

Directory of BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BIRMINGHAM	WAPI	1140—ST	5,000	WAPI Broadcasting Corp. Protective Life Bldg.	3-8116	NBC	B. H. Hopson B. H. Hopson Fred Steele	Beatrice Wright C. H. Dow, Jr.	Norman Craig Sears Co.
	WBRC	930	1,000	Birmingham Broadcasting Co. Bankhead Hotel	3-9293	CBS	M. D. Smith, Jr. K. G. Marshall K. G. Marshall	D. J. Connolly John Connolly J. C. Bell	Paul Raymer
	WSGN	1310	250—LS 100—N	Birmingham News Co. Tutwiler Hotel	7-2184	Henry P. Johnston Mrs. Horace O. Hicks Mrs. Horace O. Hicks	Joe Ford, Jr. Al Metcalf, Jr. Paul B. Cram	Kelly-Smith
DECATUR	WMFO	1370—D	100	James R. Doss, Jr. P. O. Box 1025	1010	James R. Doss, Jr. James G. Cobble James G. Cobble	Eston Pace Harold Russey Charles Chandler
DOTHAN	WAGF	1370—D	250	Dothan Broadcasting Co. 204½ E. Main St.	1430	J. C. Smith-J. T. Hubbard Julian C. Smith Fred C. Moseley	Sidney W. Spencer Shelley Helms John T. Hubbard
GADSDEN	WJBY	1210	100	Gadsden Broadcasting Co., Inc. 108 So. Sixth St.	88	B. H. Hopson J. W. Buttram J. W. Buttram	Phil Walkley J. W. Buttram F. J. Murphree, Jr.	Craig & Hollingbery Sears Co.
HUNTSVILLE	WBHP	1200 (Construction Permit)	100	Wilton Harvey Pollard P. O. Box 395	Wilton H. Pollard Wilton H. Pollard	Weston Britt J. V. Sanders
MOBILE	WALA	1380	1,000—LS 500—N	Pape Broadcasting Corp. A. T. & N. Bldg.	Dexter 5893	CBS	W. O. Pape W. O. Pape W. O. Pape	Hubert Grant Richard M. Cole
MONTGOMERY	WSFA	1410	1,000—LS 500—N	Montgomery Broadcasting Co. Jefferson Davis Hotel	Cedar 5880	CBS	S. G. Persons-H. E. Pill Howard E. Pill John B. DeMotte	E. Caldwell Stewart John B. DeMotte Cliff Shelkofsky Paul Duncan	Joseph McGillvra
SELMA	WHBB	1500—D	100	Selma Broadcasting Co. P. O. Box 26	1233	John S. Allen John S. Allen	W. A. Coleman Joe McCormack	J. J. Devine
SHEFFIELD	WMSD	1420	100	Muscle Shoals Broadcasting Corp. P. O. Box 688	9122	Dr. E. L. Chapman Joe Van Sandt Joe Van Sandt	Beulah Freeman John Watt
TUSCALOOSA	WJRD	1200—D	100	James R. Doss, Jr. First National Bank Bldg.	1401	James R. Doss, Jr. James R. Doss, Jr. J. Leslie Doss	Ted R. Woodard Ted R. Woodward Ellis H. Eudy

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
JEROME	KCRJ	1310 -D SH	100	Charles C. Robinson Clinkscale Bldg.	124-W	Charles C. Robinson
LOWELL	KSUN	1200	250—LS 100—N	Copper Electric Co. Lowell	Bisbee 9	Carleton W. Morris Carleton W. Morris R. B. Thompson Richard C. North, Jr.
PHOENIX	KOY	1390	1,000—LS 500—N	Salt River Valley Broadcasting Co. Phoenix	3-2171	Burrige D. Butler E. A. Nielsen E. A. Nielsen	Jack Williams Homer B. Courchene
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg.	4-1161	NBC	Sam Kahan Richard O. Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	John Blair Walter Biddick
PRISCOTT	KYCA	1500 (Construction Permit)	250—LS 100—N	Southwest Broadcasting Co. Inc. Prescott	Albert Stetson
TUCSON	KGAR	1370	250—LS 100—N	Tucson Motor Service Co. 112 So. 6th Ave.	918	Erank Z. Howe Frank Z. Howe Harvey Davis	Victor Gillard Clifford Livingston	Walter Biddick
	KAOA	1260	1,000	Arizona Broadcasting Co. Stone & Pennington Sts.	3703	Harold Steinfeld King Whyte Rena Ballard	Carl Hickman King Whyte Leonard Nalley	Cox & Tanz H. K. Conover
YUMA	KUMA	1420 SH	100	Dr. A. H. Schermann 17½ Ave. & 8th St.	88	A. H. Schermann E. N. Sturdivant E. N. Sturdivant	Edward Rhoden Herbert L. Bigelow, Jr.	Walter Biddick Cox & Tanz

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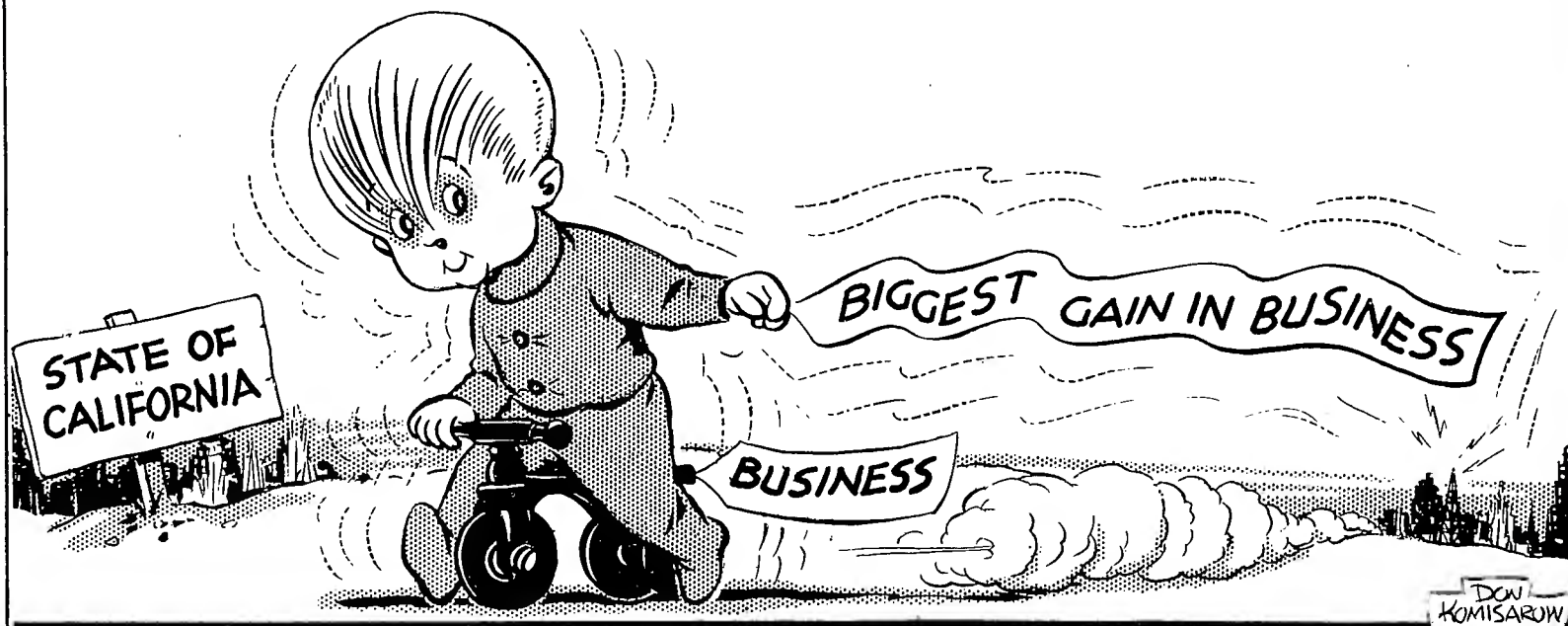
ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLYTHEVILLE.....	KLCN	1290-D	100	Charles Leo Lintzenich Blytheville	119	Charles L. Lintzenich Charles L. Lintzenich William Secoy	William Secoy Charles L. Lintzenich
ELDORADO.....	KELD	1370	100	Radio Enterprises Inc. Exchange Bldg.	1314	T. H. Barton F. E. Bolls F. E. Bolls	Rodney Smith Leon Sipes Charles Mathis, Jr.
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel	4106	John A. England J. F. Willson Jimmie Barrie	Dorothy Gibson Willard Doan
HOT SPRINGS.....	KTHS	1040-SH SA 1060-LS	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg.	212	NBC	R. A. Chitwood Douglas Hotchkiss Ardeh Annen	Alex Keirsej James M. Moran	Ferguson & Aston
JONESBORO.....	KBTM	1200-D	100	Beard's Temple of Music 104½ W. Washington	433	W. J. Beard Jay P. Beard Jay P. Beard	J. A. Barber Harold L. Kimsey
LITTLE ROCK.....	KARK	890	1,000-LS 500-N	Arkansas Radio & Equip. Co. 212 Center St.	2-1841	NBC	T. H. Barton Larry Meinert C. K. Beaver	John Gleghorn Dan Winn	Edw. Petry & Co.
	KGHI	1200	250-LS 100-N	Arkansas Broadcasting Co. Pyramid Life Bldg.	9166	A. L. Chilton R. G. Terrill R. G. Terrill	Dorothy M. Smith Bob Buice Arthur Beem
	KLRA	1390	2,500-LS 1,000-N CP 5,000-LS	Arkansas Broadcasting Co. 115 W. 4th	5428	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Alleene Ables Bill Goodrich K. F. Tracy	E. Katz
PINE BLUFF.....	KOTN	1500-D	100	Universal Broadcasting Co. Hotel Pines	900	James A. Noe B. J. Parrish R. W. Etter	Art Taylor Art Taylor J. R. Whitworth
SILOAM SPRINGS...	KUOA	1260-D	2,500	KUOA, Inc. Siloam Springs	170	John E. Brown Storm Whaley Storm Whaley	Helen Angelo McFee J. L. Miller
TEXARKANA.....	KCMC	1420	100	KCMC, Inc. 319 Pine St.	958	C. E. Palmer J. A. Gatens J. A. Gatens	Thomas Dillihunty Annie L. Elliot Carl Wilson

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BAKERSFIELD.....	KERN	1370	100	McClatchy Broadcasting Co. Elks Club	5700	NBC California	Guy Hamilton Keith B. Collins Keith B. Collins	Robert L. Stoddard C. Van Cott	Joseph McGillvra Walter Biddick
	KPMC	1550	1,000	Pioneer Mercantile Co. P.O. Box 1709	4500	Don Lee Mutual	F. G. R. Schamblin Leo Schamblin Ed. McCaffrey	Curtis Sturm Leo P. Jarvis
BERKELEY.....	KRE	1370	250-LS 100-N	Central Calif. Broadcasters, Inc. 2337 Shattuck	Berkeley 7713	Laurence F. Moore Arthur Westlund Arthur Westlund	M. Donald Hambly M. Donald Hambly K. Gordon Morrison
CHICO.....	KHSL	950-D	250	Golden Empire Broadcasting Co. Golden Empire Bldg.	237	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Charles Sherburne
EL CENTRO.....	KXO	1500	100	E. R. Irej & F. M. Bowles Main St.	1100	Don Lee Mutual	F. M. Bowles-E.R. Irej F. M. Bowles	E. R. Irej
EUREKA.....	KIEM	1450	500	Redwood Broadcasting Co. Vance Hotel	93	H. H. Hanseth-W. B. Smullen H. H. Hanseth W. B. Smullen	Cliff Johnson W. B. Smullen H. H. Hanseth
FRESNO.....	KMJ	580	1,000-LS 500-N	McClatchy Broadcasting Co. Van Ness & Calaveras St.	3-5221	NBC California	Guy Hamilton G. L. Engstrom Dick Wegener	Andy Potter Dick Wegener Irvin E. Dickinson	Joseph McGillvra Walter Biddick
GLENDALE.....	KIEV	850-D	250	Cannon System, Ltd. 701 E. Broadway	Douglas 3010	David H. Cannon
LONG BEACH.....	KFOX	1250	1,000 CP 5,000-LS	Nichols & Warinner, Inc. 220 E. Anaheim St.	6-7281	So. Calif.	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence B. Weston	Joseph McGillvra
	KGER	1360	1,000	Consolidated Broadcast. Corp. Ltd. P.O. Box 5340 (Los Angeles)	6-6041	C. Merwin Dobyns H. Wadsworth Cole H. Wadsworth Cole	Roy L. Medcalfe Jay Tapp

THEY'RE MOVING IN CALIFORNIA



BANK DEBITS rising an average of 18.6% all over the State.

Retail sales showing the biggest gain in years.

Industry is moving in the fourth largest State in the Union.

Approximately 89% of the sales in California are confined to its six richest trading areas; the

Los Angeles metropolitan trading area and San Diego in the south, the nine bay counties comprising the San Francisco-Oakland trading areas in the north and the great interior markets of the San Joaquin and Sacramento Valleys.

This is yours to have through the facilities of the California Radio System.

THE CALIFORNIA RADIO SYSTEM

KEHE LOS ANGELES
5000 WATTS L.S.

KFBK SACRAMENTO
5000 WATTS

KYA SAN FRANCISCO
5000 WATTS L. S.

KMJ FRESNO
1000 WATTS L. S.

KERN BAKERSFIELD
100 WATTS

KWG STOCKTON
100 WATTS

HEARST RADIO: Network National Representatives
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO DALLAS

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LOS ANGELES	KECA	1430	5,000-LS 1,000-N	Earle C. Anthony, Inc. 82nd St. & Compton Ave.	Richmond 6111	NBC-Pacific (Blue)	Earle C. Anthony Harrison Holliday Carl Haverlin	Glenn R. Dolberg H. L. Blatterman- C. W. Mason	Edw. Petry & Co.
	KEHE	780	5,000-LS 1,000-N	Evening Herald Publishing Co. 141 No. Vermont Ave.	Exposition 1341	California	Hearst Radio, Inc. Ford Billings A. E. McDonald	Ray Appleby Mayfield Kaylor William Miller	Hearst Radio
	KFAC	1300	1,000	Los Angeles Broadcasting Co. 3443 Wilshire Blvd.	Fitzroy 1231	E. L. Cord Calvin J. Smith Chas. T. Hughes	Robert W. Swan Calvin J. Smith H. W. Andersen
	KFI	640	50,000	Earle C. Anthony 1000 So. Hope St.	Richmond 6111	NBC-Pacific (Red)	Earle C. Anthony Harrison Holliday Carl Haverlin	Glenn R. Dolberg H. L. Blatterman- C. W. Mason	Edw. Petry & Co.
	KFSG	1120-ST NC	2,500-LS 500-N	Echo Park Evangelical Ass'n. 1100 Glendale Blvd.	Exposition 1141	Aimee Semple McPherson Charles W. Walkem	Charles W. Walkem Myron E. Kluge
	KFVD	1000-L	250 CP 1,000	Standard Broadcasting Co. 645 So. Mariposa Ave.	Fitzroy 1231	J. F. Burke, Sr. & Jr. Frank Burke Frank Burke	Frank Burke Pete Watts James H. Brown
	KFWB	950	5,000-LS 1,000-N	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave.	Hollywood 5315	So. Calif.	Jack Warner Harry Maizlish Chester Mittendorf	William V. Ray Jean Armand Leslie Hewitt	Transamerican
	KGfJ	1200	100	Ben S. McGlashan 1417 So. Figueroa St.	Prospect 2434	Ben S. McGlashan H. Duke Hancock H. Duke Hancock	J. G. Parker I. R. Colbert
	KHJ	900	5,000-LS 1,000-N	Don Lee Broadcasting System, Inc. 1076 W. 7th St.	Van Dyke 7111	Don Lee Mutual	Thomas S. Lee Lewis A. Weiss Roger K. Huston	Don Bernard Raymond R. Morgan Harold G. Peery	William Rambeau
	KMPC (Beverly Hills)	710-L	500	Beverly Hills Broadcasting Corp. 9631 Wilshire Blvd.	Oxford 6211	So. Calif.	G. A. Riebarbs Leo B. Tyson Lisle Sheldon	Baron K. von Egidy Edward Ruggles
	KMTR	570	1,000	KMTR Radio Corp. 915 No. Formosa St.	Hillside 1161	Vietor E. Dalton Tex Rickard Tex Rickard	James Burton James Burton Carroll Hauser	Walter Biddick
	KNX	1050	50,000	Columbia Broadcast System, Inc. 5939 Sunset Blvd.	Hollywood 3101	CBS	Donald W. Thornburgh Donald W. Thornburgh Harry Witt	Charles Vanda Lester H. Bowman	Radio Sales John Blair
	KRKD	1120-ST	2,500-LS 500-N	Radio Broadcasters, Inc. Spring Arcade Bldg.	Madison 2281	Frank P. Doherty V. G. Freitag V. G. Freitag	Howard Bell Howard DeLong
MERCED	KYOS	1040-D	250	Merced Star Publishing Co. P.O. Box 1145	1145	Ray McClung	M. F. Woodling John W. Crews
MODESTO	KTRB	740-D	250	McTammany & Bates McHenry & Sylvan Ave.	774	T. R. McTammany T. R. McTammany T. R. McTammany	Margery Van Loon C. W. Smith W. H. Bates, Jr.
MONTEREY	KDON	1210	100	Monterey Peninsula Bestg. Co. 498 Washington St.	5119	Don Lee Mutual	Allen Griffin Howard V. Walters Howard V. Walters	Howard V. Walters R. F. Lewis, Jr.
OAKLAND	KLS	1440-D CP 1280-U	250	S. W. & E. N. Warner 2201 Telegraph Ave.	Higate 1212	S. W. Warner S. W. Warner F. W. Morse	F. W. Morse E. W. Warner R. Butler
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower	Lakeside 6000	J. R. Knowland, Sr. P. D. Allen P. D. Allen	Chas. Lloyd Roswell Smith
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg.	Glencourt 6774	H. P. Drey H. P. Drey Harry Phillips	Scott Weakley A. B. Colon Ted Bindner
	KSFO	560	1,000	(See San Francisco)					
PASADENA	KPPC	1210-ST NC	100	Pasadena Presbyterian Church 585 E. Colorado St.	Terrace 2193	David Black David Black	David Black N. Vincent Parsons
REDDING	KVCV	1200	100	Golden Empire Bestg. Co. Redding	900	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Charles Sherburne
SACRAMENTO	KFBK	1490	5,000	McClatchy Broadcasting Co. 708 Eye St.	Main 8700	NBC California	Guy Hamilton Howard Lane Howard Lane	Charles W. Flesher Howard Lane Norman D. Webster	Joseph McGillvra Walter Biddick
	KROY	1210-D (Construction Permit)	100	Royal Miller 1520 K St	Main 808	Royal Miller E. E. Wolfe E. E. Wolfe
SAN BERNARDINO	KFXM	1210-ST	100	Lee Bros. Broadcasting Co. 512 5th St.	4761	Don Lee Mutual So. Calif.	J. C. & E. W. Lee E. W. Lee J. C. Lee	Howard Baichly Maurice Vroman Paul Oard
SAN DIEGO	KFSD	600	1,000	Airfan Radio Corp., Ltd. U. S. Grant Hotel	Franklin 6353	NBC-Pacific (Blue)	Thomas E. Sharp Glen Litten John O. Van Keuren	Leah McMahon Glen Litten	NBC
	KGB	1330	1,000	Don Lee Broadcasting System 1012 First Ave.	Franklin 6151	CBS Don Lee Mutual	Thomas S. Lee S. W. Fuller Dan J. Donnelly	David Young Dan J. Donnelly Milam Cater	William Rambeau
	KVSC	1200 (Construction Permit-S)	100	Pacific Acceptance Corp. San Diego	K. L. Banning

McClatchy Land

THIRD MARKET WEST OF THE NETWORKS' BASIC AREA

The Interior California Area, 450 miles long and averaging 50 miles wide, has MORE RETAIL SALES than any STATE West of the Networks Basic Areas except California and Texas. (1933 U. S. Department of Commerce Report on Retail Sales.)

208,000 Radio Homes in McCLATCHYLAND depend ALMOST EXCLUSIVELY on the McClatchy Radio Stations for radio entertainment.

KFBK

Sacramento

KMJ

FRESNO

KWG

Stockton

KERN*

Bakersfield

Now Available with

NATIONAL BROADCASTING COMPANY

RED AND BLUE PACIFIC COAST NETWORKS

(*KERN Available ONLY on N. B. C. Blue)

CALIFORNIA RADIO SYSTEM

McClatchy Radio Stations Plus KEHE, Los Angeles, and KYA, San Francisco covering this entire rich California market.

Represented Nationally by

HEARST RADIO, INC.

McClatchy Radio Stations Represented by:

JOSEPH MCGILLVRA
New York—Chicago

WALTER BIDDICK CO.
Los Angeles—San Francisco—Seattle

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE—FRESNO BEE—MODESTO BEE
BROADCASTING • Broadcast Advertising

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Watch

KEHE

5000 Watts LS - 780 Kilocycles

IN 1937



**THE FASTEST GROWING STATION
ON THE ENTIRE WEST COAST**



**MAKING RADIO HISTORY
IN THE *Great* LOS ANGELES MARKET**

NATIONAL REPRESENTATIVES

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

ALL HAIL!

People of SAN FRANCISCO, OAKLAND AND PACIFIC COAST

Years ago a great purpose combined to an indefatigable spirit within the people of San Francisco, Oakland, and Northern and Central California, motivated what was to be one day man's answer to a formidable natural obstruction to rapid transit—the bridging of the expansive waterway known as the San Francisco Bay.

Today, all people on the Pacific Coast are proud to see their objective and purpose fulfilled—with the dedication of one of the greatest bridge engineering feats in history, now open to convoy.

Hundreds of thousands of interior families will now increase their frequency of shopping in the San Francisco-Oakland markets.

And KYA in San Francisco is transmitting directly into these homes the shopping news and information of leading merchants in these two leading communities.

Market opportunities for your product will be immensely heightened by including KYA in your advertising schedule.



K Y A • Hearst Building, San Francisco, California
NATIONAL REPRESENTATIVE • HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

A Member of the California Radio System

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SAN FRANCISCO....	KFRC	610	5,000-LS 1,000-N	Don Lee Broadcasting System 1000 Van Ness Ave.	Prospect 0100	Don Lee Mutual	Thomas S. Lee Wilbur Eickelburg Ward Ingram Allan Cormack	William Rambeau
	KGGC	1420-SH	100	Golden Gate Broadcasting Co. 230 Eddy St.	Ordway 8963	Robert J. Craig W. N. McGill W. N. McGill	Gordon Willis Andrew Mitchel
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St.	Sutter 1920	NBC-Pacific (Blue)	NBC-General Elec. Co. Don E. Gilman H. F. Anderson	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KJBS	1070-L	500	Julius Brunton & Sons, Co. 1380 Bush St.	Ordway 4148	No. Calif.	Ralph R. Brunton Ralph R. Brunton C. E. Coveny	Harry H. Wickersham D. Williams
	KPO	680	50,000	National Broadcasting Co., Inc. 111 Sutter St.	Sutter 1920	NBC-Pacific (Red)	NBC-Don E. Gilman Don E. Gilman H. F. Anderson	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KSFO	560	1,000	Associated Broadcasters, Inc. Russ Bldg.	Garfield 4700	CBS	W. I. Dumm (Lessor to CBS) Philip G. Lasky Philip G. Lasky	J. C. Morgan R. W. Dumm R. V. Howard	Radio Sales John Blair
KYA	1230	1,000 CP 5,000-LS	Hearst Radio, Inc. Hearst Bldg.	Douglas 2536	California	Hearst Radio, Inc. M. E. Roberts M. E. Roberts	H. J. Rogers Paul C. Schulz	Hearst Radio	
SAN JOSE.....	KQW	1010	1,000	Pacific Agricultural Foundation, Ltd. 87 E. San Antonio St.	Ballard 2616	No. Calif.	Ralph R. Brunton H. O. Fiebig C. S. Harper	Joy E. Storm C. S. Harper Harry Saine
SAN LUIS OBISPO..	KVEC	1,200-D (Construction Permit)	250	Valley Electric Co. San Luis Obispo	264	Christina M. Jacobson
SANTA ANA.....	KVOE	1,500	100	Voice of the Orange Empire, Ltd. Moore Bldg.	4901-R	Don Lee Mutual	J. S. Edwards, Inc. Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Wallace S. Wiggins	Cox & Tanz MacGregor & Sollie
SANTA BARBARA...	KDB	1,500	250-LS 100-N	Santa Barbara Broadcasters, Ltd. 17 E. Haley St.	2-1427	Don Lee Mutual	Thomas S. Lee Frank C. McBride Ben B. Sanders	Ralph Priest Ben Sanders Robert C. Moody	William Rambeau
SANTA ROSA.....	KSRO	1310-D (Construction Permit)	250	Press Democrat Publishing Co. Santa Rosa	54	Ernest L. Finley
STOCKTON.....	KGDM	1100-D	1,000	E. F. Peffer 42 So. California St.	794	Don Lee Mutual	E. F. Peffer A. H. Green A. H. Green	Lillian Best J. D. Kolesar
	KWG	1,200	100	McClatchy Broadcasting Co. Hotel Wolf	580-J	NBC California	Guy C. Hamilton Bernard E. Cooney Bernard E. Cooney	Franklin Wilbur Louis C. Heinzman	Joseph McGillvra Walter Biddick
WATSONVILLE ...	KHUB	1310-D (Construction Permit)	250	F. W. Atkinson Watsonville Pajaronian	57	F. W. Atkinson

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ALAMOSA.....	KGIW	1420-SH	100	L. E. Wilson P.O. Box 26	26	L. E. Wilson Donald E. Bennett Donald E. Bennett	Donald E. Bennett Donald E. Bennett W. M. Thomas
COLORADO SPRINGS	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel	Main 278	CBS	E. K. Gaylor Hugh Terry Hugh Terry	Hugh Terry J. I. Meyerson Jack Lovell	E. Katz
DENVER.....	KFEL	920-ST	500	Eugene P.O. Fallon, Inc. Albany Hotel	Keystone 0178	Mutual Colorado	Gene O'Fallon Gene O'Fallon Gene O'Fallon	Frank Bishop Frank Bishop J. P. Veatch	Transamerican
	KLZ	560	5,000-LS 1,000-N	KLZ Broadcasting Co. Shirley Savoy Hotel	Main 4271	CBS	E. K. Gaylor F. W. Meyer F. W. Meyer	Arthur Wuth U. Joseph Brown T. C. McClelland	E. Katz
	KOA	830	50,000	National Broadcasting Co., Inc. 1625 California St.	Main 6211	NBC	Gen. Elec. Co.-(NBC) A. E. Nelson A. E. Nelson	C. C. Moore R. H. Owen	NBC
	KPOF	880-ST NC	500	Pillar of Fire 1845 Champa St.	Tabor 3733	Bishop Alma White Arthur K. White	Kathleen M. White Paul Schissler
	KVOD	920-ST	500	Continental Radio Corp. Continental Oil Bldg.	Tabor 2291	NBC	William D. Pyle William D. Pyle Jerry Akers	Budd Heyde T. C. Ekrem J. E. Finch	Ed. Petry & Co.
DURANGO.....	KIUP	1370	100	C. Guy Shepard 2800 Main Avenue	117	C. Guy Shepard Raymond M. Beckner Raymond M. Beckner Ed. Janney
GRAND JUNCTION..	KFXJ	1200	250-LS 100-N	Western Slope Broadcasting Co. St. Regis Hotel	126	Colorado	Rex Howell Chas. Howell Charles Howell	Norbourne Smith Hal Reid
GREELEY.....	KFKA	880-ST	1,000-LS 500-N	Mid-Western Radio Corp. 620 8th Ave.	450	Colorado	H. E. Green H. E. Green H. E. Green	Pat Murphy Geo. Provol Geo. Pogue	Radio Markets
LAMAR.....	KIDW	1420-SH	100	Southwest Broadcasting Co. 129 W. Elm St.	16	Leonard E. Wilson Leonard E. Wilson Sherrill Ellsworth	H. C. Overbaugh Leonard E. Wilson H. C. Overbaugh
PUEBLO.....	KGHF	1320	500	Curtis P. Ritchie 113 Broadway	3877	NBC Colorado	Curtis P. Ritchie J. H. McGill	R. L. Freed George Ikleman
STERLING.....	KGEK	1200-SH	100	Elmer G. Beehler Fleming Rd.	679	Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler	Elmer G. Beehler Elmer G. Beehler

Everything

NEW

- ★ **NEW** management and policies
- ★ **NEW** awareness of community service obligation
- ★ **NEW** appreciation of radio showmanship
- ★ **NEW** transmitter and equipment
- ★ **NEW** program features
- ★ **NEW** vigor and enterprise
- ★ **NEW SALES EFFECTIVENESS!**

KVOR

COLORADO SPRINGS

"Voice of the Rockies" — Studios: Antlers Hotel

CBS Affiliate for Southeastern Colorado

**AFFILIATED IN MANAGEMENT WITH
WKY-OKLAHOMA CITY, KLZ-DENVER
AND THE OKLAHOMA PUBLISHING CO.**

Representative . **E. KATZ SPECIAL ADVERTISING AGENCY**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRIDGEPORT.....	WICC	600	1,000—LS 500—N	Southern Conn. Broadcasting Corp. Hotel Stratfield	6-1121	NBC-Blue Colonial Yankee Mutual	John Shepherd, 3rd Joseph Lopez Richard Voynow	Judson LaHaye Carleton McVarish Garoy Ray	Edw. Petry & Co.
HARTFORD.....	WDRC	1330	5,000—LS 1,000—N	WDRC Inc. 750 Main St.	7-1188	CBS	Franklin M. Doolittle William F. Malo William F. Malo	Sterling V. Couch William F. Malo Italo Martino	Free, Johns & Field
	WHTT	1200—D	100	Hartford Times Inc. 933 Main St.	7-6481	Colonial Mutual	Frank E. Gannett Norbert O'Brien Norbert O'Brien	Cedric W. Foster Richard K. Blackburn	J. P. McKinney
	WTIC	1060—ST SA 1040—U	50,000	Travelers Broadcasting Service Corp. 26 Grove St.	2-3181	NBC-Red Yankee	Daniel A. Read Paul W. Morency James F. Clancy	Thomas C. McCray J. C. Randall	Weed & Co.
NEW BRITAIN.....	WNBC	1380—D	250	State Broadcasting Corp. 147 Main St.	240	Patrick J. Goode H. A. Lafount Richard W. Davis Richard W. Davis	H. L. Goodwin Rogers B. Holt
NEW HAVEN.....	WELI	900—D	500	City Broadcasting Corp. 221 Orange St.	8-1133	Patrick J. Goode H. A. Lafount James T. Milne James T. Milne	Malcolm M. Parker William T. DeVan, Jr. J. Gordon Keyworth
NEW LONDON.....	WNLC	1500—D	100	Thames Broadcasting Corp. Mohican Hotel	3353	Roderick L. Morey Gerald J. Morey John C. Hinricks	Russell Brooks Edwin J. Morey Daniel E. Noble
WATERBURY.....	WATR	1190—L	100	WATR Co. Inc. 47 Grand St.	3-5161	Intercity	Harold Thomas Harold Thomas Samuel Elman	James Parker I. Dumbelton Norman Blake	Weston, Frykman & Allen
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St.	3-1125	Colonial Mutual	William J. Pape E. J. Frey E. J. Frey	D. H. Halpern Eric Pape S. E. Warner

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
WILMINGTON.....	WDEL	1120	500—LS 250—N	WDEL Inc. 10th & King Sts.	7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning J. E. Mathiot
	WILM	1420—ST	100	Delaware Broadcasting Co. 10th & King Sts.	7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning J. E. Mathiot

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
WASHINGTON.....	WJSV	1460	10,000	Old Dominion Broadcasting Co. Earle Bldg.	Met. 3200	CBS	CBS-Harry C. Butcher A. D. Willard, Jr. A. D. Willard, Jr.	Fred Long Ann Gillis Clyde M. Hunt	Radio Sales Inc.
	WMAL	630	500—LS 250—N	National Broadcasting Co. National Press Bldg.	District 0300	NBC-Blue	NBC-Frank M. Russell K. H. Berkeley Vincent F. Callahan	K. H. Berkeley Vincent F. Callahan A. E. Johnson	NBC
	WOL	1310 CP 1230	100 CP 1,000	American Broadcasting Co. 1627 K St., N.W.	Met. 0012	Mutual Intercity	LeRoy Mark W. B. Dolph Henry V. Seay	Madeline Ensign Henry H. Lyon	Transamerican
	WRC	950	1,000—LS 500—N	National Broadcasting Co. National Press Bldg.	District 0300	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley Vincent F. Callahan	Fred Shawn Vincent F. Callahan A. E. Johnson	NBC

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLEARWATER.....	WFLA	620	5,000—LS 1,000—N	Clearwater Chamber of Commerce Tarr Bldg. Tampa	Tampa H-1357	NBC	H. H. Baskin W. Walter Tison W. Walter Tison	Mardi Liles Melvin Myer Joe Mitchell	Norman Craig Furgason & Aston
DAYTONA BEACH...	WMFJ	1420	100	W. Wright Esch 126½ Magnolia Ave.	91	W. Wright Esch W. Wright Esch Ed Sims	A. B. Esch W. Wright Esch Bryan Wright
GAINESVILLE.....	WRUF	830—L	5,000	University of Florida Gainesville	1000	U. of Florida Garland Powell	Russell McCaughan Joseph Weil



Johnny's right. And because WTIC blankets Connecticut, local retail advertisers are placing ten times as much advertising with this station as with any other radio station in this vicinity.

Not only does WTIC cover Connecticut, but it also covers a good slice of Massachusetts, New York, Vermont and New Hampshire. Over 483,000 radio homes in its primary service area

are served with the finest NBC Red Network programs and with local productions long favorites with this audience. Here are people who are willing to buy — who have money with which to buy.

Station WTIC offers the *only* way to reach this rich compact market at small cost. Full particulars on request.

WTIC



50,000 WATTS HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORPORATION

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James F. Clancy, *Bus. Mgr.*

Chicago Office, 203 N. Wabash Ave.—C.C. Wood, Mgr.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
JACKSONVILLE.....	WJAX	900	5,000—LS 1,000—N	City of Jacksonville 1 Broadcast Place	5-5821	NBC	Thomas C. Imeson John T. Hopkins, III John T. Hopkins, III John T. Hopkins, III	Norman Craig Ferguson & Aston
	WMBR	1370	250—LS 100—N	Florida Broadcasting Co. Carling Hotel	5-4387	CBS Florida	Ed Norton Glenn Marshall, Jr. Frank King	Glenn Marshall, Jr. Glenn Marshall, Jr. Jack Greene	Paul Raymer
LAKELAND.....	WLAK	1310	100	Lake Region Broadcasting Co. 130 So. Mass. Ave.	2143	Florida	J. P. Marchant G. G. Fletcher D. M. Brown	Eddie Vann W. P. Hunter
MIAMI.....	WIOD	1300	1,000	Isle of Dreams Broadcasting Corp. News Tower	3-1113	NBC	Daniel J. Mahoney Francis P. Malone S. A. Vetter	Margaret Duane Milton Scott, Jr.	Wilbur Babcock
	WQAM	560	1,000	Miami Broadcasting Co. 327 N.E. First Ave.	2-6121	CBS Florida	F. W. Borton F. W. Borton F. W. Borton	Norman MacKay Norman MacKay Eugene F. Rider	Ferguson & Aston Craig & Hollingbery
ORLANDO.....	WDBO	580	1,000	Orlando Broadcasting Co. Ft. Gatlin Hotel	6181	CBS	Colonel G. C. Johnston Harold P. Danforth Harold P. Danforth	Emily Beckett W. Gage McBride James E. Yarbrough	Niles, Field
PENSACOLA.....	WCOA	1340	500	Pensacola Broadcasting Co. San Carlos Hotel	2159	CBS	John H. Perry Henry G. Wells, Jr. Royce Powell	James Hendrix Royce Powell Beecher Hayford	John Perry
ST. AUGUSTINE....	WFOY	1210 (Construction Permit)	100	Fountain of Youth Properties, Inc.	736	Walter B. Frazer
ST. PETERSBURG...	WSUN	620	5,000—LS 1,000—N	St. Petersburg Chamber of Com. Municipal Pier	4747	NBC	City of St. Petersburg Harold H. Meyer Harold H. Meyer	Louis J. Link Joseph Mitchell	Ferguson & Aston
TALLAHASSEE.....	WTAL	1310	100	Florida Capital Broadcasters Thomasville Road	1310-R	Florida	Gilbert Freeman Richard Kingston David Bain
TAMPA.....	WDAE	1220	5,000—LS 1,000—N	Tampa Times Co. 114 So. Franklin St.	M-1818	CBS Florida	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton William Pharr Moore	E. Katz
WEST PALM BEACH.	WJNO	1200	100	Hazlewood, Inc. P. O. Box 2016	8233	CBS	John R. Beacham George A. Hazlewood George A. Hazlewood George A. Hazlewood Russel Bennet

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	Americus Broadcasting Corp. Albany	165	J. W. Woodruff, Jr. Hammond B. Smith Hammond B. Smith	Miss Para Lee Brock M. F. Adams, Jr.
ATHENS.....	WTFI	1450	500	Liberty Broadcasting Co. 133 E. Washington St. (Construction Permit to move to Atlanta; change call to WAGA)	1741	Norman K. Winston Atlanta Journal A. Lynne Brannen A. Lynne Brannen	A. Lynne Brannen A. Lynne Brannen Vernon J. Cbeek
ATLANTA.....	WATL	1370	250—LS 100—N	Atlanta Broadcasting Co. Henry Grady Bldg.	Walnut 4377	J. W. Woodruff Maurice C. Coleman V. R. Blakemore	Earle Pudney Maurice C. Coleman Frank Parkins	Joseph McGillvra
	WGST	890	1,000—LS 500—N CP 5,000—LS CP 1,000—N	Georgia School of Technology Ansley Hotel	Walnut 8441	CBS	Operated Under Lease W. H. Summerville W. H. Summerville	A. John Fulton Frank Gaither Cliff Rogers	E. Katz
	WSB	740	50,000	Atlantic Journal Co. Biltmore Hotel	Hemlock 1045	NBC	John A. Brice Lambden Kay John M. Outler, Jr.	Roy McMillan C. F. Dougherty	Edw. Petry & Co.
AUGUSTA.....	WRDW	1500	100	Augusta Broadcasting Co. Inc. 1001 Broadway	2976	Arthur Lucas David Parmer J. E. Reynolds	Jack Bennett Ben B. Boeckman Harvey Aderhold	Joseph McGillvra
COLUMBUS.....	WRBL	1200	100 CP 250—LS	WRBL Radio Station Inc. 1814 Second Ave.	317	J. W. Woodruff, Jr. D. Parmer J. W. Woodruff, Jr. J. W. Woodruff, Jr. George Gautney	Joseph McGillvra
GRIFFIN.....	WKEU	1500—D	100	Radio Station WKEU Griffin Hotel	90	A. W. Marshall, Jr. A. W. Marshall, Jr. R. L. McConnell	C. B. Daniel A. W. Marshall, Jr.
MACON.....	WMAZ	1180—L	1,000	Southeastern Broadcasting Co. 211 Cotton St.	3131	E. K. Cargill E. K. Cargill Frank Crowther	Allie Williams Wilton Cobb Geo. P. Rankin, Jr.
ROME.....	WRGA	1500	250—LS 100—N	Rome Broadcasting Corp. National City Bank Bldg.	1995	John W. Quarles John W. Quarles John W. Quarles	James Burke Price Selby James Burke
SAVANNAH.....	WTOC	1260	1,000	Savannah Broadcasting Co. Inc. De Soto Hotel	2-0127	CBS	W. T. Knight, Jr. W. T. Knight, Jr.	Dwight J. Bruce William B. Smart Laws L. Meador	Paul Raymer
THOMASVILLE....	WPAX	1210—D	100	H. Wimpy 117 Remington Ave.	909	H. Wimpy H. Wimpy Charles Lawton George W. Fahrubel
WAYCROSS.....	WAYX	1200	100	Waycross Broadcasting Co. 620 Plant Ave.	965	S. F. Sapp S. F. Sapp Jack Murray	S. F. Sapp Jack Murray John J. Tobola

IT'S
W S U N
 in
ST. PETERSBURG

f l o r i d a

FLORIDA'S CENTER OF POPULATION

"Where income from
 agriculture exceeds
 \$135,000,000"

NBC

OUTLET FOR

TAMPA

(POPULATION 150,000)

ST. PETERSBURG

(POPULATION 50,000)

5000 WATTS DAY **620 Kc.** 1000 WATTS NIGHT

STUDIOS & BUSINESS OFFICE

RECREATION PIER ST. PETERSBURG

GENERAL MANAGER,
 HAROLD A. MEYER

IT'S
W I O D
 in
MIAMI

f l o r i d a

A National Address

A National Market

OF SURPASSING GROWTH

U. S. Retail Sales Census for 1935 Shows
 IN WIOD'S PRIMARY AREA

1935 PER CAPITA PURCHASES	\$481
(Nation's per capita 1935)	\$267
1933 PER CAPITA PURCHASES	\$277
(Nation's per capita 1933)	\$204

A 74% INCREASE

in retail purchasing power by
 WIOD PRIMARY AREA LIS-
 TENERS from 1933 to 1935.

NBC Outlet for

The Nation's Year 'Round Riviera
 (The Southeast Florida Gold Coast)
 The Empire of the Caribbean.

1300 Kilocycles 1000 Watts
Day and Night

STUDIO and BUSINESS OFFICE
 NEWS TOWER
 MIAMI, FLORIDA

REPRESENTATIVES

George P. Hollingbery Wilbur Babcock
 Chicago New York

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BOISE	KIDO	1350	2,500—LS 1,000—N	Boise Broadcast Station Hotel Boise	660		F. L. Hill-C. G. Phillips C. G. Phillips	Billy Phillips B. Scotland Gordon Sloat	Sears Co.
IDAHO FALLS	KID	1320	1,000—LS 500—N	KID Broadcasting Co. Inc. B. W. M. Bldg.	4		Jack W. Duckworth Jack W. Duckworth	Doug Doan W. J. Provis	Radio Markets
LEWISTON	KRLC	1420 CP 1390	100 CP 250	H. E. Studebaker Lewis-Clark Hotel	1950		H. E. Studebaker Donald A. Wike Arthur Q. Moore	Bob Garred	
NAMPA	KFXD	1200	250—LS 100—N	Frank E. Hurt 1024 12th Ave., So.	1200		Frank E. Hurt Edward Hurt Doyle Cain	Maxine Hurt Edward Hurt	
POCATELLO	KSEI	900	500—LS 250—N	Radio Service Corp. Pocatello	960		O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe Fletcher Robert E. Lee, Jr. James E. Mitchell	
TWIN FALLS	KTFI	1240	1,000—LS 500—N SA 1,000—N	Radio Broadcasting Corp. 143 Second St., W.	30		S. M. Soule S. M. Soule F. M. Soule	Jay Spracker John Gardner Franklyn Cox	

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLOOMINGTON	WJBC	1200—ST	250—LS 100—N	Arthur M. McGregor Dorothy C. McGregor Bloomington	535		A. M. McGregor A. M. McGregor Hugh L. Gately	Richard C. Noble Hugh L. Gately Marshall Searcist	Sears Co. Cox & Tanz
CARTHAGE	WCAZ	1070—D	100 CP 250	Superior Broadcasting Service 502 Wabash Ave.	520		Robert E. Compton Robert E. Compton John Palmer	Naomi Alexander Robert E. Compton	Charles Caley
CHAMPAIGN	WDWS	1370—D (Construction Permit)	100	Champaign News-Gazette Inc. 48 Main St.	5252		Helen M. Stevick	Jack Waincott	
CHICAGO	WAAF	920—D	1,000	Drovers Journal Publishing Co. Palmer House	Randolph 1749		Ward A. Neff William E. Hutchinson Norman Boggs	Edward E. Simmons Carl Ulrich	P. W. & G. F. Minnick
	WBBM	770—ST SA Synchronize KFAB—N	50,000	Columbia Broadcasting System Inc. 410 No. Michigan Ave.	Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass Harry Mason Smith	Robert Brown Frank Grinstead Frank B. Falknor	Radio Sales
	WCBD	1080—ST, L	5,000	WCBD Inc. 4000 Washington Blvd.	Van Buren 6201		Gene T. Dyer Gene T. Dyer Gene T. Dyer	Joe Rudolph Edward W. Jaeger	
	WCFI	970	5,000	Chicago Federation of Labor 666 Lake Shore Drive	Superior 5300	NBC	E. N. Noekels E. N. Noekels C. P. McAssey	R. Calvert Huws C. P. McAssey Maynard Marquardt	Niles, Field
	WCRW	1210—SH	100	Clinton R. White 2756 Pine Grove Ave.	Diversey 4440		Clinton R. White J. A. White J. A. White	Clinton R. White	
	WEDC	1210—SH	100	Emil Denmark Inc. 3860 Ogden Ave.	Crawford 4100		Emil Denmark Herschel Fitz Charles	Herschel Fitz Charles	
	WENR	870—ST	50,000	National Broadcasting Co. Merchandise Mart	Superior 8300	NBC-Blue	NBC—Niles Trammell P. G. Parker G. B. McDermott	S. N. Strotz E. C. Carlson H. C. Luttgens	NBC
	WGES	1360—SH	1,000—LS Sundays 500—N	Oak Leaves Broadcasting Station 122 No. Pulaski Rd.	Van Buren 6201		J. Louis Guyon Gene T. Dyer Gene T. Dyer	Vad Sherman Joe Brubaker	
	WGN	720	50,000	WGN Inc. 435 No. Michigan Ave.	Superior 0100	Mutual	W. E. Macfarlane Quin A. Ryan E. W. Wood, Jr.	Quin A. Ryan Frank P. Schroeder C. J. Meyers	
	WIND Gary, Ind.	560	500—LS 1,000—N	(See Gary, Indiana)					
	WJJD	1130—L	20,000	WJJD Inc. 201 No. Wells St.	State 5456	Affiliated	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	Joe Allabough C. W. Guenther	Weed & Co
	WLS	870—ST	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd.	Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Snyder William R. Chinc	Harold A. Safford Thomas L. Rowe	John Blair
	WMAQ	670	50,000	National Broadcasting Co. Merchandise Mart	Superior 8300	NBC-Red	NBC—Niles Trammell P. G. Parker G. B. McDermott	S. N. Strotz E. C. Carlson H. C. Luttgens	NBC
	WMBI	1080—L ST—N	5,000	Meady Bible Institute 153 Institute Place	Diversey 1570		Henry C. Crowell Henry C. Crowell	Wendell P. Lovelock A. P. Frye	
	WSBC	1210—H	100	WSBC Inc. Madison & Western Ave.	Seelye 2275		Gene T. Dyer Frank A. Stanford Frank A. Stanford	Caleb C. Fritch	
CICERO	WHIC	1420	250—LS 100—N	WHIC Inc. 6128 W. Cermak Rd.	Lawndale 8228		R. W. Hoffman R. W. Hoffman R. W. Hoffman	C. J. Langhmer W. H. Seed George Busch	
DECATUR	WJBI	1200—ST	100	Commodore Broadcasting Inc. 301 No. Water St.	5371		Charles R. Cook Charles R. Cook Charles R. Cook	Larry Simms Merile Bradley Eddie Z. Schull	

AGAIN!

first in Chicago

- ... **FIRST In Percentage of Commercially Sponsored Programs**
- ... **FIRST In Number of Chicago Accounts**
- ... **FIRST In Number and Duration of Repeat Contracts and Steady Accounts**
- ... **FIRST In Results Per Dollar Spent**

1000 AND 500 WATTS

WGES

—Under Personal Management of *GENE T. DYER*

These Stations Sell RESULTS!

WCBD

5000 WATTS
CHICAGO

WSBC

100 WATTS
CHICAGO

WEMP

100 WATTS
MILWAUKEE

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ILLINOIS—(Continued)

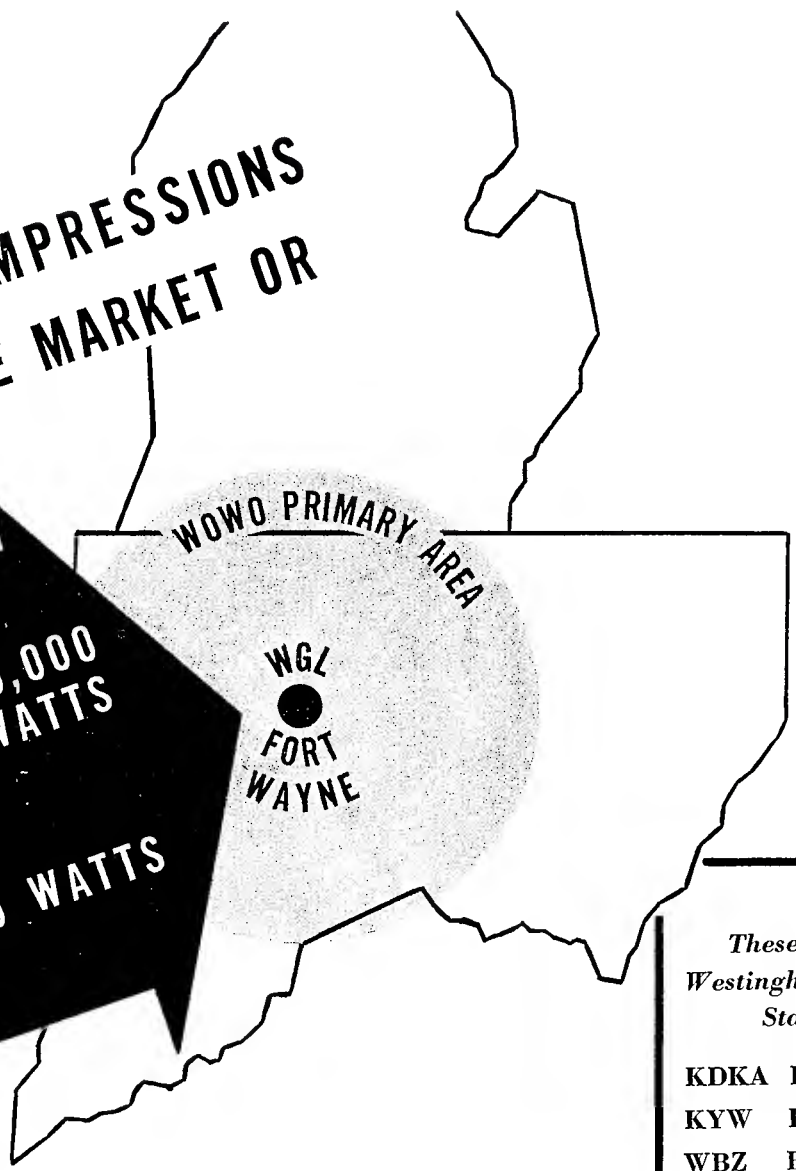
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
EAST DUBUQUE....	WKBB	1500	250—LS 100—N	Sanders Bros. Radio Station Hotel Julien, Dubuque, Ia.	Dubuque 572	Affiliated	Walter E. Klauer James D. Carpenter James D. Carpenter	E. Gilbert Forbes A. M. Link Leonard Carlson
EAST ST. LOUIS....	WTMV	1500	100—N 250—LS	(Sec St. Louis Missouri)					
HARRISBURG.....	WEBQ	1210—SH	250—LS 100—N	Harrisburg Broadcasting Co. 100 East Poplar St.	28	Dr. J. V. Capel I. M. Taylor I. M. Taylor	Virginia Crane Joseph R. Tate
JOLIET.....	WCLS	1310 SH	100	WCLS Inc. Joliet	5656	Affiliated	R. W. Hoffman M. E. Maxwell M. E. Maxwell	Wally Nehrling Odsier Wedin
PEORIA.....	WMBD	1440	1,000—LS 500—N	Peoria Broadcasting Co. Alliance Life Bldg.	7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Dean R. Upson Charles C. Caley Ted Giles	Free, Johns & Field
QUINCY.....	WTAD	900—D	1,000	Illinois Broadcasting Corp. W. C. U. Bldg.	Main 364	W. Emery Lancaster R. H. Malcomson W. J. Rothschild	Zoula Gatewood Will Sohm Francis Wentura
ROCKFORD.....	WROK	1410	500 CP 1,000—LS	Rockford Broadcasters Inc. 209 So. Water St.	Main 5632	Affiliated	Lloyd C. Thomas Lloyd C. Thomas Lloyd C. Thomas	John C. McCloy Norman H. Brinsley Thomas Cameron	Kelly-Smith
ROCK ISLAND.....	WHBF	1210	250—LS 100—N	Rock Island Bestg. Co. Rock Island	918	Affiliated	Ben H. Potter John W. Potter Maurice Corken	Ivan Streed Maurice Corken J. E. Gray	Weed & Co.
SPRINGFIELD.....	WCBS	1420—SH	100	WCBS, Inc. 208½ So. 5th St.	Main 260	Harold L. Dewing Harold L. Dewing Harold L. Dewing	D. Corrigan Minor Wilson	Sears Co.
	WTAX	1210	100	WTAX Inc. Reisch Bldg.	Main 1600	Affiliated	Jay A. Johnson Jay A. Johnson Jay A. Johnson Edward Ring	Wilson-Dalton- Robertson
TUSCOLA.....	WDZ	1020—D	250	WDZ Broadcasting Co. Star Store Bldg.	98	Edgar L. Bill Clair B. Hull Clair B. Hull Mark Spies	Charles Caley
URBANA.....	WILL	890—ST CP 580—LS	250—N CP 1,000—LS	University of Illinois Urbana	7-2616	Dr. Arthur C. Willard Joseph F. Wright	Frank E. Schooley W. E. Phillips

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON.....	WHBU	1210	250—LS 100—N	Anderson Broadcasting Corp. Citizens Bank Bldg.	234	L. M. Kennett L. M. Kennett Loyal Podhaski	Chet Miller Roy Fulwider
ELKHART.....	WTRC	1310—ST	250—LS 100—N	Truth Publishing Co. Hotel Elkhart	948	Affiliated	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Schrock Bob Kelley Kenneth Singleton	Radio Markets
EVANSVILLE.....	WEOA	1370	100 CP 250—LS	Evansville on the Air 519 Vine St.	2-1171	Affiliated	Alvin Eades Martin L. Leich Martin L. Leich	Pat Flaherty Roper John B. Caraway, Jr.	Furgason & Aston
	WGBF	630—ST	500 CP 1,000—LS	Evansville on the Air 519 Vine St.	2-1171	Alvin Eades Clarence Leich Guy R. Crecelius	Pat Flaherty Roper Fay Gchres	Furgason & Aston
FORT WAYNE.....	WGL	1370	100	Westinghouse Radio Stations, Inc. 215 W. Main St.	Anthony 2136	NBC	Westinghouse W. Ward Dorrell Paul Mills	Clair Weidenoar J. A. Becker Fred W. Fischer
	WOWO	1160—ST	10,000	Westinghouse Radio Stations, Inc. 215 W. Main St.	Anthony 2136	CBS NBC-Blue (After May 1)	Westinghouse W. Ward Dorrell C. R. Durbin	Franklin Tooke J. A. Becker Fred W. Fischer	E. Katz
GARY.....	WIND	560	5,000—LS 1,000—N	Johnson Kennedy Radio Corp. 504 Broadway	9191	Affiliated	Ralph L. Atlass E. S. Mittendorf Ralph L. Atlass	Ned L. Reglein Kenneth C. Shirk
HAMMOND.....	WHIP	1480—D (Construction Permit—S)	5,000	Hammond-Calumet Bestg. Corp. Hammond Bldg.	1-0000	George F. Courier
	WWAE	1200—ST	100	Hammond-Calumet Bestg. Corp. Hammond Bldg.	1-0000	Affiliated	G. F. Courier Doris Keane	Harold A. Fall Roland G. Pamler
INDIANAPOLIS.....	WFBM	1230	5,000—LS 1,000—N	Indianapolis Power & Light Co. 307 No. Pennsylvania St.	Lincoln 8506	CBS	H. T. Pritchard R. E. Blossom R. E. Blossom	F. O. Sharp M. R. Williams	Edw. Petry & Co.
	WIRE	1400	1,000—LS 500—N CP 5,000—LS CP 1,000—N	Central Newspapers, Inc. 540 No. Meridian St.	Riley 4471	NBC-Red	E. C. Pulliam E. C. Pulliam Robert Bausman	Jack Stillwill Lawrence Hammer Earl Lewis	William Rambeau
MUNCIE.....	WLBC	1310—ST	250—LS 100—N	Donald A. Burton Anthony Bldg.	Main 5411	Affiliated	Donald A. Burton Donald A. Burton William F. Craig	D. E. Russell M. M. Crain
NEW ALBANY.....	WGRC	1370—D	250	Northside Broadcasting Corp. Indiana Theatre Bldg.	150	Affiliated	Charles Lee Harris Charles Lee Harris Arthur L. Harris	Robert J. McIntosh Robert J. McIntosh Alva E. Smith
RICHMOND.....	WKBV	1500—SH	100	Knox Radio Corp. Box 308	7322	William O. Knox

IF YOU WANT
 PROFITABLE LISTENER IMPRESSIONS
 IN THIS RICH TRI-STATE MARKET OR
 IN FT. WAYNE, USE—

WOWO 10,000 WATTS
 OR **WGL** 100 WATTS



- These are the
 Westinghouse Radio
 Stations*
- KDKA** Pittsburgh
 - KYW** Philadelphia
 - WBZ** Boston
 - WBZA** Springfield,
Mass.
 - WOWO** Ft. Wayne
 - WGL** Ft. Wayne

TWO NEW members of the familiar family of Westinghouse Radio Stations, serving a prosperous tri-state audience.

WOWO serves 33 counties in Indiana, 15 in Ohio and 7 in Michigan, a fertile market where retail sales are larger than Pittsburgh's, Cleveland's, St. Louis' or Baltimore's. Time and again WOWO has proved its ability to build profitable sales in this prosperous middle western market. It can do the same for you.

For Fort Wayne, locally, there is WGL . . . the Mighty Midget of the middle west . . . a proved builder of profitable local sales . . . an ideal outlet for test campaigns.

No middle western radio schedule is complete without one of these stations. We'll be glad to give you more information. Write, 'phone or wire WOWO—WGL, 213 West Main Street, Ft. Wayne, Indiana.

WESTINGHOUSE RADIO STATIONS, INC.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1937)

INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SOUTH BEND.....	WFAM	1200—ST	100	South Bend Tribune 205 W. Colfax Ave.	3-6161	CBS	F. A. Miller Franklin D. Schurz R. H. Swintz	Robert Drain A. E. Richardes Paul Mangus	Paul Raymer
	WSBT	1360—ST	500	South Bend Tribune 205 W. Colfax Ave.	3-6161	CBS	F. A. Miller Franklin D. Schurz R. H. Swintz	Robert Drain A. E. Richardes Paul Mangus	Paul Raymer
TERRE HAUTE.....	WBOW	1310	250—LS 100—N	Banks of the Wabash Inc. 19½ So. 6th St.	Crawford 3394	Affiliated	W. W. Behrman W. W. Behrman W. W. Behrman	Leo Baxter Ralph Walton Don Petit	Ferguson & Aston
WEST LAFAYETTE..	WBAA	890—SH NC	1,000—LS 500—N	Purdue University W. LaFayette	6076	Purdue University W. A. Knapp	Clarence E. Dammon John Hammond

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
AMES.....	WOI	640—D NC	5,000	Iowa State College Ames	2210	Charles E. Failey W. I. Griffith	W. I. Griffith W. E. Stewart
BOONE.....	KFGQ	1370—SH NC	100	Boone Biblical College 924 W. 2nd St.	616W	Boone Biblical College Lois Crawford	Lois Crawford W. E. Stewart
CEDAR RAPIDS	WMT	600	5,000—LS 1,000—N	Iowa Broadcasting Co. Montrose Hotel, Cedar Rapids Russell-Lamson Hotel, Waterloo	6127	NBC—Blue Iowa Mutual	Gardner Cowles, Jr. Sumner D. Quarton W. B. Quarton (Cedar Rapids) D. E. Inman (Waterloo)	Douglas Grant Lee Cole (Cedar Rapids) Jack Comfort (Waterloo) Charles Quentin	E. Katz
COUNCIL BLUFFS...	KOIL	1260	2,500—LS 1,000—N	(See Omaha, Nebraska)					
DAVENPORT.....	WOC	1370	250—LS 100—N	Tri-City Broadcasting Co. 1002 Brady St.	2-3521	CBS	B. J. Palmer Clark A. Luther Clark A. Luther	J. Neil Reagan H. W. Higby	Free, Johns & Field
DECORAH.....	KGCA	1270—D ST—NC	100	Charles Walter Greenley 211 Winnebago	131	Charles W. Greenley
	KWLC	1270—D ST	100	Luther College Decorah	690	Dr. O. J. H. Preus	Dr. W. L. Strunk O. M. Eittrheim
DES MOINES.....	KRNT	1320	1,000—LS 500—N CP 5,000—LS CP 1,000—N	Iowa Broadcasting Co. 715 Locust Street	3-2111	CBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	C. R. Daly G. Phender Greenburg Paul R. Huntsinger	E. Katz
	KSO	1430	1,000—LS 500—N CP 2,500—LS	Iowa Broadcasting Co. 715 Locust St.	3-2111	NBC—Blue Iowa Mutual	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	C. R. Daly C. Phender Greenburg Paul R. Huntsinger	E. Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St.	3-7147	NBC—Red	B. J. Palmer J. O. Maland J. O. Maland	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE.....	WKBB	1500	250—LS 100—N	(See East Dubuque, Ill.)					
IOWA CITY.....	WSUI	880—NC	1,000—LS 500—N	State University of Iowa Iowa City	2111-237	Iowa State U. C. H. Menzer	Pearl B. Broxam S. J. Ebert
MARSHALLTOWN..	KFJB	1200	250—LS 100—N	Marshall Electric Co. 1603 W. Main St.	2515	E. N. Peak A. E. Mickel A. E. Mickel	J. E. Wintermeier S. S. Davis
MASON CITY.....	KGLO	1210	100	Globe-Gazette Co. Mason City	2800	Lee P. Loomis F. C. Eighmey	Weed & Co.
SHENANDOAH.....	KFNF	890—ST	1,000—LS 500—N	KFNF Inc. 407 Sycamore St.	1	Henry Field Fred Tunnicliff W. E. Macdonald	W. E. Macdonald Wiley D. Wenger
	KMA	930	5,000—LS 1,000—N	May Seed & Nursery Co. Lowell & Elm Sts.	193	Earl E. May J. C. Rapp Bob Kaufman	Gareth M. Hitchcock J. C. Rapp	Wilson-Dalton- Robertson Walter Biddick
SIoux CITY.....	KSCJ	1330	5,000—LS 1,000—N	Perkins Bros. Co. 415 Douglas St.	8-7526	CBS	W. H. Sammons C. W. Corkhill C. W. Corkhill	Bertha Reese C. W. Corkhill S. C. Dier	Craig & Holling- bery

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABILENE.....	KFBI	1050—L	5,000	Farmers & Bankers Life Insurance Co. Abilene	1200	F. B. Jacobshagen K. W. Pyle K. W. Pyle	Mary Eberhardt G. F. Johnson	Wilson-Dalton- Robertson
COFFEYVILLE.....	KGGF	1010—SH	1,000	Powell & Platz 8th & Elm Sts.	147	Hugh J. Powell Hugh J. Powell W. B. Darrah	Melvin E. Drake Hugh J. Powell J. Fred Case	Wilson-Dalton- Robertson
DODGE CITY.....	KGNO	1340	250	Dodge City Broadcasting Co. National Bank Bldg.	1340	J. C. Denious
GARDEN CITY.....	KIUL	1210	100	Garden City Broadcasting Co. 404 No. Main St.	666	S. H. Patterson Virginia Lowther Virginia Lowther	Virginia Lowther Virginia Lowther Howard Johnson

When a friend speaks, you listen



... In Iowa, WHO is a friend
whose voice carries weight
when delivering your message!

LIKE human friendships, strong radio friendships develop slowly.

The friendship which millions of Iowans and Iowa neighbors feel toward WHO could not have mushroomed overnight. Instead, it has been developed through many years of enjoyable entertainment, helpful service, friendly contact.

Since 1922, the men who direct the operation of WHO have kept in close touch with listener - preferences in the mid-west. The result is a program-schedule so close to the desires of this territory that thousands of sets are rarely tuned to any other station. Radio executives, accustomed to the quick shift of metropolitan audiences from station to station, are often amazed to observe how many mid-western sets regularly stay tuned to WHO.

When you invite a radio station into your home, day after day, over a period approaching fifteen years, you naturally develop a strong feeling of friendship for that station — friendship which is

an important asset to the advertisers who use that station.

For when a friend speaks, you listen. And Iowans listen with friendly confidence to what they hear over WHO. That is one vital reason why, among radio advertisers who measure station performance, WHO has built an outstanding reputation for results at low cost.

As a typical illustration of this audience-friendship, nearly 200,000 listeners

have written for pictures of the Iowa Barn Dance Frolic, one of the feature-broadcasts originating at WHO.

For 123 hours out of every week, WHO makes worthwhile contributions toward broadening the lives of the millions within range of its 50,000-watt transmitter.

When a friend speaks, you listen. And to these millions, WHO is a real friend—

A friend whose voice carries weight when delivering your message.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. MALAND, MANAGER

PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
GREAT BEND	KVGB	1370 (Construction Permit)	100	Ernest Edward Ruehlen 2103 Forest Ave.	Ernest Edward Ruehlen Ernest Edward Ruehlen Ernest Edward Ruehlen	Jere W. Murphy C. L. Gallon Carl Hall
HUTCHINSON	KWBG	1420	100	Nation's Center Broadcasting Co. Great American Life Insurance Bldg.	125	W. B. Greenwald W. B. Greenwald W. B. Greenwald	W. P. Robinson W. P. Robinson Harold Bourell
KANSAS CITY	KCKN	1310	100	WLBK Broadcasting Co. 901 No. 8th St.	Drexel 4300	Kansas	Arthur Capper- W. A. Bailey Ellis Atteberry Ellis Atteberry	Don Evans- Ruth Royal Ellis Atteberry Clark Smith	Capper Publica- tions
LAWRENCE	KFKU	1220—ST NC	5,000—LS 1,000—N	University of Kansas Lawrence	109	University of Kansas Harold Ingham	Harold Ingham R. P. Stringham
	WREN	1220—ST	5,000—LS 1,000—N	(See Kansas City, Mo.)					
MANHATTAN	KSAC	580—ST NC	1,000—LS 500—N	Kansas State College College Campus	2236	Kansas State College	L. L. Longsdorf W. E. Peery
PITTSBURG	KOAM	790—D (Construction Permit—S)	1,000—D	Pittsburg Broadcasting Co. Pittsburg	A. S. Graham E. V. Baxter Norman Baxter
SALINA	KSJS	1500 (Construction Permit)	100	R. J. Laubengayer Salina	545	R. J. Laubengayer
TOPEKA	WIBW	580—ST	5,000—LS 1,000—N	Topeka Broadcasting Assn. 1035 Topeka Bldg.	3-2377	CBS Kansas	Arthur Capper- Chas. Sessions Don Searle Don Searle Ben Ludy Karl Troegen	Capper Publica- tions
WICHITA	KANS	1210	100	Charles C. Theis Lassen Hotel	4-2387	Charles C. Theis Herbert Hollister Herbert Hollister	Jack Todd Herbert Hollister Herbert Hollister	Ferguson & Aston
	KFH	1300	5,000—LS 1,000—N	Radio Station KFH Co. York Rite Temple Bldg.	3-5254	CBS	John Rigby- V. Murdock Estate C. U. Price Russel L. Lowe	Winnifred Walling- Maureen Lee R. M. Kent Amos C. Dadisman	Edw. Petry & Co.

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASHLAND	WCMI	1310	250—LS 100—N	Ashland Broadcasting Co. WCMI Bldg.	Main 363	J. T. Norris James F. Kyler James F. Kyler	Hester Kyler Jack Bell E. D. Herider
COVINGTON	WCKY	1490	5,000	(See Cincinnati, O.)					
LEXINGTON	WLAP	1420	250—LS 100—N	American Broadcasting Corp. Main and Esplanade Sts.	1721	J. L. & G. N. Nunn Winston L. Clark Winston L. Clark	Ted Grizzard Winston L. Clark Sanford Helt	Radio Markets
LOUISVILLE	WAVE	940	1,000	WAVE Inc. Brown Hotel	Jackson 8391	NBC	George W. Norton, Jr. Nathan Lord James F. Cox	George C. Patterson Louis Reker Wilbur Hudson	Free & Peters
	WHAS	820	50,000	Louisville Times Co. 300 W. Liberty St.	Wabash 2211	CBS	Robert W. Bingham Credo Harris W. L. Coulson	Joe Eaton Dolly Sullivan Howard E. Campbell	Edw. Petry & Co.
MIDDLESBORO	WLMU	1210 (Construction Permit—S)	100	Lincoln Memorial University Harrogate Tenn.
PADUCAH	WPAD	1420	250—LS 100—N	Paducah Broadcasting Co. Ninth & Terrell Sts.	4100	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Fred Stone W. Prewitt Lackey C. G. Sims	Spot Broadcasting

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALEXANDRIA	KALB	1420—D	100	Alexandria Broadcasting Co. Third & Jackson Sts.	65	W. H. Allen J. W. Worthington Gordon Hilton	Ken White J. W. Worthington Paul Curtis
BATON ROUGE	WJBO	1120—SH	500	Baton Rouge Broadcasting Co. Inc. 334 Florida St.	3647	Charles P. Manship, Jr. H. Vernon Anderson H. Vernon Anderson	Paul Goldman Paul Armstrong Wilbur Golsen
LAFAYETTE	KVOL	1310	100	Evangeline Broadcasting Co. 300 Jefferson St.	336	Morgan Murphy George H. Thomas Robert A. Escudier	Henry C. Wood Hazel Guilbeau James G. Cooper
LAKE CHARLES	KPLC	1500	100 CP 250-LS	Calcasieu Broadcasting Co. Majestic Hotel	82	L. M. Sepaugh C. R. Porter C. Frank Carroll	Kenneth McDaniel Ed. Wilkerson E. C. Moses

WAVE CAN'T SELL YOUR RICE IN CHINA!

If you're trying to get Chinese coverage, don't use WAVE. We don't cover China. We don't reach China. We don't even want to *touch* China. What we do want, and are doing, is to give advertisers one concentrated coverage of Kentucky's richest market—at the lowest possible cost And we do it. Our rates are based on this coverage only. No allowance for China, Mexico or even the back hills of this general section 830,080 first area listeners, of whom *over 420,000 live virtually within sight of our tower!* 1,132,692 total potential listeners—and the N. B. C. type of program that turns "potentials" to *actuals*.

The proof of the pudding (not *rice* pudding) is that WAVE produces *more results per dollar*. Shall we dish you up a sample?

*National Representatives
FREE & PETERS, INC.*

Station **WAVE** *Louisville*
1000 WATTS INCORPORATED 940 K. C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
MONROE	KMLB	1200	250—LS 100—N	Liner's Broadcasting Station Frances Hotel	4321	J. C. Liner, Sr. Don Breitenmoser J. C. Liner, Jr.	Lois Pace J. C. Liner, Jr. O. L. Morgan	Radio Markets
NEW ORLEANS	WBNO	1200—ST	100	Coliseum Place Baptist Church St. Charles Hotel	Raymond 2429	J. E. Richards Harry S. McLeod E. R. Musso	A. Brunies Jack Halliday W. Bradburg	Cox & Tanz
	WDSU	1250	1,000	WDSU, Inc. Hotel Monteleone	Raymond 7185	Joseph H. Uhalt Joseph H. Uhalt P. K. Ewing	Earl H. Smith Fred Fabre	Transamerican Walter Biddick
	WJBW	1200—ST	100	Charles C. Carlson Godchaux Bldg.	Raymond 4146	Charles C. Carlson Robert Louis Sanders George Blumenstock	Ralph Rogers George Blumenstock Charles Whitney
	WSMB	1320	1,000	WSMB Inc. Maison Blanche Bldg.	Main 5920	NBC	E. V. Richards H. Wheelahan H. Wheelahan	Bill Brengel H. G. Nebe	Ed. Petry & Co
	WWL	850—SH SA—U	10,000	Loyola University Roosevelt Hotel	Raymond 2196	CBS	Rev. O. L. Abell, S. J. Arthur C. Pritchard Arthur C. Pritchard	James V. Willson Albert S. Foster O. L. Abell
SHREVEPORT	KRMD	1310	100 CP 250-LS	Radio Station KRMD Inc. 901 Louisiana Ave.	6171	R. M. Dean G. V. Wilson G. V. Wilson	Irvin Welch G. V. Wilson R. M. Dean
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial National Bank Bldg.	4171	NBC	John D. Ewing John C. McCormack Jack O. Gross	B. G. Robertson Jack Keasler C. H. Maddox	Branham Co.
	KWKH	850—SH SA 1100—U	10,000	International Broadcasting Corp. Commercial National Bank Bldg.	4171	CBS	John D. Ewing John C. McCormack Jack O. Gross	Fred Obl Jack Keasler W. E. Antony	John Blair

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Program Director Station Manager Commercial Manager	Chief Owner or Executive Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
AUGUSTA	WRDO	1370	100	WRDO Inc. 1 Commercial St.	2285	Yankee Colonial	Henry P. Rines Conrad E. Kennison	Arthur Atwood Harold T. Dinsmore
BANGOR	WABI	1200—SH	250—LS 100—N	Community Broadcasting Co. Inc. Park St.	6658	Fred B. Simpson B. M. Havey	R. M. Wallace Nelson Lawson	Niles, Field
	WLBZ	620	1,000—LS 500—N	Maine Broadcasting Co. 100 Main St.	6023	CBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Jack Atwood Maurice Blumenthal Bernard Kellom	Weed & Co.
PORTLAND	WCSH	940	2,500—LS 1,000—N	Congress Square Hotel Co. 157 High Street	3-9667	NBC-Red Yankee	Henry P. Rines George F. Kelley, Jr. Linwood T. Fitman	Albert Willard Smith G. Fred Crandon	Weed & Co.
	WGAN	640—L (Construction Permit)	500	Portland Broadcasting System Portland	3-9667
PRESQUE ISLE	WAGM	1420—SH	100	Aroostook Broadcasting Corp. National Bank Bldg.	60	L. E. Hughes- R. W. MacIntosh R. W. MacIntosh L. E. Hughes	M. V. White A. C. Hughes

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BALTIMORE	WBAL	1060—ST *SA 760 (*Part time while synchronizing with WJZ)	10,000 *2,500-N	WBAL Broadcasting Co. Lexington Bldg.	Plaza 4900	NBC-Blue Mutual	Hearst Radio Inc. Edwin M. Spence Edwin M. Spence	Gustav Klemm Edward Codel Gerald W. Cooke	Hearst Radio
	WCAO	600	1,000—LS 500—N	Monumental Radio Co. 811 West Lanvale St.	Madison 7222	CBS	Lewis M. Milhourn J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheiing J. Thomas Lyons Martin L. Jones
	WCBM	1370	250—LS 100—N	Baltimore Broadcasting Corp. Park Ave. & Lexington St.	Plaza 5350	Intercity Maryland	John Elmer George H. Roeder John Elmer C. Porter Houston
	WFBR	1270	1,000—LS 500—N	Baltimore Radio Show, Inc. 7 St. Paul St.	Plaza 6030	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Furnell H. Gould	Bertram Honauer Robert S. Maslin, Jr. William Q. Ranft	Edw. Petry & Co.
CUMBERLAND	WTBO	800—D	250	Associated Broadcasting Corp. 31 Frederick St.	299	Quaker Maryland	Roger W. Clipp H. B. McNaughton William P. T. Mullen	Robert Rosamond E. T. McKenzie
FREDERICK	WFMD	900—D	500	Monocacy Broadcasting Co. Francis Scott Key Hotel	1466	Laurence Leonard A. V. Tidmore Charles E. Rboads	Robert L. Longstreet Lewis W. Rice
HAGERSTOWN	WJEJ	1210—D SH—N	100—LS 50—N	Hagerstown Broadcasting Co. 16 W. Washington St.	2323	Maryland	Arthur L. Blessing Grover C. Crilley Clarence H. Myers	William H. Paulsgrove G. H. Brewer

Picture Baltimore and Maryland



BALTIMORE AND MARYLAND—the eighth largest market in the United States.

BALTIMORE AND MARYLAND—a market with a diversification of industries that run from oyster-dredging to making straw hats—farming to shipping.

BALTIMORE AND MARYLAND—a market with the buying power of over one billion dollars per year.

BALTIMORE AND MARYLAND—a market that you cannot afford to overlook.

AND WBAL—is the only logical station for you to use in a market that offers you so much.

10,000
WATTS

WBAL

10,000
WATTS

BALTIMORE, MARYLAND

Maryland's only clear channel high-power station

NATIONAL REPRESENTATIVE

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

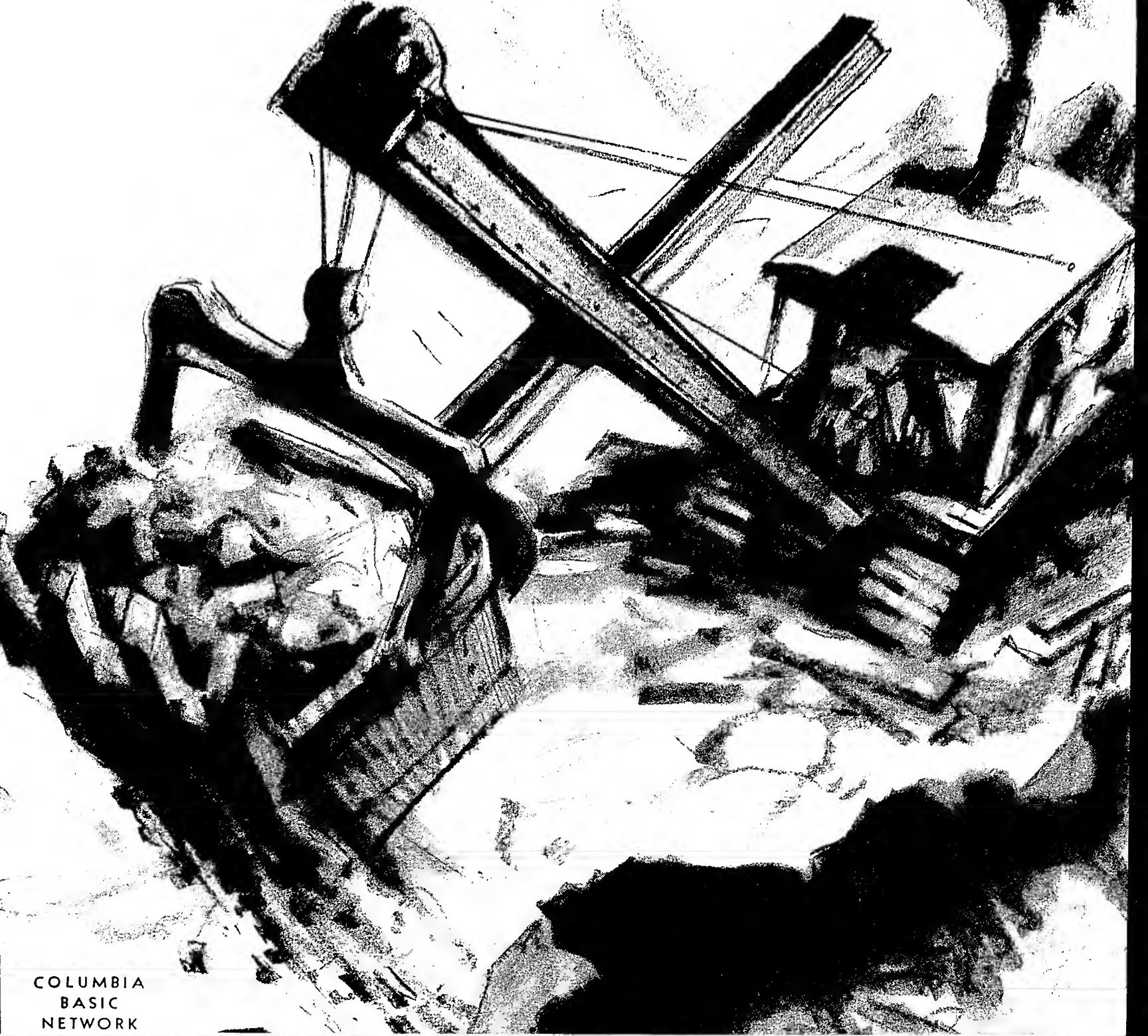
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CP—Construction Permit. *SA*—Special Authorization. *L*—Limited Time with Dominant Station. *S*—Stay of CP pending litigation or rehearing.
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MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BOSTON	WAAB	1410	500	Boy State Broadcasting Corp. 21 Brookline Ave.	Commonwealth 0800	Colonial Mutual	John Shepard, 3rd R. L. Harlow William Warner	Linus Travers Carleton McVarish Paul DeMars	Edw. Petry & Co.
	WBZ	990 (Synchronizes with WBZA, Springfield)	50,000	Westinghouse E. & M. Co. Hotel Bradford	Hancock 4261	NBC-Blue	Westinghouse (NBC) John A. Holman Gordon B. Ewing	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120-D	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel	Commonwealth 1717	Arde Bulova— H. A. Lafount Gerald H. Slattery Gerald H. Slattery	Arthur Leary Whitman Hall	Weed & Co.
	WEEI	590	1,000 CP 5,000-LS	Columbia Broadcasting System, Inc. 182 Tremont St.	Huhhard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Harold E. Fellows	Arthur F. Edes Philip K. Baldwin	Radio Sales
	WHDH	850-D	1,000	Matheson Radio Co., Inc. Hotel Touraine	Hancock 0900	John J. Matheson Ralph G. Matheson James P. Higgins	Edwin Otis Richard Hammond
	WMEX	1,500	250-LS 100-N	Northern Corp. WMEX Bldg.	Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote Marie Mason	Vivienne Cameron William S. Pote Alfred J. Pote	Craig & Hollingherly
	WNAC	1230	5,000-LS 1,000-N	Shepard Broadcasting Service 21 Brookline Ave.	Commonwealth 0800	NBC-Red Yankee	John Shepard, 3rd R. L. Harlow Charles W. Phelan	Linus Travers Carleton McVarish Paul De Mars	Edw. Petry & Co.
FALL RIVER	WSAR	1450	1,000	Doughty & Welch Electric Co. Academy Bldg.	450	Yankee Colonial Mutual	William T. Welch William T. Welch Frederic W. Ayer	Josephine Y. Welch Frederic W. Ayer John C. Pavao
	WLLH	1370	250-LS 100-N	Merrimac Broadcasting Co. Lowell	2121	Yankee Colonial Mutual	A. S. Moffat Robert Donahue Haskell Bloomberg	Robert Donahue William MacDonald	Edw. Petry & Co.
NEW BEDFORD	WNBH	1310	250-LS 100-N	E. Anthony & Sons, Inc. 251 Union St.	5533	Yankee Colonial Mutual	Standard Times— Mercury Irving Vermilya Sol Chain	Sol Chain Sol Chain Clyde Pierce
	WBZA	990 (Synchronizes with WBZ Boston)	1,000	Westinghouse E. & M. Co. Hotel Kimball	2-4166	NBC-Blue	Westinghouse (NBC) John A. Holman Gordon B. Ewing	John F. McNamara F. W. Cole H. E. Randol	NBC
SPRINGFIELD	WMAS	1420	250-LS 100-N	WMAS, Inc. 70 Chestnut St.	7-1414	CBS	A. S. Moffat Albert W. Marlin Edward J. Samuel	F. Turner Cooke Edward J. Samuel James L. Spates	Edw. Petry & Co.
	WSPR	1140-L	500	Conn. Valley Broadcasting Co. 63 Chestnut St.	6-2757	Colonial Mutual	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Hillis W. Holt	Sears Co.
	WORC	1280	500	Alfred F. Kleindienst 60 Franklin St.	5-3101	CBS	Alfred F. Kleindienst Edward E. Hill Walter R. Moran	Arthur S. Hall Alfred F. Kleindienst	Craig & Hollingherly
WORCESTER	WTAG	580	500 CP 1,000	Worcester Telegram Publishing Co. 20 Franklin St.	5-4321	NBC-Red Yankee	H. G. Stoddard John J. Storey John J. Storey	Lillian F. Murphy John J. Storey Hohart H. Newell	Weed & Co.

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BATTLE CREEK	WELL	1420	100	Enquirer-News Co. 1 West Michigan Ave.	5655	Michigan (NBC)	Albert L. Miller Dan Jayne Forrest F. Owen Raymond B. Roof	William Rambeau
BAY CITY	WBCM	1,410	1,000	James E. Davidson Hotel Wenonah	4212	Michigan (NBC)	James E. Davidson Stanley F. Northcott Stanley F. Northcott	Lionel H. DeRemer Lionel H. DeRemer Ralph H. Carpenter	Niles, Field Sears Co. Cox & Tanz
CALUMET	WHDF	1370-SH	250-LS 100-N	Upper Mich. Broadcasting Co. Scott Street	869	A. L. Burgan George L. Burgan F. Paul Petermann	Albert W. Payne William Jackson	Cox & Tanz
DETROIT	WJBK	1500	250-LS 100-N	James F. Hopkins, Inc. 6559 Hamilton Ave.	Trinity 2-2000	Richard A. Connell James F. Hopkins M. E. Kent	Sybil Krieghoff M. E. Kent Paul Frinke	George Roesler
	WJR	750	50,000	The Goodwill Station Fisber Bldg.	Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Leo Fitzpatrick	Olive Sharman Andrew Friedenthal	Edw. Petry & Co.
DETROIT	WMBC	1420	250-LS 100-N	Michigan Broadcasting Co. 7310 Woodward Ave.	Madison 9100	E. J. Hunt W. W. Gedge E. A. Wooten	H. M. Steed E. H. Clark
	WWJ	920	5,000-LS 1,000-N	The Evening News Ass'n. 626 La Fayette Blvd.	Randolph 2000	NBC-Red	W. E. Scripps Easton C. Woolley Harry Bannister	Wynn Wright Walter Hoffman	Paul Raymer
	WXYZ	1240	1,000	King-Trendle Broadcasting Corp. Madison Theatre Bldg.	Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Arch Shawd	Russell Neff C. C. Hicks— H. S. Christian Lynne C. Smeby	William Rambeau
DETROIT	CKLW (Windsor)	1030	5,000	W. Ontario Bestg. Co., Ltd. Union Guardian Bldg.	Cadillac 7200	Mutual	M. G. Campbell W. R. Lapp L. J. Du Mahaut	Arthur E. Sutton W. J. Carter	Joseph McGillvra



COLUMBIA
BASIC
NETWORK

POWER

WJR
50,000
WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

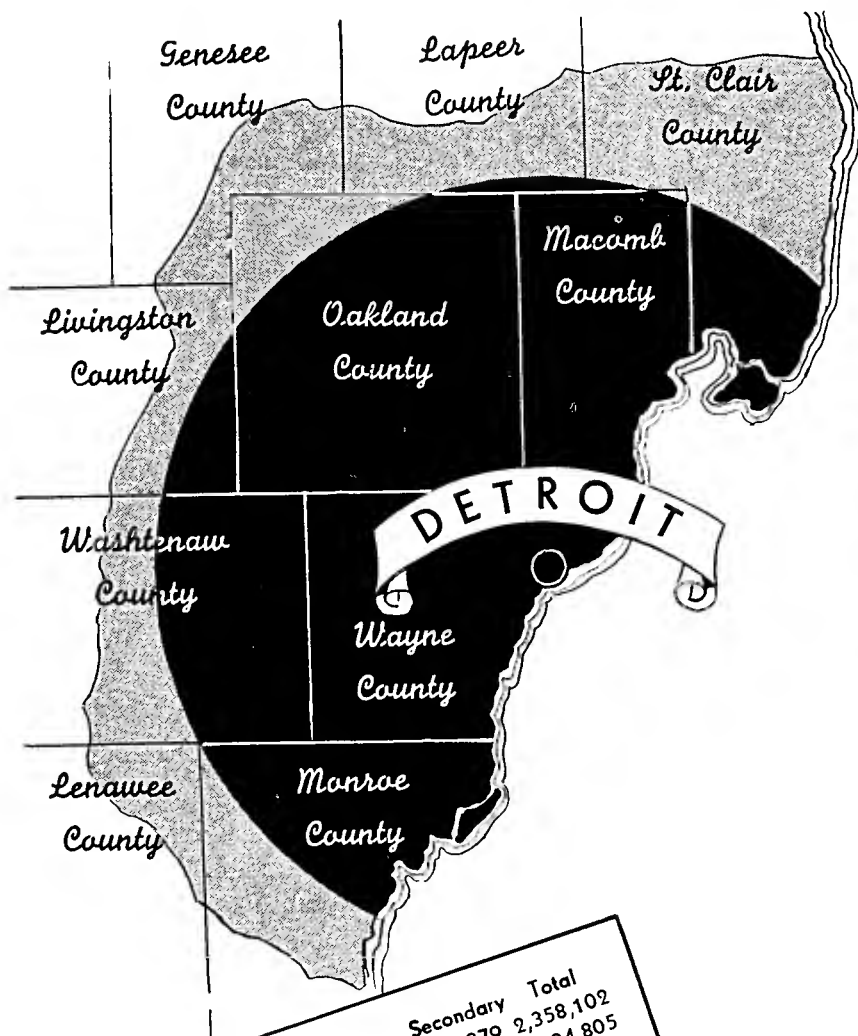
THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.



40 MILE

Primary Coverage of

WXYZ

REACHES 7 COUNTIES with a Population of Two and a Quarter Millions

WXYZ dominates a big, rich, responsive market of cosmopolitan character, where retail sales annually top the 460 million mark.

Primary zone, represented in black, is bounded by the 40-mile circle. A territory determined by mail response, on the theory that letters are the best evidence of where the station is heard clearly and consistently.

Here, in this rich market, WXYZ's Sales and Merchandising department makes friends with dealers in foods and drugs, while sixteen and one-half hours of daily entertainment and information, emanating from the NBC Blue Network and from WXYZ's own studios, inspire listeners to buy the advertised commodities.

The combination of WXYZ's service to dealers (point of sales contact)—the high standard of entertainment—plus the highly praised policy of eliminating commercial offerings tending to exploit and offend the public, has won supremacy for WXYZ in this territory.

POPULATION:
RADIO FAMILIES:
TELEPHONES:
FARMS:
PASSENGER CARS:
COMMERCIAL
CARS (Trucks):
RETAIL SALES
(Detroit only):
POPULATION
(Detroit only):

	Primary	Secondary	Total
POPULATION:	2,241,223	116,879	2,358,102
RADIO FAMILIES:	307,013	17,792	324,805
TELEPHONES:	57,889	10,354	68,243
FARMS:	15,720	7,704	23,424
PASSENGER CARS:	454,959	29,082	484,041
COMMERCIAL CARS (Trucks):	41,532	9,251	50,783
RETAIL SALES (Detroit only):	\$369,936,000		
POPULATION (Detroit only):	1,568,662		

GREATER DETROIT

3910
879
6500
320

138 Square Miles
Food Stores
Drug Stores
Beer Stores
Liquor Stores
(Class A and B Food and Drug Dealers;
Beer and Liquor Dealers not classified.)

WXYZ is the basic outlet for National Broadcasting Company's Blue Network in the Detroit territory and is one of the original broadcasters of entertainment furnished by the Canadian Radio Commission. During the seven years under its present ownership, the station has been distinguished as official spokesman for the Detroit Board of Commerce, the American Legion, the Masonic Temple, the Detroit Board of Health and Detroit civic projects.

WXYZ was among the first stations in America to broadcast Hockey Games, Lessons in Voice Culture, Piano Instruction and a sustained schedule of style shows, each of which was at one time thought to be incomprehensible to listeners.

WXYZ has been and is a trail blazer, a pathfinder in the realm of entertainment, dominating in its field through its owners' showmanship experience gained during thirty years of owning and operating the largest chain of deluxe theatres in any one city in America.

WXYZ builds its own shows, maintains the largest staff of engineers, announcers and dramatic players of any station in Detroit.

WXYZ's new vertical radiator type antenna, now under construction, will reach a height of 474 feet above street level, with provision for ultra high frequency transmission, and will add four times the strength of former coverage.



NBC Blue Network

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

THE *Only* RADIO SHOW IN TOWN

IN MICHIGAN'S LARGEST MARKET
Outside of Detroit!

A FOUR STAR SHOW *that isn't duplicated in hundreds of miles!*

- ★ **Choice of NBC RED**
- ★ **Choice of NBC BLUE**
- ★ **Choice of Michigan Network**
- ★ **Sparkling Local Features**

Combine such unsurpassed radio entertainment with the most fertile radio market in all of Michigan—215 radios per thousand population—and you know why WOOD-WASH is doing an exceptional selling job for its 87 major advertisers.

WOOD • WASH

Michigan's **ONLY** Major Network
Affiliated Outside of Detroit . . .

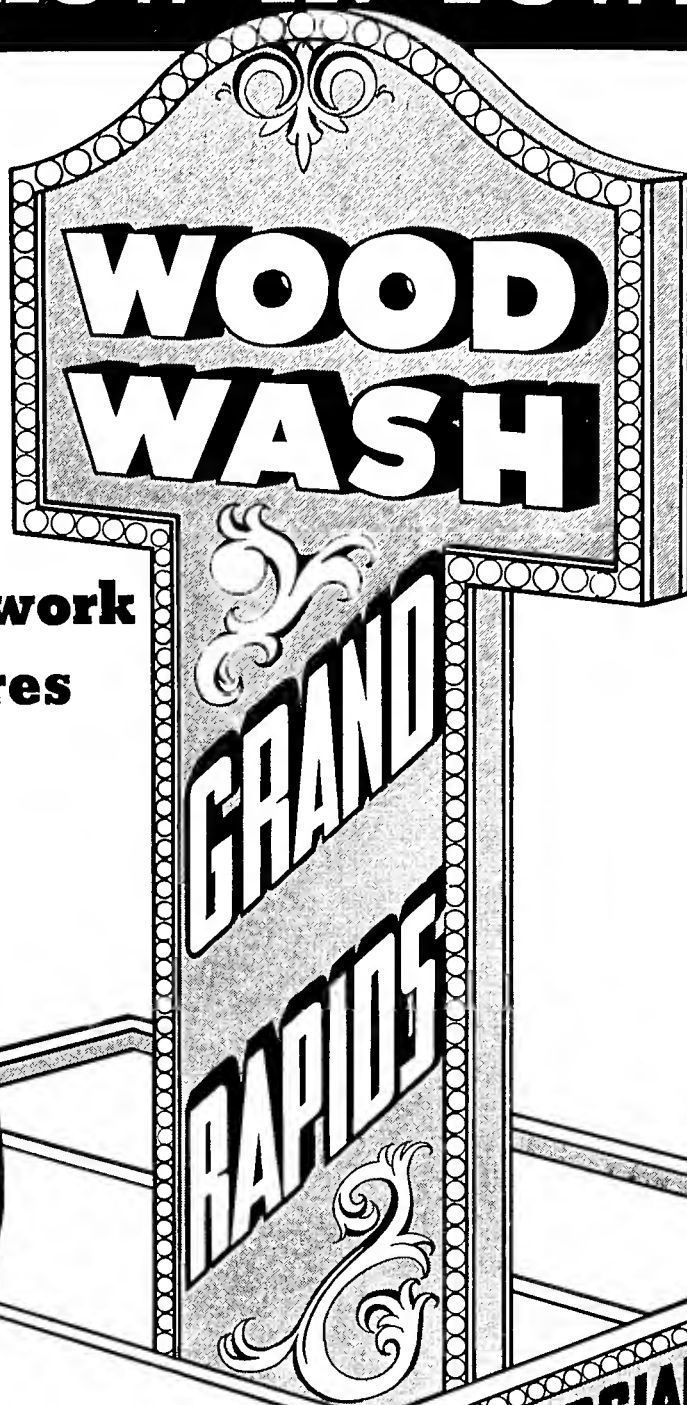
KING-TRENDLE
BROADCASTING CORP.

16th Fl. Grand Rapids National Bank Building,
Grand Rapids, Michigan.

William G. Rambeau Company
National Sales Representatives

**150 NBC SHOWS
EVERY WEEK**

**30 BIG TIME COMMERCIALS
NBC-RED NBC-BLUE
MICHIGAN RADIO NETWORK**



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. *NC*—Non-Commercial Stations. *D*—Day. *N*—Night. *SH*—Specified Hours. *LS*—Local Sunset.
CP—Construction Permit. *SA*—Special Authorization. *L*—Limited Time with Dominant Station. *S*—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
EAST LANSING.....	WKAR	850-D NC	1,000	Michigan State College East Lansing	Lansing 5-9113	Michigan State College Robert J. Coleman Norris Grover	Robert J. Coleman Norris Grover
FLINT.....	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg.	2-7158	Michigan (NBC)	A. M. and F. S. Loeb Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper R. V. Osgood Frank D. Fallain
GRAND RAPIDS....	WOOD-WASH	1270	500 CP1,000-LS	King-Trendle Broadcasting Corp. Grand Rapids Nat. Bk. Bldg.	9-4211	Michigan (NBC)	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul Frederick Fred Russell	William Rambeau
IRONWOOD.....	WJMS	1420	100	WJMS, Inc. 124 E. McLeod Ave.	928	William L. Johnson N. C. Ruddell N. C. Ruddell	N. C. Ruddell O. S. Ruddell R. L. Johnson
JACKSON.....	WIBM	1370	250-LS 100-N	WIBM, Inc. Radio Block	6121	Michigan (NBC)	Herman Radner Roy Radner	Bill Cizek Charles Wirtanen
KALAMAZOO.....	WKZO	590-D	1,000	WKZO, Inc. 124 W. Michigan Ave.	6400	Michigan (NBC)	John E. Fetzer John E. Fetzer Guy T. Stewart	Kent Josef Bill Cavanagh Edwin Rector	Free, Johns & Field
LANSING.....	WJIM	1210	250-LS 100-N	Harold F. Gross City National Bldg.	2-1333	Michigan (NBC)	Harold F. Gross Harold F. Gross Fred Wagenvoord	Roger Beane O. S. Jones Charles Sprague
LAPEER.....	WMPC	1200-SH NC	250-LS 100-N	First Methodist Protestant Church 81 Liberty St.	455	Frank S. Hemingway Frank S. Hemingway	Frank S. Hemingway Hollis F. Hoyes
MARQUETTE.....	WBEO	1310-D SH	100	Lake Superior Broadcasting Co. Mining Journal Bldg.	616	F. J. Russell	J. J. Devine
MUSKEGON.....	WKBZ	1500	250-LS 100-N	Karl L. Ashbacher Michigan Theatre Bldg.	2-2651	G. F. Ashbacher G. F. Ashbacher G. F. Ashbacher	R. Van Wyck George Krivitzky	H. K. Conover
ROYAL OAK.....	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St.	Elmhurst 6524	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Ellis C. Thompson J. L. McFarland

MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
DULUTH.....	KDAL	1500	100	Red River Broadcasting Co. 218 Bradley Bldg.	Melrose 2230	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Dorothy Pe Karna Darrell D. Bandy Robert A. Dettman
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bcstg. Co. Spalding Hotel	Melrose 1637	NBC	Morgan Murphy W. C. Bridges Tom W. Gavin	Hale Byers Frank Watson Charles Persons	Craig & Hollingbery Walter Biddick
FERGUS FALLS....	KGDE	1200	250-LS 100-N	C. L. Jaren Fergus Falls	898	C. L. Jaren C. L. Jaren C. L. Jaren	M. Walz
HIBBING.....	WMFG	1210	250-LS 100-N	Head of the Lakes Bcstg. Co. Androy Hotel	180	Morgan Murphy W. C. Bridges H. S. Hyett	R. E. Coe C. A. Persons	Craig & Hollingbery
MINNEAPOLIS-ST. PAUL.....	KSTP	1460	25,000-LS 10,000-N	National Battery Bcstg. Co. Hotel St. Paul	Cedar 4400	NBC-Red	Stanley E. Hubbard Stanley E. Hubbard Ray Jenkins	K. M. Hance Ray Jenkins Hector Skifter	Paul Raymer
	WCCO	810	50,000	Columbia Broadcasting System, Inc. Nicollet Hotel Minneapolis	Main 1202	CBS	CBS-E. H. Gammons E. H. Gammons K. W. Husted	Hoyle C. Cavanaugh Arthur H. Lund Hugh S. McCartney	Radio Sales
	WDGY	1180-L	5,000-LS 1,000-N	Dr. George W. Young 909 West Broadway Minneapolis	Cherry 3377	Affiliated	Dr. George W. Young Dr. George W. Young Edward P. Shurick	Gertrude E. Fane Gertrude E. Fane George K. Jacobsen	Wilson-Dalton-Robertson
	WLB	1250-SH NC	1,000	University of Minnesota Minneapolis	Main 8177	U. of Minnesota	H. B. Gislason William C. Boese
	WMIN	1370	250-LS 100-N	WMIN Broadcasting Co. St. Anthony Ave. St. Paul	Nestor 6501	Edward Hoffmann Robert F. Schultz Robert F. Schultz	Charles Irving Glen Martin
	WTCN	1250-SH	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Minneapolis	Main 6562	NBC-Blue	Kingsley Murphy C. T. Hogeman	Donn A. Clayton J. Frank Perkins John Sherman	Free & Peters
MOORHEAD.....	KVOX	1310-ST (Construction Permit)	100	R. K. Herbst Moorhead	Fargo 6000	R. K. Herbst
NORTHFIELD.....	WCAL	1250-SH NC	2,500-LS 1,000-N	St. Olaf College Northfield	Main 731J	St. Olaf College M. C. Jensen	Dr. Martin Hegland M. C. Jensen
ROCHESTER.....	KROC	1310	100	So. Minnesota Bcstg. Co. Martin Hotel	3924	Stanley E. Hubbard Gregory Gentling Maxine Jacobs	N. W. Scheel Gregory Gentling Fred C. Clarke	Paul Raymer
VIRGINIA.....	WHLB	1370	100	Head of the Lakes Bcstg. Co. 14th St. & Auburn Road	2000	Morgan Murphy Harry Hyett Barney Irwin	M. Cannelin C. B. Persons	Craig & Hollingbery Walter Biddick

Insured Results

GREATER COVERAGE

and

LIFELIKE HIGH FIDELITY RECEPTION

... when you select KSTP — the Northwest's Leading Radio Station

KSTP'S New Transmitter, location and modernization gives the Strongest Signal in the Twin City Metropolitan Area ... an increase of 600%. A signal of 70,000 microvolts (70 millivolts) in downtown Saint Paul and Minneapolis. High Fidelity of tone plus faithful reproduction assures LIFE-LIKE Reception at all times under all weather conditions.

KSTP has the largest trained staff of any station in the Northwest ... backed by a management with over 12 years commercial broadcasting experience.

KSTP Dominates the 8th U. S. Retail Market represented by the Twin Cities. More than 50% of the total Twin Cities' Radio-Listening Audience has indicated its preference for KSTP in every authentic survey made during the past nine years. That means MOST LISTENERS PER DOLLAR and the BEST BUY in the entire Northwest.

KSTP for 9 consecutive years has had the largest listening audience in the Metropolitan Area in and around Minneapolis and Saint Paul where 1,250,000 residents spend 81.2 cents out of every retail dollar in the entire state of Minnesota. That's why MORE local and national advertisers select KSTP.*

KSTP is the exclusive Minnesota outlet for the Nation's Greatest Radio Shows ... the N. B. C. Red and Blue Networks.

*PROOF OF POPULARITY

Actual recorded facts from a station check made during the entire week of October 10, 1936:

KSTP		
No. of Accounts		
Local	55	— 64.0%
National	31	— 36.0%
Total	86	— 61.5%

SECOND STATION

No. of Accounts		
Local	24	— 44.5%
National	30	— 55.5%
Total	54	— 38.5%

KSTP

NORTHWEST'S LEADING RADIO STATION

Stanley E. Hubbard - - General Manager

MINNEAPOLIS

SAINT PAUL

25,000 WATTS

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS—ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, and San Francisco—Paul H. Raymer Company.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1937)

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
GRENADA	WMFN	1210 (Construction Permit)	160	Attala Broadcasting Corp. Box 631, Kosciusko	172	J. E. & C. E. Wharton
HATTIESBURG	WFOR	1370	100	Forrest Broadcasting Co. 109 Walnut St.	55	C. J. Wright C. J. Wright C. J. Wright	W. G. Rohmer C. H. Dyess
JACKSON	WJDX	1270	2,500-LS 1,000-N	Lamar Life Insurance Co. Lamar Life Bldg.	7416	NBC	Lamar Life Ins. Co. Wiley P. Harris C. Allen Laey, Jr.	Maurice Thompson C. Allen Lacy, Jr. Percy G. Root	Craig & Hollingbery
KOSCIUSKO	WHEF	1500	250-LS 100-N	Attala Broadcasting Corp. P.O. Box 631	173	C. E. & J. E. Wharton J. E. Wharton J. E. Wharton	Mrs. J. E. Wharton J. E. Lewis J. E. Wharton	Cox & Tanz
LAUREL	WAML	1310	100	New Laurel Radio Station, Inc. Laurel	288	D. A. Matison Hugh M. Smith Armand A. Touchstone
MERIDIAN	WCOC	880	1,000-LS 500-N	Mississippi Broadcasting Co. Great Southern Hotel	1042	R. S. & D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin
MISSISSIPPI CITY	WGCM	1210 CP 1120	250-LS 100-N CP 500	WGCM P.O. Box 207, Gulfport	Gulfport 1000	Sam Gates J. K. Milner J. K. Milner	H. A. Genung, Jr. Stokes Gresham, Jr.
VICKSBURG	WQBC	1360-D	1,000	Delta Broadcasting Co., Inc. Hotel Vicksburg	312	L. P. Cashman O. W. Jones O. W. Jones	Charles P. Colmery Loren L. Miller C. E. Drake

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CAPE GIRARDEAU	KFVS	1210-SH	260-LS 100-N	Oscar C. Hirsch Hotel Marquette	2104	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bohn Oscar C. Hirsch Ralph L. Hirsch
COLUMBIA	KFRU	630-ST	1,000-LS 500-N	KFRU, Inc. 9th & Elm	Columbia 3129	Elzey Roberts C. L. Thomas Walter E. Weiler	George Guyan Wallace Mosier Robert W. Nickles	Wilson-Dalton- Robertson
JEFFERSON CITY	KWOS	1310-D (Construction Permit)	100	Tribune Printing Co. 400 E. Capitol St.	5000	R. C. Goshorn Pemberton C. Gordon R. L. Rose	Mitchell & Ruddell
JOPLIN	WMBH	1420	250-LS 100-N	Joplin Broadcasting Co. Keystone Hotel	330	Joplin Globe D. J. Poynor D. J. Poynor	Ken Sigars C. J. Poynor R. J. Stark
KANSAS CITY	KCMO	1370	100	KCMO Broadcasting Co. Commerce Trust Bldg.	Victor 2647	T. L. Evans A. F. Schliecker A. F. Schliecker	J. L. Simmons A. F. Schliecker L. C. Sigman
	KMBC	950	5,000-LS 1,000-N	Midland Broadcasting Co. Pickwick Hotel	Harrison 2654	CBS	Arthur B. Church Arthur B. Church J. Leslie Fox	Fran Heyser Mark N. Smith A. R. Moler	Free & Peters
	KXBY	1530	1,000	First National Television, Inc. Power & Light Bldg.	Harrison 5818	Sidney Q. Noel Sidney Q. Noel C. G. Heyer	Ward Kletb C. G. Heyer G. L. Taylor	H. K. Conover
	WDAF	610	5,000-LS 1,000-N	Kansas City Star Co. 1729 Grand Ave.	Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer R. Gardner Reames	Harry J. Kaufman Joseph A. Flaberty	Edw. Petry & Co.
	WHB	860-D	1,000	WHB Broadcasting Co. Scarritt Bldg.	Harrison 1161	Mutual	Donald D. Davis John T. Schilling Donald D. Davis	Nelson Rupard M. H. Straight Henry E. Goldenberg	Wilson-Dalton- Robertson
	WREN	1220-ST	5,000-LS 1,000-N	WREN Broadcasting Co. WREN Bldg., Lawrence, Kans.	Lawrence 110	NBC-Blue	R. C. Jackman Vernon H. Smith Vernon H. Smith	Verl Bratton Ernest Pontius Fred Wheeler	Craig & Hollingbery
ST. JOSEPH	KFEQ	680-D	2,500-D	KFEQ Inc. Schneider Bldg.	6-1314	Barton Pitts Barton Pitts Glenn G. Griswold	C. Earl Williams J. Ted Branson J. Wesley Koch	Mitchell & Ruddell
ST. LOUIS	KFUO (Clayton)	550-ST NC	1,000-LS 500-N	Evangelical Lutheran Synod 801 DeMun St.	Cabany 2499	R. Kretzschmar Herman H. Hohenstein	Herman H. Hohenstein Carl H. Meyer
	KMOX	1090	50,000	Columbia Broadcasting System Inc. Mart Bldg.	Central 8240	CBS	CBS—James D. Shouse James D. Shouse Kenneth W. Church	Merle S. Jones Graham L. Tevis	Radio Sales
	KSD	550-ST	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive St.	Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Frank Eschen Robert L. Coe	Free & Peters
	KWK	1350	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase	Rosedale 3210	NBC-Blue Mutual	Robert Thomas Convey Clarence G. Cosby	Sterling Harkins James P. Burke	Paul Raymer
	KXOK	1250 (Construction Permit—S)	1,000	Star-Times Publishing Co. 12th & Delmar Sts.	Chestnut 6000	Elzey Roberts
	WEW	760-D NC	1,000	St. Louis University 221 No. Grand Blvd.	Jefferson 8080	Robert Johnston George E. Rueppel	Richard Cross Joseph A. Volk
	WIL	1200	250-LS 100-N	Missouri Broadcasting Corp. Melbourne Hotel	Jefferson 8403	Affiliated	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney Chal Stoup

**15 Years
on the Air**

KSD

IN ST. LOUIS



Birthday
FEB. 14

NOW OPERATING
ON THE LATEST
RCA HIGH FIDELITY
TYPE 5000
WATT TRANSMITTER

**THE DEVELOPMENT OF LISTENER
CONFIDENCE AND PREFERENCE**

During its fifteen years on the air KSD has developed a listener confidence and a listener preference in Greater St. Louis which rests upon a dual foundation:

First, KSD has clear cut, fundamental policies, adopted to protect both listeners and sponsors.

Second, KSD has always provided a very desirable class of programs and features.

**POLICIES, BOTH LISTENERS
AND SPONSORS APPROVE**

In its copy supervision and selectivity of advertising, KSD exercises a censorship which eliminates the unworthy.

**ASSOCIATED PRESS NEWS...
BASIC RED NETWORK STATION**

KSD broadcasts the Associated Press News. The full time of two experienced news writers is given to the preparation of this feature on KSD at regular intervals each day.

KSD is a basic station of the Red Network of the National Broadcasting Co. To KSD listeners, this assures programs featuring National Radio Stars, with popular, diversified entertainment appealing to all classes.

**IN GREATER ST. LOUIS LISTENERS TUNE TO KSD
FOR MANY OF THE MOST POPULAR
PROGRAMS**

Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Share Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1937)

MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ST. LOUIS	WTMV (East St. Louis)	1500	100	Mississippi Valley Broadcasting Co. Broadview Hotel	East 4390	Lester E. Cox William H. West William H. West	Woody Klose Woody Klose A. L. Bergtold
SPRINGFIELD	KGBX	1230	500	Springfield Broadcasting Co. Springfield	1360	NBC	Ralph D. Foster Lester E. Cox Ralph D. Foster	George E. Wilson John Pearson Fritz Bauer	Wilson-Dalton- Robertson
	KWTO	560—D	5,000	Ozarks Broadcasting Co. Springfield	1360	NBC	Ralph D. Foster Lester E. Cox Ralph D. Foster	George E. Wilson John Pearson Fritz Bauer	Wilson-Dalton- Robertson

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BILLINGS	KGHL	780	5,000—LS 1,000—N	Northwestern Auto Supply Co. 5th Ave. & No. Broadway	3121	NBC	C. O. Campbell C. O. Campbell E. M. Yocum	Julia Richards J. A. Kiechli	E. Katz
BUTTE	KGIR	1340	2,500—LS 1,000—N	KGIR Inc. Butte	2-2344	NBC	E. B. Craney- T. W. Symons, Jr. E. B. Craney Leo McMullen	Fred Ruegg Fred Ruegg	Joseph McGillvra Walter Biddick
GREAT FALLS	KFBB	1280	2,500—LS 1,000—N	Buttrey Broadcast Inc. First National Bank Bldg.	4377	CBS	F. A. Buttrey J. Jacobsen J. Jacobsen	J. Wilkens John Parker	Walter Biddick Joseph McGillvra
KALISPELL	KGEZ	1310	100	Donald C. Treloar Kalispell	32	Donald Treloar Donald Treloar W. B. LaBonte	Oliver Hockley Don Gorman
LEWISTON	KDNC	1200	250—LS 100—N (Construction Permit)	Lewiston Democrat-News Lewiston	7	Earl F. McGinnis
MISSOULA	KGVO	1260	1,000	Mosby's Inc. 240 No. Higgins Ave.	2155	CBS	A. J. Mosby A. J. Mosby	Verne Sawyer Lee Nash Vern Rowley	Joseph McGillvra Walter Biddick
WOLF POINT	KGCX	1450	1,000	E. E. Krebsbach Wolf Point	102J	E. E. Krebsbach Claude Turner Claude Turner	Adolph Jystad G. M. King Harold Klimpel

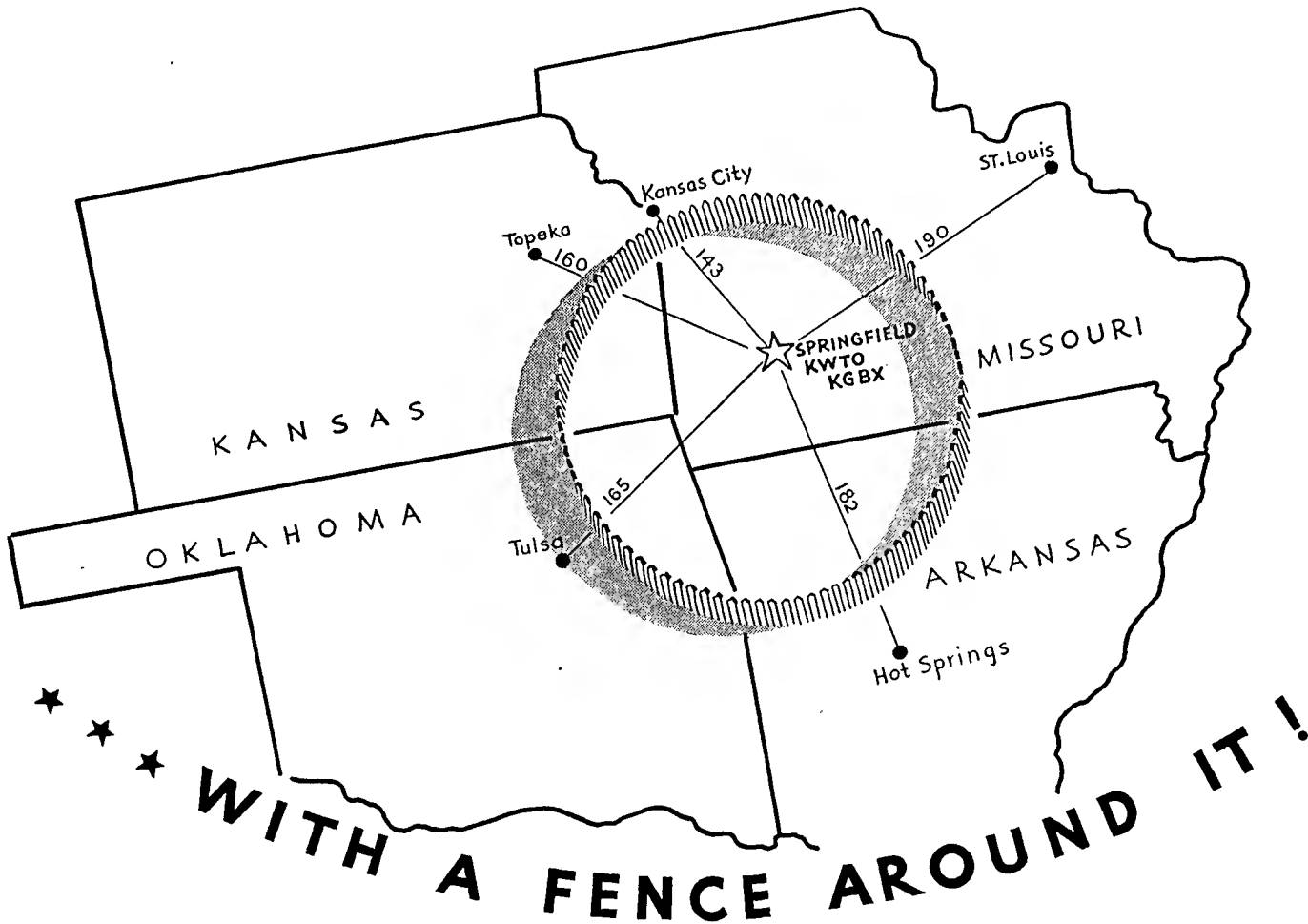
NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLAY CENTER	KMMJ	740—L	1,000	KMMJ, Inc. Clay Center	209	Don Searle Randy Ryan Randy Ryan Marvin Price	Ferguson & Aston
KEARNEY	KGFW	1310	100	Central Nebraska Broadcasting Corp. Kearney	3-1551	C. Standiford- K. S. Fisher Clark Standiford Cliff Conaway	Jack Reaska D. V. Tostenson
LINCOLN	KFAB	770—ST SA—N	10,000	KFAB Broadcasting Co. Hotel Lincoln	B-3214	CBS	John M. Henry Reginald B. Martin Beryl Lottridge	Lyle De Moss R. Bruce Wallace Harry Harvey	Free, Johns & Field
	KFOR	1210	250—LS 100—N	Cornbelt Broadcasting Corp. Hotel Lincoln	B-3214	CBS Mutual	John M. Henry Reginald B. Martin Beryl Lottridge	Lyle De Moss R. Bruce Wallace Harry Harvey	Free, Johns & Field
NORFOLK	WJAG	1060—L	1,000	Norfolk Daily News Norfolk	20	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenback	Wilson-Dalton- Robertson
NORTH PLATTE	KGNF	1430—D	1,000	Great Plains Broadcasting Co. 1521 W. 12th St.	132	W. I. LeBarron W. I. LeBarron Ralph Jones	John Alexander V. J. LeBarron J. B. Eaves
OMAHA	KOIL	1260	2,500—LS 1,000—N	Central States Broadcasting Co. Omaha	Jackson 7626	NBC-Blue Mutual Corn Belt	John M. Henry John M. Henry J. B. Lottridge	Bob Cunningham R. Bruce Wallace Harry Harvey	Free & Peters
	WAAW	660—D	500	Omaha Grain Exchange 19th & Harney Sts.	Atlantic 2228	J. T. Buchanan Frank P. Manchester Adam Reinemund	James C. Douglass James C. Douglass Walter Myers	Wilson-Dalton- Robertson
	WOW	590	5,000—LS 1,000—N SA 5,000—N	Woodmen of the World Ins. Co. Insurance Bldg.	Jackson 6844	NBC-Red	De Emmet Bradshaw William Guess John J. Gillin, Jr.	Harry Burke Howard O. Peterson William Kotera	John Blair
SCOTTSBLUFF	KGKY	1500	250—LS 100—N	Hilliard Co. Inc. 1517 1/2 Broadway	856	L. L. Hilliard L. L. Hilliard L. L. Hilliard	Allen Mehling Earnest A. Neath Harland A. Morrison

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
RENO	KOH	1380	500	The Bee Inc. 440 No. Virginia St.	5106	CBS	McClatchy Newspapers Joy True Joy True	Ethel Leonard Norman Webster	Joseph McGillvra Walter Biddick

COVERAGE



AND DO YOU KNOW —

That: Radio Stations KWTO and KGBX enjoy the practically exclusive daytime coverage of an area 190 miles in diameter, comprising the heart of the Ozarks region with its many prosperous buyers;

Eighty-three per cent of this tremendous audience have radios, as indicated by an extensive survey;

In the same survey, more than ninety-three per cent of the radio owners stated that they got Springfield stations more clearly and with more volume than any other daytime stations, and many reported that their reception of outside stations was very limited;

Right from the start, national advertisers recognized the value of KGBX coverage, and in its second month as an NBC station, KGBX was carrying many of the major commercial programs of the networks;

Because of its particularly isolated position, with no other NBC stations within 143 airline miles, KGBX carries both Red and Blue Network Programs;

Advertising over KWTO and KGBX is just what you need to sell your product to the vast, well-to-do Ozarks audience.

KWTO

★ 560 Kc. ★
"Keep Watching the Ozarks"



SPRINGFIELD • MISSOURI

National Representatives

WILSON • DALTON • ROBERTSON
KANSAS CITY • CHICAGO • NEW YORK

KGBX

★ 1230 Kc. ★
Full Time NBC
Red or Blue Network

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CF—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
LACONIA.....	WLNH	1310	100	Northern Broadcasting Co. Masonic Temple Bldg.	501	Intercity Colonial Yankee	M. and C. S. Jenney Hugh M. Hescocock Hugh M. Hescocock	Tom Clayton Hugh M. Hescocock Ken Taylor
MANCHESTER.....	WFEA	1340	1,000—LS 500—N	N. H. Broadcasting Co. Carpenter Hotel	7970	CBS Colonial Yankee Mutual NBC—After March 1	Henry P. Rines Charles G. H. Evans Charles G. H. Evans	Arch Soutar Vincent H. Chandler	Weed & Co.
PORTSMOUTH.....	WHEB	740—D	250	Granite State Broadcasting Corp. Portsmouth	2670	H. J. Wilson H. J. Wilson H. J. Wilson	V. E. Bennett G. E. Knightly	Cox & Tanz

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASBURY PARK.....	WCAP	1280—ST	500	Radio Industries Broadcast Co Convention Hall	2955	G. A. Burley Thomas F. Burley	V. N. Scholes E. Ruckle
ATLANTIC CITY.....	WPG	1100—SH	5,000	City of Atlantic City Convention Hall	4-6538	CBS	City of Atlantic City Norman Reed E. R. Truex	Margaret Keever William H. Appleby Earle Godfrey	Hibbard Ayer
CAMDEN.....	WCAM	1280—ST	500	City of Camden City Hall	9000	City of Camden F. S. Caperoon L. M. Maxwell	Miss M. J. Costanzo John J. Cummings
JERSEY CITY.....	WAAT	940—D	500	Bremer Broadcasting Corp. 50 Journal Square	Journal Square 2-0716	A. H. Pollock- P. H. LaStayo Dale Kennedy Paul H. LaStayo	Gabrielle C. Haas Louis King D. D. Jones
	WHOM	1450	250	New Jersey Broadcasting Corp. 29 W. 57th St., N. Y. C.	Plaza 3-4204	Paul F. Harron Paul F. Harron Josepb Lang	Anne G. Clancy West Wilcox A. W. Burnham
NEWARK.....	WHBI	1250—ST	2,500—LS 1,000—N	May Radio Broadcast Co. 100 Chipman St.	Mitchell 2-7354	James L. Shearer
	WNEW	1250—ST	2,500—LS 1,000—N	(See New York City)					
	WOR	710	50,000	(See New York City)					
RED BANK.....	WBRB	1210—ST	100	Monmouth Broadcasting Co. 63 Broad St.	980	Thomas F. Burley, Jr. V. N. Scholes A. W. Mayhew	Lillian Maybew Robert Johnson
TRENTON.....	WTNJ	1280—ST	500	WOAX Inc. Hotel Hildebrecht	5876	Charles E. Loew Paul F. Harron Edward D. Clery	Harry E. McIlvain Douglas Arthur Edward P. Knowles	Craig & Holling- bery Cox & Tanz
ZAREPHATH.....	WAWZ	1350—ST NC	1,000—LS 500—N	Pillar of Fire Zarephath	Bound Brook 223	Bishop Alma White Ray B. White	Ray B. White N. L. Wilson

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBUQUERQUE.....	KGGM	1230	500—LS 250—N CP 1,000	New Mexico Broadcasting Co. KIMO Theatre Bldg.	929	A. R. Hebenstreit Mike Hollander Joe Bryant	Elmer Fondren Mike Hollander Leonard Dodds	Walter Biddick
	KOB	1180—ST	10,000	Albuquerque Broadcasting Co. P. O. Box 1319	1180	T. M. Pepperday George S. Johnson George S. Johnson	Allen Davidson George S. Johnson	Craig & Holling- bery Walter Biddick
CARLSBAD.....	KLAH	1210	100	Carlsbad Broadcasting Co. Crawford Hotel	244	J. W. Hawkins Jack W. Hawkins Robert Bryant
CLOVIS.....	KICA	1370—SH	100	Western Broadcasters Inc. Hotel Clovis	3	Charles C. Alsup Charles C. Alsup C. R. Anderson	Charles C. Alsup Charles C. Alsup Jack Lund
GALLUP.....	KAWM	1500 (Construction Permit)	100	A. W. Mills Gallup	52W	A. W. Mills
ROSWELL.....	KGFL	1370—SH	100	KGFL, Inc. 507 No. Main St.	288	W. E. Whitmore W. E. Whitmore Ed. Stout W. E. Whitmore Carl Busart	Walter Biddick
SANTA FE.....	KRQA	1310	100	J. Laurance Martin 759 Cerillas Rd.	1456	J. Laurance Martin J. Laurance Martin J. Laurance Martin J. Laurance Martin	Cox & Tanz

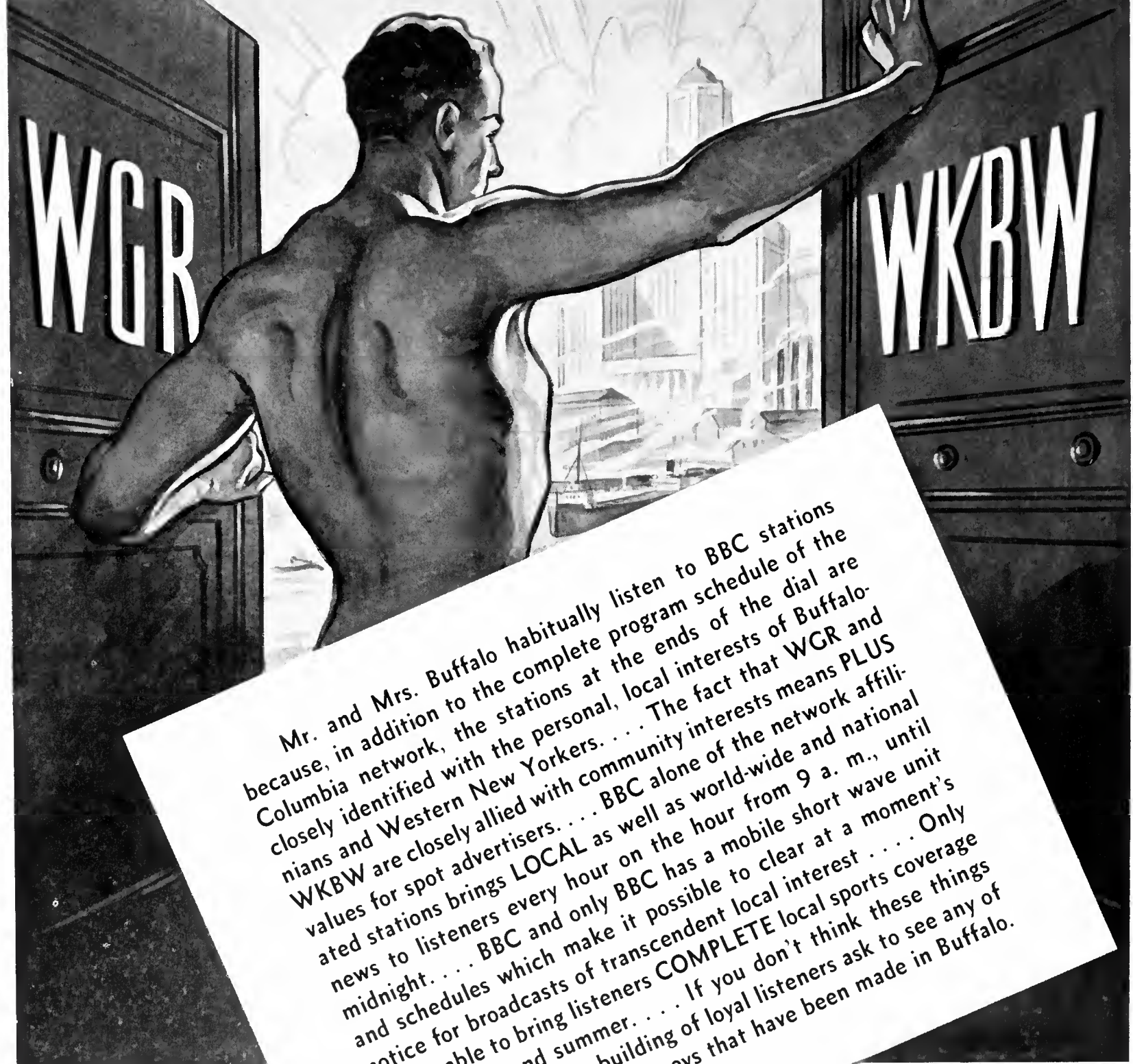
WHAT MAKES A GOOD STATION

Great?

If one good station's greatness were to be judged upon two things alone, WOR might point proudly to (1) its listener response and (2) its advertising effectiveness. For more than fourteen years WOR has basked in the spotlight of metropolitan affection, winning for itself a following of 17 million listeners, with the majority of whom WOR is often the first dialing choice. That such is a fact is reflected well in the cost sheets of those advertisers whose products we sell. And that these same listeners are grateful to WOR has been recorded for a perhaps disinterested posterity in a mailed-to-station count which, for the twelve months of 1936, soared to the merry height of more than 1,750,000 letters received.



BBC...THE RADIO GATEWAY TO BUFFALO



Mr. and Mrs. Buffalo habitually listen to BBC stations because, in addition to the complete program schedule of the Columbia network, the stations at the ends of the dial are closely identified with the personal, local interests of Buffalonians and Western New Yorkers. . . . The fact that WGR and WKBW are closely allied with community interests means PLUS values for spot advertisers. . . . BBC alone of the network affiliated stations brings LOCAL as well as world-wide and national news to listeners every hour on the hour from 9 a. m., until midnight. . . . BBC and only BBC has a mobile short wave unit and schedules which make it possible to clear at a moment's notice for broadcasts of transcendent local interest. . . . Only BBC is able to bring listeners COMPLETE local sports coverage both winter and summer. . . . If you don't think these things are important in the building of loyal listeners ask to see any of the many Ross-Federal surveys that have been made in Buffalo.

WGR

WKBW

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION
REPRESENTED BY FREE & PETERS, INC.

DO YOU

... get 1 sale in 50 from this rich area? If you have national distribution, one sale in every fifty of your product or service should be made in this area . . . for the Buffalo Trading Area represents almost exactly two per cent of the sales opportunity in these United States. It is equal in sales possibilities to many Western states, exceeds many Southern states. Yet it is a compact, easily covered area. Three hours' drive in any direction takes a salesman to the outer limits. That means economy of man power.

What's even more important, Western New York is right now on top of the world. Statistical indices everywhere have been reporting that "business is good in Buffalo" . . . not just for the last two or three weeks, but for weeks and weeks, months and months. Here's an example fresh from the record: On August 31st of this year, the Clerk of Erie County reported 1000 more passenger car registrations than for the entire year of 1930, the previous all-high mark. To paraphrase a political adage: as Buffalo goes, so goes Western New York, whose dairy, fruit and poultry farmers supply the urban population with food stuffs at better and better prices.

Here is a market you can be sure of: recovered, responsive, ready-to-buy. A market that is completely and economically covered by two radio stations, WGR and WKBW. No other radio station nor any single newspaper gives you the complete, compact market at one price. All of the facts about the market and the stations are yours for the asking. Read them and you'll agree: Buffalo is a must market in your fall and winter merchandising plans; WGR and WKBW must media on your schedules.



WGR

WKBW

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION
 REPRESENTED BY FREE & PETERS, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY	WABY	1370	100	Adirondack Broadcasting Co. 110 No. Pearl St.	4-4194	NBC N. Y. State	Harold E. Smith Harold E. Smith	O. A. Sardi	Weed & Co.
	WOKO	1430	1,000-LS 500-N	WOKO, Inc. Hotel Ten Eyck	4-4193	CBS	H. E. Smith- R. M. Curtis Harold E. Smith Harold E. Smith	Snedden Weir O. A. Sardi	Craig & Holling- hery
AUBURN	WMBO	1310	100 CP 250-LS	WMBO, Inc. Metcalf Bldg.	433	N. Y. State	Roy L. Albertson Frederick L. Keesee Frederick L. Keesee	William Rothrum Frederick L. Keesee James Carman	Cox & Tanz
BINGHAMTON	WBNF	1500	100	Howitt-Wood Radio Co., Inc. Arlington Hotel	2-3461	CBS	John C. Clark Cecil D. Mastin Harry Trenner	E. T. Lamh Lester Gilbert	Hibbard Ayer
BROOKLYN	WARD	1400-ST	500	United States Broadcasting Corp. 427 Fulton Street	Triangle 5-3301	Anna Unger Aaron Kronenberg Oscar Kronenberg	Bruce Henry Oscar Kronenberg Abe Haas
	WBBC	1400-ST	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave.	Triangle 5-6690	Peter J. Testan Peter J. Testan Peter J. Testan	Bert Childs Peter Testan, Jr.
	WBBR	1300-ST NC	1,000	Peoples Pulpit Ass'n. 124 Columbia Heights	Main 4-9735	Judge Rutherford M. A. Howlett
	WCNW	1500-SH	250-LS 100-N	Arthur Faske WCNW Bldg.	Ingersol 2-1500	Arthur Faske Miss M. J. Milberne L. W. Berne	Roger Wayne H. Finkle Arthur Faske
	WLTH	1400-ST	500	Voice of Brooklyn, Inc. 105 Second Ave.	Orchard 4-1203	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Andre Skalski Samuel J. Gellard
	WMBQ	1500-SH	100	Metropolitan Broadcasting Corp. 95 Leonard St.	Stagg 2-9307	P. J. Gollhofer- L. E. Kiefer Lillian E. Kiefer Lillian E. Kiefer	Lillian E. Kiefer Lillian E. Kiefer Charles P. Evans
	WVFW	1400-ST	500	Paramount Broadcasting Corp. 1 Nevins St.	Triangle 5-0313	Anthony D'Angelo Eva L. D'Angelo Eva L. D'Angelo	Anne Dimin Anne Dimin Herman Florez
BUFFALO	WBEN	900	5,000-LS 1,000-N	WBEN, Inc. Hotel Statler	Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley Ralph J. Kingsley	Edw. Petry & Co.
	WBNY	1370-SH	250-LS 100-N	Roy L. Albertson 485 Main St.	Cleveland 3365	N. Y. State	Roy L. Albertson Roy L. Albertson Roy L. Albertson	John A. McLean Thomas L. Vines
	WEBR	1310	250-LS 100-N	WEBR, Inc. 23 North St.	Lincoln 7133	NBC-Blue	A. H. Kirchhofer Louis W. Kaiser William Doerr, Jr.	Ralph J. Kingsley
	WGR	550	1,000 CP 5,000-LS	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	Hiram W. Deyo I. R. Lounsberry L. H. Avery	H. C. Rice Karl B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	Hiram W. Deyo I. R. Lounsberry L. H. Avery	H. C. Rice Karl B. Hoffman	Free & Peters
	WSVS	1370-SH NC	50	Seneca Vocational High School 666 E. Delavan Ave.	Fillmore 7192	E. S. Pierce, Principal Lowell C. Kitchin	Lowell C. Kitchin Paul J. Doddridge
	WCAD	1220-SH NC	500	St. Lawrence University Canton (Application pending to move to Watertown, N. Y. and be operated by Watertown Times.)	276	Harold K. Bergman	Ruth Willard Ward C. Priest
ELMIRA	WESG	1040-D SA 850	1,000	Cornell University Mark Twain Hotel	5181	CBS	Star-Gazette Inc., Lessor Dale L. Taylor C. Glover DeLancy	Ernest Oliver True McLean	J. P. McKinney
FREEPORT	WGBB	1210-ST	100	Harry H. Carman 64 So. Grove St.	2418	H. H. Carman H. H. Carman H. H. Carman	A. Cheesman Andrew Mercier
JAMESTOWN	WJTN	1210	50 CP 250-LS CP 100-N	James Broadcasting Co., Inc. Wellman Bldg.	3908	H. C. Wilder Charles Denny	S. Goldman H. Kratzert
NEWBURGH	WGNV	1210-ST	100	Peter Goelet 161 Broadway	4600	Peter Goelet Peter Goelet Peter Goelet	Peter Goelet Peter Goelet Edward Johnstone
NEW YORK	WABC	860	50,000	Columbia Broadcasting System, Inc. 485 Madison Ave.	Wicker- sham 2-2000	CBS	CBS-Wm. S. Paley Hugh K. Boice Hugh K. Boice	W. B. Lewis V. M. Ratner A. B. Chamberlain	Radio Sales
	WBNX	1350-ST	1,000	WBNX Broadcasting Co. 260 E. 161st St.	Melrose 5-0333	A. L. Haskell W. C. Alcorn S. W. Caulfield	E. Erwin F. Johnson H. L. Wilson	H. K. Conover
	WEAF	660	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Red	NBC-Lenox R. Lohr F. E. Spencer, Jr.	John F. Royal E. P. H. James O. B. Hanson	NBC
	WEVD	1300-ST	1,000	Debs Memorial Radio Fund, Inc. 160 W. 44th St.	Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	Morris S. Novik Charles W. Brown
	WFAB	1300-ST	1,000	Fifth Ave. Broadcasting Corp. 154 W. 57th St.	Circle 7-2610	P. F. Harron-J. Lang Joseph Lang	H. Albert H. Byam

TIME MAY BE ETERNAL BUT IT IS NOT ELASTIC

WHEN the advertising volume of a newspaper increases it easily can be taken care of through the simple process of adding pages. In a modern plant it is no problem to turn out either a 16 or 48-page edition.

NOT so in radio, where there are but 24 hours in a day. You can't stretch them one second. So what?

ALL the valuable hours on the major networks are gone. Certain times of the day—once regarded as too dead for commercials—are filled. Keen, far-sighted advertisers who anticipated the rush are enjoying a legitimate monopoly of the most productive periods on most stations.

IN Buffalo the year 1937 is going to outstrip the boom days of 1929. Our factory payrolls have gone up more than 50 per cent in the past twelve months or so. Our vast steel industry is operating at capacity. The 2,500 diversified plants here are running full blast.

IF you want to cash in on this new era of prosperity in one of the best markets in the United States, Station WBNY is your direct contact with a vast army of consumers. WBNY is doing a real job for all its advertisers—and they will frankly tell you so.

W B N Y

Owned and Operated by Roy L. Albertson

Studios—485 Main Street

BUFFALO

Telephone Cleveland 3365

"He Who Hesitates in Radio Is Lost!"

W-I-N-S

by

Invitation



WINS

*Enters New York's homes
by invitation.*

ADVERTISING OVER WINS IS NOT FORCED UPON
RELUCTANT MINDS; FOR WITH IT COMES PROGRAMS
OF NEWS-ADVENTURE-COMEDY-DRAMA-MUSIC.

*WINS is the key station of the
New York State Broadcasting System.*

W-I-N-S

58th Street, East of Park Avenue

NEW YORK CITY

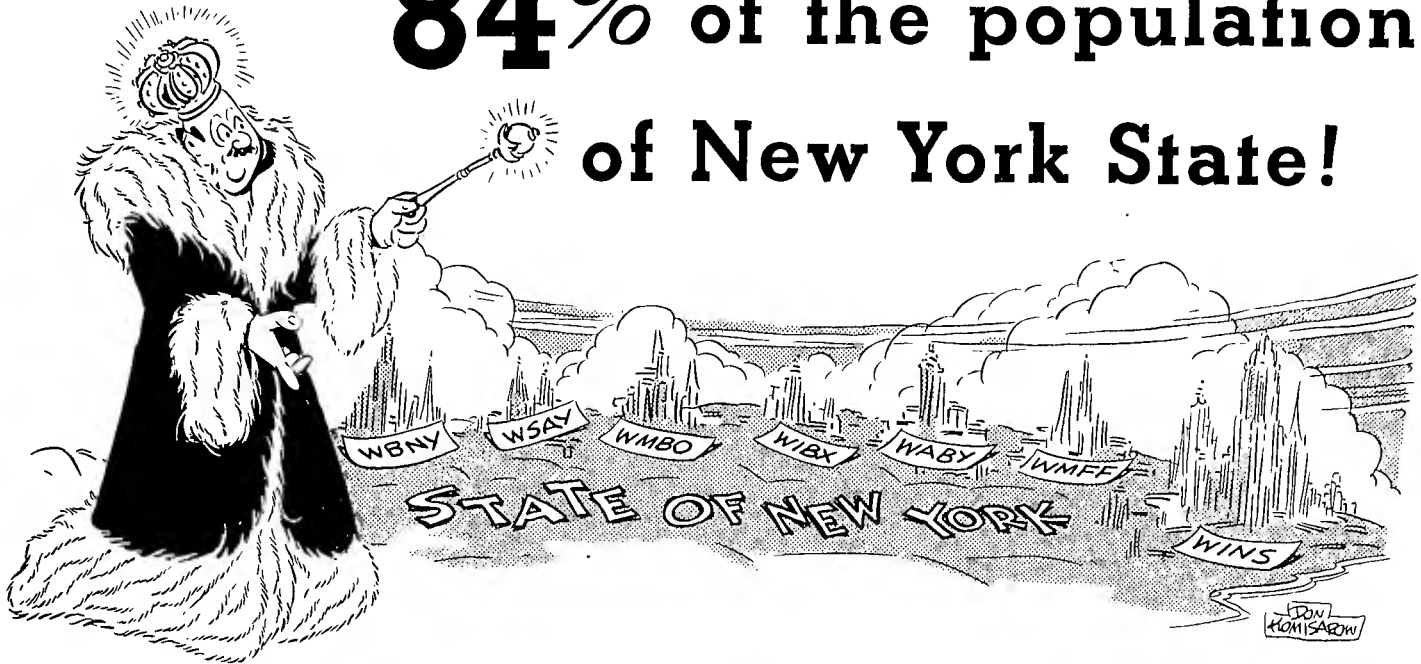
NATIONAL REPRESENTATIVES

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

Yours to Command!

84% of the population
of New York State!



The richest concentrated market in the world is yours to dominate by commanding the people's attention. Simply carry your message into their homes via The New York State Broadcasting System.

THESE ARE THE RADIO STATIONS:

WINS . . . New York City	WMBO . . . Auburn
WABY . . . Albany	WSAY . . . Rochester
WIBX . . . Utica	WBNY . . . Buffalo

The rates are low and the potential results, high. For test campaigns this offers an ideal combination.

For Complete Details address

THE NEW YORK STATE BROADCASTING SYSTEM

114 East 58th Street, New York-ELdorado 5-6100

4-147 General Motors Building, Detroit

326 W. Madison Street, Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
(Data corrected to January 1, 1937)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
NEW YORK (Continued)	WFAS (White Plains)	1210-ST	100	Westchester Broadcasting Corp. Hotel Roger Smith	White Plains 8352	Selma Seitz Frank A. Seitz Selma Seitz-I. T. Porter	Frank A. Seitz Frank A. Seitz Harry C. Laubenstein	Cox-Tanz Northwest Adv. Co.
	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 154½ Broadway	Bryant 9-7800	Loew's, Inc. Louis K. Sidney Herbert L. Pettey	Louis K. Sidney G. R. Windham	E. Katz
	WINS	1180-L	1,000	Hearst Radio, Inc. 114 E. 58th St.	Eldorado 5-6100	N. Y. State	J. V. Connolly Burt Squire Carl Colman	Dorothy Kempe Frank P. Foster, II Charles Pease	Hearst Radio
	WJZ	760	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr F. E. Spencer, Jr.	John F. Royal E. P. H. James O. B. Hanson	NBC
	WLWL	1100-SH	5,000	Missionary Society of St. Paul 415 W. 59th St.	Columbus 5-7030	Father Harney Rev. J. J. Malloy J. P. Kiernan
	WMCA	570	1,000	Kniekerbocker Broadcasting Co. 1697 Broadway	Circle 6-2200	Intercity	Donald Flamm Donald Flamm Bertram Lebar, Jr.	Alfred Hall Al Rose Frank Marx	Ray Linton
	WNEW	1250-ST	2,500-LS 1,000-N	Wodaam Corp. 501 Madison Ave.	Plaza 3-3300	R. E. O'Dea M. H. Biow Bernice Judis Herman Bess	Hugh Boice, Jr. Max J. Weiner	Weed & Co.
	WNYC	810-D NC	1,000	City of New York Municipal Bldg.	Worth 2-4740	Municipality Frederick J. H. Kracke	C. R. Bohnsack Seymour N. Siegel Isaac Brimberg
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service 1440 Broadway	Pennsylvania 6-8383	Mutual	Alfred J. McCosker Theodore C. Streibert William B. Gellatly	Julius F. Seebaeh Joseph Creamer J. R. Poppele	R. J. Barrett, Jr. (Chicago) Paul Belaire (Boston)
	WOV	1130-D	1,000	International Broadcasting Corp. 132 W. 43rd St.	Bryant 9-6080	Arde Bulova John Iraci John Iraci	John C. Sebramm Robert E. Study
	WQXR (Long Island City)	1550	1,000	Interstate Broadcasting Co. 730 Fifth Ave.	Columbus 5-6366	John V. L. Hogan Elliott M. Sanger Elliott M. Sanger	Douglass MacKinnon John V. L. Hogan
	WWRL (Woodside)	1500-SH	250-LS 100-N	Long Island Bestg. Corp. 41-30 58th St.	Newtown 9-3300	William H. Reuman William H. Reuman Frank R. Clarke	Lou Cole Frank R. Clarke W. H. Reuman
OLEAN.....	WHDL	1400	250	Olean Broadcasting Co., Inc. Exchange National Bank Bldg.	4666	E. B. Fitzpatrick Leonard L. Hofmann Herbert N. MacEwen	David W. Jefferies Tom Brown Hubert M. Hatbaway	Radin Markets
PLATTSBURG.....	WMFF	1310-D	250	Plattsburg Broadcasting Corp. Hotel Cumberland	802	N. Y. State	E. H. & L. F. Bragg George F. Bissell George F. Bissell	Bernard Adams Wilbur Morrison Clark LaVier	Weed & Co.
ROCHESTER.....	WHAM	1150	50,000	Stromberg-Carlson Tele. Mfg. Co. Sagamore Hotel	Stone 1862	NBC-Blue	E. A. Hanover William Fay Franie Kelly	Kenneth Lousen Arthur Kelly John Long, Jr.	Craig & Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC, Inc. 40 Franklin St.	Stone 1320	CBS	Clarence Wheeler Gunnar O. Wiig Le Moine C. Wheeler Maurice H. Clarke	Paul Raymer
	WSAY	1210-D	100	Brown Radio Service 328 Main St. E.	Stone 702	N. Y. State	Gordon P. Brown Gordon P. Brown E. K. Johnson	Ken Sparnon Leverre Fuller Gordon P. Brown
SARANAC LAKE.....	WNBZ	1290-D	100	E. Smith & W. Mace 70 Broadway	824	Earl J. Smith Earl J. Smith Earl J. Smith	Ray English T. J. MacLeod
SCHENECTADY.....	WGY	790	50,000	General Electric Co. 1 River Road	4-2211	NBC-Red	NBC-Gen. Electric Co. Kolin Hager Kalph Nordberg	A. O. Coggeshall A. MacDonald W. J. Purell	NBC
SYRACUSE.....	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bestg. Corp. Onondaga Hotel	2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George Perkins H. G. Soule A. R. Marcy	Free & Peters
	WSYR- WSYU	570	1,000	Central New York Bestg. Corp. Starrett-Syracuse Bldg.	3-0158	NBC-Blue	Harry C. Wilder Howard C. Barth	Fred R. Ripley Simon Goldman Armand G. Belle Isle	Paul Raymer
TROY.....	WHAZ	1300-ST	1,000	Rensselaer Polytechnic Institute 110 Eighth St.	6810	William O. Hotchkiss W. J. Williams	A. Olin Niles H. D. Harris
UTICA.....	WIBX	1200	300-LS 100-N CP 250-LS	WIBX, Inc. 187 Genesee St.	2-2101	CBS N. Y. State	Scott Howe Bowen Dale Robertson A. W. Triggs	Phil Ross Ken Shellaer David Foote	Craig & Hollingbery
WATERTOWN.....	WNNY (Construction Permit-S)	1420	250-LS 100-N	Black River Valley Broadcasts, Inc. Watertown	1670	Henry A. Wise

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times, Inc. Flat Iron Bldg.	850	NBC	Don S. Elias Don S. Elias J. W. Melver	Ezra A. McIntosh J. W. Melver Cecil B. Hoskins	Hibbard Ayer Furgason & Aston
CHARLOTTE.....	WBT	1080	50,000	Columbia Broadcasting System, Inc. Wilder Bldg.	3-7107	CBS	CBS-Wm. A. Schudt, Jr. Wm. A. Schudt, Jr. D. H. Long	Charles Crutchfield J. J. Beloungy	Radio Sales

IN WESTERN NEW YORK

WHAM

50 KILOWATTS
CLEAR CHANNEL
FULL TIME

COVERS 631,200
RADIO FAMILIES*

1150 KILOCYCLES

* NBC System of Audience
Measurement by "Aireas."

For UNIFORM DAY And NIGHT Coverage

In Western New York State's rich industrial and farming belt, WHAM is the only 50,000 watt station—the only station operating full time on a clear channel with full power.

WHAM is the station the radio listener tunes to for dependable reception *day or night*.

Owned and Operated by the
Stromberg-Carlson Telephone Manufacturing Co.
ASSOCIATED WITH NBC

New York
Craig and Hollingbery, Inc.,
250 Park Avenue

Chicago
Craig and Hollingbery, Inc.,
307 N. Michigan Avenue



"The Stromberg-Carlson Station"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1937)

NORTH CAROLINA—(Continued)

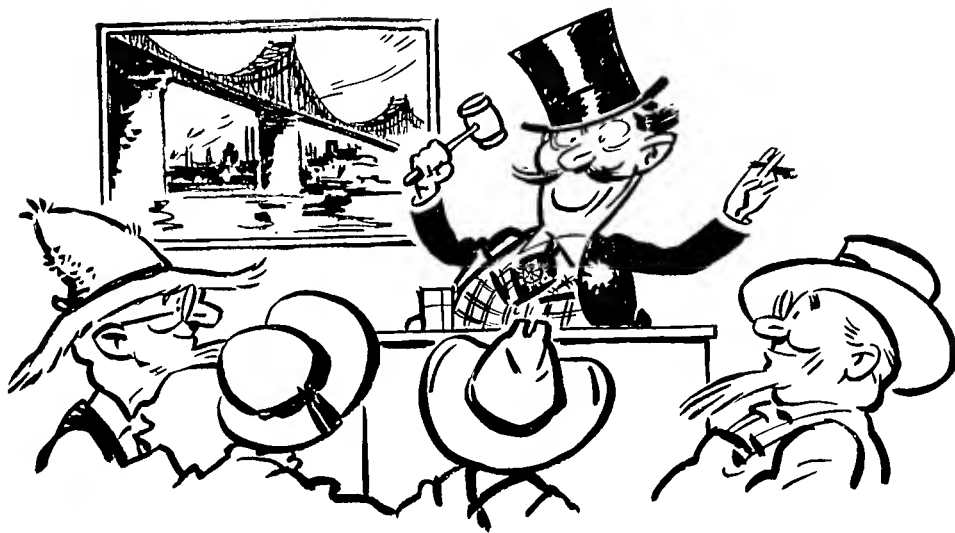
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTE..... (Continued)	WSOC	1210	250-LS 100-N	WSOC, Inc. Mecklenburg Hotel	7189	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Paul W. Norris	Sears Co. Hibbard Ayer
DURHAM.....	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel	J-1001	CBS	C. C. Council J. F. Jarman, Jr. C. J. Woodhouse	Lee E. Vickers J. F. Jarman, Jr. R. A. Dalton	E. Katz
GASTONIA.....	WJBR	1420 (Construction Permit)	100	Joe B. Roberts 213 So. Willow St.	Joe B. Roberts Joe B. Roberts
GREENSBORO.....	WBIG	1440	1,000-LS 500-N	North Carolina Bestg. Co. O. Henry Hotel	6125	CBS	Joseph M. Bryan Edney Ridge Edney Ridge	Ernie Smith Edney Ridge Earl Allison
HIGH POINT.....	WMFR	1200-D	100	Radio Station WMFR, Inc. 156½ South Main	4593	J. A. Hart- W. M. Nelson Wayne M. Nelson E. Z. Jones	G. C. Davis O. G. Hilton
KINSTON.....	WFTC	1200 (Construction Permit)	250-LS 100-N	Jones Weiland 90 Queen St.	Jonas Weiland Jonas Weiland
RALEIGH.....	WPTF	680-L SA-N	5,000	WPTF Radio Co. 324 Fayetteville St.	3007	NBC	J. R. Weatherspoon Richard H. Mason Royal E. Penny	Graham Poyner Royal E. Penny Henry Hulick	Free, Johns & Field
ROCKY MOUNT....	WEED	1420-ST	250-LS 100-N	W. Avera Wynne P.O. Box 221	1420	W. Avera Wynne W. Avera Wynne B. W. Frank	Robert Wallace W. Avera Wynne
WILMINGTON.....	WMFD	1370-D	100	Richard Austin Dunlea 320 No. Front St.	3	R. A. Dunlea R. A. Dunlea W. H. Hancammon, Jr.	W. E. Britt W. H. Humphrey, Jr.
WINSTON-SALEM..	WAIR	1250-D (Construction Permit)	250	Radio Station WAIR Robert E. Lee Hotel	6161	C. G. Hill G. D. Walker C. G. Hill	S. H. Walker	Kelly-Smith
	WSJS	1310	100	Winston-Salem Journal Co. 416 No. Marshall St.	4141	CBS	Owen Moon N. L. O'Neil N. L. O'Neil	John Miller Douglas Lee	Kelly-Smith

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BISMARCK.....	KFYR	550	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway	19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Al Lowrey Dick Burris Ivar Nelson	Furgason & Aston
DEVILS LAKE....	KDLR	1210	100	KDLR, Inc. 1025 3rd St.	1090	Bert Wick Bert Wick Bert Wick	Hub Warner Richard Moritz	Sears Co.
FARGO.....	WDAY	940	5,000-LS 1,000-N	WDAY, Inc. Black Bldg.	6800	NBC	E. C. Reineke E. C. Reineke Barney J. Lavin	Ken Kennedy David B. Henley Julius Hetland	Free, Johns & Field
GRAND FORKS....	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg.	1200	U. of No. Dakota Dalton Le Masurier Elmer Hanson	Myron J. Bennett Gleason Kistler E. J. O'Brien
JAMESTOWN.....	KRMC	1310-ST (Construction Permit)	100	Roberts-McNab Co. Jamestown	390	R. B. McNab- A. L. Roberts A. J. Breitback
MANDAN.....	KGCU	1240-SH	250	Mandan Radio Ass'n., Inc. Mandan	566	J. K. Kennelly J. K. Kennelly
MINOT.....	KLPM	1240-SH	250	John P. Cooley Minot	1267	John B. Cooley Ethel H. Cooley Richard J. Schmidt	Victor Bell C. W. Baker	Transamerican Sears Co.
VALLEY CITY.....	KOVC	1500	100	George Bairey 312 5th Avenue	408	George B. Bairey George B. Bairey W. E. Fritch	Lavell Waltman Mike McCarthy George B. Bairey

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
AKRON.....	WADC	1320	5,000-LS 1,000-N	Allen T. Simmons Akron	Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons	H. L. Hageman E. A. Marchal John Aitkenhead, Jr.
	WJW	1210	250-LS 100-N	WJW, Inc. 41 So. High St.	Jefferson 6111	John F. Weimer S. W. Townsend S. W. Townsend	Arthur W. Graham Gerald Roberts
CANTON.....	WHBC	1200	100 CP 250-LS	Edward P. Graham 319 W. Tuscarawas St.	5385	Edward P. Graham C. W. Hayes C. W. Hayes	George Beebout Kenneth Sliker
CINCINNATI.....	WCKY	1490	5,000	L. B. Wilson, Inc. Covington, Ky.	Hemlock 7655	NBC-Blue	L. B. Wilson L. B. Wilson George H. Moore	Lee Goldsmith Charles H. Topmiller
	WCPO	1200	250-LS 100-N	Continental Radio Co. Sinton Hotel	Parkway 1111	Karl A. Bickel William A. Clark William A. Clark	Robert Bentley Glen A. Davis



WHAT ARE WE OFFERED FOR FARGO?

Nosuh, us country boys wouldn't try to sell
Brooklyn Bridge to you city slickers—

**But no joke: We can sell Fargo to you, and
throw in the Red River Valley [one of the
richest and most responsive agricultural
areas in the nation].**

**If this sounds like a gold-brick, let us send you
some facts about what we're doing—and
for whom.**

W DAY, INC.



N. B. C.

**FARGO
N. D.**

Affiliated with the Fargo Forum

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FREE, JOHNS
& FIELD, INC.
NATIONAL
REPRESENTATIVES

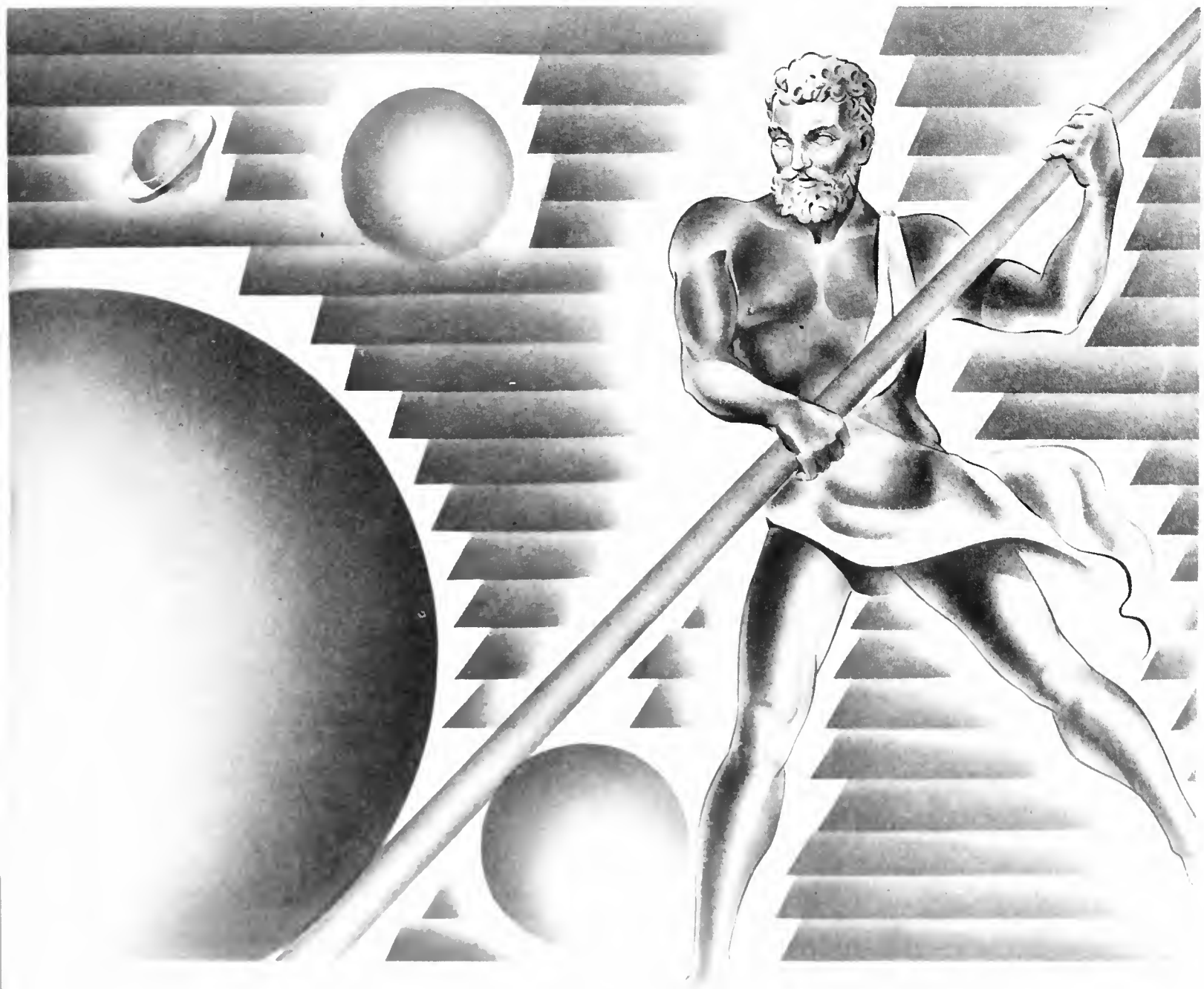


You're selling Cincinnati short
• • *without* **WSAI**

As a local station in the Greater Cincinnati area, WSAI enjoys a unique status . . . in addition to its truly fine touches of local color, WSAI has all of WLW's standards, facilities and personnel at its disposal—in short a "Nation's Station" in miniature.

As a result of these exceptional advantages, WSAI programs command the attention of a notably high proportion of the radio audience in Cincinnati and its trading zone.

**"GIVE ME A PLACE TO STAND...
AND I WILL MOVE THE EARTH!"**



The wide universe of national radio advertising offers no firmer place to stand than WLW. And no more effective lever can be used from this vantage point than a WLW-produced program.

Those advertisers who stand on WLW with the leverage of a WLW program do, indeed, move the earth.

WLW—"The Nation's Station"

THE CROSLY RADIO CORPORATION
POWEL CROSLY, Jr., President **CINCINNATI**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CINCINNATI <i>(Continued)</i>	WKRC	550	5,000-LS 1,000-N	Columbia Bestg. System, Inc. Hotel Alms	Woodburn 7640	CBS	CBS-Timothy S. Goodman Timothy S. Goodman S. R. Bateman	John McCormick Frank Dieringer	Radio Sales
	WLW	700	50,000 SA 500,000	Crosley Radio Corp. Cincinnati	Kirby 4800	NBC Mutual	Powel Crosley, Jr. William S. Hedges Frank M. Smith	Robert Kennett R. Rockwell	Transamerican
	WSAI	1330	2,500-LS 1,000-N	Crosley Radio Corp. Cincinnati	Kirby 4800	NBC-Red Mutual	Powell Crosley, Jr. William S. Hedges Frank M. Smith	Robert Kennett R. Rockwell
CLEVELAND	WGAR	1450	1,000-LS 500-N	WGAR Broadcasting Co. Hotel Statler	Prospect 0200	NBC-Blue Mutual	G. A. Richards John F. Patt- Eugene Carr Ellis C. Vander Pyl	Worth Kramer Lloyd George Vernard R. Morris Pierce	Edw. Petry & Co.
	WHK	1390	2,500-LS 1,000-N	Radio Air Service Corp. Terminal Tower	Prospect 5800	CBS Buckeye	Cleveland Plain Dealer H. K. Carpenter C. A. McLaughlin	John Vorpe C. A. McLaughlin Edward Gove	Free & Peters
	WJAY	610-D	500	Cleveland Radio Bestg. Corp. Terminal Tower	Prospect 5800	Cleveland Plain Dealer H. K. Carpenter C. A. McLaughlin	John T. Vorpe C. A. McLaughlin Edw. T. Gove
	WTAM	1070	50,000	National Broadcasting Co., Inc. 1367 E. 6th St.	Cherry 0942	NBC-Red	NBC-Vernon H. Pribble Vernon H. Pribble Vernon H. Pribble	Hal W. Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1430	1,000-LS 500-N	WBNS, Inc. 33 No. High St.	Adams 9265	CBS	Edgar Wolfe Richard A. Borel W. I. Orr	Jack Price James O. Yerian Lester Nafzger	John Blair
	WCOL	1210	100	WCOL, Inc. 33 No. High St.	Adams 8207	NBC	Kenneth Johnston C. R. Thompson Jack Kelly-Neal Smith	Doris Herbst Harold Nafzger	Joseph McGillvra
	WHKC	640-L	500	Associated Radiocasting Corp. 22 E. Gay St.	Adams 1101	Buckeye	Cleveland Plain Dealer Carl M. Everson Harry H. Hoessly	Robert S. French J. E. Anderson	Free, Johns & Field
	WOSU	570-SH NC	1,000-LS 750-N	Ohio State University Columbus	University 3148	George W. Rightmire R. C. Higgy	Byron Williams C. S. Bidlack
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Broadcasting Corp. 39 So. Ludlow St.	Adams 2261	CBS	J. M. Cox, Jr. J. Leonard Reinsch David A. Brown	Richard F. Reed James LeGate Ernest L. Adams	John Blair
	WSMK	1380-D SH-N	200	WSMK, Inc. 121 No. Main St.	Adams 3288	S. M. Krohn, Jr. S. M. Krohn, Jr.	Helen Blue Sidney Teneyck Paul Braden
LIMA	WBLV	1210-D	100	Herbert Lee Blye 117 So. McDonnell St.	High 5321	Herbert Lee Blye Herbert Lee Blye J. R. Payne	R. Steffe Robert Coates Herbert Lee Blye
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 821 Chillicothe St.	2504	Buckeye	M. F. Ruhin Marie W. Vandergrift Marie W. Vandergrift	Orville Fields Gwen Sherburn Ralph Jordan	Spot Broadcasting
TOLEDO	WSPD	1340	5,000-LS 1,000-N	Fort Industry Co. Commodore Perry Hotel	Adams 3175	CBS Buckeye NBC—After May 1	George B. Storer J. Harold Ryan E. Y. Flanigan	Russell A. Gohring George L. Young Vern C. Alston	John Blair
YOUNGSTOWN	WKBN	570-SH	500	WKBN Broadcasting Corp. 17 No. Champion St.	4-2122	CBS Buckeye	Warren P. Williamson, J. Lothaire Bowden Emanuel E. Evans	S. Truesdale Mayer Bernard Wilkins
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. 17½ So. Fourth St.	Main 5044	E. B. Graham Nathan Milder Nathan Milder	M. Julian E. E. Alden	John Kettlewell

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ADA	KADA	1200-D	100	C. C. Morris Ada	1212	Oklahoma	C. C. Morris Joseph W. Lee Joseph W. Lee	Paul Hughes Leland Seay	Radio Markets
ARDMORE	KVSO	1210	100	Ardmoreite Publishing Co. Ardmore	3030	Oklahoma	John Easley Albert Riesen Paul Duncan	Dolly Dutton Albert Riesen Paul Ross
ELK CITY	KASA	1210	100	E. M. Woody Casa Grande Hotel	730	E. M. Woody F. E. Mayhew F. E. Mayhew	Wallace Seeds F. E. Mayhew H. C. Redman
ENID	KCRC	1360	250	Enid Radiophone Co. Enid	447	Oklahoma	William Taylor Craig Campbell Craig Campbell	Ralph Rogers A. B. Clopton
MUSKOGEE	KBIX	1500	100	Oklahoma Press Publishing Co. Barnes Bldg.	303	Oklahoma	Joel H. Bixby W. L. Waltman Kelly Morgan	William Barclay W. L. Waltman George W. Brock	Branham Co.
NORMAN	WNAD	1010-SH NC	1,000	University of Oklahoma Norman	900	Oklahoma U. Ted Benird	Homer R. Heck Clyde Farrar

FOR COVERAGE IN OHIO



UNITED BROADCASTING COMPANY

CLEVELAND • COLUMBUS • YOUNGSTOWN

H. K. CARPENTER, Vice President

WHK-WJAY, CLEVELAND

H. K. CARPENTER, Vice President & General Manager

C. A. McLAUGHLIN, Sales Manager

WHKC, COLUMBUS

C. M. EVERSON, General Manager

H. H. HOESSLY, Sales Manager

Affiliate: WKBN, YOUNGSTOWN

" UNITED FOR SERVICE "

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

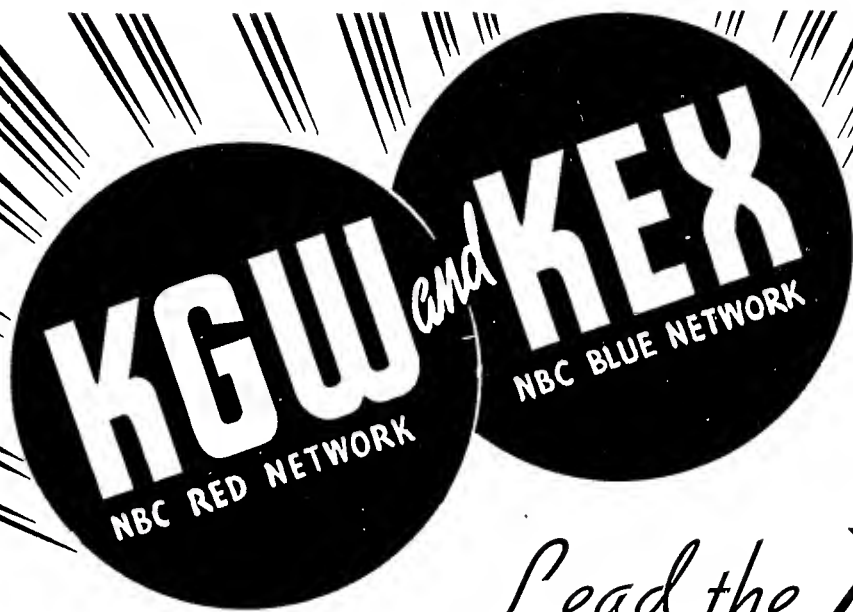
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OKLAHOMA—(Continued)

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OKLAHOMA CITY	KFXR	1310	250—LS 100—N	Exchange Ave. Baptist Church Hightower Bldg.	3-4333	B. C. Thomason, Lease B. C. Thomason Bob Elliston	Mary Louise Thomason Harold Smith Horace J. Marrinan
	KGFG	1370	100	Oklahoma Broadcasting Co. Perrine Bldg.	2-5481	Oklahoma	Harold Hough Ivan R. Head J. R. Wetzel	Francis Luper R. C. Stimson
	KOMA	1480	5,000	Hearst Radio Inc. Biltmore Hotel	2-3291	CBS	Hearst Radio Neal Barrett Neal Barrett	Waymond Ramsey Paul Bostaph	Hearst Radio
	WKY	900	5,000—LS 1,000—N	WKY Radiophone Co. Skirvin Tower Hotel	3-4306	NBC	E. K. Gaylord Gayle V. Grubb M. H. Bonebrake	Daryl McAllister John Blatt E. C. Hull	E. Katz
PONCA CITY	WBBZ	1200	100	Estate of C. L. Carrell, deceased, A. L. Carrell, representative 615 W. Grand	2300	Oklahoma	C. L. Carrell Estate A. L. Carrell John Esau	Ted Compton Carl Metcalf Donald Mitchell
SHAWNEE	KGFF	1420	250—LS 100—N	KGFF Broadcasting Co., Inc. Ninth & Bell Sts.	4390	Oklahoma	Oscar Stauffer R. U. Porter R. U. Porter	Edith Page Jack Whitney E. H. Taylor
TULSA	KTUL	1400	1,000—LS 500—N	Tulsa Broadcasting Co. Bank of Tulsa Bldg.	4-8188	CBS	J. T. Griffin William C. Gillespie T. Lawrence Taylor	Roderick Cupp Duke Murta Nathan Wilcox	Free, Johns & Field
	KVOO	1140—ST	25,000	Southwestern Sales Corp. Philtower	2-2254	NBC	William G. Skelly William B. Way Willard D. Egolf	Allen Franklin Gordon S. Avery Watt Stinson	Ed. Petry & Co.

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASTORIA	KAST	1370—D	100	Astoria Broadcasting Co. Inc. Hotel Astoria	95	M. R. Chessman Ted W. Cooke Billy Sandiford	Ted W. Cooke Billy Sandiford Lawrence King
CORVALLIS	KOAC	550—NC	1,000	Oregon State Agricultural College Corvallis	526	Oregon State College Luke L. Roberts Grant S. Feikert
EUGENE	KORE	1420	100	Eugene Broadcast Station Willamette St.	3	F. L. Hill-C. G. Phillips Glenn McCormick Glenn McCormick	Day Foster Harold Gander	Walter Biddick
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters, Inc. 203 Main St.	2125	J. A. Kincaid J. A. Kincaid Geo. Kincaid	Jack Keating John Zbinden	Radio Markets
MARSHFIELD	KOOS	1200—D	250	Pacific Radio Corp. Hall Bldg.	432	Sheldon F. Sackett Ben E. Stone	Sylvia L. Chandler Floyd M. Rush	Walter Biddick
MEDFORD	KMED	1310 CP 1410	250—LS 100—N CP 250	Mrs. W. J. Virgin Sparta Bldg.	305	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop D. H. Rees	Walter Biddick Craig & Hollingbery
PORTLAND	KALE	1300	500	KALE, Inc. New Heathman Hotel	East 3700	C. R. Hunt-C. W. Myers Ted Kooreman Charles E. Couche	Johnny Walker Charles E. Couche Louis S. Bookwalter	Free & Peters
	KBPS	1420—ST NC	100	Benson Polytechnic School 546 E. 12th Ave. N.	East 8131	R. T. Stephens, Agent William Allingham	William Allingham William Allingham
	KEX	1180—ST	5,000	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Blue) Northwest Triangle	O. L. Price W. Carey Jennings Chester L. Blomness	Merton H. Borjes H. Quenton Cox Harry C. Singleton	Edw. Petry & Co.
	KGW	620	5,000—LS 1,000—N	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Red) Northwest Triangle	O. L. Price W. Carey Jennings Chester L. Blomness	Merton H. Borjes H. Quenton Cox Harry C. Singleton	Edw. Petry & Co.
	KOIN	940	5,000—LS 1,000—N	KOIN, Inc. New Heathman	Atwater 3333	CBS	C. W. Myers C. Roy Hunt Charles Couche	John Walker Charles Couche Louis Bookwalter	Free & Peters
	KWJJ	1060—L SA 1040	500	KWJJ Broadcast Co., Inc. 622 S. W. Salmon St.	Atwater 4393	W. J. Jerman Macdonald Potts Macdonald Potts	Macdonald Potts Macdonald Potts W. J. Jerman
	KXL	1420—ST	250—LS 100—N	KXL Broadcasters Multnomah Hotel	Atwater 5124	H. B. Read H. B. Read H. B. Read	Allyn Roberts
ROSEBURG	KRNR	1500	250—LS 100—N	So. Oregon Publishing Co. Roseburg	4	Frank Jenkins J. B. Toles Marshall H. Pengra J. B. Toles	Walter Biddick
SALEM	KSLM	1370	100	Oregon Radio Inc. 345 Court Street	6131	H. B. Read Thomas Hoxie Thomas Hoxie	Boots Grant Clyde Wiegand



Lead the Pacific Coast

IN RADIO IMPROVEMENTS

...for 1936

1. New Standard Transmitter...KGW

KGW has installed a new 5 kw RCA high-fidelity transmitter.

2. New Antenna...KGW

Authorization secured from Federal Communications Commission for new 625-foot vertical antenna, now under construction. This antenna assures increased coverage; a more powerful signal, the elimination of fading.

3. New Ground System...KGW

KGW has purchased 80 additional acres of land, providing a new water-immersed ground system located in ideal soil at the confluence of Willamette and Columbia rivers. When completed the system will contain over 20 miles of radio copper strips.

4. New Transmitter...KEX

KEX has installed a new 5 kw transmitter, bringing plant entirely up to modern, high-fidelity standards.

5. Standard Studio Equipment...KGW-KEX

Both KGW and KEX studios have been completely equipped with the newest and most modern RCA amplifiers and microphones. Studio equipment is now all AC operated.

6. Modern Studios...KGW-KEX

Main studios of both stations are designed for perfect acoustics, beautifully decorated; contain new improvements, such as the latest RCA turn-table equipment, (both vertical and lateral cut), new concert grand pianos tested for radio suitability, and a pipe organ especially designed for broadcasting.

FOR BETTER PROGRAMS—OUTSTANDING SHOWMANSHIP—GREATER RESULTS—USE

THE RADIO STATIONS OF
THE OREGONIAN
The Largest Newspaper in the Pacific Northwest
PORTLAND, OREGON

Representatives: Edward Petry & Co., Inc. New York, Chicago, Detroit, San Francisco

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PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ALLENTOWN	WCBA-WSAN	1440	500	B. Bryan Musselman 39 No. 10th St.	9511	Quaker	B. Bryan Musselman J. H. Musselman J. H. Musselman	Geo. Y. Snyder Charles R. Petrie Charles Sauerwine	
ALTOONA	WFBG	1310-ST	100 CP 250-LS	Gable Broadcasting Co. 1318 Eleventh Ave.	6467	Quaker	George P. Gable Roy F. Thompson K. C. Sink	J. M. Snyder Roy Thompson J. E. Moffatt	Cox & Tanz
EASTON	WEST	1000-ST	250-LS 100-N	Associated Broadcasters, Inc. 516 Northampton St.	8001	Quaker	Clair R. McCollough Walter Kirkwood	Wilbur Markle J. E. Mathiot	
ERIE	WLEU	1420	250-LS 100-N	Leo J. Omelian Commerce Bldg.	2-5229	Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	James Hamilton V. Hamilton Weir Harold Roess	Joseph McGillvra
GREENSBURG	WHJB	620-D	250	Pittsburgh Radio Supply House Penn-Albert Hotel	3740		H. J. Brennen H. E. Clark Robert M. Thompson	Edw. J. Kroen W. W. McCoy	Paul Raymer
GROVE CITY	WSAJ	1310-SH NC	100	Grove City College Main & Broad Sts.	70		Grove City College R. W. Harmon	H. W. Harmon H. H. Johnson	
HARRISBURG	WHP	1430	1,000-LS 500-N	WHP, Inc. Telegraph Bldg.	2-4111	CBS	E. J. Stackpole, Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond William Wolf	
	WKBO	1200-ST	250-LS 100-N	Keystone Broadcasting Corp. Penn Harris Hotel	4-0191	Quaker	Telegraph Press C. G. Moss C. G. Moss	Clyde Moser George C. Smith Charles Myers	
HAZLETON	WAZL	1420-ST	100	Hazleton Broadcasting Service Hazleton National Bank Bldg.	1488	Quaker	Clair McCollough Victor C. Diehm	Thomas Tito J. E. Mathiot	
JOHNSTON	WJAC	1310-ST	100 CP 250-LS	WJAC, Inc. Locust St.	244	Quaker	Walter W. Krebs J. C. Tully	A. J. Reid	
LANCASTER	WGAL	1500	250-LS 100-N	WGAL, Inc. 8 W. King St.	5252	Quaker	Clair A. McCollough Walter Miller	Earnest Stanziola J. E. Mathiot	
PHILADELPHIA	KYW	1020	10,000	Westinghouse E. & M. Co. 1622 Chestnut St.	Locust 3760	NBC-Red	Westinghouse (NBC) Leslie W. Joy Ralph A. Sayres	James P. Begley Lambert Beuwkes E. H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St.	Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza S. Burns John Leitch	Transamerican
	WDAS	1370	250-LS 100-N	WDAS Broadcasting Station 1211 Chestnut St.	Locust 7400		Alexander W. Dannenbaum Patrick J. Stanton Stanley H. Chambers	Harold Davis Jerry Stone Frank Unterberger	
	WFIL	560	1,000-LS 500-N SA 1,000-N CP 1,000-N	WFIL Broadcasting Co. Public Ledger Bldg.	Walnut 5200	NBC-Blue Mutual Quaker	Samuel R. Rosenbaum Donald Withycomb Jack Stewart	John J. Clark Jerry Moore Frank V. Becker	Edw. Petry & Co.
	WHAT	1310-ST	100	Independence Bestg. Co., Inc. Independence Square	Lombard 2390		W. Porter Ogelsby, Jr. L. H. Bailey L. H. Bailey	Milton Laughlin J. C. Geise, Jr.	
	WIBG (Glenside)	970-D	100	Seaboard Radio Bestg. Corp. Keswick Bldg., Glenside	Ogontz 4570		Joseph M. Nassau Joseph M. Nassau Robert G. Hampe	Margaret R. Collins Charles E. Weir	
	WIP	610	1,000	Pennsylvania Broadcasting Co. 35 So. 9th St.	Walnut 6800	Intercity	Benedict Gimbel, Jr. Albert A. Cormier Albert A. Cormier	James Allan Murray Arnold Clifford Harris	
	WPEN	920-ST	500-LS 250-N	Wm. Penn Broadcasting Co. 22nd & Walnut Sts.	Rittenhouse 4140		Clarence H. Taubel Charles Stahl Charles Stahl	Thomas B. Smith M. Henry Potter Charles Burtis	
	WRAX	920-ST	500-LS 250-N	WRAX Broadcasting Co. 22nd & Walnut Sts.	Rittenhouse 4140		Clarence H. Taubel Charles Stahl Charles Stahl	Thomas B. Smith M. Henry Potter Charles Burtis	
	WTEL	1310-ST	100	Foulkrod Radio Engineering Co. 3701 No. Broad St.	Radeliffe 6647		Henry N. Cocker		
PITTSBURGH	KDKA	980	50,000	Westinghouse E. & M. Co. Grant Bldg.	Grant 4200	NBC-Blue	Westinghouse (NBC) H. A. Woodman W. E. Jackson	John Gihon Lynden Morrow Joseph Baudino	NBC
	KQV	1380-D SH-N	500	KQV Broadcasting Co. Chamber of Commerce Bldg.	Grant 4860	CBS	H. J. Brennen J. J. Laux R. M. Thompson, Sr.	George Heid J. J. Laux Walter McCoy	Ferguson & Aston
	WCAE	1220	5,000-LS 1,000-N	WCAE, Inc. Hotel William Penn	Atlantic 5184	NBC-Red Mutual	Hearst Radio Leonard Kapner	Edward Harvey Lewis Patterson James Schultz	Hearst Radio
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg.	Grant 4850	CBS	H. J. Brennen Howard E. Clark R. M. Thompson, Sr.	James Hughes Walter McCoy	Ferguson & Aston
	WWSW	1500	250-LS 100-N	Walker & Downing Radio Corp. Hotel Keystone	Grant 5200	Quaker	Pittsburgh Post-Gazette Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles Kieran Balfe A. A. Lewis	Weston, Frykman & Allen



When a Lady Meets a Gentleman in Pittsburgh

They agree on WCAE. And that holds whether they are listeners or advertisers.

They know that the biggest and most complete radio survey ever made in Pittsburgh, conducted by Ross Federal, showed WCAE to have 22% more listeners than the second station, 82% more than the third.

They know that WCAE has won all of Variety's Showmanship Awards. They know that WCAE is one of the oldest radio stations in the world, one

of the original six to form an NBC network, a veteran.

And WCAE advertisers know that WCAE gives more audience at less cost.

It's more profitable to Buy the
First Station First. In Pittsburgh
the first station is WCAE.

WCAE

WCAE INCORPORATED • PITTSBURGH • BASIC NBC RED NETWORK

NATIONAL REPRESENTATIVES

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

Another Message to the

Forty Five Percent of the Country

"IN THE PALM

THROUGH *WOV*

You can have New York, the largest "Italian City in the World" in the palm of your hand.

There are more than 1,750,000 Italian* Americans in the metropolitan area. This equals the combined population of the two largest cities in Italy, Rome and Naples.

WOV New York

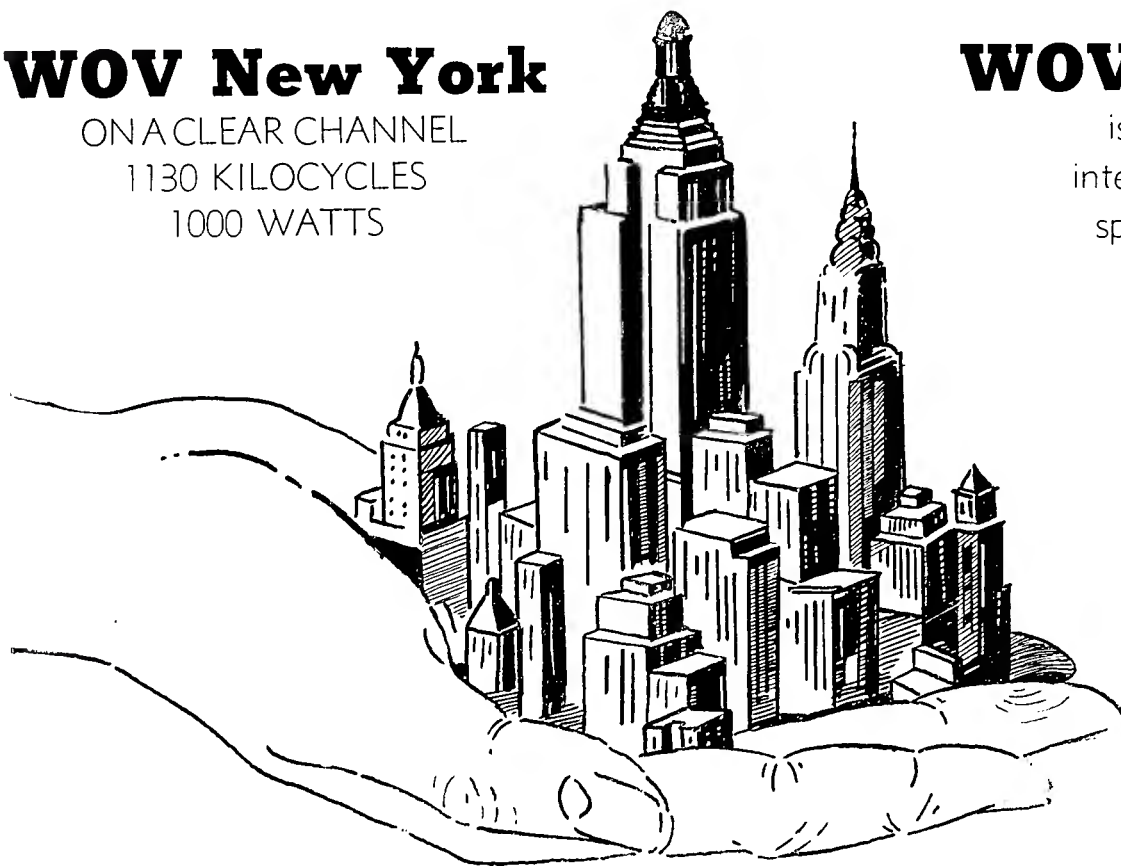
ON A CLEAR CHANNEL

1130 KILOCYCLES

1000 WATTS

WOV New York

is the center of
interest to all Italian
speaking listeners



Reach more than two
millions through the

WOV

Is the only station that concentrates on serving the largest single audience of its kind in the world, the Italian-Americans of Greater New York. *WOV* accounts have been consistently renewed for the past six years. In 1935 and 1936 ninety-five per cent of the *WOV* advertisers renewed their contracts!

Advertising Agencies 's Italian - American Population OF YOUR HAND"

THROUGH **WRAX
PEN**

You can have greater Philadelphia, an "Italian" city with twice as many Italian-speaking people as there are in Venice in the palm of your hand.

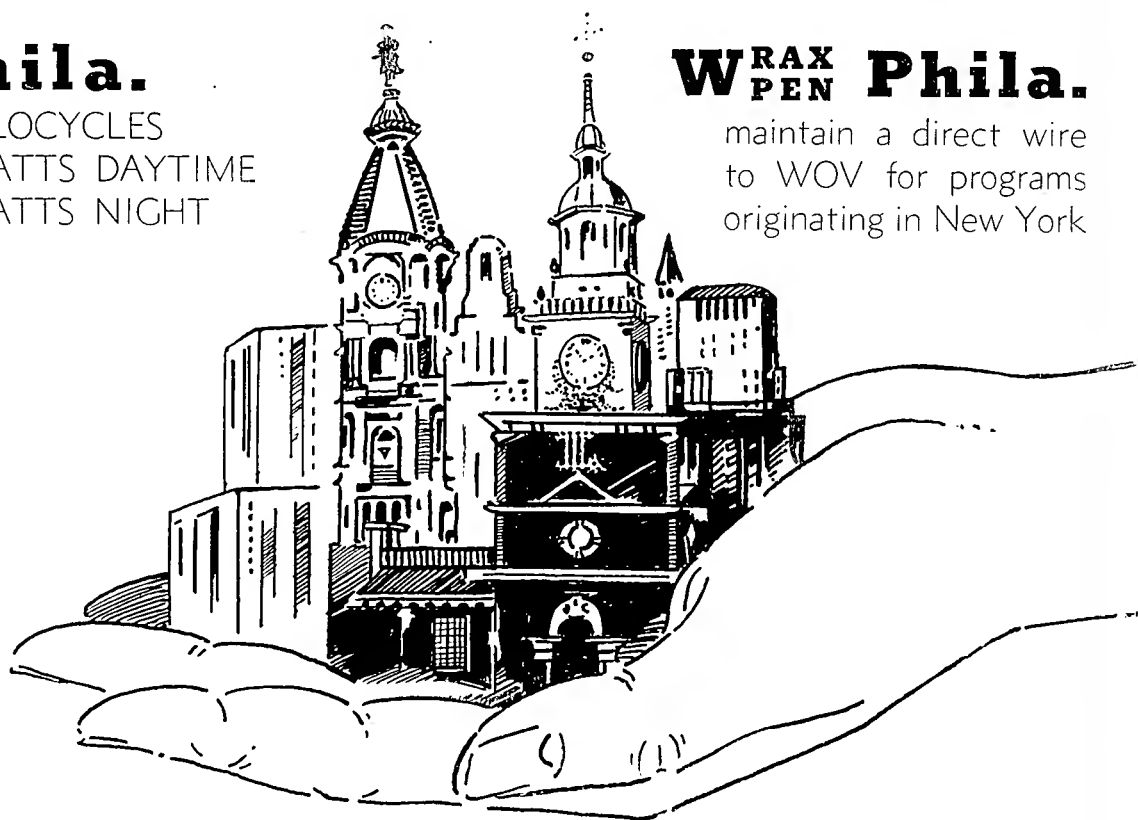
There are more than 350,000 Italian-Americans in Greater Philadelphia.

**WRAX
PEN Phila.**

920 KILOCYCLES
500 WATTS DAYTIME
250 WATTS NIGHT

**WRAX
PEN Phila.**

maintain a direct wire
to WOV for programs
originating in New York



million Italian Amer-
combined facilities.

**WRAX
PEN**

Serve Philadelphia, "The city of homes where half the population own their own homes." These stations serve a highly specialized field conscientiously and regularly the year 'round. The continued patronage of advertisers speaks well for the excellence of this service.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunsc.
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 (Data corrected to January 1, 1937)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
READING.....	WEEU	830-D	1,000	Berks Broadcasting Co. 533 Penn St.	7335	Clifford M. Chafey Clifford M. Chafey W. A. Riple	Paul J. Breedy H. O. Landis	Craig & Hollingbery
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn. St.	7335	Quaker	Clifford M. Chafey Raymond A. Gaul W. A. Riple	P. J. Breedy H. O. Landis	Craig & Hollingbery
SCRANTON.....	WGBI	880-ST	500	Scranton Broadcasters, Inc. 1000 Wyoming Ave.	6296	Quaker	Frank Megargee George D. Coleman George D. Coleman K. R. Cooke	Cox & Tanz Sears Co.
	WQAN	880-ST NC	250	The Scranton Times 149 Penn Ave.	5151	E. J. Lynett	A. W. Oschmann A. W. Oschmann
SUNBURY.....	WKOK	1210-SH	100	Sunbury Broadcasting Corp. 1150 No. Front St.	1326	Quaker	H. H. Haddon B. A. Beck B. A. Beck	Paul L. Miller Clifford Kerstetter
WILKES-BARRE.....	WBAX	1210-SH	100	John H. Stenger, Jr. Orpheum Theatre Bldg.	2-2736	John H. Stenger, Jr. Frank Mulloy John H. Stenger, Jr.
	WBRE	1310	100	Louis G. Baltimore 16 No. Main St.	3-3101	Quaker	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Franklin D. Coslett A. C. Baltimore Charles Sakoski
WILLIAMSPORT....	WRAK	1370	250-LS 100-N	WRAK, Inc. 244 W. 4th St.	2-6116	Quaker	E. M. Case George E. Joy Oscar Linn	Paul M. Breining J. Wright Mackey Louis N. Persio	Cox & Tanz
YORK.....	WORK	1320	1,000	York Broadcasting Co. 13 So. Beaver St.	6629	Quaker	Clair McCullough Robert Gulick Robert Gulick	Harold Miller John Neff J. E. Mathiot

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
NEWPORT.....	WNRI	1200	250-LS 100-N (Construction Permit)	S. George Webb 21 Bull St.	1420	S. George Webb
PROVIDENCE.....	WEAN	780	1,000	Shepard Broadcasting Service, Inc. Crown Hotel	Dexter 1500	NBC-Blue Yankee Colonial Mutual	John Shepard, 3rd James Jennison Richard Voynow	James Jennison Carleton McVarish Harry Tilley	Edw. Petry & Co.
	WJAR	890	1,000	The Outlet Co. 176 Weybosset St.	Gaspee 7000	NBC-Red	Joseph Samuels John J. Boyle John J. Boyle	Violette Marks John J. Boyle Thomas C. J. Prior	Weed & Co.
	WPRO	630	250 CP 1,000-LS CP 500-N	Cherry & Webb Bestg. Co. 15 Chestnut St.	Gaspee 4237	CBS Intercity	William S. Cherry Stephen T. Willis William T. Bush	H. William Koster Howard W. Memmott Howard W. Thornley	Paul Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON.....	WAIM	1200 CP 630-D	100 CP 1,000-D	Wilton E. Hall Anderson College	800	Wilton E. Hall Wilton E. Hall Ennis Bray	James Bulleit Ennis Bray John Peoples
CHARLESTON.....	WCSC	1360	1,000-LS 500-N	So. Carolina Broadcasting Co. Francis Marion Hotel	344	NBC	W. Frank Hipp J. D. Saumenig J. D. Saumenig	Geo. P. Gunn Douglas Bradhorn
COLUMBIA.....	WIS	560	5,000-LS 1,000-N	Station WIS, Inc. 1811 Main St.	2-2135	NBC	W. Frank Hipp C. Richard Shafto Thad E. Horton	Victor H. Lund Scott Heit	Free, Johns & Field
FLORENCE.....	WOLS	1200-D (Construction Permit-S)	100	O. Lee Stone Florence	O. Lee Stone
GREENVILLE.....	WFBC	1300	5,000-LS 1,000-N	Greenville News-Piedmont Co. South Main St.	362	NBC	B. H. Peace Estate P. T. Whitmire W. S. Lindsay	Walter Knobloch P. W. Cook Clyde Etheredge	Bryant-Griffith & Brunson
SPARTANBURG.....	WSPA	920-D	1,000	The Voice of South Carolina Radio Bldg.	2900	Virgil V. Evans Virgil V. Evans R. S. Hudiburg	James Mugford C. O. Hudson

We Had to Expand to Accommodate the Business Increase in Philadelphia!

SO RAPIDLY has Philadelphia accepted WFIL as the city's Top Station, that advertisers and advertising agencies have listed WFIL as a *must station* to cover America's Third Market.

Keeping step with progress, and the reputation as Philadelphia's Top Station, WFIL will soon occupy the 18th floor of the Widner Building in the heart of the city where the latest word in broadcasting beauty and technique will make the new home of WFIL one of the show places of Philadelphia.

To thoroughly cover Philadelphia, make WFIL a *must station* on your list.

NBC BLUE NETWORK
MUTUAL BROADCASTING
SYSTEM

TOP O' THE DIAL

EDWARD PETRY & COMPANY INC.
EXCLUSIVE
NATIONAL REPRESENTATIVES

WFIL

560 Kilocycles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

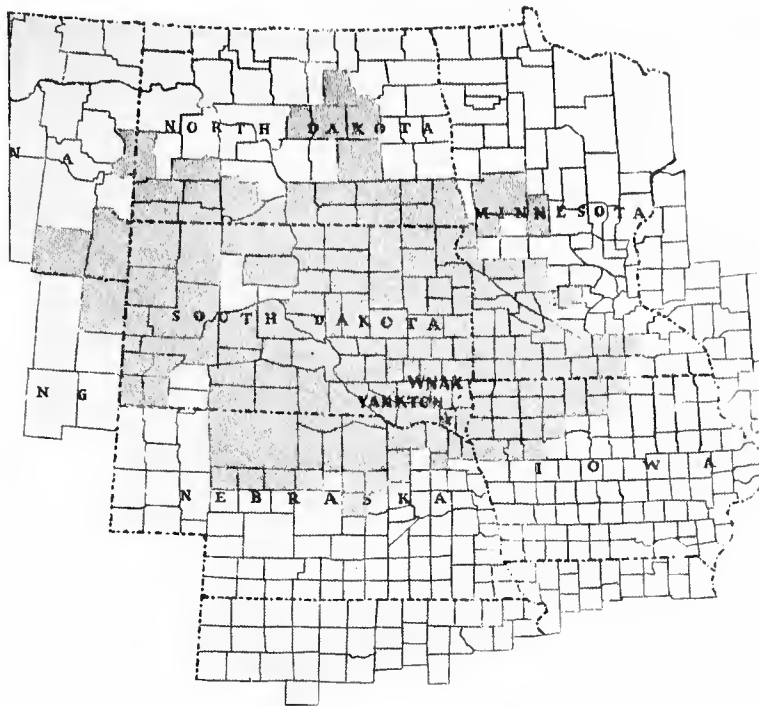
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SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN	KABR	1420	100	Aberdeen Broadcast Co. Alonzo Ward Hotel	4626	H. C. Jewett A. A. Fahy A. A. Fahy	W. L. Dean A. A. Fahy-W. L. Dean Delbert T. Hunt
BROOKINGS	KFDY	780-D SH-NC	1,000	South Dakota State College Brookings	702	Dr. C. W. Pugsley S. W. Jones	S. W. Jones W. H. Gamble
HURON	KGDY	1340-D	250	Voice of South Dakota, Inc. K. P. Bldg.	4280	Dr. F. Koren George Wilkes Chitty Norman Schmeeling Clinton Knapp	Sears Co.
PIERRE	KGFX	630-SH	200	Dana McNeil Estate (Mrs. Dana McNeil representative) Pierre	2251	Dana McNeil Dana McNeil
RAPID CITY	KOBH	1370	100	Black Hills Broadcast Co. Alex Johnson Hotel	2000	C. A. Quarnberg Robert J. Dean Arden Swisher	Katherine Walpole Robert J. Dean E. H. Carter
	WCAT	1200-SH NC	100	South Dakota School of Mines E. St. Joe St.	1600	J. P. Connolly C. M. Rowe	C. M. Rowe E. E. Clark
SIoux FALLS	KELO	1200 (Construction Permit)	100	Sioux Falls Broadcast Ass'n. Carpenter Hotel	757	Joseph Henkin
	KSOO	1110-L	2,500	Sioux Falls Broadcast Ass'n. Sioux Falls	757	Joseph Henkin Joseph Henkin Joseph Henkin Max Staley
VERMILLION	KUSD	890-ST NC	500	University of South Dakota Vermillion	210W	U. of So. Dakota B. B. Brackett	G. R. Bauer W. H. Jordan
WATERTOWN	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Life Bldg.	5050	Dr. F. Koren M. W. Plowman	Jack Waters George Church
YANKTON	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. Second & Capitol Sts.	484	CBS	D. B. Gurney Ted Matthews Ted Matthews	Charles McDaniels Ted Matthews Clifford Todd	Wilson-Dalton Robertson

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BRISTOL	WOPI	1500	100	Radiophone Broadcasting Station 410 State St.	1241	W. A. Wilson W. A. Wilson Jack P. Morison Harold Jellicorse	Northwest Adv. Co
CHATTANOOGA	WAPO	1420-D	100	W. A. Patterson Foust St. & Rossvil Blvd.	6-6141	W. A. Patterson R. G. Patterson Nelson Krepps	Tom Nobles R. G. Patterson Howard Spitzer
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten	6-5117	CBS	N. A. Thomas E. W. Winger Frank S. Lane Frank S. Lane	D. W. McCurdy James R. Donovan	Paul Raymer
JACKSON	WTJS	1310	250-LS 100-N	Sun Publishing Co. Sun Bldg.	1106	C. E. Pigford A. A. Stone A. B. Robinson	R. P. Mahon, Jr. A. B. Robinson B. C. Brummell	Branham Co.
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Continental Radio Co. 110 So. Gay St.	3-3171	CBS	Karl A. Bickel R. B. Westergaard O. L. Smith	Joe Pierson O. L. Smith J. B. Epperson	E. Katz Free, Johns & Field
	WROL	1310	250-LS 100-N	Stuart Broadcasting Corp. 524 So. Gay St.	2-7112	S. E. Adcock C. H. Frazier Roland Weeks	John Reese Roland Weeks J. H. Wofford
MEMPHIS	WHBQ	1370	100	Broadcasting Station WHBQ, Inc. Hotel Claridge	6-3838	Thos. Thompson H. B. Wooten E. A. Alburty Eugene Pournelle	E. H. McMurry E. A. Alburty S. D. Wooten, Jr.
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal, Inc. Hotel Gayoso	6-6940	NBC	John H. Sorrells H. W. Slavick J. C. Eggleston	F. W. Roth Clyde E. Baker	E. Katz
	WNBR	1430	1,000-LS 500-N	Memphis Broadcasting Co. Hotel DeVoy	6-2622	John H. Sorrells Mallory Chamberlin Grover A. Godfrey, Jr.	Harry Pomar Mallory Chamberlin Clyde Baker
	WREC	600	5,000-LS 1,000-N	WREC, Inc. Hotel Peabody	6-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Benard Cohn	Roy Wooten S. D. Wooten, Jr.	Paul Raymer
NASHVILLE	WLAC	1470	5,000	WLAC, Inc. 2421 West End Ave.	7-3425	CBS	J. T. Ward J. T. Ward F. C. Sowell	F. C. Sowell Edwin Gleaves F. D. Binns	Paul Raymer
	WSIX	1210	100	Jack M. & Louis R. Draughon Hotel Andrew Jackson	5-5431	J. M. & L. R. Draughon S. A. Cisler R. M. Tigert	S. A. Cisler Bascom Porter
	WSM	650	50,000	National Life & Accident Insurance Co. National Bldg.	6-7181	NBC Mutual	Edward W. Craig Harry Stone Harben Daniel	J. Oliver Riehl Harben Daniel John H. DeWitt, Jr.	Edw. Petry & Co.



WNAX

Yankton, South Dakota

570 Kilocycles

526 Meters

5000 Watts—Daytime

1000 Watts—Night

Number Counties

Total Population

Total Families

Radio Homes

Radio Listeners

Primary
Area

Secondary
Area

157	326
2,041,276	6,886,515
486,037	1,694,506
292,670	1,176,270
1,104,136	1,340,492

Affiliated
With C.B.S.

Representatives
Wilson-Dalton-Robertson



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ABILENE.....	KRBC	1420	250-LS 100-N	Reporter Broadcasting Co. Hilton Hotel	6255	M. Bernard Hanks W. W. Robertson Howard Barrett W. W. Robertson	Wilson-Dalton- Robertson
AMARILLO.....	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. Radio Bldg.	4242	NBC	O. L. Taylor O. L. Taylor	W. S. Izzard J. H. Speck	Wilson-Dalton- Robertson
AUSTIN.....	KNOW	1500	100	KUT Broadcasting Co. 1312 Norwood Bldg.	2-6213	NBC	Hearst Radio, Inc. James W. Hagood James W. Hagood	Nelson Olmstead Paul Show	Hearst Radio
BEAUMONT.....	KFDM	560	1,000-LS 500-N	Sabine Broadcasting Co., Inc. Hotel Beaumont	3883	J. M. Gilliam J. M. Gilliam Bill Williams	George W. Caldwell Charles L. Balfi W. C. Douglas	Wilson-Dalton- Robertson
BIG SPRING.....	KBST	1500	100	Big Spring Herald Bestg. Co. Crawford Hotel	1499	Joe W. Galbraith J. F. Willson E. I. McKinney
BRADY.....	KNEL	1500-D	100	G. L. Burns P.O. Box 1077	77	West Texas	G. L. Burns G. L. Burns Murray Moffatt	John Sloan John Sloan R. L. Hayes
COLLEGE STATION.....	WTAV	1120-SH NC	500	Agricultural College of Texas Campus	19	Texas Ag. College	Eugene P. Humbert H. C. Dillingham
CORPUS CHRISTI.....	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Medical-Professional Bldg.	475	Dr. E. M. Wilson Cliff Tatom Cliff Tatom	Paul Allison Cliff Tatom H. B. Lockhart	Wilson-Dalton- Robertson
CORSICANA.....	KAND	1310-D (Construction Permit)	100	Navarro Bestg. Ass'n. Corsicana	2058	J. C. West
DALLAS.....	KRLD	1040-ST SA-U	10,000	Radio Corporation Adolphus Hotel	2-6811	CBS	Tom C. Gooch J. W. Runyon C. W. Rembert	Ruth Clem R. M. Flynn	Branham Co.
	WFAA	800-ST	50,000	A. H. Belo Corp. Baker Hotel	2-9215	NBC Texas Quality	G. B. Dealey Martin B. Campbell Alexander Keese	Ralph W. Nimmons Irvin Gross Raymond Collins	Edw. Petry & Co.
	WRR	1280	500	City of Dallas Southland Life Bldg.	2-1411	City of Dallas John Thorwald John Thorwald	Charlie Jordan Ben McCleskey Virgil R. Simpson
DUBLIN.....	KFPL	1310	100 CP 250-LS	C. C. Baxter 205 Grafton St.	183	C. C. Baxter C. C. Baxter C. C. Baxter	C. C. Baxter C. B. Baxter
EL PASO.....	KROD	1500 (Construction Permit)	100	Dorrance D. Roderick El Paso	Main 2020	Dorrance D. Roderick
	KTSM	1310-ST	100 CP 250-LS	Tri-State Broadcasting Co. Hotel Paso del Norte	Main 840	Mrs. Frances R. Walz Karl O. Wyler Karl O. Wyler	Reymond Taylor Roy Chapman E. L. Gemoets	Craig & Holling- bery MacGregor & Sollie
	WDAH	1310-ST NC	100	Tri-State Broadcasting Co. Hotel Pase del Norte	Main 840	Mrs. Frances R. Walz Karl O. Wyler E. L. Gemoets
FORT WORTH.....	KFJZ	1370	250-LS 100-N	Fort Worth Broadcasters, Inc. 503 Trinity Life Bldg.	3-3474	R. S. Bishop R. S. Bishop Herb Witherspoon	Roger Phillips Elbert Haling Truitt I. Kimzey
	KGKO	570	1,000-LS 250-N	(See Wichita Falls, Tex.)					
	KTAT	1240	1,000	Tarrant Broadcasting Co. Hotel Texas	3-1381	Raymond E. Buck Sam H. Bennett Sam H. Bennett	Earl Rodell Howard Foley Joe B. Haigh	Free, Johns & Field
	WBAP	800-ST	50,000	Carter Publications, Inc. Star-Telegram Bldg.	3-2301	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston	George Cranston Cy Leland R. C. Stinson	Edw. Petry & Co.
GALVESTON.....	KLUF	1370	100	George Roy Clough Galveston	716	George Roy Clough
HOUSTON.....	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel	Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips	Alfred P. Daniel Harvey Wheeler	Edw. Petry & Co.
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Co. Rice Hotel	Preston 4361	CBS	Jesse Jones B. F. Orr Ray E. Bright	Harry Grier T. H. Hiner	John Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg.	Capitol 6151	M. Tilford Jones T. F. Smith
KILGORE.....	KOCA	1210 (Construction Permit)	100	Oil Capitol Bestg. Ass'n. Kilgore	229W	James G. Ulmer
LONGVIEW.....	KFRO	1370-D	100 CP 250-D	Voice of Longview P.O. Box 616	411	James R. Curtis T. R. Putman	Earle Kalusche James R. Curtis DeRue A. Curtis	H. K. Conover
LUBBOCK.....	KFYO	1310	250-LS 100-N	Plains Radio Broadcasting Co. 914 Ave. J.	1700	O. L. Taylor DeWitt Landis DeWitt Landis	Ollie Cook H. C. Scott W. S. Bledsoe	Wilson-Dalton- Robertson

106%

Sweep SALES SKYWARD

SOARING to unprecedented heights, WFAA-WBAP's national non-network revenue in 1936 surpassed by more than 106% the previous high record mark set in 1935! WFAA-WBAP's huge gains were over six times as great as the increase of the Clear Channel group as a whole!

1936 was a BIG year at WFAA-WBAP and in the Southwest, but 1937 looms even brighter. Sales, manufacturing, building, spendable income, bank deposits and all other reliable business indices are climbing rapidly, and the Greater Texas and Pan - American Exposition opening in June will add millions to "America's Fastest Growing Market."

Use WFAA-WBAP in 1937 and watch YOUR sales sweep skyward!

- ★ POPULATION 4,617,840
- ★ RADIO HOMES 667,360
- ★ SPENDABLE INCOME \$1,806,939,000
- ★ RETAIL STORE SALES \$721,232,000
- ★ FOOD STORE SALES \$154,235,000
- ★ DRUG STORE SALES \$38,960,000
- ★ GEN. MDSE. STORE SALES \$121,767,000
- ★ FILLING STATION SALES \$56,816,000

★ *These data include primary area only. WFAA - WBAP's secondary area provides a "bonus" of 1,611,485 families; 1,027,000 radio homes*



50,000 WATTS **WFAA-WBAP** AFFILIATE NBC
 CLEAR CHANNEL DALLAS FORT WORTH MEMBER TON
Represented by Edw. Petry & Co. Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MIDLAND	KRLH	1420-D	100	Clarence Scharbauer 117 So. Loraine St.	1070	West Texas	Clarence Scharbauer Oscar F. Sensabough Oscar F. Sensabough	Oscar F. Sensabough J. C. McGrane Leonard B. Kruez	
PALESTINE	KNET	1420-D	100	Palestine Broadcasting Assn. P.O. Box 467	411		Bonner Frizzell David Wilson	Mary Louise Pryor B. V. Hammond	
PAMPA	KPDN	1310-D	100	Pampa Daily News Pampa	1100		R. C. Holles David S. Ballou David S. Ballou	Mel Marshall Herman E. Kreiger	
PARIS	KPLT	1500-D	100	North Texas Bcstg. Co. Gibraltar Hotel	1124		A. G. Pat Mayse J. Bert Mitchell, Jr. J. Bert Mitchell, Jr.	John Hopkins Weldon Jeffus	
PECOS	KIUN	1420	100	Jack W. Hawkins & B. H. Hubbs Brandon Hotel	21	West Texas	J. Hawkins-B. Hubbs Jack W. Hawkins Jack W. Hawkins	L. Neilson C. W. May Burton C. Boatright	
PORT ARTHUR	KPAC	1260-D	500	Port Arthur College 1500 Procter St.	3320		Carl Vaughan Glenn Hewitt Glenn Hewitt	Ed. Ranqueta Glenn Hewitt W. B. Girkin	
SAN ANGELO	KGKL	1370	250-LS 100-N	KGKL, Inc. St. Angelus Hotel	6715	West Texas	H. C. Ragsdale Earle Yates Earle Yates	Lynn Bigler Frank M. Jones	
SAN ANTONIO	KABC	1420	250-LS 100-N	Alamo Broadcasting Co. Texas Theatre Bldg.	Garfield 4241		Henry Lee Taylor Henry Lee Taylor	Frank H. Stewart, Jr. Pat Baxter Kenneth R. Hyman	
	KMAC	1370-ST	100-N CP 250-LS	W. W. McAllister Smith Young Tower	Cathedral 6211		W. W. McAllister Howard W. Davis Howard W. Davis	A. S. Bessan R. R. Hayes	
	KONO	1370-ST	100	Mission Broadcasting Co. Milam Bldg.	Fannin 1371		Eugene J. Roth Eugene J. Roth Eugene J. Roth	Gerald Morgan George Ing	
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Plaza Hotel	Garfield 1251	CBS	Hearst Radio, Inc. H. C. Burke	R. M. Stern William Egerton	Hearst Radio
	WOAI	1190	50,000	Southland Industries, Inc. 1031 Navarro St.	Garfield 4221	NBC Texas Quality	G. A. C. Half Hugh A. L. Half	Lloyd H. Rosenblum Fred Sterling	Edw. Petry & Co.
SHERMAN	KRRV	1310-D	100 CP 250	Red River Valley Bcstg. Co. 1910 So. Crockett St.	201		George H. Wilcox L. L. Hendrick L. L. Hendrick	Brice Dickson V. A. Coker	
TEMPLE	KTEM	1370-D	100	Bell Broadcasting Co. Kyle Hotel	4646		Ruth Mayborn Robert MacKenzie Burton Bishop	W. Boark B. Bishop Phil E. Nash	
TEXARKANA	KCMC	1420	100	(See Texarkana, Arkansas)					
TYLER	KGKB	1500-SH CP-U	100 CP 250-LS	East Texas Broadcasting Co. 111 So. College	1106		James G. Ulmer Roy G. Terry M. E. Danbom	M. E. Danbom M. E. Danbom John B. Sheppard	
WACO	WACO	1420	100	KTSA Broadcasting Co. Amicable Life Bldg.	2700	CBS	Hearst Radio, Inc. James W. Pate James W. Pate	B. G. Lowrey James W. Pate L. H. Appleman	Hearst Radio
WESLACO	KRGV	1260	500 CP 1,000	KRGV, Inc. Weslaco	375		M. S. Niles M. S. Niles Ken Sibson	Dick Watkins Ken Sibson Neal McNaughten	Wilson-Dalton- Robertson
WICHITA FALLS	KGKO	570	1,000-LS 250-N	Wichita Falls Broadcasting Co. Star-Telegram Bldg. (Construction permit to move to Fort Worth on or about April 1; to join NBC-Blue)	3-2301	CBS	Anon S. Carter Harold Hough D. A. Kahn	C. B. Locke	

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CEDAR CITY	KSUB	1310 (Construction Permit)	100	H. Johnson-L. Perry Cedar City			Leland M. Perry Harold Johnson Harold Johnson		
OGDEN	KLO	1400	500	Interstate Broadcasting Corp. Hotel Ben Lomond	84	NBC	A. L. Glassman Paul R. Heitmeyer Louis Haller	Ethel G. Clark Merrill J. Bunnell D'Orr Cozzens	Bryant-Griffith & Brunson
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price	200		Sam G. Weiss Sam G. Weiss John Richards	John Richards Sam G. Weiss Frank C. Carman	
SALT LAKE CITY	KDYI	1290	1,000 CP 5,000-LS	Intermountain Broadcasting Corp. Salt Lake City	Wasatch 7180	NBC	S. S. Fox S. S. Fox S. S. Fox	R. T. Harris W. E. Wagstaff J. M. Baldwin	John Blair
	KSL	1130	50,000	Radio Service Corp. of Utah 10 So. Main St.	Wasatch 3901	CBS	Sylvester Q. Cannon Earl J. Glade Dan H. Vincent	Lennox Murdoch T. H. Axelson Eugene G. Pack	Edw. Petry & Co.
	KUTA	1500 (Construction Permit)	100	Utah Broadcasting Co. Salt Lake City			Sam G. Weiss		

Notes

ON BETTER BUSINESS

K

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L

KDYL consistently serves a larger number of local advertisers. There must be a reason!

KDYL consistently carries a larger volume of local advertising. There must be a reason.

The two foregoing notes give the key to a successful sales tune for national and regional advertisers.

And for 1937, KDYL is embarking on a program of improved transmitting facilities . . . for your benefit.

Representatives
JOHN BLAIR & COMPANY
Chicago New York
Detroit San Francisco

W. B. C.
Station

SALT LAKE CITY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1937)

VERMONT


City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BURLINGTON	WCAX	1200-SH	100 CP 250-LS	Burlington Daily News, Inc. 203 College St.	306	H. Nelson Jackson George B. Kolk Estelle E. Germain Robert F. Bigwood
RUTLAND	WSYB	1500-SH	100	Philip Weiss Music Co. 80 West St.	1247	Philip Weiss J. H. Weiss Philip Weiss	J. H. Weiss Morris Francis
SPRINGFIELD	WNBX	1260	1,000	WNBX Broadcasting Corp. Woolson Block	663	John Wahlen F. W. Wheeler F. W. Wheeler	W. A. Bamford Richard Batli W. F. Moore
ST. ALBANS	WQDM	1370-SH CP 1390	100 CP 1,000	Regan & Bostwick 8 Kingman St.	126	E. J. Regan-F. A. Bostwick F. Arthur Bostwick F. Arthur Bostwick	Mrs. F. A. Bostwick E. J. Regan	Cox & Tanz
WATERBURY	WDEV	550-D	500	Mary M. Whitehill Estate (Charles B. Adams, Administrator) 8 Stowe St.	13	Mary M. Whitehill Lloyd E. Squier Lloyd E. Squier	William G. Ricker Lloyd E. Squier Melvin H. Stickle

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTESVILLE	WCHV	1420-ST	250-LS 100-N	Community Broadcasting Corp. 7th & Main Sts.	444	Virginia	Hugh M. Curtler Hugh M. Curtler Ovelton Maxey	Ted Reams Ovelton Maxey Walter W. Gray	Horace Hagedorn
DANVILLE	WBTM	1370	250-LS 100-N	Piedmont Broadcasting Corp. 427 Main St.	2350	Virginia	L. N. Dibrell S. C. Ondarcho S. C. Ondarcho	W. P. Hefferman S. C. Ondarcho D. H. Donahue	Horace Hagedorn
HARRISONBURG	WSVA	550-D	500	Shenandoah Valley Bestg. Corp. Main & Market Sts.	875	Floyd Williams Floyd Williams Edward H. Allen	Floyd Williams Charles P. Blackley W. L. Lynch
LYNCHBURG	WLVA	1200	250-LS 100-N	Lynchburg Broadcasting Corp. Allied Arts Bldg.	3030	Virginia	Edward A. Allen Philip P. Allen Glenn E. Jackson	James H. Moore James L. Howe A. E. Heiser	Horace Hagedorn
NEWPORT NEWS	WGH	1310	250-LS 100-N	Hampton Roads Bestg. Corp. 2813 Washington Ave.	2297	Virginia	James W. Baldwin Edward L. Bishop Edward E. Edgar	J. Marshall Braxton Gene Stratton H. E. Stone	Horace Hagedorn
NORFOLK	WTAR	780	1,000-LS 500-N CP 1,000	WTAR Radio Corp. National Bank of Commerce Bldg.	2-5671	NBC	P. S. Huber Campbell Arnoux J. W. New	Shirley Hoosier Ralph S. Hatcher J. L. Grether	Edw. Petry & Co.
PETERSBURG	WPHR	880-D (CP to move into Richmond)	500	WLBG, Inc. Medical Arts Bldg.	806	Virginia	John Stewart Bryan Earl Sowers C. Alden Baker	Wallace Stell C. Alden Baker Walter Selden	Sears Co.
RICHMOND	WBBL	1210-SH NC	100	Grace Covenant Presbyterian Church 1627 Monument Ave.	4-8885	M. A. Sitton
	WMBG	1210-SH	250-LS 100 N	Havens & Martin, Inc. 914 W. Broad St.	3-6776	CBS	Wilbur M. Havens Wilbur M. Havens Wilbur M. Havens	Robert E. Mitchell Robert E. Mitchell Wilfred H. Wood	Ferguson & Aston
	WRVA	1110	5,000	Larus & Brother Co. Richmond Hotel	3-6633	NBC CBS (After June 29, 1937)	P. L. Reed C. T. Lucy Barton Howard	Bert Repine Irvin Abeloff Harry S. Lucy	Paul Raymer
ROANOKE	WDBJ	930	5,000-LS 1,000 N	Times-World Corp. 124 W. Kirk Ave.	5131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Ray P. Jordan F. K. Parker Robert D. Avery	Craig & Hollingbery Sears Co.

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN	KXRO	1310	250	KXRO, Inc. Morek Hotel	4998	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Fred G. Goddard W. M. McGoffin	Walter Biddick Radio Markets
BELLINGHAM	KVOS	1200	100	KVOS, Inc. Luther Bldg	1627	Rogan Jones Tom Schafer Tom Schafer	Henry Ehlers Tom Schafer Joe Ernst	Radio Markets
EVERETT	KRKO	1370-ST	50	Lee E. Mudgett 2814 Rucker Avenue	Main 526	Lee E. Mudgett Lee E. Mudgett A. F. Becker	R. E. Barringer R. E. Barringer Lee E. Mudgett
OLYMPIA	KGY	1210-SH	100	KGY, Inc. Capitol Park Bldg	746	L. A. Wasmer-A. G. Taft Rickey Bras Rickey Bras	Freda Tilden Rickey Bras Jack Thatcher
PULLMAN	KWSC	1220 ST	2,000 LS 1,000 N CP 3,000 LS	State College of Washington Administrative Bldg	3751	State College Dr. F. F. Nalder	Kenneth E. Yeend Larry Mallick



A POTENT SALES FORCE

*...more securely
ANCHORED than
EVER.....*

8 TIMES MORE NIGHT COVERAGE

A new directional antenna system and power increase to 1,000 watts night time concentrates power where power is needed . . . and gives WTAR intensified coverage equivalent to 4,000 watts over the densely populated Tidewater Metropolitan Market. Advertisers get a wider territory and larger audience than ever before.

WTAR is the only station that will dependably sell the Tidewater market for you. Two recent authoritative surveys—one on listener preference and the other on field strength—demonstrate conclusively that no other radio station gives dependable coverage throughout this rich trading area.

WTAR serves in its primary area a prosperous population of 460,000 people, including the Hampton Roads metropolitan district (one big community, a compact area of 300,000 city dwellers in seven nearby cities: Norfolk, Portsmouth, Newport News, Suffolk, Hampton, Phoebus and Virginia Beach). In addition, WTAR serves an added population of 148,000 in its immediate secondary area. This is Tidewater Virginia . . . a market that is easily and quickly merchandised.

PS: Only 1,000 watt rates.

- ★ Power increase and directional antenna system will go into operation approximately March 1.
- ★ Complete NBC Service •
- ★ National Representatives—Edward Petry & Co. • Owned and operated by Norfolk Newspapers, Inc.

STATION WTAR NORFOLK, VA.

BROADCASTING • Broadcast Advertising

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

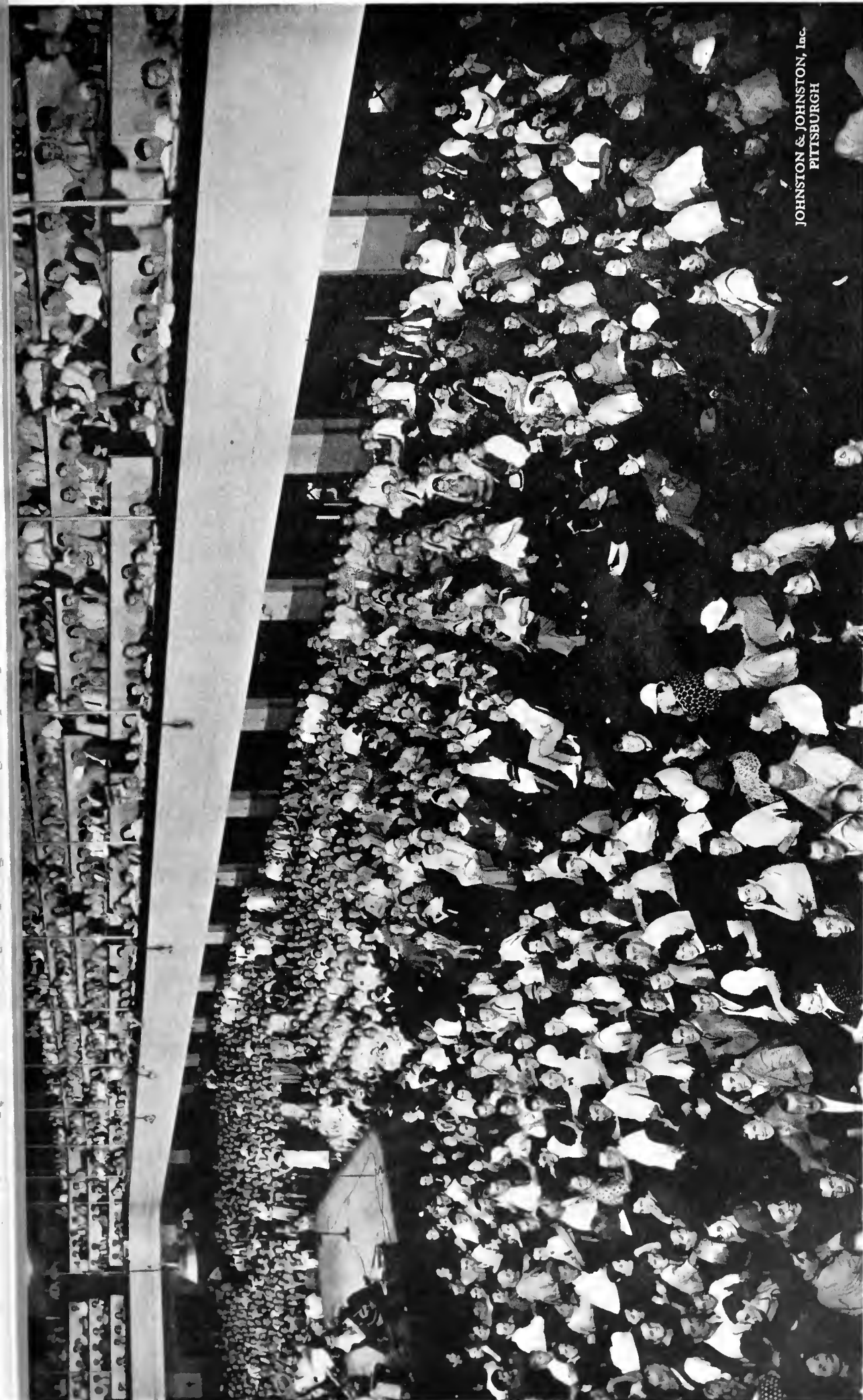
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 (Data corrected to January 1 1937)

WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SEATTLE.....	KEEN	1370-ST	100	KVL, Inc. L. C. Smith Tower	Seneca 0070	A. C. & E. F. Dailey Arthur C. Dailey Arthur C. Dailey	Rose M. Dailey R. E. Reynolds
	KIRO	650-L SA 710-U	250 SA 1,000	Queen City Broadcasting Co. 66 Cohn Bldg.	Elliott 3933	Saul Haas H. J. Quilliam L. B. Stone	Ray Howell J. A. Morton Martin Kiebert, Jr.	John Blair
	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg.	Elliott 5890	NBC-Pacific (Blue) Northwest Triangle	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Edw. Petry & Co.
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower	Main 2312	CBS	Louis Wasmer Archie Taft	Frank Anderson Al Henderson	Free & Peters
	KOMO	920	5,000-LS 1,000-N	Fisher's Blend Station, Inc. Skinner Bldg.	Elliott 5890	NBC-Pacific (Red) Northwest Triangle	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Edw. Petry & Co.
	KRSC	1120-D CP-U	100 CP 250	Radio Sales Corp. Washington Athletic Club	Elliot 3480	P. K. Leberman Robert E. Priehe Romig C. Fuller	Red Ball George Freeman
	KTW	1220-ST NC	1,000	First Presbyterian Church Seventh & Spring Sts.	Main 4177	M. A. Matthews M. A. Matthews	M. A. Matthews J. S. Ross
SPOKANE.....	KXA	760-L	500-LS 250-N	American Radio Telephone Co. 312 Bigelow Bldg.	Seneca 1000	R. F. Meggee R. F. Meggee- V. I. Kraft Florence Wallace	Robert Spence Harry J. Price	Spot Broadcasting
	KFIO	1120-D	100	Spokane Broadcasting Corp. Ziegler Bldg.	Main 3400	Arthur L. Smith C. E. Frazier C. E. Frazier	H. Longmeier C. T. Strong
	KFPY	890	5,000-LS 1,000-N	Symons Broadcasting Co. Symons Bldg.	Main 1218	CBS	T. W. Symons, Jr. T. W. Symons, Jr. Arthur L. Bright	Ralph W. Rogers Ralph W. Rogers	Joseph McGillvra Walter Biddick
	KGA	1470	5,000	Louis Wasmer, Inc. Radio Central Bldg.	Riverside 1191	NBC-Pacific (Blue) Northwest Triangle	Louis Wasmer Herbert Wixson Herbert Wixson	Herbert Wixson A. L. Sparling	Edw. Petry & Co.
TACOMA.....	KHQ	590	2,000-LS 1,000-N CP 5,000-LS	Louis Wasmer, Inc. Radio Central Bldg.	Main 5383	NBC-Pacific (Red) Northwest Triangle	Louis Wasmer Harvey Wixson Harvey Wixson	Harvey Wixson Harvey Wixson A. G. Sparling	Edw. Petry & Co.
	KMO	1330	250 CP 1,000	KMO, Inc. 914½ Broadway	Main 4144	Carl E. Haymond Carl E. Haymond Roscoe Smith	Jean Wylie Roscoe Smith Kenneth Owen	MacGregor & Sollie
WALLA WALLA.....	KVI	570	5,000-LS 1,000-N	Puget Sound Bestg. Co. Rust Bldg.	Broadway 4211	CBS	E. M. Doernbecker E. M. Doernbecker E. J. Jansen	Maurice Webster Dorothy Doernbecker James W. Wallace	Free, Johns & Field
	KUJ	1370	100	KUJ, Inc. 2nd & Rose	1230	H. E. Studebaker M. F. Jensen M. F. Jensen	Harry R. Long Milton MacLafferty	Radio Markets
WENATCHEE.....	KPQ	1500	250-LS 100-N	Wescoast Broadcasting Co. 20 Second St.	45	Rogan Jones Cole E. Wylie	Radio Markets
YAKIMA.....	KIT	1310	250-LS 100-N	Carl E. Haymond 109½ E. Yakima	8115	Carl E. Haymond James A. Murphy James A. Murphy	Harrison A. Miller M. J. Myrick H. B. Murphy

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLUEFIELD.....	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. Bluefield, W. Va.	2618	H. I. Shott C. H. Murphey, Jr. C. H. Murphey, Jr.	W. G. Saunders E. B. Jarrett P. T. Flanagan	E. Katz
CHARLESTON.....	WCHS	580	1,000-LS 500-N	Charleston Broadcasting Co. 229½ Capital St.	2-8133	John A. Kennedy Mortimer C. Watters Mortimer C. Watters	Nicholas Pagliara William F. Bradley
CLARKSBURG.....	WBLK	1370-D (Construction Permit)	100	Exponent Co. Exponent-Telegraph Bldg	839	John A. Kennedy John A. Kennedy Mortimer C. Watters	Nicholas Pagliara M. McWhorter
FAIRMONT.....	WMMN	890	1,000-LS 500-N	Monongahela Valley Bestg. Co. 208 Main St.	3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	Howard A. Donahoe Joseph M. Larosa A. Clyde Heck	John Blair
HUNTINGTON.....	WSAZ	1190-L	1,000	WSAZ, Inc. 929½ 4th Ave.	4106	W. C. McKellar W. C. McKellar C. C. Mack	Fred Burns Wilfred Guenther Glenn E. Chase
PARKERSBURG.....	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg.	2530	John A. Kennedy Mortimer C. Watters Mortimer C. Watters	Nicholas Pagliari W. H. McDowell
WHEELING.....	WWVA	1160-ST	5,000	West Virginia Broadcasting Corp. Hawley Bldg.	5383	CBS	George B. Storer George W. Smith George W. Smith	Walter Patterson Glenn G. Boudy	John Blair



JOHNSTON & JOHNSTON, Inc.
PITTSBURGH

Meet the Folks!

Here they are! — The crowd of WWVA Friendly Listeners who attended the 178th performance of the famous WWVA Saturday night Jamboree!

It's a typical WWVA Jamboree crowd, in size and enthusiasm, and we're pleased to give up all but this tiny strip of this page to present them and permit them to speak for themselves.

This same crowd and thousands more make up a WWVA "Friendly Audience" that just won't let advertisers down — they hail from Eastern Ohio, Western Pennsylvania and Northern West Virginia — the "Workshop of the World"!

●
5,000 Watts
and Columbia

W
W
V
A

Wheeling, West Va.

●
National Representatives
JOHN BLAIR & CO.

New York • Chicago
Detroit • San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
EAU CLAIRE.....	WEAU	1050-D (Construction Permit)	1,000	Central Broadcasting Co. Eau Claire	Morgan Murphy
FOND DU LAC.....	KFIZ	1420	100	Reporter Printing Co. 18 West 1st St.	356	Affiliated	A. H. Lange Lynn N. Fairbanks William O'Brien	Lucille A. Fairbanks Lynn N. Fairbanks Wendell S. Meyers	Small, Spencer, Brewer
GREEN BAY.....	WHBY	1200	250-LS 100-N	WHBY, Inc. Bellin Bldg.	Adams 1	Affiliated	B. H. Pennings James A. Wagner Val Schneider	Lornie Wilkinson Bill Wester Norm Hahn	Weston, Frykman, & Allen
	WTAQ	1330	1,000	WHBY, Inc. Bellin Bldg.	Adams 1	B. H. Pennings James A. Wagner Val Schneider	Lornie Wilkinson W. C. Wester Norman Hahn	Weston, Frykman, & Allen
JANESVILLE.....	WCLO	1200	250-LS 100-N	Gazette Printing Co. 200 E. Milwaukee St.	2500	Affiliated	H. H. Bliss S. H. Bliss Walter Koessler	John J. Dixon S. H. Bliss Charles Brannen
LACROSSE.....	WKBH	1380	1,000	WKBH, Inc. 409 Main St.	450	Affiliated	Otto M. Schlabaeb Otto M. Schlabaeb Charles F. Callaway	Mary Ryerson- C. F. Callaway Charles F. Callaway Al Leeman	Weston, Frykman & Allen
MADISON.....	WHA	940-D NC	5,000	University of Wisconsin Radio Hall	University 779	U. of Wisconsin H. B. McCarty	H. B. McCarty H. A. Engel Glenn Koehler
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. 111 King St.	Fairchild 8800	NBC Affiliated	W. T. Evine- A. M. Brayton W. E. Walker W. E. Walker	K. F. Schmitt W. E. Walker Merrill Chapin	Norman Craig Small, Spencer, Brewer
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow Radio Bldg.	167	Affiliated	Francis M. Kadow Francis M. Kadow Francis M. Kadow	Charles Smith L. Splitt W. C. Duben
MILWAUKEE.....	WEMP	1310-D	100	Milwaukee Broadcasting Co., Inc. 711 Empire Bldg.	Marquette 7722	Herbert L. Mount C. J. Lamphier C. J. Lamphier	Benjamin J. Wolff E. W. Jacker	Weston, Frykman & Allen
	WISN	1120	1,000-LS 250-N	Hearst Radio, Inc. 123 W. Michigan	Daly 3900	CBS	Hearst Radio, Inc. G. W. Grignon R. N. Weil	H. L. Peck Don Weller	Hearst Radio
	WTMJ	620	5,000-LS 1,000-N	The Journal Co. 333 W. State St.	Marquette 6000	NBC	H. J. Grant W. J. Damm W. F. Dittman D. W. Gellerup	Edw. Petry & Co.
POYNETTE.....	WIBU	1210	250-LS 100-N	William C. Forrest Poynette	95R5	William C. Forrest William C. Forrest William C. Forest	John Price William C. Forrest Ben Ciscel
RACINE.....	WRJN	1370	250-LS 100-N	Racine Broadcasting Corp. 535 Main St.	Jackson 290	Affiliated	F. R. Starbuck H. J. Newcomb	R. W. Conrad F. Lee Dechant	Weston, Frykman, & Allen
SHEBOYGAN.....	WHLB	1300	250	Press Publishing Co. 626 Center Ave.	1900	Affiliated	C. E. Broughton Bert Horswell Bert Horswell	Mona J. Pape Herbert J. Moyer	Weston, Frykman, Allen
STEVENS POINT....	WLBL	900-SH NC	2,500 CP 5,000-LS	State of Wisconsin (Dept. of Agriculture & Marketing) 444 Main St.	525	State-owned F. R. Calvert	W. P. Wichmann H. O. Brickson
SUPERIOR.....	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minnesota)
WAUSAU.....	WSAU	1370-D	100	Northern Broadcasting Co. 113 Third St.	6531	W. E. Walker- M. F. Chapin Wayne T. Cribb Wayne T. Cribb	Donald R. Burt Ronald Richard

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CASPER.....	KDFN	1440	500	Donald L. Hathaway 1st & Lennox	407	D. L. Hathaway D. L. Hathaway D. L. Hathaway Floyd Wickencamp	Craig & Holling- bery Sears Co
SHERIDAN.....	KWYO	1370	250-LS 100-N	Big Horn Broadcasting Co., Inc. 340 No. Main St.	601	R. E. Carrol Charles P. Scott Charles P. Scott	Buster Middleton Charles P. Scott R. L. Hanson	Radio Markets

NATION'S MOST MODERN LOCAL STATION from Standpoint of Equipment, Merchandising, Programming Service.

Facilities: 250 Watts L. S. Operating schedule: 7 a. m.-10 p. m. \$9,000 studio organ—Internationally known organist—full leased wire Transradio News Service—hourly news cast—130 local correspondents—NBC Transcription Service—High fidelity throughout micro-phones, turn tables, speech input, transmitter, radiator antenna.

Write for proof of WCLO's Southern Wisconsin Listening Monopoly and why 79 local and 21 national advertisers use its facilities. \$43,000,000 Annual Spending Power, 180,000 people, 42,000 radio sets, within 40 miles of the Janesville Trading Area. Retail sales up 20%—New car sales set 7 year record—In Wisconsin, Janesville is second only to Milwaukee in railroad traffic.

Programs: six 15-minute news casts daily—
 Hourly news bulletins—college programs—little theatre—
 Masonic chorus—street—hockey—fights—
 Basketball broadcasts—society—4-H Club—
 Rural programs—local events—remotes—police service.

ALL PROGRAMS MERCHANDISED AND ADVERTISED. DEALER, WHOLESALER, JOBBER CONTACTS. PRODUCTION KEYED TO NEW YORK STANDARDS.

RADIO STATION **WCLO** Owned and Operated by Janesville Daily Gazette, • Janesville, Wis.
 Representatives: Small, Spencer, Brewer • New York • Chicago

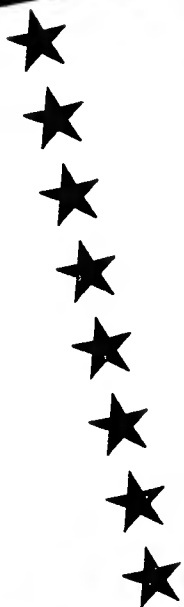


IN MILWAUKEE

they're listening to

WISN

*around the clock dominance
in programs listeners like*



First In Number of Local Advertisers

First In Sports Broadcasting

Only Columbia Network Station In

Wisconsin With More Than 175

Columbia Programs a Week

**NATIONAL
REPRESENTATIVE**

HEARST RADIO

**NEW YORK--CHICAGO
LOS ANGELES--SAN FRANCISCO**



*“It's the program that
gets the listener”*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANCHORAGE	KFQD	780-SH	250	Anchorage Radio Club, Inc. Anchorage	143Y	R. E. McDonald	Walter Biddick
JUNEAU	KINY	1310	100	Edwin A. Kraft Juneau	197	E. A. Kraft C. B. Arnold	Louise Kolitsch Howard W. Mills	Northwest Radio Adv.
KETCHIKAN	KGBU	900	500 CP 5,000-LS CP 1,000-N	Alaska Radio & Service Co. 107 Front St.	James A. Britton James A. Britton R. W. Britton	Alexander Forhes Alexander Forhes James A. Britton	Walter Biddick

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
HILO	KHBC	1400	250	Honolulu Broadcasting Co., Ltd. P.O. Box 595	7877	CBS	Fred J. Hart Fred W. Eilers Fred W. Eilers	Emily M. Eilers Wehley Edwards Gene Goldrup	Conquest Alliance
HONOLULU	KGMB	1320	1,000	Honolulu Broadcasting Co., Ltd. 1129 Kapiolani Blvd.	2323	CBS	Fred J. Hart Wehley Edwards J. Howard Worrall	Leo Rumsen Don Fitzgerald Eugene Goldrup	Conquest Alliance MacGregor & Solie
	KGU	750-L	2,500	Advertiser Publishing Co., Ltd. Advertiser Square	2311	NBC	Lorin P. Thurston M. A. Mulrony M. A. Mulrony	Donald O. Crozier M. A. Mulrony	E. Katz Walter Biddick

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MAYAGUEZ	WPRA	1370-SH (Construction Permit)	100	Puerto Rico Advertising Co. Mayaguez	Manuel Marin
PONCE	WPRP	1420-SH	250-LS 100-N	Julio M. Conesa 21 Christina St.	Julie M. Conesa
SAN JUAN	WKAQ	1240	1,000	Radio Corp. of Puerto Rico P. R. Telephone Bldg.	204	John E. Howell Joaquin Agusty Carlos Irizarry	Joaquin A. Bursat Santos Torres Angel P. Del Valle	Conquest Alliance
	WNEL	1290	2,500-LS 1,000-N	Juan Piza S. Brau 59	107	Juan Piza Gustavo Diaz Domingo Diaz	Jose Madrazo Jose Antongiorgi William Greer	Broadcasting Abroad

COMMITTEES OF CONGRESS DEALING WITH RADIO LEGISLATION

SENATE INTERSTATE COMMERCE COMMITTEE*

Committee Clerk: J. H. Brooks

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; William H. Dieterich, Illinois; Augustine Lonergan, Connecticut; Fred H. Brown, New Hampshire; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; A. Harry Moore, New Jersey; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming.

REPUBLICANS—Wallace H. White, Jr., Maine; James J. Davis, Pennsylvania; Warren R. Austin, Vermont.

FARMER-LABOR—Henrick Shipstead, Minnesota.

*In which all radio legislation originates.

SENATE COMMERCE COMMITTEE*

Committee Clerk: Roger Williamson

DEMOCRATS—Royal S. Copeland, New York, chairman; Morris Shepard, Texas; Josiah W. Bailey, North Carolina; Hattie W. Caraway, Arkansas; Bennett Champ

Clark, Missouri; John H. Overton, Louisiana; Nathan L. Bachman, Tennessee; Theodore G. Bilbo, Mississippi; Vic Donahey, Ohio; Joseph F. Guffey, Pennsylvania; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma.

REPUBLICANS—Charles L. McNary, Oregon; Hiram W. Johnson, California; Gerald P. Nye, North Dakota; Arthur H. Vandenberg, Michigan; Wallace H. White Jr., Maine; Ernest W. Gibson, Vermont.

*Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.

SENATE PATENTS COMMITTEE*

Committee Clerk: Vera Ward

DEMOCRATS—William Gibbs McAdoo, California, chairman; Ellison D. Smith, South Carolina; Homer T. Bone, Washington; George L. Radcliffe, Maryland; F. Ryan Duffy, Wisconsin.

REPUBLICANS—George W. Norris, Nebraska; Wallace H. White, Jr., Maine.

*In which copyright legislation originates.

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS—Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Paul H. Maloney, Louisiana; William P. Cole, Jr., Maryland; Samuel B. Pettengill, Indiana; Edward A. Kelly, Illinois; Edward A. Kenney, New Jersey; George G. Sadowski, Michigan; John A. Martin, Colorado; Edward C. Eicher, Iowa; Theodore A. Peyer, New York; Thomas J. O'Brien, Illinois; Henry Ellenbogen, Pennsylvania; Herron Pearson, Tennessee; Jerry J. O'Connell, Montana; George B. Kelly, New York; Lyle H. Boren, Oklahoma; Gardner R. Withrow, Wisconsin.

REPUBLICANS—Carl E. Mapes, Michigan; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Homes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana.

*In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.

HOUSE PATENTS COMMITTEE*

Committee Clerk: E. F. Naulty

DEMOCRATS—William I. Sirovich, New York, chairman; Fritz G. Lanham, Texas; Braswell D. Deen, Georgia; Thomas O'Malley, Wisconsin; Matthew A. Dunn, Pennsylvania; Charles Kramer, California; Graham A. Barden, North Carolina; John L. McClellan, Arkansas; Frank W. Boykin, Alabama; William B. Barry, New York; William P. Connery, Jr., Massachusetts; John McSweeney, Ohio; Edwin V. Champion, Illinois.

REPUBLICANS—Fred A. Hartley, Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles A. Wolverton, New Jersey; Karl Stefan, Nebraska; Robert Luce, Massachusetts.

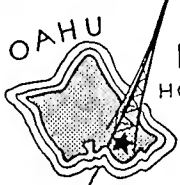
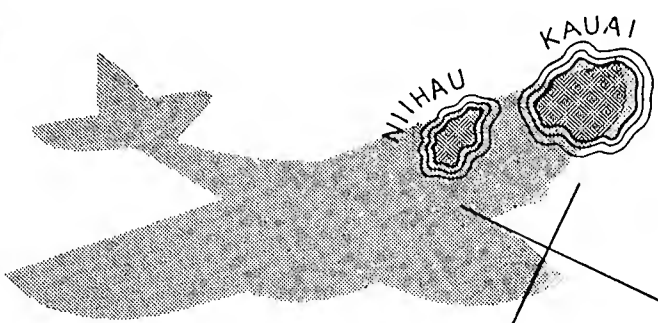
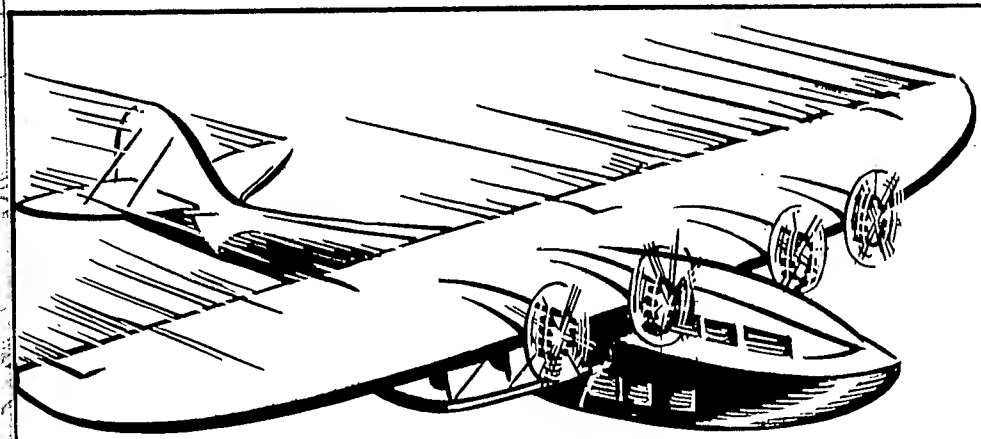
PROGRESSIVE—Thomas R. Amalie, Wisconsin.

FARMER-LABOR—Dwight W. Johnson, Minnesota.

*In which copyright legislation originates.

U. S. CAPITOL

Senate Office Bldg. } Telephones
 House Office Bldg. } NATIONAL 3120

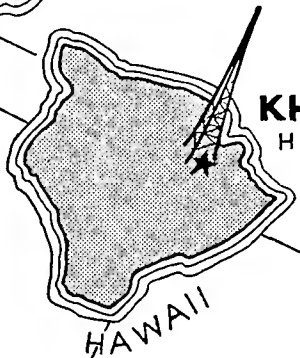


KGMB
HONOLULU

MOLOKAI

MAUI

LANAI



KHBC
HILO

In the Air and On the Air

The China Clipper, a new monarch of the airways, has reduced the once tremendous distance from the United States to the highly important Hawaiian market to a mere overnight journey.

KGMB, Honolulu and KHBC, Hilo, the monarchs of the ether waves in Hawaii, likewise have reduced sales resistance to its advertisers with equal effectiveness.

Hawaii's 400,000 population not only speaks and thinks American, it BUYS American. Over \$83,000,000 worth of imports annually from the United States find a market in the radii of KGMB and KHBC. Only six countries in the world buy more United States products than Hawaii.

KGMB and KHBC saturate this rich, potential market and are the best advertising buys in Hawaii.

THE HAWAIIAN BROADCASTING SYSTEM

KGMB
HONOLULU, OAHU

San Francisco Office, Californian Hotel
Conquest Alliance Company
New York: 515 Madison Ave. Chicago: 228 N. La. Salle St.
MacGregor-Sollie Inc.
729 South Western Ave., Hollywood

KHBC
HILO, HAWAII

KGMB, Honolulu and KHBC, Hilo are Hawaiian outlets for C. B. S. and M. B. S.
THE HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST — IT PAYS