTO—KFBK

STOCKTON—KWG

FRESNO—KML

BAKERSFIELD—KERN

RENO—KOH

**McClatchy
Broadcasting
Company**

Sacramento, California

ROBERT A. STREET, *National Sales Manager*
PAUL H. RAYMER CO., *National Representative*

Owned-Operated By Redwood Broadcasting Co., Inc.
Business Address Box 43
Phone Number 93
Studio Address Vance Hotel, Eureka Inn
Transmitter Location McFarland Tract
 Humboldt Bay
Time on the Air Unlimited
News Service INS; UP
Transcription Service World Broadcasting System
Representative John Blair & Co.

Personnel

President and Station Manager William B. Smullin
Rural War Manager Eddie Logan
Commercial Manager Betty Lundeen
Production Manager C. Paul Corbin
Sales Promotion Manager Betty Byrd
Program Manager Mary Martin
Musical Director Jack Andrews
Religious Director Rev. Charles H. Hudson
Office Manager George E. Thomson
Traffic Manager Betty Matthias
Education Director Earl Roberts
Engineer Alvor Olson

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. **Power:** 5000 Watts
Owned-Operated By KARM, The George Harm Station
Address 1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location Van Ness & Alluvial Avenues
Time on the Air 6 a.m. to 12 midnight;
 8 a.m. to 12 midnight, Sunday
News Service AP and INS
Transcription Service Standard Radio
Representative Edward Petry & Co., Inc.

Personnel

Owner & President Mrs. Hattie Harm
General Manager Clyde F. Coombs
Commercial Manager Ned L. Brown
Sales Promotion Manager Eldora Roth
Program Director Ralph Bunje
Chief Engineer John Scales

K F R E

FRESNO—EST. 1942

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By J. E. Rodman
Address T. W. Patterson Bldg.
Phone Number 4-5001

Transmitter Location Clinton & First Sts.
Time on the Air: 6 a.m. to 2 a.m.; Sundays,
 8:00 a.m. to 12 midnite
News Service UP
Transcription Service Associated Music
 Publishers and World
Representative John Blair & Co.

Personnel

Owner J. E. Rodman
Station Manager Paul R. Bartlett
Program Director Gene Chenault
Office Manager Lois Daniels
Traffic Manager Frances Quinn
Chief Engineer Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. **Power:** 5,000 Watts
Owned-Operated By McClatchy Broadcasting Co.
Address Van Ness & Calaveras
Phone Number 3-6277
Transmitter Location North & Madera Aves.
 Kerman
Time on the Air: 24 hours daily
Newspaper Affiliation The Fresno Bee
 (McClatchy Newspapers)
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
Station Manager Keith Collins
National Sales Manager (N. Y. C.)
 Robert Sreet
Sales Manager Coyle Chambers
Sales Promotion Manager Connie Marill
Traffic Manager Margaret Vogelsang
Special Events Director Frank Arthur
**Program and Musical Director and
 Production Manager** Andy Patterson
Publicity Director Jack Griffith
Chief Engineer Wm. N. Wallace
War Program Director Andy Patterson
 (See Page 358)

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc. **Power:** 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address 102 N. Glendale Ave.
Phone Number Citrus 1-1133
Transmitter Location 102 N. Glendale Ave.
Time on the Air Daytime License

Personnel

President David H. Cannon
General Manager L. W. Peters

K F O X

LONG BEACH—EST. 1924
SOUTHERN CALIFORNIA BROADCASTERS
ASSOCIATION

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Nichols & Warinner, Inc.
Address: 220 E. Anaheim Street
Phone Number: 672-81
Transmitter Location: 220 E. Anaheim Street
Time on the Air: 5:00 a.m. to 11:00 p.m.
News Service: UP
Transcription Service: Standard Radio,
Langworth Transcription Service; C. P. Mac-
Gregor

Personnel

President, Station Manager and
Program Director: Hal G. Nichols
Commercial and Sales Promotion Manager
and Chief Engineer: Lawrence W. McDowell
Director of War Programs: Margaret Smith

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: Consolidated Broadcast-
ing Corp.
Business Address: 435 Pine Ave.
Phone Number: Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So.
Olive, Los Angeles
Transmitter Location: Atlantic & Olive,
Compton
Time on the Air: 6:00 a.m. to 1:00 a.m.
News Service: AP
Transcription Service: World Broadcasting Sys-
tem, Standard Radio, Lang-Worth, McGregor
National Representative: Spot Sales, Inc.

Personnel

President-Gen'l Manager: C. Merwyn Dobyns
Commercial Manager: Lee Wynne
Sales Promotion Manager: Thomas P. Hunter
Musical Director: Helene Smith
Production Manager: Iola Josephson
Chief Engineer: Ronald Oakley

K E C A

LOS ANGELES—EST. 1929
BLUE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Address: 141 North Vermont Avenue
Phone Number: FAirfax 2121
Transmitter Location: 2951 S. Fairfax Ave.
Time on the Air: 6:00 a.m. to 12 midnight;
8:00 a.m. to midnight, Sunday

News Service: UP, AP
Transcription Service: Standard Radio, C. P.
MacGregor, Lang-Worth
Representative: Free & Peters, Inc.

Personnel

President: Earle C. Anthony
General Manager: William B. Ryan
Commercial and Sales Manager: Clyde Scott
Program Manager: John Edwards
Musical Director: Claude Sweeten
Production Manager: Don McNamara
Promotion and Public
Service Director: J. G. Paltridge
Publicity Director: Matt Barr
Continuity Editor: Volney Cunningham
Chief Engineers: Curtis Mason,
H. L. Blatterman
Auditor: Ernest Felix

K F A C

LOS ANGELES—EST. 1931

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

Personnel

President-General Manager: Calvin J. Smith
Program-Musical Director: Don Otis
Publicity Director: Eileen Wheatley
Traffic Manager: Lucile R. Blake
Chief Announcer: Don Otis
Chief Engineer: Owen J. Ford

K F S G

LOS ANGELES—EST. 1923

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

Personnel

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

• • CALIFORNIA • •

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

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

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Commercial Manager.....Clyde Scott
Program Manager.....John I. Edwards
Production Manager.....Don McNamara
Publicity Director.....Matt Barr
Director of Promotion and
Public Service.....J. G. Paltridge
Auditor.....Ernest Felix
Special Events Supervisor.....Robert Purcell
Continuity Editor.....Volney Cunningham
Musical Director.....Claude Sweeten
Chief Engineers.....Curtis Mason,
H. L. Blatterman

KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting
Company, Inc.
Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location...9300 Cattaraugus St.
Time on the Air:6 a.m. to sundown, 10:00 p.m.
to 1:00 a.m.
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President-Station Manager.....Frank Burke
Commercial Manager.....F. J. Smalley, Jr.
Program Dir.-Chief Announcer...Howard Gray
Publicity Director.....Toni Reeder
Director of War Programs.....David Manning
Chief Engineer.....William Gass

BOB HOPE JACK BENNY
AMOS 'N' ANDY
EDDIE CANTOR
INFORMATION PLEASE
FRED WARING ONE MAN'S
FAMILY
HOUR OF CHARM RED SKELTON

FIBBER MCGEE
BERGEN AND MOLLY
AND MCCARTHY
BOB BURNS
FANNIE BRICE
ABBOTT
& COSTELLO
GINNY SIMMS

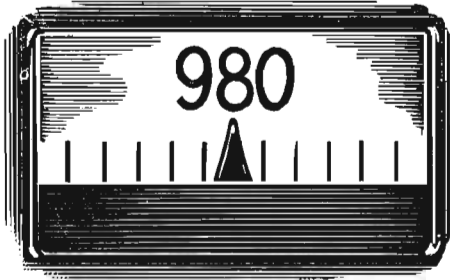
BING CROSBY
ALDRICH
FAMILY
MARCH
OF TIME
BANDWAGON
KAY KYSER
GREAT
GILDERSLEEVE

LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

Earle C. Anthony, Inc.

*They
dial
for
dear
old*



K.F.W.B.

The only independent station with the 3 complete world-wide news services: ASSOCIATED PRESS, UNITED PRESS, INTERNATIONAL NEWS SERVICE!

* * *

980 is the hot-spot on Los Angeles area radio dials — and why not? Warner Bros.' KFWB delivers the giant audience you'd expect from the station that has (1) more local business than any other station in the greater LA area, (2) the biggest and finest studio facilities on the Coast, and (3) 5000 watts day and night — signal strength that blankets the LA marketing area and *one-third of the buying power of the eleven Western states!*

Get on the KFWB bandwagon — it's really taking sponsors places, and fast!

HARRY MAIZLISH
General Manager
KFWB, Los Angeles

WILLIAM RAMBEAU, National Representative, N.Y. & Chicago

Keep Fighting With Bonds!

K F W B

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address.....5833 Fernwood Ave.
 Phone Number.....Hempstead 5151
 Transmitter Location. Baldwin Hills, Culver City
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP, UP, INS and Reuters
 Representative.....William G. Rambeau Co.

Personnel

President.....L. J. Halper
 General Manager.....Harry Maizlish
 Production Manager.....William Ray
 Program Director.....Neil Reagan
 Chief Announcer.....Harry Hall
 Musical Director.....Leon Leonardi
 War Program Director.....Sara Langman
 Chief Engineer.....Harry Myers

Business Address.....5515 Melrose Ave.
 Phone Number.....Hollywood 8111
 Transmitter Location.....Venice Blvd. & La
 Cienega
 Time on the Air:24 hours daily; Monday, 12:00
 midnite to 6:00 a.m.
 News Service.....AP, INS, City News
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas Lee
 Vice-President and
 General Manager.....Lewis Allen Weiss
 Vice President and
 Assistant Manager.....Willet H. Brown
 Commercial Manager.....Sydney Gaynor
 Program Director.....Sid Fuller
 Sales Promotion and
 Publicity Director.....Fair Taylor
 Traffic Manager.....Mary E. Ryan
 Musical Director.....Frank De Vol
 War Program Director.....Tony La Frano
 Chief Engineer.....Frank Kennedy

K G F J

LOS ANGELES—EST. 1926

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

Personnel

Manager.....Thelma Kirchner
 Public Relations Director.....Harry Koplan
 Program Director.....Carolyn Caro

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System

When You're Buying
LOS ANGELES
 Buy
THE BIGGEST
AUDIENCE
 For
THE LEAST
MONEY
 Spend your budget on
K G F J
The 24-Hour Station
 1230 Kc.
 Featuring
NEWS and MUSIC
 Covering the Los Angeles Metropolitan
 and Suburban Area with a population
 of 3,000,000

K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned By: KMPC, The Station of the Stars, Inc.
 Address 5939 Sunset Blvd.
 Phone Number Hollywood 5341
 Transmitter Location 12755 Burbank Blvd.
 Time on the Air 6 a.m. to midnight
 News Service UP and AP
 Transcription Associated, World
 Representative Paul H. Raymer Co.

Personnel

President G. A. Richards
 V. P. & Gen. Mgr. Robert O. Reynolds
 Commercial Manager Herbert Wixson
 Production Manager Howard Rhines
 Program Manager Woodrow Hattie
 Publicity Director Willard Hanes
 Special Events Director Jack Sherman
 Traffic Manager Alice Richards
 Musical Director Marie Hudson
 Program Director Don Otis
 Acting Chief Engineer James LaShaun

K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.

Address 6121 Sunset Blvd.
 Phone Number Hollywood 1212
 Transmitter Location Columbia Park, Tor-
 rance, Calif.

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

Personnel

Vice President and General
 Manager Donald W. Thornburgh
 Ass't Gen'l Mgr. and Director of
 Network Sales Harry W. Witt
 Pacific Coast Sales Mgr. George L. Moskovics
 Sales Manager (KNX) J. A. Morton
 Sales Promotion Manager Ralph Taylor
 Merchandising & Sales Service
 Manager Jack O'Mara
 Radio Sales Representative Meredith Pratt
 Program Manager Hal Hudson
 Chief Engineer Lester H. Bowman
 Director of Public Relations Fox Case
 Director of Press Information Lloyd Brownfield
 Operations Manager Ben Paley
 CBS Western Musical Director Lud Gluskin
 Musical Director (KNX) Wilbur Hatch
 Continuity Chief Everett Tomlinson
 Production Manager Edith Todesca
 Managing News Editor Clinton Jones
 Stations Relations Manager E. W. Buckalew



KMPC

Los Angeles



710 Kc.



10,000

WATTS



The Most
 Powerful
 Independent
 in the West

G. A. RICHARDS R. O. REYNOLDS
President *V.P. and Gen. Mgr.*
 National Rep.—Paul H. Raymer Co.

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Time on the Air.....24 hours daily
 News Service.....Radio News Reel, INS
 Transcription Service.....Lang-Worth; Standard
 Radio
 Representative.....Burn-Smith Co.

Personnel

Station and Production
 Manager.....Kenneth O. Tinkham
 Public Relations Director.....Mary E. Behner
 Publicity Director.....Hal M. Ayres
 Traffic Manager.....Marion Page
 Recording Division.....Lyman M. Smith
 Musical Director.....Salvatore Santaella
 Chief Engineer.....Pete Wilson

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.
 Owned-Operated By.....Radio Broadcasters,
 Incorporated
 Business Address.....541 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Addresses.....312 Spring Arcade Bldg.;
 541 So. Spring St.
 Transmitter Location.....1100 Glendale Blvd.
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

General Manager.....Ned Connor
 Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag
 Chief Announcer.....Doug Douglas

K M Y C

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Marysville-Yuba City
 Broadcasters, Inc.
 Address.....P. O. Box 631, Marysville, Calif.
 Phone Number.....2080
 Transmitter Location.....Three miles north of
 Marysville on Laurellan Road
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant Co.

Personnel

President.....Horace Thomas
 Station and Commercial Manager.....Joe D. Carroll
 Sales Promotion Manager.....Tommie Johnson
 Program Director and
 Production Manager.....Ruth Parmeter
 Chief Engineer.....B. E. Ballard
 Musical Director.....Lois Carroll
 Chief Announcer.....Al Powell

K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Merced Broadcasting
 Company
 Business Address.....P. O. Box 717
 Phone Numbers.....1430; 1431
 Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio,
 MacGregor
 National Sales Office.....580 Market St.,
 San Francisco
 Representative.....W. S. Grant

You already know it . . .

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

IN PROGRAMS . . . IN PERSONNEL
 IN CONSTRUCTION

KMTR is truly

*"America's Most Individual
 Radio Station"*

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

Get the KMTR Picture
 and
 Rate Card

1000 Cahuenga Blvd. Hillside 1161
 HOLLYWOOD CALIFORNIA

KMTR 570 K.C.
 "TOP OF THE DIAL"

Personnel

General Director.....Hugh McClung
 Station Manager.....Mel Marshall
 Commercial Manager.....Karl Kruger
 Sales Promotion Manager.....George Spelvin
 Program Director.....Jack Church
 Chief Engineer.....Malcolm R. Beavers

K T R B

MODESTO—EST. 1934

Frequency: 860 Kc.....Power: 1000 Watts
 Owned-Operated By...KTRB Broadcasting Co.
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio and Transmitter.....Norwegian Ave.
 News Service.....INS

Personnel

President-Station Manager..Wm. H. Bates, Jr.

K D O N

MONTEREY—EST. 1935

DON LEE—MUTUAL

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

Owned-Operated By...Monterey Peninsula
 Broadcasting Co.

Business Address.....275 Pearl St.
 Phone Number.....Monterey 8501
 Studio Addresses .275 Pearl St.; 137 Mon-
 terey St., Salinas

Transmitter LocationMunicipal Wharf
 Time on the Air.....6:30 a.m. to 10.00 p.m.
 Newspaper Affiliation...Monterey Peninsula
 Herald; Salinas, Californian

News ServiceUP
 Transcription Service.....Standard Radio

Personnel

PresidentPaul H. Caswell
 Station Managers.....Howard V. Walters,
 Bernard E. Cooney

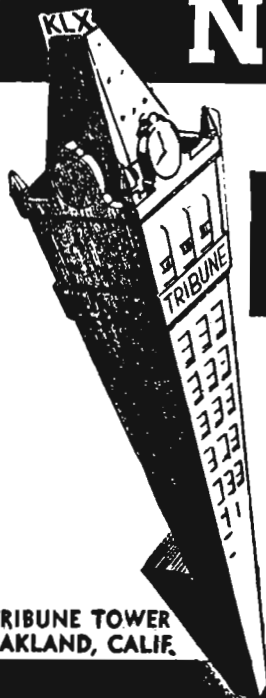
Sales Promotion Manager.....Don Ferguson
 Program Director.....Howard Walters
 Chief Announcer.....Orel Phillips
 Chief Engineer.....Edward C. Duty

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Tribune Building Corp.
 Address ...Tribune Tower, 13th & Frank-
 lin Streets

NEWS IS FIRST WITH LISTENERS



TRIBUNE TOWER
 OAKLAND, CALIF.

KLX IS FIRST IN NEWS

More news and special event broadcasts
 make KLX, in the heart of Metropolitan
 Oakland, the leading independent station of
 the Pacific Coast's Third Market.

**EXCLUSIVE ASSOCIATED PRESS NEWS
 AND WORLD BROADCASTING SYSTEM**

National Representative:
 JOSEPH HERSHEY MCGILLVRA, Inc.

Phone Number Templebar 8000
 Transmitter Location Tribune Tower
 Time on the Air: 6:25 a.m. to 2:30 a.m.; 9:00
 a.m. to 1:00 a.m., Sunday
 Newspaper Affiliation Oakland Tribune
 News Service AP
 Transcription Service World Broadcasting
 System: Photo and Sound, Inc.
 Representative Joseph Hershey McGillvra

Personnel

President-Owner J. R. Knowland, Jr.
 General Manager Glenn Shaw
 Commercial Manager Virginia May
 Sales Promotion Manager Walter Brown
 Program Director Ed Calder
 Production Manager Don Victor
 Publicity Director Jean Adams
 Artists Bureau Virginia May
 Musical Director Margaret Orrison
 Chief Engineer Ros Smith
 War Program Director Wynonah Winslow
 Chief Announcer Everett Claiborne

K L S

OAKLAND—EST. 1920

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By S. W. & E. N. Warner
 Operated by Warner Brothers
 Address 327-21st Street
 Phone Number Higate 1212
 Transmitter Location 327-21st Street
 Time on the Air 24 hours
 News Service INS

Personnel

President-Owners S. W. and E. N. Warner
 Station Manager S. W. Warner
 Commercial and Sales
 Promotion Manager F. W. Morse
 Program Director C. de Costa
 Publicity Director D. F. Davis
 Chief Announcer R. Roberts
 Chief Engineer Howard Faulknor

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 Owned-Operated By Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number Glencourt 6774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 125 hours weekly
 News Service INS

Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager A. V. Bamford
 Program Director Bert Winn
 Production Manager Wallace Elliott
 Publicity Director Mercedes Prosser
 Chief Announcer Scott Weakley
 Chief Engineer C. E. Downey
 Director of War Programs Phyllis Flynn

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address 1401 South Oak Knoll Rd.
 Phone Number RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood

In Oakland

the largest

- Department Store
- Apparel Shop
- Furniture Store
- Jewelry Store
- Bread Bakery

are on KROW exclusively!

These, together with added scores of national and local advertisers who are on Oakland's progressive station, make mighty convincing evidence that . . .

Radio in Oakland means

KROW

RADIO CENTER BLDG.
 19th and Broadway
 OAKLAND 12, CALIF.
 Philip G. Lasky
 General Manager
 Studios in Oakland and
 San Francisco



FREE & PETERS, INC., Exclusive National Representatives

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

Time on the Air..... 6:00 a.m. to 12 midnight
 News Service.....INS
 Transcription Service: Lang-Worth; Associated Music Publishers

Representative: Joseph Hershey McGillvra, Inc.

Personnel

President.....J. Frank Burke
 Production Manager.....Loyal K. King
 Commercial Manager.....Frank Burke, Jr.

K P P C

PASADENA—EST. 1924

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

Address.....585 East Colorado St.
 Phone Number.....Sycamore 3-2193
 Transmitter Location...585 East Colorado St.
 Time on the air: Sundays, 9 a.m. to 1 p.m. and 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

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

K W K W

PASADENA—EST. 1942

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

Address.....425 East Green St.
 Phone.....Ryan 1-6744
 Transmitter Location.....San Gabriel
 Time on the Air.....6:00 a.m. to sunset
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

Station Manager.....Howard L. Tullis
 Commercial Manager.....Bob Atkinson
 Program Director.....Paul Allison
 Chief Engineer.....Paul Spargo

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

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

Business Address.....P. O. Box 559
 Phone Number.....1646, 1647
 Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99

Time on the Air.....Unlimited license
 News Service.....INS, UP
 Transcription Service.....Standard Radio;
 C. P. MacGregor
 Representative.....Will Grant

Personnel

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

K P R O

RIVERSIDE—EST. 1938

BLUE NETWORK

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

Business Address: 3401 Russell St., Riverside, Calif.

Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., Riverside American National Bank Bldg., San Bernardino

Transmitter Location:.....3401 Russell St.
 Time on the Air...6:00 a.m. to 12:00 midnight
 News Service.....INS and AP
 Transcription Service: Associated Music Publishers

Representative.....Joseph Hershey McGillvra

Personnel

President-General Manager....W. L. Gleeson
 Station Manager.....H. W. Wilson
 Sales Promotion and
 Publicity Director.....V. B. Hadden
 Program Director.....H. R. Rutan
 Chief Engineer and
 Production Manager.....Fred Hammond

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts
 Owned-Operated By: McClatchy Broadcasting Co.

Business Address.....708 Eye St.
 Phone Number.....2-5011

Transmitter Location.....Yola County
 Time on the Air.....24 hours daily

Newspaper Affiliation.....Sacramento Bee
 News Service.....UP and AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Program and Publicity
 Director.....Howard L. Bailey
 Sales Manager.....Jack Schacht
 Musical Director.....Emil Martin
 Chief Engineer.....Stam Sronce

(See Page 358)

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Royal Miller, Marion Miller,
 L. H. Penney, and Gladys W. Penney.
 Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location....65th St. at 14th Ave.
 Time on the Air:6:15 a.m. to 12:00 midnight,
 Sundays, 8:00 a.m. to 12 midnight.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
 Station Manager.....Mrs. Royal Miller
 Sales Manager.....H. Shelton Earp, Jr.
 Program and Musical
 DirectorEvangeline Baker
 Chief Engineer.....Howard Martineau
 Chief Announcer.....Bill Triest

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air: 6:00 a.m. to 12 midnite, except
 Wednesday and Sunday; Wednesdays, 6
 a.m. to 7 p.m. and 9:30 p.m. to 12 midnite;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 11:00 p.m.
 News Service.....INS and UP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

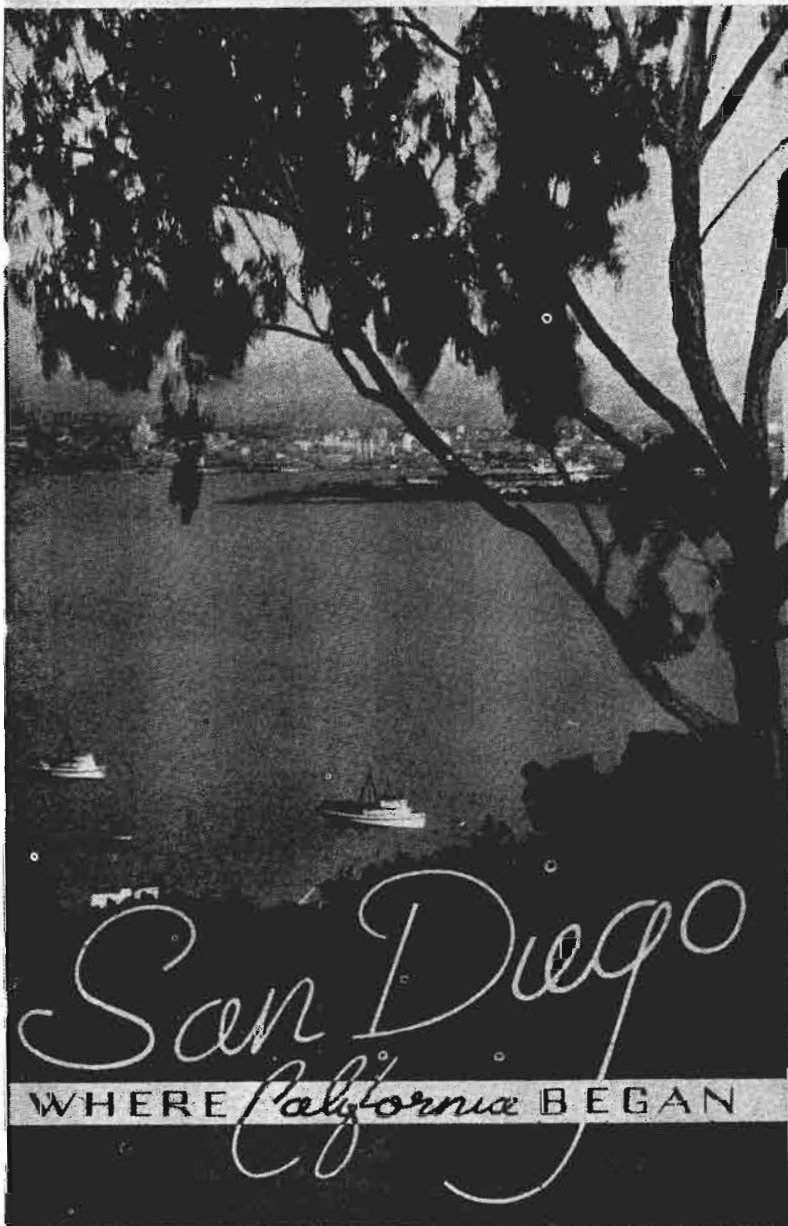
PartnersJ. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Program Director and
 Chief Announcer.....Charles Craig
 Publicity-Sales Manager.....M. Austin King
 Chief Engineer.....Richard T. Sampson
 Director of War Programs...Howard Baichley

AP

**NEWS
 FOR
 RADIO**

is available
 exclusively through
Press Association, Inc.
 50 Rockefeller Plaza
 New York, N. Y.

PRETTY—ISN'T IT ?



Yes Indeed
SAN DIEGO
is Really a
PRETTY
PICTURE!



IN THIS picture you can see the hub of a rich . . . highly concentrated market . . . America's first and leading market in per capita buying power . . . where the 550,000 busy . . . working . . . buying civilian population spends the amazing sum of \$416,000,000 a year!! That's buying at the rate of \$8,000,000.00 every six days!!



KFMB is the spark plug for this market and is all that is needed to do the job because 90% of the population makes up metropolitan San Diego and they all reside within 15 miles of our antennal!



WITH a full schedule of Blue network shows . . . plus local programs and features . . . KFMB is San Diego's busy . . . aggressive station!!

BUY
KFMB

JACK O. GROSS
President & General Manager

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

K F M B

SAN DIEGO—EST. 1941

BLUE NETWORK

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

Worcester Broadcasting Corp.

Address: 1375 Pacific Blvd.

Phone Number: Main 2114

Transmitter Location: Spreckles B'dg.

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

News Service: AP

Transcription Service: Standard Radio

Representative: William G. Rambeau Co.

Personnel

President, Station and

Commercial Manager: Jack Gross

Sales Promotion Manager and

Publicity Director: John Eves

Program Director and

Production Manager: Charles Granville

War Program Director: Charles Granville

Chief Engineer: Charles A. Cooper

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc. Power: 1000 Watts

Owned-Operated By: Airfan Radio

Corporation, Ltd.

Address: U. S. Grant Hotel,

326 Broadway

Phone Number: Franklin 6353

Transmitter Location: 326 Broadway

Time on the Air: Unlimited license

Transcription Service: NBC Thesaurus;

Representative: Paul H. Raymer Co.

Personnel

President-Owner and

Station Manager: Thomas E. Sharp

Assistant Manager: M. R. Harris

Commercial-Sales Promotion

Manager: John Babcock

Program Director: Leah McMahon

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc. Power: 1000 Watts

Owned-Operated By: Don Lee Broadcasting

System

Address: 1012 First Ave.

Phone Number: Franklin 6151

Transmitter Location: Pickwick Hotel

Time on the air: 6 a.m. to 12 midnight; Sun-

days, 8 a.m. to 12 midnight

News Service: AP, INS, UP

Transcription Service: World Broadcasting

System

Representative: John Blair & Co.

Personnel

President: Thomas S. Lee

Genl. Mgr.: Lewis Allen Weiss

Station Manager: F. D. Ide

Commercial-Sales Promotion

Manager: William A. Evans

Production Manager: Jerry Lee Pecht

Program and Musical Director: James Dillon

Chief Announcer: Bailey Warren

Chief Engineer: William G. Collins

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 610 Kc. Power: 5000 Watts

Owned-Operated By: Don Lee Broadcasting
System

Address: 1000 Van Ness Avenue

Phone Number: Prospect 0100

Transmitter Location: 1000 Van Ness Ave.

Time on the air: 6 a.m. to midnight; Sundays,

7 a.m. to midnight

News Service: AP, INS

Transcription Service: World Broadcasting

System

Representative: John Blair & Co.

Personnel

President: Thomas L. Lee

General Manager: Lewis Allen Weiss

Station Manager: Dan Donnelly

Local Sales Manager: Merwyn McCabe

Program-Production Manager: Pat Kelly

Sales Promotion and

Publicity Manager: Bunty Keyser

Chief Announcer: Bob Bence

Musical Director: Cy Trobbe

Chief Engineer: Jim McArdle

Record Master of

Ceremony: Truman Thompson

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc. Power: 7500 Watts

Owned-Operated By: Blue Network Co.

Address: Taylor & O'Farrell Streets

Phone Number: Graystone 6565

Transmitter Location: 5144 E. 12th St., Oakland

Time on the Air: 24 hours daily;

Midnight to 6 a.m., Sundays

News Service: AP, INS, UP, Transradio

Transcription Service: Standard, Associated,

NBC Thesaurus, BMI, Sherman Clay (local)

National Sales Office,

Blue Network, New York City

Representative: Blue Spot Sales

Personnel

President.....Mark Woods
 Station Manager.....Don Searle
 Sales Manager.....Frank Samuels
 Promotion-Publicity
 Manager.....Robert H. Wesson
 Program Director.....Robert Dwan
 Production Manager.....Watson Humphrey
 Chief Announcer.....Berton Bennett
 Station Engineer.....R. B. Palmer
 Musical Director.....Phil Bouere
 Record Master of Ceremony.....Bill Baldwin

K J B S

SAN FRANCISCO—EST. 1925

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

Personnel

Secretary-Treasurer.....Sherwood P. Brunton
 Manager.....E. P. Franklin
 Program Director.....Jack Irving

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

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

Personnel

General Manager.....John W. Elwood
 Sales Manager.....Alfred Crapsey
 Program Director.....Ray Buftum
 Assistant Program Manager.....Floyd Farr
 Director of News and Special events
 Charles A. Cooney
 Director of Public Service.....Catharine Sibley
 Auditor.....A. G. Diederichs
 Publicity Director.....Louise Landis
 Continuity Director.....Byron Mills
 Traffic Manager.....Fay Pattee Smith

Chief Announcer.....Floyd Farr
 Network Sales.....Ray Baker, Walter Tolleson, Jr.
 Spot Sales.....Donald A. Norman
 Sales Promotion Manager.....Helen Murray
 Director of Agriculture.....Henry Schacht, Jr.
 Radio Recording.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1355 Market St.
 Time on the Air.....Unlimited
 News Service.....UP and AP
 Transcription Service.....Langworth

Personnel

President.....S. H. Patterson
 Station and Commercial
 Manager.....Jerry Akers
 Sales Promotion and
 Program Director.....Don Austin
 Production Manager.....Ted Lenz
 Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Associated Broad-
 casters, Inc.
 Address.....Mark Hopkins Hotel
 Phone Number.....Exbrook 4587
 Transmitter Location.....San Francisco
 Time on the Air.....Unlimited License
 News Service.....INS, UP
 Transcription Service.....Lang-Worth,
 Standard, AMP
 Representative.....Weed & Company

Personnel

President.....W. I. Dumm
 Vice President and
 General Manager.....Lincoln Dellar
 Station Manager.....Edward T. Jansen
 Commercial and Sales
 Promotion Manager.....Morton Sidley
 Program Director.....Harlan Dunning
 Publicity Director.....Austin Fenger
 Chief Engineer.....R. V. Howard
 Operations Director.....Lincoln Miller

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Palo Alto Radio Station,
 Inc.

Address... Hearst Bldg., 3rd & Market Sts.
 Phone Number..... DOuglas 2536
 Transmitter Location..... Candlestick Point,
 Bay View Park
 Time on the Air: 6:00 a.m. to 12 midnight;
 News Service..... INS, AP and UP
 Transcription Service... Associated Music Pub
 lishers
 Representative..... Spot Sales, Inc

Personnel

President and Station Manager. Don Fedderson
 Sales and Sales Promotion
 Manager..... D. E. Lundy
 Program Director and
 Production Manager..... Jack Williams
 Publicity Director..... Margery Hood
 Musical Director..... Alfred Frankenstein
 Chief Engineer..... Paul C. Schulz

K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc..... Power: 5000 Watts
 Owned-Operated By..... Pacific Agricultural
 Foundation, Limited
 Business Address..... San Jose; Palace Hotel
 San Francisco
 Phone Numbers..... Ballard 2616 (San Jose),
 EXbrook 3233
 Studio Address..... 87 E. San Antonio St.
 San Jose; Palace Hotel, San Francisco
 Transmitter Location..... Alviso, California
 Time on the Air..... 6:00 a.m. to 12 midnight
 News Service..... INS; UP
 Transcription Service..... Standard Radio;
 NBC Thesaurus
 Representative..... Edward Petry & Co., Inc.

Personnel

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

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

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

News Service..... AP
 Transcription Service..... Standard Radio
 Representative: Homer Griffith Co., Los Angeles
 and San Francisco

Personnel

Owner..... Christina M. Jacobson
 Manager..... Les Hacker
 Commercial and Sales
 Promotion Manager..... Joe Shuttleworth
 Program Director and
 Production Manager..... Clarence Merker
 Chief Announcer and Musical
 Director..... Anthony Ricca
 Chief Engineer..... Earl Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

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

Personnel

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

K D B

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING
 SYSTEMS

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

Personnel

President..... Thomas S. Lee
 Vice President and General
 Manager..... Lewis Allen Weiss
 Station Manager..... Fin Hollinger
 Program Director..... Richard Day
 Sales Promotion-Publicity
 Manager..... Fin Hollinger

Musical Director.....Kay B. Summers
Chief Engineer.....William C. Buckley

K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By....News-Press Publish-
ing Co.

AddressDe LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air: 7:00 a.m. to 11:00 p.m. daily;
Sunday 8:00 a.m. to 11:00 p.m.

Newspaper Affiliation.....Santa Barbara
News-Press

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

Personnel

President-Owner.....T. M. Storke
Station and Commercial

Manager.....Louis F. Kroeck
Sales Promotion Manager.....Don Roberts
Program Director and

Production Manager.....Ken Peters

Publicity Director.....Stella Hollowell

Chief Announcer.....Frank Weltmer

Musical Director.....Carol Lee

Chief Engineer.....Bill McHardie

Director of War Programs.....Mary Baciu

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. Power: 1000 Watts
Owned By.....Ruth W. Finley
Operated By.....Wilt Gunzendorfer

Business Address.....427 Mendocino Ave.
Phone Number.....110

Studio Address.....427 Mendocino Ave.
Casa de Vallejo Hotel, Vallejo

Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.

News Service.....AP; INS; UP
Transcription Service:

World Broadcasting System; Standard

Personnel

President.....Ruth Finley
Station and Commercial

Manager.....Wilt Guzendorfer

Sales Promotion Manager.....Eddie Handley

Publicity Program Manager.....Karl Barron

Chief Engineer.....Howard McCauley

Production Manager.....Jim Lister

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By.....E. F. Peffer

Address.....42 S. California

Phone Number.....4-4551

Transmitter Location...S.E. 3 miles on 99 hwy

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

News Service.....INS

Transcription Service...World Broadcasting

System

Personnel

Owner.....E. F. Peffer

Manager.....E. Smith

Program Director.....Donald J. Ralph

Chief Engineer.....Lloyd Amoo

K W G

STOCKTON—EST. 1921

BLUE NETWORK

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

AddressHotel Wolf
Phone Number.....22727

Transmitter Location...Weber & E Sts.

Time on the Air.....5 a.m. to 12 midnight

Newspaper Affiliation:

McClatchy Newspapers

News Service.....UP

Transcription Service.....Standard Radio

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

Personnel

President.....Eleanor McClatchy

Station & Sales Manager.....George Ross

Sales Promotion Manager.....Bill Straub

Chief Announcer.....Dick Fox

Chief Engineer.....Lee Berryhill

(See Page 358)

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc. Power: 5,000 Watts
Owned-Operated By...Tulare-Kings Counties
Radio Associates

Business Address.....Post Office Box 511

Phone Number.....575

Studio Addresses.....1¼ miles southwest of

Visalia; Hotel Fresno, Fresno

Transmitter Location...1¼ miles southwest

of Visalia, California

Time on the Air.....6:00 a.m. to 11:00 p.m.

Newspaper Affiliation: Visalia Times-Delta,

Tulare Times and Advance Register, Hanford

Sentinel, Porterville Recorder

News Service.....AP

Transcription Service...World Broadcasting

System, Langworth, Standard

National Sales Office Address:

Wm. Rambeau, Chicago and New York
 Representatives: Wm. Grant Co., San Francisco; Homer Griffith Co., Los Angeles

Personnel

General Manager.....Chas. A. Whitmore
 Station Manager.....Chas. P. Scott
 Sales Manager.....C. E. Niete
 Program-Production Director.....Gerry Erwin
 Chief Engineer.....Bert Williamson
 Chief Announcer.....Lyman Treister

K H U B

WATSONVILLE—EST. 1937

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Luther E. Gibson
 Operated By.....Roger R. Hunt
 Business Address.....Atkinson Lane

Phone Number1700-1

Studio Address.....KHUB, Watsonville

Transmitter Location: 2 miles North of Watsonville

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

News ServiceAP

Transcription ServiceWorld Broadcasting System

Representative:

Homer Griffith Co. (West Coast)

Personnel

President.....Luther E. Gibson
 Station Manager.....Roger R. Hunt
 Commercial Manager.....Faye Silver
 Sales Promotion Manager.....Don DeWald
 Program Director.....Rex Bowen
 Chief Announcer.....Charles Shortridge
 Chief Engineer.....A. J. Cronin

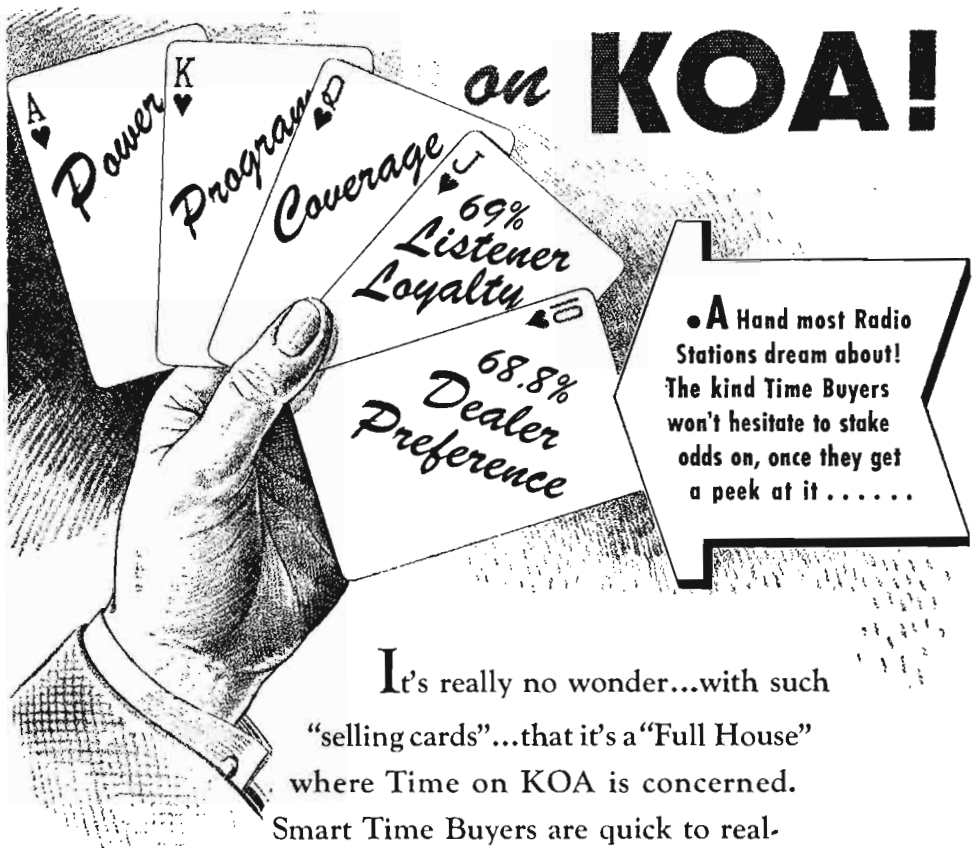
PROGRAM DEPARTMENT ON A NEWS WIRE

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.

It's a "ROYAL FLUSH"...



• A Hand most Radio Stations dream about! The kind Time Buyers won't hesitate to stake odds on, once they get a peek at it

It's really no wonder...with such "selling cards"...that it's a "Full House" where Time on KOA is concerned. Smart Time Buyers are quick to realize that there is no gamble involved.

Better get your share of the "Pot" now, before some other lucky Advertiser beats you to the draw....Join that group of long-time KOA advertisers who have been betting on this station for years....and have never lost out!

Few Stations
In the Nation
Can Equal KOA's
Dominance



50,000 WATTS-850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

COLORADO

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

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

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

Personnel

Owner E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..... Out West Broad-
 casting Company

Address Antlers Hotel
 Phone Number..... Main 278
 Transmitter Location..... Platte Avenue
 (east of city limits)

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

News Service AP
 Transcription Service..... NBC Thesaurus
 Representative The Katz Agency

Personnel

President E. K. Gaylord
 Station and Commercial
 Manager Everett Shupe
 Program Director..... Zelda Zinn
 Chief Engineer..... H. C. Strang

KFEL

DENVER—EST. 1922

MUTUAL

COLORADO RADIO NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By Eugene P. O'Fallon,
 Inc.

Address Albany Hotel
 Phone Number Keystone 0178
 Transmitter Location ... 5350 West 20th Ave.
 Time on the Ai..... 6 a.m. to 12 midnight
 News Service AP; Chicago Daily

News Foreign Service; Transradio
 Transcription Service..... Standard Radio;
 Lang-Worth
 Representative..... John Blair & Co.



950 KC.

Managed by GENE O'FALLON

Represented Nationally by JOHN BLAIR & CO.

Personnel

President-Manager.....Gene O'Fallon
 Director.....Frank Bishop
 Commercial Manager.....Mark Crandall
 Promotion Manager.....Marjorie Bishop
 Program Director-Production
 Manager.....Cecil Seavey
 Chief Announcer.....Bob Cornwell
 Publicity Director.....Thor Krogh
 Chief Engineer.....Howard Johnson

K I Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

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

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

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

News Service.....INS
 Transcription Service.....Associated Music
 Publishers, C. P. MacGregor
 Representative.....The Katz Agency

Personnel

President.....E. K. Gaylord
 Station Manager.....Hugh B. Terry
 Commercial Manager.....Fred C. Mueller
 Promotion-Publicity Manager.....Roger Rambeau
 Traffic Manager.....Donald B. McCraig
 Program Director.....Peter D. Smythe
 Musical Director.....Les Weelens
 Chief Announcer.....Wesley W. Battersea
 Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....KMYR Broadcasting Co.
 Operated By.....F. W. Meyer
 Address.....1626 Stout Street
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Time on the Air.....18 hours per day
 News Service.....UP and AP
 Transcription Service.....World Broadcasting
 Representative.....William G. Rambeau Co.

Personnel

Owner.....F. W. Meyer
 Station and Sales Promotion
 Manager.....A. G. Meyer
 Sales and Publicity Manager.....Mark Schreiber
 Program Director.....Dolores Plested
 Production Manager.....Jim Hawthorne
 Chief Announcer.....Vernon Hiner
 News Editor.....Ben Bexoff
 Musical Director.....Vickie Rusletvedt
 Chief Engineer.....Glen James

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

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

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

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

Personnel

President, National Broadcasting Co.
 Niles Trammell
 Station and Sales
 Manager.....James R. MacPherson
 Assistant Sales Manager.....Duncan McColl
 Program Director.....Clarence C. Moore
 Sales Promotion Manager.....Charles Phillips
 Production Manager.....T. Ellsworth Stepp
 Publicity Director.....Allan J. Hughes
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen
 (See Page 376)

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Pillar of Fire
 Address.....1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location.....Bellevue Junior College,
 Westminster, Colo.

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

Personnel

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

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.

Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter Location.....North of Denver
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor
 Representative Joseph Hershey McGillvra, Inc.

Personnel

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

KIUP

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By...San Juan Broadcasting Co.
 Address.....2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service...Keystone Broadcasting System

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic

KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc.Power: 1000 d.; 500 n.
 Owned-Operated By...Western Slope Broadcasting Co.
 Address.....P. O. Box 30
 Phone Number...Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air: 6 a.m. to midnight; Sundays.
 8:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting System
 Representative.....Walker Company

Personnel

President-Sales Promotion
 Manager.....Rex Howell
 Production Manager.....Tom Page
 Chief Announcer.....Jack Lund
 Musical Director.....Toni Mueller
 Chief Engineer.....Eph Towne

KFKA

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.Power: 1000 Watts
 Owned.....Mid-Western Radio Corp
 Address.....620 - 8th Ave.
 Phone Number.....Greeley 450-451
 Transmitter Location.....Hoover Park,
 Time on Air.....90 hours weekly
 News Service.....UP
 Representative.....The Walker Company

Personnel

President-Station Manager....Francis Price
 Program Director.....Thelma Jordan
 Chief Engineer.....Kenneth Cooper

KOKO

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned.....The Southwest Broadcasting Co.
 Business Address.....La Junta
 Transmitter Location.... U. S. Highway No. 50
 Time on the Air.....Unlimited license

Personnel

Station Manager.....Leonard E. Wilson

KGHF

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.Power: 500 Watts
 Owned-Operated By.....Curtis P. Ritchie
 Address.....Pueblo Savings & Trust Bldg.
 Phone Number.....3877
 Transmitter Location: Lake and Maryland,
 Time on the Air.....Unlimited license
 News Service.....AP
 Representative.....Howard H. Wilson Co.

Personnel

Owner.....Curtis P. Ritchie
 Station Manager.....J. H. McGill
 Commercial Manager.....Maxson I. Bevans
 Chief Engineer.....Phil Gundy

KGEK

STERLING—EST. 1926

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Operated By.....Elmer G. Beehler
 Address.....Fleming Road
 Phone Number.....673
 Transmitter Location.....Sterling
 Time on the Air.....Limited Time

Personnel

Owner.....Elmer G. Beehler



Hartford wives have many more dollars to spend for the product you sell. The Hartford Trading Area is *second highest in the U. S. A.* in Effective Buying Income per family. That's a fact worth remembering when you select markets for your advertising.

Here's another valuable point of information:- The Hartford Trading Area comprises 26 towns, and has more than double the retail sales of the city of Hartford. By using radio on WDRC and covering the entire market, you realize your full sales potential here.

Write Wm. Malo, Commercial Manager, WDRC, for complete market study.



WDRC

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS
Hartford 4
Connecticut

NATIONAL REP.
Paul H. Raymer Co.

CONNECTICUT

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

W I C C

BRIDGEPORT—EST. 1926
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

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

Address Hotel Stratfield
Phone Number 6-1121
Transmitter Location Pleasure Beach, Bridgeport

Time on the Air 6 a.m. to 2 a.m.
News Service AP
Transcription Service Associated; Standard Radio
Representative Edward Petry & Co., Inc.

Personnel

Chairman of Board-General

Manager John Shepard 3rd
Executive Vice-President Linus Travers
Station Manager Joseph Lopez
Assistant Manager Florence B. Robinson
Sales Manager Norman Whittaker
Sales Promotion and
Publicity Manager James S. Powers
Merchandising Manager Arthur Lathrop
Program Director Florence Robinson
Musical Director Carl V. Larson
Chief Engineer George Keich

W N A B

BRIDGEPORT—EST. 1941
BLUE NETWORK
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By Harold Thomas
Operated By Levon Thomas
Address 991 Broad Street
Phone Number 3-3112
Transmitter Location Locomobile Point—(Inner Harbor)

Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service AP
Transcription Service Langworth
Representative William G. Rambeau Co.

Personnel

Owner Harold Thomas
Station Manager Levon Thomas
Commercial-Sales Promotion
Manager Terry McGough
Program Director Jean O'Shea
Publicity Director and
Chief Announcer Al Davis
Chief Engineer Winnie De Laurentis

W D R C

HARTFORD—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WDRG, Inc.
Address 750 Main St.
Phone Number 7-1188-9
Transmitter Location Blue Hills Ave., Bloomfield, Conn.

Time on the Air 7 a.m. (unlimited license)
News Service UP
Transcription Service:
Associated and NBC Thesaurus
Representative Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station

Manager Franklin M. Doolittle
Commercial and Sales Promotion
Manager Wm. F. Malo
Program Director Walter B. Haase
Publicity Director Jack Zalman
Chief Announcer Harvey Olson
Musical-Educational Director.

Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer Italo Martino

W N B C

HARTFORD—EST. 1935
BLUE NETWORK

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

Address 54 Pratt St. (Hartford)
Phone Number Hartford 7-9131
Transmitter Location Newington, Conn.
Time on the Air: 6:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio
Representative Headley-Reed Company

Personnel

President Patrick J. Goode
Vice-President Harold A. Lafound
General Manager Richard W. Davis
Sales Promotion, Production and
Program Director Ralph Kanna
Commercial Manager Laurence C. Edwards
Publicity Director Milt Berkowitz
Musical Director Maurice Sechtman
Chief Announcer Dick Bronson
Chief Engineer Rogers B. Holt



Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare. The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a con-

stant and attentive audience... an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

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

W T H T

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hartford Times, Inc.
Address983 Main St.
Phone Number2-0237
Transmitter Location.....983 Main St.
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth
and Standard
Representative.....J. P. McKinney & Son

Personnel

PresidentFrancis S. Murphy
Station Manager.....C. Grover DeLaney
Sales Manager.....F. E. Beiber
Program Director.....Robert Gillespie
Musical Director.....Charlotte Anderson
Publicity Director.....Sereno B. Gammell
Chief Announcer.....Joseph Girard
Chief Engineer.....Charles S. Masini
Director of War Programs.....Una King

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By....The Travelers Broad-
casting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service AP; INS; Transradio
Transcription Service World Broadcasting
System; Lang-Worth Feature Programs;
BMI Bonus Transcriptions
Representative Weed & Company

Personnel

Station Manager.....P. W. Morency
Sales ManagerWalter Johnson
Sales Promotion Manager.....J. F. Clancy
Production Manager.....Paul Lucas
Chief Announcer.....Bernard Mullins
News Editor.....Tom Eaton
Transcription Librarian.....Larry Kenfield
Music Librarian.....Margaret Grady
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

W E L I

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE
NETWORK

Frequency: 960 Kc. Power: 1,000 d.; 500 n.
Owned-Operated By.....City Broadcasting
Corporation
Address221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air: 6 a.m. to 1 a.m.
News Service..... UP
Transcription Service.....World Broadcasting
System Library

Personnel

PresidentPatrick J. Goode
Manager.....Dewey H. Long
Assistant Manager.....Clair H. Shadwell
Program Director.....Marion J. Reynolds
Commercial and Sales Promotion
Manager.....Ed. J. Harvey
Chief Engineer.....Fred T. King
Production Manager and Chief
Announcer.....Clair H. Shadwell

W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE
NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Thames Broadcasting
Corporation
Address.....Mohican Hotel,
281 State Street
Phone NumberNew London 4900
Transmitter Location.....Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12:15 a.m.
Representative.....Headley-Reed Company

Personnel

PresidentR. L. Morey
Station Manager and
Program Director.....G. J. Morey
Commercial and Advertising
Manager.....Ivon B. Newman
Publicity Director.....I. B. Newman
Chief Engineer.....G. J. Morey

**OVER
250,000
SOUTHWESTERN
CONNECTICUT
NEIGHBORS
LISTEN TO
AND RELY ON**

“Their Neighborhood Station”

WSRR

1400 KC • BLUE NET • 250 WATTS

STAMFORD, CONNECTICUT

Represented Nationally by
HELEN WOOD, 551 Fifth Avenue, New York City
In Boston by BERTHA BANNAN

W S R R

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

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

Personnel

Owner Stephen R. Rintoul
 Station Manager Harold H. Meyer
 Sales Manager Julian Schwartz
 Sales Promotion Manager K. MacEwen
 Program Director John Newhouse
 Production Manager and
 Chief Announcer Lee Smith
 Publicity Director D. Hay
 Chief Engineer Edward Markman
 Artists Bureau and
 Musical Director Warren Saunders

W A T R

WATERBURY—EST. 1934

MUTUAL—CONNECTICUT STATE NETWORK YANKEE

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By Harold Thomas
 Address 71 Grand St.
 Phone Number 3-5161
 Transmitter Location Baldwin Avenue
 Time on the Air 7:30 a.m. to 12 midnight
 News Service Transradio
 Representative Wm. G. Rambeau Co.

Personnel

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

W B R Y

WATERBURY—EST. 1934

CBS

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

Personnel

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



**NEWS FOR
RADIO**

*is available
exclusively through*

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK, N. Y.

DELAWARE

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

WDEL

WILMINGTON—EST. 1922
NBC
MASON-DIXON GROUP

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

Personnel

Station Executive.....Clair R. McCollough
Station Manager and
Commercial Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Manager.....Harvey Smith
Technical Director.....J. E. Mathiot

WILM

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

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address920 King St.
Phone Number7268
Transmitter Location...35th St. & Bellevue Ave.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service....NBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station and Commercial
Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director William Drury
Chief Engineer.....J. E. Mathiot

WDEL

WILMINGTON DELAWARE
5000 WATTS
DAY & NIGHT

Your dollars are profitably spent on this vital station

Its rich, diversified market includes: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.
Representative: RAYMER

NBC Basic Network

DISTRICT OF COLUMBIA

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

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By . . . Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.

News Service INS, AP
Transcription Service Standard Radio,
Langworth and Associated

Personnel

President Lawrence J. Heller
Station Manager Robert L. Kaufman
Commercial Manager Norman Weill
Program Director Richard Barr
Sales Promotion Director Paul L. Heller
Chief Announcer Larry Carl
Musical Director Tommy Johnson
Chief Engineer Ralph E. Cannon, Jr.

WOL

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

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By . . . American Broadcasting
Company

Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air 24 hours daily
News Service Transradio; UP
Transcription Service Lang-Worth; Standard
Radio; Associated Transcription Service;
MacGregor
Representative Spot Sales, Inc.

Personnel

President Helen S. Mark
General Manager W. B. Dolph
Sales Manager Henry V. Seay
Publicity-Sales Promotion
Manager Charles Zurhorst

WMAI

WASHINGTON, D. C.—EST. 1926

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
Owned & Operated By . . . The Evening Star
Broadcasting Co.

Address 724-14th St., N.W.
Phone Number National 5400
Transmitter Location Cedar Lane, Bethesda,
Md.

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

Newspaper Affiliation . . . Washington Evening
Star

News Service AP; UP
Transcription Service NBC Thesaurus;
Standard Radio

Representative Blue Network Spot Sales

Personnel

General Manager K. H. Berkeley
Assistant General Manager and Commercial
Manager Ben B. Baylor, Jr.
Sales Promotion Manager Sam Digges
Publicity Director Byron Rash
Program Director John R. Edmunds
Musical Director Sidney
Production Manager Gordon Hubbel
Chief Engineer Dan Hunter

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



Washington's Only 24 Hour Station
1000 WATTS ☆ 1260 KC.

AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

. . . DISTRICT OF COLUMBIA . . .

Program Director..... Madeline Ensign
 Production Manager..... Jay Caldwell
 Traffic Manager..... Lillian Ruppert
 Continuity Director..... Martha Cram
 Musical Director..... Helen Yort
 Chief Engineer..... H. H. Lyon

W R C

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

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By National Broadcasting
 Company
 Address..... 724 14th St., N. W.
 Phone Number..... Republic 4000
 Transmitter Location RFD No. 1, Hyattsville,
 Maryland
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service..... AP; INS; UP
 and Washington City News Service
 Transcription Service..... NBC Thesaurus,
 Associated, Standard
 Representative..... National Broadcasting Co.

Personnel

President..... Niles Trammell
 Vice-President..... Frank M. Russell
 Station Manager..... Carleton D. Smith
 Commercial Manager..... Mahlon A. Glascock
 Sales Promotion Manager..... Neal Hathaway
 Publicity Director..... Thomas E. Knode
 Chief Announcer..... Donald Fischer
 Production-Program Director..... Fred Shawn
 Musical Director..... Fritz Balzer
 Chief Engineer..... Donald Cooper

W T O P

WASHINGTON—EST. 1928
COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By Columbia Broadcasting
 System
 Address..... 817 Earle Bldg.
 Phone Number..... Metropolitan 3200
 Transmitter Location..... Wheaton, Md.
 Time on the Air: 5:45 a.m. to 1:05 a.m.; Sun-
 days, 7:30 a.m. to 1:15 a.m.
 News Service..... AP; UP
 and Washington City News Service
 Transcription Service..... World Broadcasting
 System; Langworth
 Representative..... Radio Sales

Personnel

Director..... E. H. Gammons
 Commercial Manager..... William D. Murdock
 General Manager..... Carl Burkland
 Sales Promotion Director..... Howard Stanley

Program Director..... Martin D. Wickett
 War Program Director..... Elinor Lee
 Chief Announcer..... Gunnar Back
 Director of Press Information..... Howard Stanley
 Musical Director..... Paul Kain
 Production Manager..... Bailey Axton
 Chief Engineer..... Clyde Hunt

W W D C

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

Frequency: 1450 Kc. Power: 250 (100 w. booster)
 Owned-Operated By Capitol Broadcasting Co.
 Address..... 1000 Connecticut Ave.
 Phone Number..... National 7203
 Transmitter Location..... 61 Pierce St., N.E.
 Time on the Air: 6:00 a.m. to 12:00 midnight;
 Sundays, 8:00 a.m. to 12:00 midnight
 News Service..... AP
 Transcription Service..... NBC Thesaurus
 Representative..... Weed & Co.

Personnel

President..... Joseph Katz
 Station Manager..... G. Bennett Larson
 Commercial Manager..... Ben Strouse
 Sales Promotion..... Belmont M. VerStandig
 Program Director..... Norman Reed
 Publicity Director..... Dave Herman
 Chief Announcer..... Norman Reed
 Musical Director..... Leonard Friendly
 Chief Engineer..... Ross H. Belville

PA THE PACEMAKER

PA

with **AP** news
for radio

FLORIDA

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

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

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

Lt. Comm. W. Wright Esch, USNR

Address 126½ Magnolia Ave.

Phone Number 61

Transmitter Location 126½ Magnolia Ave.

Time on the Air Unlimited license

News Service AP

Transcription Service NBC Thesaurus

Personnel

Owner Lt. Comm W. Wright Esch, USNR

General Manager Billee B. Esch

Station Manager Ray Clancy

W A A C

FORT MYERS—EST. 1940

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

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

Address 51 East First St.

Phone Number 818

Transmitter Location 51 East First St.

Time on the Air 7 a.m. to 12:00 midnight

Transcription Service Associated Music

Publishers

Personnel

President Ronald B. Woodyard

Vice-President R. B. Martinn

General Manager J. P. Turner

W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts

Owned by Ralph A. Horton

Operated by Radio Station WFTL

Address 1605 Biscayne Blvd., Miami

Studio Address 2700 S. Andrews Ave.

Phone Number:

1-300 Ft. Lauderdale, 9-2401 Miami

Transmitter Location: 9 miles west of Ft. Lau-
derdale

Time on the Air Unlimited license

News Service AP

Transcription Service NBC Thesaurus

Personnel

Owner Ralph A. Horton

General Manager S. A. Vetter

W J A X

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.

Owned. Operated By City of Jacksonville, Fla.

Address City Hall, Forsyth and Ocean Sts.

Phone Number 5-5821

Transmitter Location Hyde Park Country Club

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

News Service AP

Transcription Service NBC Thesaurus

and Associated

Representative John Blair & Co.,

Harry Cummings

Personnel

Commissioner in Charge Thos. C. Imeson

Station Manager and Chief

Engineer John T. Hopkins, III

Program Director Evelyn Boote

Production Manager Harry A. Cole

W J A X
JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC
RED NETWORK

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago

Detroit and West Coast

H. E. Cummings, Southeast

Barnett Bank Bldg.

Jacksonville, Fla.

Phone 30381

★ **WKAT** ★

MIAMI BEACH

FLORIDA

The Station With
TWO *Markets!*

- 1.** HOME FRONT CIVILIANS TAKING TIME OUT FROM THEIR WAR ACTIVITY — WITH MONEY TO SPEND.
- 2.** ONE OF THE COUNTRY'S LARGEST ARMY AIR CORPS UNITS REPRESENTING EVERY STATE . . . POTENTIAL BUYERS NOW AND AFTER VICTORY.

1360 Kc. **WKAT** 1000 W.

BLUE NETWORK

"The Nation's Playground Is Now the Nation's Warground"

WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

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

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

News Service UP
Transcription Service World Broadcasting System, Langworth
Representative Burn-Smith Co., Inc.

Personnel

Director Garland Powell
Commercial Manager S. L. Miller
Sales Promotion Manager Rem James
Program Director Marion Morris
Chief Announcer Guy Hamilton
Musical Director Helen Edwards
Chief Engineer Dr. Palmer Craig
Director of War Programs Dave Martin

WJHP

JACKSONVILLE—EST. 1940

BLUE NETWORK

Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By The Metropolis Co.
Address 500 Laura St.
Phone Number 5-7610
Transmitter Location Reed and Alamo Sts.
Time on the Air 6 a.m. to 12 Midnight
Newspaper Affiliation Jacksonville Journal
News Service UP
Transcription Service Lang-Worth
Representative John H. Perry Associates

Personnel

Owner John H. Perry
Station Manager Wallace A. Walker
Sales Manager I. M. Koger
Program Director Harry Moreland
Chief Engineer B. Hayford

WMBR

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

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

Address 118 West Adams St.
Phone Number 5-4387
Transmitter Location Vines and Mass. Ave.
Time on the Air 6:00 a.m. to 12:00 midnight

News Service UP
Transcription Service World and Lang-Worth
Representative Weed & Co.

Personnel

President-Station Manager Frank King
Commercial-Sales Promotion Manager Glenn Marshall, Jr.
Program Director D. S. Mathis
Chief Announcer Gene Hill
Chief Engineer E. B. Vordermark

WPDQ

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL GROUP

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

Jacksonville Broadcasting Corp.
Address Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location Seven miles west of Jacksonville on Lenox Ave.

Time on the Air 6:29 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard
Representative George P. Hollingbery Co.

Personnel

President James R. Stockton
Station Manager Robert R. Feagin
Commercial and Sales Promotion Manager Frank Taylor, Jr.
Program Director Bernie Adams
Production Manager and Chief Announcer Bob Truere
Publicity Director Virginia Mann
Chief Engineer James R. Donovan

WLA K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.
ORANGE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned, Operated By Lake Region Broadcasting Co.

Address 1412 East Lime St.
Phone Number 2127
Transmitter Location 1412 East Lime St.
Time on the Air 6:45 a.m. to midnight
News Service UP
Representative John E. Pearson Co.

Personnel

President and Station Manager S. O. Ward
Commercial Manager Powell Adams
Program Director Nancy Hill
Chief Announcer-Musical Director, Engineer Wm. P. Lee

W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Isle of Dreams Broad-
 casting Corporation
 Business Address.....600 Biscayne Blvd.
 Phone Number.....3-6444
 Studio Address.....600 Biscayne Blvd.
 Transmitter Location.....Cameo Island
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Miami Daily News
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio:
 Associated Music Publishers
 Representative.....George P. Hollingbery Co.:
 Harry S. Cummings

Personnel

President.....D. J. Mahoney
 General Manager.....James M. Legate
 Commercial Manager.....T. O. McCullough
 Promotion Manager.....Frank Mallants
 Production Manager.....Roy Verret
 Program Director.....Robert Fidler
 Musical Director.....Earle Barr Hanson
 Chief Studio Engineer.....Wilton R. Chiles

W Q A M

MIAMI—EST. 1921

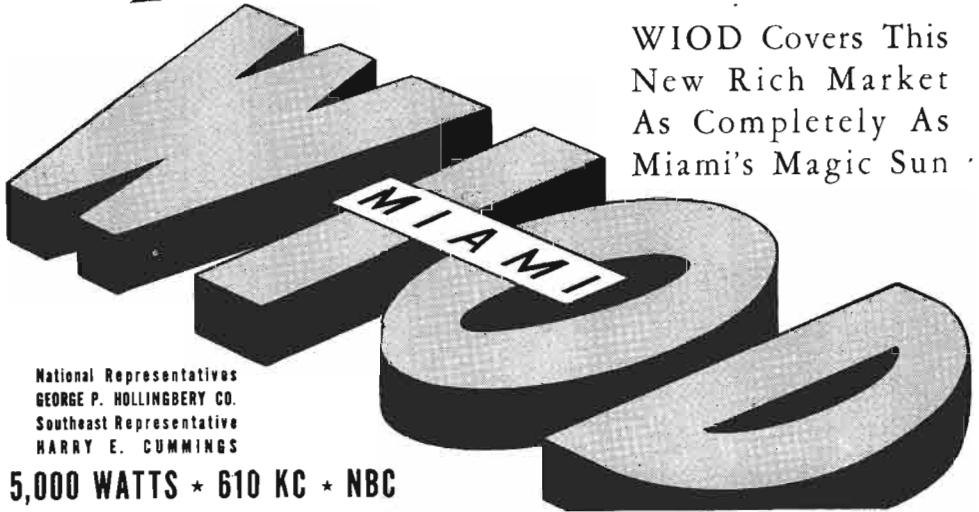
COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.
 1000 Watts, n
 Owned-Operated.....Miami Broadcasting Co.
 Address.....327-329 NE First Ave.
 Phone Number.....26121
 Transmitter Location.....1425 NE Bayshore Pl.
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President and Commercial Manager
 Fred W. Borton
 Station Manager.....F. W. Mizer
 Promotion and Publicity
 Manager.....Norman MacKay
 Program Manager.....Hazel McGuire
 Chief Engineer.....James Burke, Jr.

Miami



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

National Representatives
 GEORGE P. HOLLINGBERY CO.
 Southeast Representative
 HARRY E. CUMMINGS

5,000 WATTS * 610 KC * NBC

W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

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

Personnel

Owner: A. Frank Katzentine
 General Manager and
 Program Director: John C. McCloy
 Commercial and Sales Promotion
 Manager: Alex Campbell, Jr.
 Business Manager: C. A. Wampler
 War Program Director and
 Production Manager: Sam Parker
 Publicity Director: Madelaine Fullman
 Musical Director: Betty Lee Taylor
 Engineers: Tom Magee, Arthur Smith
 (See Page 390)

W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ocala Broadcasting Co.
 Address: P.O. Box 831
 Phone Number: 128; 129
 Studio Address: 1 Broadcast Place
 Transmitter Location: 1 Broadcast Place
 Time on the Air: 7:00 a.m. to 11:00 p.m.
 Newspaper Affiliation: John H. Perry
 Newspapers
 News Service: UP
 Transcription Service: Keystone, Standard
 Representative: John H. Perry Associates

Personnel

President: John H. Perry
 Station and Commercial
 Manager: T. S. Gilchrist, Jr.
 Program Director: Wilma Drum
 Chief Engineers: Beecher Hayford,
 Joyce Dice

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FLORIDA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Orlando Broadcasting
 Co., Inc.
 Business Address: 563 N. Orange Ave.
 Phone Number: 6181

Transmitter Location: Dubsread Country Club
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: World Broadcasting
 System
 Representatives: John Blair & Co. and
 Harry E. Cummings

Personnel

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

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Hazlewood, Inc.
 Business Address: P. O. Box 1991
 Phone Number: 8163-8164
 Studio Address: Angebilt Hotel
 Transmitter Location: Near Orlando
 Time on the Air: 7:00 a.m. to 12:00 midnight
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Burn-Smith Co., Inc.;
 Frank Cook

Personnel

General Manager: Victor Buisset

W W P G

PALM BEACH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING
 SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Palm Beach
 Broadcasting Corp.
 Business Address: South Ocean Blvd.
 Phone Number: West Palm Beach 21515,
 Lake Worth 500
 Transmitter Location: South Ocean Blvd.
 Time on the Air: 7:00 a.m. to Midnight
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

President: Charles E. Davis
 Station Manager: M. J. McDaniel
 Chief Engineer: Paul McGinty

W D L P

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Panama City Broad-
 casting Co., Inc.
 Address.....First and Mercer Sts.
 Phone Number.....777
 Transmitter Location.....First and Mercer Sts.
 Time on the Air.....7:00 a.m. to 9:05 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 Station Manager.....Byron Hayford
 Chief Engineer.....Beecher Hayford

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.
 Owned-Operated By.....Pensacola Broadcasting
 Company
 Address.....P. O. Box 1669
 Phone Number.....4111
 Transmitter Location.....Pensacola Bay Bridge
 Time on the Air.....17 hours daily
 Newspaper Affiliation.....Pensacola News-
 Journal
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 General and Commercial
 Manager.....Jack Rathbun

W F O Y

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Fountain of Youth
 Broadcasting Co.
 Address.....Fountain of Youth Park
 Phone Number.....1622
 Transmitter Location.....Fountain of Youth
 Gardens
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Representative.....Weed & Co.

Personnel

President.....Glenn Marshall, Jr.
 Secretary-Treasurer.....Frank King
 General Manager.....J. Allen Brown
 Sales and Sales Promotion
 Manager.....J. Allen Brown
 Publicity Director.....Ann Bernice Nachtmann
 Program Director.....(Miss) Frankie
 Collyer Walker
 Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc.....Power: 5000 Wat
 Owned-Operated By.....City of St. Petersburg,
 Address.....Municipal Pier
 Phone Number.....4747-4748
 Transmitter Location.....Bayview near Tampa.
 Time on the Air.....24 hours daily
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Weed & Company

Personnel

Station Manager.....Norman E. Brown
 Commercial Manager.....Vera M. New
 Sales Promotion Manager.....Norman E. Brown
 Program Director-Engineer.....Louis J. Link
 Production Manager.....Beth McNeely
 Public Relations Director.....Joe Frohock
 Musical Director.....Edith Sexton

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
 Owned-Operated By.....Pinellas Broadcasting Co.
 Address.....470 First Avenue South
 Phone Number.....8108
 Transmitter Location.....35th Ave. and 4th St.,
 North
 Time on the Air.....6:55 a.m. to midnight,
 Sundays, 7:30 a.m. to 12 midnight
 Newspaper Affiliation.....St. Petersburg Times
 News Service.....UP and INS
 Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Poynter
 Station Manager.....Lex Herron
 Traffic and Publicity
 Manager.....Jean Allyn
 Sales Promotion and
 Program Director.....L. H. Falconnier

W S P B

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....P. O. Box 1110
 Phone Number.....2111-2110
 Studio Address.....City Island, Sarasota
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service.....World Broadcasting;
 Keystone Broadcasting System

Personnel

President.....R. C. Jones, Jr.
 Station Manager.....John Browning
 Program Director.....Mrs. John B. Browning
 Chief Announcer.....John A. Buning
 Chief Engineer.....Bill Sheetz

W T A L

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 d.; 100 n.
 Owned-Operated
 By.....Capitol City Broadcasting Corp.
 Address.....Thomasville Highway
 Phone Number.....2160; 2161-W
 Time on the Air.....8:00 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....BMI; Keystone

Personnel

President.....Mrs. John H. Phiffs
 Station Manager.....Mrs. Teresa M. Myers

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By.....Tampa Times Company
 Business Address.....Tampa Terrace Hotel
 Phone Number.....M 1818
 Studio Address.....Tampa Terrace Hotel
 Transmitter Location.....Forest Hills Country
 Club Area
 Time on the Air.....7:00 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....The Katz Agency

Personnel

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

W F L A

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By.....Tampa Tribune
 Address.....Seminole Bldg.
 Phone Number.....Tampa H 1828-1829
 Transmitter Location: East Entrance, Davis
 Causeway, Columbus Drive
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30
 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation.....Tampa Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor, Standard and Lang-Worth
 Representative.....John Blair & Co.;
 Harry Cummings

Personnel

Station Manager.....W. Walter Tison
 Local Sales Manager.....Bert Arnold
 Production Manager.....Paul M. Jones
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe Mitchell
 Director of War Programs.....Barbara San

W J N O

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

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

Personnel

Owner.....Marshall Heminway
 General Manager.....Stephen Willis
 Program Director.....Larry Roller
 Chief Engineer.....E. Whitt MacDowell

PA

SET THE PACE
 THREE YEARS
 AGO

with the first,
 regular 24-hour
 radio news wire

Albany + 6.7%
Atlanta + 9.6%
Columbus + 25.6%

TABLE 2.—METRO POPULATION

Metropolitan County	1940	1943	Change	Per cent
Albany	10,000	10,670	670	6.7
Atlanta	100,000	109,600	9,600	9.6
Columbus	100,000	125,600	25,600	25.6

U. S. BUREAU OF CENSUS
 Report on
 SHIFT IN POPULATIONS
 Metropolitan Counties

Marching ^{To} Through Georgia!

Eighty years after Sherman's famous "March to the Sea", another army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers sta-

tioned in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia's Cities, where the pay-toll dollars are.

WATL
ATLANTA
 1400 KC • MBS

WXCZ
COLUMBUS
 1230 KC CBS

WGPC
ALBANY
 1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

GEORGIA

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

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address Albany, Ga.
Phone Number..... 1590
Transmitter Location..... Leesburg Road
Time on the Air..... 6:55 a.m. to 10:15 p.m.
Newspaper Affiliation..... Albany Herald
News Service..... AP
Transcription Service..... Associated Music Publishers
Representative..... Burn-Smith Co.; Frank Cook

Personnel

President H. T. McIntosh
General Manager..... Roger Van Duzer
Commercial Manager..... J. D. Porter
Promotion Director..... J. D. Porter
Chief Engineer..... DeForest T. Layton
Chief Announcer Robert Oswald

W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Broadcasting Co.
Address..... 125½ N. Jackson St.
Phone Number..... 1370; 1371
Transmitter Location..... Gillionville Rd.
Time on the Air..... 7 a.m. to 10:30 p.m.
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Spot Sales, Inc.

Personnel

President..... J. W. Woodruff, Jr.
Station and Sales Mgr..... Abner M. Israel
Program Director..... Margaret Kinnett
Production Manager..... Betty Patten
Chief Announcer..... Abner M. Israel
Chief Engineer..... Chas. M. Kinnett

W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... J. K. Patrick & Co.
Address Bobbin Mill Road
Phone Number 1741
Transmitter Location Bobbin Mill Road

Time on the Air... 7:00 a.m. to 12:00 midnight
Transcription Service Standard Radio

Personnel

Manager-Chief Engineer M. C. Gorman

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts
Owned-Operated By... Liberty Broadcasting Corp.

Address..... Western Union Bldg
Phone Number..... MAin 5101
Transmitter Location:

1299 North Druid Hills Road

Time on the Air..... 4:45 a.m. to 12 midnight
News Service..... AP
Transcription Service..... NBS Thesaurus
Representative..... Headley-Reed Co.

Personnel

President George B. Storer
General Manager... Charles A. Smithgall, Jr.
Commercial Manager..... Bob Venn
Sales Promotion and
Publicity Manager Ewald Kockritz
Program Director Lee Bennett
Production Manager..... Julian Flint
Musical Director..... Frances Wallace
Chief Engineer..... Al Jones

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned By..... Georgia Broadcasting System
Operated by..... Atlanta Broadcasting Co.
Address..... Henry Grady Building
Phone Number Walnut 4377
Transmitter Location..... Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.;
Sundays, 8:00 a.m. to 12:05 a.m.

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

Personnel

President..... J. W. Woodruff, Jr.
Station Manager..... J. A. Davenport
Commercial-Sales Promotion
Manager Sam Kane
Program Director..... Dan Hornsby
Production Manager..... Jimmy Gregory
Publicity Director..... Mrs. Mike Clark
Chief Announcer..... Jimmy Gregory
Music Director..... Cliff Cameron
Chief Engineer..... R. W. Minton

Our Pledge

WSB was founded in 1922 to provide a service to the public. Through war and peace, it has functioned "in the public interest" for 22 consecutive years. Well aware of its position of leadership, **WSB** renews its pledge to continue that type of service which gained for it a national reputation as

"The Voice of The South"

50,000 WATTS

WSB

750 KILOCYCLES

The Atlanta Journal Station

Affiliated with the National Broadcasting Co.

Edward Perry & Co. Inc., National Representatives

W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5000 d.; 1000 n.

Owned By Georgia Institute of Technology

Operated By Radio Committee—Board of Regents, State of Georgia

Address Forsyth Bldg.
Phone Number Walnut 8441

Transmitter Location Cheshire Bridge Rd.

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

News Service AP, UP

Transcription Service World Broadcasting System

Representative The Katz Agency

Personnel

Associate Managers Frank Gaither (Sales),
John Fulton (Programs)

Production & Publicity Director Don Naylor

Musical Director Lola Allen Wallace

Chief Engineer Ben Akerman

W S B

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By The Atlanta Journal Company

Address Biltmore Hotel
Phone Numbers Hemlock 1045-1046-1047;
Hemlock 5200; Walnut 5050

Transmitter Location Tucker, Ga.

Time on the Air 4:45 a.m. to 12:30 a.m.

Newspaper Affiliation The Atlanta Journal

News Service AP, UP and INS

Transcription Service Standard Radio

Representative Edward Petry & Co.

Personnel

President James M. Cox, Jr.

Managing Director J. Leonard Reinsch

Station Manager John M. Outler, Jr.

Program Director Roy A. McMillan

Director of War Programs Mark Toolson

Sales Promotion Manager Mary Caldwell

Artists' Bureau Head Harrison Kimball

Publicity Director Mary Caldwell

Farm Director Bill Prance

Production Manager Beth Barnes

Musical Directors Perry Pechtel,
Earl Landis

Chief Engineer C. F. Daugherty

W G A C

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

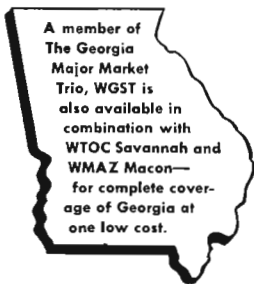
Frequency: 1240 Kc. Power: 250 Watts



CBS
Affiliate

TOPS

In program
entertainment
through its spirited
local showmanship
and its affiliation
with CBS



Represented Nationally by
THE KATZ AGENCY, Inc.

Owned-Operated By.. The Twin States Broad-
casting Company

Address Augusta
Phone Number 2-2692-3-4
Transmitter Location Augusta
Time on the Air 6:30 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Headley-Reed Company

Personnel

President F. Frederick Kennedy
General and Sales Manager J. B. Fuqua
Production Manager Laurens Moore
Program and Publicity Steve Manderson
Chief Engineer John Lyon

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5,000 Watts
Owned-Operated By.. Augusta Broadcasting
Company

Address 10th & Broad Streets
Phone Numbers 2-8805, 8806, 8807
Transmitter Location Berkemans Road
Time on the Air 6 a.m. to 12 midnight;
Sundays, 7:00 a.m. to 12:00 midnight

News Service UP
Transcription Service World Broadcasting
System

Representative George P. Hollingbery

Personnel

President Wm. K. Jenkins
Station Manager W. R. Ringson
Commercial Manager Thurston Bennett
Program-Publicity Director W. Charles Roe
Chief Announcer Ben Lucas
Musical Director Gil Evans
Chief Engineer Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM

SOUTH GEORGIA NETWORK

Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated By... Coastal Broadcasting
Company

Address Brunswick
Phone Number 1500
Transmitter Location... St. Simons Causeway
Time on the Air 7 a.m. to 10 p.m.
News Service UP
Transcription Service NBC Thesaurus

Personnel

President Mrs. Alma W. King
General and Sales Manager. Kenneth E. White
Program Director Alfred Job
Chief Engineer Kenneth E. White

WGAA

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned By Northwest Georgia Broad-
casting Co.

Operated By R. W. Rounsaville

Address West Theater Bldg.

Phone Number 777

Transmitter Location Cave Spring Rd.

Time on the Air 14 hours daily

News Service AP

Transcription Service Keystone Broad-
casting System

Personnel

President O. C. Lam

General Manager R. W. Rounsaville

Promotion Manager... Mrs. R. W. Rounsaville

Program, Production and

Publicity Director Dorothy Holt

Chief Announcer Hall Wray

Chief Engineer Clarence Landress

WDAK

COLUMBUS—EST. 1940

BLUE NETWORK—MBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By..... Valley Broadcasting
Company

Address 1028 Broadway

Phone Numbers 3-2771, Columbus;
173, West Point

Transmitter Location 1028 Broadway

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

News Service INS

Representative Headley-Reed Co.

Personnel

President-Owner L. J. Duncan

Station Manager Allen M. Woodall

Sales Promotion Manager John Amick

Program Director Dora Anna Gay

Publicity Director Mrs. Eugene Brown

Chief Announcer Joe Byars

Chief Engineer Dige Bishop

WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned and Operated By... Columbus Broad-
casting Company

Address 1420 Second Avenue

Phone Number 2-0601

Transmitter Location Columbus, Ga.

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

Sundays, 7:30 a.m. to 1:00 a.m.

News Service UP

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

Personnel

PresidentJ. W. Woodruff, Sr.
Executive ManagerJ. W. Woodruff, Jr.
Station Manager.....W. Heldon Herrin
Commercial Manager.....W. S. Massie
Sales Promotion.....Jack O'Connor
Musical DirectorGertrude Handley
Publicity DirectorEd 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 Number666
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
DirectorRobert 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.
RepresentativeCox & Tanz

Personnel

PresidentH. C. Kenemer
Secretary-Treasurer-Manager..W. V. Williams
Sales and Program Dir.....William Armond
Chief EngineerW. 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 ServiceAP
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 ServiceUP

Personnel

PresidentRoy C. Swank
General Manager.....Edwin Mullinax
Chief EngineerJames 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 ServiceUP
Transcription ServiceStandard
RepresentativeJoseph 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

Chief Engineer James Wilder
 Chief Announcer Wendell Adams

WRGA

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

WMIAZ

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

WSAV

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

WMIGA

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

WTOC

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

TOCOCA—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

AP

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

WMRO

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

WJBC

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

WKRO

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

WCAZ

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

WDWS

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

WAAF

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**

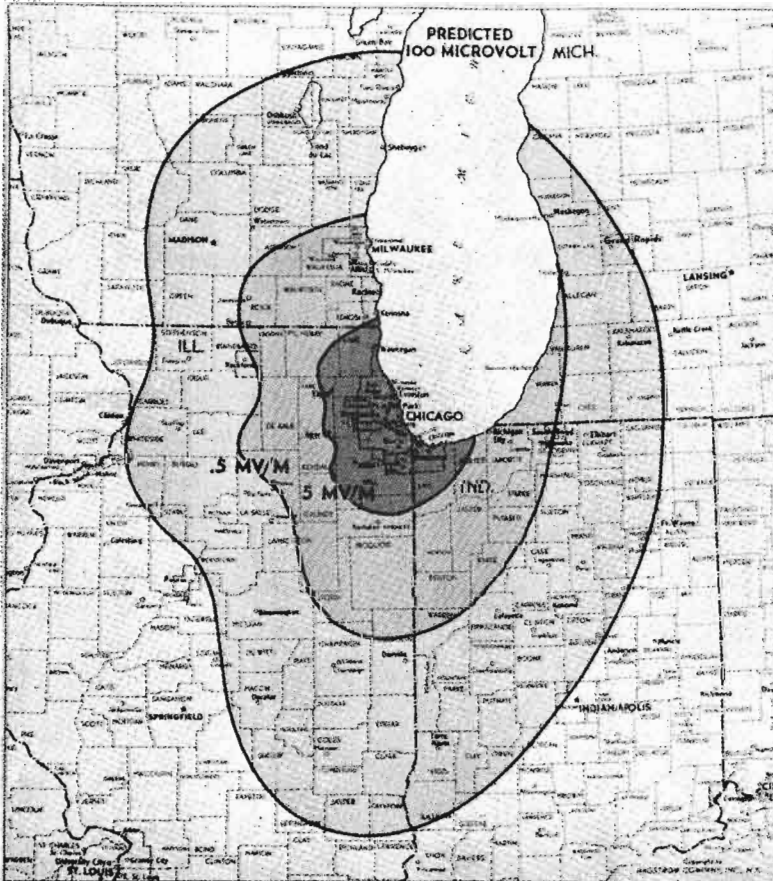
**THE
VOICE OF
LABOR**

*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

Personnel

PresidentWard A. Neff
 Station and Commercial
 ManagerBradley R. Eidmann
 Sales Promotion Manager..Helen Himebaugh
 Program Director and Chief
 AnnouncerRobert Bryar
 Production Manager.....John Stanley
 War Program Director.....Paul Dixon
 Publicity DirectorBill Wesley
 Chief Engineer.....Carl Uhrlich
 Musical DirectorHelen Compton

WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WAIT
 Address.....360 N. Michigan Avenue
 Phone NumberFranklin 0660
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air.....Local sunrise to sunset;
 Dallas, Texas
 News ServiceUP, Reuters, Transradio
 Transcription ServiceAMP
 RepresentativeRay Linton & Co.

Personnel

Managing DirectorGene T. Dyer
 ManagerJoseph Rudolph
 Commercial ManagerCraig Maudsley
 Program Director and Chief
 AnnouncerLinn Burton
 Sales Promotion Manager.....George Provol
 Publicity DirectorJack Payne
 War Program Director.....Joseph Rudolph
 Musical DirectorElizabeth Hinzman
 Chief EngineerE. 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.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter LocationItaska, 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
 RepresentativeRadio Sales

Personnel

PresidentWm. S. Paley
 Vice-President and Station
 ManagerH. Leslie Atlass
 Assistant Manager.....J. L. Van Volkenburg

Commercial Manager.....J. Kelly Smith
 Sales Promotion Manager.....King Park
 Western Sales Manager ..W. Donald Roberts
 Program DirectorWalter J. Preston
 Chief Sound Technician.....Urban Johnson
 Production ManagerGeorge 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 AnnouncerBob Cunningham
 Chief EngineerJ. 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

WCRRW

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

WEDC

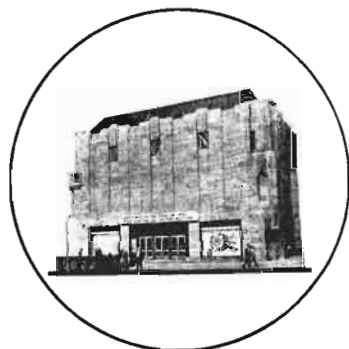
CHICAGO—EST. 1926

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 ServiceUP

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

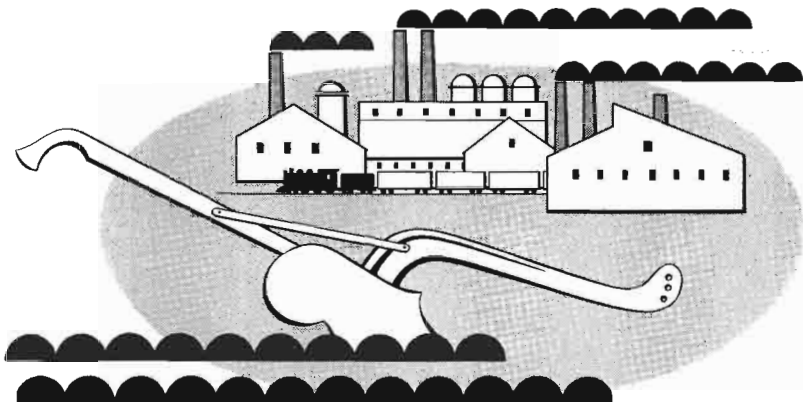
WAIT

ADVERTISEMENT

SEE

PAGE

416



TWO RICH MARKETS IN ONE

NOWHERE 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

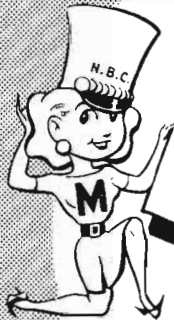
Studios — in Gary, the war-busy
 steel producing center of the World;
 and in CHICAGO.

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

BREAKFAST SARDI'S ON

Dorsey Band

Spotlight Show

WROK Will Pre

What's Doin' on WROK

NEWS

PROGRAMS

HIGHLIGHTS

PERSONALITY

Morton DOWNEY

The VICTORY PARADE

Spotlight BANDS

The BREAKFAST CLUB

OK Break

Man and in an program

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

s heard on twork every omposers of

route to PT I Over WROK

Master of melody featuring favorite songs

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 Upton
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

THERE 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: 5000 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 DirectorEddie Truman
 Chief Engineer.....Paul Huntsinger
 Record MCDan 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 DirectorArnie 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
 RepresentativeBurn-Smith Co., Inc.

Personnel

Vice President and Station
 ManagerJames D. Carpenter
 Program Director and Production
 ManagerJeanne 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
 ManagerEdward Breen
 Program Director and Production
 ManagerDrexel Peterson
 Chief AnnouncerMelvin Daughters
 Musical DirectorBetty 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

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*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-OwnerJ. D. "Jack" Falvey
 General ManagerEm Owen
 Program DirectorCharles Norman
 Director of War Programs .Florence N. Hanson
 Musical DirectorRobert Carlson
 Publicity DirectorPhyllis Pelletier
 Chief Announcer.....Roy Dawson
 Chief EngineerAlvin 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 Number1
 Transmitter LocationShenandoah
 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 ManagerA. W. Ramsey
 Program Director and Production
 ManagerTerry Moss
 Publicity DirectorBarney 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

PresidentWilliam H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program DirectorEugene 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

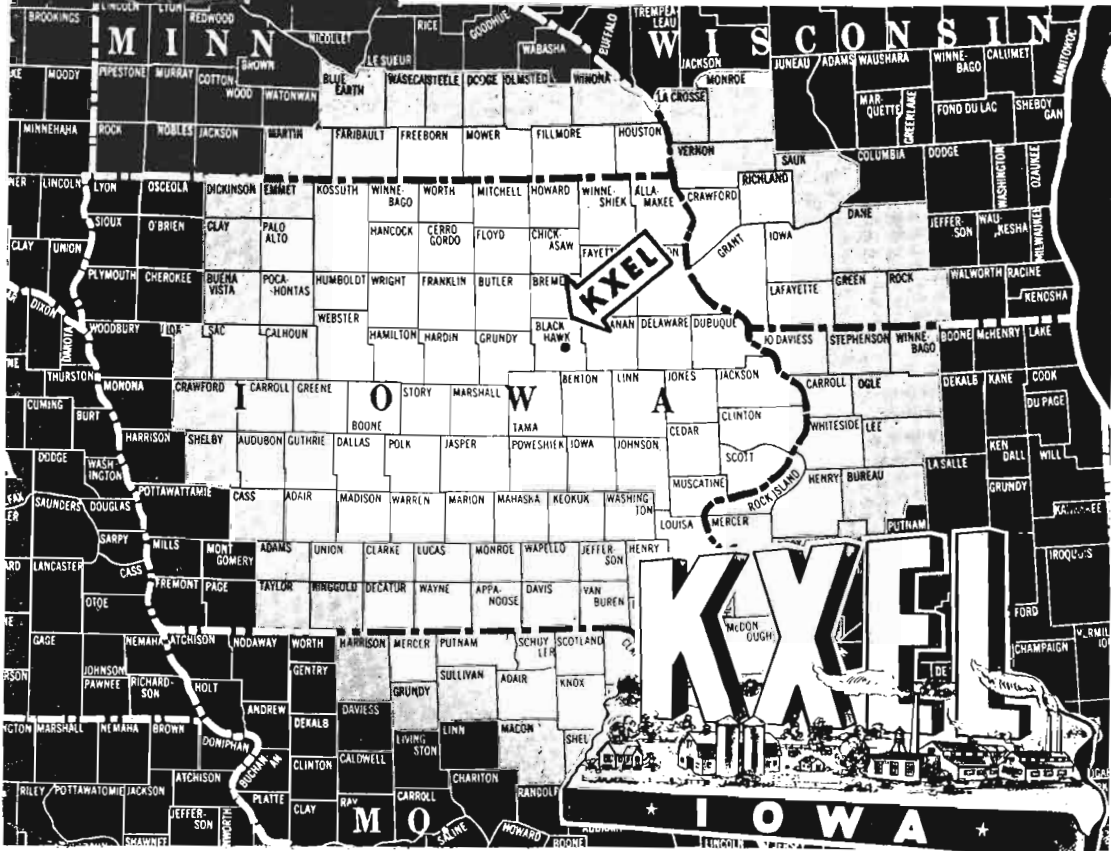


Iowa is Listnin!

"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

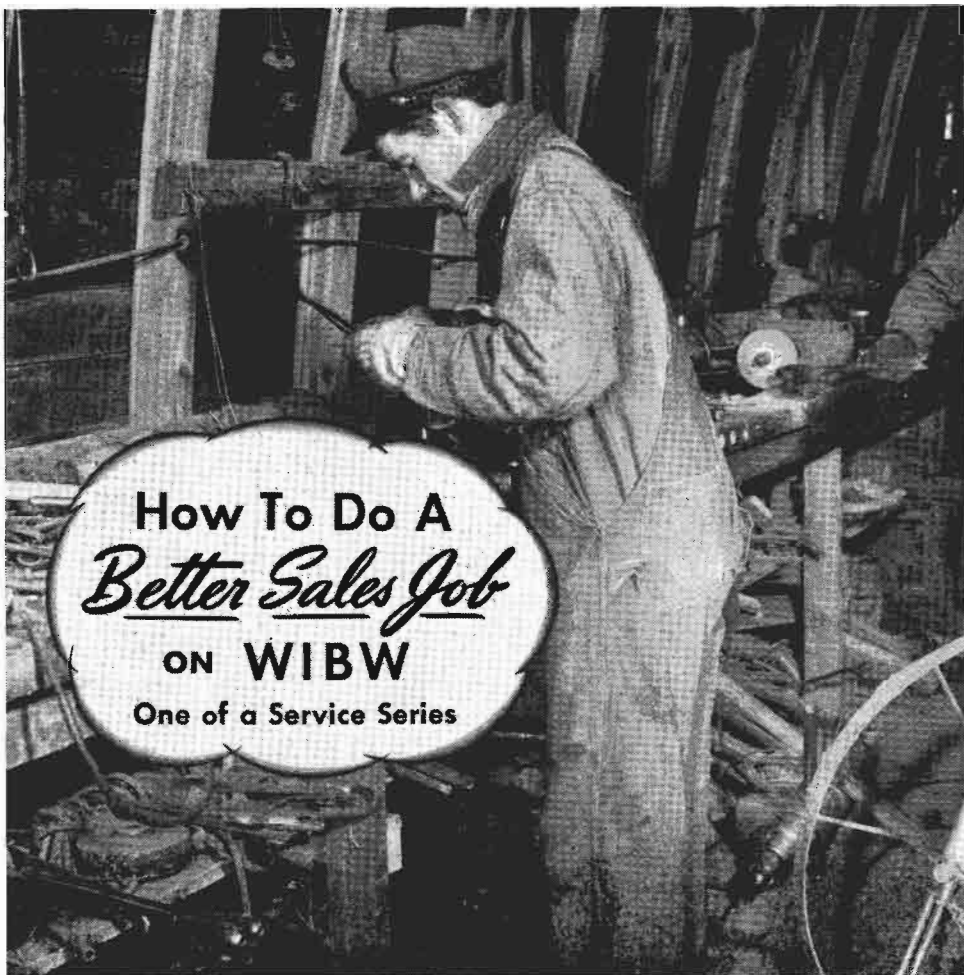
Personnel

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

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THREE
YEARS
AGO**

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



W H A S

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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; Sun-
 days, 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 Broad-
 casting Co.

AddressOwensboro
 Phone Number420, 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
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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: Scarborough, 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

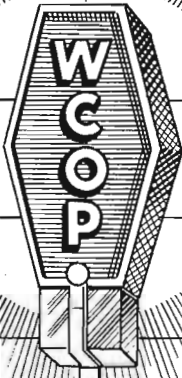
WBOC

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
 EngineerAlfred 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 NumberCOMMONwealth 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 ServiceAP
 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 ManagerLinus Travers
 Promotion and Publicity
 DirectorJames S. Powers
 Program DirectorHerbert Rice
 War Program Director.....George Steffy
 Production Director.....Herbert Rice
 Editor of News Service.....Robert Myers
 Musical Director.....Francis J. Cronin
 Chief EngineerIrving 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 EngineerJohn 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 ServiceINS
 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 EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 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

PresidentRuben E. Aronheim
 General Manager and

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

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

Chief EngineerTheodore Kalln
 Record MCEddie Johnson

W H A I

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Hadgis
 Address354 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
 ManagerHorace 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

PresidentMrs. William R. Dwight
 Station and
 Commercial Manager...Patrick J. Montague
 Publicity and Musical Director.....Jay Heitin
 Program Director.....Thomas R. Humphrey
 Chief AnnouncerWard Gardner
 Chief Engineer.....Thomas Humphrey
 Record MCDick 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

MASSACHUSETTS

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: 280 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.

• • • MASSACHUSETTS • • •

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 EventsGeorge Steffy
Program DirectorHerbert Rice
Production DirectorHerbert Rice
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief AnnouncerAlbert Hiorns
Chief EngineerJoseph 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 ServiceLangworth
Representative.....Weed & Co.

Personnel

OwnerA. 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 Bannon

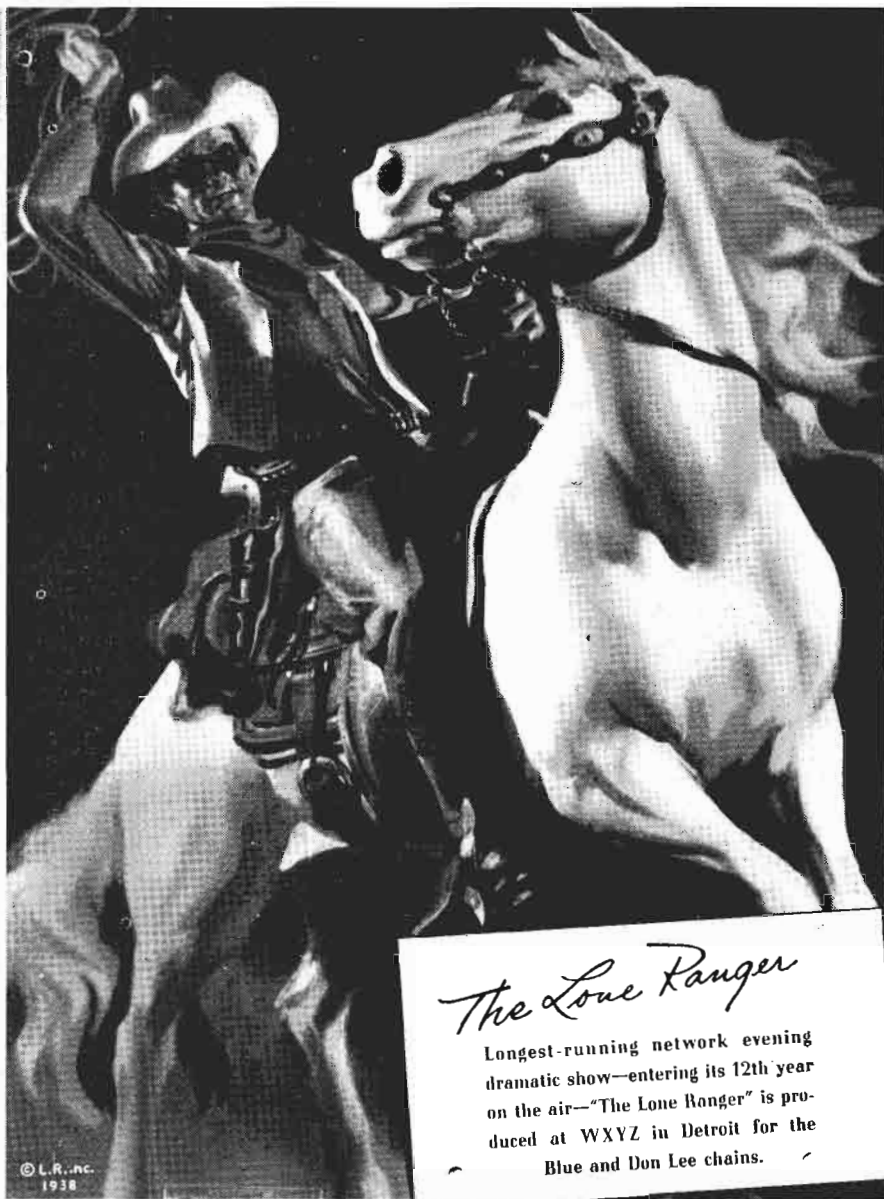
Personnel

Vice-President-General
ManagerGeorge 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 DirectorDol 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 produced 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 ByFederated Publications, Inc.

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

Phone Numbers.....5655; 7166

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

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

Personnel

PresidentA. 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.

AddressWenonah Hotel

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

Transmitter LocationTuscola Road,

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

News ServiceUP

Transcription ServiceNBC Thesaurus;

RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarley D. Peet
General ManagerH. A. Giesel
Sales Promotion ManagerA. 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

PresidentA. 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 ServiceAP
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

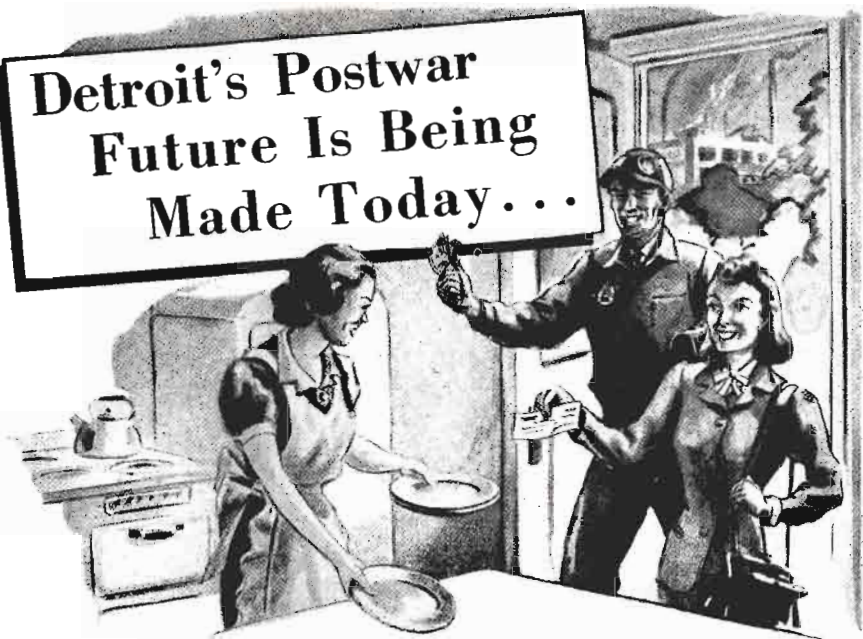
Transmitter Location...7310 Woodward Ave.

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-PresidentW. 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. HOLLINGBERRY COMPANY

NBC Basic
Network

Associate FM Station
WENA

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 Lapeer
 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

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 Cor-
 poration
 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.; Sun-
days, 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 Publish-
ing 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 Publish-
ing 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 Pagllara
 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 Myhrs

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

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.

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 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

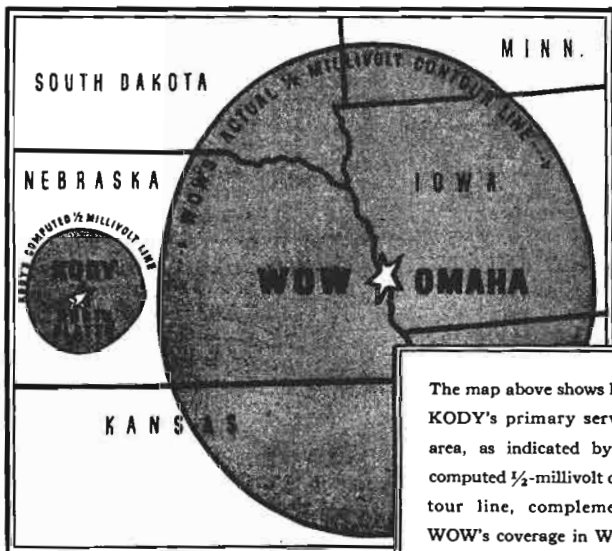


Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

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"*

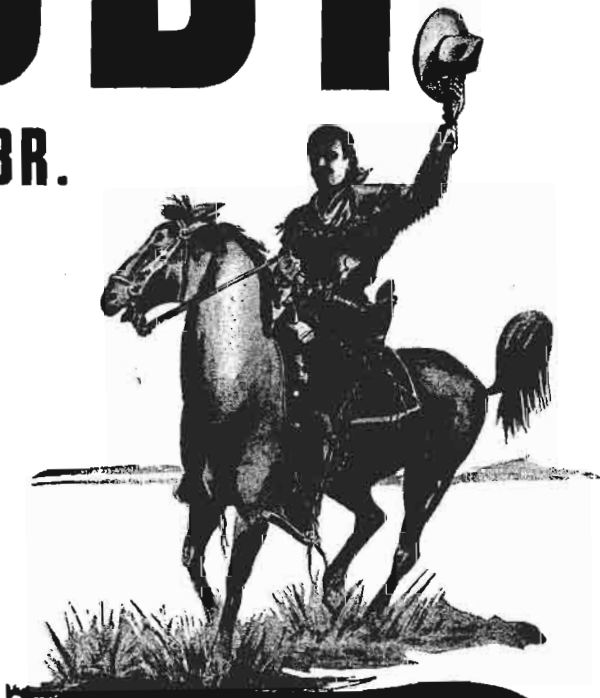
This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

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

PresidentGeorge 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 Number5-1111

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 ServiceAP
Transcription ServiceNBC Thesaurus
Representative.....Headley-Reed Co.

Personnel

PresidentAlbert J. Feyl
General Manager.....Monroe L. Mendelsohn
Program Director.....Ralph Shoemaker
Chief EngineerEarle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By.....Neptune Broad-
casting Corporation

Business AddressSteel Pier
Phone Number52188

Transmitter Location.....Steel Pier
Time on the Air.....7:30 a.m. to 1 a.m.
News Service.....UP
Transcription ServiceAssociated 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 NumberBridgeton 1600

Transmitter Location.....Carl's Corners
Time on the Air.....8:00 a.m. to 8:00 p.m.

News ServiceUP
Transcription Service.....Keystone

Personnel

President-ManagerElmer Wene
Station ManagerPaul Alger
Commercial Manager.....Burt McKinnie
Program ManagerLowell Ayars
Publicity ManagerWill Bartlett
Record MCFrancis Fekel
Chief EngineerChas. Murray

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated By.....City of Camden
AddressCity 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 4TH 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.

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By....Trent Broadcast Corp.
 Address.....35 West State St.
 Phone Number2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air..... Unlimited license
 RepresentativeSpot Sales, Inc.

Personnel

PresidentCharles Quinn
 Station ManagerPaul Alger
 Program Director.....Milton T. March
 Chief Engineer.....Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
 Owned ByPillar of Fire
 Operated ByAlma White College
 Address Zarephath
 Phone NumberBound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air.....Shares time

Personnel

PresidentBishop Alma White
 Vice-President-Secretary-
 Co-ManagerArthur K. White
 Vice-President-Co-Manager ...Ray B. White
 Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

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

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By..New Mexico Broadcast-
 ing Company
 Address5th and Central Ave.
 Phone Number4545
 Transmitter LocationAtrisco
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....Transradio; UP
 Transcription Service...World Broadcasting
 System
 RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstreit
 Station Manager.....Harry Burdick
 Sales Promotion Manager.....Jerry Oppel
 Program DirectorRobert Chapman
 PublicityI. Stockwell
 Musical Director Chief
 AnnouncerWalt Peterson
 Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
 Owned-Operated By....Albuquerque Broad-
 casting Company

Address.....420 West Gold Avenue
 Phone Number.....4411
 Transmitter Location...Alameda, New Mexico
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceINS, AP
 Transcription Service.....NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
 ManagerFrank Quinn
 Sales Manager and Program
 DirectorMerle Tucker
 Director War Programs.....Martha Summers
 Chief Announcer and
 Production.....Clarence Van Haften
 Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Carlsbad Broadcast-
 ing Co.
 Address800 South Canal Street
 Phone Number244
 Transmitter Location.....La Huerta, N. M.
 Time on the Air7 a.m. to 9 p.m.
 News ServiceUP

Personnel

Station ManagerJack Hawkins
 Chief AnnouncerLyn Pitcaithley
 Chief EngineerCarl C. Cook

K I C A

CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated by.....DeWitt Landis
 Address321 Main St.
 Phone Number3
 Transmitter Location...10th at Hillcrest Park
 Time on the Air.....6:30 a.m. to 9 p.m.
 News ServiceUP
 Transcription Service.....Associated
 Record Program Service Publishers
 Representative.....Forjoe & Co.

Personnel

President-OwnerDeWitt Landis
 Station-Commercial Manager. R. B. McAllister
 Sales Promotion.....Grady Maples
 Chief Engineer.....Vernon Hughes

K W E W

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated ByW. E. Whitmore
 AddressHardin Hotel
 Transmitter LocationHobbs
 Time on the Air7 a.m. to 9:15 p.m.
 Transcription Service. C. P. MacGregor, Standard Radio; Keystone Broadcasting System

Personnel

President-OwnerW. E. Whitmore
 General Manager.....Gertrude Dimpel

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broadcasters, Inc.
 Business Address.....P. O. Box 710
 Phone Number83
 Studio Address.....½ mile east of Las Vegas
 Transmitter Location

½ mile east of Las Vegas
 Time on the Air: 7 a.m. to 9 p.m.; Sundays, 11 a.m. to 7 p.m.

News ServiceINS
 Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Spanish Department.....Henry R. Tafoya, Jr.
 Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address310 N. Richardson Street

Phone Number288
 Transmitter Location511 W. 16th Street
 Time on the Air6:30 a.m. to 9 p.m.
 Transcription ServiceC. P. MacGregor

Personnel

President-Station Manager ...W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Program Director-Chief Announcer
 Jack Whiteman
 Chief EngineerMelvin Unger

K V S F

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broadcasting Co.
 Address759 Cerillos Road
 Phone Number2020
 Transmitter LocationSanta Fe
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....World
 RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstriet
 ManagerIvan Head

K T N M

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Krasin-Krutzner
 AddressTucumcari
 Phone Number192
 Transmitter LocationTucumcari
 Time on the Air.....7 a.m. to 7:15 p.m.
 Transcription Service.....Standard Radio
 RepresentativeCox & Tanz

Personnel

Station ManagerLester Knasin



PA THE PACEMAKER
 WITH AP NEWS
 FOR RADIO



KEYSTONE



Broadcasting System

Headquarters

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

Officers & Directors

PresidentMichael M. Sillerman
Vice-PresidentArthur Wolf
Vice-PresidentWilliam Wolf
Secretary-TreasurerSidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

PresidentMichael M. Sillerman
Director of Station Relations...Mort Adams
Sales & Promotion Consultant....Alvin Austin
ContinuityWilva Davis
Office Manager.....R. Seale
Account ExecutiveAlbert F. Dykes
Account ExecutiveNoel Rhys

Chicago

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

Secretary-Treasurer.....Sidney J. Wolf
Accountant-Statistician...Elizabeth M. Mueller
Sales ManagerNaylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEMPstead 0460

Program Director.....Sylvia Young
ContinuityDean Owen

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 200 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

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

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

Radio Recording Department

Egner, C. Lloyd Vice-President in Charge
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry Asst. to V.-P.
Parsons, Willis B.

Assistant Eastern Sales Manager

Sales Department

Witmer, Roy C. Vice-President in Charge
Frey, George H. Sales Service Manager
Greene, F. Melville Sales Traffic Manager
H.t.z, Edward R.,

Assistant to the Vice-President in Charge
Showerman, I. E. Eastern Sales Manager

Stations Departments

Hedges, William S. V-P in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
in charge of Stations

Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere Asst. Mgr., Traffic Dept.
Woodman, Harry A. Mgr., Traffic Dept.

Facilities Development & Research

Merryman, Philip I. Director

Operated Stations

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.

MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.

Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.

Elwood, John W. Manager, Station KPO

Treasurer's Department

Teichner, R. J. Treasurer
Bloxham, William D. Purchasing Agent

Terwilliger, C. C. Mgr., Credit & Collections
Williams, William A. Assistant Treasurer

Central Division—Chicago

Merchandise Mart

Postal District, Chicago 54.

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager
Carlson, Emmons C.

Sales Promotion & Advertising Manager
Chizzini, Frank Manager of Radio Recording

Livezey, Henry D. Manager of Guest Relations
Ray, William B. Mgr. News & Special Events

Danielson, Eric Program Traffic Supervisor
Guilbert, Robert M.

Editor Continuity Acceptance Department
Herbeuveau, Jules Program Manager

Jacobson, Frederick Arthur Production Manager
Kaney, A. W.

Manager Stations Relations Department

Luttgens, Howard C. Central Division Engineer
McCluer, Paul Network Sales Manager

McCrossin, Edward J. Attorney
Morton, Oliver

National Spot & Local Sales Manager

Murphy, William J. Script Editor
Ryan, Jack Manager of Press Relations

Shield, Roy Music Director
Waller, Judith C. Director, Public Service Dept.

Whalley, John F. Auditor and Office Mgr.

Western Division—

Hollywood

Sunset Blvd. & Vine St.

Postal District, 28

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge
Berend, Frank Sales Manager

Bock, Harold Manager, Press Dept.
Delleit, F. V. Auditor

Ford, Frank Sales Promotion Manager
Frost, Lewis Assistant to Vice-President

Gale, Paul Traffic Supervisor
Tatum, Donn B. Attorney

Pierce, Jennings

Dir. of Public Service & Station Relations

Davison, Walter, Acting Mgr. of Record. ng Division
Saxton, A. H. Western Division Engineer

Seltzer, Fred C., Jr. Manager, National Spot Sales
Swallow, John Program Manager

Wiley, Howard Production Manager
Williams, Wendell

Manger, Continuity Acceptance Dept.
San Francisco

Elwood, John Manager, KPO

Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M. Vice-President
Coldenstroth, R. G. Auditor

Cooper, Donald H. Acting Engineer in Charge
Glasscook, Mahlon Sales Manager

McAndrew, Wm. R.

Acting Dir. News & Special Events

Wheeler, George Assistant Manager
Smith, Carleton D. Manager

Foreign Representatives

Archinard, Paul Switzerland

Richardson, Stanley England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

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

NEW YORK

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

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.

Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 7 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News
News ServiceUP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Director War Programs.....G. N. Rand
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.

Address Radio Centre
Phone Number..... 4-4193
Transmitter Location.....Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News
News ServiceUP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry L. Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi

IN THE CENTER

OF THE
ALBANY - TROY -
SCHENECTADY
AREA

The Radio Centre Stations

WOKO

CBS

WABY

MUTUAL

ALBANY, NEW YORK

Harold E. Smith, General Manager

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Address.....Metcalfe Building, 141 Genesee St.
 Phone Number433
 Transmitter Location.....Corner York and
 Division Streets
 Time on the Air8 a.m. to 8 p.m.
 Newspaper Affiliation.....Auburn Citizen-
 Advertiser
 News Service AP
 Transcription Service Standard Radio

Personnel

President.....William O. Dapping
 General ManagerFrederick L. Keesee
 Musical Director-Publicity
 DirectorDorothy Bolin
 Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Batavia Broadcasting
 Corporation

Address90 Main Street
 Phone Numbers.....715; 716; 2100
 Transmitter LocationCreek Road
 Time on the Air: 7 a.m. to 8 p.m.; Sundays,
 10:30 a.m. to 6 p.m.
 News ServiceUP
 RepresentativeSears & Ayer, Inc.

Personnel

Station ManagerJoseph M. Ryan
 Sales Manager.....Frederick R. MacLaughlin
 Program DirectorHarriette Taylor
 Chief EngineerHoward Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.....Wylie B. Jones
 Advertising Agency
 AddressArlington Hotel
 Phone Number.....Binghamton 2-3461
 Transmitter LocationIngraham
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service ... World Broadcasting
 Representative.....John Blair & Co.



WBYN

Brooklyn's
ONLY FULL TIME
Radio Station

**FOR BROOKLYN COVERAGE WBYN
 1450 ON YOUR DIAL**

#1 NEVINS ST., Brooklyn

WM. NORINS, Gen'l Mgr.

Personnel

President John C. Clark
 General Manager Cecil D. Mastin
 Sales Promotion Manager Nina Fenson
 Program Director E. Ray McCloskey
 Production Manager Walter Roberts
 Musical Director Donald Grey
 Chief Engineer Lester H. Gilbert

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By WBYN—Brooklyn, Inc.
 Address 1 Nevins St., Brooklyn
 Phone Number TRIangle 5-3300
 Transmitter Location 583 Meserole St.
 Time on the Air 7 a.m. to 12 midnight
 News Service AP; INS

Personnel

Acting-General Manager William Norins
 Program Director Lorraine Rhodes
 Chief Engineer Peter Testan
 (See Page 504)

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By Peoples Pulpit Assn.
 Address 124 Columbia Heights
 Phone Number MAin 4-9735
 Transmitter Location Rossville, Staten Island
 Time on the Air Shares time

Personnel

Manager Andrew K. Wagner
 (Non-Commercial Station)

W L I B

BROOKLYN—EST. 1942

Frequency: 1190 Kc. Power: 1000 Watts
 Owned-Operated By WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number BUckminster 7-5900
 Transmitter Location Newtown Creek
 Time on the Air Sunrise to sunset in Ft. Wayne, Ind.
 News Service UP
 Transcription Service Associated Music and World
 National Representative The Walker Co.

Personnel

President Elias Godofsky
 Sales Manager Robert M. Scholle
 Sales Promotion Manager Louis Berne

Program Director Paul Gould
 Production Manager Roger Wayne
 Publicity Director Ted Zittel
 Chief Announcer Murray Jordan
 Musical Director Waldo Mayo
 Chief Engineer Arthur Faske

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Roy L. Albertson
 Address 485 Main Street
 Phone Number Madison 4000
 Transmitter Location 154 Eagle Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service Transradio; AP; UP

Personnel

Owner and General
 Manager Roy L. Albertson
 Commercial Manager-Program
 Director Virginia C. Fyda
 Chief Announcer H. C. Schellenberg
 Musical Director Arthur Crosson
 Chief Engineer Thomas L. Vines

News Comes First

at

W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Langworth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchofer
 Station Manager: Edgar H. Twamley
 Asst. Station Manager: C. Robt. Thompson
 Program Director: Chas. Lewis
 Director of Sports: Van Patrick
 Director of Women's Programs: Margaret Wilkinson
 Publicity Director: Helen King
 Chief Announcer and War Programs: Woodrow Maynison
 Musical Director: James Freiling
 Record MC: Clint Buehman
 Chief Engineer: Ralph J. Kingsley

W E B R

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WEBR, Inc.
 Address: 23 North Street
 Phone Number: Lincoln 7133
 Transmitter Location: Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Courier-Express
 News Service: AP
 Transcription Service: Lang-Worth
 Standard Radio
 Representative: Weed & Company

Personnel

President: Paul E. Fitzpatrick
 Station Director: Cy King
 Sales Manager: William Doerr, Jr.
 War Program Manager: Albert H. Zink
 Program Director: Ed Wegman
 Publicity: Jim Kennedy
 Chief Announcer: C. L. Allen
 Musical Director: A. Bono
 Record MC: Ed Tucholka
 Chief Engineer: Raymond Lamy

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: Rand Bldg.
 Phone Number: Washington 3100
 Transmitter Location: Hamburg, N. Y.
 Time on the Air: 6 a.m. to 2 a.m.
 News Service: UP
 Transcription Service: World Broadcasting
 System; Associated Music Publishers
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Sales Manager: John A. Bacon
 Program Manager: Karl Hoffman
 Sales Promotion: R. McPherson
 Chief Engineer: Karl B. Hoffman

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: Rand Building
 Phone Number: Washington 3100
 Transmitter Location: Hamburg, N. Y.
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: World Broadcast-
 ing System; Associated Music Publishers
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Program Director: Karl Hoffman
 Sales Manager: John A. Bacon
 Sales Promotion Manager: R. McPherson
 Chief Engineer: Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Star-Gazette
 Business Address: 201 Baldwin St.
 Phone Number: 5181
 Studio Address: Mark Twain Hotel
 Transmitter Location: Schuyler Ave.
 Time on the Air: 7:30 a.m. to 2 a.m.; Sundays,
 9 a.m. to 1 a.m.
 Newspaper Affiliation: Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service: UP
 Transcription Service: World Broadcasting
 Representative: J. P. McKinney & Son

Personnel

Director..... Dale L. Taylor
 Sales Manager..... Phillip Cameron
 Commercial Manager..... Ernest F. Oliver
 Program Director..... Woodrow Ott
 Chief Engineer..... Thurlow A. Greene

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Shares time; WBRB, WFAS
 Transcription Service..... NBC Thesaurus

Personnel

Owner and General Manager... H. H. Carman
 Commercial Manager..... Neal Seaman
 Chief Engineer..... Robert Milos

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc..... Power: 1000 Watts
 Owned-Operated By..... Cornell University
 Business Address..... Ithaca Savings Bank
 Phone Number..... 3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location..... Forest Home, Ithaca
 Time on the Air..... 6:30 a.m. to sundown
 New Orleans

News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative..... Howard N. Wilson Co.

Personnel

Station Manager..... Michael R. Hanna
 Commercial Managers..... H. Stilwell Brown,
 Bernard F. Goodrich
 Sales Promotion..... Theodore T. Howes
 Program Director..... Joseph A. Short
 Chief Announcer..... John Deal
 Chief Engineer..... True McLean

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... James Broadcasting
 Company, Inc.
 Address..... 208 Hotel Jamestown Bldg.
 Phone Number..... 7-181
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service..... UP

Transcription Service..... Associated Music
 Publishers
 Representative..... Wm. G. Rambeau Co.

Personnel

President..... Jay E. Mason
 General Manager and
 Treasurer..... Dayton S. Wilkins
 Promotion Manager-Program
 Director..... A. E. Spokes
 Publicity Director..... Catherine Lindstrom
 Chief Engineer..... Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Kingston Broad. Corp.
 Address..... Governor Clinton Hotel
 Phone Number..... Kingston 4500
 Transmitter Location..... Plainfield St., Ulster
 Time on the Air..... 7:30 a.m. to 11 p.m.
 News Service..... INS

Personnel

President..... Louis J. Furman
 Acting General Manager..... Lou Stekete
 Commercial Manager..... George Hard
 Chief Announcer..... Bill Brophy
 Record MC..... Jack Abernathy
 Chief Engineer..... W. J. Fahey

For

RESULTS

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

William G. Rambeau
 Company

About

W J T N

Jamestown, N. Y.

Blue Network



THIS IS JOE RIZUNSKI

Joe is a die setter. He makes \$115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

In the WBNX Service Area there are:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

*America's Leading
Foreign Language Station*

W A L L

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting Corp.
 Business Address 14 South St.
 Phone Number Middletown 6050
 Transmitter Location 229 Monhagen Ave.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS

Personnel

Co-Presidents Elsie & Martin Karig, Sr.
 Station Manager Martin Karig, Jr.
 Commercial Manager Z. E. Van Fleet
 Sales Promotion Manager John Jones
 Program and
 Musical Director M. Karig, Jr.
 Record MC's Warren Kirkander, Helen
 Warnock, Bob Lee, Al Gordon

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Operated By WGNV Broad-
 casting Co., Inc.
 Business Address 161 Broadway
 Phone Number 4600
 Studio Addresses: 161 Broadway, Newburgh;
 28 James St., Middletown
 Transmitter Location Cohecton Turnpike
 Time on the Air 8:00 a.m. to 5:30 p.m.
 Newspaper Affiliation: Speidel Newspapers,
 Inc.; Poughkeepsie New Yorker
 News Service UP
 Transcription Service Standard

Personnel

President Merritt C. Speidel
 Station Manager Harold W. Cassill
 Sales Manager Joseph Rake
 Program Director Richard Crans
 Musical Director Jane Welch
 Chief Engineer Marvin Seines

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.
 Business Address 485 Madison Avenue
 Phone Number Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E.
 52nd St.; 1697 Broadway; 799 Seventh
 Ave.; 251 W. 45th St.; 254 W. 54th St.
 Transmitter Location: Columbia Island, New
 Rochelle, N. Y.
 Time on the Air 24 hours daily
 News Service AP; INS; UP
 Transcription Service Associated Music
 Publishers; Langworth Feature Programs
 Representative Radio Sales

Personnel

President William S. Paley
 General Manager Arthur Hull Hayes
 Commercial Manager John H. Field, Jr.
 Sales Promotion Manager Jules Dundes
 Program Director George Allen
 Manager of Studio
 Operation D. Gordon Graham
 Sales Service Manager Stanley H. Pulver
 Director of Women's
 Programs Mary Jane Kroll
 Manager of Press Information J. E. Doyle
 Music Director Eugene Stinson
 Chief Engineer Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By WBNX Broadcasting
 Co., Inc.
 Address 260 E. 161st Street
 Phone Number MEIrose 5-0333
 Transmitter Location Rutherford, N. J.
 Time on the Air ¼ time shared with WAWZ
 News Service AP
 Transcription Service Standard Radio
 National Representative Forjoe & Co.

Personnel

President A. L. Haskell
 Vice-President W. C. Alcorn
 General Manager W. I. Moore
 Production Manager Edw. Ervin
 Program Director Frank Johnson
 Publicity Carl Post
 Musical Director Fred Mendelsohn
 Chief Engineer A. Solbrig

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts
 Owned-Operated By National Broad-
 casting Co.
 Address 30 Rockefeller Plaza

Phone Number Circle 7-8300
 Transmitter Location.... Port Washington, N. Y.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service..... AP, UP, INS
 Transcription Service..... NBC Thesaurus
 Representative... NBC National Spot & Local
 Sales

Personnel

President..... Niles Trammell
 Assistant Manager..... deLancey Provost
 Program Manager..... Wynn Wright (NBC
 Eastern Division Program Manager)
 Promotion Manager..... Edw. deSalisbury
 Press Representative John McKay
 Farm Director..... Merton Emmert
 Sales: James V. McConnell, Mgr. Nat'l Spot
 Sales; Wm. O. Tilenius, Asst. Manager
 Director of War
 Programs..... William Burke Miller
 Chief Announcer..... Patrick J. Kelly
 Musical Director..... Frank Black
 Chief Engineer..... F. A. Wankel
 (For additional personnel see listing of National
 Broadcasting Co., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By Debs Memorial
 Radio Fund, Inc.
 Address 117 West 46th Street
 Phone Number BRyant 9-2380
 Transmitter Location.... Maspeth, L. I., N. Y.
 News Service AP
 Time on the Air: 7 a.m. to 10 a.m., 12 noon
 to 6 p.m. and 8 p.m. to 1 a.m.; no schedule
 Monday night

Personnel

Chairman of Board..... Adolph Held
 Managing Director..... Henry Greenfield
 Chief Announcer..... David Niles
 Program Director..... George Field
 Musical Director..... Nicholas Saslavsky
 Chief Engineer Charles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc..... Power: 50000 Watts
 Owned-Operated By.... Marcus Loew Book-
 ing Agency
 Address 1540 Broadway
 Phone Number BRyant 9-7800
 Transmitter Location East Rutherford,
 N. J.
 Time on the Air..... 6 a.m. to 2 a.m.
 News Service..... UP; AP
 Transcription Service Associated
 Representative..... Wm. G. Rambeau Co.

Personnel

Director..... Herbert L. Pettey
 Station Manager..... Frank Roehrenbeck
 Director of Sales..... Bertram Lebharr, Jr.
 Program Manager..... Fred Raphael
 Comptroller..... Jacques Van Straten
 Publicity Director Walter Dennis
 Night Manager Vincent Pote
 Musical Director..... Don Albert
 Chief Engineer..... Paul Fuelling
 (See Page 511)

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because no where else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

"Look at all three!"

WHN brings its listeners radio's most complete schedule of sports... music... and news!

SPORTS!

Exclusive...



Hockey
Giants Football
Dodgers Baseball
Gillette Prize Fights
Bert Lee
Marty Glickman
Red Barber
"Sports Extra"

MUSIC!



Don Bestor and
his Orchestra
Karole Singer
Barry Sisters
Kay Stevens
Don Saxon
"Gloom Dodgers"
Dick Gilbert
"Music to Read By"

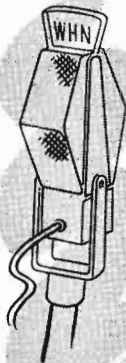
...and for all these
it's 1050 on your dial

WHN

NEW YORK

Represented by RAMBEAU

NEWS!



Fulton Lewis, Jr.
Fulton Ousler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"
and full newscasts and
public relations programs

50,000 WATTS in the NATION'S No. 1 MARKET!



HEAR YE!

HEAR YE!

IN OLD DAYS, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter — the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry — to newspapers and radio with greater coverage, more circulation, and more listeners.

GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial.

That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

WINS
NEW YORK

10,000 Watts

Exclusive!

BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.
HOUSEWIVES JACKPOT — A MONEY GIVEAWAY WITH A RATING THAT RATES.
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

• • NEW YORK • •

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
Owned-Operated ByHearst Radio, Inc.
Address.....28 West 44th Street
Phone NumberBRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....Unlimited License
Newspaper Affiliation: N. Y. Journal-American;
N. Y. Daily Mirror
News Service.....AP, INS
Transcription ServiceWorld Broadcasting
System; Standard Radio

Personnel

Station Manager.....Clarence G. Cosby
Sales Manager.....John T. Adams, Jr.
Sales PromotionJerome Layton
Program DirectorJerry Law
Chief Announcer.....Bill Harding
Musical Director.....Henry Sylvern
Acting Chief Engineer.....J. P. McNally

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated ByBlue Network
Co., Inc.
Address30 Rockefeller Plaza
Phone Number.....Circle 7-5700
Transmitter Location...Lodi, Bergen County, N.J.
Time on the Air.....24 hours daily
News ServiceAP, UP
Transcription Service.....NBC Thesaurus,
Standard
Representative.....Blue Spot Sales

Personnel

PresidentMark Woods
Manager.....John H. McNeil
Acting Sales Manager.....Slocum Chapin
Sales Promotion Manager.....Julian Boone
Commercial Program Director.....John Hade
Program Director.....Charles Barry
Production Manager.....Raymond Knight
Publicity Director.....Earl Mullin
Chief Announcer.....Ray Diaz
Night Manager.....George Hayes
Musical Director.....Paul Whiteman
Chief Engineer.....George Milne

(For additional personnel see listings under
The Blue Network in network section of this
volume).

PA

ORIGINATED

*The Extra
Service
of the
Only Press
Association*

STATION RELATIONS DEPARTMENT

BEST SPOT

**on America's
busiest airline...**

BEST APPROACH

**to America's
busiest market...**



Represented by Weed & Company

AMERICA'S LEADING INDEPENDENT STATION

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:45 a.m. to 1:05 a.m.
 News Service AP
 Representative.....Weed & Co.

Personnel

President Nathan Straus
 Treasurer Herman M. Stein
 Vice-President and
 General Manager Charles Stark
 Vice-President and Director of
 News and Publicity.....Leon Goldstein
 Sales Promotion Manager...Howard Klarman
 Program Director.....Garrett E. Hollihan, Jr.
 Chief Announcer.....Joseph A. O'Brien
 Artists Bureau Charles Wilshin

Musical Director..... Jerry Sears
 Chief Engineer..... Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address Municipal Building
 Phone Number Worth 2-5600
 Transmitter Location....10 Kent St., Brooklyn,
 New York
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP; INS

Personnel

Director..... M. S. Novik
 Acting Program Director..... H. L. Fishel
 Chief Announcer..... T. H. Cowan
 Musical Director..... Herman Neuman
 (Non-Commercial Station)

W A A T

(See New Jersey)

TELESCRIPTS

AVAILABLE ONLY ON THE
 SPECIAL **AP** RADIO NEWS
 WIRE, ARE PROVIDED WITH-
 OUT ADDITIONAL COST TO
 AFFILIATED STATIONS.

Station

WNEW

NEW YORK

•

24 Hours a Day

1130 on your dial

REPRESENTED BY JOHN BLAIR & CO.

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 NBC Thesaurus, Lang-Worth
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Vice-President and Local
 Sales Manager.....Herman Bess
 Vice-President & National Sales
 Manager.....Walter Duncan
 Program DirectorTed Cott
 Special Events and Publicity Director,
 Jo Ranson
 Sales Promotion Manager...Wm. B. McGrath
 Research DirectorAlberta Curtis
 Vocal DirectorJames Rich
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

ANOTHER FIRST FOR

PA

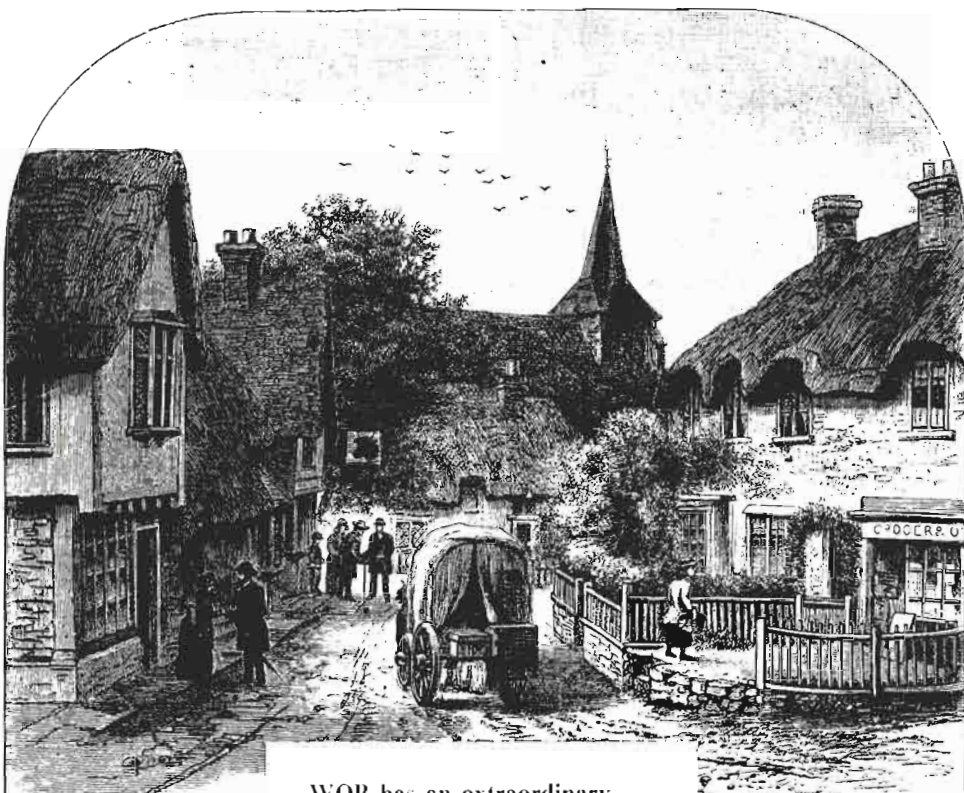
PA

Originated Hourly Spot News

Summaries on the Special

AP

News Wire



WOR has an extraordinary ability for getting into *all kinds* of homes. We mean homes that run the gamut of income groups from A to E.

It is perhaps this universal appeal that makes WOR such an extraordinarily successful seller of *all kinds* of products at *all times*.

WOR has a splendid assortment of concrete listening facts and 99 great success stories to amplify both of the statements made above.



that power-full station
at 1440 Broadway, in New York

WOR

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 245 W.
 52nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP; Transradio; UP;
 Transcription Service.....WOR Electrical
 Transcription & Recording Service, World
 Broadcasting System
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice-President and General
 Manager.....Theodore C. Strelbert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Vice-President in charge
 of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Assistant Director of
 Program Operation....Norman Livingstone
 Production Managers.....Roger Bower and
 Sherman (Jock) MacGregor
 Director of Publicity.....Charles Oppenheim
 Director of War Services and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director of Entertainment Dept..Nat Abramson
 Promotion and Research
 Director.....Joseph Creamer
 Musical Director.....Alfred Wallenstein
 Chief Announcer.....Arthur Whiteside
 Continuity Director.....Robert Simon

For Up-To-The-Minute

**POPULATION AND RADIO HOMES STATISTICS AND DATA
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please Turn to Pages 233-286



NETWORK INFORMATION

Please Turn to Pages 289-322



FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 193-205

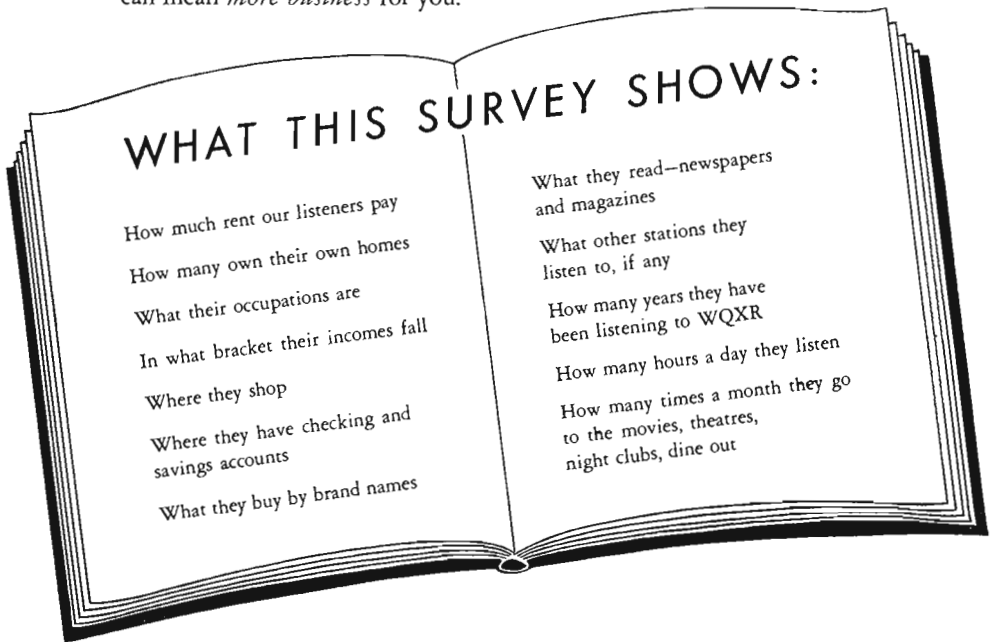


NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 898-907

We know something you don't know about the New York Market... *but...we'll be glad to tell you!*

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay \$1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

WQXR

NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned-Operated By..Interstate Broadcasting
 Company, Inc.

Address 730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.

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

Newspaper Affiliation.....New York Times
 News ServiceAP

Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....John E. Pearson Co.

Personnel

President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 V.-P. in Charge of Sales.....Hugh K. Boice
 Asst. V.-P. Charge of Sales..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity DirectorEleanor Hurley
 Chief Announcer.....Albert Grobe
 Musical Consultant.....Abram Chasins
 Conductor.....Leon Barzin
 Chief Engineer.....Russell Valentine

PA ORIGINATED

the first news association
PRESS RELATIONS DEPARTMENT
 for the sole purpose of promoting
 affiliated stations.

One of the many innovations that
 have helped make



ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

THE



ighth

DOLLAR

...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where $\frac{1}{8}$ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not*

working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCGILVERA, NAT'L REP.

WOV FOR VICTORY
NEW YORK

W O V

NEW YORK—EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Wodaam Corporation
 Address: 730 Fifth Avenue
 Phone Number: Circle 5-7979
 Transmitter Location: Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News Service: UP
 Transcription Service: Associated Music
 Publishers

Personnel

Station Manager: Ralph N. Weil
 Commercial Manager: Ralph Nardella
 Publicity Manager: Lola Woursell
 Program Director: Arnold Hartley
 Artists' Bureau Director: Syd Leipzig
 Musical Director: Paul Romeo
 Chief Engineer: Hillis W. Holt

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By: The Niagara Falls
 Gazette Publishing Company
 Address: Hotel Niagara
 Phone Number: 8421
 Transmitter Location: Lockport & Military
 Roads
 Time on the Air: Daytime license
 Newspaper Affiliation: Niagara Falls
 Gazette
 News Service: UP
 Transcription Service: Lang-Worth; Stan-
 dard Radio; C. P. MacGregor; Associated
 Music
 Representative: Headley-Reed Company

Personnel

General Manager: Earl C. Hull
 Commercial Manager: Richard G. Robbins
 Program Director: Robert Manning
 Musical Director: Ernie Whistler
 Musical Advisor: Harold Bradley
 Chief Engineer: Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: St. Lawrence Broad-
 casting Corp.
 Address: 2315 Knox St.
 Phone Number: Ogdensburg 500
 Transmitter Location: 2315 Knox St.
 Time on the Air: 7 a.m. to 10:30 p.m.
 News Service: UP

Transcription Service: NBC Thesaurus
 Representative: DeLisser, Inc.

Personnel

President-Commercial Manager:
 Joseph R. Brandy
 Station Manager: Harold J. Frank
 Sales Promotion Manager: Harold Frank
 Program Director: Harold Gilman
 Record MC: Roland Durant
 Musical Director: Flo Beach Rowe
 Chief Engineer: Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928;
 Olean, 1934

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Business Address: 601-619 Exchange National
 Bank Building
 Phone Numbers: Olean 4149; Transmitter,
 Olean 7597
 Studio Address: 601-619 Exchange National
 Bank Building
 Transmitter Location: Allegany, N. Y.
 Time on the Air: 7:30 a.m. to 11 p.m.
 Newspaper Affiliation: Olean Times
 Herald
 News Service: UP
 Transcription Service: Standard Radio
 Representative: J. P. McKinney & Son

Personnel

President: Lt. E. B. Fitzpatrick
 Station Manager: Thomas L. Brown
 Program Director: Virgil C. Booth
 Chief Engineer: T. J. Gill

W M F F

PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Plattsburg Broad-
 casting Corporation
 Address: Radio Centre
 Phone Number: 1600
 Transmitter Location: Boynton Ave.
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
 8 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: George P. Hollingbery Co.

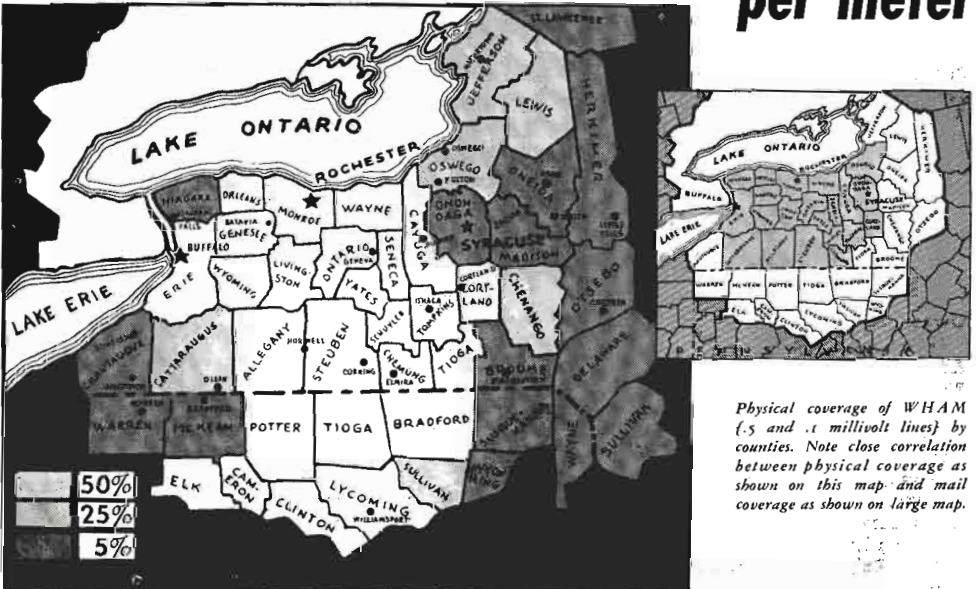
Personnel

President-Station Manager: George F. Bissell
 Commercial Manager: Joel H. Scheier
 Program Director: Malcolm Weaver
 Chief Engineer: Jack Nazak

WHAM

means
selling
power

*measured in mail response or millivolts
per meter*



Physical coverage of WHAM (.5 and .1 millivolt lines) by counties. Note close correlation between physical coverage as shown on this map and mail coverage as shown on large map.

THE WHAM mail coverage map (large map above) is based on 50,000 pieces of program mail received by WHAM, separated and classified by counties. Monroe County, the home of WHAM, was used as the base with the number of letters per 1,000 radio homes received rated as 100% mail response. On this same basis, counties showing a

mail response per 1,000 radio homes of 50% or better were classified as WHAM primary mail coverage areas. Those showing returns of 25% or better were classified as secondary coverage while the counties with returns of 5% to 25% were rated as supplementary areas.

	Total	Primary	Secondary	Supplementary
Population	2,952,327	1,214,255	294,703	1,443,369
Total Radio Homes	741,410	309,757	71,918	359,735

BASIC NBC
50,000 WATTS

WHAM

ROCHESTER, N. Y.
CLEAR CHANNEL

Your Western New York Salesman

NATIONAL REPRESENTATIVE **GEORGE P. HOLLINGBERY CO.**

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Poughkeepsie Broad-
casting Corporation

AddressThe Nelson House
Phone Number6-800
Transmitter LocationThe Nelson House
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service AP
Transcription ServiceStandard Radio
RepresentativeHeadley-Reed Company

Personnel

PresidentRichard E. Coon, Jr.
General ManagerBruff W. Olin, Jr.
Program DirectorKay Gilbert
Chief AnnouncerBurrell Smith
Chief EngineerJohn Burke

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated ByStromberg-Carlson
Company

Business AddressCarlson Rd.
Phone NumberStone 1862
Studio Address111 East Ave.
Transmitter LocationVictor, New York
Time on the Air18 hours daily

News Service UP
Transcription ServiceNBC Thesaurus;
World Broadcasting System
RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-PresidentWilliam A. Fay
Station ManagerJohn H. Lee
Sales ManagerJ. W. Kennedy, Jr.
Sales Promotion ManagerTruman Brizee
Program DirectorChas. Siverson
Musical DirectorEugene Zacher
Publicity DirectorTruman Brizee
Chief AnnouncerEdmund Little
Director of NewsTom Murray
LibrarianFrank Seibold
Director of Home EconomicsHazel Cowles
Director of SportsRobert Turner
Technical SupervisorKen Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated ByWHEC, Inc.
Address40 Franklin St.
Phone NumberStone 1320

Transmitter Location979 Mt. Read Blvd.
Time on the Air6:30 a.m. to 12:30 a.m.
Newspaper AffiliationGannett News-
papers, Inc.
News Service INS
Transcription ServiceAssociated Music
RepresentativeJ. P. McKinney & Son

Personnel

Vice-PresidentClarence Wheeler
Treasurer-General ManagerGunnar O. Wiig
Commercial ManagerL. C. Wheeler
Chief AnnouncerHarry LeBrun
Musical DirectorKen Sparron
Chief EngineerBernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
(C.P. 1000 W., 1370 Kc.)

Owned-Operated ByBrown Radio Ser-
vice & Laboratories

AddressTaylor Bldg., Main St.
Phone NumberStone 702
Transmitter LocationTaylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sat-
urdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m.
to 12:30 a.m.

News Service INS
National Sales OfficeJos. H. McGillvra, Inc.

Personnel

President-Chief EngineerGordon P. Brown
Station ManagerMort Nusbaum
Sales ManagerE. J. Walz
Program DirectorFrank Silva
Sales Promotion ManagerElmer J. Walz
Publicity DirectorHarland Evans
Chief AnnouncerKen Bell
Musical DirectorViola Brown
Chief EngineerGordon Brown

WNBZ

SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts
Owned-Operated ByUpstate Broadcasting
Corporation

Business Address100 Main St.
Phone Number1320
Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location3 Olive St.
Time on the AirDaytime license
Transcription ServiceStandard Radio

Personnel

PresidentCarl F. Woese
General ManagerH. Scott Killgore
Station-Commercial ManagerJohn F. Grimes



FIRST since 1922

- ✓ *in listening audience*
- ✓ *in advertising revenue*
- ✓ *in technical advancement*

WFBL

SYRACUSE, N. Y.

Since its inception in 1922, WFBL has regularly held many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service. The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above national

ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot." WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse. These are but a few of the "firsts" that make WFBL the progressive, preferred station.

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM
 Free and Peters ★ Exclusive National Representatives

WGY

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts

Owned-Operated By: General Electric Company

Address: 1 River Road

Phone Number: 3-2121

Transmitter Location: South Schenectady

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: NBC Thesaurus; Standard Radio

Representative: National Broadcasting Co; NBC Spot Sales

Personnel

President: Gerard Swope

Manager of Broadcasting: R. S. Peare

Station Manager: Kolin Hager

Sales Manager: A. G. MacDonald

Sales Promotion: Kay Kempton

Program Manager: A. O. Coggeshall

Production Manager: Earle Pudney

Press & Public Relations Director: W. T. Meenam

Accountant: V. J. Hasche

Director of Agricultural

Activities: G. E. Markham

Artists Bureau: Kolin Hager

Musical Directors: E. A. Rice and Frank Glenn

Station Engineer: W. J. Purcell

WFB L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts

Owned-Operated By: Onondaga Radio Broadcasting Corporation

Address: Onondaga Hotel

Phone Number: 2-1147

Transmitter Location: Ccllamer, N. Y.

Time on the Air: Full Time

News Service: INS

Transcription Service: World Broadcasting System

Representative: Free & Peters

Personnel

President: S. H. Cook

Vice-President-General

Manager: Samuel Woodworth

WGY-174D

V.-P.-Merchandising Mgr. Robert G. Soule
 Commercial Manager Charles Phillips
 Program Director George Perkins
 Publicity Director Harvey Sanderson
 Control Room Supervisor Walter L. Stonger
 Transmitter Supervisor James Kelley
 Musical Director Raymond Gantler
 Chief Engineer A. R. Marcy

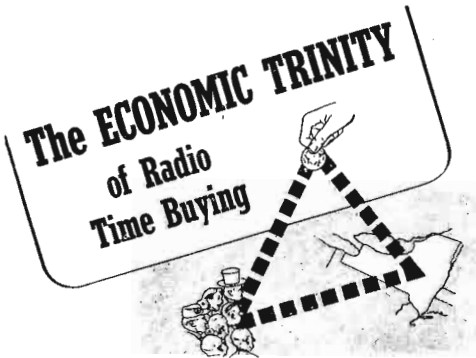
W A G E
 SYRACUSE—EST. 1941
 BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By WAGE, Inc.
 Address Loew Building
 Phone Number 2-0277
 Transmitter Location Liverpool, N. Y.
 Time on the Air: 6 a.m. to 2 a.m.; Sundays,
 9 a.m. to 2 a.m.
 News Service AP
 Representative Edward Petry & Co., Inc.

Personnel

President Frank C. Revoir
 Station Manager William T. Lane
 Merchandising Director Arnold Bowden
 Musical Director Thelma Jean McNeill
 Chief Engineer Charles Brannen



YOU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.



620 Kilocycles * 1000 Watts * Syracuse, N. Y.

W O L F
 SYRACUSE—EST. 1940

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Broadcasting Corporation
 Address Chimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselear and Kirkpatrick Streets
 Time on the Air Unlimited license
 Representative Burn-Smith Co.

Personnel

President-Commercial Manager T. S. Marshall
 Program Director Hamilton Woodie
 Production Manager Fay Santello
 Publicity Director Eleanor Merz
 Chief Announcer Sid Posner
 Chief Engineer David Foote

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Gateway Broadcasting Corp.
 Address Plaza Theater Bldg.
 Phone Number Schenectady 3-3622
 Transmitter Location Campbell & Rice Rds., Rotterdam, N. Y.
 Time on the Air 6:45 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Standard Radio; Lang-Worth
 Representatives Helen Wood; Howard Wilson for Chicago and West

Personnel

President Winslow P. Leighton
 Vice-President & General
 Manager George R. Nelson
 Program Manager Edward F. Flynn
 Publicity Director Rosmary Cramb
 Chief Announcer Gene Graves
 Chief Engineer I. Beck

W S Y R

SYRACUSE—EST. 1923
 NATIONAL BROADCASTING CO.

Frequency: 570 Kc. Power: 5000 Watts

Owned-Operated By Central New York
Broadcasting Corporation
Address Kemper-Syracuse Bldg.
Phone Number 3-7111
Transmitter Location 2341 Valley Drive
Time on the Air 6 a.m. to 1 a.m.
News Service UP
Transcription Service: Associated Recorded
Program Service: Lang-Worth
Representative Paul H. Raymer Company

Personnel

President Harry C. Wilder
Assistant to President E. R. Vadeboncoeur
Treasurer N. L. Kidd
Promotion Manager R. Boyd
Program Director E. R. Vadeboncoeur
Chief Announcer Bill Rothrum
War Programs Rollie Furman
Musical Director M. Bernthal
Chief Engineer Armand Belle Isle

W H A Z
TROY—EST. 1922

MBS

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By Rensselaer Poly-
technic Institute
Address 110 Eighth St.
Phone Number Troy 6810
Transmitter Location 110 Eighth St.
Time on the Air 6:30 p.m. to midnight,
Monday only

Personnel

President Dr. W. O. Hotchkiss
Station Manager W. J. Williams
Sales Manager W. C. Stoker
Program Director A. O. Niles
Chief Announcer R. Schmelzer
Chief Engineer H. Harris

W T R Y
TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By Troy Broadcasting
Co., Inc.
Address 92 Fourth St.
Phone Numbers Troy 2100; Albany 4-2500
Transmitter Location Boght Corners
Time on the Air 6:45 a.m. to 12:05 a.m.
News Service UP
Transcription Service World Broadcasting

System: Lang-Worth; Standard
Representative Paul H. Raymer Co.

Personnel

President Col. H. C. Wilder
Station Manager William A. Rippe
Program Director Woodbury Carter
Publicity Director K. Moser
Musical Director and
Chief Announcer E. Rossell
Chief Engineer W. Whitman

W I B X

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WIBX, Inc.
Address First National Bank Bldg.
Phone Number 2-2101
Transmitter Location Schuyler St., Marcy,
N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
7:45 a.m. to 12:05 a.m.

News Service INS
Transcription Service World Broadcasting
System
New York Sales Office 551 Fifth Ave.;
Helen Wood, Commercial Manager
Representatives Virgil Reiter & Co.
(Chicago); Walter Biddick Co. (West Coast);
Bertha Bannan (Boston)

Personnel

President-Treasurer Margaret Bowen
Assistant Treasurer Gladys Moore
Executive Vice-President Elliott Stewart
National Sales-Merchandising
Manager N. W. Cook
Production Manager Michael Carlo
Continuity Chief Mary Kendrick
Musical Director Walter Griswold
Chief Engineer J. T. Dowdell

W A T N

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Watertown Broad-
casting Corporation
Business Address Woolworth Bldg.
Phone Numbers: Studios 2424; Com-
mercial Office, 975
Studio Address 118 Washington St.
Transmitter Location 118 Washington St.
Time on the Air 7 a.m. to 11:15 p.m.
News Service AP
Transcription Service Standard Radio

Personnel

PresidentG. Harry Righter
 National Sales Manager...Alfred Dinsdale
 Program Director.....E. J. McDonald
 Acting Chief Engineer.....J. A. Perry

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM
 Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4-120
 Transmitter Location.....Ives St. Extension
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeWeed & Co.

Personnel

PresidentHarold E. Johnson
 Station Manager.....Thomas E. Martin
 Commercial Manager.....Louis Saiff, Jr.
 Sales Promotion-Publicity
 Manager.....Thomas R. McHugh
 Program DirectorRobt. G. Walter
 Chief Announcer.....Chas. Pierce
 Musical DirectorM. Davis
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 AddressRoger Smith Hotel
 Phone NumberWhite Plains 6400
 Transmitter Location.....Roger Smith Hotel
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription ServiceWorld Broadcasting
 System; AMP
 RepresentativeHeadley-Reed Co.

Personnel

President.....J. Noel Macy
 V.P.-Managing Director.....Frank A. Seitz
 Program-Musical Director.....Ran Kaler
 Chief EngineerF. A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
 Owned-Operated ByLong Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service..Lang-Werth, BMI, AMP

Personnel

President and General
 ManagerWilliam H. Reuman
 Asst. General Manager.....Edith Dick
 Program DirectorLou Cole

WFAS...

*A Class Station in
 A Class Market*

- B. Altman & Co.
- Bonwit-Teller, Inc.
- Black, Starr & Gorham
- James McCutcheon & Co.
- W. & J. Sloane

are among a large group of
 quality-conscious advertisers using

WFAS *in Westchester*

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

NORTH CAROLINA

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

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned By Radio Station WISE, Inc.
Address Langren Hotel
Phone Number 1213
Transmitter Location Langren Hotel
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service INS
Transcription Service Standard Radio
National Representative Burn-Smith Co.;
Harry E. Cummings

Personnel

President-Station Manager Harold Thoms
Commercial Manager Harold Thoms
Promotion Manager Charles A. Bachman
Program Director Ken Beachboard
Chief Engineer Madeline Hollerith

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Operated By Asheville Citizen-
Times Co., Inc.
Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air 6:45 a.m. to 12 midnight
Newspaper Affiliation Asheville Citizen-
Times
News Service UP
Transcription Service Lang-Worth; Associated
Representative Katz Agency

Personnel

Executive Director Don S. Elias
Commercial Manager James A. Hagan
Program Director Lee Chadwick
Director of War Programs Bill Melia
Chief Engineer Cecil Hoskins
(See Page 532)

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Alamance Broad-
casting Company, Inc.
Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West
Front Street Extension)
Time on the Air 6:30 a.m. to local sunset
News Service UP; AP
Transcription Service Standard Radio;
Keystone

Personnel

Secretary and General Manager E. Z. Jones
Commercial & Sales Promotion
Manager Roy Springer
Program Director and Chief
Announcer Paul Huddleston
Production Manager William Sandefur
Publicity Director Laurine Skinner
Artists Bureau Head Aetna Bryant
Chief Engineer James Beatty
Record MC Al Nelson

WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By Inter-City Advertising Co.
Address 120 E. Third St.
Phone Numbers 37173 (office)
Transmitter Location Oakdale
Time on the Air 6 a.m. to 12 midnight
News Service INS
Transcription Service Lang-Worth
Representative Weed & Co.

Personnel

President George W. Dowdy
General Manager G. O. Shepard
Commercial Manager Walter H. Goan
Publicity Director Don McSwain
Chief Engineer John C. Price

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting
System, Inc.
Business Address Wilder Building
Phone Number 3-8833
Transmitter Location 9 miles southeast of
Charlotte
Time on the Air: 5 a.m. to 3 a.m.; Sundays,
7 a.m. to 3 a.m.
News Service UP; AP

• NORTH CAROLINA •

Transcription ServiceLang-Worth
 Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
 Station Manager.....A. D. Willard, Jr.
 Sales Manager.....Royal E. Penny
 Sales Promotion and Press Information
 ManagerW. McGregor Parker
 News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Office Mgr.-Auditor.....E. J. DeGray
 Production ManagerLarry Walker
 Acting Chief Engineer.....M. J. Minor

W S O C

CHARLOTTE—EST. 1933
 NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location...1925 N. Tryon Street
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 9 a.m. to 12 midnight

News ServiceAP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

RepresentativeHeadley-Reed Company

Personnel

PresidentCommander E. J. Gluck USNR
 Vice-President & Commercial
 Manager.....W. C. Irwin
 Program Director.....C. G. Hicks
 Sales Promotion-Publicity
 Director.....Francis M. Fitzgerald
 Production Manager.....Ron Jenking
 Musical DirectorFletcher Austin
 Chief Engineer.....L. L. Caudle
 Record MCDewey L. Drum

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business AddressConcord
 Phone Number2271
 Transmitter Location..Highway 29A, 1½ miles
 west of Concord

Time on the Air.....Daytime license
 News ServiceUP
 Transcription Service.....Standard Music.
 Keystone

Personnel

OwnerWayne Nelson
 Commercial Manager.....R. Hoy Whitlow

↓
 Retail sales in
 western North Carolina's
 18 counties will
 exceed 100 million
 dollars for 1944.

↓
 Asheville is the
 business heart of
 western North Carolina.

↓
 WWNC—in Asheville—
 is the one station with
 coverage in all 18
 western North Carolina
 counties.



**W
W
N
C**

570 kc
 1000 watts
 Asheville, N. C.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Durham Radio Corporation

Address: 138 Chapel Hill Street
Phone Numbers: R-155, R-156
Transmitter Location: Forest Hills, Near Durham

Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: Herald-Sun Papers
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Howard H. Wilson Company

Personnel

President: C. C. Council
General and Commercial Manager: L. F. Jarman
Sales Promotion and Publicity Director: Anne Raidebaugh
Program Director: Z. V. Gwynn
Chief Announcer: William Hedgepath
Musical Director: Mildred Alexander
Chief Engineer: Walter Hill
Record MC: Z. V. Gwynn

W C N C

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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

Address: Colonial Ave.
Phone Number: 1400
Transmitter Location: Parsonage St. Extension
News Service: UP
Transcription Service: World Broadcasting System

Personnel

President: T. W. Aydlett
Station Manager: J. E. Aydlett
Commercial Manager: Martha S. Seymour
Program Director: Jane Lyman
Chief Engineer: James M. Wall

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Cumberland Broadcasting Co.

Address: 114 Anderson St.
Phone Number: 4848
Transmitter Location: N. Water St.
Time on the Air: 16½ hours daily
News Service: UP

Transcription Service: Lang-Worth
Representative: Burn-Smith Co.

Personnel

Station Manager: W. C. Ewing
Commercial Manager: Paul Moyle
Program Director/Chief Announcer: Ray Woodard
Publicity Director: Kate Southerland
Chief Engineer: Howard Harrell

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: F. C. Todd
Address: National Bank of Commerce Bldg.
Phone Number: 732
Transmitter Location: Dallas Road, Gastonia
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9:00 a.m. to 9:00 p.m.

News Service: UP
Representative: Cox & Tanz

Personnel

Owner: F. C. Todd
Manager: Pat McSwain
Commercial-Sales Promotion Manager: F. C. Abernathy
Program Director: Earl Holder
Chief Engineer: W. C. Groves, Jr.

PA

ORIGINATED *the*

extra service of

the only press

association

STATION

RELATIONS

DEPARTMENT

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 Watts

Owned-Operated By... North Carolina Broadcasting Co., Inc.

Business Address Box 1807

Phone Number 6125, 6126

Studio Address O. Henry Hotel

Transmitter Location... Battleground Boulevard

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

News Service AP

Transcription Services: World Broadcasting System; Lang-Worth; Standard Radio; NBC

Thesaurus

Representative George P. Hollingbery Co.

Personnel

Station and Commercial

Manager Edney Ridge

Program Director Faye Kenyon

Publicity Director Marge Durcaway

Production Manager-Chief

Announcer Wally Williams

News Editor John Bosmon

Musical Director Margaret Banks

Chief Engineer Earl Allison

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc. Power: 1000 Watts

Owned-Operated By... Greensboro Broadcasting Co.

Business Address Ashe St. Extension

Phone Number 3-3631

Transmitter Location... Ashe St. Extension

Time on the Air 6 a.m. to local sunset

News Service UP

Transcription Service Lang-Worth

National Representative Burn-Smith Co.

Personnel

President Ralph M. Lambeth

Acting Assistant

Manager J. Robert Marlowe

Commercial Manager L. O. Hutchins

Sales Promotion and Publicity

Manager J. R. Marlowe

Chief Announcer George Ballard

Program-Production

Manager Anderson Brown

Chief Engineer Joseph Warlick



"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship



GEO. P. HOLLINGBERY, INC. Nat'l Reps.

WGTC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Greenville Broadcast-
ing Company
Address Falkland Highway,
P. O. Box 898
Phone Number 3182
Transmitter Location Falkland Highway
Time on the Air 16 hours daily, 15 hours
Sundays
News Service UP
Transcription Service Lang-Worth

Personnel

President Julian J. White
Station and Sales Promotion
Manager Margaret J. Laughinghouse
Publicity Director Richard Stokes
Program Director Margaret Laughinghouse
Chief Announcer Carl McKinney
Traffic Manager and Women's
Editor Margaret Richardson
Chief Announcer Hank Tribley
Record MC Charles Whedbee

WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Eastern Carolina Broad-
casting Corp.
Business Address Borden Bldg.
Phone Numbers 1550; 1551
Studio Address P. O. Box 1024
Transmitter Location Goldsboro-Raleigh
Highway
Time on the Air: 6:45 a.m. to 11:05 p.m.;
Sunday, 8:30 a.m. to 11:05 p.m.
News Service UP, AP
Transcription Service Standard Radio
Representative Burn-Smith Co.

Personnel

President A. T. Hawkins
Station and Sales Promotion
Manager Harry G. Bright
Sales Manager Leland B. Nelson
Program-Musical Director John Gay Britt
Publicity Director Marie Maccauley
Chief Announcer Jack Braxton
Chief Engineer Daniel B. Trueblood

WHKY

HICKORY—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 d. 1000 n.
Owned-Operated By The Catawba Valley
Broadcasting Co., Inc.
Address Radio Bldg.
Phone Number 1195-6
Transmitter Location 3½ miles SE of Hickory
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus
Representative Howard H. Wilson

Personnel

President Carl V. Cline
Station-Commercial Manager Carl Aley
Program Director-Chief
Announcer Bing Bennett
Musical Director Louise Miller
Artists Bureau Head Hendley Ellington
Chief Engineer E. S. Long

WMFR

HIGH POINT—EST. 1926

BLUE NETWORK

TIME-BUYERS..

DISCOVER
YOUR OWN

GOLDMINE

in

GOLDSBORO

with

WGBR

NORTH CAROLINA

Serving

A BOOMING MARKET

★
MBS
Rep.: Burn-Smith
Gen. Mgr.
Harry G. Bright
★

**KEYSTONE BROADCASTING SYSTEM
NORTHSTATE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WMFR, Inc.
Address156½ S. Main St.
Phone Number 4593
Transmitter Location.....156½ S. Main St.
Time on the Air.....6 a.m. to 11 p.m.
News Service UP
National Representative.....Burn-Smith Co.

Personnel

PresidentJames M. Lambeth
Station ManagerHelen M. Lambeth
Commercial Manager.....Pat Taylor
Program DirectorStan Conrad
Chief AnnouncerGary Davis
Chief EngineerRobert P. Boyd
Record MCHoward Saunders

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address210 East King St.
Phone Number4111
Transmitter Location.....Kinston, N. C.

W The
HEART
F OF THE
PROSPEROUS
TOBACCO
T MARKET
IN
NORTH
CAROLINA
C

Owner • Manager
Jonas Weiland • Ray Woodward

Time on the Air.....7:30 a.m. to 11 p.m.
Transcription Service...Keystone Broadcasting
System

Representative.....Burn-Smith Company

Personnel

Station and Commercial

ManagerJonas Weiland
Promotion-Publicity
DirectorLester L. Gould
Program DirectorRuby Grant Dougan
Production Manager.....Robert Livingston
Musical DirectorFrancis Van Houten
Chief EngineerDavid Hardison

W H I T

NEW BERN—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Coastal Broadcasting Co.
AddressU. S. Highway No. 17, South
Phone Number..... 1450
Transmitter Location...U. S. Highway No. 17
Time on the Air:7 a.m. to 11:15 p.m.; Saturdays,
7:00 a.m. to midnight; Sundays, 8:00 a.m. to
11:15 p.m.

News Service UP
Transcription ServiceLang-Worth,
NBC Thesaurus

Personnel

President-Station Manager...Louis N. Howard
Sales Promotion Manager.....Bob Allen
Program-Production Director...Ed. W. Burwell
Publicity DirectorJames Bridges
Traffic Manager.....Jacquelyn Melton
Chief Announcer.....Paul Parker
Assistant Traffic Manager....Helen Pynckels
Chief EngineerGlen Neuville

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Broadcasting
Company

Address.....130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location..Extension of East Davie
Street

Time on the Air.....6:45 a.m. to 11:05 p.m.
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeWeed & Co.

Personnel

President.....A. J. Fletcher
General and Sales
Promotion ManagerFred Fletcher
Commercial ManagerC. D. Moore
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

• NORTH CAROLINA •

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By: WPTF Radio Co.
 Address: Insurance Bldg.
 Phone Number: 8311
 Transmitter Location: Cary, N. C.
 Time on the Air: 6 a.m. to 2 a.m.
 News Service: AP; UP
 Transcription Service: NBC Thesaurus
 Representative: Free & Peters

Personnel

President and Treasurer: J. R. Weatherspoon
 General Manager: Richard H. Mason
 Sales Manager: Ollie L. Carpenter
 Program Director: Virginia Tatum
 Publicity Director-Chief
 Announcer: Stewart T. Spencer
 Musical Director: Leo F. de Sola
 Technical Supervisor: Henry Hulick, Jr.

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address: 251 Roanoke Avenue
 Phone Number: R-855-1
 Transmitter Location: 10th Street Extension
 Time on the Air: 116 hours weekly
 News Service: UP
 Transcription Service: C. P. MacGregor
 National Representative: Burn-Smith, Inc.

Personnel

President: S. E. Crew
 General and Commercial Mgr.: Nathan Frank
 Program Director: Mamie Nash
 Chief Engineer: C. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: W. Avera Wynne
 Business Address: Box 391
 Phone Number: Rocky Mount 1420
 Studio Address: Nashville Highway
 Transmitter Location: Nashville Highway
 Time on the Air: 7 a.m. to 12 midnight
 News Service: UP

Personnel

Owner-Manager: W. Avera Wynne
 Program Director: Douglas Hunt

NORTH CAROLINA is the South's No.1 STATE

IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

Source: — Department of Agriculture, 1940

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

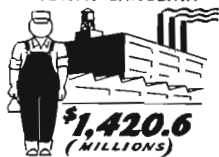


IN INDUSTRY

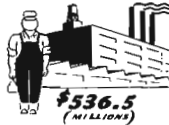
VALUE OF MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



WPTF

with 50,000 Watts
 in RALEIGH is
 NORTH CAROLINA'S
 No.1
 SALESMAN

NBC - 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES



W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Piedmont Broadcast-
ing Corp.

Business Address P. O. Drawer 920
Phone Number 2121

Studio Addresses: Yadkin Hotel, Salisbury;
Swanee Theatre Bldg., Kannapolis, N. C.

Transmitter Location: Statesville Highway at
Grant Creek

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

News Service AP
Representative Burn-Smith Co.

Personnel

President Bryce P. Beard
Station and Commercial

Manager Russell McIntire
Assistant Manager and

Chief Announcer Earl Caton
Program-Production Director Russell McIntire

Chief Engineer Carl Watson

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Tar Heel Broadcasting
System

Address Bank of Washington Bldg.
Phone Number 403

Transmitter Location 2 miles from Washington
on Greenville Highway

Time on the Air Daytime license
News Service AP

National Representative Burn-Smith Co.

Personnel

President W. R. Roberson, Sr.
Station Manager W. R. Roberson, Jr.

Sales Manager Leslie Smith
Program-Production Director N. L. Royster

Promotion-Publicity Director Leslie Smith
Chief Announcer Wally King

Chief Engineer George Martin

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned by WMFD

Operated by Richard Austin Dunlea
Business Address P. O. Box 696

Phone Number Dial 4840
Studio Addresses: Castle Hayne Road, Forest
Hills

Transmitter Location Castle Hayne Road

Time on the Air 7:30 a.m. to 11 p.m.
News Service UP
Transcription Service BMI
Representative Burn-Smith Company

Personnel

President-General Manager R. A. Dunlea
Commercial Manager Claud O'Shields

Program-Musical Director Harry W. Lee
Production Manager Norma Rogers

Chief Engineer E. I. Herring

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by Penn Thomas Watson

Address Wilson
Phone Number 2188

Transmitter Location Wilson
Time on the Air Unlimited

News Service UP
Transcription Service Lang-Worth

Representative Burn-Smith Co.

Personnel

Owner P. T. Watson
Station Manager Allen Wannamaker

Commercial Manager Robert B. Brunson
Program-Production Director Clinton Faris

Publicity Director Mina Williams
Chief Engineer Warren Wooten

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By C. G. Hill, Geo. D.

Walker, S. H. Walker
Address Pepper Bldg.

Phone Number 2-1133
Transmitter Location Reynolda, N. C.

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

News Service AP
Transcription Service World Broadcasting
System

Personnel

General Manager George D. Walker
Commercial Manager C. G. Hill

Sales Promotion Manager E. D. Hill
Program-Production Director Charles Keaton

Director of War Programs George Walker
Publicity Director Doris B. Brown

Chief Announcer D. C. Pardington
Chief Engineer Lee King

Record MC Russell Marion

W S J S

WINSTON-SALEM—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 600 Kc Power 5000 Waats
 Owned-Operated By .. Piedmont Publishing Co.
 Address 419-421 N. Spruce St.
 Phone Number 4141
 Transmitter Location RFD No. 1
 Time on the Air 6 a.m. to 12:30 a.m.;
 Sundays, 7:30 a.m. to 12:30 a.m.

Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News Service UP
 Transcription Services .. Associated Music Pub-
 lishers; Lang-Worth
 Representative Headley-Reed Co.

Personnel

President Gordon Gray
 Managing Director Harold Essex
 Sales Manager Harry B. Shaw
 Program Director Clay B. Daniel
 Musical Director Isabel Shaffer
 Chief Engineer Phil Hedrick

NORTH DAKOTA

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

K F Y R

BISMARCK—EST. 1925
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By Meyer Broadcasting
 Company
 Address 320 Broadway
 Phone Number 468
 Transmitter Location Menoken, N. Dak.
 Time on the Air 6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative John Blair & Company

Personnel

President P. J. Meyer
 Station and Commercial
 Manager F. E. Fitzsimonds
 Program Director-Chief
 Announcer Robert MacLeod
 Musical Director Curt Dirlam
 Publicity-Production Manager Cal Culver
 Chief Engineer Ivar Nelson

Personnel

President and General Manager.... Bert Wick
 Program Director Bob Raynor
 Chief Engineer Richard Moritz

W D A Y

FARGO—EST. 1922
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By WDAY, Inc.
 Address Black Building
 Phone Number 5357
 Transmitter Location .. Four miles west of Fargo
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 day, 7 a.m. to midnight

Newspaper Affiliation Fargo Forum
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Free & Peters

Personnel

President E. C. Reineke
 General and Commercial
 Manager B. J. Lavin
 Program Director and
 Chief Announcer Ken Kennedy
 War Program Director Howard Nelson
 Production Manager David Henley
 Sales Promotion-Publicity
 Director Mildred Gregerson
 Musical Director Monty Williams
 Chief Engineer Julius Hetland

K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By KDLR, Inc.
 Address 1025 Third St.
 Phone Number 1090
 Transmitter Location East end 4th Street
 Time on the Air 6:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service World Broadcasting

K F J M

GRAND FORKS—EST. 1923

Frequency: 1440 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By University of North
 Dakota
 Address .. Woodworth Hall, University Campus

NORTH DAKOTA

Phone Number2800
Transmitter LocationUniversity Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Business Manager.....J. W. Wilkerson
Program Director.....Charles E. Gustafson
Chief Engineer.....Elwin J. O'Brien
(Non-Commercial Station)

K I L O

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier
Address.....First National Bank Building
Phone Number1200
Transmitter Location.....University of North
Dakota Campus

Time on the Air.....Unlimited License
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Co.

Personnel

Owner-Station Manager.....Dalton Le Masurier
Commercial Manager.....Elmer Hanson
Program Director.....Helen LaVelle
Chief Announcer.....Jack Horner
Chief Engineer.....E. J. O'Brien

K S J B

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. (App. 600) Power 250
Watts

Owned-Operated By.....Jamestown Broadcasting
Company, Inc.

Business Address.....Midland Building
Phone Numbers.....100; 358
Transmitter Location.....1201 First Avenue South
Time on the Air.....7:30 a.m. to 10:32 p.m.;
Sundays, 8 a.m. to 10:32 p.m.

News Service.....AP
Representative.....North Central Broadcasting
System

Personnel

President.....John W. Boler
Station Manager.....B. Harland Ohde
Chief Engineer.....Kenneth L. Rich

K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 250 Watts

Owned-Operated By.....Mandan Radio Associa-
tion, Inc.

Business Address.....Mandan
Phone Numbers.....631; 257
Transmitter Location.....South East of Mandan
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays,
7 a.m. to 11 p.m.

Representative.....North Central Broadcasting
System

Personnel

President.....W. S. Russell
Station Manager.....M. J. Reichert

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By.....John B. Cooley
Business Address.....Fair Block, Minot
Phone Number1267
Studio Address.....Fair Block, Minot
Transmitter Location.....Three miles southeast of
Minot

Time on the Air: 6:30 a.m. to 10:30 p.m.; Sun-
day, 7:00 am. to 10:00 p.m.

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

Representative.....The Walker Company

Personnel

President.....John B. Cooley
Station Manager-Chief Engineer.....C. W. Baker
Commercial Manager.....E. H. Cooley
Program Director and
Chief Announcer.....Jack Helling
Chief Engineer.....C. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....KOV.C, Inc.
Address.....312 Fifth Ave.
Phone Number408
Transmitter Location.....312 Fifth Ave.
Time on the Air.....98 hours weekly

Personnel

President.....Milton Holiday
General and Commercial

Manager.....Robert E. Ingstad
Sales Promotion-Program

Director.....George L. Brooks
Director of War Programs.....Bob Ingstad
Chief Engineer.....Charles Sjostrom

WAKR

TOWERS OVER AKRON



Basic Blue Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives

OHIO

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

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Business Address Box 830
Phone Number Meadowbrook 3211
Studio Address Tallmadge, Ohio
Transmitter Location State Route No. 8, North of Akron
Time on the Air 6:30 a.m. to 1 a.m.;
Sundays, 7:30 a.m. to 1 a.m.
News Service UP
Transcription Service Standard Radio
Representative Geo. P. Hollingbery Co.

Personnel

President-Station Manager Allen T. Simmons
Commercial-Sales Promotion Manager R. B. Wilson
Program Director-Chief Announcer H. H. Hageman
Publicity Director Robert Wass
Production Manager C. R. Jolliff
Musical Director Charles Herr
Chief Engineer John Aitkenhead

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 watts
Owned-Operated By Summit Radio Corporation
Address First Central Tower
Phone Number HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air 6:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Co.

Personnel

President-Station Manager S. Bernard Berk
Commercial Manager Kenneth M. Keegan
Sales Promotion Manager V. G. Berk
Program Director Deane S. Long
Production Manager Russell B. Wise
Chief Engineer Wm. W. Robertson
(See Page 541)

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By WICA, Inc.

Address 221 Center St.
Phone Numbers 1211-1311
Transmitter Location Jefferson Road, RFD
Time on the Air Local sunrise to sunset
News Service UP
Transcription Service NBC Thesaurus
Representative The Walker Co.

Personnel

President C. A. Rowley
Manager R. B. Rowley
Commercial Manager Donald Fassett
Program Director W. W. Walrath
Publicity Director Al Newkirk
Musical Director Mary Pavolino
Chief Engineer George Gautney

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
(1000 W. after April 1, 1944)
Owned By Brush-Moore Newspapers, Inc.
Operated By The Ohio Broadcasting Company
Address 550 Market Avenue, South
Phone Number 7-166
Transmitter Location Lakeside and 22nd
Street, N. W.
Time on the Air 7 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation Brush-Moore News-
papers, Inc.
News Service UP
Transcription Service NBC Thesaurus
Representative Burn-Smith Co., Inc.

Personnel

President Louis H. Brush
General Manager Felix Hinkle
Commercial-Sales Promotion Manager Robert C. Fehlman
Director of War Programs Elizabeth Weeks
Publicity Director Robert C. Fehlman
Program Director Leonard Taylor
Musical Director Martin Alexander
Chief Engineer Kenneth Sliker

W C K Y

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc. Power: 50000 Watts
Owned-Operated By L. B. Wilson, Inc.
Address Hotel Gibson, 5th & Walnut
Streets
Phone Number Cherry 6565
Transmitter Location near Crescent Springs,
Ky.
Time on the Air 5 a.m. to 1 a.m.; Sundays
7 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Free & Peters

Personnel

President and General Manager...L. B. Wilson
 Station and Commercial Mgr...Fred A. Palmer
 Promotion Manager.....Margaret Dotson
 Program-Production

Director.....Robert M. Fleming
 Director of War Programs.....Jeanette Fuller
 Musical Director.....Charles Mauthe
 Publicity Director.....Charles F. McGrath
 Studio Supervisor.....Arthur D. Gillette
 Transmitter Supervision...Harvey B. Glatstein

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By.....Scripps-Howard
 Address.....204 Keith B'dg., 523 Walnut St.
 Phone Number.....MAin 3314
 Transmitter Location...Daylight Building, 623
 East 6th St.
 Time on the Air.....6 a.m. to 12:15 a.m.;
 Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15
 a.m. to 12:15 p.m.

Newspaper Affiliation: The Cincinnati Post;
 Scripps-Howard Newspapers
 News Service.....UP
 Transcription Service.....Standard Radio
 Lang-Worth; Associated Music Publishers
 Representative.....The Branham Company

Personnel

President.....Jack Howard
 V.-P. & Gen. Mgr.....M. C. Watters
 Commercial Manager.....John P. Smith
 Sales Promotion Manager.....John J. Black
 Production Manager.....John G. Sweeney
 Chief Announcer.....George Kent
 Acting Chief Engineer.....Roger Wetz

W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc.Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Cincinnati
 Times-Star Co.
 Address.....Hotel Alms
 Phone Number.....Woodburn 0550
 Transmitter Location.....Hotel Alms
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

More!
COMMERCIAL HOURS
THAN EVER BEFORE
In a Twenty Year History

WKRC
 THE TIMES-STAR STATION
 550 K. C. ★ Cincinnati, Ohio
 Represented Nationally by the Katz Agency.

83.9%
of WSAI's
contracts are
RENEWED
contracts!

WSAI

DIVISION OF THE CROSLY CORPORATION
CINCINNATI 2, OHIO

Newspaper Affiliation...The Cincinnati Times-Star
 News ServiceAP, UP
 Transcription Service....Lang-Worth, Standard
 RepresentativeThe Katz Agency

Personnel

PresidentHulbert Taft, Sr.
 General Manager.....Ken Church
 Sales Manager.....H. E. Fast
 Sales Promotion and Program
 ManagerJames Patt
 Musical DirectorGladys Lee
 Chief Engineer.....George Wilson

W L W

CINCINNATI—EST. 1922
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By..The Crosley Corporation
 AddressCrosley Square
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 National Sales Office....630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago
 Representative...Spot Sales, Inc. (West Coast)

Personnel

PresidentPowel Crosley, Jr.
 Vice-President in Charge of
 BroadcastingJames D. Shouse
 V. P. and Assistant General
 ManagerR. E. Dunville
 Sales ManagerHarry Mason Smith
 Sales Manager, N. Y. Office..Warren Jennings
 Sales Manager, Chicago Office..George Clark
 Promotion Manager.....M. F. Allison
 Merchandising Manager.....Arthur Griffes
 Director of War Programs.....Katherine Fox
 Program DirectorHoward Chamberlain
 Production Manager.....Chester Herman
 Publicity DirectorWilliam L. Barlow
 Musical Director.....Milton Weiner

(See Page 310)

W S A I

CINCINNATI—EST. 1928
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Crosley Corp.
 AddressCrosley Square
 Phone Number.....Cherry 1822

Transmitter Location.....Near Mt. Healthy,
 Ohio

Time on the Air:Unlimited License
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

PresidentPowel Crosley, Jr.
 Vice-President.....James D. Shouse
 General Manager.....Walter A. Callahan
 Sales ManagerW. R. Christian
 Artists' Bureau Head.....George Biggar
 Promotion Manager.....Hazel Brett Howard
 Program Director.....James Leonard
 Director of War Programs.....Kit Fox
 Production Manager.....Chester Herman
 News Editor.....William Dowdell
 Publicity Director.....Roger Baker
 Musical Director.....Milton Wiener
 Chief EngineerR. J. Rockwell

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 500 Watts
 Owned-Operated By.....United Broadcasting
 Company
 Business Address.....1311 Terminal Tower
 Phone NumberPProspect 5800
 Transmitter LocationSeven Hills Village
 Time on the Air.....6:45 a.m. to local sunset
 Newspaper Affiliation.....Cleveland Plain
 Dealer

News ServiceAP
 Transcription ServiceLang-Worth,
 Associated
 RepresentativeRadio Advertising Cor-
 poration

Personnel

PresidentSterling E. Graham
 Vice-President and Station
 Manager.....H. K. Carpenter
 Assistant to Manager.....Robert D. Borland
 Sales ManagerK. K. Hackathorn
 Program Director.....C. M. Hunter
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biehl
 Production Manager and Chief
 EngineerWalter L. Davis
 Publicity Director.....Doris Neubauer
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany

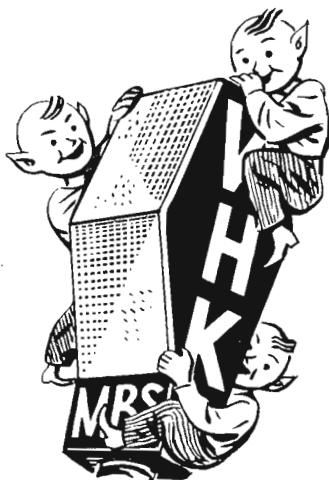
W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. (1220 Authorized). Pow-
 er: 5000 d.; 1000 n. (5000 Authorized)

Confidentially— IT'S DONE WITH GREMLINS



Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply *charm* cash-money out of the public.



Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director *thought* he saw one.) But **RESULTS**—yeah, man, we've seen them *plenty!*



And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they *buy more time on WHK than on any other leading station!*

Because it sells . . . and sells . . .
AND SELLS

WHK

is

"Retailers' Choice in Cleveland!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland; WHKC, Columbus

Owned-Operated By.....The WGAR Broad-
casting Company
Address Hotel Staller
Phone Number Prospect 0200
Transmitter Location.....1000 Harvard Ave.
Cuyahoga Heights, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service UP
Transcription Service.....World Broadcasting
System
Representative... Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager...John F. Pitt
Commercial Manager.....Harry Camp
Sales Promotion Manager...Clyde Vortman
Director of Operations.....Carl George
Program Director.....David Baylor
Publicity DirectorManuel Eisner
Production Manager-Chief
Announcer Wayne Mack
Musical Director and Artists Bureau
HeadWalberg Brown
Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921
MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By...United Broadcasting Co.
Address1311 Terminal Tower
Phone Number.....Prospect 5800
Transmitter Location...Seven Hills Village
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼
hours weekly)
Newspaper Affiliation.....Cleveland Plain
Dealer
News Service AP
Transcription Service.....Lang-Worth.
Associated, World
Representative Paul H. Raymer Co.

Personnel

PresidentSterling E. Graham
V-P & Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising
ManagerRobert Greenberg
Continuity Director.....Leslie Biehl
Production Manager and Chief
AnnouncerWalter L. Davis
Publicity DirectorDoris Neubauer
News EditorArthur O. Beamer
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

W T A M

CLEVELAND—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By...National Broadcasting
Co.
Business Address ...815 Superior Ave., N.E.
Phone NumberCherry 0942
Transmitter Location.....Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays,
6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription ServiceNBC Thesaurus;
Standard Radio
Representative.....NBC National Spot Sales

Personnel

PresidentNiles Trammell
Station ManagerVernon H. Pribble
Commercial and Sales Promotion
ManagerHoward A. Barton
Program Director.....Hal Metzger
Production ManagerFred Wilson
Publicity Director-News
Editor Bob Dailey
Director of Special Events.....Tom Manning
Musical DirectorLee Gordon
Chief Engineer.....S. E. Leonard

ANOTHER FIRST

FOR PA

AP

HOURLY NEWS
SUMMARY

PA originated hourly
news summaries on
the special AP radio
news wire.



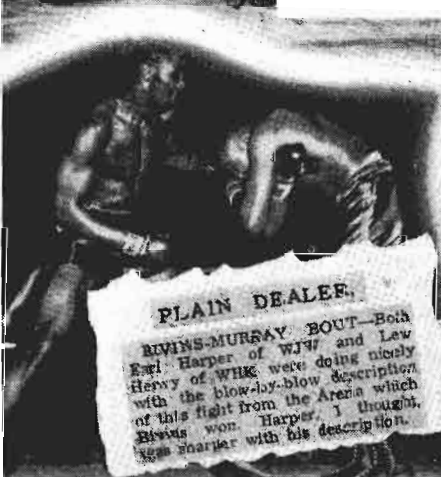
... standard equipment!

When thousands congregate . . . at ring-side prices . . . a million will listen . . . free.

WJW listens to that million listeners! Wherever crowds gather and things happen of special interest to the people, the WJW microphones are standard equipment on the job—bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW . . .

And should serve finally in bringing the advertiser closer to both of us.



THE CLEVELAND PRESS.
 The town's cheering-Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulations on a big-time sportscast, Earl.



PLAIN DEALER.
 IRVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Hervey of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Irvins won. Harper, I thought, was sharper with his description.

CLEVELAND NEWS
 Earl Harper, sportscaster for WJW, newscaster to town, did a swell job in broadcasting the Irvins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

BASIC
Blue Network
 CLEVELAND, O.

850 KC
5000 Watts
 DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

W J W

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
 Owned By WJW, Inc.
 Operated By William M. O'Neil
 Address WJW Building, Playhouse Square
 Phone Number Superior 0101
 Transmitter Location North Royalton, Ohio
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Headley-Reed Co.

Personnel

President and Station Manager William M. O'Neil
 Commercial Manager Harold W. Waddell
 Sales Promotion and Merchandising Manager Ben Stiller
 Program Director Edward N. Palen
 Production Manager Arden Gifford
 Publicity Department Earl Harper
 Musical Director Donald Kayler
 Chief Engineer Gerold G. Roberts

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WBNS, Incorporated
 Address 33 North High Street
 Phone Number Adams 9265
 Transmitter Location 1035 Barnett Rd.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

President Robert H. Wolfe
 Chairman of the Board Edgar T. Wolfe
 Sales and Commercial Manager W. I. Orr
 National Sales Manager Don Burrows
 Program Director Jack Price
 Production Manager Tom DeVore
 Chief Announcer Irwin A. Johnson
 Musical Director Lowell Riley
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Natzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL, Inc.
 Business Address 33 North High St.
 Phone Number Main 4581
 Transmitter Location 33 North High St.

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

News Service INS
 Transcription Service NBC Thesaurus and Lang-Worth

Representative Weed & Company

Personnel

President K. B. Johnston
 Station-Commercial Manager Neal Smith
 Program Director Wallace Beavers
 Production Manager Bill Wallace
 Publicity-Musical Director Janice Hagerty
 Chief Engineer James E. Lowe

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc. Power: 500 Watts
 Owned-Operated By United Broadcasting Co.

Address 22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obetz Road
 Time on the Air: 6 a.m. to local sunset, Los Angeles, Calif.

Newspaper Affiliation Cleveland Plain Dealer

News Service UP
 Transcription Service Lang-Worth
 Representative Radio Advertising Corp.

Personnel

President Sterling Graham
 General Manager Carl M. Everson
 Commercial and Sales Promotion Manager Harry H. Hoessly
 Program Director-Production Manager John Moses
 Publicity Director Rosalind Millstone
 Chief Announcer Bernard J. Sweeney
 Artists Bureau Head-Musical Director Abram Ruvinsky
 Chief Engineer J. E. Anderson
 Record MC Robert Smith

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Ohio State University
 Business Address Columbus
 Phone Numbers: University 3148; Extension 711

Studio Address Campus
 Transmitter Location: University Golf Course, 3 miles northwest of Columbus

Time on the Air Limited time, to sunset at Dallas, Texas

News Service UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis

Station Director..... R. C. Higgy
 Program Director..... C. W. Pettegrew
 Production Manager..... Edgar Sprague
 Publicity Director..... H. K. Schellenger
 Chief Announcer..... Bert Stille
 Musical Director..... Ann Charles
 Chief Operator..... C. H. Boehnker
 (Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.. Miami Valley Broadcast-
 ing Corporation
 Business Address..... 45 South Ludlow Street
 Phone Number..... ADams 2261
 Transmitter Location.. Hempstead Road (R.R.
 No. 2—Box 292 A, Dayton, Ohio)
 Time on the Air: 5:45 a.m. to 12:15 a.m.;
 Saturdays, 5:45 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12:15 a.m.
 Newspaper Affiliations: Dayton Daily News;
 Springfield (O.) News and Sun; Atlanta Jour-
 nal; Miami Daily News
 News Service..... UP, INS, Reuters

Transcription Service..... Standard Radio
 Representative..... George P. Hollingbery Co.

Personnel

President..... James M. Cox, Jr.
 General Manager..... Robert Moody
 Assistant General Manager... Lester Spencer
 Sales Promotion Manager... Arthur Tomsett
 Program-Production
 Manager..... William Hamilton
 Publicity Director..... Garland Baldwin
 Musical Director..... Henry Lange
 Chief Announcer..... Wesley Bouslog
 Chief Engineer..... Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

OHIO BROADCASTING SYSTEM

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Operated By.. Great Trails Broadcasting
 Corporation
 Address..... 121 North Main Street
 Phone Number..... ADams 3288-89-80
 Transmitter Location..... Shaker Road
 Time on the Air..... 6 a.m. to 1 a.m.
 News Service..... AP

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.



WHIO IS
THE DAYTON MARKET

5000 WATTS • BASIC CBS
 G. P. HOLLINGBERY CO.,
 Representatives
 HARRY E. CUMMINGS,
 Southeastern Representative

Transcription Service.....Lang-Worth, NBC
 Thesaurus
 Representative.....Weed & Company

Personnel

Chief Executive and General
 Manager.....Ronald B. Woodyard
 Program Production Director.....Lin Mason
 Merchandising-Publicity.....Virginia North
 Musical Director.....Charles Reeder
 Chief Engineer.....Paul Braden

W F I N

FINDLAY—EST. 1941

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Findlay Radio Company
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio

Personnel

General Manager.....Fred R. Hover
 Sales Representatives.....Dick Davis,
 M. C. Clark
 Announcers.....Charles Lipker,
 Fritz Sorenson
 Musical Director.....Barbara J. Tynor
 Chief Engineer.....Edgar Smith

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry
 Company
 Address.....506 New Center Bldg., De-
 troit, Michigan
 Phone Number.....93161, Lima;
 Trinity 17700, Detroit
 Transmitter Location.....1424 Rice Avenue
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Services.....Standard Radio;
 Lang-Worth
 Representative.....Headley-Reed Co.

Personnel

President.....George B. Storer
 (on leave with armed forces)
 Vice-President-General Manager...J. H. Ryan
 Managing Director.....Ralph Elvin
 Commercial Manager.....C. B. Heller
 Program Director.....Frank D. Heibeck
 Promotion-Publicity Director.....Ralph Elvin
 Chief Announcer.....Charles Grady
 Chief Engineer.....Jack E. Bannon

W M A N

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....144½ Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....M. F. Rubin
 Vice-President-General
 Manager.....Orville E. Fields
 Secretary.....Thos X. Dunigan
 Treasurer.....Marie W. Vandegrift
 Program Director-Chief
 Announcer.....Richard Cram
 Publicity Director.....Robert Horn
 Musical Director.....Earl Black
 Chief Engineer.....Perry Wilson

W M R N

MARION—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Marion Broadcasting
 Company
 Address.....North Main Street
 Phone Number.....2516
 Transmitter Location.....North Main Street
 Time on the Air: 7 a.m. to 10:45 p.m.; Sun-
 days, 8 a.m. to 10:45 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard

Personnel

President-Station Manager....Robert T. Mason
 Commercial Manager.....Geo. A. Speese
 Sales Promotion Manager.....A. T. Turnbull
 Program Director.....Louis T. Marsh
 Production Manager.....Madge L. Cooper
 Chief Announcer.....A. C. Parlin
 Artists Bureau Head.....Robert E. Gross
 Musical Director.....Anna Mae Spano
 Chief Engineer.....S. Robert Morrison

W P A Y

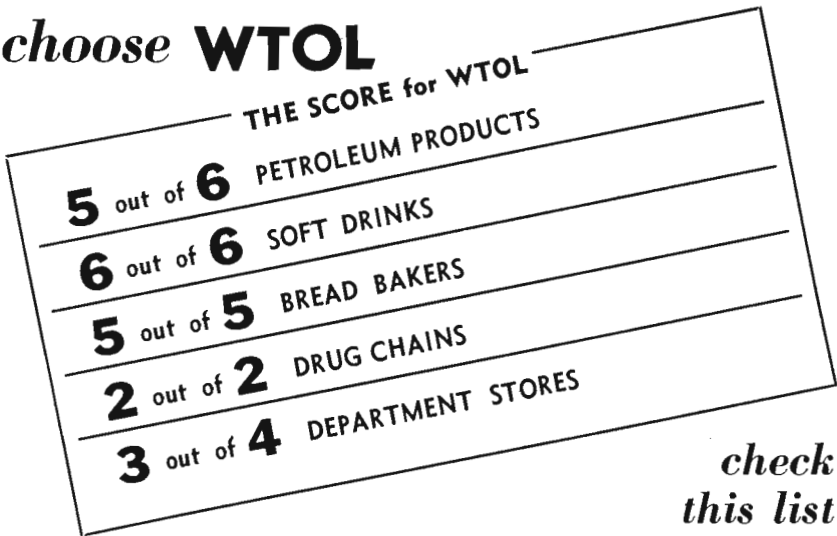
PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Scioto Broadcasting Co.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.

the proof of the pudding...

21 of 23 accounts in 5 major industries choose WTOL



check this list of Leaders

SOFT DRINKS

Coca-Cola
Dad's Root Beer
Spur
Pepsi-Cola
Hires Root Beer
Variety Club

BAKERIES

Bond Bread
Jersey Gold
Sherlock Bky.
Taystee Bread
Wonder Bread

GAS & OIL

Hi-Speed
Fleetwing
Sohio
Sunoco
Texaco

DEPT. STORES

LaSalle & Koch
The Lion Store
Tiedtke's

DRUG CHAINS

Lane Drug Co.
Walgreen Co.

**Basic
Blue**

WTOL

TOLEDO

ARCH. SHAWD
Ex. Vice-President

Represented nationally by RADIO ADVERTISING CORPORATION

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

Newspaper Affiliation.....Portsmouth Times
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President.....Chester A. Thompson
Station Manager.....Paul Wagner
Program Director.....Pat Hooley
Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Voice of
Springfield, Inc.

Address.....115 West High Street
Phone Number.....4955
Transmitter Location.....Springfield
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBS Thesaurus
Representative.....Weed & Co.

Personnel

President.....Charles Sawyer
Exec. Vice-President.....Ronald B. Woodyard
General Manager.....Reggie Martin
Promotion-Publicity.....Ernestine Beebe
Program Director.....Ad Karns
Chief Announcer.....Richard Huber
Chief Engineer.....Arthur Martin

W S T V

STEBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

VICTORY NETWORK

TRI-STATE NETWORK

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

Business Address...Exchange Realty Building
Phone Number.....2-6265-66-67
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
Program-Publicity Director.....John L. Merdian
Chief Announcer.....Don O'Brien
Chief Engineer.....Joseph Troesch

W S P D

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....The Fort Industry Co.

Address...Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175
Transmitter Location: Oregon Road, East Toledo
Time on the Air.....6 a.m. to 12:05 a.m.
News Services.....AP; INS
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Sales Promotion Manager.....W. F. Shannon
Program Director.....Glenn Jackson
Publicity Director.....Al Ruhfel
Chief Engineer.....William Stringfellow

W T O L

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...The Community Broad-
casting Company

Address.....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service.....UP
Transcription Services...Associated Music Pub-
lishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

President.....Frazier Reams
Vice President-General Manager...Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Production Manager.....Charles Halteman
Publicity Director.....Marie Huffman
Chief Engineer.....John Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number.....4490

Time on the Air...6:45 a.m. to 12 midnight
Transmitter Location...710 Main Avenue, S. W.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
General Manager.....J. M. O'Hara
Commercial Manager.....E. J. Pryor
Program Director.....David C. Hale
Chief Engineer.....Charles J. Hurton

W F M J
~~The Youngstown Market~~

More Listeners Per Dollar

in the

28th *U. S. Metropolitan
District**

* J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News,
MORE Public Service Features than any other station serving
the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

W F M J
Youngstown, Ohio

Healey-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

W F M J

YOUNGSTOWN—EST. 1939
THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number.....34121
Transmitter Location...101 W. Boardman St.
Time on the Air.....6 a.m. to 12 midnight;
Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m.
to 12 midnight
Newspaper Affiliation.. Youngstown Vindicator
News Service.....AP; UP
Transcription Services.....Lang-Worth;
Standard Radio
Representative.....Headley-Reed Company

Personnel

Owner-Station Manager.. William F. Maag, Jr.
Program Director.....Robert B. Mackall
Chief Announcer.....Fred Joyner
Musical Director.....Col. L. R. Boals
Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By....WKBN Broadcasting
Corp.
Address.....17 N. Champion St.
Phone Number.....4-2122
Transmitter Location.....3430 Sunset Blvd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.. Cleveland Plain Dealer

News Service.....UP
Transcription Services.... World; Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
Station-Commercial Manager.....J. L. Bowden
Program Director.....Gene Trace
Production Manager.....Karl Bates
Publicity Director.....Gilbert Simon
Artists' Bureau Head.....Gene Trace
Musical Director.....Dwight Merriam
Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned By...Southeastern Ohio Broadcasters,
Inc.
Operated By.....Fort Industry Company
Address.....North Fifth St.
Phone Number.....6000
Transmitter Location.....Newark Road
Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,
8 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Goerge Storer
Managing Director.....Allen L. Haid
Production Manager.....Bob Christopher
Program Director-Chief
Announcer.....Ivan Harnew
Chief Engineer.....Wm. Hunt

OKLAHOMA

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

K A D A

ADA—EST. 1934
THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number.....1212
Transmitter Location.....North Broadway
Time on the Air.....6:30 a.m. to 11 p.m.;
Sundays, 7 a.m. to 11 p.m.
News Service.....UP
Representative.....Radio Advertising Corp.

Personnel

Owner.....Dr. C. C. Morris
Manager.....H. Weldon Stamps

Commercial Manager.....LeRoy W. Moses
Program Director.....Grace Cowell
Chief Engineer.....Harold Walker

K V S O

ARDMORE—EST. 1935
THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1240 Kc. Power: 250 d.; 100 n.
Owned-Operated By.....Ardmoreite Publish-
ing Co.
Business Address.....Hotel Ardmore
Phone Number.....3030
Studio Address.....Hotel Ardmore
Transmitter Location.....Chickasaw & North-
west Blvd.

Time on the Air.....Unlimited License
 Newspaper Affiliation.....Daily Ardmoreite
 News Service.....UP
 Representative.....Radio Advertising Corp.

Personnel

General Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Musical Director.....Dolly Dutton
 Chief Engineer.....C. M. Milner

K W O N

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

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

Business Address...Union Natl. Bank Bldg.
 Phone Number.....1400
 Studio Address.....Union National Bank Bldg.

Transmitter Location.....Dewey Road
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 News Service.....AP

Personnel

Vice-President-General Manager..J. Fred Case
 Commercial Manager...Clyde B. Worthington
 Program Director.....Jim Case
 Chief Announcer.....D. D. Frieday
 Musical Director.....Martha Boucher
 Chief Engineer.....E. Dallas DeGraffenreid

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power 100 Watts
 Owned-Operated By.....E. M. Woody
 Address.....Casa Grande Hotel
 Phone Number.....730
 Transmitter Location.....Casa Grande Hotel
 Time on the Air.....6:15 a.m. to 7 p.m.;
 Sundays, 7:45 a.m. to 6 p.m.

News Service.....AP
 Transcription Service.....Keystone Broadcasting System

Personnel

President.....E. M. Woody
 Station-Commercial Manager...F. E. Mayhew
 Program Director-Chief Announcer Joe Fenter
 Chief Engineer.....G. W. Patterson

K C R C

ENID—EST. 1926

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Enid Radiophone Co.
 Business Address..Willow & Kennedy Sts.
 Phone Number.....447

Transmitter Location.....Willow & Kennedy Sts.

Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation...Enid Morning News;
 Enid Daily Eagle

News Service.....AP
 Transcription Service.....Standard
 Representative.....Radio Advertising Corp.

Personnel

President-Station Manager...Milton B Garber
 Commercial Manager.....H. P. Hale
 Program Director.....Marjorie Christopher
 Publicity Director.....Marjorie Hromas
 Chief Announcer.....Ted Cramer
 Chief Engineer.....Paul Snell

K S W O

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYTEM

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Carver & Ross Radio Broadcasters

Business Address.....Box 984
 Phone Number.....2370
 Studio Address.....17th & E. Streets
 Transmitter Location.....17th & E. Streets
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Dr. Willard Carver
 Station and Commercial Manager..Byrne Ross
 Sales Promotion Manager-Chief
 Announcer.....Hoke Ross
 Program-Musical Director.....Winifred Ross
 Chief Engineer.....W. E. Billington

K B I X

MUSKOGEE—EST. 1936

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

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

Oklahoma Press Publishing Co.
 Business Address.....P. O. Box 1512
 Phone Number.....303
 Studio Address.....Barnes Building
 Transmitter Location.....Barnes Building
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Muskegee Daily
 Phoenix & Times Democrat
 News Service.....AP
 Representative.....Radio Advertising Co.

Personnel

President.....Tams Bixby, Jr.
 General and Commercial Mgr...Jimmie Barry
 Program Director.....Sally Miller
 Director of War Programs.....Lowell Clark
 Chief Engineer.....D. W. Hoisington

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Operated By: University of Oklahoma
 Business Address: University of Oklahoma
 Phone Number: 900; Station No. 124
 Studio Address: Student Union Bldg.
 Transmitter Location: East Stadium
 Time on the Air: Daytime License
 News Service: UP

Personnel

Station Director: Virginia Hawk
 Musical Director: Roger Goeb
 Production Manager: John W. Dunn
 Technical Supervisor: Clyde Farrar
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Plaza Court Broad-
 casting Co.

Address: Plaza Court
 Phone Number: 3-4333
 Transmitter Location: Plaza Court
 Time on the Air: 6:30 a.m. to 11:30 p.m.
 News Service: AP
 Transcription Service: Associated Music
 Publishers: Standard Radio; NBC Thesaurus
 Representative: Burn-Smith Co.

Personnel

President: John D. Thomas
 Manager: M. H. Bonnebrake
 Commercial Manager: George Tarter
 Program Director: Lou Maystrik
 Production Manager: Paul Duncan
 Chief Engineer: Harold Durham

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 5000 Watts
 Owned-Operated By: KOMA, Inc.
 Address: Biltmore Hotel
 Phone Number: 2-3291
 Studio Address: 24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air: 5:55 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated Music
 Publishers: NBC Thesaurus
 Representative: Free & Peters

Personnel

President: J. T. Griffin
 Station Manager: Kenyon Brown

Commercial Manager: C. A. Minor, Jr.
 Production-Program Director: Paul Buening
 Promotion-Publicity Director: David Wolfe
 Chief Announcer: Paul Buening
 Musical Director: Clarence Reynolds
 Chief Engineer: M. W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Oklahoma Broad-
 casting Company, Inc.

Business Address: 2004 Apco Tower
 Studio Address: 1800 West Main
 Phone Number: 3-8352
 Transmitter Location: 1800 West Main
 Time on the Air: 6:30 a.m. to 11:30 p.m.; Sun-
 days, 7 a.m. to 11:30 p.m.

News Service: AP
 Transcription Service: World; Lang-Worth
 Representative: Radio Advertising Co.

Personnel

President: Harold V. Hough
 Station Manager: Robert D. Enoch
 Commercial Manager: Frank J. Lynch
 Promotion-Publicity Director: Lucien D. Lindsey
 Musical-War Program Director: Harold Shreve
 Chief Engineer: Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc. Power: 5,000 d.; 1,000 n.
 Owned By: Oklahoma Publishing Co.
 Operated By: WKY Radiophone Co.
 Address: Skirvin Tower Hotel
 Phone Number: 3-4306
 Transmitter Location: Highway No. 66
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man

News Service: AP
 Transcription Service: Standard Radio
 Representative: The Katz Agency

Personnel

President: E. K. Gaylord
 Secretary-Treasurer: Edgar T. Bell
 Station Manager: Gayle V. Grubb
 Commercial Manager: Ralph Miller
 Program Director: John I. Prosser
 Continuity Director: George Hamaker
 Director of Child Education: Edyth Wallace
 Chief Announcer: Ben Morris
 News Editor: Dow Mooney
 Musical Director: Allan Clark
 Traffic Manager: Daryl McAllister
 Chief Engineer: Herman Lovell

K H B G

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting Corp.
 Address: McCulloch Bldg.
 Phone Number: 3646
 Transmitter Location: Okmulgee
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Lang-Worth; Keystone

Personnel

President-Manager: Pat Buford
 Commercial-Sales Promotion Manager: Lucille Buford
 Program-Production Director: Nova Clarke
 Chief Announcer: Bob Greenwood
 Chief Engineer: Chester Ludwick

W B B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Adelaide Carrell
 Address: 615 West Grand Avenue
 Phone Number: 2949
 Transmitter Location: 615 Grand Avenue
 Time on the Air: Unlimited license

Personnel

Managing Director: A. L. Carrell

K G F F

SHAWNEE—EST. 1930

BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KGFF Broadcasting Co.
 Address: Aldridge Hotel
 Phone Number: 4390
 Transmitter Location: Shawnee Country Club
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation: Stauffer Publications
 News Service: AP
 Representative: Radio Advertising Co.

Personnel

President: Oscar Stauffer
 Secretary-Treasurer and General Manager: Joseph W. Lee
 Commercial Manager: Maxine Eddy
 Promotion-Publicity Director: Mary Alyce Moore
 Continuity Editor: Mary Douglas Lee
 Chief Announcer: Jean Quillin
 Chief Engineer: Salvatore Ricciotti

K O M E

TULSA—EST. 1938

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Oil Capital Sales Corp.
 Address: Radio Bldg., 910 S. Boston
 Phone Number: 3-4121
 Transmitter Location: 3904 S. Newport
 Time on the Air: Unlimited
 News Service: AP
 Transcription Service: Standard Radio
 National Representative:

Joseph Hershey McGillyra, Inc.

Personnel

President: Harry Schwartz
 General Manager: Harold Grimes
 Nat'l Adv. Manager and Counselor: Fred Schwartz
 Commercial Manager: Lee Abbott
 Sales Promotion-Publicity Manager: Margie Lea Hawkins
 Program Director: George Lanham
 Continuity Director: Lucille Burns
 Traffic Manager: Mary Corkill
 Musical Director: Alene Campbell
 Chief Engineer: Bob Dryden
 Record MC: Bill Taylor

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Tulsa Broadcasting Company, Inc.
 Address: National Bank of Tulsa Bldg.
 Phone Number: 2-3191
 Studio Address: National Bank of Tulsa Bldg.
 Transmitter Location: Turley, Okla.
 Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: World Broadcasting; Langworth
 Representative: Free & Peters

Personnel

President: J. T. Griffin
 General Manager: John Esau
 Sales Manager: R. P. Akin
 Program Director: Eddie McKeen
 Publicity Director: Billee Chandler
 Continuity Chief: Bernice Ash
 Production Manager-Chief Announcer: Leslie Scott
 Musical Director: Lillian Smithline
 Chief Engineer: Robert Snider

K V O O

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY
 Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By: Southwestern Sales Corporation
 Address: Philtower Bldg.
 Phone Number: 2-2254
 Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
 News Service: INS

Transcription Service: Standard Radio; Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: P. Q. Proctor
 Vice President-General Manager: William B. Way
 Commercial Manager: Gustav Brandborg
 Publicity-Sales Promotion Manager: Manton Marrs
 Program-Production Director: Allan Page
 Chief Announcer: Bud Jackson
 Musical Director: Joe O'Neill
 Chief Engineer: L. W. Stinson

OREGON

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

K W I L

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Central Willamette Broadcasting Company
 Business Address: 15th and Elm Streets
 Phone Number: 870
 Transmitter Location: 15th and Elm Streets
 Time on the Air: Unlimited License
 Newspaper Affiliation: Albany Democrat Herald
 News Service: UP
 Transcription Service: Standard Radio
 Representative: John Keating

Personnel

President: W. L. Jackson
 Secretary-Treasurer: R. R. Cronise
 Station Manager: Chet Wheeler
 Commercial Manager: Hal Byer
 Publicity Director: Herbert Davidson
 Program Director: Howard Parent
 Production Manager: Pat Hawes
 Chief Announcer: Ted Carlson, Jr.
 Corvallis Studio Manager: Bob Reinholdt
 Musical Director: Joyce Den Harder
 Chief Engineer: Herb Davidson

Owned-Operated By: Astoria Broadcasting Co.
 Address: 1006 Taylor Avenue
 Phone Number: 95
 Transmitter Location: 1006 Taylor Avenue
 Time on the Air: 7 a.m. to 12 midnight
 Newspaper Affiliation: Astorian-Budget
 News Service: UP
 Transcription Service: Standard Radio

Personnel

President: M. R. Chessman
 Station Manager: L. E. Parsons
 Commercial Manager: R. D. Holmes
 Program Director: Mary Juhlín
 Chief Engineer: James M. Titus

K B K R

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Baker Broadcasting Co.
 Address: 1st and Court Streets
 Phone Number: 140
 Transmitter Location: Baker
 Time on the Air: 7 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus; C. P. MacGregor.
 Representative: Homer Owen Griffith, John Keating

Personnel

President-Station Manager: Glenn McCormick
 Commercial Manager: L. Landrap
 Program Director: B. McCard
 Director of War Programs: Grace Baer
 Chief Announcer: Kenny Lockwood
 Chief Engineer: Sidney Williams

K A S T

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts

K B N D

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: The Bend Bulletin
 Address: 1121 Wall St.
 Phone Number: 848
 Transmission Location: 1121 Wall St.
 Time on the Air: 7 a.m. to 10 p.m.
 Newspaper Affiliation: Bend Bulletin
 News Service: UP
 Transcription Services: Standard Radio;
 Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager: Frank H. Loggan
 Commercial Manager: Kessler Cannon
 Chief Technician: Wallace Guthrie

K O A C

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned by: State of Oregon
 Operated By: Oregon State System of Higher
 Education
 Address: Corvallis, Oregon
 Phone Number: 526
 Studio Addresses: Corvallis; Eugene
 Transmitter Location: Granger, Corvallis
 Time on the Air: 10 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

Program Director: Allen Miller
 Publicity Director: Ray Hamby
 Director of Women's
 Programs: Zelta Rodenwald
 Musical Director: Richard E. Fuson
 Chief Engineer: Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By: Western Radio Corp.
 Address: Scenic Drive
 Phone Number: 2300
 Transmitter Location: The Dalles
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service: C. P. MacGregor,
 Keystone

News Service: UP
 Representative: John Keating

Personnel

President-Station Manager:
 V. Barney Kenworthy
 Local Manager: Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM
 Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Frank L. Hill and Violet G. Hill
 d/b Eugene Broadcast Station
 Operated By: Frank L. Hill
 Address: Route 3
 Phone Number: 3
 Transmitter Location: Route 3
 Time on the Air: 6 a.m. to 11 p.m.; Sunday,
 7:45 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: C. P. MacGregor

Personnel

Partner: Frank L. Hill
 General Manager: L. W. Trommlitz
 Program Director: Marjorie Jackson
 Publicity-Production Director: Bruce Nidever
 Chief Engineer: Harold Gander

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 REDWOOD NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Oregon Broad-
 casting Co.
 Business Address: P. O. Box 148
 Phone Number: 192
 Studio Address: Redwood Highway & Pacific
 Highway
 Transmitter Location: Redwood Highway &
 Pacific Highway
 Time on the Air: 7 a.m. to 10 p.m.
 Transcription Services: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

President: A. E. Voorhies
 Station Manager: William B. Smullin
 Commercial Manager: Ralph Hanson
 Program Director: E. A. Malone
 Sales Promotion Manager: Lisa Hanson
 Production Manager: L. L. King
 Chief Engineer: Edward A. Malone

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Ben E. Stone
 Operated By: Walter H. Garuin,
 Resident Manager
 Address: La Grande

Phone Number..... 220
 Transmitter Location... One mile east of La Grande
 Time on the Air:..... 7 a.m. to 8:30 p.m.
 News Service..... UP
 Transcription Service..... Standard Radio;
 Keystone; Lang-Worth

Personnel

Owner..... Ben E. Stone
 General-Commercial
 Manager..... Walter H. Garvin
 Chief Engineer..... Murray Durham

K F J I

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... KFJI Broadcasters, Inc.
 Address..... Willard Hotel Bldg.
 Phone Number..... 2125
 Transmitter Location..... Klamath Falls
 Time on the Air..... Unlimited license
 Transcription Service..... World Broadcasting System, NBC Thesaurus
 Representative..... W. S. Grant Co.

Personnel

President..... J. A. Kincaid
 Station & Commercial Manager... Geo. Kincaid

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
 Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Koons, Inc.
 Address..... 505 Hall Building
 Phone Number..... 432
 Transmitter Location..... Hall Building
 Time on the Air..... 6:45 a.m. to 10:30 p.m.
 News Service..... UP
 Representative..... John Keating

Personnel

President..... Sheldon F. Sackett
 General Manager..... Ben E. Stone
 Commercial Manager..... Hal Shade
 Program Director..... Margaret Anderson
 Publicity Director-Office Manager,
 Lucy Johnson

Chief Announcer..... Fred Shafer

K M E D

MEDFORD—EST. 1926

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 Frequency: 1440 Kc..... Power: 1000 Watts
 Owned-Operated By..... Mrs. W. J. Virgin
 Address..... Ross Lane

Phone Number..... 4000
 Studio Address..... Ross Lane
 Transmitter Location..... Ross Lane
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service..... UP
 Transcription Service..... NBC Thesaurus

Personnel

Owner..... Mrs. W. J. Virgin
 Station Manager..... Lee Bishop
 Sales Promotion Manager..... Art Adler
 Program Director..... Gladys LaMarr
 Chief Engineer..... Dave Rees

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK
 Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Western Radio Corp.
 Address..... Box 178
 Phone Number..... 1425
 Transmitter Location..... S. W. 6th St.
 Time on the Air: 7:30 a.m. to 10:05 p.m.;
 Sundays, 9 a.m. to 8 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager..... Henry M. Hogue
 Production Manager and Chief
 Engineer..... Paul E. Walden

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By..... KALE, Inc.
 Business Address..... P. O. Box 1031
 Phone Number..... Atwater 7209
 Studio Address..... New Heathman Hotel Building
 Transmitter Location... Head of Barnes Road
 Time on the Air..... 6:45 a.m. to 12 midnight
 News Service..... INS; UP
 Transcription Service... World Program Library;
 Associated Music Publishers
 Representative..... Free & Peters, Inc.

Personnel

President..... C. W. Myers
 Commercial Manager..... Ted Kooreman
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager..... Charles Couche
 Program Director..... H. M. Swartwood, Jr.
 Production Manager..... Ted W. Cooke
 Publicity Director..... Enoch Squires
 Chief Announcer..... Bob Colvig
 Musical Director..... Joseph Sampietro
 Chief Engineer..... Louis Bookwalter

K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By School District
 No. 1
 Business Address Benson Polytechnic
 School
 Phone Number La 4195
 Transmitter Location Benson Polytechnic
 School
 Time on the Air Shares time

Personnel

Agent R. T. Stephens
 (Non-Commercial Station)

K E X

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc. Power: 5,000 Watts
 Owned-Operated By The Oregonian Pub-
 lishing Company
 Business Address 537 S. W. Sixth
 Avenue
 Phone Number ATwater 2121
 Studio Address 801 Oregonian Bldg.
 Transmitter Location North Portland, Oregon
 Time on the Air 6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation The Oregonian
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus;
 Langworth
 Representative Paul H. Raymer Co.

Personnel

Managing Director Arden X. Pangborn
 Assistant Manager H. Quenton Cox
 Commercial Manager Norman J. Sugg
 Traffic Manager Mildred Lester
 Sales Promotion-Publicity
 Manager Jack Eichenberger
 Program Director Homer Welch
 News Editor Don Kneass
 War Program Manager Day Foster
 Chief Announcer Frank Coffin
 Musical Director Abe Bercovitz
 Chief Engineer Harold Singleton

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.
 NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By The Oregonian Pub-
 lishing Company
 Business Address 537 S. W. Sixth Ave.
 Phone Number ATwater 2121
 Studio Address 801 Oregonian Bldg.
 Transmitter Location North Portland, Ore.

Time on the Air 4 a.m. to 2 p.m.
 Newspaper Affiliation The Oregonian
 News Service AP; INS; UP
 Transcription Service Langworth; NBC
 Thesaurus
 Representative Edward Petry & Co., Inc.

Personnel

Managing Director Arden X. Pangborn
 Assistant Manager H. Quenton Cox
 Sales Manager Norman J. Sugg
 Traffic Manager Mildred Lester
 Sales Promotion-Publicity
 Manager Jack Eichenberger
 Program Director Homer Welch
 News Editor Don Kneass
 War Program Manager Day Foster
 Chief Announcer Frank Coffin
 Musical Director Abe Bercovitz
 Chief Engineer Harold Singleton
 Record MC Ed Richman

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By KOIN, Inc.
 Business Address P. O. Box 1031
 Phone Number Atwater 3333
 Studio Address New Heathman Hotel Bldg.
 Transmitter Location Head of Barnes Road
 Time on the Air 24 hours daily
 News Services INS; UP
 Transcription Services World Program Library;
 Associated Music Service
 Representative Free & Peters, Inc.

Personnel

President-Station Manager C. W. Myers
 Manager Harry H. Buckendahl
 Advertising-Sales Promotion Manager
 Charles E. Couche
 Program Director H. M. Swartwood, Jr.
 Production Manager Ted W. Cooke
 Chief Announcer Bob Colvig
 Publicity Director Enoch Squires
 Musical Director Joseph Sampietro
 Technical Director Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts
 Owned-Operated By KWJJ Broadcast
 Co., Inc.
 Address 1011 and 1017 S. W. 6th Ave.
 Phone Number ATwater 4393
 Transmitter Location Oaks Park, Portland
 Time on the Air 6 a.m. to 1 a.m.

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

Personnel

President Wilbur J. Jerman
 Station-Commercial Manager... John C. Egan
 Sales Promotion Manager... L. D. Henderson
 Program-Production Manager..... Art Morey
 Chief Announcer Les Marcus
 Chief Engineer W. J. Jerman
 Record MC Ted Hammond

KXL

PORTLAND—EST. 1926

Frequency: 750 Kc..... Power: 10000 Watts
 Owned By..... KXL Broadcasters
 Address Orpheum Building
 Phone Number..... Broadway 6451
 Transmitter Location... 82nd St. & Sunnyside,
 Clackamas District
 Time on the Air..... 6 a.m. to local sunset
 News Service UP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative..... Joseph Hershey McGillvra

Personnel

President Frances R. Symons
 Station and Commercial
 Manager H. S. Jacobson
 Program-Production
 Director Frederick Eichhorn III
 Chief Engineer L. K. Ballinger

KRNR

ROSEBURG—EST. 1935
 MUTUAL—DON LEE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... News-Review Company
 Business Address Roseburg
 Phone Number 4
 Transmitter Location..... Umpqua Hotel
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays,
 8 a.m. to 11 p.m.
 Newspaper Affiliation.. Roseburg News-Review
 News Service AP
 Transcription Service..... Standard Radio
 Representative John Keating

Personnel

President..... Harris Ellsworth
 General-Commercial
 Manager..... M. H. Pengra
 Program-Publicity
 Director Iris Helliwell
 War Program Director Gilbert Walters
 Chief Announcer..... Gilbert Walters
 Chief Engineer..... Henry Chandler, Jr.

KSLM

SALEM—EST. 1933

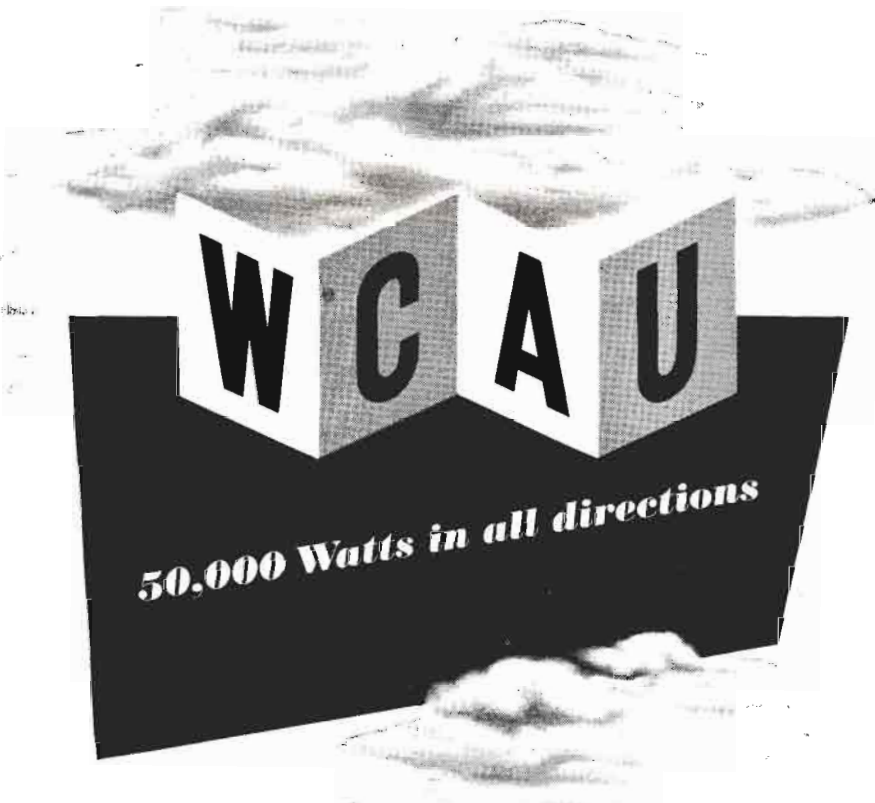
KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned By..... Oregon Radio, Inc.
 Operated By..... H. B. Read
 Business Address..... 633 N. Front St.
 Phone Number..... 6131
 Transmitter Location..... 633 N. Front St.
 Time on the Air..... 6:30 a.m. to 11:30 p.m.
 News Service UP and AP
 Transcription Service... Langworth; Keystone
 Representative John Keating

Personnel

President-General Manager H. B. Read
 Commercial-Sales Promotion
 Manager Earle W. Headrick
 Program Director-Chief
 Announcer Bill Talbot
 Production Manager..... Otto Miller
 Chief Engineer..... Clyde Carlton

PA THE PACEMAKER
 with **AP**
 news
 for
 radio



PHILADELPHIA'S PRE-EMINENT RADIO STATION

PENNSYLVANIA

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

W C B A - W S A N

ALLENTOWN—EST. 1923

Frequency: 1470 Kc. Power: 500 Watts
Owned-Operated By: Lehigh Valley
Broadcasting Co.

Address: 39-41 N. Tenth St.
Phone Number: 9511
Transmitter Location: Route No. 1
Time on the Air: 7:30 a.m. to midnight
Newspaper Affiliation: Allentown Call
Publishing Co.

News Service: AP, UP
Transcription Services: World Broadcasting
System
Representative: Headley-Reed Co.

Personnel

President: J. C. Shumberger, Sr.
Vice President-Managing
Director: B. Bryan Musselman
Program Director: George Y. Snyder

W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned By: The William F. Gable Co.
Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address: 1320-32 11th Avenue
Phone Number: 6467
Transmitter Location: 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air: 7:30 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World Broadcast-
ing System; Langworth
Representative: Headley-Reed Co.

Personnel

President: George P. Gable
Managing Director: Roy Thompson
Chief Engineer: George Burgoon

W I S R

BUTLER—EST. 1941

Frequency: 680 Kc. Power: 250 Watts
Owned By: Butler Broadcasting Co.

Operated By: David H. Rosenblum
Address: 357 N. Main St.
Phone Number: 4701
Transmitter Location: 357 No. Main St.
Time on the Air: Sun-up to Sun-down
News Service: UP
Transcription Service: World Broadcasting
Service

Personnel

President-Station Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Director: Ephe M. Parker
Publicity Director: Gladys Borne
Chief Engineer: Paul Rex

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Broad-
casting Co., Inc.

Address: 80 North Park Place
Phone Number: 1700
Transmitter Location: 80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: DuBois Courier
Express
News Service: UP
Transcription Service: Lang-Worth
Representative: Spot Sales, Inc.

Personnel

President: H. T. Grey
Station Manager: J. S. Gray
Commercial-Promotion
Manager: Les Ryder
Production Manager: Pres Roper
Director of War Programs-Artists
Bureau: Virginia Wade
Program Director and Chief
Announcer: Les Ryder
Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

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

Address: 516 Northampton St.
 Phone Number: 8001
 Transmitter Location: Williams Township
 Time on the Air: 7 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: NBC Thesaurus, Standard Radio
 Representative: Radio Advertising Co.

Personnel

Station Executive: Clair R. McCullough
 Station and Commercial Manager: Elwood C. Anderson
 National Sales Manager: J. Robert Gulick
 Program Manager: Eugene Bethman
 Technical Director: J. E. Mathiot

WLEU

ERIE—EST. 1935
 NBC-MUTUAL
 BLUE NETWORK
 PENNSYLVANIA NETWORK
 QUAKER NETWORK

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

Address: Commerce Building, 12th and State Streets
 Phone Numbers: 23-327 or 22-129
 Transmitter Location: Commerce Bldg.
 Time on the Air: 7 a.m. to midnight
 News Service: Transradio
 Transcription Service: NBC Thesaurus

Personnel

President: Leo J. Omellan
 Vice-President and General Manager: V. Hamilton Weir
 Sales Promotion Manager: C. Detzel
 Musical Director: Anthony Conti
 Chief Engineer: Clarence Baker

WEST
EASTON, PENNSYLVANIA
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial and agricultural area of the LEHIGH VALLEY with a population exceeding 300,000.

The Steel and Cement Center of the East. A market worthy of your consideration.

Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

PENNSYLVANIA

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

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

Address: 121 West 10th St.

Phone Number: 47-490

Transmitter Location: 121 West 10th St.

Time on the Air: 6:52 a.m. to 12:15 a.m.;

Sundays, 8 a.m. to 12:15 a.m.

News Service: UP

Transcription Service: Associated Music;

Lang-Worth

Representative: Spot Sales, Inc.

Personnel

President: Jacob A. Young

General Manager: C. E. Denny

Commercial Manager: Ed Pearson

Program Director: J. J. Young

Chief Announcer: Paul Bedford

Chief Engineer: Thomas Phillips, Jr.

W H J B

GREENSBURG—EST. 1935

Frequency: 620 Kc. Power: 250 Watts

Owned-Operated By: Pittsburgh Radio

Supply House

Address: Penn Albert Hotel

Phone Number: Greensbrug 3740

Transmitter Location: Penn Albert Hotel

Time on the Air: 7 a.m. to sunset

News Service: Transradio

Transcription Service: Lang-Worth

Personnel

President: H. J. Brennen

Station Manager: George J. Podyyn

Commercial Manager: Robert Thompson

Program Director: Howard Hoffman

Production Manager: Howard Lewis

Farm Director: Richard Lang

W S A J

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts

Owned-Operated By: Grove City College

Address: Hall of Science

Phone Number: 168-J

Transmitter Location: Hall of Science

Time on the Air: 7:15 to 8:45 p.m. (Tuesdays

& Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President: W. C. Ketter

Station Manager-Chief

Engineer: H. W. Harmon

Program Publicity Director: R. G. Walters

Chief Announcer: Ada Jean Myers

Musical Director: Prof. Stanley Seiple

(Non-Commercial Station)

WERC

Erie, Pa.

CBS

1490 Kc. 250 Watts

*National
Representative
SPOT SALES, INC.*

A
RECENT SURVEY
GIVES

W E R C

75%

of the night
listeners

Source on Request

**TOPS IN
ERIE, PA.**

**A TOP
MARKET**

WHP

HARRISBURG—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address..Telegraph Building, 216 Locust St.
Phone Number4-3211
Transmitter Location.....Harrisburg-Hershey
Highway(4 miles from Harrisburg (Swatara
Township)
Time on the Air.....19 hours daily;
Sundays, 17 hours
News Service UP
Transcription Service ..Standard Radio; Lang-
Worth
RepresentativeJohn Blair & Company

Personnel

Station and Commercial
ManagerA. K. Redmond
Program-Publicity Director.....Dick Redmond
Ass't Publicity Director.....John Price
Sales Promotion Manager...Beatrice Potteiger
Musical Director.....David Shoop
Chief Engineer.....R. S. Duncan

WKBO

HARRISBURG—EST. 1921
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcast-
ing Corp.
Address31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....7 a.m. to 1 a.m.
News Service UP
Transcription ServiceWorld Broadcasting
System
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station and Commercial Manager..C. G. Moss
National Sales Manager.....J. Robert Gulick
Program DirectorLewis Munnell
Chief Engineer.....J. E. Mathiot

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach
a market with 835,000 population,
213,000 radio families and more than
\$408,000,000 retail sales—all in their
Primary Area—not covered by any
other station. Write—Main Office:
8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WAZL

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcast-
ing Service
Address.....Hazelton National Bank Bldg.
Phone Number.....1488
Transmitter Location.....Hazelton National
Bank Bldg.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station-Commercial Manager.....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager.....William Erdosy
Technical Director.....J. E. Mathiot

WGAL

LANCASTER—EST. 1922

MBS-NBC
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business Address.....8 West King St.
Phone Number.....5259
Transmitter Location.....8 West King St.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
Station-Commercial Manager.....Walter Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanzola
Technical Director.....J. E. Mathiot

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

W J A C

JOHNSTOWN—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WJAC, Incorporated
 Address: Tribune Annex
 Phone Number: 24-361
 Transmitter Location: Tribune Building
 Time on the Air: 7 a.m. to 12:05 a.m.;
 Sunday, 8:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Johnstown Tribune
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth, Standard
 Representative: Headley-Reed Company

Personnel

President-Station Manager: J. C. Tully
 Commercial-Promotion Manager: J. P. Foster
 Chief Engineer: Nevin Straub

W M R F

LEWISTOWN—EST. 1941
NATIONAL BROADCASTING CO.

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Lewistown Broadcasting Co.
 Business Address: Hotel Coleman
 Phone Number: 757
 Studio Address: Hotel Coleman
 Transmitter Location: Lewistown Heights
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sunday, 10:30 a.m. to 11:30 p.m.
 News Service: UP
 Representative: Burn-Smith Co.

Personnel

Vice-President: J. S. Woods
 Station Manager: Thomas W. Metzger
 Program Director: Paul M. Breining
 Production Manager: Joseph W. Smiley
 Publicity Director: Rita McCoy
 Chief Engineer: Bernard H. Bopp

W K S T

NEW CASTLE—EST. 1938
VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WKST, Inc.
 Business Address: Cathedral Bldg.
 Phone Number: 5050-5051
 Studio Address: Cathedral Bldg., New Castle;
 Geneva College, Beaver Falls, Pa.
 Transmitter Location: Old Pittsburgh Road
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Spot Sales, Inc.

Personnel

President: S. W. Townsend
 Station-Commercial Manager: A. W. Graham
 Program Director: Peggy Boughter
 Publicity Director: Ray Wallace
 Chief Engineer: Robert Emch
 Record MC: Al Frances

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By: Allegheny-Kiski
 Broadcasting Co.
 Address: 810 Fifth Avenue
 Phone Number: New Kensington 3534
 Transmitter Location: East Deer Township, Allegheny County, Pa.
 Time on the Air: 7 a.m. to local sunset
 News Service: UP
 Transcription Service: Lang-Worth; C. P. MacGregor
 Representative: Cox & Tanz

Personnel

Station-Commercial Manager: Edward J. Kroen
 Production Manager: Thomas L. Aye, Jr.
 Chief Announcer: Jack Craddock

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 5000 Watts
 Owned-Operated By: Westinghouse Radio Stations, Inc.
 Address: 1619 Walnut Street
 Phone Number: LOcust 3760
 Transmitter Location: Whitemarsh, Pa.
 Time on the Air: 24 hours daily Mon., Tues., Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri., Sun.
 News Service: UP; Reuters
 Transcription Service: Standard Radio
 Representative: National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.
 Chairman: A. W. Robertson
 President: George H. Bucher
 Vice-President: Walter Evans
 General Manager: Lee B. Wailes
 Engineering Manager: Dwight A. Meyer
 Sales Manager: B. A. McDonald
 Advertising Manager: W. B. McGill
 Program Supervisor: Gordon Hawkins

KYW PERSONNEL

Station Manager: Leslie Joy
 Program Manager: James P. Begley
 Sales Manager: John S. deRussy
 Sales Promotion Manager: Eleanore F. Ulmer

PENNSYLVANIA

Publicity Director.....John J. Kelly
Production Manager.....Donn Bennett
Musical Director.....Clarence Fuhrman
Chief Engineer.....Ernest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcast-
ing Company

Address.....1622 Chestnut Street
Phone Number.....Locust 7700
Transmitter Location...Moorestown Township,
New Jersey

Time on the Air.....5:25 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.

News Service.....AP; Transradio
Transcription Service...World Broadcasting
Representative.....Bertha Bannan (Boston);
Virgil Reiter & Co. (Chicago); Paul H. Ray-
mer Co (Pacific Coast), Harold Davis, New
York

Personnel

President and Station
Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Sales Promotion Mgr.....Emma Mae Roberts
Director of Programs.....Stan Lee Broza
Production Manager.....Horace Feyhl
Publicity Director.....George Lilley
Director of WCAU-FM.....Norris West
Musical Director.....Johnny Warrington
Chief Announcer.....Hugh Walton
Chief Engineer.....George Lewis

(See Page 564)

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting
Station, Inc.

Address.....1211 Chestnut Street
Phone Numbers.....Locust 7400; Race 7474
Transmitter Location.....Woodside Park
Time on the Air.....7 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager...P. J. Stanton
Secretary-Treasurer...A. W. Dannenbaum, Jr.
Commercial Manager.....Charles Stahl
Program Director.....Polly Whitaker
Production Manager.....Gene Edwards
Publicity Director-Chief
Announcer.....Len Valenta
News Editor.....Jack Molley
Foreign Language Director...Nathan Fleisher
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

For Results
in the
PHILADELPHIA
MARKET
it's
WDAS

PHILADELPHIA'S
OUTSTANDING
INDEPENDENT

NEWS
EVERY HOUR
ON THE
HOUR

**We have no
listeners
in Calcutta**



Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns" . . . "extended contours" . . . "protected areas" . . . "secondary night time coverage". But, they neglect the one most important thing. You are buying a market because you want to make sales in that market—and not in Calcutta.

If you want to make sales increases throughout 1944 — habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market . . . use the station whose results are the least expensive . . . use the station which has the best position on the dial, 560 KC . . . use WFIL, the station which covers Philadelphia, Pennsylvania—not Calcutta!

*Philadelphia's Most Progressive
Radio Station*

A BLUE NETWORK AFFILIATE

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WFIL
 PHILADELPHIA—EST. 1934
 BLUE NETWORK
 QUAKER NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By: WFIL Broadcasting Company
 Address: Widener Building
 Phone Number: Rittenhouse 6900
 Transmitter Location: 63rd St. & Passyunk
 Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INS, AP
 Transcription Service: Associated Music
 Representative: The Katz Agency, Inc.

Personnel

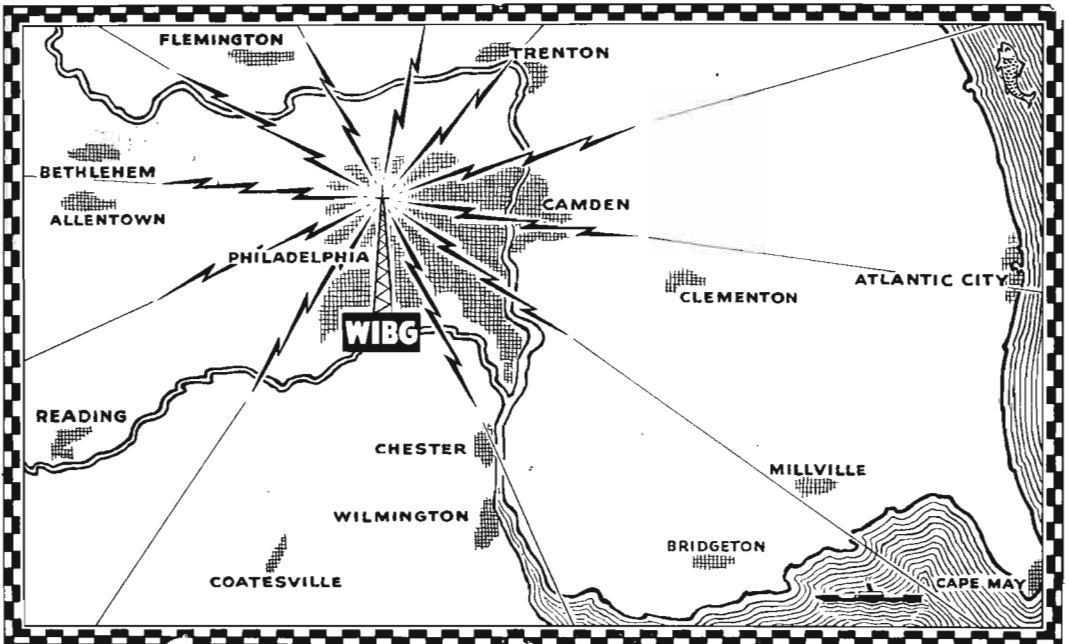
President: Samuel R. Rosenbaum
 Executive V. P. and General Manager: Roger W. Clipp
 Ass't Station Manager: Wm. B. Caskey
 Sales Manager: John E. Surrick
 Promotion Manager: T. I. Oberfelder
 Program Director: Edward C. Obrist
 Production Manager: Donald Martin
 Public Relations Director: Jack Steck
 Musical Director: Norman Black
 Acting Chief Engineer: Louis E. Littlejohn

WIBG
 PHILADELPHIA—EST. 1925

Frequency: 990 Kc. Power: 10000 Watts
 Owned-Operated By: Seaboard Radio Broadcasting Corporation
 Business Address: 1423-25 Walnut Street
 Phone Number: Rittenhouse 2300
 Transmitter Location: Conshohocken, Pa.
 Time on the Air: 6 a.m. to midnight
 News Service: AP
 Transcription Service: NBC Thesaurus
 National Representative: Spot Sales

Personnel

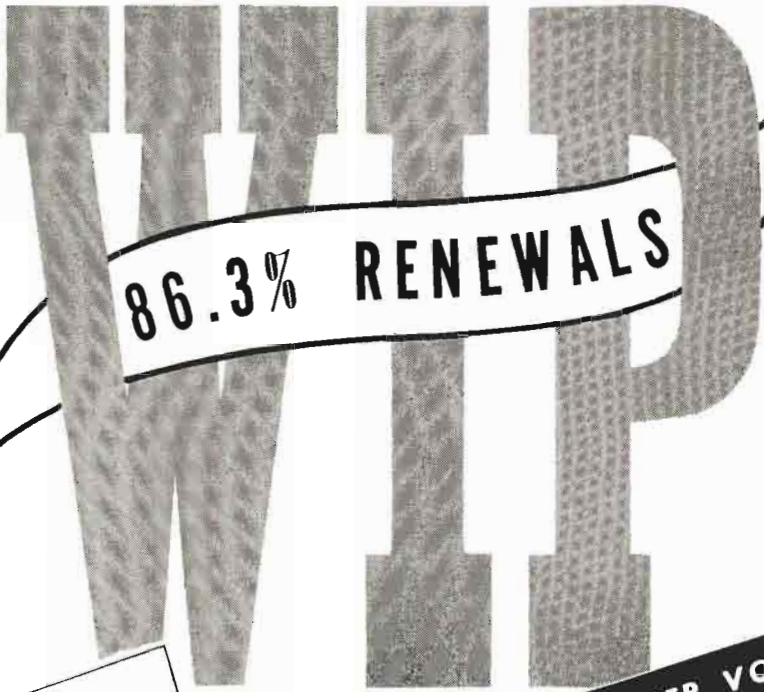
President: Paul F. Harron
 General-Commercial Manager: Edward D. Clery
 Sales Promotion-Production Manager: Rupe Werling
 Program Director: Douglas Arthur
 Chief Announcer: Roy Neal
 Musical Director: Eric Wilkinson
 Chief Engineer: John H. Henninger
 Record MC: Douglas Arthur



WIBG 10,000 WATTS
 PHILADELPHIA

SPOT SALES
 NATIONAL
 REPRESENTATIVE

OUR SUCCESS STORY



86.3% RENEWALS

PHILADELPHIA'S PIONEER VOICE

OFFICE
COMMUNICATION
From:

Burton J. J. Jr.

To: Sam Serota

Hold it!

*Make that 100%
last 45 contracts
are in now.*

sponsors are convinced
WIP creates **sales** in the
Philadelphia market

5000 WATTS • 610 KC • 24 HOURS A DAY

**MUTUAL
BROADCASTING
SYSTEM**

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address.....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone NumberLombard 2390
 Transmitter Location.....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....42 hours weekly (shares
 with WTEL)
 Newspaper Affiliation ...Philadelphia Record
 News ServiceAP

Personnel

President.....J. David Stern
 General-Commercial
 ManagerMilton Laughlin
 Program DirectorJoseph A. Grady
 Publicity DirectorJoe Dillon

WIP

PHILADELPHIA—EST. 1922
 MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pennsylvania Broad-
 casting Company
 Address 35 South 9th Street
 Phone Number.....WALnut 6800
 Transmitter Location.....Bellmawr, N. J.
 Time on the Air.....24 hours daily
 News ServiceAP; UP
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeBurn-Smith Co.

Personnel

President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales Edward A. Davies
 Program DirectorEdward Wallis
 Assistant Program Manager
 PublicitySam Serota
 Production Manager.....Ronald Dawson
 Musical Director.....Joe Frassetto
 Technical Supervisor.....Clifford C. Harris



PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special  Radio News Wire

THE BIG

3

950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on

WPEN

IN PHILADELPHIA

5000 WATTS
950 ON THE DIAL

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By.....William Penn Broad-
 casting Co.
 Operated By.....Arde Bulova
 Address.....501 Madison Ave., New York
 Phone Number.....Plaza 3-1535
 Studio Address.....1528 Walnut St.
 Transmitter Location.Columbia Ave. & Race St.
 Time on the Air.....6:45 a.m. to 12 midnight
 News Service.....Transradio, AP
 Transcription Service.....Lang-Worth

Personnel

Owner.....Arde Bulova
 General Manager.....Arthur Simon
 Commercial Manager.....Alfred Dienert
 Publicity Director.....Gil Babbitt
 Program Director.....Lewis L. London
 Production Manager.....Robert H. Bloomfield
 Publicity Director.....Rhoda L. Otis
 Chief Announcer.....Don Frank
 Musical Director.....Joseph Franzosa
 Chief Engineer.....Charles Burtis
 Record MC.....Peter Arnell

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Foulkrod Radio Eng.
 Address.....4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport
 4310
 Transmitter Location...."H" St. and Wyoming
 Ave.
 Time on Air.....Shares with WHAT-WCAM
 Representative.....Forjoe & Co.

Personnel

President-Program Director.....Doug. Hibbs
 General Manager.....Henry N. Cocker

K D K A

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....1619 Walnut St., Phila-
 delphia, Pa.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio

National Sales Office Address..1619 Walnut
 Street, Philadelphia, Pa.
 Representative....National Broadcasting Co.

Personnel

President.....George H. Bucher
 Station Manager.....Joseph E. Baudino
 Commercial Manager.....Frank V. Webb
 Sales Promotion.....John F. McMahon
 Program Director.....Robert E. White
 Director of War
 Programs.....Victoria Corey
 Publicity Director.....Harry E. Barnett
 Musical Directors.....Bernie Armstrong,
 Aneurin Bodycombe
 Chief Engineer.....T. C. Kenney

K Q V

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....KQV Broadcasting
 Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1475 Crane Road
 Time on the Air.....7 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative.....Spot Sales

Personnel

President.....H. J. Brennen
 Station Manager.....G. S. "Pete" Wasser
 Commercial & Advertising
 Manager.....R. M. Thompson, Sr.
 Program Director.....Alicia Fuller
 Chief Engineer.....Walter W. McCoy

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location....Agnew Road, Bald-
 win Township, R. D. No. 6
 Time on the Air.....6:30 a.m. to 2 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun
 Telegraph
 News Service.....INS; AP
 Transcription Service....World Broadcasting
 System, Standard, Lang-Worth
 Representative.....The Katz Agency, Inc.

Personnel

President-General
 Manager.....Leonard Kapner
 Sales Manager.....Willard Schroeder
 Promotion-Publicity.....Marion Annenberg

Chief Announcer.....Bob Donley
 Program Manager.....R. Clifton Daniel
 Production Manager.....Don Dixon
 Musical Director....."Babe" Rhodes
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House

Address.....411 Seventh Avenue,
 1406 Chamber of Commerce Bldg.

Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree, Pittsburgh

Time on the Air.....7:30 a.m. to 12:30 a.m.
 News Service.....Transradio
 Representative.....Wm. G. Rambeau Co.

Personnel

General Manager.....H. J. Brennen
 Sales Promotion....."Pete" Wasser
 Program and Production.....James M. Hughes
 Publicity Director.....Marian Caughey
 Chief Announcer.....Beckley Smith
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated My.....WWSW, Inc.
 Address.....Hotel Keystone

Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette

News Service.....AP
 Transcription Service...Standard Radio; Asso-
 sociated Music Publishers

Personnel

President-Station Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Publicity-Sales Promotion.....John Wilkoff
 Program Director.....Walter E. Sickles
 War Program Director.....Marjorie McCann
 Production Manager.....John Davis
 Artists' Bureau Head.....Marie Wilk
 Chief Announcer.....David Tyson
 Musical Director.....John Mitchell
 Chief Engineer.....Ray Harlow

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts

Owned-Operated By.....Berks Broadcasting
 Co.

Business Address.....533 Penn St.
 Phone Number.....7335

Studio Address.....533 Penn St.
 Transmitter Location.....Spring Township

Time on the Air.....Local sunrise to sunset
 Transcription Service...Lang-Worth; Standard
 Radio

News Service.....UP
 Representative.....George P. Hollingbery
 Co.

Personnel

General Manager.....Clifford M. Chafey
 Program Director.....J. Calvin Jackson
 Sales Manager.....Robert Magee
 Musical Director.....E. Lester Hofmaster
 Chief Engineer.....H. O. Landis

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

QUAKER NETWORK

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

Business Address.....533 Penn St.
 Phone Number.....7336

Studio Address.....533 Penn St.
 Transmitter Location.....Pomeroy Bldg.

Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP

Transcription Service.....NBC Thesaurus;
 Lang-Worth

Representative.....William G. Rambeau Co.

Personnel

President.....Clifford M. Chafey
 Station Manager.....Raymond A. Gaul
 Sales Manager.....Arthur W. Chafey
 Program Director.....J. Calvin Jackson

W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

PENNSYLVANIA NETWORK

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

Address.....Select Bldg.
 Phone Number.....4-1148

Transmitter Location.....721 N. Blakely St.,
 Dunmore, Pa.

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

Transcription Service.....NBC Thesaurus
 Representative...George P. Hollingbery Co.

Personnel

President & Station Mgr....Martin F. Memolo

• • • **PENNSYLVANIA** • • •

Program Director.....Kenneth Beghold
 Chief Announcer.....John Von Bergen
 Musical Director.....Frank Keller
 Chief Engineer.....Adolph Oschmann

•
W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....Scranton Broad-
 casters, Inc.

Business Address.....1000 Wyoming Ave.
 Phone Number.....6296
 Studio Address.....1000Wyoming Ave.
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.

Time on the Air: 6:45 a.m. to 1:05 a.m.; Sun-
 days, 7:45 a.m. to 1:05 a.m.

News Service.....AP
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Frank Megargee
 Station Manager.....Robert E. McDowell
 Commercial & Sales
 Manager.....Geo. D. Coleman
 Program Director.....Frank Monaghan
 Production Manager.....Dave Griffiths
 Publicity Director.....George Campbell
 Chief Announcer.....Bill Pierce
 Chief Engineer.....Kenneth R. Cooke

•
W Q A N

SCRANTON

Frequency: 910 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....The Scranton Times
 Address.....Scranton
 Transmitter Location.....Scranton
 Time on the Air.....Shares time with WGBI
 Newspaper Affiliation...The Scranton Times

Personnel

President.....Edward J. Lynett
 Director.....A. J. O'Malley
 (Non-Commercial Station)

•
W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company

Business Address.....P. O. Box 541
 Phone Numbers.....4113, 4114
 Studio Address.....Pine Hollow Blvd.
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....6 a.m. to local sunset

Newspaper Affiliation.....Sharon Herald
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Howard H. Wilson
 Company

Personnel

President & General
 Manager.....John Fahlne, Jr.
 Commercial Manager...J. T. Van Sweringen
 Program Director.....Paul Gamble
 Publicity Director.....Evelyn Keller
 Chief Engineer.....A. C. Heck

•
W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Broadcast-
 ing Corp.

Address.....1150 N. Front St.
 Phone Number.....1325
 Transmitter Location.....1150 N. Front St.
 Time on the Air.....7:30 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
 Station Manager.....Melvin Lahr
 Program Director.....Ken Hafer
 Sales Manager.....Homer Smith
 Chief Announcer.....Earnie Lukens
 Chief Engineer.....John Keller

•
W M B S

UNIONTOWN—EST. 1937

**COLUMBIA BROADCASTING SYSTEM
 ATLANTIC SPORTS NETWORK**

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fayette Broadcast-
 ing Corp.

Address.....Fayette Title and Trust Bldg.
 Phone Number.....800
 Transmitter Location.....Burgess Field
 Time on the Air.....7 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Representative.....Radio
 Advertising Co.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Promotion-Publicity Director.....Jean Snyder
 Program-Production Director.....Sullivan Sages
 Chief Announcer.....Kenneth Wilson
 Musical Director.....Sullivan Sages
 Chief Engineer.....William Henzly
 Record MC.....Willard Glover

W J P A

WASHINGTON—EST. 1942

VICTORY NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Washington Broad-
casting Company

Address: George Washington Hotel
Phone Number: 4870
Transmitter Location: North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
days, 9 a.m. to 12:30 a.m.

News Service: UP
Transcription Service: Lang-Worth, Victory
National Representative: Spot Sales, Inc.

Personnel

President: John Laux
Station-Commercial Manager: John M. Croft
Program Director and
Chief Announcer: Hunter Reams
Chief Engineer: Joseph M. Troesch

W B A X

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: John H. Stenger, Jr.
Address: 141 South Main St.
Phone Number: 3-0196
Transmitter Location: Plains Township, Pa.
Time on the Air: Unlimited License
News Service: UP
Transcription Service: Associated

Personnel

President-Station Manager: John Stenger, Jr.
General Manager: A. W. Grebe
Program Director: Dick Mawson
Production Manager: Ed Thomas
Chief Announcer: Richard Owens
Musical Director: Phil Cusick
Chief Engineer: John Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Louis G. Baltimore
Address: 62 So. Franklin Street
Phone Number: 33101
Transmitter Location: Third Avenue, Kingston,
Pa.

Time on the Air: 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Louis G. Baltimore
Station-Commercial Mgr.: A. C. Baltimore
Program Director-Chief
Announcer: Tiny Hamrick
Production Manager: Jimmy McCarthy

Publicity Director: E. A. Hamrick
Musical Director: L. Savitt
Artists Bureau: H. P. Butler
Chief Engineer: Charles Sakoski

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRAC, Inc.
Address: 244 West Fourth Street
Phone Number: 2-6116
Transmitter Location: 1561 West Fourth Street
Time on the Air: 7:30 a.m. to 11:30 p.m.
Newspaper Affiliation: Williamsport Sun;
Williamsport Gazette & Bulletin

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

Personnel

President: E. M. Case
Station Manager: George E. Joy
Commercial Manager: J. Wright Mackey
Office Manager: Helen McKenna
Program Director: Sarah Jane Person
Production Manager: Irving A. Berndt, Jr.
Chief Announcer: Leon Kelly
Chief Engineer: Louis Persio
Studio Hostess: Elaine Stern

W R A K

Serving Williamsport, Pa.

NIGHT & DAY

STATION	MORN.	AFT'NOON	EVE.
WRAC	82.3	83.9	62.2
A	1.2	2.2	8.9
B	3.2	3.9	6.1
C	8.8	5.4	13.5
D	1.5	1.8	5.9
OTHERS	3.0	2.8	3.4

C. E. Hooper Fall Index 1943

—NBC—

J. P. MCKINNEY & SON

Representatives

W O R K

YORK—EST. 1932

MBS-NBC

MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number.....6629
Transmitter Location..West Manchester Town-
ship, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service UP
Transcription Service.....Standard Radio.
Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station ManagerClair R. McCollough
Station Director and National Sales
Manager.....J. Robert Gulick
Station-Commercial Manager...Harold Miller
Program DirectorArthur Weeks
Chief Engineer.....J. E. Mathiot

W S B A

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By...Susquehanna Broad-
casting Co.
Address York
Phone Number2676
Transmitter Location.....York
Time on the Air.....Daytime License
News Service AP
Transcription Service..... Associated Music
Publishers; World Broadcasting System
RepresentativeSpot Sales, Inc.

Personnel

Executive DirectorLouis Vyner
Commercial ManagerSydney Robbins
Program Director-Chief
AnnouncerOtis Morse, 4th
Production ManagerRoy Baxter
Publicity DirectorSam Leavitt
Musical DirectorHarold Shutz
Chief EngineerWillis Weaver

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

Mutual Broadcasting System

FOR . . .

The most direct

The most economical

The most effective

COVERAGE

**Rx
WFCI**

**PROVIDENCE
PAWTUCKET
MARKET**

**1420 K C
1000 WATTS**

★

BASIC BLUE NETWORK

★

A P NEWS

★

STANDARD LIBRARY

MERCHANDISING

PROMOTION

★

DEALER PREFERENCE

★

LISTENER PREFERENCE and LOYALTY

★

PAWTUCKET BROADCASTING CO.

450 MAIN STREET • PAWTUCKET, RHODE ISLAND

National Representative ★ WILLIAM RAMBEAU COMPANY

NEW YORK • CHICAGO • LOS ANGELES

582

RHODE ISLAND

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

W F C I

PAWTUCKET—EST. 1941
BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Pawtucket Broadcast-
ing Co.
Business Address 450 Main Street
Phone Number Perry 9540
Transmitter Location. John St., Lonsdale, R. I.
Time on the Air: 6 a.m. to 1 a.m.; Saturdays,
6 a.m. to 2 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.

Personnel

President-Station Manager,
Howard W. Thornley
Treasurer Frank F. Crook
Commercial Manager T. F. Allen
Program Director George Sutherland
Promotion-Publicity Director T. F. Allen
Production Manager Robert T. Engels
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By The Yankee Net-
work, Inc.
Address Crown Hotel
Phone Number DExter 1500
Transmitter Location East Providence, R. I.
Time on the Air Unlimited License
News Service AP
Transcription Service Associated Music
Publishers, Standard
Representative Edward Petry Co., Inc.

Personnel

Chairman of the Board-General Manager,
John Shepard 3rd
Station & Commercial Manager. Joseph Lopez
Promotion-Publicity Director. James S. Powers
Program Director Rose M. Powers

Production Manager Don Morton
Chief Engineer Harry Tilley

W J A R

PROVIDENCE—EST. 1922
NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Company
Business Address 176 Weybosset Street
Phone Number Gaspee 1071
Transmitter Location Wampanoag Trail,
East Providence, R. I.
Time on the Air Unlimited License
Transcription Service World Broadcasting
System
Representative Weed & Company

Personnel

President Mortimer L. Burbank
Station-Commercial Manager. John J. Boyle
Musical Director Earl Shean
Chief Engineer Thomas Prior

ANOTHER FIRST

for **PA**

PA originated hourly spot
news summaries on the
special AP radio news wire.

FIRST

cket -

WPRO

PROVIDENCE, R. I.

- Basic CBS Station
- 5000 Watts
- 630 Kc.

CHERRY & WEBB BROADCASTING CO.

National Representative

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

584

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Cherry & Webb
 Broadcasting Company
 Address: 15 Chestnut Street
 Phone Number: Plantations 9776
 Transmitter Location: East Providence, R. I.
 Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 News Service: AP; UP

Transcription Service: NBC Thesaurus,
 Lang-Worth
 Representative: Paul H. Raymer Company

Personnel

President: William S. Cherry, Jr.
 Commercial Manager: Eric Williams
 Publicity Director: Albert C. Rider
 Production Manager: Edward R. Pearson
 Educational Director: Mollie B. Cherry
 Musical Director: Edwin F. Drew
 Chief Engineer: Howard W. Thornley

SOUTH CAROLINA

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

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Wilton E. Hall
 Address: Anderson College
 Studio Address: Anderson College, S. C.,
 Clemson College, S. C.
 Phone Number: 800
 Transmitter Location: Anderson College
 Time on the Air: 6 a.m.-12:05 a.m.
 Newspaper Affiliation: Anderson Independent;
 Daily Mail
 News Service: INS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System

Personnel

Owner: Wilton E. Hall
 Commercial Manager: G. Paul Browne
 Program Director: Randy Davison
 Production Director: R. E. Liverance
 Artists Bureau: Carroll Lee
 Chief Engineer: Harold C. Spengler

Personnel

President Station Manager: J. M. Rivers
 Commercial Manager: Roland Weeks
 Program Director: Russ Long
 Traffic Manager: Gladys S. Monogue
 Production Manager: T. Heyward Moore
 Chief Announcer: Chuck Simpson
 Publicity: Ann T. Finnell
 Musical Director: Betty Sturcken
 Chief Engineer: Wilbur Albee
 (See Page 586)

W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By: Atlantic Coast
 Broadcasting Company
 Business Address: 135 Church St.
 Phone Number: 2-2961; 2-2962
 Studio Address: 135 Church St.
 Transmitter Location: Albemarle, S. C.
 Time on the Air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 Newspaper Affiliation: News & Courier;
 Charleston Evening Post
 News Service: AP
 Transcription Service: Standard Radio
 Representative: George P. Hollingbery
 Co.

Personnel

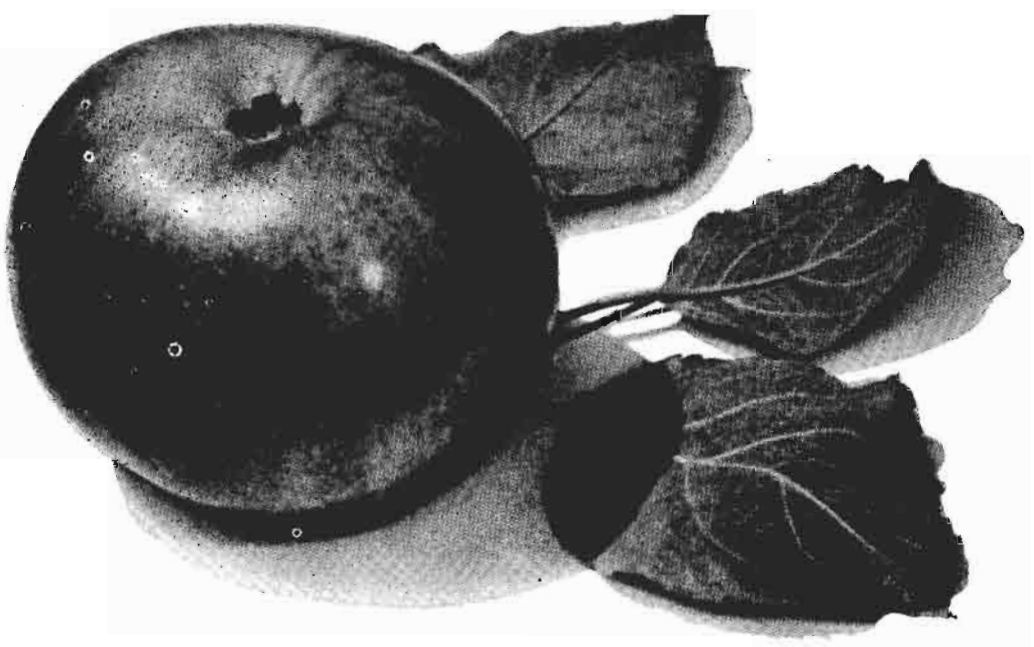
President: R. M. Manigault
 Station Manager: R. E. Bradham
 Commercial Manager: W. P. Speight
 Program Director: A. F. Witte
 Chief Engineer: D. M. Bradham

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: South Carolina
 Broadcasting Company
 Address: Francis Marion Hotel
 Phone Numbers: 7611; 7612
 Transmitter Location: Windemere, S. C.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Free & Peters



We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name... make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that

we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these — that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel

The CBS Station for the Coastal Carolinas

*P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.



WCOS
COLUMBIA—EST. 1939
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Carolina Broadcasting Corp.
Address 1202 Main St.
Phone Number 25601
Transmitter Location 200 Senate St.
Time on Air 6:30 a.m. to midnight
News Service AP
Transcription Service Standard Radio
Representative Spot Sales, Inc.

Personnel

President H. F. Kinscey
General Manager W. C. Bochman
Sales Promotion Manager Donald Clark
Program Director Moody McElveen
Record M.C. & Production Dave Campbell
Publicity Dorothy Sligh
Chief Announcer Moody McElveen
Chief Engineer Harry Clippard

.
WIS
COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY
Frequency: 560 Kc. Power: 5000 Watts
Owned By The Surety Life Insurance Company
Operated By Radio Station WIS
Address 1811 Main Street
Phone Number 2-2135; 2-2136
Transmitter Location Bluff Road
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Free & Peters, Inc.

Personnel

President Herman N. Hipp
Station Manager G. Richard Shaffo
Commercial Manager J. D. Saumenig
Program Director Ray A. Furr
Production Manager-Chief
Announcer Jack Peterson
Publicity Director Cosette Merrill
Musical Director Mary Elizabeth Shealy
Chief Engineer Scott Helt

.
WOLS
FLORENCE—EST. 1937
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Florence Broadcasting Co., Inc.

Address 129 South Dargan
Phone Number 48
Transmitter Location Charleston Highway
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.
News Service UP
Transcription Service Keystone Broadcasting System
Representative Cox & Tanz

Personnel

Owner M. F. Schnibben
Station-Commercial Manager H. Russ Holt
Program Director-Chief Announcer,
Raymond Caddell
Publicity Director Carol Schnibben
Musical-War Program Director. Claude Putnam
Chief Engineer Herman Hanks

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WFBC
GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News Piedmont Co.
Address Poinsett Hotel
Phone Number 362; 363
Transmitter Location Gannt, S. C.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Greenville News; Greenville Piedmont
News Service UP
Transcription Service NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President Roger C. Peace
Station Manager B. T. Whitmire
Commercial Manager Robert Glass
Program-Production Director Alice Wymam
Publicity Director Dr. Nicholas P. Mitchell
Chief Announcer Charlie Davis
Musical Director Marcia Wyche
Chief Engineer W. C. Etheredge

.
WMRC
GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Textile Broadcasting Company, Inc.
Business Address Prevost Bldg.
Phone Number 5730
Studio Address Prevost Building

. . . SOUTH CAROLINA . . .

Transmitter Location.....400 Mayberry Street
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceWor'd
 National Representative...Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
 Station Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Program-Musical Director....Jimmy Simpson
 War Program Director.....Moddell Howell
 Production Manager.....Joe Groger
 Publicity Director.....Pearle Eargle
 Chief Announcer.....Sid Tear
 Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 AddressGreenwood
 Phone Number4300
 Transmitter Location.....Greenwood
 Time on the Air.....Unlimited license
 News ServiceAP
 Transcription Service.....World, Keystone

Personnel

PresidentDouglas Featherstone
 Station ManagerDan Crosland
 Program DirectorNewton S. Smyth
 Women's EditorMargaret Bailey
 Chief Engineer.....E. C. Niemann

W O R D

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Spartanburg Adver-
 tising Company
 Address.....224 E. Main St.
 Phone Number2900
 Transmitter Location.....2½ miles Northeast
 of Spartanburg
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager,
 Walter J. Brown
 Station Manager.....Roger A. Shaffer

Musical Director.....Lea Perrin
 Chief Engineer.....Murray Coleman

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Ad-
 vertising Company
 Address.....224 E. Main St.
 Phone Number2900
 Transmitter Location....3½ miles Northwest
 of Spartanburg
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceAssociated
 Music Publishers
 Representative....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
 Vice President-General Manager,
 Walter J. Brown
 Assistant General Manager,
 John W. Kirkpatrick
 Director of Public Relations..Roger A. Shaffer
 Program-Publicity Director..Sterling W. Wright
 Assistant Program Director...Harold B. Shaw
 Musical DirectorCorinne Kearse
 Chief EngineerHarold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK

PALMETTO STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WFIG, Inc.
 Address39 North Main Street
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....15 Hours Daily
 News ServiceUP
 Transcription Service.....Keystone Broad-
 casting System
 National Representative.....Cox & Tanz

Personnel

President-Station Manager....Julius S. Brody
 V.-P.-Sec'y.....T. Doug Youngblood
 Commercial Mgr.....M. Watson
 Publicity Director.....Dorothy Boney
 Chief Engineer.....Edwin W. Roman

SOUTH DAKOTA

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

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts

Owned-Operated By...Aberdeen Broadcast Company

Address117½ South Main Street

Phone Number..... 4626

Transmitter Location.....Wylie Park

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

News ServiceAP

RepresentativeThe Walker Company

Personnel

PresidentH. C. Jewett, Jr.

Vice-President.....C. H. Anderson

Vice-President.....Olwin Ackley

Treasurer.....J. H. McKeever

Secretary-General Manager.....A. A. Fahy

Program Director.....Aileen Johnson

Chief Engineer.....Delbert Hunt

K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts

Owned-Operated By...Ida A. McNeil

Address203 West Summit Ave.

Phone Number351

Transmitter Location...203 West Summit Ave.

Time on the Air.....9:30 a.m. to sunset

News ServiceAP

Transcription Service...Keystone Broadcasting System

RepresentativeCox & Tanz

Personnel

Owner and Director.....Ida A. McNeil

Chief Engineer.....Robert H. Dye

K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Black Hills Broadcast

Company of Rapid City

AddressAlex Johnson Hotel

Phone Number.....2000

Transmitter Location...2½ miles East of City

Time on the Air: 6 a.m. to 9 p.m.; Sundays, 9 a.m. to 5 p.m.

News ServiceUP

Transcription Service...Lang-Worth; Keystone Broadcasting System

RepresentativeThe Walker Company

Personnel

President.....C. A. Quarnberg

Station-Commercial Manager...Robert I. Dean

Program Director-Production Manager,

George E. Bruntlett

Publicity Director.....Albert Ziegler

Artists Bureau Head.....Mildred Palmer

Chief Engineer.....A. E. Griffiths

Record MC.....Kenneth Peterson

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts

Owned By.....State of South Dakota

Operated By.....South Dakota State

School of Mines and Technology

AddressEast St. Joseph Street

Phone Number.....1600

Transmitter Location.....St. Joe Street and Birch Avenue

Time on the Air.....11 a.m. to 1 p.m.

News ServiceAP

Transcription ServiceStandard Radio

Personnel

President.....Joseph P. Connolly

Station Manager.....C. M. Rowe

Program Director.....Scott Burril

Publicity Director.....Redford Dibble

Chief Announcer.....Harold Knutson

Chief EngineerE. E. Clark

(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Sioux Falls Broadcast Assn., Inc.

Address.....317 So. Phillips Ave.

Phone Number.....757

Transmitter Location...Highway No. 16

Time on the Air.....10 a.m. to 12 midnight

News ServiceAP

Transcription Service.....NBC Thesaurus

RepresentativeHoward H. Wilson Co.

Personnel

PresidentJoseph Henkin

Station Manager.....Morton Henkin

Ass't and Commercial Manager,

George R. Hahn

Sales Promotion Manager.....S. Fantle, Jr.

Program Director.....Verl Thomson

Chief Engineer.....Max Staley

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By: Sioux Falls Broad-
cast Assn., Inc.

Address: 317 So. Phillips Ave.
Phone Number: 757
Transmitter Location: Highway No. 16
Time on the Air: 6 a.m. to local sunset
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Co.

Personnel

President: Joseph Henkin
Station Manager: Morton Henkin
Commercial Manager: George R. Hahn
Sales Promotion Manager: S. Fantle, Jr.
Chief Engineer: Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts
Owned-Operated By: University of South
Dakota

Address: Union Building
Phone Number: 601
Transmitter Location: Science Hall
Time on the Air: 3 p.m. to 6 p.m.

Personnel

Director of Radio: Prof. Hale Aarnes
Station Manager: Bernice Stier
Chief Engineer: George Nordquist
(Non-Commercial Station)

K W A T

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Midland National Life Insur-
ance Company

Operated By: F. L. Bramble (Mgr.); M. W.
Plowman (Ass't. Mgr.)

Address: Midland Building
Phone Number: 777
Transmitter Location: 1/2 mile south of
business section
Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Keystone

Personnel

Station Manager: F. L. Bramble
Commercial Manager: M. W. Plowman
Promotion-Publicity Director: Morris Wisott
Chief Engineer: Francis Alwin

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
IOWA BROADCASTING COMPANY

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: WNAX Broadcasting
Co.

Address: Yankton
Phone Number: 443
Transmitter Location: Yankton
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register &
Tribune

News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
General-Commercial Manager: Phil Hoffman
Sales Promotion Manager: Jack Paige
Program Director: Arthur J. Smith
Musical Director: Rex Hayes
Chief Engineer: Clifton M. Todd

TENNESSEE

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

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting
Station WOPI, Inc.

Address: 410 State St.
Phone Number: WOPI
Transmitter Location: Old Abingdon Pike,
Washington County, Va.

Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Burn-Smith Company

Personnel

President and General Manager: W. A. Wilson
Commercial Manager: R. L. Russell
Program Director: Fey Rogers
Publicity Director: Corinne Butterworth
Continuity Director: Marjorie Freels
Production Manager: Gene Thomas
Chief Engineer: Robert Smith

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... WAPO Broadcasting Service

Address Read House
Phone Number 6-6141
Transmitter Location Pineville Road
Time on the Air 5:30 a.m. to 12 Midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Headley-Reed Company

Personnel

Owner Mrs. W. A. Patterson
General Manager R. G. Patterson
Local Sales Manager R. N. Krepps
National Sales Manager Helen H. Patterson
Program-Publicity Director Helen Patterson
Chief Announcer Bob Bosworth
Artists' Bureau Head Louise Harley
Musical Director William Krug
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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

Address 419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location 419 Volunteer Bldg.
Time on the Air 6 a.m. to 11 p.m.
News Service UP
Transcription Service Standard Radio
Representative Burn-Smith Co.

Personnel

President Joe W. Engel
Station Manager Frank S. Lane
Commercial Manager Ken Flenniken
Program Director Vann Campbell
Chief Announcer George Barber
Musical Director Jean Van Arsdale
Chief Engineer B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By WDOD Broad-
casting Corporation

Address Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location Baylor School
Time on the Air: 5:30 a.m. to 12:05 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service UP

Transcription Service Langworth, World
Representative Paul H. Raymer Co.

Personnel

Co-Owners Earl W. Winger,
Norman A. Thomas
General Manager Earl W. Winger
Commercial Manager Carter M. Parham
Sales Promotion Manager Cliff W. Bowers
Program Manager Gene Wilkey
Chief Announcer Douglas Davies
Musical Director John Tettesore
Chief Engineer J. C. Vessels

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Wm. Kleeman
Address: Masonic Bldg., Commerce and Third
Street

Phone Number 499
Transmitter Location One mile southeast
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
8 a.m. to 10 p.m.

News Service AP
Transcription Service World
Representative Cox & Tanz

Personnel

Owner Wm. Kleeman
Station Manager W. E. Williams
Commercial-Sales Promotion
Manager Helen Wallace
Program Director W. E. Williams
Chief Announcer Clay Cline, Jr.
Chief Engineer John Bailey

W H U B

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WHUB, Inc.
Address East Spring Street

Phone Number Southern Continental 200
Transmitter Location 807 Hickory Street
Time on the Air 6 a.m. to 10 p.m.
News Service AP
Transcription Service Keystone Broadcasting
System

Personnel

President-Chief Owner M. L. Medley
Chief Announcer Grady Lemons
Chief Engineer Charles Burch

W T J S

JACKSON—EST. 1931

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By Sun Publishing
Company

Address 104 West Baltimore St.
Phone Number 3340
Transmitter Location Highway 45
Time on the Air 7 a.m. to 12 midnight
Newspaper Affiliation The Jackson Sun
News Service UP
Transcription Service Standard Radio
Representative The Branham Company

Personnel

President A. A. Stone
Station-Commercial Manager A. B. Robinson
Program-Publicity Director Otis Roush
Musical Director-Artists' Bureau Head,
James Allen
Chief Announcer Paul Moore
Chief Engineer B. C. Brummell

W J H L

JOHNSON CITY—EST. 1938
THE BLUE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By WJHL, Inc.
Business Address 412 S. Roan St.
Phone Number WJHL
Studio Address 412 S. Roan St.
Transmitter Location R.F.D. No. 4,
Johnson City

Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio
Representative Howard H. Wilson

Personnel

President-Station Manager W. Hanes Lancaster
Station-Commercial Manager Ken Marsh
Program-Production Director Henry Frick
Chief Engineer O. K. Garland

W K P T

KINGSPORT—EST. 1940
NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

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

Address 222 Commerce St.
Phone Number WKPT
Transmitter Location East Kingsport
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service UP
Transcription Service Lang-Worth;
Standard Radio
Representatives Burn-Smith Co.;
Harry Cummings

Personnel

President C. P. Edward, Jr.
General Manager Jess Swicegood
Program-Production Manager Paul Overbay
Chief Engineer Gladman W. Upchurch

W B I R

KNOXVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

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

Address Chamber of Commerce Bldg., 618
South Gay Street
Phone Number 4-3321
Transmitter Location Brooks Road &
Wildier Place

Time on the Air 129 hrs. weekly
News Service UP
Transcription Service Associated Music
Publishers

Representative Burn-Smith Co.

Personnel

President Gilmore N. Nunn
Station-Commercial Mgr. John Ballard
Chief Engineer J. Rex Horton

W N O X

KNOXVILLE—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Operated By Scripps-Howard
Radio, Inc.

Address 110-112 South Gay Street
Phone Number 3-3171
Transmitter Location Anderson Road near
Knoxville

Time on the Air: 5 a.m. to 12 midnight; Sun-
days, 5:30 a.m. to 12 midnight

Newspaper Affiliation Knoxville News-Sentinel
News Service UP
Transcription Service Standard Radio; Lang-
Worth

Representative The Branham Company

Personnel

President Jack R. Howard
Vice-President-General Manager,

R. B. Westergaard
Commercial Manager Harry Le Brun
Sales Promotion-Publicity Manager C. B. Davis
Program Director Lowell Blanchard
Director of War Programs Walter Corning
Musical Director Jerry Collins
Chief Announcer Tys Terwey
Chief Engineer
Record MC Kurt Webster

W R O L

KNOXVILLE—EST. 1927
NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Stuart Broadcasting
Co.

Business Address Hamilton Bank Bldg.
Phone Number 2-7111
Studio Address Hamilton Bank Bldg.

Transmitter Location.....Holston Hills
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 World
 Representative.....John Blair & Co.

Personnel

President.....S. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Fred Pfahler
 Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Owen McReynolds

W H B Q
 MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.

Address.....Hotel Gayoso
 Phone Number.....8-6868
 Transmitter Location.....46 Neely St.
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Program Director-Chief Announcer.....John T. Orr
 War Program Director.....Bob Alburty
 Publicity Director.....Lee Johnson
 Chief Engineer.....Welton Roy
 Record MC.....Alfred Kerr

W M P S
 MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Memphis Broad-
 casting Company

Address.....Columbian Tower, 62 North
 Main Street
 Phone Number.....5-2721
 Transmitter Location.....1690 South Lau-
 derdale
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 11:45 p.m.
 Newspaper Affiliation.....Memphis Press-
 Scimitar
 News Service.....UP
 Transcription Service.....Standard Radio;
 Associated
 Representative.....Spot Sales, Inc.

Personnel

President.....Jack R. Howard
 Station Manager-Program Director
 Harold R. Krelstein
 Commercial Manager.....Harold R. Krelstein

Merchandising Manager-Publicity Director
 Robert Hobgood
 Director of War Programs
 Francis Chamberlin
 Chief Announcer.....Lawrence Trexler
 Musical Director.....Kay Benander
 Chief Engineer.....J. G. Deaderick

W R E C
 MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service

Address.....Hotel Peabody
 Phone Number.....5-1313
 Transmitter Location.....Memphis
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Lang-Worth

Representative.....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program-Publicity Director.....Roy Wooten
 Production Manager.....Bill Trotter
 Chief Announcer.....Louis Fossee
 Musical Director.....Jesalyn Payne
 Chief Engineer.....S. D. Wooten, Jr.

PA

*Originated
 the extra
 service of the
 only press
 association
 Station Relations
 Department*

MARKET DATA OF DAY COVERAGE OF

★ W M C
MEMPHIS
TENN.

POPULATION	HOME UNITS	RADIO UNITS	EFFECTIVE BUYING INCOME	RETAIL SALES	FOOD SALES	DRUG SALES
3,092,108	777,206	393,518	\$896,976,000	\$615,979,000	\$112,935,000	\$21,225,000

The South's Biggest Market
✓ *Biggest Area*

In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.

✓ *Biggest Population*

In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!

✓ *Biggest Retail Sales*

Retail sales total \$615,979,000 with an effective buying income of \$896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.

★ W M C
MEMPHIS

- ★ NBC
- ★ 5,000 WATTS DAY AND NIGHT
- ★ OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- ★ REPRESENTED NATIONALLY BY THE BRAINHAM COMPANY

W M C

MEMPHIS—EST. 1923
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK
 Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Memphis Publishing Co.
 Address Goodwyn Institute
 Phone Number 8-7464
 Transmitter Location Five Points, Tenn.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation Memphis Commercial Appeal
 News Service UP
 Transcription Service NBC Thesaurus; Lang-Worth
 Representative The Branham Co.

Personnel

Station Manager H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Assistant Commercial Manager .Cliff Goodman
 Program Director John Cleghorn
 Production Manager.....Ed Deffenbaugh
 Chief Engineer E. C. Frase, Jr.

W L A C

NASHVILLE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
 Frequency: 1510 Kc.....Power: 50000 Watts
 Owned By ..J. T. Ward, d/b as WLAC Broadcasting Service
 Operated By.....WLAC Broadcasting Service
 Address.....Third National Bank Bldg.
 Phone Number 6-0161
 Transmitter Location Dickerson Road
 Time on the Air .6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 News Service UP
 Transcription Service.... World Broadcasting System; NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 General-Commercial Manager...F. C. Sowell
 Promotion ManagerChas. L. Andrews
 Program Director Paul Oliphant
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
 Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By WSIX, Inc.

AddressNashville Trust Building
 Phone Number 5-5431
 Transmitter Location ...Northeast of Nashville
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard Radio;
 C. P. MacGregor; Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President-Station Manager...Jack M. Draughon
 Commercial Manager... Eugene S. Tanner
 Program-Production Manager,
 Jack Wolever, Jr.
 Publicity Director..... R. L. Chaudoin
 Chief Announcer..... Buck Byrum
 Musical Director..... Frank Bobo
 Chief Engineer..... Bascom E. Porter
 Record MC..... Walter Ferguson

TELESCRIPTS

... ORIGINATED BY **PA**

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



radio news wire.

*Widely sponsored
 from Coast-to-Coast*



THE Fifth ESTATE

**WSM — THE PUBLIC SERVICE
STATION IN TENNESSEE**

IN these days when much conjecture is advanced upon the subject of radio's prime function, WSM points with pride to its public service programs. A true knowledge of the community's needs and desires enables us to serve our listeners well.

Needless to say that when listeners are loyal to the station, they are equally as loyal to its advertisers. Confidence is the basis of good listening . . . and good buying.



HARRY L. STONE, Gen'l. Mgr.

WSM

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES EDWARD PETRY & CO. INC.

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc. Power: 50000 Watts
Owned-Operated By.. The National Life and
Accident Insurance Co.

Business Address National Building
Phone Number 6-7181
Studio Address..... Seventh Avenue and Union
Street

Transmitter Location: Calendar Road, William-
son County, Tenn. (R.F.D. Franklin)
Time on the Air..18 hours daily; Sundays,
17 hours

News Service AP; INS
Transcription ServiceAssociated Music
Publishers, Lang-Worth
RepresentativeEdward Petry & Co., Inc.

Personnel

Executive Vice-President.....Edwin W. Craig
Station Manager.....Harry L. Stone
Sales Manager.....Dean R. Upson
Program Director.....Jack Stapp
Publicity Director.....Lester Barnard
Artists' Bureau Head.....Ford Rush
Chief AnnouncerOtis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds

TEXAS

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

K R B C

ABILENE—EST. 1936

**MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Reporter Broad-
casting Company

Address Abilene
Phone Number 6255
Transmitter Location341 Ambler Avenue
Time on the Air.....6:30 a.m. to 11 p.m.

Newspaper Affiliation.....Abilene Reporter-
News

News Service AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
Vice-President & Managing
DirectorHoward Barrett
Local Sales ManagerA. C. Etter
Chief EngineerJ. B. Casey

K F D A

AMARILLO—EST. 1939

**MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Amarillo Broad-
casting Corporation

Address 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight

News Service INS

Personnel

President.....Gilmore N. Nunn

Station-Commercial Manager ..H. P. Roberson
Sales Promotion Manager-Program Director
Bonnie Bennett
Chief Engineer.....Howard Blaker

K G N C

AMARILLO—EST. 1935

**NATIONAL BROADCASTING CO.
LONE STAR CHAIN**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By...Plains Radio Broad-
casting Company

Address.... Radio Building, 8th & Harrison
Phone Number 4242
Transmitter LocationBellaire Park
Time on the Air: 6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 Midnight

Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News ServiceUP
Transcription Service.....NBC Thesaurus,
Standard

National Sales Office Address: Taylor-Howe-
Snowden Group, Dallas, Texas
RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor
General Manager...Raymond Hollingsworth
Sales Manager.....Aubrey Jackson
Program Director.....Raymond Hollingsworth
Musical Director.....Frances Jensen

K N O W

AUSTIN—EST. 1924

**BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK**

TEXAS

AND THE GREAT SOUTHWEST

WFAA 50,000 WATTS
879 KC. N.B.C. AND TEXAS QUALITY NETWORK

WBAP 50,000 WATTS
828 KC. N.B.C. AND TEXAS QUALITY NETWORK

KGKO 5,000 WATTS
DAY and NIGHT
570 KC. BLUE NETWORK—LONE STAR CHAIN

DALLAS • FORT WORTH



Looking for an *effective, low cost* way to reach that **BIG, rich Texas** and Southwest market? Well, here are the key stations you positively don't want to overlook — **WFAA-WBAP**, with the largest 50,000 watt primary coverage in the United States, and **KGKO**, second only to its sister station. These stations are a vital part of the home, down this way, and have a powerful influence on the thinking and buying habits of Texas and Southwest folks. They will *respond* —if you use these stations!

NATIONAL REPRESENTATIVES

EDWARD PETRY & COMPANY, INC.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By ... Frontier Broadcasting
 Company, Inc.
 Address 520 Norwood Building
 Phone Number 2-6213
 Transmitter Location ... Fifth & Tillery Streets
 Time on the Air..... 6:30 a.m. to 12 Midnight
 News Service UP
 Representative..... Spot Sales, Inc.

Personnel

President..... H. M. Fentress
 Station Manager..... Hardy C. Harvey
 Commercial Manager..... Ernest T. Jones
 Sales Promotion Manager... Scotty Garrison
 Program-Musical Director..... Allan Ezell
 Chief Announcer..... Weldon Robinson
 Chief Engineer..... James Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 d.; 250 n.
 Owned-Operated By... State Capital Broad-
 casting Association
 Address..... P.O. Box 717
 Phone Number 2-2424
 Transmitter Location Dallas Highway
 Time on the Air..... 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard
 Representative..... The Branham Co.

Personnel

President..... Claudia T. Johnson
 General Manager..... Harfield Weedin
 Sales Manager..... R. J. Crissey
 Program-Production Director..... John Hicks
 Publicity-War Program Director... J. Mabel Clark
 Chief Engineer..... M. W. Jeffus

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.. Beaumont Broadcasting
 Corp.
 Address..... P.O. Box 2950
 Phone Number 3883
 Transmitter Location Cor. Doucette &
 Grove Streets
 Time on the Air: 6 a.m. to 2 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President..... C. W. Snider
 General-Commercial Manager.... C. B. Locke
 Sales Promotion Manager..... H. Caldwell
 Program Director..... B. R. Patterson

Chief Announcer..... Bob Liggett
 Chief Engineer..... L. M. Sanders

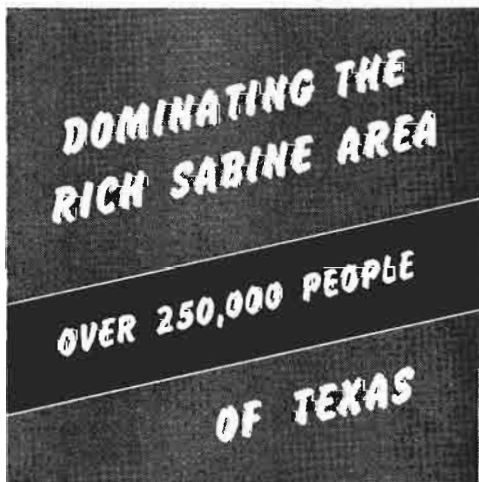
K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By..... KRIC, Inc.
 Operated By..... Enterprise and Journal Co.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location..... 130 Wall Street
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation .. Beaumont Enterprise
 News Service AP
 Transcription Service ... World Broadcasting
 Representative The Branham Company

Personnel

President..... Mrs. J. L. Mapes
 Station Manager..... Jack Neil
 Sales Manager..... G. L. Kirk
 Program Director..... Lorraine Kelley
 Publicity Director..... Martha Swafford
 Chief Announcer..... Virginia Moon
 Musical Director..... Mary Bond Campbell
 Chief Engineer..... Ben Hughes



K F D M

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

Represented by the
 Howard H. Wilson Company

K B S T

BIG SPRING—EST. 1936
MBS—TEXAS STATE NETWORK
 Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By.....Big Spring Herald
 Broadcasting Company
 Address702 Johnson Street
 Phone Number 1500
 Transmitter Location ..1¼ miles northeast
 of town
 Time on the Air.....7 a.m. to 9:30 p.m.
 Newspaper Affiliation.....Big Spring Herald
 News Service AP
 Representative.....John E. Pearson Co.

Personnel

PresidentRobert Whipkey
 Station Manager.....David Crockett
 Commercial Manager.....Charles T. White
 Program Director.....James H. Stiff
 Chief EngineerAndrew M. Jones

K N E L

BRADY—EST. 1935
KEYSTONE BROADCASTING SYSTEM
 Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated ByG. L. Burns
 Business AddressGibbons
 Phone Number 77
 Transmitter LocationBrady, Texas
 Time on the AirUnlimited license
 RepresentativeCox & Tanz

Personnel

General Manager.....G. L. Burns

K E E W

BROWNSVILLE—EST. 1937
KEYSTONE BROADCASTING SYSTEM
 Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By.....Eagle Broadcasting Co.
 Business Address...3700 San Benito Highway
 Phone Number 1273
 Transmitter Location.....San Benito Road
 Time on the Air.....6 a.m. to 9 p.m.
 News ServiceINS
 Transcription ServiceKeystone
 RepresentativeForjoe & Co.

Personnel

General Manager.....E. E. "Jack" Wilson
 Program-Production Director.....Charlie Cummins
 Chief Engineer.....Glenn McIntosh

K B W D

BROWNWOOD—EST. 1941
 Frequency: 1380 Kc. Power: 1000 d.; 500n
 Owned-Operated By.....Brown County
 Broadcasting Co.
 Address800 Hawkins Street
 Phone Number 2401
 Transmitter Location...Williams Ranch Road.
 1½ miles N. Brownwood

Time on the Air...6:30 a.m. to 11 p.m.; Sun-
 day, 7:30 a.m. to 10:30 p.m.
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....Howard H. Wilson Co.

Personnel

President-Station Manager....Wendell Mayes
 Commercial Manager.....A. D. Whisenant
 Program-Publicity Director.....Pat Laurence
 Production Manager.....Dorthea Dunlap
 Chief AnnouncerBill Field
 Chief EngineerA. W. Stewart

W T A W

COLLEGE STATION—EST. 1921
BLUE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By.....College of Texas
 AddressCollege Station
 Phone Number 4-6724
 Transmitter LocationCollege Station
 Time on the Air.....Sun-up to Sun-down
 News ServiceAP
 Transcription ServiceWorld

Personnel

Station-Commercial Manager....Ted P. Hills
 Promotion-Program Director...Evelyn Branigan
 Chief Engineer.....H. C. Dillingham

K E Y S

CORPUS CHRISTI—EST. 1940
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By...Earl C. Dunn, Charles W. Rossi,
 H. B. Lockhart and E. C. Hughes
 Operated By.....Nueces Broadcasting Co.
 AddressCenter Theater Bldg.
 Phone2-7411
 Transmitter.....Shell Rd. near Corpus Christi
 Time on the Air.....6 a.m. to 12 Midnight
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeForjoe Co.

Personnel

Station & Commercial Manager..E. C. Hughes
 Ass't Manager.....Fred Burr
 Program-Production Director...Jack Sharpe
 Chief Engineer.....Earle C. Dunn

K R I S

CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 AddressRobert Driscoll Hotel

Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air Unlimited License
 Newspaper Affiliation Caller-Times
 News Service AP
 Transcription Service Standard
 Representative The Branham Company

Personnel

General Manager T. Frank Smith
 Chief Engineer Robert S. Bush

KWBU

CORPUS CHRISTI—EST. 1943

Frequency: 1010 Kc. Power: 50,000 Watts
 Owned & Operated By Century Broadcasting
 Address 912 Commerce St., Dallas, Texas
 Phone Riverside 6381
 Transmitter Location Gregory,
 Time on the Air Daytime License
 News Service AP
 Representatives Homer Hogan & Co.,
 John E. Pearson

Personnel

President Carr P. Collins

KAND

CORSICANA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Navarro Broadcast-
 ing Association
 Business Address P. O. Box 959
 Phone Number 141
 Transmitter Location ½ mile north of
 Corsicana Highway No. 75
 Time on the Air 16½ hours daily
 News Service UP
 Representatives Hal Holman Co.;
 The Walker Co.

Personnel

President J. C. West
 Station Manager Aubrey H. Escoe
 Chief Engineer Eugene R. Hellums

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 50000 Watts
 Owned-Operated By KRLD Radio Corp.
 Address Hotel Adolphus
 Phone Number Central 6811
 Transmitter Location Garland, Texas
 Time on the Air: 5:30 a.m. to 12 Midnight;
 Sundays, 6 a.m. to 12 Midnight
 Newspaper Affiliation Dallas Daily Times
 News Service AP

Transcription Service Standard Radio
 Representative The Branham Co.

Personnel

President J. W. Runyon
 Managing Director C. W. Rembert
 Ass't Manager James W. Crocker
 Commercial Manager William A. Roberts
 Sales Promotion Manager J. W. Crocker
 Program Director Ruth Clem
 Publicity Director Douglas Hawley
 Traffic Manager A. H. Plumlee
 Musical Director Lawrence N. Morrell
 Chief Engineer R. M. Flynn

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts
 Owned-Operated By Chilton Radio
 Corporation
 Address 11th Floor, Hotel Stoneleigh
 Phone Number C-6193
 Transmitter Location Bruton Road (7 miles
 out of Dallas)
 Time on the Air 6 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Program Director T. E. Perrin
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

WFAA

DALLAS—EST. 1922

**NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK**

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp.,
 publisher of The Dallas Morning News
 Business Address 1122 Jackson St.
 Phone Riverside 9631
 Studio Address Santa Fe Bldg. Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air. Shares time with WBAP,
 Fort Worth, operating continuously from 6
 a.m. to 12 midnight
 Newspaper Affiliation Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese
 Program Director Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Marian Kate
 Chief Engineer Raymond Collins

(See Page 598)



WIDE WORLD

DOUBLE EXPOSURE in TEXAS...

At a glance these two pictures look identical. But they're not. One represents your audience in Dallas, the other your audience in Fort Worth. True, these two large cities (respectively, the 2nd and 4th largest in Texas) are a mere 28 miles apart. But it might as well be 2,800 miles, so different are their listening and buying habits.

To cover both these rich markets in spot broadcasting you need a double exposure, a combination of two powerful 5000 watt stations, WRR, Dallas and KFJZ, Fort Worth. Expensive? To the contrary! You can use *both* these stations for the *price of one* and receive the added dividend of paying but one talent cost. A real two-for-one bargain for smart buyers.

W R R
D A L L A S
 5000 WATTS — 1310 KC

K F J Z
F T . W O R T H
 5000 WATTS — 1270 KC

Affiliated with the Mutual Broadcasting System and the Texas State Network.

NATIONAL REPRESENTATIVES
WEED AND COMPANY
 NEW YORK • SAN FRANCISCO • BOSTON
 CHICAGO • HOLLYWOOD • DETROIT

W R R

DALLAS—EST. 1920
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By City of Dallas
Address: Municipal Radio Bldg., State Fair Grounds
Phone Number Tenison 3-6101
Transmitter Location White Rock Lake
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service AP
Representative Weed & Co.

Personnel

Station Manager Charles B. Jordan
Sales Promotion-Traffic Manager Louise Cobler
Program-Publicity Director Pete Teddlie
Production Manager Roy I. Newman
Chief Announcer James S. Alderman
Music Librarian Alice McCord
Musical Director Ted Parrino
Chief Engineer D. J. Tucker
Record MC Whit Whitley

K D N T

DENTON—EST. 1938

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By Harwell V. Shepard
Address Kimbrough Building
Phone Number 276
Transmitter Location Highway No. 24
Time on the Air Unlimited license

Personnel

Owner-Chief Engineer Harwell V. Shepard
Program Director Mary Grace Smith

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Dorrance D. Roderick
Address 2201 Wyoming St.
Phone Number Main 2020
Transmitter Location Hammett Boulevard
Time on the Air Unlimited License
Newspaper Affiliation El Paso Times
News Service INS
Transcription Service Associated; Standard
Representative Howard H. Wilson Co.

Personnel

Owner Dorrance D. Roderick
Station Manager Val Lawrence
Commercial Manager Cecil L. Trigg
Program Director Dick Weaver
Chief Announcer Ted Hunt
Musical Director H. Arthur Brown
Chief Engineer Edward P. Talbott

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Tri-State Broadcast-
ing Co.

Address Paso Del Norte Hotel
Phone Number Main 3122
Transmitter Location First Ave., S. of High-
way No. 80, Ascarate Addition

Time on the Air 6 a.m. to 11:30 p.m.
News Service UP
Transcription Service NBC Thesaurus;
C. P. MacGregor

Representative George P. Hollingbery Co.

Personnel

President Frances W. Bredburg
Vice President-General
Manager Karl O. Wyler
Commercial Manager Willard L. Kline
Program Director Virgil C. Hicks
Production Manager Conroy Bryson
Chief Engineer E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By Tarrant Broadcast-
ing Company

Address 1201 West Lancaster
Phone Number 3-3474
Transmitter Location Birdville, Texas
Time on the Air 18½ hours daily

News Service UP
Representative Weed & Company

Personnel

President Elliott Roosevelt
Station Manager Gene L. Cagle
Commercial Manager Clyde Pemberton
Sales Promotion Manager L. Roy Duffy
Program-Production Director Boyd Kelley
Publicity Director Forrest W. Clough
Chief Announcer George Erwin
Artists' Bureau Head Mary Ruth Googins
Musical Director Frances Kay
Chief Engineer Truett Kimzey

K G K O

FORT WORTH—EST. 1928

BLUE NETWORK

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned By Carter Publications,
Inc. & A. H. Belo Corp.

Operated By Ft. Worth Star-Telegram and
Dallas News

Addresses: Medical Arts Bldg., Ft. Worth;
Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)

Transmitter Location Arlington, Texas
 Time on the Air 6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
 News Service AP
 Transcription Service World; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President Amon G. Carter
 General Manager Harold V. Hough
 Managing Director Martin Campbell
 Fort Worth Manager George Cranston
 Dallas Manager Alex Keese
 Chief Announcer Frank Mills
 Fort Worth Program Director Ed Lally
 Dallas Program Director Ralph Nimmons
 Production Manager Gene Reynolds
 Continuity Chief Lyman Brown
 Traffic Manager Eileen Flake
 Chief Newscaster Ken McClure
 Music Librarian Al Bowman
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinson

(See Page 598)

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned By Carter Publications, Inc.
 Operated By Ft. Worth Star-Telegram
 Address Medical Arts Bldg.
 Phone Number 3-1234
 Transmitter Location Grapevine, Texas
 Time on the Air: 5:30 a.m. to 12 Midnight;
 (shares time with WFAA, Dallas)
 Newspaper Affiliation Ft. Worth Star-Telegram
 News Service AP
 Transcription Service WBS
 Representative Edward Petry & Co.

Personnel

President Amon G. Carter
 General Manager Harold V. Hough
 Station Manager George Cranston
 Commercial Manager H. R. Turner
 Sales Promotion-Publicity Manager,
 Virginia Willten
 Program Director Ed Lally
 Production Manager Gene Reynolds
 Continuity Chief Lyman Brown
 Traffic Manager Eileen Flake
 Chief Newscaster Ken McClure
 Music Librarian Al Bowman
 Music Arranger Don Gillis
 Musical Director Gene Baugh
 Chief Announcer Frank Mills
 Chief Engineer R. C. Stinson

(See Page 598)

K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned By The KLUF Broadcasting Co.
 Operated By Geo. Roy Clough
 Business Address P. O. Box 562
 Phone Number 6676
 Studio Address 6002 Broadway
 Transmitter Location 6002 Broadway
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio;
 Lang-Worth

Personnel

President Geo. Roy Clough
 Commercial and Sales Promotion Manager,
 C. V. Bracht
 Program Director-Chief Announcer
 Carl McDaniel
 Director of War Programs Helen D. Clough
 Chief Engineer L. D. Clough

K G B S

HARLINGEN—EST. 1941

CBS—MBS

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harbenito Broad-
 casting Company, Inc.
 Business Address P. O. Box 711
 Phone Number 1400
 Studio Address:
 State Highway No. 83 between Harlingen
 and San Benito, Texas
 Transmitter Location Same
 Time on the Air: 6:30 a.m. to 12 Midnight
 News Service AP
 Transcription Service Associated
 Music Publishers

Personnel

President McHenry Tichenor
 Station Manager Ingham S. Roberts
 Commercial Manager Troy McDaniel
 Program Director-Chief Announcer
 Steel McClanahan
 Director of War Programs Francis George
 Production Manager Charles Durkes
 Chief Engineer Sherman L. Spencer

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Houston Printing Corp.
 Operated By Houston Post
 Address Lamar Hotel
 Phone Number Fairfax 7101

Transmitter Location Deepwater, Texas
 Time on the Air Unlimited
 Newspaper Affiliation Houston Post
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President W. P. Hobby
 Station Manager Kern Tips
 Program Director Jack McGrew
 Musical Director K. Burt Sloan
 Chief Engineer H. T. Wheeler

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By ... KTRH Broadcasting Co.
 Address Rice Hotel
 Phone Number Preston 4361
 Transmitter Location .. Cedar Bayou, Texas
 Time on the Air Unlimited License
 Newspaper Affiliation Houston Chronicle
 News Service UP
 Transcription Service World Broadcasting
 Representative John Blair & Co.

Personnel

Station Manager B. F. Orr
 Commercial-Sales Promotion Manager
 Ray E. Bright
 Program Director Harry Grier
 Production Manager Tom Jacobs
 Chief Announcer Ted Nabors
 Musical Director Albino Torres
 Chief Engineer King Howard Robinson

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

TEXAS STATE NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Harris County Broadcast
 Address Gulf Building
 Phone Number Capitol 6151
 Transmitter Location Deepwater, Texas
 Time on the Air Unlimited License
 News Service AP
 Transcription Service Standard
 Representative The Branham Co.

Personnel

Manager T. F. Smith
 Program Director Charles Nethery
 Chief Engineer Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & I. C.
 Rothwell

Address P.O. Box 312
 Phone Number 666
 Transmitter Location South of Huntsville
 on Highway No. 75

Time on the Air Daytime License
 News Service AP

Personnel

Station Manager J. C. Rothwell
 Commercial Manager J. B. McShan
 Chief Announcer J. C. Dorrell
 Chief Engineer Jesse Simms

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Broad-
 casting Assn.

Address 102½ East North St.
 Phone Number 616
 Transmitter Location Kilgore
 Time on the Air Unlimited license
 Newspaper Affiliation ... Kilgore Daily News

Personnel

General Manager Roy G. Terry

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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

Laredo Broadcasting Co.
 Business Address Hamilton Hotel
 Phone Number 2124
 Transmitter Location 300 Loring Ave.
 Time on the Air 7 a.m. to 10 p.m.
 News Service AP
 Representative Forjoe & Co.

Personnel

President Howard W. Davis
 Station-Commercial Manager,

Rupert S. Dougharty
 Program Director Jack Calvin
 Sales Promotion Manager-Chief Announcer,
 Grant Pickens
 Chief Engineer Hulan K. Smith

K F R O

LONGVIEW—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview

Business Address P. O. Box 607
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway
 Time on the Air:
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to
 9:15 p. m.
 News Service UP
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System
 Representative Burn-Smith Co.

Personnel

President-General Manager... James R. Curtis
 Commercial Manager... Thomas R. Putnam

•
K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By Plains Radio
 Broadcasting Co.
 Address 914 Avenue J
 Phone Number 5567
 Transmitter Location..... 2312 Fifth St.
 Time on the Air: 7 a.m. to 11 p.m.; Sun-
 days, 8 a.m. to 7 p.m.
 Newspaper Affiliation .. Lubbock Avalanche-
 Journal
 News Service UP
 Transcription Service ... World Broadcasting
 System; Lang-Worth
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President..... O. L. Taylor (Amarillo)
 Station-Commercial Manager... DeWitt Landis
 Program Director-Chief Announcer,
 Wesley Youngblood
 Musical Director..... Ollie Cook
 Chief Engineer W. S. Bledsoe

•
K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Red Lands Broadcast-
 ing Association
 Business Address Box 755
 Phone Number 272
 Studio Address 108½ South First Street
 Transmitter Location: Highway 35, (½ mile
 North of Lufkin)
 Time on the Air Unlimited license
 News Service AP
 Transcription Service..... Standard Radio;
 Keystone
 Representative Cox & Tanz

Personnel

President..... Ben T. Wilson
 Manager Darrell E. Yates

•
K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Scharbauer Estate
 Business Address 117 S. Lorraine St.
 Phone Number 1070
 Studio Address Scharbauer Hotel
 Transmitter Location..... U. S. Highway 80,
 (1½ miles west of Midland)
 Time on the Air..... 6:45 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service..... Lang-Worth
 Representative..... Cox & Tanz

Personnel

Administrator of Estate Millard Eidson
 Station Manager..... J. M. McDonald
 Commercial Manager... Gladys L. McDonald
 Program Director..... Grace Delameter
 Chief Announcer Billy Howze
 Musical Director Roy De Wolf
 Chief Engineer Jack Cecil

•
K N E T

PALESTINE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned By..... Palestine Broadcasting
 Corp.
 Operated By..... B. A. Laurie
 Address Municipal Bldg.
 Phone Number 411
 Transmitter Location... One mile east of city
 limits, Palestine, Texas
 Time on the Air..... 8 a.m. to 6:30 p.m.
 News Service Transradio
 Transcription Service..... Standard Radio;
 Keystone Broadcasting System
 Representative Cox & Tanz

Personnel

Station-Commercial Manager... B. A. Laurie
 Program Director..... L. M. Laurie
 Chief Announcer..... Eugene Myers
 Chief Engineer..... B. A. Laurie

•
K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned By..... R. C. Holles
 Operated By..... Pampa News

Business Address Box 901
 Phone Number 1106
 Studio Address 212 North Ballard
 Transmitter Location East of city limits
 Time on the Air 7:30 a.m. to 7 p.m.
 Newspaper Affiliation Pampa News
 News Service AP
 Transcription Service World Broadcasting
 Representative Mort Adams

Personnel

President R. C. Hoiles
 General Manager Jack Hanna
 Station-Commercial Manager Wayne Phelps
 Program-Publicity Director Lester Aldrich
 Chief Engineer Howard Blaker

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By North Texas Broad-
 casting Company

Address Gibraltar Hotel
 Phone Number 1124-5
 Transmitter Location: 1/4 miles south on Texas
 Highway No. 24

Time on the Air: 6:30 a.m. to 12 Midnight;
 Newspaper Affiliation Paris News
 News Service AP
 Transcription Service Standard Radio
 Representative John E. Pearson Co.

Personnel

President A. G. Pat Mayse
 Station-Commercial Manager Patt McDonald
 Program Director Ladelle McDowra
 Chief Announcer Harvey Boyd
 Chief Engineer Mitchell Secret

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By Jack W. Hawkins &
 Barney H. Hubbs

Address: KIUN Bldg., 306 South Cedar Street
 Phone Number 21
 Transmitter Location North of city
 Time on the Air Unlimited license
 Newspaper Affiliation Pecos Enterprise
 Representative Cox & Tanz

Personnel

Co-Owner-General Manager Jack Hawkins
 Co-Owner-Publicity Director Barney Hubbs
 Program Director W. D. Martin, Jr.

K V O P

Plainview

250 W.

1400 Kc.

C.P. Only

K P A C

PORT ARTHUR—EST. 1934
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 LONE STAR CHAIN

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By Port Arthur College
 Address 1500 Proctor Street
 Phone Number 7458
 Studio Address 1515 Lakeshore Drive
 Transmitter Location 1515 Lakeshore Drive
 Time on the Air 6 a.m. to 12 midnight
 News Service INS
 Transcription Service Standard Radio
 Representative Joseph Hershey McGillvra

Personnel

President Carl Vaughan
 Station-Commercial Manager Glenn Hewitt
 Program Director-Traffic
 Manager Marjorie Vickers
 Sales Promotion Manager Joan Simons
 Production-Artists Bureau Manager,
 Corinne Enos
 Publicity Director-Chief Announcer,
 Blewett Smyth
 Musical Director Cliff Bruner
 Chief Engineer Cliff Hamilton

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KGKL, Inc.
 Address St. Angelus Hotel
 Phone Number 6715
 Transmitter Location 50 South Milton
 Time on the Air 7 a.m. to 11 p.m.
 Newspaper Affiliation San Angelo
 Standard Times
 News Service AP
 Representative John E. Pearson Co.

Personnel

President H. C. Ragsdale
 Station Manager Lewis O. Seibert
 Commercial Manager Myrl Stein
 Sales Promotion Manager Allen Wilbanks
 Program Director Evelyn Preston
 Publicity Director Joecile Coffman
 Chief Announcer Bob Kirchoff
 Chief Engineer Frank M. Jones

K A B C

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Alamo Broadcasting
 Co.

Address.....223 Milam Bldg.
 Phone Number.....Fannin 3126
 Transmitter Location.....811 East Myrtle
 Time on the Air.....6 a.m. to 12 Midnight
 News Service.....UP
 Representative.....Weed & Co.

Personnel

President.....R. Early Willson
 Station Manager.....Hardy C. Harvey
 Ass't Manager.....Bill Michaels
 Commercial Manager.....Bill Joekel
 Program Director.....Ted Eckman
 Traffic Manager.....Mrs. C. A. Wendt
 Chief Engineer.....Paul Wolf

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By: W. W. McAllister & Howard W.
 Davis, d/b as The Walmac Company
 Operated By.....Walmac Company
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number.....Cathedral 6211
 Transmitter Location.....319 Avenue A
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS
 Representative.....Burn-Smith Company

Personnel

Manager.....Howard W. Davis
 Program Director.....Tony Bessan
 Chief Announcer.....Ray R. Hone
 Musical Director.....Hunter Hancock
 Chief Engineer.....Charles F. Harris

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene J. Roth, d/b as
 Mission Broadcasting Company
 Address.....317 Arden Grove
 Phone Number.....Fannin 5171
 Transmitter Location.....317 Arden Grove
 Time on the Air.....6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe & Company

Personnel

Owner.....Eugene J. Roth
 Station Manager.....James M. Brown
 Program Director.....Stanley A. Cox
 Chief Announcer.....Ray Hunt
 Chief Engineer.....George Ing

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Sunshine Broadcasting
 Company

Address.....P.O. Box 1161
 Phone Number.....Garfield 1251
 Transmitter Location.....St. Hedwig Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth;
 NBC Thesaurus
 National Sales Office Address: Taylor-Howe-
 Snowden Group, Tower Petroleum Bldg.,
 Dallas, Texas
 Representative.....John Blair & Company

Personnel

President.....O. L. Taylor
 Station Manager.....George W. Johnson
 Chief Announcer.....Eston Pace
 Chief Engineer.....Wm. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southland Industries,
 Inc.

Address.....1031 Navarro Street
 Phone Number.....Garfield 4221
 Transmitter Location.....Selma, Texas
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP; INS
 Transcription Service.....Standard Radio,
 Associated
 Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
 Chairman of Board.....G. A. C. Halff
 Commercial Manager.....Ellis Chaney
 Sales Promotion.....Walter S. Zahrt
 Program-Production Manager.....Harold Carr
 Publicity Director.....Walter S. Zahrt
 Chief Engineer.....Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Red River Valley
 Broadcasting Corporation
 Addresses.....421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers..201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between
 Sherman and Denison)
 Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....G. H. Willcox
 Station Manager.....L. L. Hendrick

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sweetwater Radio, Inc.
 Operated By.....Mr. J. S. McBeath
 Address.....Radio Bldg., P.O. Box 570
 Phone Number.....2341
 Transmitter Location.....Highway No. 70
 Time on the Air.....7 a.m. to 8 p.m.
 Newspaper Affiliation.....Sweetwater Daily Reporter

News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....J. S. McBeath
 Station-Commercial Manager,
 I. Harley Hubbard
 Program Director-Chief Announcer,
 Doyce Elliott
 Publicity Director.....Frances Mickler
 Chief Engineer.....George W. Dotson

K T E M

TEMPLE—EST. 1936

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bell Broadcasting Co., Inc.
 Business Address.....P. O. Box 186
 Phone Number.....4646
 Studio Address.....Kyle Hotel
 Transmitter Location...6/10 mile north of city
 Time on the Air.....Unlimited license
 News Service.....UP

Personnel

President.....Frank W. Mayborn
 Station-Sales Promotion Manager,
 Burton Bishop
 Commercial Manager-Program Director,
 Charles Whitesides
 Chief Engineer.....Paul Shaw

K C M C

TEXARKANA—EST. 1932
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KCMC, Inc.
 Address.....317 Pine St.
 Phone Number.....832
 Transmitter Location.....317 Pine St.
 Time on the Air.....6:30 a.m. to 11 p.m.

Newspaper Affiliation.....Texarkana Gazette; Texarkana News
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....C. E. Palmer
 General Manager.....Frank O. Myers
 Sales Manager.....Ernest Hackworth
 Merchandising Manager.....Donald Myers
 Program Director.....Kathryn Wiseman
 Chief Announcer.....Leon Goodwin
 Chief Engineer.....Paul McCaslin

K G K B

TYLER—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....East Texas Broadcasting Company
 Address.....115 South College Street
 Phone Number.....1106
 Transmitter Location.....Sandflat Road
 Time on the Air.....6:55 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Station Manager....James G. Ulmer
 Commercial Manager.....Earl P. Duffie
 Program Director.....Mrs. James G. Ulmer
 Director of War Programs.....Allen Balch
 Publicity Director.....Martha Davenport
 Chief Announcer.....Edwin Smith
 Chief Engineer.....John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwestern Broadcasting Co.
 Address.....1813 Wilbarger Street
 Phone Number.....1048
 Transmitter Location.....One mile due east of courthouse on highway extending from East Wilbarger Street
 Time on the Air.....Unlimited License
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President-General Manager....R. H. Nichols
 Commercial Manager.....W. D. Dixon
 Program Director.....Bro. Mingus
 Musical Director.....John Allen
 Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—EST. 1939
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises,
 Inc.

Business Address Victoria Bank & Trust Bldg.
 Phone Number 2172
 Studio Address Cuero Highway
 Transmitter Location Victoria
 Time on the Air Unlimited License
 News Service UP
 Transcription Service: World; Keystone Broad-
 casting System

Personnel

President Morris Roberts
 Commercial-Production Manager Jerry Fisher
 Program Director Margaret True
 Chief Announcer Robert Premont
 Chief Engineer Robert McCown

W A C O
 WACO—EST. 1922
 BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcast-
 ing Co., Inc.

Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Waco News-Tribune
 & Times Herald

News Service UP
 Representative Weed & Co.

Personnel

Station Manager R. E. Lee Glasgow
 Musical Director Mary Holiday
 Chief Engineer L. H. Appleman

K R G V
 WESLACO—EST. 1926
 NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service UP
 Transcription Service: NBC Thesaurus;
 Standard
 National Sales Office Address: 805-6 Tower
 Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
 Station Manager Archie J. Taylor

Sales Manager Phil D. Dixon
 Program-Production Director Dick Watkins
 Chief Engineer O. L. Hartwig

K W F T

WICHITA FALLS—EST. 1938
 COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Wichita Broadcasting
 Company

Business Address Harvey Snider Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest
 of Wichita Falls

Time on the Air Unlimited License
 News Service UP
 Transcription Service Standard Radio;
 C. P. MacGregor

Representative Paul H. Raymer Co.

Personnel

President Joseph B. Carrigan
 General Manager Charles E. Clough
 Merchandising Manager-Publicity-

Program Director A. L. Pierce
 Traffic Manager David E. Chapman
 Musical Director Lucille Crouch
 Chief Engineer John Adams

Telescripts

are available

ONLY on the



special

radio news

wire.

UTAH

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

K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By Southern Utah
Broadcasting Co.

Address Lunt Hotel
Phone Number 398
Transmitter Location 591 West 2nd South St.
Time on the Air 9:30 a.m. to 10:15 p.m.
News Service UP
Transcription Service Keystone Broadcasting
System
Representative Jos. Hershey McGillvra, Inc.

Personnel

President & Gen. Mgr. Leland M. Perry
Chief Announcer Jean Gronnert
Chief Engineer Hurschell Urle

Transmitter Location Kanesville, Utah
Time on the Air 6:30 a.m. to 12 midnight
Newspaper Affiliation,

Ogden Standard Examiner
News Service UP
Transcription Service Standard Radio
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President A. L. Glasmann
General Manager-Vice-
President George C. Hatch
Station Manager Merrill J. Bunnell
Sales Promotion Manager Lynn Meyer
Program Director Cal Lowder
Accountant Guy H. Hurst
Musical Director Earl Donaldson
Chief Engineer W. D'Orr Cozzens

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
MBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Cache Valley
Broadcasting Company

Business Address 1393 N. Main St.
Phone Number 1400
Studio Address 1393 North Main Street
Transmitter Location 1393 North Main St.
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Transcription Service Keystone
Representative Jos. Hershey McGillvra, Inc.

Personnel

President H. F. Laub
General Manager Reed Bullen
Musical Dir. G. C. Robbins
Chief Engineer C. N. Layne

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Eastern Utah
Broadcasting Co.

Business Address Price
Phone Number Price 200
Transmitter Location 2.4 mi. NW. of Price,
on U.S. Highway No. 50
Time on the Air Unlimited license
News Service UP
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President-General Manager Jack Richards
Chief Announcer Carl P. Wolfrom

K I O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By Interstate Broad-
casting Corporation

Business Address Hotel Ben Lomond, 411
Twenty-fifth St.
Phone Number 5721; 5060 (transmitter)
Studio Addresses: Hotel Ben Lomond; David
Kieth Bldg., Salt Lake City

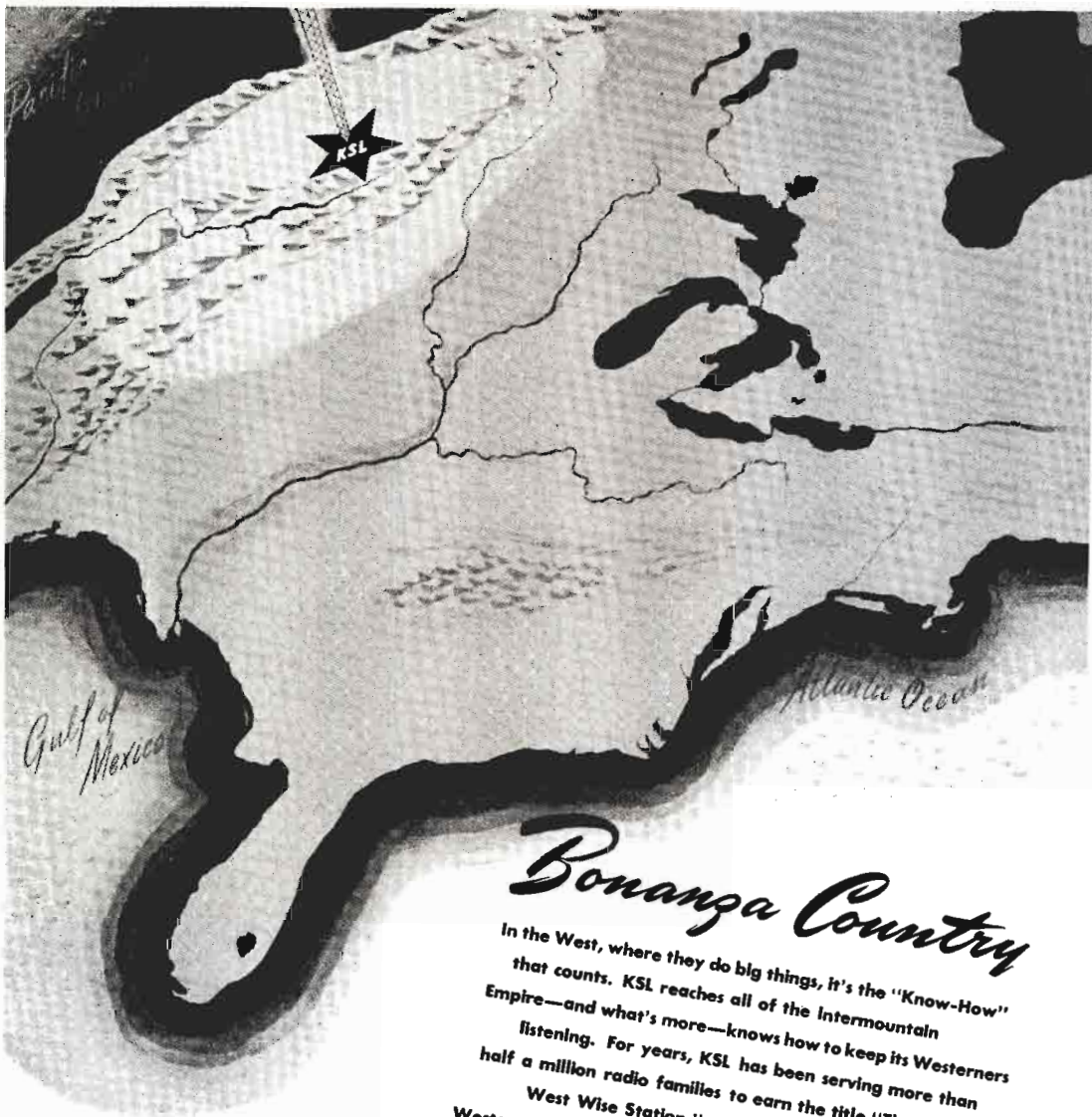
K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

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

Address 108 West Center Street
Phone Number 1680
Transmitter Location 17 West 3rd South St.
Time on the Air 6 a.m. to 12 midnight
News Service UP
Representative Joseph Hershey
McGillvra, Inc.



Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station—is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO

KSL *Salt Lake City*

Personnel

President.....Clifton A. Tolboe
 Manager.....Arch L. Madsen
 Sales Manager.....S. G. Carter
 Sales Promotion Manager.....James Lawrence
 Program Director-Chief
 Announcer.....W. Shiril Black
 Publicity Director & News Editor.....Wayne Kearn
 Accountant.....Donna Tolboe
 Chief Engineer.....Gerald Peterson

K D Y L

SALT LAKE CITY—EST. 1927
NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Intermountain
 Broadcasting Corporation
 Address.....Tribune-Telegram Bldg.
 Phone Number.....5-2991
 Transmitter Location.....9th West &
 33rd South
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....Myron Fox
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....W. E. Wagstaff
 Sales Promotion-Publicity.....Myron Fox
 Program Director.....George A. Provol
 Production Manager.....Alvin Pack
 Chief Announcer.....John Woolf
 Musical Director.....Bob Reese
 Chief Engineer.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah
 Address.....Union Pacific Bldg.
 Phone Number.....(Dial) 5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Salt Lake Tribune
 Transcription Service.....Standard Radio;
 Lang-Worth; C. P. MacGregor
 Representative.....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Vice-Pres. & Station Manager.....Ivor Sharp
 Sales Mgr.....Ed Broman

K U T A

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Utah Broadcasting
 Co.
 Address.....29 South State Street
 Phone Number.....3-2737
 Transmitter Location.....North Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President-General Manager.....Frank C. Carman
 Commercial Manager.....Jack Burnett
 Program Director.....King Harmon
 Production Manager.....Frank McIntyre
 Publicity Director.....Mike Cassidy
 Musical Director.....Jessie Seamons Taylor
 Chief Engineer.....Lyle Wahlquist

*Results in the Busy,
 Alert, Progressive*

**SALT LAKE
 MARKET**

means

KDYL

UTAH'S NBC STATION

S. S. FOX, President and General Manager

National Representative, JOHN BLAIR & CO.

VERMONT

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W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: WCA X Broadcasting Corp.

Business Address: 203 College Street
Studio Address: 137 Main St.
Phone Number: Burlington 2000
Transmitter Location: Colchester, Vermont
Time on the Air: 6:55 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.

News Service: UP
Transcription Service, Associated Recorded Program Service
Representative: Weed & Company

Personnel

President-Station Manager: C. P. Hasbrook
Asst. Manager: Robert A. Kelley
Chief Announcer: W. L. Markle
Production Manager-Publicity

Director: Herman B. Wight
Chief Engineer: John C. Quill

W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: P. Weiss Music Co.
Address: 80 West Street
Phone Number: 1247
Transmitter Location: Creek Road
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Keystone Broadcasting System, Langworth

Representatives: Joseph Hershey
McGillvra, Inc.; R. C. Foster

Personnel

President: Philip Weiss
Station Manager-Program Director: J. H. Weiss
Commercial-Sales Promotion Manager: George Field
Production Manager-Chief Announcer: Lee Morrison
Chief Engineer: David Lyons

W W S R

ST. ALBANS—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts

Owned-Operated By: Vermont Radio Corp.
Address: 32 N. Main St.
Phone Number: 1390
Transmitter Location: St. Albans Town, Vt.
Time on the Air: Local sunrise to local sunset
News Service: AP
Transcription Service: World
Representative: Howard H. Wilson Co.

Personnel

President: Lloyd E. Squier
Station Manager: Winston L. Blake
Program Director-Chief Announcer: Eugene F. Griffin
Chief Engineer: Theodore Boisvert

W D E V

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Lloyd E. Squier & William G. Ricker

Address: 8 Stowe St.
Phone Number: 13-2
Transmitter Location: Blush Hill
Time on the Air: Local sunrise to sunset
News Service: UP
Transcription Service: World Broadcasting System
Representative: Howard H. Wilson Co.

Personnel

Station Manager: Lloyd E. Squier
Commercial and Sales Promotion Manager: William G. Ricker
Chief Announcer-Musical Director: John Williams
Chief Engineer: Paul Hurd

The
RED CROSS
NEEDS
YOUR HELP



VIRGINIA

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

WCHV

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
AddressFourth & East Market Sis.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service UP
Transcription Service.....Associated Music
Representative.....Cox & Tanz

Personnel

President-Station Manager. Charles Barham, Jr.
Commercial Manager.....Randolph Bean
Program Director.....Ed Hase
Sales Promotion Mgr.....Nat Martin
Production Manager.....Mary Wyne
Chief Engineer.....Walter W. Gray

WKEY

COVINGTON—EST. 1941

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....P.O. Box 629
Studio Address.....217½ Main Street
Phone Number 840
Transmitter Location. 2 mi. East of Covington
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service UP
Transcription ServiceNBC Thesaurus

Personnel

Owner & Manager.....Earl M. Key
Program Director.....Margaret Sencindiver
Publicity Production Mgr.....Trevor Kelford
Chief Announcer & Musical Dir.....Bill Ward
Chief Engineer.....James Garber

WBTM

DANVILLE—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS

(WLVA-WBTM-WSLS)

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcast-
ing Corporation
AddressHotel Danville Building
Phone Number 2350
Transmitter Location..River Road, Route No. 29
Time on the Air.....7 a.m. to 12 midnight
News Service Transradio
Transcription ServiceLang-Worth

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....A. C. Evans
Program Director.....W. P. Heffernan
Sales Promotion.....Edw. G. Gardner
Production & Publicity Director. C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

BLUE NETWORK

Frequency 1290 Kc.....Power: 250 Watts
Owned-Operated By...Fredericksburg Broad-
casting Corporation
AddressFarmer's Creamery Building
Phone Number 1260
Transmitter Location ...Two miles south of
Fredericksburg on King's Highway
Time on the Air..Local sunrise to local sunset
News Service UP
Transcription ServiceKeystone Broad-
casting System
RepresentativeBurn-Smith Corp.

Personnel

President.....Richard F. Lewis, Jr.
General Manager.....Nan Winkler
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....Phil Whitney

WSVA

HARRISONBURG—EST. 1935

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley
Broadcasting Corporation
AddressNewman Building
Phone Number.....875 or 550
Transmitter LocationFive miles south of
Harrisonburg on U. S. Route 11
Time on the Air.....6 a.m. to local sunset
News Service UP
Transcription ServiceWorld Broadcasting
System
Representative.....Howard H. Wilson Co.

Personnel

President.....Frederick L. Allman
Station Manager.....Charles P. Blackley
Commercial-Sales Promotion
ManagerRobert B. Harrington
Program DirectorRichard H. Johnson
Chief Announcer & News Editor,
Richard Eyrick
Artists Bureau.....G. L. Johnson
Chief Engineer.....Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Lynchburg Broadcasting Corp.

Address Allied Arts Bldg.

Phone Number 3030

Transmitter Location Lynchburg, Va.

Time on the Air 7 a.m. to 12:05 a.m.

News Service Transradio

Transcription Service Lang-Worth; Standard Radio

Representative Tri-City Stations Assn.

Personnel

President Edw. A. Allen

Station Manager Philip P. Allen

Commercial Manager Joseph F. Wright

Production Mgr. C. G. Read

Publicity Mgr. H. D. Wagers

Dir. War Programs C. E. Taylor

Program Director Evelyn M. Hamlet

Chief Announcer Wayne Tyler

Musical Director Gale Pearson

Chief Engineer John Orth

WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By Martinsville Broadcasting Co., Inc.

Address Thomas Jefferson Hotel

Phone Number 2152

Transmitter Location Figsboro Road

Time on the Air 7 a.m. to 11:15 p.m.

News Service Transradio

Transcription Service: Lang-Worth; Keystone Broadcasting System

Representative Howard H. Wilson Co.

Personnel

President William C. Barnes

Station Manager John W. Shultz

Commercial-Production

Manager C. Robert Ray

Program Director Bob Kent

Sales Promotion Chas. Slate

Director of War Programs Barbara Harding

Chief Announcer Bob Kent

Chief Engineer D. W. Muse

WGH

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Hampton Roads Broadcasting Corporation

Business Address Portlock Bldg., Norfolk, Va.

Phone Number 27031

Studio Addresses: Portlock Bldg., Norfolk;

Warwick Hotel, Newport News, Va.; Daily

Press Bldg., Newport News, Va.

Transmitter Location End Jefferson Avenue,

Newport News, Va.

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

Newspaper Affiliation: Newport News Daily

Press; Newport News Times-Herald

News Service AP

Transcription Service Standard Radio;

Lang-Worth

Representative Burn-Smith Company

Personnel

President Raymond B. Bottom

V.P.-General Manager Edward E. Bishop

Commercial Manager Edward E. Edgar

Program Director Jack A. Black

Chief Announcer Joel F. Wahlberg

Musical Dir. R. Harrell

Chief Engineer Wm. P. Grether

WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts

Owned-Operated By Norfolk Newspapers, Inc.

Address National Bank of Commerce Bldg.

Phone Number 25671

Transmitter Location Glen Rock

Time on the Air Unlimited license

Newspaper Affiliation Norfolk

Newspapers, Inc.

News Service AP; UP

Transcription Service: Standard Radio; Lang-Worth

Representative Edward Petry & Co.

Personnel

President Paul S. Huber

General Manager Campbell Arnoux

Commercial Manager John W. New

Program Director Henry Cowles Whitehead

Chief Announcer Jeff Baker

Director of Sports Blair Eubanks

Publicity Director Helen Sierer

Traffic Manager Bill Searle

Production Manager Vaughn Bradshaw

Asst. Promotion Director Frances McLeod

Musical Dir. Bailey Barco

WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

. . . VIRGINIA . . .

Owned-Operated By..Portsmouth Radio Corp.
 AddressProfessional Bldg.
 Phone Number6383
 Transmitter Location.....Portsmouth, Va.
 Time on the Air: 6:00 a.m.-2:00 a.m.; Sunday,
 8:00 a.m.-200 a.m.
 News ServiceUP
 Transcription ServiceWorld

Personnel

President.....Tom E. Gillman
 General Manager.....T. W. Aydlett
 Sales Mgr.....Jack Norfleet
 Promotion & M'dsing.....Bob King
 Program Director.....John Maupin
 Traffic Mgr.....Bettye Jarboe
 Continuity.....Fay Rosenthal
 Chief Engineer.....E. D. Pulley

W B B L

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church
 Address1627 Monument Avenue
 Phone Number.....57941
 Transmitter Location...1627 Monument Ave.
 Time on the Air: Special hours on Sundays
 only

Personnel

Chairman Radio Comm.....C. H. Liesfeld
 Station Manager.....M. A. Sitton
 Chief Engineer.....R. W. Raabe
 (Non-Commercial Station)

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceTransradio
 Transcription ServiceNBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & Station
 Manager.....Wilbur M. Havens
 National Sales and Promotion Manager,
 R. E. Mitchell
 Chief Announcer.....Jack Hooper
 Program Director.....K. Hawks
 Director of War Programs-
 Production Manager.....J. F. Skinnell
 Publicity Director.....G. Ellington
 Musical Director.....Joseph Jehlen
 Chief Engineer.....Wilfred H. Wood

W R N L

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Richmond Radio
 Corporation
 Address323 E. Grace St.
 Phone Number33436
 Transmitter Location.....Wilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News ServiceAP
 Transcription ServiceAssociated Music
 Publishers
 Representative.....Edward Petry & Co.

Personnel

President.....John Stewart Bryan
 Vice-President.....Dr. D. S. Freeman
 Secretary-Treasurer.....J. D. Wise
 Station Manager.....E. S. Whitlock
 Production Manager.....G. Mallory Freeman
 Publicity Director.....Bette Patton
 Musical Director.....Eddie Weber
 Assistant Chief Engineer...Ernest Bowman
 Chief Engineer.....Rudolph W. Raabe

W R N L

REACH

Virginia's great listening
 audience at low cost
 through Richmond's
 nationally known radio
 station.



5000 WATTS

NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

W R V A

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50000 Watts
 Owned-Operated By: Larus & Brother Co.
 Business Address: Hotel Richmond
 Phone Number: 3-6633
 Studio Addresses: Hotel Richmond: 1506 Colley Ave., Norfolk, Va.
 Transmitter Location: Edgeworth, Henrico County, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: World Broadcasting System; Lang-Worth; Davis & Schweigler
 Representative: Paul H. Raymer Co.

Personnel

General Manager: C. T. Lucy
 Business Manager: Barron Howard
 Program Director: Irvin G. Abeloff
 Production Manager: E. Ward Adams
 Publicity Director: Edna F. Stevens
 Chief Engineer: D. C. Woods

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Times-World Corp.
 Business Address: 124 West Kirk Avenue
 Phone Number: 8131
 Transmitter Location: Colonial Ave., Colonial Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: Roanoke Times; Roanoke World News
 News Service: UP
 Transcription Service: Lang-Worth; WBS
 Representative: Free & Peters, Inc.

Personnel

President: J. P. Fishburn
 Station Manager: Ray P. Jordan
 Commercial Manager: Frank D. Kesler
 Program-Publicity Director: Jack Weldon
 Production Manager: Irving Sharp
 Musical Director: Eve Nininger
 Chief Engineer: J. W. Robertson

W S L S

ROANOKE—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Roanoke Broadcasting Corp.

Address: Shenandoah Life Building

Phone Number: 9227

Transmitter Location: Shenandoah Life Building

Time on the Air: 6 a.m. to 12:01 a.m.; Sundays, 8 a.m. to 12:01 a.m.

News Service: Transradio

Transcription Service: NBC Thesaurus; Langworth

Representative: Tri-City Stations

Personnel

President: Paul C. Buford
 Station Manager: James H. Moore
 Commercial Manager: Horace Fitzpatrick
 Production Manager: Edward D. Skotch
 Program Dir.: Bill Saunders
 Chief Announcer: Walter Harris
 Chief Engineer: Philip Briggs

W L P M

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Suffolk Broadcasting
 Address: 105 Bank Street
 Phone Number: 1420
 Transmitter Location: Route No. 460
 Time on the Air: 16 hours daily
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Sears & Ayer

Personnel

President-Station Manager: Fred L. Hart
 Sales Mgr.: Virginia Rawls
 Program Director: Floyd V. Cozad
 Musical Director: Sylvia Taylor
 Chief Engineer: Fred Wagner

W I N C

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Richard Field Lewis, Jr.
 Address: Kerr St.
 Phone Number: Winchester 4855
 Transmitter Location: WINC Bldg.
 Time on the Air: 7 a.m. to 11:00 p.m.

Personnel

Owner-General Manager: Richard Field Lewis
 Commercial Manager-Program Director: Grant Pollock
 Chief Engineer: R. F. Lewis, Jr.

WASHINGTON

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

K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
PACIFIC BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....P. O. Box 1120
Phone Number.....Aberdeen 4098
Studio Address.....207 East Market Street
Transmitter Location.....Finch Farms
Time on the Air: 7 a.m. to 10:30 p.m.; Sundays,
8:00 a.m. to 9:45 p.m.

News Service.....UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Production Manager-Chief Announcer

Art Lindsey
Publicity Director.....Ruth Poindexter
Record MC.....Bill Cunningham
Sales Promotion.....Ross W. Bates
Program Dir.....Edith Garref
Musical Director.....Betty Boyer
Chief Engineer.....K. Grinde

K V O S

BELLINGHAM—EST. 1927

Frequency: 790 Kc. Power: 250 Watts
Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....900 Roeder Ave.
Time on the Air.....Unlimited license
News Service.....UP

Personnel

President.....Rogan Jones

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation
Address.....Kela Bldg.
Phone Numbers.....Centralia 721; Chehalis
721

Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)

Time on the Air.....6:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Lang-Worth; C. P. MacGregor

Representatives: Howard H. Wilson Co.; Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel

President.....J. Elroy McCaw
Manager.....Joe Chytil
Commercial Manager.....Robert Brister
Sales Promotion Manager.....Schuyler Hill
Program Director.....Mabel A. Gwinn
Publicity Director.....Elsie Gaylord
Director of War Programs.....Frank Kucera
Chief Announcer.....Melvin York
Chief Engineer.....Ellwood Lippencott

K E V E

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.

Business Address.....815 Securities Bldg.,
Phone Number.....Seneca 2726
Studio Address.....8th & Broadway
Transmitter Location.....8th & Broadway
Time on the Air.....16 hours
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....Dr. J. R. Binyon
General Manager.....Mrs. J. L. Fritsche
Sales Manager.....L. S. Lennox
Program Director.....Mrs. J. L. Fritsche
Chief Announcer.....David Gordon
Chief Engineer.....Ray Hilgers

K R K O

EVERETT—EST. 1920

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Everett Broadcasting
Address.....Clark Building
Phone Numbers.....Main 526-867
Transmitter Location.....Everett
Time on the Air.....6:30 a.m.-11:15 p.m.

Personnel

President-Gen. Mgr.....Wm. R. Tait
Chief Engineer & Musical Dir.....Roy Towne

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Corp.
 AddressNational Bank of Commerce
 Phone NumberLongview 1500
 Transmitter LocationOcean Beach
 Highway
 Time on the AirUnlimited license
 Transcription Service
 C. P. MacGregor; NBC Thesaurus

Personnel

PresidentArt Campbell
 Station ManagerC. O. Chatterton

K G Y

OLYMPIA—EST. 1922 (non-Comm.)
 1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....KGY, Inc.
 Address119 N. Washington, Rockway,
 Leland Bldg.
 Phone Number6636
 Transmitter Location.....119 N. Washington
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Representative.....Howard Wilson & Co.

Personnel

President-Station Manager.....Tom Olsen
 Sales Manager.....J. Harris Dorr
 Program Director & War Prog....Eve Knutson
 Chief Announcer.....Walt McGoffin
 Production Manager-Chief Engineer
 Walt McGoffin

K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By.....State College of
 Washington
 Address Pullman
 Phone Number 9021
 Time on the Air: 6:45 a.m. to 10 p.m.; Thurs.
 off the air at 7:30 p.m.
 News Service..... UP
 Transcription ServiceLang-Worth

Personnel

Station Manager.....Glenn Jones
 Program Dir.....E. Barr
 Chief Engineer.....Geo. Frese
 (Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

Frequency: 1090 Kc. Power: 250 Watts
 Owned-Operated ByEvergreen Broad-
 casting Corporation
 Address2102 Smith Tower
 Phone NumberSeneca 2056-7
 Time on the AirUnlimited license
 News ServiceUP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....A. W. Talbot
 Station Manager.....Al Schuso
 Program Dir.....E. J. Hamilton
 Chief Engineer.....J. Kelley

K I R O

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 50000 Watts
 Owned-Operated By.... Queen City Broad-
 casting Co.
 AddressCobb Building
 Phone NumberSeneca 1500
 Transmitter Location.....Vqshon-Maury
 Island, Wash.
 Time on the Air24 hours daily
 News ServiceAP-INS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio; Langworth Fea-
 ture Programs
 Representative Free & Peters

Personnel

President.....Louis K. Lear
 Vice-President-General
 Manager H. J. Quilliam
 Asst. Business Mgr.-Director of National
 SalesLoren B. Stone
 Local Sales ManagerJ. F. Hiddleston
 Director of Operations.....Rowland Spence
 Chief Announcer.....Rowland Spence
 Director of Education.....Kenneth Yeend
 Dir. of Publicity.....Marjorie B. DeGarmo
 Sales Promotion.....Loren B. Stone
 War Programs.....Norman Runions
 Musical Director.....Max Dolin
 Chief Engineer.....James Hatfield

K J R

SEATTLE—EST. 1921

THE BLUE NETWORK
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated ByFisher's Blend
 Station, Inc.

Transmitter Location . . . Second Avenue and Union Street
 Time on the Air: 6:30 a.m. to local sunset; 10 p.m. to 3 a.m.
 News Service UP
 Representative Howard H. Wilson Co.

Personnel

President R. F. Meggee
 Vice-President & Station Manager
 Florence Wallace
 Sales Mgr. Rodney McArdle
 Program Dir. Helen Brennan
 Publicity Director Marjorie Esterbrook
 Chief Engineer John Dubuque

K F I O
 SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Spokane Broadcasting Corporation
 Business Address Fidelity-Ziegler Bldg.
 Phone Number Riverside 8033
 Transmitter Location Fidelity-Ziegler Bldg.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.

News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Arthur L. Smith
 Station-Commercial Manager
 Richard G. McBroom
 Program Director G. Longmeier
 Chief Engineer Dee Waymire

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By Symons Broadcasting Company
 Address Symons Building
 Phone Number Main 1218
 Transmitter Location Route No. 3
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m.-12:05 a.m.

News Service UP
 Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor
 Representative The Katz Agency, Inc.

Personnel

President Mrs. Frances R. Symons
 Vice-President-Station Manager
 Arthur L. Bright
 Manager of Sales & Public Relations
 Richard O. Dunning
 National Sales & Program Promotion Manager Richard E. Green
 Program Manager R. W. Brazeal
 Director of War Programs Katherine Leuer

Production Manager Harold Bratsberg
 Farm Editor E. W. Jorgenson
 Musical Director Arthur Zepp
 Chief Engineer George Langford

K G A

SPOKANE—EST. 1933
 BLUE NETWORK

Frequency: 1510 Kc. Power: 10000 Watts
 Owned-Operated By Louis Wasmer
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location 4102 S. Regal
 Time on the Air: 18 hrs. daily, 16 hrs. Sundays
 Transcription Service Associated
 Representative Edw. Petry & Co., Inc.

Personnel

Owner Louis Wasmer
 General Manager Harvey Wixson
 Program Dir. Curtis Roberts
 Musical Dir. Earl Shinkosky
 Chief Engineer G. Grady

K H Q

SPOKANE—EST. 1920
 NATIONAL BROADCASTING CO.

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Louis Wasmer, Inc.
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location 4102 South Regal
 Time on the Air: 18 hrs. daily, 17 hrs. Sundays
 News Service AP
 Transcription Service

Associated Music Publishers
 Representative Edward Petry & Co., Inc.

Personnel

Owner Louis Wasmer, Inc.
 General Manager Harvey Wixson
 Same as KGA

K M O

TACOMA—EST. 1922
 MUTUAL—DON LEE NETWORK
 PACIFIC BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Carl E. Haymond
 Business Address 914 Broadway
 Phone Number Main 4144
 Transmitter Location Tacoma-Seattle Highway
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.

News Service UP
 Transcription Service

World Broadcasting System
 Representatives John Blair & Co.;
 John Keating (Portland)

Personnel

Owner-General Manager... Carl E. Haymond
 Station Manager..... J. A. Murphy
 National Sales Manager... Seymour O. Spring
 Local Sales Manager..... Jerry Geehan
 Program Director Verne Sawyer
 Traffic Manager Jack Clarke
 Chief Announcer..... Arnold Benum
 Musical Director..... Marion Kay
 Auditor Paul F. Benton
 Chief Engineer..... Joe Kolesar

KTBI

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Tacoma Broadcasters, Inc.
 Address 212 Puget Sound Bank Bldg.
 Phone Number Broadway 2241
 Transmitter Location Tacoma
 Time on the Air..... Unlimited License
 News Service AP
 Transcription Service Standard Radio
 Representative Cox & Tanx

Personnel

President & Mgr..... C. C. Cavanaugh
 Sales Mgr..... Harry Atwood
 Sales Promotion..... G. F. Bjork
 Program Dir..... Peg Mahaffay
 Chief Announcer..... Burke Ormsby
 Chief Engineer..... Jos. P. Ernst

KVI

TACOMA—EST. 1929

Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By..... Puget Sound Broadcasting Company, Inc.
 Business Address 502 Rust Building
 Phone Number Broadway 4211
 Studio Addresses..... 502 Rust Building
 Transmitter Location .. Vashon Island, Wash.
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
 News Service AP
 Transcription Service C. P. MacGregor;
 Associated Music Publishers: Lang-Worth
 Representative George P. Hollingsbery Co.

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager..... Earl T. Irwin
 Program Director Larry Huseby
 Traffic Manager Vyra Bryant
 Chief Announcer..... Harry Long
 Bookkeeper Deborah V. Webb
 Chief Engineer Raymond Griese

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc..... Power: 500 Watts
 Owned-Operated By..... Vancouver Radio Corporation
 Business Address..... 707½ Main St.
 Phone Number 150
 Studio Address 707½ Main St.
 Transmitter Location... 2915 Fruit Valley Road
 Time on the Air Sunrise to sunset
 News Service UP
 Transcription Service
 Langworth; Standard Radio

Personnel

President Sheldon F. Sackett
 General Manager Ben E. Stone
 Resident Manager S. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Sales Promotion..... F. J. Coumont
 Program Director..... Sylvia Chandler
 Chief Engineer S. W. McCready

KUJ

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM
 NORTHWEST NETWORK

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... KUJ, Inc.
 Business Address: Marcus Whitman Hotel,
 Second and Rose Streets
 Phone Number 1230
 Studio Address..... Marcus Whitman Hotel
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air Unlimited license
 News Service UP
 Transcription. Service: World. Broadcasting
 System; Lang-Worth
 Representatives: Nat'l—Howard H. Wilson
 Co.; Romig Fuller (Seattle); John Keating
 (Portland)

Personnel

President and General
 Manager..... H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Arnes
 Production Vernon Emmerson
 Chief Announcer..... Danny Deaver
 Continuity Director..... Adeline Bussard
 Women's Features Director.
 Virginia Van Hoy Lyon
 Chief Engineer..... Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Westcoast Broadcasting Company
 Address KPQ Bldg.
 Phone Number 45; 875
 Transmitter Location North End Miller Street
 Time on the Air: 6 a.m. to 12 Midnight; Sunday, 9 a.m. to 12 Midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative

Joseph Hershey McGillvra, Inc.

Personnel

President Rogan Jones
 Station Manager Cole E. Wylie

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Carl E. Haymond
 Address 414 E. Yakima Ave.
 Phone Number 8115
 Transmitter Location South of Yakima
 Time on the Air: 6:00 a.m.-12 Midnight; Sundays, 8 a.m.-12 Midnight
 News Service UP
 Transcription Service Lang-Worth; World Broadcasting System
 Representative Jos. Hershey McGillvra, Inc.

Personnel

Owner Carl E. Haymond
 Station Mgr. James A. Murphy
 Sales Mgr. H. A. Miller
 Publicity & Sales Promotion Wm. B. Hansen
 Program & Production Mgr. C. A. Carlson
 Musical Dir. June Walks
 Chief Engineer H. Murphy

WEST VIRGINIA

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

W J L S

BECKLEY—EST. 1939

CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Joe L. Smith, Jr.
 Address WJLS Bldg.
 Transmitter Location Teel Road
 Phone Number 7311
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
 News Service UP
 Transcription Service NBC Thesaurus;
 Keystone Broadcasting System
 Representative Burn-Smith Co., Inc.

Personnel

Owner Joe L. Smith, Jr.
 Station-Commercial Manager
 Herbert R. Kendrick
 Program-Production Manager Louis Rigsbee
 Continuity Director Midge Lee
 Chief Announcer Jack Pevora
 Auditor V. Z. Cooper
 Chief Engineer Al Ginkle

W H I S

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.
 WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Daily Telegraph Printing Co.
 Address Commerce Street
 Phone Number WHIS
 Transmitter Location Route No. 52, Harry Heights
 Time on the Air: 5 a.m. to 12 midnight
 Newspaper Affiliation Bluefield Daily Telegraph; Sunset News
 News Service UP
 Transcription Service: World Broadcasting System; Lang-Worth
 Representative The Katz Agency

Personnel

President H. I. Shott
 Manager J. Lindsey Alley
 Program Director Stuart Odell
 Continuity Editor Janie Lambert
 Publicity Director Elsie Thomas
 News Editor Stuart Odell
 Chief Engineer P. T. Flanagan

W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Charleston
 Broadcasting Co.
 Address: 1016 Lee St.
 Phone Number: 28-131
 Transmitter Location: Kanawha Country
 Club Road
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: AP; UP
 Transcription Service: Standard Radio
 Representative: The Branham Co.

Personnel

President: John A. Kennedy
 Vice-President-Managing Director:
 Howard L. Chernoff
 Technical Advisor: Odes E. Robinson
 Sales Promotion Manager: Sam Molen
 Program Director: Jos. J. Herget
 Director of War Programs: Virgil L. Schmit
 Traffic Director: Carolyn Johnson
 Musical Director: Leah Perry
 Chief Engineer: Odes Robinson

(See Page 290)

W G K V

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By: Kanawha Valley
 Broadcasting Company
 Address: 210 Dickinson St.
 Phone Number: 37-541
 Transmitter Location: Coal Branch Heights
 Time on the Air: 7 a.m. to 12:15 a.m.; Sun-
 day, 8 a.m. to 12:15 a.m.
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

Station Manager: Joseph B. Matthews
 Commercial Manager: Robert Bowles
 Sales Promotion-Publicity Director: Julius Glass
 Program Director: Phil Vogel
 Continuity & Promotion: Gilbert Canfield
 Musical Director: John MacLean
 Chief Engineer: Odes Robinson

W B L K

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.

THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charleston Broad-
 casting Co.
 Address: 444½ West Pike Street

Phone Number: 3040
 Transmitter Location: Glen Elk, Clarksburg
 Time on the Air: 7:30 a.m. to 12:05 a.m.
 News Service: AP
 Transcription Service: Standard
 Representative: The Branham Company

Personnel

President: Commander John A. Kennedy
 General Manager: G. C. Blackwell
 Program-Musical Director: Don McWhorter
 Publicity Director: David Grubb
 Chief Announcer: Jerome McDevitt
 Chief Engineer: Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Monongahela Valley
 Broadcasting Co.
 Address: 208 Adams St.
 Phone Number: 3100
 Transmitter Location: Monongah
 Time on the Air: 5 a.m. to 12: midnight
 News Service: AP
 Transcription Services:

Standard Radio; Langworth
 Representative: John Blair & Co.

Personnel

President: George B. Storer
 Station-Commercial Manager:
 Stanton P. Kettler
 Office Manager: R. C. Warden
 Program Director: John MacKercher
 Chief Announcer: Bill Babcock
 Continuity Director: Mary Jane Schultz
 Artists Bureau: Jean Dean
 Chief Engineer: Robert Hough

W S A Z

HUNTINGTON—EST. 1927

BLUE NETWORK

WEST VIRGINIA NETWORK

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: WSAZ, Inc.
 Address: 929½ Fourth Ave.
 Phone Number: 4106
 Transmitter Location: 28th St., West
 Time on the Air: Unlimited license
 Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service: AP
 Transcription Service: World Broadcasting
 System, Langworth
 Representative: The Branham Co.

Personnel

President and General
 Manager: John A. Kennedy
 Station Manager: Flem J. Evans
 Commercial Manager: John L. Henry
 Sales Promotion Manager: Mildred Chernoff

Program Director.....W. Aldridge
 Production Manager.....Irene Bruce
 Publicity Director.....Pat Wilson
 Chief Announcer.....Bert Shimp
 Artists Bureau.....L. P. Swann
 Musical Director.....Irene Bruce
 Chief Engineer.....John R. Csensich

W L O G

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....433 Stratton St.
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number...Office, 540; Studio, 761 & 762
 Transmitter Location...Kanada and Chestnut
 Streets
 Time on the Air.....7:30 a.m. to 9 p.m.
 Newspaper Affiliation.....Logan Banner
 News Service.....UP

Personnel

President.....Clarence H. Frey
 Commercial Manager.....James McGowan
 Chief Engineer.....John Blackwood

W A J R

MORGANTOWN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio
 Corporation
 Business Address.....440-446 Spruce Street
 Phone Number.....9488
 Transmitter Location.....Charleston and
 Webster Aves.
 Time on the Air: 7:00 a.m. to 10:30 p.m.; Sun-
 days, 9 a.m. to 6:30 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Forjoe & Company

Personnel

President.....H. C. Greer
 Station Manager-Program
 Director.....Henry B. McNaughton
 Commercial Manager.....Frank Greeg
 Production Manager & Chief Announcer
 Numa Faber
 Chief Engineer.....R. C. Spence

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Ohio Valley Broad-
 casting Corporation
 Address.....7th and Market St., Grinter
 Building

Phone Number.....2530
 Transmitter Location.....North Parkersburg
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Branham Company

Personnel

President.....John A. Kennedy
 Station Manager.....George H. Clinton
 Sales Promotion Manager.....Tom Garten
 Program Director.....Carl Loose
 Artists Bureau.....Chas. Carroll
 Musical Director.....Len Carl
 Chief Engineer.....Cecil Knowles

W B R W

WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service
 Company
 Business Address.....10 Riverside Drive
 Phone Number.....818
 Studio Address.....10 Riverside Drive
 Transmitter Location...Dor Building
 Time on the Air.....7:30 a.m. to 8:30 p.m.;
 Sundays, 9 a.m. to 6:30 p.m.
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Keystone Broadcasting System
 Representative.....Forjoe & Co.

Personnel

President.....J. W. Blakely
 Station-Commercial
 Manager.....Ralph Nash
 Program Director.....John Villani
 Publicity Director.....Bill Allen
 Traffic Manager.....Jewell Roberson
 Chief Announcer-Director of
 War Programs.....John Villani
 Musical Director.....Bob Kelton
 Chief Engineer.....John Timberlake

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Broad-
 casting, Inc.
 Address.....Pythian Building
 Phone Number.....Wheeling 5320
 Transmitter Location...Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....Joe L. Smith, Jr.
 Station Manager.....John B. Reynolds

WEST VIRGINIA

Assistant Manager.....John T. Gelder, Jr.
Program Director.....Albert R. Albinger, Jr.
Production Manager-Chief
Announcer.....Joseph Mann
Musical Director.....Oliver Edwards
Chief Engineer.....Fred Baker

Program Director and Record M. C. Lew Clawson
Director of War Programs.....Walt Turner
Chief Announcer.....Don Meeks
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By.....West Virginia
Broadcasting Corp.

Address.....Hawley Building
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air.....4:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBS Thesaurus
Representative.....John Blair & Co.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Sales Promotion Manager-Publicity
Director.....Ruth Lee Miller
Production Manager.....Paul J. Miller

W B T H

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broad-
casting Corp.

Address.....Mountaineer Hotel Block
Phone Number.....1241
Transmitter Location.....Mountaineer Hotel Block
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....G. W. Taylor
Vice-President-Treasurer.....W. P. Booker
Station-Commercial Manager.....Alice Shein
Chief Announcer.....Bob Flaherty
Musical Director.....Elizabeth Zimmerman
Chief Engineer.....Vernon Totten

PA

SET THE PACE
THREE YEARS AGO
WITH THE FIRST
REGULAR 24-HOUR
RADIO NEWS WIRE

IN MILWAUKEE IT'S

Basically Sound

TO USE

WISN

THE SHOW IS GOOD WHERE THE WAITING LINE IS LONG

When you see a long queue in front of a theater, you know the show is good. All over Milwaukee you'll find long queues . . . going into war plants (Industrial employment is up 69.3% since 1940) . . . going into stores to spend their earnings (Industrial pay rolls are up 172.8% since 1940) . . . riding buses and streetcars (population is up 63,000 since 1940 even with more than 50,000 men in service) . . . tuning in WISN (the figures show the tremendously increased business on this result-producing radio station.)

Basically Sound . . . Because WISN has achieved the ideal 1-1-1 distribution of commercial programs:

Local Programs	33.9%
National Programs	32.9%
Columbia Network Programs	33.2%

Basically Sound . . . Because each year WISN has shown an increase in business and each year this increase has been greater:

1941 Increase Over 1940	5%
1942 Increase Over 1941	20%
1943 Increase Over 1942	39%
1943 Increase Over 1940	73%

Basically Sound . . . Because in 1943 each quarter's business on WISN has shown an increase. Even the "dog day months" of July, August and September, proved that there is no summer slump on WISN!

1943	% of Year's Total
First Quarter	19.2%
Second Quarter	24.7%
Third Quarter	25.8%
Fourth Quarter	30.3%

All of which means . . . If you want results in Milwaukee, you can get them where more and more advertisers are getting them every year . . . on WISN, the station with the listener preference.

5000 WATTS DAY & NIGHT

WISN

MILWAUKEE, WISCONSIN

GASTON W. GRIGNON, General Manager

A Columbia Network Station

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

WISCONSIN

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

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address.....600 S. Lawe St.
Phone Number.....1161
Transmitter Location.....600 S. Lawe St.
Time on the Air.....9:30 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Standard Radio

Personnel

General Manager.....Haydn R. Evans
Station Manager.....J. L. Gallagher
Program Director.....Rodge Mueller
Chief Engineer.....George Merkle

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Upper Michigan-
Wisconsin Broadcasting Co., Inc.
Address.....Northern State Bank Building
Phone Number.....1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6:25 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Langworth
Representative.....Sears & Ayes

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Program Director-Chief

Announcer.....Harry Willis
Chief Engineer.....Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting
Company

Business Address.....203 South Barstow St.
Phone Number.....6149
Transmitter Location.....Symour Road (County
Road Q)

Time on the Air.....Full Time
Newspaper Affiliation.....Eau Claire Leader

News Service.....UP
Transcription Service.....Langworth
Representative.....George P. Hollingsbery Co.

Personnel

President.....W. C. Bridges
Commercial Manager.....Clyde Riddle
Production Manager-Chief
Announcer.....James Hulivi
Publicity.....Leonard Anderson
Chief Engineer.....Thos. Jorgenson

K F I Z

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Reporter Printing
Company

Operated By.....The Commonwealth Reporter
Address.....18-20-22 West First Street
Phone Number.....356
Transmitter Location.....Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays,
10 a.m. to 9 p.m.

Newspaper Affiliation.....The Commonwealth
Reporter

News Service.....INS; UP
Transcription Service.....Standard Radio

Personnel

President.....A. H. Lange
Station Manager.....Lucille Fairbanks
Commercial Manager.....William O'Brien
Program Director.....Marion Schwein
Chief Announcer.....William Crusenberry
Chief Engineer.....Wendell S. Meyers

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business Address.....Bellin Bldg.

Phone Number.....Adams 1
Studio Address.....Bellin Building
Transmitter Location.....West De Pere, Wisc.
Time on the Air.....6 a.m. to 12 midnight

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

Representative.....Weed & Co.

Personnel

Managing Director...Rev. James A. Wagner
General Manager.....Haydn R. Evans
Sales Manager.....Val Schneider
Program Director.....Al Michael

Production Manager.....Clair Stone
 Sales Promotion.....Hugh O'Malley
 Chief Announcer.....Clair Stone
 Artists Bureau.....C. Edges
 Publicity Director.....Frank Hart
 Musical Director.....Sam De Signe
 Chief Engineer.....Wallace J. Stangel

WCLO

JANESVILLE—EST. 1930
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByGazette Printing Co.
 Address.....200 E. Milwaukee Ave.
 Phone Number2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation.....Janesville Daily
 Gazette

News ServiceAP
 Transcription Service.....Langworth
 Regional Representative...Wisconsin Network

Personnel

PresidentSidney H. Bliss
 General Manager.....Allen Curnutt
 Sales Manager.....Lloyd Stafford
 Program Director.....Ken Houseman
 Chief Announcer.....Pat Alan
 Chief Engineer.....William Havens

WKBH

LA CROSSE—EST. 1926
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated ByWKBH, Inc.
 Business Address....409 Main Street, Radio
 Building
 Phone Number4-5-0
 Transmitter LocationR. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.: Sunday,
 9 a.m. to 11:30 p.m.

News ServiceAP
 Transcription Service.....Langworth
 Representative ..Howard H. Wilson Company

Personnel

Station Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Director of War Programs-
 Chief AnnouncerRaymond Plamadore
 Chief Engineer.....Al Leeman

WHA

MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts

Owned ByState of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number...Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air7:30 a.m. to local sunset
 News ServiceAP
 Transcription Service.....Langworth;
 Standard Radio

Personnel

Acting DirectorWilliam G. Harley
 Acting Program Director...Walter Krulvitch
 Chief Engineer.....John Stiehl
 (Non-Commercial Station)

WIBA

MADISON—EST. 1924
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated ByBadger Broadcast-
 ing Company
 Business Address110 East Main Street
 Phone NumberFairchild 8800
 Transmitter Location ..Route 4, Madison, Wis.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News ServiceUP
 Transcription Service.....Associated Music
 Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
 General ManagerEdwin C. Allen
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Perssion
 Chief Engineer.....Norman Hahn

WOMT

MANITOWOC—EST. 1926
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated ByFrancis M. Kadow
 Address.....Radio Building
 Phone Number167-400 W
 Transmitter Location ..11110 Washington St.
 Time on the Air.....6:55 a.m. to 9:31 p.m.
 News ServiceUP
 Transcription Service....World Broadcasting
 System

Personnel

General Manager.....F. M. Kadow
 Commercial ManagerMaurice Dailey
 Program DirectorRuss Russell
 Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

Frequency: 570 Kc. Power: 250 Watts
 Owned-Operated By M. & M. Broadcast-
 ing Co.
 Address 400 Wells St.
 Phone Number 570
 Transmitter Location 400 Wells St.
 Time on the Air Sunrise to sunset
 News Service UP
 Transcription Service Associated Music
 Representative Hal Holman Co.

Personnel

President W. E. Walker
 Station Manager Joseph D. Mackin
 Sales and Merchandising
 Manager Donald C. Wirth
 Program Director Florence Meyers
 Director War Programs Pat Kehoe
 Chief Engineer Martin R. Lund

W I G M

MEDFORD—EST. 1941

**KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Business Address Medford, Wisconsin
 Phone Number 5147
 Studio Address Highway 13
 Transmitter Location Highway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 Transcription Service Keystone Broadcasting
 System, Langworth
 Representative Cox & Tanz

Personnel

Owner George F. Meyer
 Station Manager Mrs. Irma Meyer
 Commercial Manager Anton Grossman
 Chief Announcer Ray Laube
 Chief Engineer Gerald J. Boos

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Hearst Radio, Inc.
 Business Address 123 W. Michigan St.
 Phone Number Daly 3900
 Transmitter Location 4601 South 60th St.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:15 a.m. to 12:05 a.m.
 Newspaper Affiliation The Milwaukee Sentinel
 News Service UP, INS

Transcription Service World Broad-
 casting System, Standard Radio
 Representative The Katz Agency

Personnel

General Manager G. W. Grignon
 Sales Promotion Manager-Director of
 War Programs & Publicity R. J. Meyer
 Program Director Woods Dreyfus
 Musical Director E. Krebs
 (See Page 628)

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By The Journal Com-
 pany (The Milwaukee Journal)
 Business Address 333 West State Street
 Phone Number Marquette 6000
 Studio Address 720 East Capitol Drive
 Transmitter Location Route No. 5, Box 817,
 Waukesha, Wisc.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation The Milwaukee
 Journal
 News Service AP
 Transcription Service Associated Music
 Publishers
 Representative Edward Petry & Co., Inc.

Personnel

Vice President-General Manager W. J. Damm
 Station Manager-In Charge
 of Sales L. W. Herzog
 Asst. Manager R. G. Winnie
 Program Director Warren Mead
 Publicity Director Paul Coates
 Chief Announcer Robert J. Heiss
 Musical Director Maurice Kipen
 Chief Technician D. W. Gellerup (on leave)
 Assistant Chief Technician C. E. Brown, Jr.

**The
 RED CROSS
 +
 is at his side
 and the
 Red Cross
 is
 YOU**

WEMP..



A "Boy" WORD
IN

Milwaukee

because WEMP programs are exclusively
designed for Metropolitan Milwaukee

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.
National Representatives

W E M P

MILWAUKEE—EST. 1935

THE BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Milwaukee Broad-
 casting Co.
 Address710 N. Plankington Ave.
 Phone Number.....Marquette 7725
 Transmitter Location711 Empire Bldg.
 Time on the Air.....24 hours a day
 News ServiceUP
 Representative.....Howard H. Wilson Co.

Personnel

PresidentGlenn D. Roberts
 Station Manager.....C. J. Lanphier
 Production Director.....Conrad Rice
 Musical Director.....Elmer Ihrke
 Chief Announcer.....Paul Bartell
 Director War Programs.....N. K. Searles
 Chief Engineer.....Raymond Host

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated by.....Oshkosh Broad-
 casting Corp.
 Address151½ Main Street
 Phone Number4580
 Transmitter Location ...County Trunk "A." ½
 mile north of city limits of Oshkosh
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service.....World
 Representative.....Howard H. Wilson Co.

Personnel

President.....Myles H. Johns
 General Manager.....Ben A. Laird
 Sales Manager.....Forster M. Cooper
 Program Director.....Marjorie Hilliard
 Chief Announcer-Farm Editor.....Bob Nelson
 Office Manager-Women's
 EditorIrene L. Schuelke
 Chief Engineer.....Nathan Williams

W I B U

POYNETTE—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business AddressR. F. D. No. 2
 Phone Number97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter LocationR. F. D. No. 2

Time on the Air7 a.m. to 11 p.m.
 Transcription Service.....Standard Radio

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Connor
 Portage Studio ManagerM. A. Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief Announcer.....Geo. Gross
 Chief EngineerLeonard Doese

W R J N

RACINE—EST. 1926

**MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By ...Racine Broadcasting
 Corporation
 Address441 Main Street
 Phone NumberJackson 290-291
 Transmitter Location.....Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 7:30 a.m. to 9:45 p.m.
 Newspaper AffiliationRacine Journal-
 Times
 News ServiceINS
 Transcription Service
 Langworth, Keystone Broadcasting System
 RepresentativeThe Walker Company

Personnel

President.....F. R. Starbuck
 Secretary-Treasurer &
 General Manager.....Harry R. LePoidevin
 Station & Commercial
 Manager.....Harold J. Newcomb
 Program Director.....Herb Mann
 Chief Announcer.....Garrett Adams
 Musical Director.....Ray Gruis
 Chief Engineer.....F. Lee Dechant

W J M C

RICE LAKE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....Northern States Broadcasting Co.
 Operated By.....J. J. McGenty
 Address410 North Main Street
 Phone Number550
 Transmitter Location1615 South Main St.
 Time on the Air.....7:00 a.m.-8:00 p.m.;
 Sunday: 8:00 a.m.-6:00 p.m.
 News ServiceTransradio
 Transcription ServiceStandard Radio

Personnel

Owner-Publicity Director ... W. H. McGenty
 Station Manager..... R. W. Thompson
 Program Director..... Marion Lee
 Chief Announcer..... Dale Howard
 Chief Engineer..... Al Bertha

W H B L

SHEBOYGAN—EST. 1928
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
 Owned-Operated By..... Press Publishing
 Business Address 626-636 Center Ave.
 Phone Number 1900
 Studio Address Press Building
 Transmitter Location Highway No. 141
 Time on the Air 7:00 a.m. to 10:15 p.m.
 Newspaper Affiliation Sheboygan Press
 News Service UP
 Transcription Service Standard Radio
 Representative John Pearson

Personnel

President..... C. E. Broughton
 Station Manager..... H. H. Born
 Program & Musical Director..... M. J. Pape
 Chief Engineer..... Herbert Mayer

W L B L

STEVENS POINT—EST. 1924

Frequency: 930 Kc...Power: 5000 Watts
 Owned By..... Department of Agriculture
 Operated by .. Wisconsin Department of Agriculture
 Business Address..... Stevens Point
 Phone Number 525
 Studio Address State Teachers College
 Transmitter Location ... Auburndale, Wisconsin
 Time on the Air..... Daytime license
 News Service AP

Personnel

Director Milton Button
 Station Manager..... F. R. Calvert
 Chief Engineer..... Walt Ninneman
 (Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc...Power: 250 Watts
 Owned-Operated By..... WDSM, Inc.
 Business Address Board of Trade Bldg.
 Phone Numbers:
 6262 (Business Office); 4451 (Superior Studio);
 Mel. 1812 (Duluth Studio)
 Studio Addresses:
 Androy Hotel, Superior; Spalding Hotel,

Duluth, Minn.
 Transmitter Location... Connor's Point, Superior, Wisc.
 Time on the Air 18½ hours daily
 Representative ... Wm. G. Rambeau Company

Personnel

President James J. Conroy
 Asst. Mgr. & Treas..... A. C. Robinson
 Sales Manager..... E. R. Cluett
 Program Director..... Elma De Meire
 Chief Announcer..... Lew Martin
 Chief Engineer Melvin Laskey

W S A U

WAUSAU—EST. 1937
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1400 Kc...Power: 250 Watts
 Owned-Operated By..... Northern Broadcasting Co., Inc.
 Address 125 Third Street
 Phone Number 6521
 Transmitter Location 125 Third Street
 Time on the Air..... 6:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service..... NBC Theasurus
 Representative Reynolds-Fitzgerald, Inc.

Personnel

President..... Major W. E. Walker
 General Manager..... Ben F. Hovel
 Commercial Manager..... J. W. Killeen
 Promotion & Publicity..... Robt. Frey
 Program-Musical Director..... Donald R. Burt
 Chief Engineer Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1340 Kc...Power: 250 Watts
 Owned-Operated By..... William F. Huffman
 Business Address 141 West Grand Ave.
 Phone Number 1340
 Studio Address 141 West Grand Ave.;
 Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
 Transmitter Location 1500 Bonow Ave.
 Time on the Air 7 a.m. to 10:30 p.m.
 Newspaper Affiliation Wisconsin Rapids Daily Tribune
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner..... William F. Huffman
 General Manager..... George T. Frechette
 Commercial Manager..... Bruce G. Beichl
 Program Director..... Arnold Strape
 Marshfield Studio Manager..... Bob Behling
 Stevens Point Studio Manager,
 Sigmund Kelbanowsky
 Chief Engineer..... Garth N. Bowker

WYOMING

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

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By Donald L. Hathaway
Address 1st and Lennox Streets
Phone Number 407
Transmitter Location 1st and Lennox Sts.
Time on the Air Unlimited license
News Service UP
Transcription Service
Langworth; Keystone Broadcasting System
Representative
Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Station-National Sales Manager, Donald L. Hathaway
Program Director, Marcus R. Nichols
Chief Announcer, Harrison Brewer

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Frontier Broadcasting Co.
Address Plains Hotel
Phone Number 4461
Transmitter Location 3rd and Evans
Time on the Air Unlimited license
Newspaper Affiliation Wyoming Eagle;
Wyoming State Tribune
News Service UP
Representative Burn-Smith Company

Personnel

Owner Tracy S. McCracken
Station Manager Wm. C. Grove
Sales Promotion Manager C. E. Hopkins
Program-Publicity Director Margaret O'Brien
Production Manager-Chief Announcer
Frank Thomas
Chief Engineer Gaal Barrett

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Albert J. Meyer
Business Address 557 N. Clark St.
Phone Number 222
Studio Address 7th & Hamilton St.

Transmitter Location 7th & Hamilton Sts.
Time on the Air 7 a.m. to 10 p.m.
News Service UP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representatives

Sears & Ayer, Homer Owen Griffith

Personnel

Owner A. J. Meyer
Station Manager Pat O'Halleen
Chief Engineer & Announcer Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Wyoming Broadcasting Company
Address 1307 Wyoming Street
Phone Number 93
Time on the Air 87 hours weekly
News Service AP
Transcription Service NBC Thesaurus;
Keystone Broadcasting System

Personnel

President Mrs. H. L. McCracken
Station Manager H. L. McCracken
Program Director Michael Reid
Musical Director Carmen Megeath
Chief Announcer John Duffy
Chief Engineer A. Buchanan

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Big Horn Broadcasting Company, Inc.
Business Address 19 North Main St.
Phone Number 601
Studio Address Gillette Building, 19 North Main St.
Transmitter Location Northwest of Sheridan
Time on the Air 7 a.m. to 8 p.m.
News Service UP
Transcription Service Standard Radio;
Keystone Broadcasting System
Representative Sears & Ayer, Inc.;
Homer Owen Griffith

Personnel

President R. E. Carroll
General Manager Jim Carroll
Program-Publicity Director Mel Hallock
Sales Promotion Bill Hughey
Chief Engineer Bob Crosshwaite

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service.....INS; Transradio; UP
Transcription Service.....Lang-Worth; Key-
stone Broadcasting System; Army Special
Service

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager, Program
Director.....Ken Laughlin
Chief Announcer.....Bob Lightner
Asst. Chief Engineer.....Arthur Chrest

K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc. Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....508 Second Avenue—Lathrop
Building
Phone Number.....East 380
Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....AP, UP
Transcription Service.....Standard;
World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager....W. K. Foster
Sales Promotion & Program Director,
Alvin O. Bramstedt

Publicity Director.....Royal O'Reilly
Chief Announcer.....W. K. Foster
Musical Director.....Eleanor Hansen
Chief Engineer.....A. G. Hiebert

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott
5488 (Seattle)
Studio Address.....Decker Bldg.
Transmitter Location.....Alaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,
10 a.m. to 8:30 p.m.

Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Perry Hilleary
Chief Engineer.....V. I. Kroft
Chief Operator.....D. W. Jefferies

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address.....Ketchikan, Alaska;
708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sun-
days, 10:30 a.m. to 9 p.m.
Representative.....Joseph Hershey McGillvra, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Roy Grandey
Program Director.....Perry Hilleary
News Editor.....Dallas Williams

WVCX, Sitka. 1220 Kc. 15 w., American
Expeditionary Station

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Broadcast-
ing System, Ltd.

Address: 1285 Kalaniole Ave.
Transmitter Location: Hilo
Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor: World
Broadcasting System

Personnel

General Manager: J. Howard Worrall
Station Manager: Al Green
National Sales Manager: Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By: Hawaiian Broadcasting System,
Limited

Address: 1534 Kapiolani Blvd.
Phone Number: 2323
Transmitter Location: 1534 Kapiolani Boulevard
Time on the Air: 6:15 a.m. to 11:30 p.m.
Newspaper Affiliation: Honolulu Star-
Bulletin

News Service: UP
Transcription Service: World Broadcasting
System; Associated Music Publishers; C. P.
MacGregor
Representative: John Blair & Co.

Personnel

President-General
Manager: J. Howard Worrall
Production Manager: Owen Cunningham
Chief Engineer: Ernest Lindemann

K G U

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc. Power: 2500 Watts
Licensee: Marion A. Mulrony & Advertiser
Publishing Co., Ltd.

Owned By: Advertiser Publishing Co., Ltd.
Address: Advertiser Square
Transmitter Location: Advertiser Square
Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Honolulu Advertiser

Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: The Katz Agency

Personnel

President: Lorrin P. Thurston
General Manager: M. A. Mulrony
Assistant Manager: Peter Simmons
Director National Adv.: Robert Thurston

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Garden Island Pub-
lishing Co.

Address: Lihue
Transmitter Location: Northeast of Lihue
Time on the Air: Unlimited license
Newspaper Affiliation: Garden Island Pub-
lishing Co.
Transcription Service: Standard Radio
Representative: Homer Owen Griffith

Personnel

General Manager: C. J. Fern
Sales Manager: Charles K. Izumoto

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d. 1000 u.
Owned-Operated By: Puerto Rico Adver-
tising Co.

Address: McKinley & del Rio Sts.
Transmitter Location: Mayaguez
Time on the Air: Unlimited license

Personnel

President: Andres Camara
Station Manager-Chief Engineer: Ralph P. Perry

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Portorican American
Broadcasting Co.

Address: 17 Leon St.
Phone Number: 783
Transmitter Location: Ponce Palya
Time on the Air: Unlimited license
News Service: AP
Representative: West Indies Adv.

Personnel

President Juan Luis Boscio
 Station Manager Miguel Soltero Palermo
 Production Manager Esther Pales
 Sales Manager Antonio Miro
 Chief Engineer Jose Sepulveda

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By Julio M. Conesa
 Address Trujillo Street
 Transmitter Location Ponce
 Time on the Air Unlimited license

Personnel

General Manager Julio M. Conesa

W I A C

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Enrique Abarca
 San Feliz
 Business Address P. O. Box 4504,
 San Juan, P. R.
 Phone Numbers 2177 (San Juan); 445
 (Hato Rey)
 Studio Address Ordonez St. Stop 29½
 Transmitter Location Carolina Rd.,
 3 miles east of San Juan
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner Enrique Abarca San Feliz
 Station-Commercial Manager Tomas Muniz
 Assistant Manager E. Abarca, Jr.
 Program Director Rafael H. Benitez
 Publicity Director Manuel A. Morales
 Chief Announcer Antonio Alfonso
 Artists Bureau Rafael Seljo
 Musical Director Jose Raul Ramirez
 Chief Engineer Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Radio Corporation of
 Porto Rico
 Address Telephone Building
 Phone Number San Juan 2014
 Transmitter Location Hato Rey
 Time on Air 7 a.m. to 11 p.m.,
 Sundays, 8 a.m. to 10:15 p.m.
 News Service Transradio
 Transcription Service Associated Music

National Sales Office International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

President Leonard Jacob 2nd
 Vice-President-Gen. Manager E. J. Powell
 Commercial Manager Jose C. Irizarry
 Program Director Manuel Ochoa
 Chief Announcer A. P. del Valle
 Musical Director Joaquin Bursel
 Chief Engineer Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Juan Piza
 Address 59 Brau St.
 Phone Number 107
 Transmitter Location Green Island
 Santurce, P. R.
 Time on the Air Unlimited
 News Service Transradio
 Transcription Service Lang-Worth

Personnel

Owner-Station Manager Juan Piza
 Commercial-Sales Promotion
 Manager Agustin R. Camunas
 Program Director Camilo Fraticelli
 Production Manager Juan Maldonado
 Chief Engineer Jose Arzuaga

TELESCRIPTS

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