

Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. STN—Share Time Night. SH—Specified Hours. SHN—Specified Hours Night.
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ALABAMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------------------|--------------|-------------------------|--|--|----------------------------|--|---|----------------|
| ANNISTON..... | WHMA | 1420 1450 | 250 IV | Harry M. Ayers WHMA Bldg. 2380 | | Harry M. Ayers John S. Pitts A. Lynne Brannen | Edwin Mullinax J. Allen Brown Vernon V. Story | |
| BIRMINGHAM..... | WAPI | 1140 1070 | 5,000 II | Leased from State College by Voice of Alabama Inc. Protective Life Bldg. 3-8116 | CBS | Thad Holt Thad Holt Thad Holt | Lionel Baxter John M. Holtshouser N. S. Hurley | Radio Sales |
| | WBRC | 930 960 | 5,000-LS 1,000-N CP-5,000-U III-A | Birmingham Bcastg. Co. Inc. 2300 Fifth Ave., North 3-9293 | NBC-Red | K. G. Marshall J. C. Bell J. C. Bell | John M. Connolly John M. Connolly J. C. Bell | Raymer |
| | WSGN | 1310 1340 | 250 IV | Birmingham News Co. Dixie Carlton 4-3434 | NBC-Blue MBS Alabama | Victor H. Hanson Henry P. Johnston Henry P. Johnston | Carl Cannon Paul B. Cram | Headley-Reed |
| DECATUR..... | WMSL | 1370 1400 | 250 IV | Tennessee Valley Bcastg. Co. Inc. Mutual Savings Life Bldg. 802 | MBS Alabama | M. K. Vickrey M. K. Vickrey Donald Sims | John Boggess D. L. Sims Hudie Brown | Headley-Reed |
| DOTHAN..... | WAGF | 1370 1400 | 250-D IV | Dothan Broadcasting Co. Dothan 1430 | | Julian C. Smith Fred C. Moseley John T. Hubbard Horace Hall | | |
| GADSDEN..... | WJBY | 1210 1240 | 250 IV | Gadsden Broadcasting Co. Inc. 108 Broad St. 88 | MBS Alabama | B. H. Hopson B. H. Hopson J. W. Buttram | Beatrice Tate Benton Sam Benton William Figg | Sears & Ayer |
| HUNTSVILLE..... | WBHP | 1200 1230 | 250 IV | Wilton Harvey Pollard 318 W. Clinton St. 318 | | W. H. Pollard W. H. Pollard R. W. Albright | John Garrison John Garrison | |
| MOBILE..... | WALA | 1380 1410 | 1,000-LS 500-N CP-5,000-U III-A | Pape Broadcasting Co. 106 St. Joseph St. Dexter 5898 | NBC | W. O. Pape W. O. Pape J. H. Hunt, Jr. H. K. Martin | Jack Lewis R. M. Cole | Perry |
| | WMOB | 1200 1230 | 250 IV | S. B. Quigley 600 St. Louis St. Belmont 2581 | MBS | S. B. Quigley S. B. Quigley F. E. Busby | L. B. Jenkins F. E. Busby T. L. Greenwood | Forjoe |
| MONTGOMERY..... | WCOV | 1210 1240 | 100 CP-250 IV | Capitol Broadcasting Co. Inc. 2 Montgomery St. Cedar 3801 | CBS | G. W. Covington, Jr. G. W. Covington, Jr. G. W. Covington, Jr. | Weston E. Britt John C. Hughes James Brewer | Sears & Ayer |
| | WSFA | 1410 1440 | 1,000-LS 500-N III-B | Montgomery Bcastg. Co. Inc. Jefferson Davis Hotel Cedar 5880 | NBC Alabama | Howard E. Pill Howard E. Pill John B. DeMotte | Caldwell Stewart Howard E. Pill Paul B. Duncan | Headley-Reed |
| MUSCLE SHOALS CITY | WMSD | 1420 1450 | 250 IV | Muscle Shoals Bcastg. Corp. Box 688, Sheffield, Ala. 181 | | Mrs. E. L. Chapman Joe VanSandt Joe VanSandt | James Connolly James Connolly Maurice McKinney | Sears & Ayer |
| OPELIKA..... | WJHO | 1370 1400 | 250-LS 100-N IV | Opelika-Auburn Bcastg. Co. 1400 Auburn Rd. 750 | | Partnership J. H. Orr J. H. Orr | Kenneth C. Vance Robert B. Wilds | |
| SELMA..... | WHBB | 1500 1490 | 100 IV | Selma Broadcasting Co. Inc. 209 Washington St. 1233 | MBS Alabama | B. H. Hopson Julien Smith, Jr. Julien Smith, Jr. | Don Campbell Erwin Reynolds John Yarns | Sears & Ayer |
| TUSCALOOSA..... | WJRD | 1200 1230 | 250 IV | James R. Doss, Jr. First National Bank Bldg. 4464 | Alabama | James R. Doss, Jr. J. L. Doss J. Ed Reynolds | Wilhelmina Quarles Fred James | |

ARIZONA

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|--------------|--------------|-------------------------|----------------|--|----------------|---|--|----------------|
| GLOBE..... | KWJB | 1210 1240 | 250 IV | Sims Broadcasting Co. Globe 41 | ABC | Bartley Sims Bartley Sims Gordon Dennis | Dan Bennage Wayne Fernyhough | |
| JEROME..... | KCRJ | 1310 1340 | 250 IV | Central Arizona Bcastg. Co. 711 Hampshire Blvd. 88 | ABC | Mrs. Della Tovrea Stuart Howard Kuhn | D. E. Towne | |
| LOWELL..... | KSUN | 1200 1230 | 250 IV | Copper Electric Co. Inc. Drawer C, Lowell Sta., Bisbee 9 | Arizona | Carleton W. Morris Carleton W. Morris Gerald O'Brien | Raymond W. Grammes | |
| PHOENIX..... | KOY | 550 550 | 1,000 III-A | Salt River Valley Bcastg. Co. 886 N. Central Ave. 4-4144 | CES Arizona | Furridge D. Butler Fred A. Palmer Fred A. Palmer | John R. Williams Gordon Wiggin R. B. Thompson | Blair |
| | KPHO | 1200 1230 | 250 IV | M. C. Reese Phoenix | | M. C. Reese | | |
| | KTAR | 620 620 | 5,000 III-A | KTAR/Broadcasting Co. Heard Bldg. 4-4161 | NBC ABC | Arizona Republic-Gazette Dick Lewis J. R. Heath | J. Howard Pyle K. M. Pennington Arthur C. Anderson | Raymer |

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|---------------|--------------|-------------------------|----------------|--|----------------|---|---|----------------|
| PRESCOTT..... | KYCA | 1500 1490 | 250 IV | Southwest Broadcasting Co. Prescott 244 | ABC | Albert Stetson Albert Stetson Albert Stetson | Mucio Delgado Norman Dewes | |
| SAFFORD..... | KGLU | 1420 1450 | 250 IV | Gila Broadcasting Co. Inc. Safford 15 | NBC | Louis F. Long Paul Merrill Paul Merrill | Norman Harrington Paul Merrill August Brieske | |
| TUCSON..... | KTUC | 1370 1400 | 250 IV | Tucson Broadcasting Co. Box 390 5800 | CBS Arizona | Burridge Butler John C. Merino John C. Merino | Mac C. Matheson Clifford Livingston | McGillvra |
| | KVOA | 1260 1290 | 1,000 III-A | Arizona Broadcasting Co. Inc. Tucson | NBC | R. B. Williams R. B. Williams | | Raymer |
| YUMA..... | KYUM | 1210 1240 | 250 IV | Yuma Broadcasting Co. 19th Ave. & First St. 88 | NBC ABC | John H. Huber G. E. Akers George D. Smiel | Clark Watterson L. B. Shaw | |

ARKANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|--------------|--------------------------|-----------------------|--|------------------------|---|---|----------------------|
| BLYTHERVILLE..... | KLCN | 1290 1320 | 100-D IV | Fred O. Grimwood Railroad & Walnut Sts. 1000 | | Fred O. Grimwood Fred O. Grimwood Cleo Garner | Patricia Ames Harold Sudbury Joe E. Harrington | |
| EL DORADO..... | KELD | 1370 1400 | 250 IV | Radio Enterprises Inc. Exchange Bldg. 1314 | Arkansas | Tom H. Barton F. E. Bolla F. E. Bolla | Jerry Doggett Ewing Canaday John Riley | McGillvra |
| FORT SMITH..... | KFPW | 1370 1400 | 250 IV | Southwestern Hotel Co. Goldman Hotel Bldg. 7069 | Arkansas | John A. England Dorothy Gibson Jimmie Barry | Dorothy Gibson C. H. Miller Duane Holisington | |
| HOT SPRINGS..... | KTHS | 1040† SA-1060 1090 | 10,000 I-B | Chamber of Commerce 135 Benton St. 1160 | NBC-Red | Lewis Brenner John I. Prosser John I. Prosser | Ewald Kockritz Ewald Kockritz J. Clinton Norman | Blair |
| | KWFC | 1310 1340 | 250 IV | Hot Springs Broadcasting Co. 819½ Central Ave. 412 | | (Clyde E. Wilson Howard A. Shuman Howard A. Shuman J. Franklin Rough | Jack J. Wolever Jack J. Wolever Charles Walter Greenley | |
| JONESBORO..... | KBTM | 1200 1230 | 250-LS 100-N IV | Regional Broadcasting Co. 104½ W. Washington St. 433 | Arkansas | Jay P. Beard Jay P. Beard Jay P. Beard | Martha Jean Booker J. C. Warren | |
| LITTLE ROCK..... | KARK | 890 920 | 5,000 III-A | Arkansas Radio & Equip. Co. 212 Center St. 2-1841 | NBC-Red So. Central | Tom H. Barton G. E. Zimmerman C. K. Beaver | Paul O. Godt C. K. Beaver Dan L. Winn | Petry |
| | KGHI | 1200 1230 | 250 IV | Arkansas Broadcasting Co. Gazette Bldg. 9166 | | A. L. Chilton R. G. Terrill R. G. Terrill | D. R. Corbett R. G. Terrill K. F. Tracy | |
| | KLRA | 1390 1420 | 5,000 III-A | Arkansas Broadcasting Co. Gazette Bldg. 5427 | CBS | A. L. Chilton S. C. Vinsonhaler Ray Lang | Alleene Ables P. E. Danton K. F. Tracy | Katz |
| PINE BLUFF..... | KOTN | 1500 1490 | 250 IV | Universal Broadcasting Corp. 505½ Main St. 721 | | James A. Noe B. J. Parrish C. C. Brookings | Frederica Whitworth R. W. Etter J. R. Whitworth | |
| SILOAM SPRINGS.. | KUOA | 1260 1290 | 5,000-D III | KUOA Inc. Siloam Springs 77 | | Richard Hodges Storm Whaley Storm Whaley | J. L. Miller | Ferguson & Walker |
| TEXARKANA..... | KCMC | 1420 1450 | 250 IV | (See Texarkana, Tex.) | | | | |

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore, on 1060 kc.

CALIFORNIA

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|------------------|--------------|-------------------------|----------------------------|---|------------------------|---|---|----------------|
| BAKERSFIELD..... | KERN | 1380 1410 | 1,000 III-A | McClatchy Broadcasting Co. Elks Bldg. 5700 | NBC-Blue California | Guy C. Hamilton Robert Stoddard Robert Stoddard | Paul Bartlett Walt Lynn L. E. Shatto | Raymer |
| | KPMC | 1550 1600 | 1,000 III-A | Pioneer Mercantile Co. Box 1709 4500 | MBS Don Lee | F. G. R. Schamblin L. A. Schamblin L. A. Schamblin | C. C. Sturm Harold Carllock Leo P. Jarvis | Blair |
| BERKELEY..... | KRE | 1370 1400 | 250 IV | Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7715 | | Arthur Westlund Arthur Westlund Arthur Westlund | Don Hamby Don Hamby Roy Wiseman | |
| CHICO..... | KHSL | 1260 1290 | 1,000-LS 500-N III-B | Golden Empire Bestg. Co. Morehead Bldg. 237 | MBS Don Lee | Hugh McClung M. F. Woodling S. Earl Wright | Ross H. Snyder Oscar B. Sundberg E. P. Milburn | Blair |
| EL CENTRO..... | KXO | 1500 1490 | 100 IV | Valradio Inc. El Centro | MBS Don Lee | Thomas E. Sharp | | Blair |
| EUREKA..... | KIEM | 1450 1480 | 1,000-LS 500-N III-B | Redwood Bestg. Co. Inc. Box 43 93 | MBS Don Lee | Wm. B. Smullin Wm. B. Smullin Don Telford | Chas. Paul Corbin Don Telford Wm. B. Smullin | Blair |

FROM THE MUTUAL DON LEE BROADCASTING SYSTEM...

Happy **NEW** Year!



**DON LEE'S INCREASED FACILITIES
MEAN NEW OPPORTUNITIES
FOR ADVERTISERS...**



NEW STUDIOS

Don Lee's brand-new, \$500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.



NEW COVERAGE

Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

** Latest figures show Pacific Coast population increased to nearly 10 million!*



NEW POWER

Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee's dominance in these major markets.



NEW BUSINESS

Don Lee chalked up a 78% increase in regional business over last year... more than *twice* as much as all other Pacific Coast networks combined. Advertisers know Don Lee coverage pays—at the cash register.

MUTUAL DON LEE

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

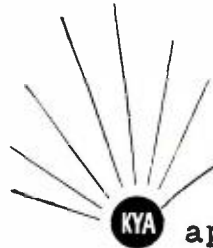
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|------------------|-------------------------|-------------------------|--|---|-----------------------|---|---|-----------------------|
| FRESNO..... | KARM | 1310 | 250 | George Harm Estate 1333 Van Ness Ave. 4-2966 | CBS | George Harm Estate Clyde Coombs Don C. Robbins | Dick Wegner John F. Scales | McGillvra Townsend |
| | | 1340 | IV | | | | | |
| | KMJ | 580 580 | 5,000 III-A | McClatchy Broadcasting Co. Van Ness & Calaveras 3-6277 | NBC-Red California | Guy C. Hamilton Keith Collins Keith Collins | Frank Wilbur Gene Chenault Irvin Dickinson | Raymer |
| GLENDALE..... | KIEV | 860 | 250-D | Cannon System Ltd. Glendale Chapman 52399 | | {David H. Cannon Reed E. Callister | | |
| | | 870 | II | | | | | |
| LONG BEACH..... | KFOX | 1250 | 1,000 | Nichols & Warinner Inc. 220 E. Anaheim 672-81 | California | Hal G. Nichols Hal G. Nichols Lawrence W. McDowell | Hal G. Nichols Hal G. Nichols Lawrence W. McDowell | |
| | | 1280 | III-A | | | | | |
| | KGER | 1360 1390 | 1,000 III-A | Consolidated Bestg. Corp. 435 Pine Ave., Long Beach 643 So. Olive, Los Angeles Long Beach: 660-41 Los Angeles: Madison 2551 | | C. Merwin Dobyns C. Merwin Dobyns John A. Dobyns | Helene Smith Tom Hunter Jay Tapp | |
| LOS ANGELES..... | KECA | 780 | 5,000-LS | Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121 | NBC-Blue | Earle C. Anthony Harrison Holliday Clyde Scott | Glan T. Heisch Dave Nowinson {Curtis W. Mason H. L. Blatterman | Free & Peters |
| | | 790 | 1,000-N CP-5,000-U III-A | | | | | |
| | KFAC | 1300 1330 | 1,000 III-A | Los Angeles Broadcasting Co. Inc. 845 S. Mariposa St. Fitzroy 1234 | | Calvin J. Smith, Jr. Calvin T. Smith C. T. Hughes | Van des Autels H. W. Anderson | |
| | KFI | 640 640 | 50,000 I-A | Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121 | NBC-Red | Earle C. Anthony Harrison Holliday Clyde Scott | Glan T. Heisch Dave Nowinson {Curtis W. Mason H. L. Blatterman | Petry |
| | *KFSG | 1120 ST-KRDK 1150 | 2,500-LS 1,000-N III-A | Echo Park Evangelistic Assn. 1109 Glendale Blvd. Exposition 1141 | | Aimee Semple McPherson Phil Kerr | Phil Kerr Myron Kluge | |
| | KFVD | 1000 L-WHO 1020 | 1,000 II | Standard Broadcasting Co. 838 S. Western Ave. Drexel 2391 | | J. Frank Burke J. Frank Burke, Jr. F. J. Smalley, Jr. | Howard Grey F. J. Smalley, Jr. John A. Smithson | Forjoe |
| | KFWB | 950 980 | 5,000 III-A | Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempstead 5151 | California | L. J. Halper Harry Malzish Jack O. Gross | Manning Ostroff Dave Davidson Harry Myers | Raymer |
| | KGFJ | 1200 1230 | 100 IV | Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434 | | Ben S. McGlashan Ben S. McGlashan H. Duke Hancock | Thelma Kirchner H. Duke Hancock H. Duke Hancock | |
| | KHJ | 900 930 | 5,000-LS 1,000-N CP-5,000-U III-A | Don Lee Bestg. System 5515 Melrose Ave. Hollywood 8111 | MBS Don Lee | Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg | Van C. Newkirk Henry A. Gerstenkorn Frank Kennedy | Blair |
| | KMPC (Beverly Hills) | 710 710 | 5,000-LS 1,000-N CP-5,000-U II | KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Oxford 6-8211 | CBS | G. A. Richards Leo B. Tyson Robert O. Reynolds | Arthur Faust William Anderson Roger Love | KMPC |
| | KMTR | 570 570 | 1,000 III-A | KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161 | | Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham | Kenneth O. Tinkham Kenneth O. Tinkham Carroll Hauser | Burn-Smith |
| | KNX | 1050 1070 | 50,000 I-B | Columbia Bestg. System Inc. 6121 Sunset Blvd. Hollywood 1212 | CBS | CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt | Russ Johnston George L. Moskovics Lester H. Bowman | Radio Sales |
| | KRDK | 1120 ST-KFSG 1150 | 2,500-LS 1,000-N III-A | Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111 | | Frank P. Doherty John Austin Driscoll John Austin Driscoll | Howard R. Bell Willis O. Freitag | Forjoe McGillvra |
| MARYSVILLE..... | KMYC | 1420 1450 | 100 IV | Marysville-Yuba City Broadcasters State Theatre Bldg. 2080 | MBS Don Lee | Horace Thomas Walter Conway Paul McConnell | Ken Gorsuch Robert Hambly Leon Stauffer | Blair |
| MERCED..... | KYOS | 1040 1080 | 250-D II | Merced Broadcasting Co. G Street Grade 1430 | MBS Don Lee | Peter McClung David S. Ballou David S. Ballou | Charles Kinsley, Jr. David S. Ballou La Rue Curd | Blair |
| MODESTO..... | KTRB | 740 860 | 250-D II | KTRB Broadcasting Co. Inc. Box 405 774 | | William H. Bates, Jr. William H. Bates, Jr. Doug McCreary | Cecil Lynch Cecil Lynch Wayne L. Berthold | |
| MONTEREY..... | KDON | 1210 1240 | 100 IV | Monterey Peninsula Bestg. Co. 275 Pearl St. 8111 | MBS Don Lee | Allen Griffin Howard V. Walters Howard V. Walters | Omer Wright | Blair |
| OAKLAND..... | KLS | 1280 | 250 | Warner Brothers 327 21st St. Higate 1212 | | S. W. & E. N. Warner S. W. Warner F. Wellington Morse | Catherine deCosta F. Wellington Morse Russell Butler | |
| | | 1310 | CP-1,000 III-A | | | | | |
| | KLX | 880 910 | 1,000 III-A | Tribune Building Co. Tribune Tower Templebar 6000 | | J. R. Knowland, Jr. Freston D. Allen Freston D. Allen | Charles Lloyd R. S. Smith | |
| | KROW | 930 960 | 1,000 III-A | Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774 | | Wesley I. Dumm Philip G. Laaky Philip G. Laaky | Keith Kerby Don Logan C. E. Downey | Free & Peters |
| PASADENA..... | *KPPC | 1210 ST-KFXM 1240 | 100 IV | Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193 | | Frank M. Yeale Frank M. Yeale | Leon Hall H. Vincent Parsons | |
| REDDING..... | KVCV | 1200 1230 | 250 IV | Golden Empire Bestg. Co. Box 447 900 | MBS Don Lee | Hugh McClung Frank H. Coffin Harold Winther | Orville F. Burda John E. Boren | Blair |



KYA appears on the
push-buttons of more
sets than any other
independent

KYA

FACTS CONSOLIDATED • *Marketing Research*
68 POST STREET, SAN FRANCISCO • TELEPHONE GARFIELD 4047

November 9, 1940

Mr. Harold R. Meyer, General Manager
Radio Station KYA
Hearst Building
San Francisco, California

Dear Mr. Meyer:

We are delivering herewith a report covering that survey of push-button radio sets which you authorized us to make as part of our October radio interviewing in San Francisco and the East Bay area.

You will be interested in noting that, aside from the network stations, KYA appears on the push-buttons of more sets than any other independent radio station.

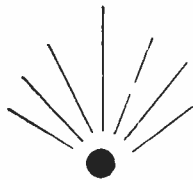
To be specific, KYA appeared on the buttons of 70.4% of the push-button sets in the homes contacted; the next highest station appearing on 43.6% of the sets.

Sincerely,

FACTS CONSOLIDATED

H. H. Muller
H. H. Muller
Vice-President

AE:hs



KYA

1230 KC
5000 W. DAY
1000 W. NIGHT

SAN FRANCISCO'S LEADING INDEPENDENT!

EXAMINER BUILDING • SAN FRANCISCO • Harold H. Meyer, General Manager
REPRESENTED BY • INTERNATIONAL RADIO SALES

BROADCASTING • Broadcast Advertising

1941 Yearbook Number • Page 107

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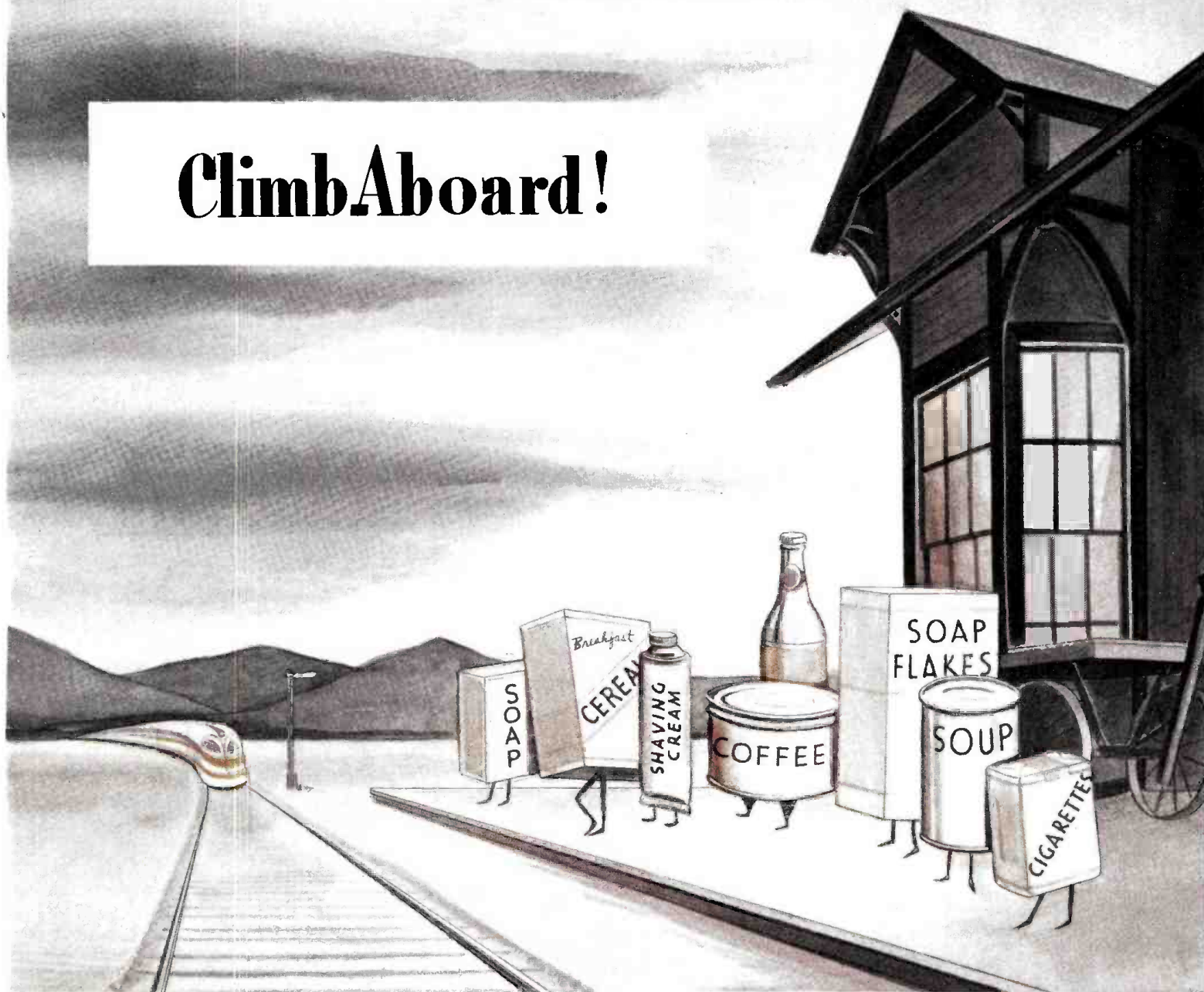
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| SACRAMENTO..... | KFBK | 1490 1530 | 10,000 I-B | McClatchy Broadcasting Co. 708 Eye St. Main 5000 | NBC-Blue California | Guy C. Hamilton C. Howard Lane Leo Ricketts | George Breece Henry Jacobsen Norman D. Webster | Raymer |
| | KROY | 1210 1240 | 100 IV | Royal Miller Hotel Sacramento Main 666 | CBS | Royal Miller Will Thompson, Jr. D. E. Lundy | Garland Schuler Elton Rule Milton Cooper | Biddick McGillvra |
| SAN BERNARDINO.. | KFXM | 1210 ST-KPPC 1240 | 250 IV | Lee Bros. Broadcasting Co. 512 Fifth St. 4761 | MBS Don Lee | J. C. & E. W. Lee J. Clifford Lee Gene W. Lee | Howard Baichly George R. Burns Richard T. Sampson | Blair |
| SAN DIEGO..... (Construction permit) | KFMB | 1420 1450 | 250 IV | Worcester Broadcasting Co. San Diego | | Warren B. Worcester | | |
| | KFSD | 600 600 | 1,000 CP-5,000 III-A | Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353 | NBC-Blue California | Thomas E. Sharp Thomas E. Sharp John Babcock | Leah McMahon John Babcock | Raymer |
| | KGB | 1330 1360 | 1,000 III-A | Don Lee Bestg. System 1012 First Ave. Franklin 6151 | MBS Don Lee | Thomas S. Lee S. W. Fuller D. J. Donnelly | James Dillon S. W. Fuller M. Cater | Blair |
| SAN FRANCISCO.... | KFRC | 610 610 | 5,000 III-A | Don Lee Bestg. System 1000 Van Ness Ave. Prospect 0100 | MBS Don Lee | Thomas S. Lee W. D. Pabst W. D. Ingram | B. Harkins H. L. Kreidt E. Underwood | Blair |
| | KGO | 790 810 | 7,500 II (Proposed I-B 10,000) | National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920 | NBC-Blue | General Electric Co.-NBC A. E. Nelson William B. Ryan | Glenn Dolberg Robert J. McAndrews Curtis Peck | NBC |
| | KJBS | 1070 L-WTAM 1100 | 500 II | Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148 | | Ralph R. Brunton E. P. Franklin E. P. Franklin | Harry Wickersham Willard Tiffany | Griffith McGillvra |
| | KPO | 680 680 | 50,000 I-B | National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920 | NBC-Red | NBC-A. E. Nelson A. E. Nelson William B. Ryan | Glenn Dolberg Robert J. McAndrews Curtis Peck | NBC |
| | KSAN | 1420 1450 | 250 IV | Golden Gate Bestg. Corp. Merchandise Mart Bldg. Market 8171 | California | S. H. Patterson Lou Keplinger Lou Keplinger | Lee Goldsmith Lewis Allan Mel Williams | Forjoe |
| KSFO | 560 560 | 5,000-LS 1,000-N III-A | Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700 | CBS | Wesley I. Dumm Lincoln Dellar Haan J. Tyler | Clifton Howell Jack Cowden R. V. Howard | Petry | |
| | KYA | 1230 1260 | 5,000-LS 1,000-N III-A | Hearst Radio Inc. Hearst Bldg. Douglas 2536 | California | Hearst Radio Inc. Harold H. Meyer Harold H. Meyer | Reiland Quinn Reiland Quinn Paul C. Schulz | International |
| | KQW | 1010 740 | 5,000 II | Pacific Agricultural Foundation Ltd. 87 E. San Antonio St. Ballard 2616 | | Ralph L. Brunton C. L. McCarthy H. O. Fiebig | Ray Lewis C. V. Davey | Reynolds-Fitz- gerald |
| SAN LUIS OBISPO.. | KVEC | 1200 1230 | 250 IV | Valley Electric Co. Mt. View & Hill Sts. 1100 | MBS Don Lee | Christina M. Jacobsen Les Hacker John C. Clifton | Aram Rejebian John C. Clifton Earle Travis | Blair |
| SANTA ANA..... | KVOE | 1500 1490 | 250 IV | Voice of the Orange Empire Inc. 307 N. Broadway 4901-R | MBS Don Lee | Ernest L. Spencer Ernest L. Spencer F. E. Wendling | Wallace S. Wiggins Jim Lyons Stanley Sandstorm | Blair |
| SANTA BARBARA... | KDB | 1500 1490 | 250 IV | Santa Barbara Broadcasters Ltd. 17 E. Haley St. 4131 | MBS Don Lee | Thomas S. Lee Earl Pollock A. Manuel | R. Perry | Blair |
| | KTMS | 1220 1250 | 1,000 III-B | News-Press Publishing Co. De la Guerra Plaza 611 | NBC-Blue California | Thomas M. Storke Frank V. Webb, Jr. Frank V. Webb, Jr. | Kenneth Taylor | Raymer |
| SANTA ROSA..... | KSRO | 1310 CP-1320 1350 | 250 CP-1,000 III-B | Press-Democrat Publishing Co. Press-Democrat Bldg. 110 | | E. L. Finley | | |
| STOCKTON..... | KGDM | 1100 1130 | 1,000-D II | E. F. Peffer 40 S. California St. 4-4531 | | E. F. Peffer E. Smith E. Smith | Don Ralph | |
| | KWG | 1200 1230 | 100 IV | McClatchy Broadcasting Co. Wolf Hotel 2-2727 | NBC-Blue California | Guy C. Hamilton George Ross George Ross | Nelda Ormiston Don Davis Russell Bennett | Raymer |
| VISALIA..... | KTKC | 890 920 | 1,000 III-B | Tulare-Kings Counties Radio Assoc. Box 511 575 | MBS Don Lee | Charles A. Whitmore Charles P. Scott Milliard Kibbe | Ken Aitken Charles P. Scott Bert Williamson | Blair |
| WATSONVILLE.... | KHUB | 1310 1340 | 250 IV | John P. Scripps Watsonville 1700 | | John P. Scripps E. W. Slusser E. W. Slusser | Ed Dury | Forjoe |

COLORADO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|----------------------------|--|---------|---|---|----------------|
| ALAMOSA..... | KGIW | 1420 SH-KIDW 1450 | 100 IV | E. L. Allen East Alamosa 26 | | E. L. Allen E. L. Allen E. L. Allen | Lloyd Allen Lloyd Allen Will M. Thomas | |
| COLORADO SPRINGS | KVOR | 1270 1300 | 1,000 III-A | Out West Broadcasting Co. Antlers Hotel Main 278 | CBS | E. K. Gaylord Dudley Tichenor Dudley Tichenor | Elaine Clemons Jack G. Kenton H. C. Strang | Katz |
| DENVER..... | KFEL | 920 950 | 1,000 CP-5,000 III-A | Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178 | MBS | Gene O'Fallon Gene O'Fallon {Frank Bishop Holly Moyer | Don McCaig Don McCaig Charles Hastings | Blair |
| | KLZ | 560 560 | 5,000 III-A | KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271 | CBS | E. K. Gaylord Hugh B. Terry Hugh B. Terry | Arthur Worth H. C. Groffmann T. A. McClelland | Katz |
| | KMYR (Construction permit) | 1310 1340 | 250-LS 100-N IV | F. W. Meyer Denver | | F. W. Meyer | | |

Climb Aboard!



KLZ IS GOING YOUR WAY!

KLZ's intensified and directed power in the Denver-Rocky Mountain region is offering sponsors a streamlined vehicle for going places, seeing people and doing things.

It goes the right places, for within its $\frac{1}{2}$ mv contour lives 93% of the population of thickly populated eastern Colorado. It sees the right people, for in eastern Colorado the bulk of the buying power of the state is concentrated. It does the right things, for it provides a swift

and sure method of entering the homes of the Denver-Rocky Mountain area.

KLZ offers coverage where it counts . . . coverage where popula-

tion is thickest, where buying is heaviest, where selling is most profitable. Put your products on the through train to sales results. Put them on KLZ.

KLZ ♦ DENVER

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

COLORADO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|-------------------------|----------------|--|----------|---|---|-------------------|
| DENVER—Continued | KOA | 830 | 50,000 | National Broadcasting Co. Inc. 1625 California St. Main 6211 | NBC-Red | General Electric Co.-NBC Lloyd E. Yoder A. W. Crapsey | Clarence C. Moore James R. MacPherson Robert H. Owen | NBC |
| | | 850 | I-A | | | | | |
| | *KPOF | 880 | 1,000 | Pillar of Fire Inc. 1845 Champa St. Tabor 3738 | | Bishop Alma White Arthur K. White | Kathleen M. White Paul H. Schisler | |
| | KVOD | 630 | 1,000 | Colorado Radio Corp. Midland Savings Bldg. Tabor 2291 | NBC-Blue | W. D. Pyle T. C. Ekrem Con Hecker | Joe E. Finch Ben Stanton W. D. Pyle T. C. Ekrem | |
| | | 630 | III-A | | | | | |
| DURANGO..... | KIUP | 1370 | 250 | San Juan Broadcasting Co. 2800 Main St. 117 | | J. W. Turner Raymond M. Beckner Raymond M. Beckner | Raymond M. Beckner Raymond M. Beckner Gordon L. Schmehl | |
| GRAND JUNCTION. | KFXJ | 1200 | 250 | Western Slope Broadcasting Co. Hotel La Court 126 | MBS | Rex Howell Rex Howell Charles Howell | Alice Barber Rex Howell Fred Mendenhall | |
| | | 1230 | IV | | | | | |
| GREELEY..... | KFKA | 880 | 1,000 | Mid-Western Radio Co. 620 Eighth Ave. 450 | MBS | H. E. Green Francis Price | Dorothy Baldwin | Ferguson & Walker |
| | | ST-KPOF 910 | III-A | | | | | |
| LA JUNTA..... | KOKO | 1370 | 100 | Southwest Broadcasting Co. Box 225 42 | | Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson | Jack Lund | |
| | | 1400 | IV | | | | | |
| LAMAR..... | KIDW | 1420 | 100 | Lamar Broadcasting Co. 129 Elm St. 16 | | W. G. Brown Carlton R. Anderson Dudley Pultz | Melvin Alsbury C. R. Anderson Paul L. Lehman | |
| PUEBLO..... | KGFH | 1320 | 500 | Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877 | NBC-Blue | Curtis P. Ritchie J. H. McGill Maxson Bevens | Fred Amos Maxson Bevens Phil Gundy | Wilson |
| | | 1350 | III-B | | | | | |
| STERLING..... | KGEK | 1200-SH | 100 | Elmer G. Beehler Sterling 679 | | Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler | Al Ross | |
| | | 1230 | IV | | | | | |

CONNECTICUT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|--|--|---------------------------------------|--|---|-------------------|
| BRIDGEPORT..... | WICC | 600 | 1,000-LS | Yankee Network Inc. 1241 Main St. 6-1121 | NBC-Blue MBS Yankee Colonial | John Shepard 3rd Joseph Loez Norman Whittaker | Florence Ballou Robert Playfair Garro W. Ray | Petry |
| | | 600 | 500-N III-B | | | | | |
| | WNAB (Construction permit) | 1420 | 250 | Harold Thomas Bridgeport | | Harold Thomas Harold Thomas | Wolcott Wyllie | |
| | | 1450 | IV | | | | | |
| HARTFORD..... | WDRC | 1330 | 5,000 | WDRC Inc. 750 Main St. 7-1188 | CBS | Franklin M. Doolittle Franklin M. Doolittle William F. Malo | Walter Haase William F. Malo Italo A. Martino | Raymer |
| | | 1360 | III-A | | | | | |
| | WTHT | 1200 | 250 | The Hartford Times 983 Main St. 2-0237 | MBS Colonial | Frank E. Gannett Cedric W. Foster C. Glover DeLaney | Laureat H. Martineau C. Glover DeLaney Richard K. Blackburn | McKinney |
| | WTIC | 1040 | 50,000 | Travelers Bcatg. Service Corp. 26 Grove St. 2-3181 | NBC-Red Yankee | Travelers Insurance Co. Paul W. Morency Walter Johnson | Thomas C. McCray James F. Clancy J. Clayton Randall | Weed |
| | | 1080 | I-B | | | | | |
| NEW BRITAIN..... | WNBC | 1380 | 1,000 | State Broadcasting Corp. 54 Pratt St., Hartford 7-9131 | NBC-Blue American | Patrick J. Goode H. A. Lafount Richard W. Davis Laurence C. Edwardson | Ralph Kanna Richard W. Davis Rogers B. Holt | Headley-Reed |
| | | 1410 | CP-5,000-LS III-B | | | | | |
| NEW HAVEN..... | WELI | 980 | 500-LS | City Broadcasting Corp. 221 Orange St. 8-1133 | MBS American | Patrick J. Goode H. A. Lafount James T. Milne James T. Milne | Charles H. Wright James T. Milne T. Gordon Keyworth | Rambeau |
| | | 960 | 250-N CP-1,000-LS 500-N III-B | | | | | |
| NEW LONDON..... | WNLC | 1500 | 250 | Thames Broadcasting Corp. 281 State St. 4900 | MBS Yankee Colonial | Roderick L. Morey Gerald J. Morey Ivon B. Newman | Len W. Stevens Ivon B. Newman Francis Garufy | |
| | | 1490 | IV | | | | | |
| WATERBURY..... | WATR | 1290 | 250 | WATR Co. Inc. 71 Grand St. 3-5161 | MBS Yankee Colonial | Harold Thomas Harold Thomas Samuel Elman | James Parker Martin Bawes Harold Thomas | Ferguson & Walker |
| | | 1320 | IV | | | | | |
| | WBRY | 1530 | 1,000 | American-Republican Inc. 136 Grand St. 3-1123 | CBS | W. J. Pape E. J. Frey Murray L. Grossman | Jack Henry E. J. Frey Frank B. Hales | McGillvra |
| | | 1590 | CP-5,000 III-A | | | | | |

DELAWARE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------------|--------------|-------------------------|----------------------------|--|------------------------|---|---|----------------|
| WILMINGTON..... | WDEL | 1120 | 1,000-LS | WDEL Inc. 10th & King Sts. 7268 | NBC-Red Mason-Dixon | Clair R. McCollough J. Gorman Walsh J. Gorman Walsh | Harvey Smith Lonny Starr J. E. Mathiot | Raymer |
| | | 1150 | 250-N CP-5,000 III-A | | | | | |
| | WILM | 1420 | 250 | Delaware Broadcasting Co. 920 King St. 7268 | MBS Mason-Dixon | Clair R. McCollough J. Gorman Walsh J. Gorman Walsh | Robert Kelly Byron Millenson J. E. Mathiot | Raymer |
| | | 1450 | IV | | | | | |



There's a **TRICK**
to buying **TIME**

①

Start with the station's coverage, or potential audience. This depends on its signal strength, and the nearness of other stations delivering the same programs with an equal or better signal. This information is available.

②

Next, check the station's programs, to determine the percentage of the potential audience which is actually delivered. And take the average for the entire schedule, not a few "high spots." This information is available.

③

Last, consider the rate and what you pay for the audience the station delivers in its market. This completes the information you need, and gives you a formula for picking the best radio station in any one market.

TO ILLUSTRATE the formula, we've designed an equilateral triangle. On one side, you have coverage. On the other, programs. And on the base of the triangle, rate. Consider these three factors, and you inevitably get the right answer. If you've checked the Hartford market, you already know the answer here. You get all three . . . on WDRC.

The Advertising Test Station In The Advertising Test City

WDRC
CONNECTICUT'S PIONEER BROADCASTER

5,000 WATTS • BASIC CBS FOR CONNECTICUT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shure Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

DISTRICT OF COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative | |
|-------------------------------|--------------|-------------------------|--------------------------|--|--|---|--|--|-----|
| WASHINGTON | WINX | 1310 | 250 | Lawrence J. Heller Eighth & Eye Sts., N. W. Republic 8000 | ... | Lawrence J. Heller Reggie Martin Reggie Martin | Fran Owen Jack B. Creamer Ralph E. Cannon, Jr. | Radio Advertising | |
| | | 1340 | IV | | | | | | |
| | WJSV | 1460 | 50,000 | Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200 | CBS | CBS-Harry Butcher A. D. Willard, Jr. William D. Murdock | Lloyd W. Dennis John H. Heiney Clyde M. Hunt | Radio Sales | |
| | | 1500 | I-B | | | | | | |
| | WMAL | | 630 | 5,000 | National Broadcasting Co. Inc. Trans-Lux Bldg. Republic 4000 | NBC-Blue | NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge | {Carleton D. Smith Fred Shawn John M. Dinwiddie A. E. Johnson | NBC |
| | | | 630 | III-A | | | | | |
| WOL | | 1230 | 1,000 | American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012 | MBS | Mrs. Leroy Mark William B. Dolph James Fishback | Madeline Ensign James Fishback H. H. Lyon | International | |
| | | 1260 | III-B Proposed | | | | | | |
| WRC | | 950 | 5,000 | National Broadcasting Co. Inc. Trans-Lux Bldg. Republic 4000 | NBC-Red | NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge | {Carleton D. Smith Fred Shawn John M. Dinwiddie A. E. Johnson | NBC | |
| | | 980 | III-A | | | | | | |
| WWDC (Construction permit) | | 1420 1450 | 250 IV | Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203 | ... | Stanley Horner Edwin M. Spence | | | |

FLORIDA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------------|-------------------------------|----------------------------|---|---|----------|---|---|----------------|
| DAYTONA BEACH | WMFJ | 1420 | 250 | W. Wilbur Esch 126 1/2 Magnolia Ave. 91 | NBC-Blue | W. Wright Esch Billee B. Esch Billee B. Esch | Ray Clancy W. K. Ellenwood | Perry |
| | | 1450 | IV | | | | | |
| DeLAND | WPER (Construction permit) | 1310 1340 | 250 IV | Tropical Broadcasting Co. DeLand | ... | Carl E. Raymond | | |
| FORT LAUDERDALE | WFTL | 1370 | 250 | Tom M. Bryan 2700 S. Andrews Ave. 1300 | ... | Tom M. Bryan R. M. Tigert Perry N. Bryan | W. M. Johns R. M. Tigert Francis G. Carroll | |
| | | 1400 | IV | | | | | |
| FORT MYERS | WFTM | 1210 | 250 | Fort Myers Broadcasting Co. 51 E. First St. 818 | ... | W. E. Bennis, Jr. W. E. Bennis, Jr. W. E. Bennis, Sr. | Margaret Williams Margaret Williams Charles Flint | |
| | | 1240 | IV | | | | | |
| GAINESVILLE | WRUF | 850 1-KOA 850 | 5,000 II | University of Florida Gainesville 1000 | ... | State of Florida Garland Powell Francis Kearney | Charles W. Dudley, Jr. Joseph Weil | Burn-Smith |
| JACKSONVILLE | WJAX | 900 | 5,000 LS | City of Jacksonville 1 Broadcast Place 5-5821 | NBC-Red | Thomas C. Imeson John T. Hopkins III John T. Hopkins III | John T. Hopkins III John T. Hopkins III John T. Hopkins III | Blair |
| | | 930 | III-A | | | | | |
| | WJHP | 1290 | 250 | Metropolis Co. Box 648 5-7610 | NBC-Blue | John H. Perry H. G. Wells, Jr. I. M. Koger | J. Young Beecher Hayford | Perry |
| | | 1320 | IV | | | | | |
| WMBR | | 1370 | 250 | Florida Broadcasting Co. 118 W. Adams St. 5-4387 | CBS | Frank King Frank King Glenn Marshall, Jr. | Charles Melvin Stone Glenn Marshall, Jr. H. B. Greene | Raymer |
| | | 1400 | IV | | | | | |
| LAKELAND | WLAK | 1310 | 250 | Lake Region Broadcasting Co. Inc. Box 1211 2127 | NBC-Red | J. P. Marehant Bert Arnold Dave Brown | Gordon Fletcher Jim Jones W. Powell Hunter | |
| | | 1340 | IV | | | | | |
| MIAMI | WIOD | 610 | 1,000 | Isle of Dreams Bstg. Corp. 600 Biscayne Blvd. 3-6444 | NBC-Red | D. J. Mahoney Hal I. Leysnon S. A. Vetter | Arch Robb Frank Jaffe M. C. Scott, Jr. | Hollingbery |
| | | 610 | CP-5,000 III-A | | | | | |
| | | 560 | 1,000 | | | | | |
| MIAMI BEACH | WKAT | 1330 | 1,000 | A. Frank Kazzentine 1759 N. Bay Road 5-7471 | NBC-Blue | A. Frank Kazzentine John C. McCloy Alex Campbell, Jr. | Tom Magee Arthur Smith | International |
| | | 1360 | III-B | | | | | |
| OCALA | WTMC | 1500 | 100 | Ocala Broadcasting Co. 1 Broadcast Place 128 | NBC-Blue | John T. Alsop, Jr. Hal Davis Hal Davis | Lester Weil Bradley Overton | Perry |
| | | 1490 | IV | | | | | |
| ORLANDO | WDRO | 580 | 5,000-LS | Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181 | CBS | Col. George C. Johnston Harold P. Danforth Harold P. Danforth | Ralph Rogers Carl Kettles James E. Yarbrough | Raymer |
| | | 580 | 1,000-N CP-5,000-C III-A | | | | | |
| | | 1200 | 250 | | | | | |
| PANAMA CITY | WDLF | 1200 | 250-LS | Panama City Bstg. Co. Inc. First & Mercer Sts. 777 | ... | Philip A. Roll Braden Ball Toni Veverka | Fred Philips Edwin L. Pierce | Perry |
| | | 1230 | 100-N IV | | | | | |
| PENSACOLA | WCOA | 1340 | 1,000-LS | Pensacola Broadcasting Co. San Carlos Hotel 4111 | NBC | John H. Perry Irving F. Welch W. R. Helie | Virgil Evans J. L. Larkin Bert Mead | Perry |
| | | 1370 | 500-N III-B | | | | | |
| ST. AUGUSTINE | WFOY | 1210 | 250 | Fountain of Youth Bstg. Co. Fountain of Youth Park 1400 | CBS | Glenn Marshall, Jr. Glenn Marshall, Jr. Frank King | Winifred Hill John Cummins Pat Bernhard | |
| | | 1240 | IV | | | | | |

MORE

POWER

FOR US

MORE

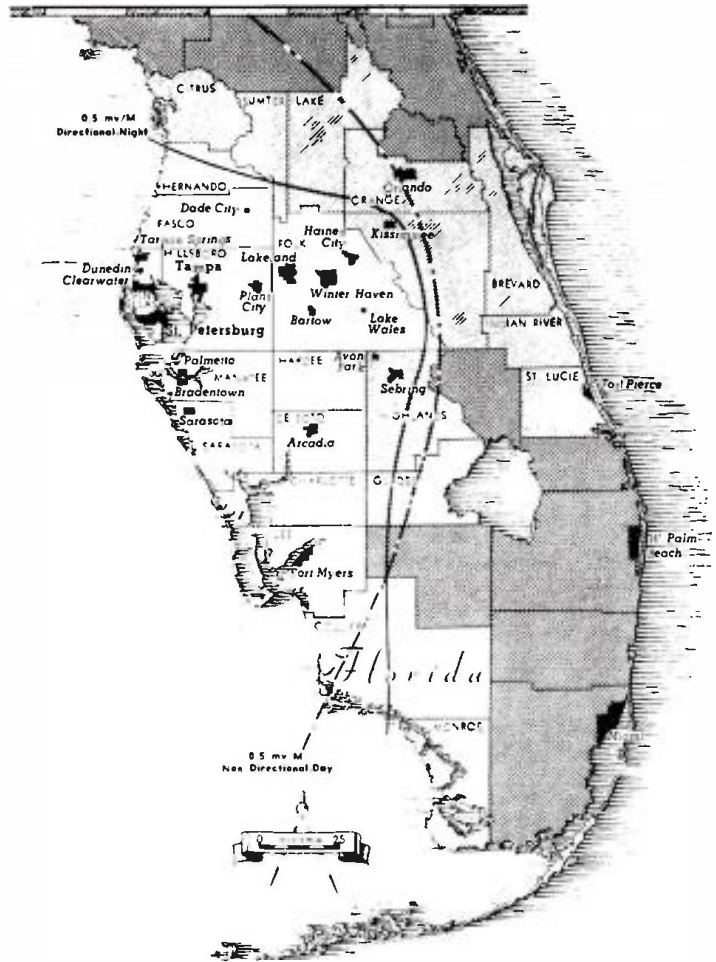
FOR YOU

620-K.C. **5000 WATTS DAY-NIGHT** 620-K.C.

NBC AFFILIATE

WSUN

SINCE 1927 THE
 ESTABLISHED SERVICE
 FOR THE **TAMPA**
 TRADE TERRITORY
 now
 MORE THAN EVER THE
 LISTENING HABIT
 from
 PENSACOLA to KEY WEST



FLORIDA LEADS ALL STATES! Earliest population census figures give Florida a 29.2% increase in population . . . topping all other states. BONUS LISTENERS TOO! During certain winter months a conservative estimate gives you at least DOUBLE the normal listening audience due to the tremendous number of winter visitors. Radio is their most important personal diversion. They're worth considering because they're above average in buying power!

WSUN

Business Office: Recreation Pier, St. Petersburg, Florida
 LOUIS J. LINK, General Manager

Engineering field measurements by
 McNary and Chambers, Sept. 1940

Market Data

| | Primary | Secondary | Total |
|-------------------|---------|-----------|---------|
| Population, 1940* | 460,691 | 198,763 | 659,454 |
| Families, 1940 | 118,419 | 53,962 | 172,381 |
| Radio Homes, 1940 | 82,730 | 34,790 | 117,520 |

* First release U. S. Census.

INTERNATIONAL RADIO SALES NATIONAL REPRESENTATIVE
 NEW YORK CHICAGO SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

NC—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Share Time. *STN*—Share Time Night. *SH*—Specified Hours. *SHN*—Specified Hours Night.
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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 General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|-------------------------------|-------------------------|--------------------------------------|---|----------|--|--|-------------------|
| ST. PETERSBURG... | WSUN | 620 SH-WFLA 620 | 5,000 III-A | City of St. Petersburg Box 177 4747 | NBC-Blue | City of St. Petersburg Louis J. Link Jerry Wigley | Fred Daiger Genevieve Burke Tom Herrin | International |
| | WTSP | 1370 CP-1350 1380 | 250 CP-1,000-LS 500-N III-B | Pinellas Broadcasting Co. Fourth St. at 35th Ave. 8108 | | Nelson Poynter | Coburn Gum Garvin Combs | Radio Advertising |
| SARASOTA..... | WSPB | 1420 1450 | 250 IV | WSPB Inc. Ringling Island 2541 | | Frank S. Lane Frank S. Lane Ken Flenniken | J. A. Buning | |
| TALLAHASSEE..... | WTAL | 1310 1340 | 250-LS 100-N IV | Fla. Capitol Broadcasters Inc. Thomasville Highway 2160 | | Gilbert Freeman William Wyatt William Wyatt | Mildred Williams William Wyatt William A. Snowden, Jr. | Adams & Adams |
| TAMPA..... | WDAE | 1220 1250 | 5,000 III-A | Tampa Times Co. Tampa Terrace Hotel M-1818 | CBS | David E. Smiley Ralph Nicholson L. S. Mitchell L. S. Mitchell | Kenneth W. Skelton J. F. Smiley William Pharr Moore | Raymer |
| | WFLA | 620 SH-WSUN 620 | 5,000 III-A | Fla. West Coast Bcstg. Co. Inc. Tarr Bldg. H-1828 | NBC-Red | Tampa Tribune W. Walter Tison W. Walter Tison | Paul Jones E. Reinhold Rogers, Jr. Joe H. Mitchell | Blair |
| | WKGA (Construction permit) | 940 970 | 5,000-LS 1,000-N III-B | Tribune Co. Tampa | | John Stewart Bryan | | |
| WEST PALM BEACH | WJNO | 1200 1230 | 250 IV | WJNO Inc. 1415 Okeechobee Rd. 3638 | CBS | Laura O'Brien Stephen P. Willis Fred H. Ford | Ben Decker Fred Ford John K. Moore | Weed |

GEORGIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|------------------------------|--|----------------|---|---|----------------|
| ALBANY..... | WALB (Construction permit) | 1530 1590 | 1,000 III-B | Herald Publishing Co. Albany | | H. T. McIntosh Edward J. Lord | | |
| | WGPC | 1420 1450 | 250 IV | Albany Broadcasting Co. 127 1/2 N. Jackson St. 1370 | Georgia | J. W. Woodruff, Sr. A. T. Spies A. T. Spies | Jerry Winters Louis B. Poole Byron Lindsey, Jr. | International |
| ATHENS..... | WGAU | 1310 1340 | 250 IV | J. K. Patrick & Co. Athens 1741 | | Partnership | | |
| ATLANTA..... | WAGA | 1450 1480 | 1,000-LS 500-N III-B | Liberty Broadcasting Corp. Western Union Bldg. Main 5101 | NBC-Blue | George B. Storer Don Ioset Maurice Coleman | Howard Donahue Don Ioset Clifford Hanson | Blair |
| | WATL | 1370 1400 | 250 IV | Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377 | MBS Georgia | J. W. Woodruff, Sr. J. M. Comer Jerome Elliott | Ken Keese Barney Oakes James M. Comer | International |
| | WGST | 890 920 | 5,000-LS 1,000-N III-A | Georgia School of Technology Forsyth Bldg. Walnut 8441 | CBS | Operated under lease (Sam Pickard) C. H. Calhoun | John Fulton Frank Gaither Ben Akerman | Katz |
| | WSB | 740 750 | 50,000 I-A | Atlanta Journal Co. Biltmore Hotel Hemlock 1045 | NBC-Red | James M. Cox I. Leonard Reinsch John M. Outler, Jr. | Roy McMillan Marcus Bartlett Lorin Myers C. F. Daugherty | Petry |
| AUGUSTA..... | WGAC | 1210 1240 | 250 IV | Twin States Broadcasting Co. Augusta 2-2692 | NBC-Blue | Augusta Herald J. B. Fuqua Bernard M. Dabney, Jr. | John W. Watkins J. B. Fuqua Wilbur Nungesser | |
| | WMWH (Construction permit) | 1420 1450 | 250 IV | W. Montgomery Harrison Augusta | | W. Montgomery Harrison | | |
| | WRDW | 1500 1490 | 250 IV | Augusta Broadcasting Co. Tenth & Broad Sts. 2-8805 | CBS | Arthur Lucas W. R. Ringson Thurston Bennett | Charles Henry Walters J. Marion Harman Harvey Aderhold | Burn-Smith |
| BRUNSWICK..... | WMOG | 1500 1490 | 250-LS 100-N IV | Coastal Broadcasting Co. Beach Causeway 1500 | | Mrs. Alma W. King Arthur Lucas William K. Jenkins Kenneth E. White | Leon Lloyd Herman Lange | |
| COLUMBUS..... | WRBL | 1200 1230 | 250 IV | Columbus Broadcasting Co. Inc. Box 270 4300 | CBS Georgia | J. W. Woodruff, Sr. J. W. Woodruff, Jr. James Davenport | Jack Gibney John Clarke Oliver Heely | International |
| CORDELE..... | WMJM | 1500 1490 | 250-LS 100-N IV | Cordele Dispatch Inc. Box 432 666 | | E. D. Rivers J. J. Mangham, Jr. J. J. Mangham, Jr. | Ellen Stewart J. J. Mangham, Jr. Noel Martin | |
| DALTON..... | WBLJ | 1200 1230 | 250 IV | Dalton Broadcasting Corp. Dalton | | J. B. Roach | | |
| GAINESVILLE..... | WGGA (Construction permit) | 1210 1240 | 250 IV | Gainesville Broadcasters Gainesville | | Henry Estes Austin Dean L. H. Christian | | |
| GRIFFIN..... | WKEU | 1500 1450 | 100-D IV | Radio Station WKEU Griffin 90 | | A. W. Marshall, Jr. A. W. Marshall, Sr. | | Sears & Ayer |
| LA GRANGE..... | WLAG (Construction permit) | 1210 1240 | 250 IV | La Grange Broadcasting Co. La Grange | | Roy C. Swank | | |

THE ATLANTA JOURNAL STATION

WWSB

ATLANTA, GEORGIA

In Southern Ohio
IT'S
WHIO
DAYTON

**POWER
PROGRAMS
PUBLICITY**

In Florida
IT'S
WIOD
MIAMI

Sales
THE VOICE OF THE SOUTH

50,000 WATTS — NBC-RED — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *STN*—Shares Time Night. *SH*—Specified Hours. *SHN*—Specified Hours Night.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization. *U*—Unlimited. *CP*—Construction Permit Issued.
 (Date corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

GEORGIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|----------------------------|------------------|--|---------|---|--|----------------|
| MACON..... | WBML | 1420 | 250 | Middle Georgia Bcstg. Co. First National Bank & Trust Bldg. 2728 | MBS | E. D. Black Robert R. Feagin Robert R. Feagin | Earle J. Pudney Earle J. Pudney David Bain | |
| | | 1240 | IV | | | | | |
| | WMAZ | 1180 | 5,000-LS | Southeastern Bcstg. Co. Inc. 211 Cotton Ave. 3131 | CBS | E. K. Cargill E. K. Cargill Frank Crowther | Allie V. Williams Wilton E. Cobb George P. Rankin, Jr. | Katz |
| | | L-KOB 940 | 1,000-N II | | | | | |
| MOULTRIE..... | WMGA | 1370 | 250 | Frank R. Pidcock, Sr. Moultrie 999 | | Frank R. Pidcock, Sr. John F. Pidcock | James W. Stewart | |
| | | 1400 | IV | | | | | |
| ROME..... | WRGA | 1500 | 250 | Rome Broadcasting Corp. National City Bank Bldg. 6589 | | John W. Quarles Happy Quarles Happy Quarles | Jimmy Kirby Pinkie Talley R. L. Starr | |
| | | 1490 | IV | | | | | |
| SAVANNAH..... | WSAV | 1310 | 250 | WSAV Inc. Liberty National Bank Bldg. 5600 | NBC-Red | Arthur Lucas Harben Daniel N. W. Brandon | Electa Robertson Robert Eisenman N. W. Brandon Meredith E. Thompson | Hollingbery |
| | | 1340 | IV | | | | | |
| | WTOC | 1260 | 5,000-LS | Savannah Broadcasting Co. 516 Abercorn St. 2-0127 | CBS | W. T. Knight, Jr. Majorie B. Willis | Fred P. Pfahler, Jr. William B. Smart James R. Donovan | Katz |
| | | 1290 | 1,000-N III-A | | | | | |
| THOMASVILLE..... | WPAX | 1210 | 250 | H. Wimpy 117 Remington Ave. 909 | | H. Wimpy Charles Lawton Charles Lawton | James W. Poole | |
| | | 1240 | IV | | | | | |
| TOCCOA..... | WRLC | 1420 | 250 | R. G. LeTourneau Toccoa | | R. G. LeTourneau | | |
| | | (Construction permit) 1450 | IV | | | | | |
| VALDOSTA..... | WGOV | 1420 | 250 | E. D. Rivers Valdosta 1420 | | E. D. Rivers J. J. Mangham, Jr. J. J. Mangham, Jr. | Harry L. Grimes J. J. Mangham, Jr. L. C. McCall | |
| | | 1450 | IV | | | | | |
| WAYCROSS..... | WAYX | 1200 | 250 | Jack Williams 620 Plant Ave. 965 | | Jack Williams John J. Tobola Jack Harder | Martha Jane Folsom Jack Harder John J. Tobola | |
| | | 1230 | IV | | | | | |
| WEST POINT..... | WDAK | 1310 | 250 | Valley Broadcasting Co. General Tyler Hotel | MBS | L. J. Duncan L. J. Duncan L. J. Duncan | Thomas C. Phillips J. J. Williams | |
| | | 1340 | IV | | | | | |

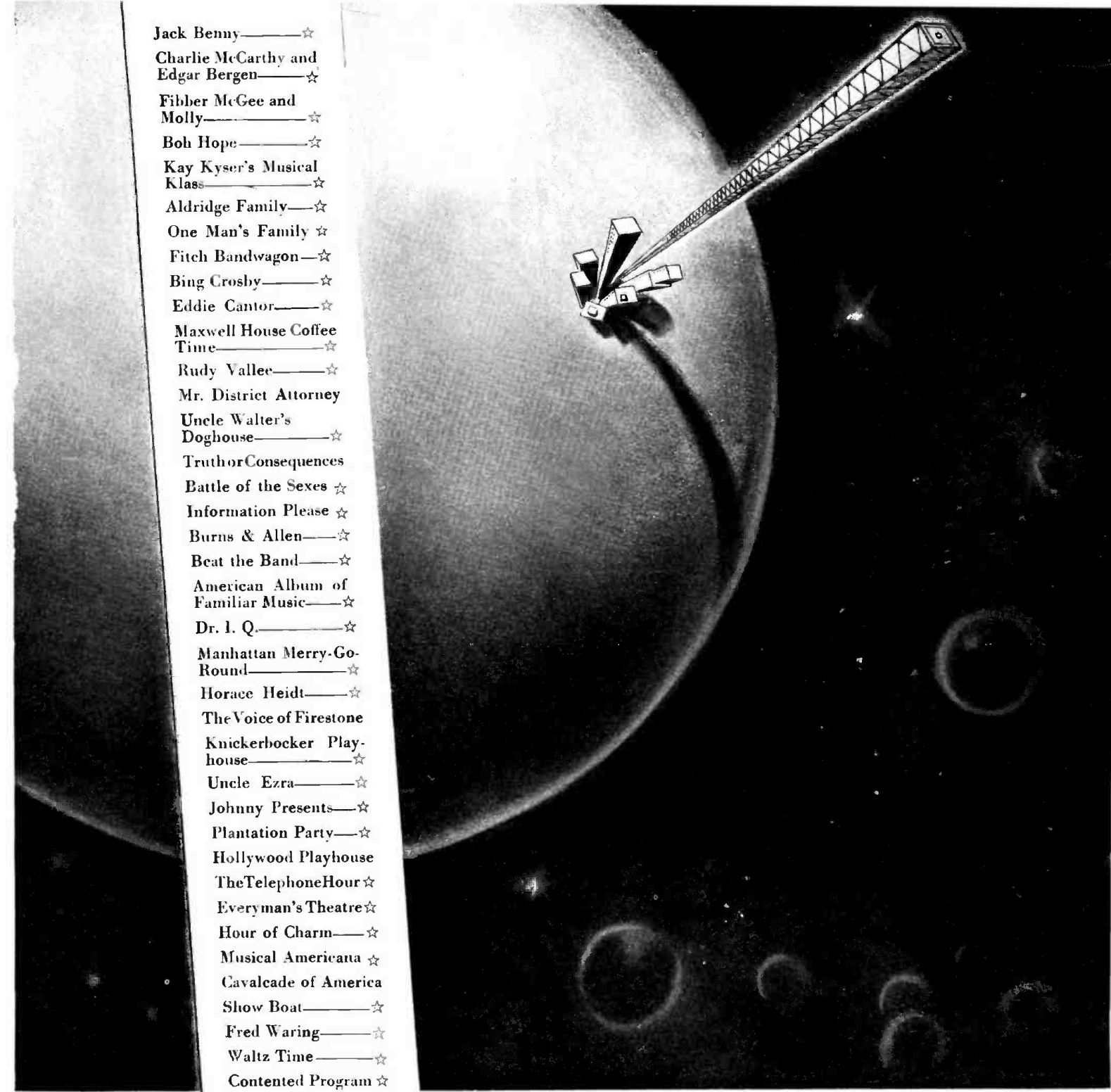
IDAHO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|-------------------------|------------------|--|---------|---|---|----------------------------------|
| BOISE..... | KIDO | 1350 | 2,500-LS | Boise Broadcast Station Hotel Boise 660 | NBC | C. G. Phillips Frank L. Hill C. G. Phillips Richard G. McBroom | Billy Phillips Clete Lee Harold Toedtemeier | Blair |
| | | 1380 | 1,000-N III-A | | | | | |
| IDAHO FALLS..... | KID | 1320 | 5,000-LS | KID Broadcasting Co. KID Bldg. 4 | | Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth | Jim Woolwine Pratt Smith W. J. Prvois | Griffith |
| | | 1350 | 500-N III-B | | | | | |
| LEWISTON..... | KRLC | 1390† | 250 | H. E. Studebaker Lewis-Clark Hotel 1950 | | H. E. Studebaker Donald A. Wike Roderic A. Klise | Milton MacLafferty | |
| | | 1400 | IV | | | | | |
| NAMPA..... | KFXD | 1200 | 250 | Frank E. Hurt 1024 12th Ave. S. 1200 | | Frank E. Hurt Frank E. Hurt Doyle Cain | Maxine Hurt Frank E. Hurt Eddie Hurt | |
| | | 1230 | IV | | | | | |
| POCATELLO..... | KSEI | 900 | 1,000-LS | Radio Service Corp. Pocatello 960 | NBC | O. P. Soule Henry H. Fletcher Henry H. Fletcher | Ruthe A. Fletcher Henry H. Fletcher James E. Mitchell | Ferguson & Walker Griffith |
| | | 930 | 250-N III-B | | | | | |
| TWIN FALLS..... | KTFI | 1240 | 1,000 | Radio Broadcasting Corp. Radio Center 30 | NBC | O. P. Soule John E. Gardner Jay W. Spracher | Florence M. Soule John E. Gardner Franklyn V. Cox | Ferguson & Walker Griffith |
| | | 1270 | III-A | | | | | |
| WALLACE..... | KWAL | 1420 | 250 | Chester Howarth & Clarence Berger Civic Center Bldg. 330 | | Clarence Berger William M. Bruner Clarence Berger | Ethel Clayton William M. Bruner | |
| | | 1450 | IV | | | | | |

† KRLC goes on 1370 kc. when KUJ, Walla Walla, Wash., changes to 1390 kc.

ILLINOIS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|----------------------------|----------------|--|---------|---|--|----------------|
| AURORA..... | WMRO | 1250 | 250-D | Martin R. O'Brien 34 S. River St. 4215 | | Martin R. O'Brien Martin R. O'Brien Vincent G. Coffey | Robert Carlton Vincent G. Coffey Leo Burch | |
| | | 1280 | IV | | | | | |
| BLOOMINGTON..... | WJBC | 1200 | 250 | A. M. & D. C. McGregor Bloomington 535 | | A. M. McGregor A. M. McGregor Hugh L. Gately | Donald Glasgow Hugh L. Gately Ted Bailey | Cox & Tanz |
| | | 1230 | IV | | | | | |
| CAIRO..... | WKRO | 1500 | 250 | Oscar C. Hirsch Cairo | | Oscar C. Hirsch | | |
| | | (Construction permit) 1490 | IV | | | | | |
| CARTHAGE..... | WCAZ | 1070 | 100-D | Superior Bcstg. Service Inc. 502 Wabash Ave. 520 | | Bob Compton John M. Palmer John M. Palmer | Antoinette Palmer Byrle Shreve | |
| | | 1080 | II | | | | | |
| CHAMPAIGN..... | WDWS | 1370 | 250 | Champaign News-Gazette Inc. 48 Main St. 6-1855 | | Helen M. Stevick Marajen Stevick Frank R. Mills | Ken Rice Milton T. Putnam | Sears & Ayer |
| | | 1400 | IV | | | | | |



Jack Benny——☆
 Charlie McCarthy and
 Edgar Bergen——☆
 Fibber McGee and
 Molly——☆
 Boh Hope——☆
 Kay Kyser's Musical
 Klass——☆
 Aldridge Family——☆
 One Man's Family ☆
 Fitch Bandwagon——☆
 Bing Crosby——☆
 Eddie Cantor——☆
 Maxwell House Coffee
 Time——☆
 Rudy Vallee——☆
 Mr. District Attorney
 Uncle Walter's
 Doghouse——☆
 Truth or Consequences
 Battle of the Sexes ☆
 Information Please ☆
 Burns & Allen——☆
 Beat the Band——☆
 American Album of
 Familiar Music——☆
 Dr. I. Q.——☆
 Manhattan Merry-Go-
 Round——☆
 Horace Heidt——☆
 The Voice of Firestone
 Knickerbocker Play-
 house——☆
 Uncle Ezra——☆
 Johnny Presents——☆
 Plantation Party——☆
 Hollywood Playhouse
 The Telephone Hour ☆
 Everyman's Theatre ☆
 Hour of Charm——☆
 Musical Americana ☆
 Cavalcade of America
 Show Boat——☆
 Fred Waring——☆
 Waltz Time——☆
 Contented Program ☆

The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

↓ *In Chicago it's on*

WMAQ

50,000 WATTS—670 KC. CHICAGO KEY
STATION OF NBC RED NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
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ILLINOIS—(Continued)

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|--------------------|--|----------------------------------|--|---|---|--|---|-------------------------------|
| CHICAGO..... | WAAF | 920 950 | 1,000-D III | Drovers Journal Publishing Co. Palmer House Randolph 1932 | | Ward A. Neff William E. Hutchinson Arthur F. Harre | Bradley R. Eidmann Rodney O. Daly Carl Ulrich | Hollingbery |
| | WBBM (Synchronizes at night with KFAB, Lincoln, Neb.) | 770 780 | 50,000 I-A | Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000 | CBS | CBS—H. Leslie Atlas H. Leslie Atlas J. Kelly Smith | Robert Brown King Park Frank B. Falknor | Radio Sales |
| | WCBD | 1080 L-WBT ST-WMBI 1110 | 5,000 II | WCRD Inc. 2400 W. Madison St. Seeley 8066 | | Gene T. Dyer Joseph Rudolph Chalot Perkins | Peter Bradley Arnold B. Hartley Edward Jacker | Forjoe |
| | WCFL | 970 1000 | 5,000 II | Chicago Federation of Labor 666 Lake Shore Drive Superior 5300 | NBC | Chicago Federation of Labor Maynard Marquardt Melvin B. Wolens | Miles Reed Don F. Lavery Maynard Marquardt | Katz |
| | WCRW | 1210 SH-WEDC, WSBC 1240 | 100 IV | Clinton R. White 2756 Pine Grove Ave. Diversey 4440 | | Clinton R. White J. A. White J. A. White | Clinton R. White | |
| | WEDC | 1210 SH-WCRW, WSBC 1240 | 250 IV | Emil Denmark Inc. 3860 Oden Ave. Crawford 4100 | | Emil Denmark Frank J. Kotnour Frank J. Kotnour | Al La Valle Don F. Lavery Caleb C. Friak | |
| | WENR | 870 ST-WLS 890 | 50,000 I-A | National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300 | NBC-Blue | NBC—Harry C. Kopf Harry C. Kopf Maurice M. Boyd | Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens | NBC |
| | WGES | 1360 ST-WSBT 1390 | 500 1,000-LS III-B | Oak Leaves Bestg. Station Inc. 14 N. Western Ave. Seeley 8066 | | Harry J. Guyon Gene T. Dyer Gene T. Dyer | Arnold B. Hartley A. C. Perkins E. W. Jacker | Forjoe |
| | WGN | 720 720 | 50,000 I-A | WGN Inc. 441 N. Michigan Ave. Superior 0100 | MBS | Col. R. R. McCormick Frank P. Schreiber William A. Guineas | William A. Bacher Ben H. Berentson Carl J. Meyers | WGN Raymer (West Coast) |
| | WIND (Gary, Ind.) | 560 560 | 5,000-LS 1,000-N CP-5,000-N III-A | Johnson-Kennedy Radio Corp. 230 N. Michigan Ave., Chicago 504 Broadway, Gary Chicago: State 4176 Gary: 9191 | | Ralph L. Atlas E. S. Mitterdorf J. T. Carey | Brooks Connally Ken Shirk | Foreman |
| | WJJD | 1180 L-KSL 1160 | 20,000 II | WJJD Inc. 230 N. Michigan Ave. State 5466 | | Ralph L. Atlas Ralph L. Atlas H. P. Sherman | J. L. Allabough, Jr. Walter Myers | Raymer |
| | WLS | 870 ST-WENR 890 | 50,000 I-A | Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700 | NBC-Blue | Burridge D. Butler Glenn Snyder William R. Cline | Harold Safford Don E. Kelley Thomas L. Rows | Blair |
| WMAQ | 670 670 | 50,000 I-A | National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300 | NBC-Red | NBC—Harry C. Kopf Harry C. Kopf Maurice M. Boyd | Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens | NBC | |
| *WMBI | 1080 L-WBT ST-WCBD 1110 | 5,000 II | Moody Bible Institute of Chicago 153 Institute Place Michigan 1570 | | Moody Bible Institute H. C. Crowell | W. P. Loveless Russell Hitt A. P. Frye | | |
| WSBC | 1210 SH-WCRW, WEDC 1240 | 250 IV | WSBC Inc. 2400 W. Madison St. Seeley 8066 | | Gene T. Dyer John A. Dyer S. J. Schulman | John Steadman Howard Roberts | Forjoe | |
| CICERO..... | WHFC | 1420 1450 | 250 IV | WHFC Inc. 6138 Cermak Rd. 4305 | | R. W. Hoffman M. E. Clifford M. E. Clifford | M. E. Clifford E. P. Hayes | |
| DANVILLE..... | WDAN | 1500 1490 | 250 IV | Northwest Publishing Co. Hotel Welford Main 1700 | | Frank E. Gannett C. R. Richardson C. R. Richardson | Francis Higgins Ted G. Magin | McKinney |
| DECATUR..... | WSOY | 1310 1340 | 250 IV | Commodore Broadcasting Inc. 353 N. Main St. 5371 | | Decatur Newspapers Inc. Merrill Lindsay Merrill Lindsay | Bern Enterline Milburn H. Stuckwish | Sears & Ayer |
| EAST ST. LOUIS.... | WTMV | 1500 1490 | 250 IV | (See St. Louis, Mo.) | | | | |
| GALESBURG..... | WGIL | 1500 1400 | 250 IV | Galesburg Broadcasting Co. Hill Arcade Main 4626 | | Howard A. Miller Howard A. Miller Virgil Schmidt | Rollin Laughler Gerald Foster | Sears & Ayer |
| HARRISBURG..... | WEBQ | 1210 1240 | 250 IV | Harrisburg Broadcasting Co. 100 E. Poplar St. Main 28 | | Dr. G. V. Capel Ingils M. Taylor Ingils M. Taylor | Virginia Crane Lindie Moore Joseph R. Tate | |
| HERRIN..... | WJPF | 1310 1340 | 250 IV | Orville W. Lyeria Herrin 382 | | Orville W. Lyeria Charles R. Cook E. L. May | Fred Reinhardt | Sears & Ayer |
| JOLIET..... | WCLS | 1310 1340 | 100 IV | WCLS Inc. 7 E. Clinton St. 4761 | | Walter Ashe Robert M. Holt D. W. Craig | Jack Sharp David Maltby | Sears & Ayer |
| PEORIA..... | WMBD | 1440 1470 | 5,000-LS 1,000-N III-B Proposed III-A (5,000) | Peoria Broadcasting Co. Alliance Life Bldg. 7133 | CBS | Edgar L. Bill Edgar L. Bill Charles C. Caley | Gene Trace Russell Ehresman T. A. Giles | Free & Peters |
| QUINCY..... | WTAD | 900 930 | 1,000-D CP-1,000-U III-B | Illinois Bestg. Corp. W. C. U. Bldg. Main 364 | CBS | W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild | Jack Sexton Francis Wentura | International |
| ROCKFORD..... | WROK | 1410 1440 | 1,000-LS 500-N III-B | Rockford Broadcasters Inc. 109 S. Water St. Main 6632 | MBS | Ruth Hanna Simms James W. Rodgers Walter M. Koesler Walter M. Koesler | John J. Dixon William R. Traum T. C. Cameron | Headley-Reed |
| ROCK ISLAND..... | WHBF | 1240 1270 | 1,000 CP-5,000 III-A | Rock Island Bestg. Co. 1800 Third Ave. 918 | MBS | John W. Potter Leslie C. Johnson Maurice J. Corken | Ivan Street Ted Arnold R. J. Sinnett | Wilson |



YOU GET
More
FOR LESS !

WENR's new transmitter—50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. STN—Share Time Night. SH—Specified Hours. SHN—Specified Hours Night.
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|------------------|--------------|-------------------------|----------------|--|----------|---|---|----------------|
| SPRINGFIELD..... | WCBS | 1420 | 250 | WCBS Inc. 523 E. Capitol Ave. 9855 | NBC-Blue | Harold L. Dewing Harold L. Dewing Jack Heintz | C. W. Need Richard L. Ashenfelter | Sears & Ayer |
| | | 1450 | 1V | | | | | |
| | WTAX | 1210 | 100 | WTAX Inc. 117 S. Fifth St. 2-4441 | | Jay A. Johnson Jay A. Johnson Jay A. Johnson | Bob Kay Jay A. Johnson Edward Ring | Foreman |
| TUSCOLA..... | WDZ | 1020 | 1,000-D | WDZ Broadcasting Co. Star Bldg. 98 | | Edgar L. Bill Clair B. Hull Clair B. Hull | Frank Jennings H. L. Johnston Mark Spies | Wilson |
| URBANA..... | *WILL | 580 | 5,000-D | University of Illinois 409 S. Wright 7-2616 | | Board of Trustees Joseph F. Wright | Frank E. Schooley A. J. Ebel | |

INDIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|--------------|----------------------------|----------------|---|----------|--|---|--------------------|
| ANDERSON..... | WHBU | 1210 | 250 | Anderson Broadcasting Corp. Citizens Bank Bldg. 234 | | L. M. Kennett R. M. Blossom L. M. Kennett John R. Atkinson | L. M. Shroyer John R. Atkinson Wayne Reeves | Sears & Ayer |
| ELKHART..... | WTRC | 1310 | 250 | Truth Publishing Co. Inc. Hotel Elkhart 948 | | C. D. Greenleaf R. R. Baker | Paul Upson Kenneth Singleton | Tenny, Woodward |
| EVANSVILLE..... | WEOA | 1370 | 250 | Evansville on the Air Inc. 519 Vine St. 2-1171 | CBS | Alvin Eades Martin L. Leich Clarence Leich | Pat F. Roper Clarence Leich John B. Caraway, Jr. | Weed |
| | | 1400 | 1V | | | | | |
| | WGBF | 1250 | 5,000-LS | Evansville on the Air Inc. 519 Vine St. 2-1171 | NBC | Alvin Eades Clarence Leich Clarence Leich | Pat F. Roper Clarence Leich Fay A. Gehres | Weed |
| FORT WAYNE..... | WGL | 1370 | 250 | Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136 | NBC | Westinghouse E. & M. Co. J. B. Conley Frank V. Webb | W. Charles Roe Jack O'Mara Robert G. Duffield, Jr. | NBC |
| | | 1450 | 1V | | | | | |
| | WOWO | 1160 | 10,000 | Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136 | NBC-Blue | Westinghouse E. & M. Co. J. B. Conley Frank V. Webb | Franklin Tooke Jack O'Mara Robert G. Duffield, Jr. | NBC |
| GARY..... | WIND | 360 | 5,000-LS | (See Chicago, Ill.) | | | | |
| | | 380 | 1,000-N | | | | | |
| | | | CP-5,000-U | | | | | |
| | | | III-A | | | | | |
| HAMMOND..... | WHIP | 1480 | 5,000-D | Hammond-Calumet Bcastg. Corp. 5935 Hohman Ave. 10000 | | Dr. George F. Courrier Doris Keane Doris Keane | Elmer Herkner Sigmond Blomgren H. V. Fitzcharles | |
| | | 1520 | II | | | | | |
| | WJOB | 1200 | 100 | O. E. Richardson-Fred L. Adair 5935 Hohman Ave. 9800 | | O. E. Richardson (Fred L. Adair) O. E. Richardson Robert C. Adair | W. R. Bean John Felthouse | |
| INDIANAPOLIS..... | WFBM | 1230 | 5,000-LS | WFBM Inc. 48 Monument Circle Lincoln 8506 | CBS | H. M. Bitner, Sr. Lester W. Lindow Lester W. Lindow | Frank O. Sharp H. M. Bitner, Jr. Harold Holland | Katz |
| | | 1260 | 1,000-N | | | | | |
| | | | CP-5,000-U | | | | | |
| | | | III-A | | | | | |
| | WIBC | 1050 | 1,000-D | Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305 | | H. G. Wall C. A. McLaughlin C. A. McLaughlin | Robert Longwell Harry E. Adams | Wilson |
| | WIRE | 1400 | 5,000 | Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541 | NBC-Red | Eugene C. Pulliam Eugene C. Pulliam Rex Schepp | Josephine Mason Lawrence O. Hammer Earl W. Lewis | Hollingbery |
| | WISH | 1280 | 5,000-LS | Capitol Broadcasting Co. Indianapolis | | G. Bruce McConnell | | |
| | | (Construction permit) 1310 | 1,000-N | | | | | |
| | | | III-B | | | | | |
| KOKOMO..... | WKMO | 1420 | 250 | Kokomo Broadcasting Co. Kokomo | | Charles Boyajian, Jr. | | |
| | | (Construction permit) 1400 | 1V | | | | | |
| MUNCIE..... | WLBC | 1310 | 250 | Donald A. Burton Anthony Bldg. 4404 | | Donald A. Burton Donald A. Burton William F. Craig | Carl Noble M. M. Grain | Forjoe |
| | | 1340 | 1V | | | | | |
| NEW ALBANY..... | WGRC | 1370 | 250 | (See Louisville, Ky.) | | | | |
| | | 1400 | 1V | | | | | |
| RICHMOND..... | WKBY | 1500 | 100 | Knox Radio Corp. 225 N. Eighth St. 4134 | | William O. Knox William O. Knox William O. Knox | William O. Knox | |
| | | 1490 | 1V | | | | | |
| SOUTH BEND..... | WFAM | 1200 | 100 | South Bend Tribune Tribune Bldg. 3-6161 | CBS | F. A. Miller F. D. Schurz R. H. Swintz | R. J. Drain R. H. Swintz H. G. Cole | Raymer |
| | | 1230 | 1V | | | | | |
| | WSBT | 1360 | 500 | South Bend Tribune Tribune Bldg. 3-6161 | CBS | F. A. Miller F. D. Schurz R. H. Swintz | R. J. Drain R. H. Swintz H. G. Cole | Raymer |
| | | (CP-330) 960 | 111-B | | | | | |
| TERRE HAUTE..... | WBOW | 1200 | 250 | Banks of Wabash Inc. 303 S. Sixth St. Crawford 3394 | NBC | W. W. Behrman W. W. Behrman | Leo Baxter George Jackson Stokes Gresham, Jr. | Weed |
| | | 1230 | 1V | | | | | |
| VINCENNES..... | WAQV | 1420 | 100 | Vincennes Newspapers Inc. Grand Hotel | | Eugene C. Pulliam Howard N. Greenlow Victor H. Lund | Carl Erickson J. C. Jeffy Claude Harris | Hollingbery |
| | | 1450 | 1V | | | | | |
| WEST LAFAYETTE.. | *WBAA | 890-SH | 1,000-LS | Purdue University Electrical Engineering Bldg. 6076 | | Purdue University Gilbert D. Williams | Gilbert D. Williams Ralph Townsley | |
| | | 920 | 500-N | | | | | |
| | | | CP-5,000-LS | | | | | |
| | | | 1,000-N | | | | | |
| | | | III-B | | | | | |

WFBM

The Hoosier Station

IN INDIANA

ONLY WFBM OFFERS THESE

"Plus"

Merchandising and Promotional Services

- 1** Audience-building display advertising in Indianapolis Times on year-round schedule. *Plus—*
- 2** Frequent outstanding window displays in leading stores—*tied to your program! Plus—*
- 3** Eye-catching rear tire cover posters on Indianapolis' largest fleet of taxi-cabs. *Plus—*
- 4** "WFBM NEWS"—a four-page illustrated leaflet that packs a promotional wallop! Published bi-monthly and carried *inside* those same cabs. *Plus—*
- 5** Unusual interior displays in leading department stores—merchandising products and programs! *Plus—*
- 6** Screen trailers, and other publicity tie-ups, in Indianapolis' leading stage and picture theatres. *Plus—*

THE ONLY BASIC CBS
STATION
IN INDIANA

Send for booklet giving complete details of WFBM coverage. It contains new and important information that you cannot afford to miss.

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE



WFBM

THE HOOSIER STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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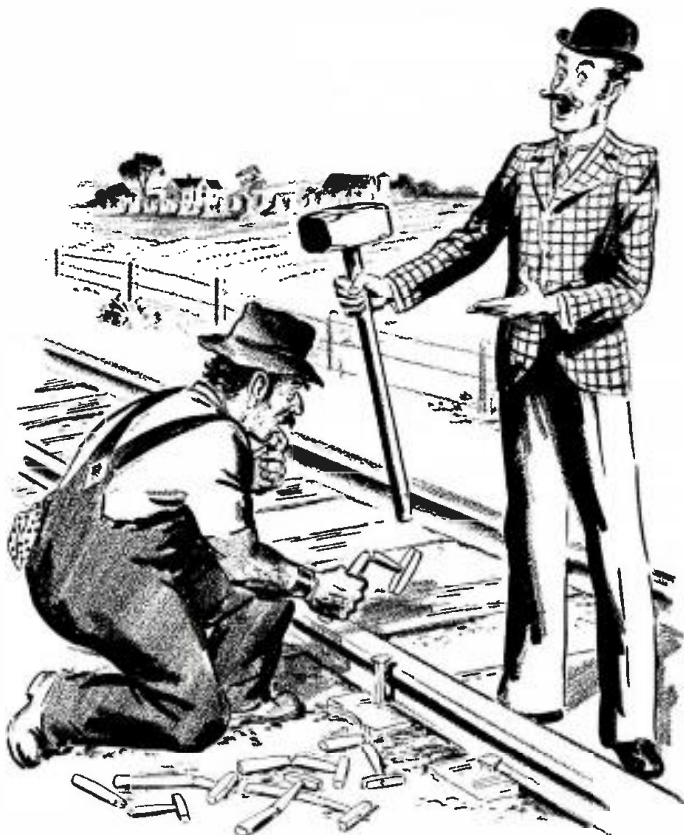
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| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|-------------------------------|--|---|---|------------------------------|---|---|-------------------------|
| AMES..... | *WOI | 640 640 | 5,000-D II | Iowa State College Ames 2500 | | Iowa State College W. I. Griffith | A. G. Woolfries L. L. Lewis | |
| BOONE..... | *KFGQ | 1370-SH 1400 | 100-D IV | Boone Biblical College Boone 616-W | | Boone Biblical College | | |
| CEDAR RAPIDS..... | WMT | 600 600 | 5,000-LS, 1,000-N CP-5,000-U III-A | Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids, 6127 Waterloo, 236 | CBS MBS Cowlies | Gardner Cowles, Jr. Sumner D. Quarton (William B. Quarton, Cedar Rapids Don Inman, Waterloo | Douglas B. Grant Leo F. Cole Charles F. Quentin | Katz |
| DAVENPORT..... | WOC | 1370 1450 | 250 IV | Tri-City Broadcasting Co. 1000 Brady St. 2-3521 | CBS Corn Belt | B. J. Palmer Beryl Lottridge L. O. Fitzgibbons | Charles R. Freburg L. O. Fitzgibbons Allen Richter | Free & Peters |
| DECORAH..... | KWLC | 1270-SH (Must Change Frequency when KGLO Starts Using 1270) | 100-D | Luther College 600 Lief Erickson Drive 690 | | Dr. O. J. H. Preus | | |
| DES MOINES..... | KRNT | 1320 1350 | 5,000-LS 1,000-N CP-5,000-U III-A | Iowa Broadcasting Co. 715 Locust St. 3-2111 | CBS Cowlies | Gardner Cowles, Jr. Luther L. Hill Craig Lawrence | Edmund Linehan Wayne Welch Paul Huntsinger | Katz |
| | KSO | 1430 1460 | 5,000-LS 1,000-N III-A | Iowa Broadcasting Co. 715 Locust St. 3-2111 | NBC-Blue MBS Cowlies | Gardner Cowles, Jr. Luther L. Hill Craig Lawrence | Edmund Linehan Wayne A. Welch Paul Huntsinger | Katz |
| | WHO | 1000 1040 | 50,000 I-A | Central Broadcasting Co. 914 Walnut St. 3-7147 | NBC-Red Corn Belt | B. J. Palmer J. O. Maland Hale Bondurant | Harold Fair Harold Fulton Paul A. Loyet | Free & Peters |
| DUBUQUE..... | KDTH (Construction permit) | 1340 1370 | 1,000 III-B | Telegraph Herald Eighth Ave. & Bluff St. 1603 | | F. W. Woodward K. S. Gordon | Stanley Beck | |
| | WKBB | 1500 1490 | 250 IV | Sanders Bros. Radio Station Julien Hotel 572 | NBC-Blue | W. E. Klauer James D. Carpenter James D. Carpenter | Gleason E. Kistler James D. Carpenter Leonard Carlson | International |
| FORT DODGE..... | KVFD | 1370-SH 1400 | 250 IV | Northwest Broadcasting Co. Warden Bldg. Walnut 3761 | | Edward Breen Edward Breen Charles A. Kennedy | Nick Barre Chet Smith J. Hunter Duncan | |
| IOWA CITY..... | *WSUI | 880 910 | 5,000 LS 1,000-N III-A | State University of Iowa Iowa City 2111 | | State University of Iowa Carl H. Menzer | Pearl Bennett Broxam S. J. Ebert | |
| MARSHALLTOWN... | KFJB | 1200 1230 | 250 IV | Marshall Electric Co. 1603 W Main 3361 | | E. N. Peak E. N. Peak E. W. Thompson | O. L. Russell E. W. Peak | Ferguson & Walker |
| MASON CITY..... | KGLO | 1210 CP-1270 1300 | 250 CP-1,000 III-B | Mason City Globe Gazette Co. Hanford Hotel 2800 | CBS Corn Belt | Lee P. Loomis F. C. Eighbmey George Arnold, Jr. | John J. Price George Milloy Leo W. Born | Weed |
| OTTUMWA..... | KBIZ (Construction permit) | 1210 1240 | 100 IV | J. D. Falvey Ottumwa | | J. D. Falvey | | |
| SHENANDOAH..... | KFNF | 890 ST-KUSD 920 | 1,000-LS 500-N III-B | KFNF Inc. 407 Sycamore St. 1 | | Henry Field John W. Nicolson E. C. Woodward | E. C. Woodward Paul Oliver E. C. Woodward George Crocker | Reynolds- Fitzgerald |
| | KMA | 930 960 | 5,000-LS 1,000-N III-A | May Broadcasting Co. Lowell & Elm St. 192 | NBC-Blue MBS Corn Belt | Earl E. May J. C. Rapp J. C. Rapp | Fred Greenlee Owen Saddler Ray Schroedter | Free & Peters |
| SIOUX CITY..... | KSCJ | 1330 1360 | 5,000-LS 1,000-N CP-5,000-U III-A | Perkins Bros. Co. 415 Douglas St. 5-7993 | NBC-Blue | William H. Sammons Eugene T. Flaherty Eugene T. Flaherty | Elizabeth Sammons Stephen C. Dier | Hollingbery |
| | KTRI | 1420 1450 | 250 IV | Sioux City Broadcasting Co. Commerce Bldg. 8-0165 | | Dietrich Dirks (The Tribune Co. Dietrich Dirks Ray Jensen | Gordon Horner Ray Jensen Carl Gray | Ferguson & Walker |

KANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|-------------------------|----------------------------|--|---------------|---|--|----------------|
| ATCHISON..... | KVAK | 1420 1450 | 100 IV | Carl Latenser Atchison 1420 | | Carl Latenser W. H. Reitz W. H. Reitz | W. H. Reitz | |
| COFFEYVILLE..... | KGGF | 1010 SH-WNAD 690 | 1,000 II | Hugh J. Powell Journal Bldg. 147 | MBS | Hugh J. Powell Melvin E. Drake Melvin E. Drake | Dick Campbell Hugh J. Powell Sarto Jaminet | |
| DODGE CITY..... | KGNO | 1340 1370 | 1,000-LS 250-N III-B | Dodge City Bestg. Co. Inc. Daily Globe Bldg. 1340 | | J. C. Denious N. C. Petersen Vaughn A. Kimball | Herchell Holland Ralph Hickman | Hagg |
| EMPORIA..... | KTSW | 1370 1400 | 250 IV | Emporia Broadcasting Co. Inc. 613 Merchant St. 153 | MBS Kansas | S. B. Warren K. W. Trimble Henry Ellenberger | Larry Simms Robert Brenner Paul H. Daniels | Sears & Ayer |
| GARDEN CITY..... | KIUL | 1210 1240 | 100 IV | Garden City Broadcasting Co. Garden City 666 | | Frank D. Conrad | | |



**"IT TAKES MORE THAN
JUST SKILL, TONY!"**

Glancing back enviously at all the beautiful similes implied in our illustration, we rush relentlessly on in pursuit of a great and glaring truth, to wit:

You can't drive no railroad spikes with no tack-hammers.

Iowa is a big State—300 miles wide, and 200 miles deep. It has 21 cities with populations of from 10,000 to 170,000. It has 57 other *good* cities. It

has 231,300 farm families. Some of these are as much as 425 miles apart. . . . Stop a minute and think that over.

WHO is the only station in Iowa that has over 5,000 watts of power. With any less than four or five of these smaller stations, it is inconceivable that any advertiser can do more than scratch the surface of this big market. Yet WHO with 50,000 watts (and with location at the center of the State) is "heard regularly" all over Iowa and also goes roaring into all the *surrounding* territory.

Verily—if you want to drive home your advertising message in Iowa, use a sledge-hammer! Write us for all the facts—or just ask Free & Peters!

WHO
+ *for IOWA PLUS!* +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER

FREE & PETERS, INC.  National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

KANSAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|-------------------------|--|---|---------------|---|--|----------------------|
| GREAT BEND..... | KVGB | 1370 1400 | 250 IV | Helen Townsley Great Bend 1080 | MBS Kansas | Helen Townsley Clem Morgan Everette Smart | Dave Wilson Lynn Cook Leo Legleiter | |
| HUTCHINSON..... | KWBG | 1420 1450 | 100 CP-250 IV | Nation's Center Beatg. Co. 101 East Ave. A 5202 | | W. B. Greenwald W. B. Greenwald W. B. Greenwald | Maxwell Cockley | |
| KANSAS CITY..... | KCKN | 1310 1340 | 250 IV | KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300 | | W. A. Bailey Ellis Atteberry Ellis Atteberry | John Drake Ruth Kendall C. E. Salzer | Capper |
| LAWRENCE..... | *KFKU | 1220 ST-WREN 1250 | 5,000-LS 1,000-N III-A | University of Kansas Campus KU-146 | | U of Kansas | | |
| | WREN | 1220 ST-KFKU 1250 | 5,000-LS 1,000-N III-A | WREN Broadcasting Co. Inc. WREN Bldg. 110 | NBC-Blue | Vernon H. Smith Verl Bratton Verl Bratton | John Bondeson Carl Biesner | Hollingbery |
| MANHATTAN..... | *KSAC | 580 ST-WIBW 580 | 1,000-LS 500-N III-B | Kansas State College College Campus 2236 | | Kansas State College H. Umberger | L. L. Longsdorf R. L. Meisenheimer | |
| PITTSBURG..... | KOAM | 790 810 | 1,000-D II | Pittsburg Broadcasting Co. Inc. Commerce Bldg. 2165 | NBC | E. V. Baxter R. E. Wade J. A. Schnell | Bruce Robertson J. A. Schnell W. L. Brown | Ferguson & Walker |
| SALINA..... | KSAL | 1120 1150 | 1,000 III-B | KSAL Inc. 201 W. Iron St. 100 | MBS Kansas | R. J. Laubengayer Owen H. Balch Owen H. Balch | Sidney Tremble N. E. Vance, Jr. | |
| TOPEKA..... | WIBW | 580 ST-KSAC 580 | 5,000-LS 1,000-N CP-5,000-U III-A | Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377 | CBS | Marco Murrow Ben Ludy Ben Ludy | Karl Troeglen | Capper |
| WICHITA..... | KANS | 1210 1240 | 250 IV | KANS Broadcasting Co. Hotel Lassen 4-2387 | NBC | {Herb Hollister {Don Searle Jack Todd Jack Todd | Jack Laffer Ted Heithecker | International |
| | KFBI | 1050 1070 | 5,000-LS 1,000-N II | Farmers & Bankers Beatg. Corp. First & Market Sts. 2-1447 | MBS Kansas | H. K. Lindsley K. W. Fyle Fred L. Allen | Coleman Ashe Clarence Rupp G. H. Johnstone | Wilson |
| | KFH | 1300 1330 | 5,000-LS 1,000-N CP-5,000-U III-A | Radio Station KFH Co. York Rite Temple Bldg. 3-5254 | CBS | John Rigby M. M. Murdock {Plez S. Clark {Clark A. Luther | Vernon Reed Clark A. Luther Amos Dadisman | Petry |

KENTUCKY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|-------------------------------|-------------------------|-----------------------|---|-----------------|--|--|----------------|
| ASHLAND..... | WCMI | 1310 1340 | 250 IV | Ashland Broadcasting Co. 20th & Front Main 3010 | MBS Southern | Gilmore N. Nunn R. MacKenzie T. J. Carroll | Richard Westerkamp Dallas Wyatt Harry J. Harris | Perry |
| BOWLING GREEN... | WLBG | 1810 1340 | 250 IV | Bowling Green Broadcasting Co. Fairview & Lehman Ave. 1340 | | Rayburn R. Rose Rayburn R. Rose Rayburn R. Rose | J. P. Turner J. P. Turner Earl Jaego | |
| HARLAN..... | WHLN (Construction permit) | 1420 1450 | 250 IV | Bianfox Radio Co. Inc. Harlan | | {Combs Blanford {John Francke Fox | | |
| HOPKINSVILLE..... | WHOP | 1200 1230 | 250 IV | Paducah Broadcasting Co. Inc. Princeton Pike 1025 | | Pierce E. Lackey Hecht S. Lackey Frederick Ernest Lackey | Frederick Ernest Lackey Benson Arwood Smith | |
| LEXINGTON..... | WLAP | 1420 1450 | 250 IV | American Beatg. Corp. of Ky. Radio Bldg. 1721 | MBS Southern | Gilmore N. Nunn Ted Grizzard J. E. Willis | George Jesse Gilmore Nunn Salford Helt | Perry |
| LOUISVILLE..... | WAVE | 940 970 | 5,000 III-A | WAVE Inc. Brown Hotel Wabash 6543 | NBC-Red | George W. Norton, Jr. Nathan Lord J. F. Cox | George Patterson Lou Reker Wilbur Hudson | Free & Peters |
| | WGRC (New Albany, Ind.) | 1370 1400 | 250 IV | Northside Broadcasting Corp. Ky. Home Life Bldg. Louisville: Wabash 3343 New Albany: 150 | MBS Southern | S. A. Cisler, Jr. S. A. Cisler, Jr. J. Porter Smith | S. A. Cisler, Jr. David Wilburn H. W. Hathaway | Burn-Smith |
| | WHAS | 820 840 | 50,000 I-A | Courier-Journal & Louisville Times Co. 300 W. Liberty St. Wabash 2211 | CBS | Barry Bingham W. L. Coulson Joe S. Eaton | Robert L. Kennett John S. Hoagland Orrin W. Townner | Petry |
| | WINN | 1210 1240 | 250-LS 100-N IV | Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 6791 | NBC-Blue | D. E. Kendrick D. E. Kendrick R. E. Shireman | M. K. McCarten Morris Hicks Al Rutherford | |
| OWENSBORO..... | WOMI | 1500 1490 | 250 IV | Owensboro Broadcasting Co. Livermore Rd. & Byars Ave. 420 | | Lawrence W. Hager Hugh O. Potter Hugh O. Potter | Marshall Bruner Malcolm Greep W. W. Binford | |
| PADUCAH..... | WPAD | 1420 1450 | 250 IV | Paducah Broadcasting Co. Inc. Taylor Bldg. 4100 | | Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey | Eugene Joseph Peak W. Prewitt Lackey Cloyd Gerald Sims | |



**YOU CAN'T
RING
THE BELL
IN
BELFRY (Ky.)!**

You *can* ring the bell in Kentucky, all right! But not in lilliput hamlets like Belfry, Belcher, and Barrenfork! It takes the big Louisville Trading Area—where a million-plus buyers spend more money than all the rest of Kentucky put together! *Alone*, WAVE covers this market completely and *at lowest cost*. Shall we send you the *proof*?

**LOUISVILLE'S
WAVE**

5000 WATTS



940 K. C.

N. B. C.

FREE & PETERS, INC.,

NAT'L REPRESENTATIVES

BROADCASTING • Broadcast Advertising

1941 Yearbook Number • Page 125

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

q—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *STN*—Shares Time Night. *SH*—Specified Hours. *SHN*—Specified Hours Night.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization. *U*—Unlimited. *CP*—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

LOUISIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|--------------|--------------|-------------------------|----------------------------|--|------------------------|---|---|----------------|
| ALEXANDRIA | KALB | 1210 1240 | 250 IV | Alexandria Bcstg. Co. Inc. Third & Jackson Sts. 65 | | Walter H. Allen C. Edly Rogers Edgar R. Cappellini | Gordon Loudon C. Edly Rogers Jesse R. Sexton | |
| BATON ROUGE | WJBO | 1120 1150 | 1,000 CP-5,000 III-A | Baton Rouge Broadcasting Co. Inc. 352 Florida St. 6060 | NBC-Blue] | Charles P. Manship, Sr. H. Vernon Anderson J. Roy Dabadie | Ralph H. Sims Forrest Nettles Wilbur T. Golson | Hollingbery |
| LAFAYETTE | KVOL | 1310 1340 | 250 IV | Evangeline Bcstg. Co. Inc. Evangeline Hotel 336 | | Morgan Murphy George H. Thomas Robert A. Escudier | A. B. Craft L. Turner Clovis Bailey | |
| LAKE CHARLES | KPLC | 1500 1490 | 250 IV | Calcasieu Broadcasting Co. Box 278 81 | | T. B. Lanford C. R. Porter Frank Carroll | Walter Melson E. C. Moses | |
| MONROE | KMLB | 1200 1230 | 250 IV | Liner's Broadcasting Station Inc. Frances Hotel 4321 | | J. C. Liner, Jr. J. C. Liner, Jr. J. C. Liner, Jr. | Melba Henry Tommy May O. L. Morgan | |
| NEW ORLEANS | WDSU | 1250 1280 | 1,000 CP-5,000 III-A | WDSU Inc. Hotel Monteleone Raymond 7185 | NBC-Blue Louisiana | J. H. Uhalt P. K. Ewing P. K. Ewing | Billy Elliott L. Diggs George H. Peirce | Blair |
| | WJBW | 1200 1230 | 250 IV | Charles C. Carlson New Orleans Franklin 0644 | | Charles C. Carlson Charles C. Carlson Charles C. Carlson | | |
| | WNOE | 1420 1450 | 250 IV | WNOE Inc. New Orleans Raymond 0423 | MBS | James A. Noe James Gordon | | |
| | WSMB | 1320 1350 | 5,000 III-A | WSMB Inc. Maison Blanche Bldg. Magnolia 5921 | NBC-Red So. Central | E. V. Richards H. Wheelahan T. J. Fontelieu | Bill Brengel T. J. Fontelieu H. G. Nebe | Petry |
| | WWL | 850 870 | 50,000 I-A | Loyola University Roosevelt Hotel Raymond 2194 | CBS | Rev. P. A. Roy, S. J. W. H. Summerville A. Louis Read | Henry Dupre J. D. Bloom, Jr. | Katz |
| SHREVEPORT | KRMD | 1310 1340 | 250 IV | Radio Station KRMD Inc. Box 1712 5171 | | R. M. Dean Glenn V. Wilson David Wilson | Brice Dickson W. L. Switzer R. M. Dean | |
| | KTBS | 1450 1480 | 1,000 III-B | Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711 | NBC-Red So. Central | John D. Ewing John C. McCormack J. A. Oswald | B. G. Robertson G. Robertson C. H. Maddox | Branham |
| | KWKH | 1100 1130 | 50,000 II | International Broadcasting Corp. Commercial Bldg. 2-8711 | CBS So. Central | John D. Ewing John C. McCormack J. A. Oswald | Fred Ohl B. G. Robertson W. E. Antony | Branham |

MAINE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|--------------|--------------|-------------------------|--|--|----------------------------------|--|--|-------------------|
| AUGUSTA | WRDO | 1370 1400 | 100 IV | WRDO Inc. 175 Water St. 2285 | NBC MBS Yankee Colonial | George F. Kelley, Jr. Jack S. Atwood | Jack S. Atwood Frederick Cole Harold Dinmore | Weed |
| BANGOR | WABI | 1200 1230 | 250 IV | Community Broadcasting Service 57 State St. 6658 | CBS | F. B. Simpson R. M. Wallace R. M. Wallace | Maurice Dolbier R. O. Marcoux Nelson Lawson | Ferguson & Walker |
| | WLBZ | 620 620 | 1,000-LS 500-N III-B | Maine Broadcasting Co. Inc. 100 Main St. 6023 | NBC MBS Yankee Colonial | Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey | Norman Lambert Bernard Kellom | Weed |
| LEWISTON | WCOU | 1210 1240 | 250 IV | Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140 | MBS Yankee Colonial | J. B. Couture Guy P. Ladouceur Guy P. Ladouceur | Elden H. Shute, Jr. Leslie R. Hall | Forjoe |
| PORTLAND | WCSH | 940 970 | 2,500-LS 1,000-N CP-5,000-U III-A | Congress Square Hotel Co. 579 Congress St. 3-9667 | NBC-Red Yankee | Mrs. Henry P. Rines George F. Kelley Linwood T. Pitman | Albert W. Smith Linwood T. Pitman G. Fred Crandon | Weed |
| | WGAN | 560 560 | 5,000 III-A | Portland Bcstg. System Inc. Columbia Hotel 2-4789 | CBS | Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell | Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins | Raymer |
| PRESQUE ISLE | WAGM | 1420-SH 1450 | 100 IV | Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821 | | H. J. McGuire R. W. MacIntosh L. E. Hughes | Ted Coffin L. E. Hughes | Cox & Tanz |

MARYLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------|--------------|-------------------------|------------------------------|--|-----------------|--|---|----------------|
| BALTIMORE | WBAL | 1050† 1090 | 10,000 CP-50,000-U I-B | WBAL Broadcasting Corp. Lexington Bldg. Lexington 4900 | NBC-Blue MBS | Hearst Radio Inc. Harold C. Burke Leslie H. Peard, Jr. | Paul Girard Jack Mayer Gerald W. Cooke | International |
| | WCAO | 600 600 | 1,000-LS 500-N III-B | Monumental Radio Co. 811 W. Lanvale St. Madison 7220 | CBS | Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne | Gordon A. Scheising L. Waters Milbourne Martin L. Jones | Raymer |

† WBAL holds special experimental authorization to operate simultaneously until 9 p.m. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc., 2,500 watts

Spotlight on Baltimore

---IN 1941



SOON --- FULL TIME AND 50,000 WATTS

IN 1941—MORE THAN EVER BEFORE **WBAL** means business in Baltimore

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1941)

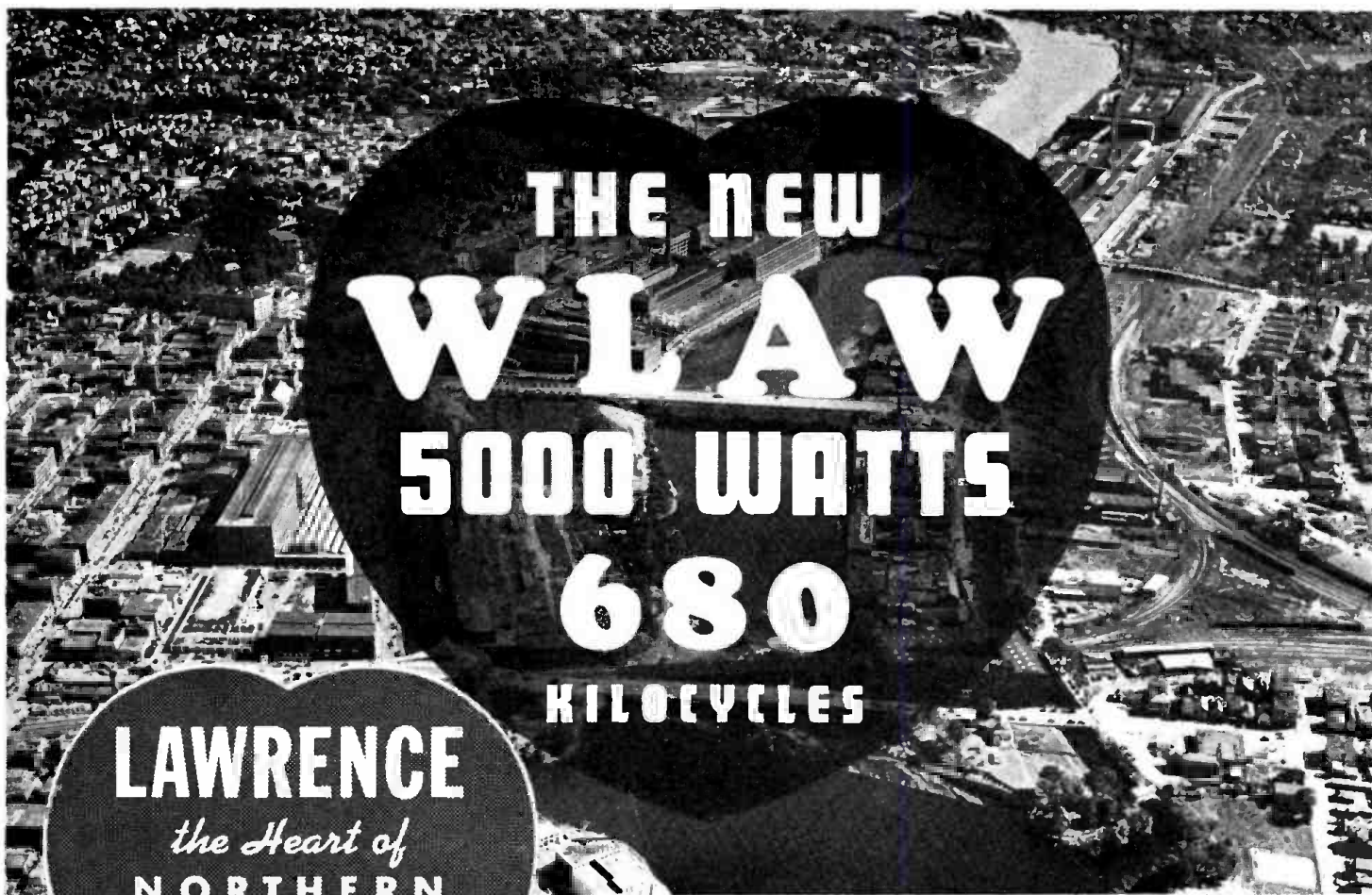
Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

MARYLAND—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------------------|--|-------------------------|------------------------------|---|---------|--|---|----------------|
| BALTIMORE— Continued | WCBM | 1370 1400 | 250 IV | Baltimore Bcastg. Corp. Community House University 8400 | MBS | John Elmer George H. Roeder John Elmer | Michael Murray Frank Thomas G. Porter Houston | Foreman |
| | WFBR | 1270 1300 | 5,000-LS 1,000-N III-A | Baltimore Radio Show Inc. 10 E. North Ave. Vernon 6900 | NBC-Red | Robert S. Maslin Hope H. Barroll, Jr. Purnell Gould | Bert Hanauer Robert S. Maslin, Jr. William Q. Ranft | Petry |
| | WITH (Construction permit; starts in February) | 1200 1230 | 250 IV | Maryland Broadcasting Co. 7 E. Lexington St. Calvert 3330 | | Thomas G. Tinsley, Jr. Thomas G. Tinsley, Jr. Thomas G. Tinsley, Jr. | Harold Kaye James S. Duff | |
| CUMBERLAND..... | WTBO | 800 820 | 250-D II | Associated Broadcasting Corp. Commercial Savings Bank Bldg. 299 | Quaker | Frank V. Becker Frank V. Becker Edward H. Allen | Stewart W. Phillips Edward H. Allen Charles Ray Sine | Burn-Smith |
| FREDERICK..... | WFMD | 900 930 | 500 III-B | Monocacy Broadcasting Co. Winchester Hall 1466 | | Laurence Leonard A. V. Tidmore John E. Carnaghan | Robert L. Longstreet John E. Carnaghan John A. Fels | |
| HAGERSTOWN..... | WJEJ | 1210 1240 | 250 IV | Hagerstown Broadcasting Co. Franklin Court 2323 | MBS | Dr. Arthur L. Blessing Grover C. Crilley Clarence Myers | William H. Paulgrove Grover C. Crilley G. Harold Brewer | International |
| SALISBURY..... | WBOC | 1500 1490 | 250 IV | Peninsula Broadcasting Co. Box 200 2480 | | John W. Downing Charles J. Truitt Charles J. Truitt | Charles J. Truitt Charles J. Truitt Edward J. Hagert | |

MASSACHUSETTS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------|------------------------------|-------------------------|--|---|---------------------------|--|--|--------------------------------|
| BOSTON..... | WAAB | 1410 1440 | 1,000 III-A | Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800 | MBS Colonial | John Shepard 3rd Roy L. Harlow Linus Travers William Warner | Linus Travers (Robert S. Playfair F. Carleton McVarish Paul A. deMars Irving B. Robinson | Petry |
| | WBZ | 990 1030 | 50,000 1-B | Westinghouse Elec. & Mfg. Co. 275 Tremont St. Hancock 4261 | NBC-Blue | Westinghouse E. & M. Co. W. C. Swartley C. S. Young, Asst. Frank R. Bowes | John F. McNamara Harry D. Goodwin Dwight A. Myer | NBC |
| | WCOP | 1120 1150 | 500-D CP-500-U III-B | Massachusetts Bestg. Corp. Copley Plaza Hotel Commonwealth 1717 | American | Arde Bulova Harold A. Lafount A. N. Armstrong A. N. Armstrong | Arthur Leary John K. Gowen 3rd Whitman N. Hall | Headley-Read |
| | WEEI | 590 590 | 5,000 III-A | Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323 | CBS | CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton | Lloyd G. del Castillo Harlow George Philip K. Baldwin | Radio Sales |
| | WHDH | 830 850 | 1,000-D II | Matheson Radio Co. Inc. Hotel Touraine Hancock 0900 | | Alice E. Matheson Ralph G. Matheson John J. Matheson | A. J. Matheson Donald Wise | |
| | WMEX | 1470 1510 | 5,000 II | The Northern Corp. 70 Brookline Ave. Commonwealth 3900 | | John E. Reilly Alfred J. Pote William S. Pote | John E. Reilly William S. Pote William M. Smith | McGillvra |
| | WNAC | 1230 1260 | 5,000-LS 1,000-N CP-5,000-U III-A | Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800 | NBC-Red Yankee | John Shepard 3rd Roy L. Harlow Linus Travers | Linus Travers Gerald Harrison Robert S. Playfair F. Carleton McVarish Paul A. deMars | Petry |
| | WORL | 920 950 | 1,000-D III | Broadcasting Service Organization Myles Standish Hotel Commonwealth 5100 | American | Harold A. Lafount George Lasker George Lasker | Robert N. Perry Melvin Stickles | Rambeau |
| FALL RIVER..... | WSAR | 1450 1480 | 1,000 III-B | Doughty & Welch Electric Co. Inc. Academy Bldg. 450 | MBS Yankee Colonial | William T. Welch William T. Welch Leonard C. Cox | Josephine Y. Welch John C. Pavao | Forjoe Furgason & Walker |
| GREENFIELD..... | WHA1 | 1210 1240 | 250 IV | John W. Haigis Mansion House 4301 | MBS Yankee Colonial | John W. Haigis James L. Spates C. D. Barradale | Warren M. Greenwood Hal Goodwin James L. Spates | McGillvra |
| HOLYOKE..... | WHYN (Construction perm.: | 1370 1400 | 250 IV | Hampden-Hampshire Corp. Holyoke | | William Dwight | | |
| LAWRENCE..... | WLAW | 680 680 | 5,000 II | Hildreth & Rogers Co. 278 Essex St. 4107 | CBS | Alexander H. Rogers Irving E. Rogers David G. Jones David M. Kimel | John D. Maloy George A. Hinckley | Katz |
| LOWELL..... | WLLH | 1370 1400 | 250 IV | Merrimac Broadcasting Co. Inc. Rex Center, Lowell Cregg Bldg., Lawrence Lowell: 8715 Lawrence: 2-2148 | MBS Yankee Colonial | A. S. Moffat Robert Donahue Haskell Bloomberg | Thomas Clayton Robert Donahue | Petry |
| NEW BEDFORD..... | WNBH | 1310 1340 | 250 IV | E. Anthony & Sons Ltd. 588 Pleasant St. 3-3447 | MBS Yankee Colonial | Standard Times—Mercury Irving Vermilya Jeanette L. Adelson | Jeanette L. Adelson Clyde G. Pierce | |
| PITTSFIELD..... | WBRK | 1310 1340 | 250 IV | Harold Thomas 8 Bank Row 2-1553 | MBS Yankee Colonial | Harold Thomas Levon Thomas Bruff Olin | Wolcott Wylie Harold Thomas | Furgason & Walker |
| SALEM..... | WESX | 1200 1230 | 100 IV | North Shore Broadcasting Co. 126 Washington St. 5670 | | Charles W. Phelan Van D. Sheldon Robert C. Taylor | Majorie Leadbetter Richard I. Hammond | Rambeau |



THE NEW
WLAW
5000 WATTS
680
KILOCYCLES

LAWRENCE
the Heart of
NORTHERN
NEW
ENGLAND

THE AREA REACHED BY WLAW RANKS AS AMERICA'S 3rd "CITY"

In the center of the rich, industrial Merrimack Valley WLAW influences the trading habits of nearly 3,000,000 people . . . truly a worthwhile market for anybody's product.

In any nationwide radio plan you wouldn't think of eliminating Philadelphia — Detroit — Los Angeles or Cleveland. Yet the population reached by WLAW with its new power is greater than that of any of these cities . . . even greater than Detroit and Los Angeles combined. That's why we say WLAW is a "MUST" in every New England radio plan.



WLAW

LAWRENCE, MASS.

Owned and Operated by
HILDRETH & ROGERS CO.
Publishers of
LAWRENCE DAILY EAGLE
and **EVENING TRIBUNE**

National Representatives • **THE KATZ AGENCY, Inc.**
New York • Chicago • Detroit • Atlanta • Kansas City • Dallas • San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
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 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

MASSACHUSETTS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|------------------------------|--|-------------------|---|---|----------------|
| SPRINGFIELD..... | WBZA | 990 1030 | 1,000 II | Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 8-8336 | NBC-Blue | Westinghouse E. & M. Co. {W. C. Swartley C. S. Young, Asst. Frank R. Bowes | John F. McNamara Harry D. Goodwin Dwight A. Myer | NBC |
| | WMAS | 1420 1450 | 250 IV | WMAS Inc. Hotel Charles 7-1414 | CBS | Albert S. Moffat Albert W. Marlin Albert W. Marlin | F. Turner Cooke Earle G. Hewinson | Petry |
| | WSPR | 1240 1270 | 500 III-B | WSPR Inc. 63 Chestnut St. 6-2757 | MBS Colonial | Quincy Adams Brackett Quincy Adams Brackett Mitton W. Stoughton | Wayne Henry Latham Milton W. Stoughton Allen R. Bradley | Hollingbery |
| WEST YARMOUTH.. | WOCB | 1210 1240 | 250 IV | Cape Cod Broadcasting Co. West Yarmouth Hyannis 1697 | | Harriett M. Alleman Helen W. MacLellan Harriett M. Alleman Arthur A. Newcomb | H. Harrison Flint Rodney Merrill | |
| WORCESTER..... | WORC | 1280 1310 | 1,000 III-B | Alfred Frank Kleindienst 65 Elm St. 5-3101 | CBS | Alfred F. Kleindienst Mildred P. Stanton Lawrence J. Miron | Edgar L. Marvin | Weed |
| | WTAG | 580 580 | 5,000-LS 1,000-N III-A | Worcester Telegram Publishing Co. 18 Franklin St. 5-4321 | NBC-Red Yankee | George F. Booth E. E. Hill George H. Jaspert | William T. Cavanagh Hobart J. Newell | Petry |
| | WMAW (Construction permit) | 1200 1230 | 250 IV | C. T. Sherer Co., Inc. Worcester | | Frank F. Butler | | |

MICHIGAN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|--|---|------------------------|---|--|----------------------|
| BATTLE CREEK.... | WELL | 1420 1400 | 250 IV | Federated Publications Inc. 1 W. Michigan Ave. 5655 | Michigan (NBC-Blue) | A. L. Miller D. E. Jayne F. F. Owen | Alden Haight Raymond Roof | Burn-Smith |
| BAY CITY..... | WBCM | 1410 1440 | 1,000-LS 500-N III-B | Bay Broadcasting Co. Inc. 104 Center Ave. 4700 | Michigan (NBC-Blue) | Harley D. Peet H. A. Giesel H. A. Giesel | Jack D. Parker A. F. Huebner Ralph H. Carpenter | Hollingbery |
| CALUMET..... | WHDF | 1370 1400 | 250 IV | Upper Michigan Bcastg. Co. Houghton, Mich. 1 | | A. L. Burgan John W. Rice Albert W. Payne | Earl Norden A. W. Payne George L. Burgan | Bogner & Martin |
| DETROIT..... | WJBK | 1500 1490 | 250 IV | James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000 | | James F. Hopkins James F. Hopkins Arthur H. Croghan | Sybil Kreighoff John Olenick Paul Frincke | Forjoe |
| | WJR | 750 760 | 50,000 I-A | WJR, The Goodwill Station Fisher Bldg. Madison 4440 | CBS | G. A. Richards Leo Fitzpatrick Owen F. Uridge | Norman White Owen F. Uridge M. R. Mitchell | Petry |
| | WMBC | 1420 1400 | 250 IV | John L. Booth Broadcasting Inc. 7310 Woodward Ave. Madison 9100 | | John L. Booth John L. Booth Edythe Fern Melrose | Fred Knorr Edward Clark | Ferguson & Walker |
| | WWJ | 920 950 | 5,000-LS 1,000-N CP-5,000-U III-A | Evening News Association 626 W. Lafayette Blvd. Randolph 2000 | NBC-Red | W. E. Scripps William J. Scripps Harry Bannister | Mel Wiseman Jake Albert Walter Hoffman | Hollingbery |
| | WXYZ | 1240 1270 | 5,000 III-A | King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321 | NBC-Blue Michigan | George W. Trendle H. Allen Campbell Harry Sutton, Jr. | James G. Riddell {Harold Christian Charles C. Hicks Roy Gardner | Raymer |
| | CKLW (Windsor, Ont.) | 1030 800 | 5,000 II | Western Ontario Bcastg. Co. Ltd. Union Guardian Bldg. Cadillac 7200 | MBS | Malcolm G. Campbell J. E. Campeau L. J. Dumabaut | John Gordon Frank Burke William J. Carter | McGillvra |
| ESCANABA..... | WDDB (Construction permit) | 1500 1490 | 250 IV | Delta Broadcasting Co. Escanaba | | Joe J. Clancy | | |
| EAST LANSING.... | *WKAR | 850 870 | 5,000-D II | Michigan State College East Lansing 5-9113, Ext. 600 | | Michigan State College Robert J. Coleman | Robert J. Coleman Norris E. Grover | |
| FLINT..... | WFDF | 1310 CP-880 910 | 100 CP-1,000 III-B | Flint Broadcasting Co. Union Industrial Bldg. 2-7158 | Michigan (NBC-Blue) | Frank D. Fallain Howard M. Loeb Frederick S. Loeb | Adrian R. Cooper R. V. Osgood Frank D. Fallain | Burn-Smith |
| GRAND RAPIDS.... | WGRB (Construction permit) | 1200 1230 | 250 IV | Grand Rapids Broadcasting Corp. Grand Rapids | | Boyce K. Muir | | |
| | WLAV | 1310 1340 | 250 IV | Leonard A. Versluis 6 Fountain St., N. E. 6-5461 | MBS | Leonard A. Versluis Howard M. Steed Howard M. Steed | John Marshall King Bard Lauren Bergeron | |
| | WOOD-WASH | 1270 1300 | 500 III-B | King Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211 | Michigan (NBC) | George W. Trendle Stanley W. Barnett Stanley W. Barnett | Sandy Meek Paul F. Eichhorn Fred W. Russell | Raymer |
| IRONWOOD..... | WJMS | 1420 1450 | 250 IV | Upper Mich.-Wis. Bcastg. Co. Inc. Ironwood 20 | | William L. Johnson N. C. Ruddell Richard Hasbrook | Harry Willis R. L. Johnson | Bogner & Martin |
| JACKSON..... | WIBM | 1370 1450 | 250 IV | WIBM Inc. Hotel Hayes 6121 | Michigan (NBC-Blue) | Herman Radner Roy Radner Roy Radner | Bill Dunn William Cizek Charles Wirtanen | Forjoe |



WORLD

FEATURING

THE 920 CLUB

**BOSTON'S BIGGEST
RADIO PROGRAM**

**WRITE FOR 15 OUTSTANDING
SUCCESS STORIES**

920 KILOCYCLES *Boston, Mass.* **1000 WATTS**
BROADCASTING • Broadcast Advertising 1941 Yearbook Number • Page 131

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

MICHIGAN—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|-----------------------|---|------------------------|---|--|----------------|
| KALAMAZOO | WKZO | 590 590 | 1,000 III-B | WKZO Inc. 124 W. Michigan Ave. 3-1223 | CBS Michigan | John E. Fetzer John E. Fetzer John W. O'Harrow | Jack Walters Edwin Rector | Wilson |
| LANSING | WJIM | 1210 1240 | 250 IV | WJIM Inc. City National Bldg. 2-1833 | Michigan (NBC-Blue) | Harold F. Gross Harold F. Gross Harold F. Gross | Howard F. Finch Bob Innes Melvin Wirth | |
| LAPEER | *WMPC | 1200 SH 1230 | 250 IV | First Methodist Protestant Church 803 Liberty St. 455-J | | First Methodist Church Frank S. Hemingway | Frank S. Hemingway Hollis F. Hayes | |
| MARQUETTE | WDMJ | 1310 1340 | 250 IV | Lake Superior Bcastg. Co. 146 W. Washington 616 | | Frank J. Russell, Jr. Gordon H. Brozek Gordon H. Brozek | Gordon H. Brozek | |
| MUSKEGON | WKBZ | 1500 1490 | 250 IV | Ashbacker Radio Corp. Michigan Theatre Bldg. 26-051 | | Grant F. Ashbacker Grant F. Ashbacker William C. Wester | Frank Lynn Loran A. Haney George Krivitzky | Burn-Smith |
| PONTIAC | WCAR | 1100 1130 | 1,000-D II | Pontiac Broadcasting Co. Riker Bldg. 7141 | | Harold E. Howlett H. Y. Levinson W. K. Bailey | William E. McDonald Wiley D. Wenger | Foreman |
| PORT HURON | WHLS | 1370 1450 | 250 IV | Port Huron Broadcasting Co. 932 Military St. 6191 | | Harmon L. Stevens Herman L. Stevens Angus D. Pfaff Robert Mackin | Harmon L. Stevens Robert Mackin Wayne McDonnell | ForJoe |
| ROYAL OAK | WEXL | 1310 1340 | 50 CP-250 IV | Royal Oak Broadcasting Co. 212 W. Sixth St. Elmhurst 6524 | | George B. Harrick Ellis C. Thompson Ellis C. Thompson | Kirk Knight Joseph L. McFarland | |
| SAGINAW | WHAL (Construction permit) | 950 980 | 500-D III | Harold F. Gross & E. C. Shields Saginaw | | Harold F. Gross Edmund C. Shields | | |
| | WSAM | 1200-SH 1230 | 250-LS 100-N IV | Saginaw Broadcasting Co. Bay at Weiss St. 2-6148 | | Milton L. Greenebaum Frederic Shaffmaster Milton L. Greenebaum | Stuart Sheill Milton L. Greenebaum Harold McCullen | |
| SAULT STE. MARIE | WSOO | 1200 1230 | 250-LS 100-N IV | Hiawathaland Broadcasting Co. Sault St. Marie | | Vernon W. Atkins | | McGivra |
| TRAVERSE CITY | WTCM | 1370 1400 | 250 IV | Midwestern Broadcasting Co. Traverse City | | Lester Biederman | | |

MINNESOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|----------------------|-----------------|-------------------------|------------------------------|---|-------------------------|--|---|----------------|
| ALBERT LEA | KATE | 1420 1450 | 250 IV | Albert Lea Broadcasting Co. Albert Lea 2338 | MBS No. Central | E. L. Hayek Warner C. Tidmann Thomas J. Lathrop | Sherman Booen Earl Knox George Church | |
| DULUTH | KDAL | 1500 1490 | 250 IV | Red River Broadcasting Co. Bradley Bldg. Melrose 2230 | CBS | Dalton Le Masurier Dalton Le Masurier A. H. Flaten | Gilbert Fawcett Darrell D. Bandy R. A. Dettman | |
| | WEBC | 1290 1320 | 5,000-LS 1,000-N III-A | Head of the Lakes Bcastg. Co. WEBC Bldg. Melrose 1537 | NBC Arrowhead MBS | Morgan Murphy Walter C. Bridges Thomas W. Gavin | Don McCall F. G. Watson C. B. Persons | Hollingbery |
| FERGUS FALLS | KGDE | 1200 1230 | 250-LS 100-N IV | Charles L. Jaren Lincoln Ave., W. 898 | MBS No. Central | C. L. Jaren C. L. Jaren C. L. Jaren | Hub Warner Hub Warner | |
| HIBBING | WMFG | 1210 1240 | 250 IV | Head of the Lakes Bcastg. Co. Andy Hotel 1150 | CBS Arrowhead | Morgan Murphy H. S. Hyett H. S. Hyett | R. E. Coe H. S. Hyett C. B. Persons | |
| MANKATO | KYSM | 1500 1230 | 250 IV | Southern Minnesota Supply Co. 101 N. Second St. 4673 | Minnesota NBC | F. B. Clements Ray E. Schwartz Ray E. Schwartz | Jack Hanssen Jack Hanssen Herbert D. Kimberly | Wilson |
| MINNEAPOLIS-ST. PAUL | KSTP | 1460 1500 | 50,000 I-B | National Battery Bcastg. Co. St. Paul Hotel, St. Paul Cedar 5511 | NBC-Red Minnesota | Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins | Corinne Jordan Sam L. Levitan Hector R. Skifter | Petry |
| | WCCO | 810 830 | 50,000 I-A | Columbia Broadcasting System Inc. 625 Second Ave., S., Minneapolis Main 1202 | CBS | CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland | Hayle C. Cavanaugh Robert L. Hutton Hugh S. McCartney | Radio Sales |
| | WDGY L-KOB | 1180 1130 | 5,000-LS 1,000-N II | George W. Young Nicollet Hotel, Minneapolis Bridgeport 7777 | | George W. Young George W. Young Wallace E. Stone | Wallace E. Stone Wallace E. Stone George W. Young | Rambeau |
| | *WLB ST-WCAL | 760 770 | 5,000-D II | University of Minnesota Minneapolis Main 8177 | | University of Minnesota Burton Paulu | J. Herbert Swanson Francis Biltz | |
| | WLOL | 1300 1330 | 1,000 III-B | Independent Merchants Bcastg. Co. 1730 Hennepin Ave., Minneapolis Atlantic 0406 (Minneapolis) Midway 4043 (St. Paul) | MBS No. Central | John P. Devaney Edward P. Shurick Stan H. Haigh | Jerry Harrington Stan H. Haigh Ogden Prestholdt | Foreman |
| | WMIN | 1370 1400 | 250 IV | WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul Nestor 6501 | | Edward Hoffman Edward Hoffman Edward Hoffman | Frank Devaney Samuel Nemer Warren B. Fritze | |
| | WTCN | 1250 1280 | 5,000-LS 1,000-N III-A | Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis Main 6582 | NBC-Blue | {Minneapolis Tribune St. Paul Dispatch & Pioneer Press C. T. Hagman Lee L. Whiting | Robert DeHaven John M. Sherman | Free & Peters |

133,500 Watts*

...WHERE IT IS MOST EFFECTIVE

KSTP

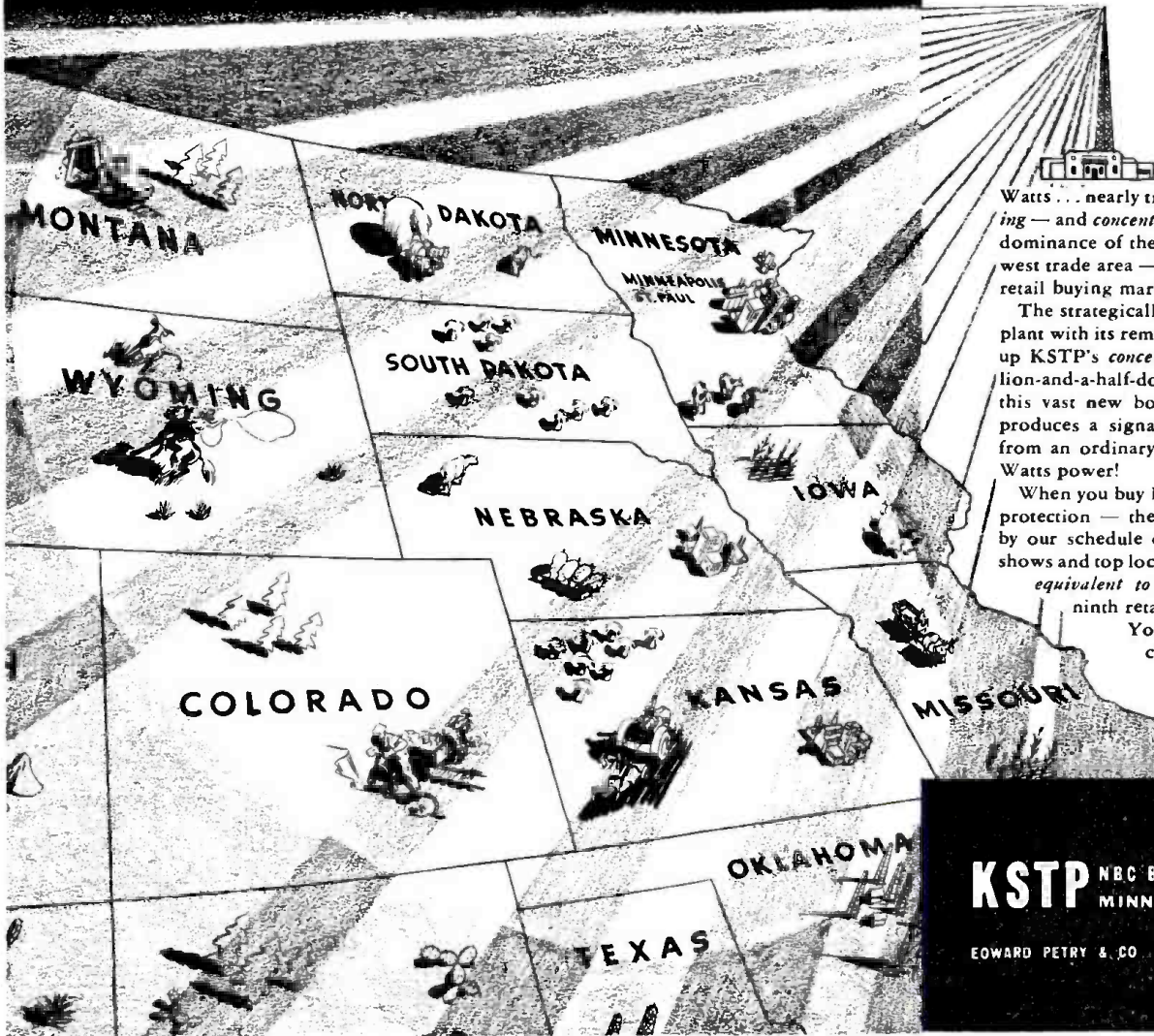
50,000 WATTS • CLEAR CHANNEL

This U. S. map illustrates proportionately the tremendous nighttime coverage of KSTP's new directive antenna array



* THIS TREMENDOUS SIGNAL STRENGTH TO MINNEAPOLIS AND THE WEST MADE POSSIBLE BY MOST ADVANCED DIRECTIVE ANTENNA ARRAY

IT'S NOT WHAT YOU HAVE BUT WHAT YOU DO WITH IT ! ! ! !



It? — KSTP's 50,000 Watts . . . nearly tripled by *intensifying* — *directing* — and *concentrating* them, giving nighttime dominance of the great Twin City and North-west trade area — one of America's "Big Ten" retail buying markets.

The strategically-located KSTP transmitting plant with its remarkable antenna array plusses up KSTP's *concentrated blanketing* of the billion-and-a-half-dollar Twin City market with this vast new bonus coverage. This antenna produces a signal which could be broadcast from an ordinary antenna only with 133,500 Watts power!

When you buy KSTP, you get Clear Channel protection — the dominant audience insured by our schedule of NBC Basic Red Network shows and top local programming — and *power equivalent to 133,500 Watts* in this rich ninth retail market.

You get all this plus KSTP's exclusive "*Planalyzed Promotion*" at rates which give you *more loyal listeners at less cost.*

KSTP NBC BASIC RED NETWORK
MINNEAPOLIS • ST. PAUL

EDWARD PETRY & CO. NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------------|----------------------------|-------------------------|----------------|--|--------------------|---|--|----------------|
| MOORHEAD..... | KVOX | 1310 1340 | 250 IV | KVOX Broadcasting Co. 722 Center Ave. 3-1523 | MBS No. Central | R. K. Herbst M. M. Marget Reinhard Steinley, Jr. | Tommy Nugent Reinhard Steinley, Jr. Fred Monkonen | |
| NORTHFIELD..... | *WCAL | 760 ST-WLB 770 | 5,000-D II | St. Olaf College Northfield 660 | | Dr. L. W. Boe Milford C. Jensen | Dr. Martin Hegland Milford C. Jensen | |
| ROCHESTER..... | KROC | 1310 1340 | 250 IV | Southern Minnesota Bcstg. Co. 100 First Ave. 2727 | Minnesota NBC | Gregory Gentling Gregory Gentling Gregory Gentling | | Wilson |
| ST. CLOUD..... | KFAM | 1420 1450 | 250 IV | Times Publishing Co. Weber Bldg. 3330 | Minnesota NBC | Fred Schilplin Fred Schilplin Chester W. Erickson | Wilhemine Schindler Chester W. Erickson Robert B. Witschen | Wilson |
| ST. PAUL..... | (See Minneapolis-St. Paul) | | | | | | | |
| VIRGINIA..... | WHLB | 1370 1400 | 250 IV | Head of the Lakes Bcstg. Co. WHLB Bldg. 2000 | CBS Arrowhead | Morgan Murphy Barney Irwin Barney Irwin | Wayne Byers William Lofback C. B. Persons | |
| WILLMAR..... | KWLM | 1310 1340 | 100 IV | Lakeland Broadcasting Co. Memorial Auditorium Bldg. 1310 | | H. W. Linder Edgar Parsons H. W. Linder | Edgar Parsons Vern Baumgartner | |
| WINONA..... | KWNO | 1200 1230 | 250 IV | Winona Radio Service 216 Center St. 3314 | MBS No. Central | M. H. White L. L. McCurnin L. L. McCurnin | L. L. McCurnin Bob Owens Maurice Reutter | |

MISSISSIPPI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------|--------------|-------------------------|------------------------------|---|------------------------|--|---|----------------|
| COLUMBUS..... | WCBI | 1370 1400 | 250 IV | Birney Imes Gilmer Hotel 1313 | | Birney Imes Bob McRaney W. E. Williams | W. E. Williams Robert Montgomery | |
| GREENVILLE..... | WJPR | 1310 1340 | 250 IV | John R. Pepper 107 S. Poplar St. 1770 | | John R. Pepper Paul Thompson Paul Thompson | Bert Ferguson Frank W. Baldwin Millard Perry | |
| GREENWOOD..... | WGRM | 1210 1240 | 250 IV | P. K. Ewing 222 Howard St. 1717 | NBC-Blue | P. K. Ewing, Jr. P. K. Ewing, Jr. P. K. Ewing, Jr. | Jimmy Whitaker Robert Morgan George Wilson | Sears & Ayer |
| GULFPORT..... | WGCM | 1210 1240 | 250 IV | WGCM Inc. Hotel Markham 1111 | | P. K. Ewing F. C. Ewing F. C. Ewing | Jack Reid V. M. Glass Kenneth Ervin | |
| HATTIESBURG..... | WFOR | 1370 1400 | 100 CP-250-LS IV | Forrest Broadcasting Co. Box 407 1866 | NBC-Red | C. J. Wright C. J. Wright C. J. Wright | J. T. Orr C. H. Dyess | Sears & Ayer |
| JACKSON..... | WJDX | 1270 1300 | 5,000-LS 1,000-N III-A | Lamar Life Insurance Co. Box 2171 2641 | NBC-Red So. Central | Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy | Maurice Thompson Frank Gentry Percy G. Root | Hollingbery |
| | WSLI | 1420 1450 | 250 IV | Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788 | NBC-Blue | G. W. Covington L. M. Sepaugh F. E. Wilkerson, Jr. | Vaasar Dubard Maurice Wray T. G. Hubbard | Sears & Ayer |
| LAUREL..... | WAML | 1310 1340 | 250 IV | New Laurel Radio Station Inc. 312½ Central Ave. 288 | NBC-Red | D. A. Matison Hugh M. Smith Hugh M. Smith | Billy Tracy Granville Walters A. A. Touchstone | |
| McCOMB..... | WSKB | 1200 1230 | 250 IV | McComb Broadcasting Corp. Box 111 37 | | Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock | Julia D. Blumenstock Joseph Butler Robert Louis Sanders | Cox & Tanz |
| MERIDIAN..... | WCOC | 880 910 | 1,000 III-A | Mississippi Broadcasting Co. Strand Bldg. 1042 | CBS | D. W. Gavin D. W. Gavin D. W. Gavin | Mrs. D. W. Gavin D. W. Gavin D. W. Gavin | |
| VICKSBURG..... | WQBC | 1360 1390 | 1,000-D III | Delta Broadcasting Co. Inc. Hotel Vicksburg 312 | | Louis P. Cashman O. W. Jones O. W. Jones | Jeff Hester O. W. Jones 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 General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|--------------|-------------------------|------------------------------|---|----------|---|--|----------------|
| CAPE GIRARDEAU.. | KFVS | 1370 1400 | 250 IV | Oscar C. Hirsch 324 Broadway 2104 | | Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch | Virginia Bahn Ralph Hirsch Oscar C. Hirsch | |
| COLUMBIA..... | KFRU | 1370 1400 | 250 IV | KFRU Inc. 9th & Elm Sts. 4141 | NBC-Blue | Elzey Roberts C. L. Thomas Jack W. Roth | Guy W. Lowe Foeter H. Brown Robert Haigh | Weed |
| JEFFERSON CITY... | KWOS | 1310 1340 | 250 IV | Tribune Printing Co. 210 Monroe St. 4000 | MBS | R. C. Goshorn R. L. Rose R. L. Rose | John J. Corrigan J. C. Haynes | Sears & Ayer |
| JOPLIN..... | WMBH | 1420 1450 | 250 IV | Joplin Broadcasting Co. Keystone Hotel 330 | | D. J. Poynor D. J. Poynor W. H. Clark | Stella Lukens Baxter Burris | Sears & Ayer |
| KANSAS CITY..... | KCMO | 1450 1480 | 5,000-LS 1,000-N III-B | KCMO Broadcasting Co. Commerce Trust Bldg. Victor 0900 | | Tom L. Evans Jack Stewart Jack Stewart | James Coy C. E. Breazeal Lloyd Sigmon | |
| | KITE | 1530 1590 | 1,000 III-A | First National Television Inc. 816 Locust St. Harrison 5818 | MBS | D. E. Kendrick L. L. Jaquier R. S. Payton | Irma Peek R. S. Payton Wayne J. Hatchett | |
| | KMBC | 950 989 | 5,000 III-A | Midland Broadcasting Co. Pickwick Hotel Harrison 2650 | CBS | Arthur B. Church Karl Koerper Sam H. Bennett | Felix Adams Mark Smith Frank Barhydt Ray Moler Kenneth Krahl | Free & Peters |

KXOK

ST. LOUIS, MISSOURI

630 KC.

5000 WATTS

DAY AND NIGHT

NBC

BASIC BLUE NETWORK

Affiliated with KFRU, Columbia, Mo.
Nationally represented by Weed & Company,
New York, Chicago, Detroit & San Francisco.

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MISSOURI—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mng. or Promotion Mgr. Chief Engineer | Representative |
|---------------------------|--------------------------------|-------------------------|--|---|---------------|---|---|---------------------|
| KANSAS CITY— Continued | WDAF | 610 | 5,000 | Kansas City Star Co. 1729 Grand Ave. Harrison 1200 | NBC-Red | George B. Longan J. H. Dean Fitzer V. S. Batton, Asst. R. Gardner Reames | Harry J. Kaufmann Joseph A. Flaherty | Petry |
| | | 610 | III-A | | | | | |
| | WHB | 860 880 | 1,000-D II | WHB Broadcasting Co. Scarritt Bldg. Harrison 1161 | MBS Kansas | Donald Dwight Davis John T. Schilling Donald Dwight Davis | Dick Smith Harold Wade Henry E. Goldenberg | Rambeau |
| | WREN | 1220 ST-KFKU 1250 | 5,000-LS 1,000-N III-A | (See Lawrence, Kan.) | | | | |
| | KCKN | 1310 1340 | 250 IV | (See Kansas City, Kan.) | | | | |
| POPLAR BLUFF.... | KWOC | 1310 1340 | 250 IV | Radio Station KWOC 1801 N. Main St. 1310 | | O. A. Tedrick P. H. Cunningham P. H. Cunningham | W. R. Tedrick P. H. Cunningham Don Lidenton | Sears & Ayer |
| ST. JOSEPH..... | KFEQ | 680 L-KPO 680 | 2,500-LS 500-N II | KFEQ Inc. Schneider Bldg. 4-0813 | | Barton Pitts Barton Pitts G. G. Griawold | H. H. Packard J. Ted Branson Wesley Koch | Headley-Read |
| ST. LOUIS..... | *KFUO | 830-SH 850 | 1,000 CP-5,000 II | Evangelical Lutheran Synod 801 DeMun St. Cabany 2499 | | Evangelical Lutheran Synod Herman H. Hohenstein Carl H. Meyer | Herman H. Hohenstein Carl H. Meyer | |
| | KMOX | 1090 1120 | 50,000 1-A | Columbia Bstg. System Inc. Mart Bldg. Central 8240 | CBS | CBS-Merie S. Jones Merie S. Jones Kenneth W. Church | Chester G. Renier J. Souldar Johnson Louis MacComas Young | Radio Sales |
| | KSD | 550 550 | 5,000-LS 1,000-N III-B | Pultzer Publishing Co. Post-Dispatch Bldg. Main 1111 | NBC-Red | Joseph Pulitzer George M. Burbach Edward W. Hamlin | Frank Eechen Edward W. Hamlin Robert L. Coe | Free & Peters |
| | KWK | 1350 1380 | 5,000-LS 1,000-N CP-5,000-U III-A | Thomas Patrick Inc. Hotel Chase Rosedale 3210 | MBS | Robert T. Convey Ray Dady V. E. Carmichael R. M. Sampson | John W. Tinnea R. M. Sampson James P. Burke | Raymer |
| | KXOK | 630 630 | 5,000 III-A | Star-Times Publishing Co. 12th & Delmar Chestnut 3700 | NBC-Blue | Elzey Roberts John C. Roberts, Jr. C. G. Cosby | Blaine Cornwell David Frederick A. F. Rekart | Weed |
| | WEW | 760 770 | 1,000-D II | St. Louis University 3642 Lindell Blvd. Franklin 5665 | | Rev. W. A. Burk, S. J. Nicholas Pagliara Nicholas Pagliara | Arthur T. Jones George E. Rueppel | McGillvra |
| | WIL | 1200 1230 | 250 IV | Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8408 | | L. A. Benson L. A. Benson David Pasternak | Neil Norman Bill Durney Chal H. Stoup | Reynolds-Fitzgerald |
| | WTMV (East St. Louis, Ill.) | 1500 1490 | 250 IV | Mississippi Valley Bstg. Co. Inc. Broadview Hotel East 4390 | | Wm. H. West, Jr. Wm. H. West, Jr. Carlin S. French | George T. Case Carlin S. French Thomas R. McLean | Sears & Ayer |
| SEDALIA..... | KDRO | 1600 1490 | 250 IV | A. S. & R. A. Drohlich 2100 W. Broadway 4004 | | A. S. & R. A. Drohlich Robert A. Drohlich Robert A. Drohlich | Albert S. Drohlich Albert S. Drohlich Thomas Yount | Wilson |
| SPRINGFIELD..... | KGBX | 1230 | 5,000 | Springfield Broadcasting Co. 508 St. Louis St. 1360 | NBC | T. W. Duvall R. D. Foster Leslie Kennon | George Earle Carl Ward Fritz Bauer | KWTO-KGBX |
| | | 1260 | III-A | | | | | |
| | KWTO | 560 560 | 5,000-D III | Ozarks Broadcasting Co. 508 E. St. Louis St. 1360 | | R. D. Foster R. D. Foster Leslie Kennon | Terry Moss Carl Ward Fritz Bauer | KWTO-KGBX |

MONTANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mng. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|--|--|--|--------------|---|--|-------------------|
| BILLINGS..... | KGHL | 780 790 | 5,000-LS 1,000-N CP-5,000-U III-A | Northwestern Auto Supply Co. Fifth & N. Broadway 2222 | NBC | C. O. Campbell Ed Yocum Ed Yocum | Virginia Braunberger Ed Cooney Jeff Kiichli | Katz |
| BOZEMAN..... | KRBM | 1420 1450 | 250 IV | KRBM Broadcasters Baxter Hotel 1420 | NBC Z-Bar | R. B. MacNab, Jr. Ernest A. Neath Melvin Jass | Bob Smith Wilson Monroe Fred Heister | Ferguson & Walker |
| BUTTE..... | KGIR | 1340 1370 | 5,000 III-A | KGIR Inc. Butte 22-3-44 | NBC Z-Bar | E. B. Craney E. B. Craney M. E. Dunn | Joe Carrol E. B. Craney Fred Heister | Ferguson & Walker |
| GREAT FALLS..... | KFBB | 1280 1310 | 5,000-LS 1,000-N CP-5,000-U III-A | Buttrey Broadcast Inc. First National Bank Bldg. 4377 | CBS | F. A. Buttrey Joseph P. Wilkins Joseph P. Wilkins | John Alexander William Wallace Wilbur Myhre | Weed Biddick |
| HELENA..... | KPFA | 1210 1240 | 250 IV | Peoples Forum of the Air 1306 11th Ave. 857 | NBC Z-Bar | Barclay Cralghead K. O. MacPherson K. O. MacPherson | Ernest A. Neath Gerald Alfred Ernest A. Neath | Ferguson & Walker |
| KALISPELL..... | KGEZ | 1310 CP-1430 CP-1310 1340 1460 | 100 CP-1,000 CP- 250 IV III-B | Donald C. Treloar 203 First Ave., E. 332 | | Donald C. Treloar Donald C. Treloar W. B. LaBonte | Oliver J. Hockley Horace McClean Don Gorman | |
| MILES CITY..... | KRJP (Construction permit) | 1310 1340 | 250 IV | Star Printing Co. 13 N. Sixth St. 60 | | W. F. Flinn | | |
| MISSOULA..... | KGVO | 1260 1290 | 5,000-LS 1,000-N III-A | Mosby's Inc. 132 W. Front St. 2155 | CBS | A. J. Mosby A. J. Mosby Jack Burnett | James Alden Barber Marion Dixon George Allison | Burn-Smith |
| WOLF POINT..... | KGCX | 1450 1480 | 1,000 III-A | E. E. Krebbach Main & Fourth Sts. 102 | | E. E. Krebbach E. E. Krebbach Milton Severson | Adolph Jystad A. E. Richmond Harold Klimpel | |

NBC RED NETWORK EXCLUSIVE OUTLET
IN ST. LOUIS

KSD

THE DISTINGUISHED
BROADCASTING STATION

FIRST *in* ST. LOUIS

KSD continues its lead over all other St. Louis stations in "firsts" in nation-wide star and program popularity polls, for listener preference—through 16 polls, 1935 to 1940.

KSD the first broadcasting station to be given full-time 24-hour Associated Press world-wide news service.

KSD studio put the first facsimile general election returns in the home through the first Radio Daily newspaper, over KSD Auxiliary W9XZY. First in St. Louis, if not first in the world.

KSD is now serving the largest number of sponsors and carrying the greatest volume of sponsored time in the station's history.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

NEBRASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|--------------|-------------------------------|--------------------------------|--|--|---------------------|---|--|----------------------|
| FREMONT | KORN | 1370 1400 | 250 1V | Nebraska Broadcasting Corp. Pathfinder Hotel 1060 | ... | Arthur Baldwin John F. Palmquist W. J. Binkley | Fred Christensen Paul Boyer John F. Palmquist | Cox & Tanz |
| GRAND ISLAND | KMMJ | 740 L-WSB 750 | 1,000 II | KMMJ Inc. 315 1/2 S. Locust St. 703 | ... | Don Searle Ted Mathews William A. Martin | Orle Kerwood Ted Mathews Raymond E. Snoddy | |
| HASTINGS | KHAS | 1200 1230 | 250 1V | Nebraska Broadcasting Co. Tribune Bldg. | ... | Fred A. Seaton Orville Rennie A. F. McIntyre | Al Ray Brown Walter Ely | |
| KEARNEY | KGFW | 1310 1340 | 250 1V | Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541 | | Lloyd C. Thomas Lloyd C. Thomas E. Anson Thomas | Paul Roscoe E. Anson Thomas Leland Gustafson | McGillvra |
| LINCOLN | KFAB | 770 1110 | 10,000 1-B | KFAB Broadcasting Co. Hotel Lincoln 2-3214 | CBS | Frank D. Throop Don Searle W. Judson Woods Frank E. Pellegrin | Charles D. Miller R. Bruce Wallace Mark W. Bullock | Petry |
| | KFOR | 1210 1240 | 250-LS 100-N CP-250 C 1V | Cornbelt Broadcasting Corp. Hotel Lincoln 2-3214 | MES | Frank D. Throop Don Searle W. Judson Woods Frank E. Pellegrin | Charles D. Miller R. Bruce Wallace Mark W. Bullock | |
| NORFOLK | WJAG | 1060 L-WBAL, WTIC 760 | 1,000 II | Norfolk Daily News Norfolk 432 | ... | Gene Huse Art Thomas Art Thomas | Art Thomas Art Thomas Frank Weidenbach | Ferguson & Walker |
| NORTH PLATTE | KGNF | 1430 1460 | 1,000 D III | Great Plains Broadcasting Co. 1521 W. 12th St. 132 | | W. I. LeBarron W. I. LeBarron Joe di Natale | Bill Kilmer J. B. Eaves | |
| OMAHA | KOIL | 1260 1290 | 5,000 LS 1,000-N CP-5,000 C III-A | Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626 | CBS MBS | Frank D. Throop Don Searle Frank E. Pellegrin | Cliff Johnson R. Bruce Wallace Mark W. Bullock | Petry |
| | KONB (Construction permit) | 1500 1490 | 250 1V | MBS Bestg. Co. Omaha | | C. J. Malmsten | | |
| | KOWH | 660 660 | 500 D II | World Publishing Co. World-Herald Bldg. Atlantic 2228 | NBC-Blue | Henry Doorly Vernon H. Smith Clem Young | Frank Shopen | Hollingbery |
| | WOW | 590 590 | 5,000 III-A | Woodmen of the World Life Ins. Soc. Insurance Bldg. Webster 3400 | NBC-Red Cornbelt | De Emmett Bradshaw William Ruess John J. Gillin, Jr. John J. Gillin, Jr. | Harry Burke Howard O. Peterson Bill Wiseman William J. Kotera | Blair |
| SCOTTSBLUFF | KGKY | 1500 1490 | 250 1V | Hilliard Co. 1517 1/2 Broadway 856 | ... | L. L. Hilliard L. L. Hilliard R. M. Stewart | Bill Walter Harlan Morrison | |

NEVADA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------|--------------|-------------------------|----------------|--|---------|--|---|----------------|
| LAS VEGAS | KENO | 1370 1400 | 250 1V | Nevada Broadcasting Co. Box 1696 14 | | Partnership Maxwell Kelch George Penn Foster John C. Strook | | |
| RENO | KOH | 630 630 | 1,000 III-A | Bee Inc. 143 Stevenson St. 5106 | NBC | Guy C. Hamilton Wallie D. Warren Wallie D. Warren | Merle L. Sailer Everett Cobb Hewitt Kees | Raymer |

NEW HAMPSHIRE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------|-------------------------------|-------------------------|--|---|----------------------------------|---|--|----------------|
| KEENE | WKNE | 1260 1290 | 1,000 CP-5,000 III-A | Twin State Broadcasting Corp. Dunbar St. 2080 | CBS | Harry C. Wilder Herman Steinbruch Herman Steinbruch | Robert A. Freeman Robert A. Freeman William F. Moore | Raymer |
| LACONIA | WLNH | 1310 1340 | 250 1V | Northern Broadcasting Co. Masonic Temple Bldg. 501 | MBS Yankee Colonial | Charles Jenney Earle Clement Alfred Tyler | Shorwin Greenlaw Earle Clement Wilfred Ledoux | McGillvra |
| MANCHESTER | WFEA | 1340 1370 | 1,000 LS 500-N CP-5,000 C III-B | New Hampshire Broadcasting Co. Carpenter Hotel 7970 | NBC Yankee Colonial MBS | Mrs. Henry P. Rines Charles G. H. Evans Leslie F. Smith | David Shurtleff Frederick Cole Irving Mower | Weed |
| | WMUR (Construction permit) | 610 610 | 5,000 LS 1,000-N III-B | Radio Voice of New Hampshire Inc. Manchester | | Gov. Francis P. Murphy | | |
| PORTSMOUTH | WHEB | 740 750 | 1,000 D II | Granite State Bestg. Corp. Lafayette Road 2670 | | H. J. Wilson H. J. Wilson H. C. Wilson | James Hartley H. C. Wilson Donald Stevens | |

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NEW JERSEY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|---------------|-------------------------------|-------------------------------|------------------------------|--|---------|---|---|----------------|
| ASBURY PARK | WCAP | 1280 ST-WCAM, WTNJ 1310 | 500 III-B | Radio Industries Broadcast Co. Convention Hall 1911 | | George S. Ferguson V. N. Scholes V. N. Scholes | D. Johanson Augustus McAllister | Forjoe |
| ATLANTIC CITY | WBAB | 1200 1230 | 250 IV | Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111 | CBS | Albert J. Feyl Norman Reed Norman Reed | Earle Godfrey | Headley-Read |
| | WFPG | 1420 1450 | 250 IV | Neptune Broadcasting Corp. Steel Pier 5-2188 | | A. Harry Zoog A. Harry Zoog Edwin Kohn | Ralph Brent Hugh M. Curtler Blair Thron | |
| BRIDGETON | WSNJ | 1210 1240 | 250 IV | Eastern States Bestg. Corp. Box 166 1600 | Quaker | Howard S. Frazier Howard S. Frazier Paul Alger | Jack B. Plumley Paul Alger Russel D. Ely | International |
| CAMDEN | WCAM ST-WCAP, WTNJ | 1280 1310 | 500 III-B | City of Camden City Hall 9000 | | City of Camden Frank S. Caperoon Charles Stahl | Edwin W. Tucker, Jr. Charles Stahl Marvin S. Seimes | |
| JERSEY CITY | WAAT | 940 970 | 500-D CP-1,000-U III-B | Bremer Broadcasting Corp. 50 Journal Square Journal Square 4-3500 | | Paul H. LaStayo Paul H. LaStayo A. B. Schillin | Walter Patrick Kelly A. Castellani | Burn-Smith |
| | WHOM | 1450 1560 | 1,000-LS 500-N II | New Jersey Broadcasting Corp. 2870 Hudson Blvd., Jersey City 29 W. 57th St., New York City Jersey City, Journal Square 2-9595 New York, Plaza 3-4204 | | Paul F. Harron Joseph Lang Joseph Lang | West W. Wilcox J. M. Compter Allison Burnham | |
| NEWARK | WHBI | 1250 ST-WNEW 1280 | 2,500-LS 1,000-N III-A | May Radiobroadcast Co. Newark Mitchell 2-7854 | | James L. Shearer | | |
| | WOR | 710 710 | 50,000 I-B | (See New York City) | | | | |
| PATERSON | WPAT (Construction permit) | 900 930 | 1,000-D III | North Jersey Broadcasting Co. Inc. Paterson | | James B. Cosman | | |
| RED BANK | WBRB | 1210 ST-WGBB 1240 | 100 IV | Monmouth Broadcasting Co. Convention Hall, Asbury Park, N. J. 1911 | | Thomas F. Burley, Jr. V. N. Scholes V. N. Scholes | Bernard T. Marshall | Forjoe |
| TRENTON | WTNJ ST-WCAM, WCAP | 1280 1310 | 500 III-B | WOAX Inc. 416 Bellevue Ave. 8149 | | F. J. Wolf F. J. Wolf | Walter Lewis Edward P. Knowles | McGillvra |
| ZAREPHATH | *WAWZ | 1350 ST-WBNX 1380 | 1,000 III-A | Pillar of Fire Zarephath Boundbrook 223 | | Bishop Alma White Ray B. White | A. Oriand Wolfram Nathaniel W. Wilson | |

NEW MEXICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------|--------------|-------------------------|---------------------------|--|---------|---|---|----------------|
| ALBUQUERQUE | KGGM | 1230 1260 | 1,000 III-A | New Mexico Broadcasting Co. Kimo Theatre Bldg. 6768 | CBS | A. R. Hebenstreit Dale Robertson Dale Robertson | Bob Van Driel Elmer Fontner Leonard Dodds | Blair |
| | KOB | 1180 1030 | 10,000 CP-50,000 II | Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411 | NBC | T. M. Pepperday Frank Quinn George Johnson | Dorothy McCain | Katz |
| CARLSBAD | KLAH | 1210 1240 | 250 IV | Carlsbad Broadcasting Co. Crawford Hotel 244 | | Jack W. Hawkins Jack W. Hawkins Lucille Neilson | Louis Pitchford Harry Boehnemann | Griffith |
| CLOVIS | KICA | 1370 1400 | 100 IV | Western Broadcasters Inc. 321 Main St. 3 | | Charles C. Alsap Charles C. Alsap Winifred Wileman | Jay Eubanks Norman Sartain | |
| GALLUP | KAWM | 1500 1490 | 250-LS 100 N IV | A. W. Mills 1100 E. Aztec Ave. 19 | | A. W. Mills | | |
| HOBBS | KWEW | 1500 1490 | 100 IV | W. E. Whitmore Box 20 495 | | W. E. Whitmore Orland A. Foster | Wray Guye Floyd Emanuel | |
| ROSWELL | KGFL | 1370 1400 | 100 IV | KGFL Inc. 502 W. Second St. 288 | | W. E. Whitmore W. E. Whitmore Cecil Seavey | Ed Safford, Jr. James Simpson | |
| SANTA FE | KVSF | 1310 1340 | 100 IV | New Mexico Broadcasting Co. 759 Carrillos Road 2020 | CBS | A. R. Hebenstreit Ivan R. Head J. C. McGrane | Paul McCallister A. F. Schultz | |

NEW YORK

| | | | | | | | | |
|------------|-------------------------------|--------------|----------------------------|--|-----------------------------|---|--|----------|
| ALBANY | WABY | 1370 1400 | 250 IV | Adirondack Broadcasting Co. Inc. Radio Centre 4-4193 | NBC-Blue MBS New York | Harold E. Smith Harold E. Smith Deuel Richardson | Johnny Lee H. L. Goldman James H. Corey | McKinney |
| | WOKO | 1430 1460 | 1,000 LS 500-N III-B | WOKO Inc. Radio Centre 4-4193 | CBS | Harold E. Smith Harold E. Smith Deuel Richardson | Johnny Lee O. A. Sardi | McKinney |
| AUBURN | WMBO | 1310 1340 | 250 IV | WMBO Inc. 141 Genesee St. 433 | New York | Auburn Citizen-Advertiser Frederick L. Keesee Frederick L. Keesee | Dorothy Bolin Herbert House | |
| BATAVIA | WBTA (Construction permit) | 1500 1490 | 250 IV | Batavia Broadcasting Corp. Batavia | | Joseph M. Ryan | | |
| BINGHAMTON | WNBZ | 1500 1490 | 250 IV | Wylie B. Jones Adv. Agency Arlington Hotel 3-3461 | MBS CBS | John C. Clark Cecil D. Mastin Harry Trenner | Elizabeth T. Mastin Ray McClosky L. Stantz | Blair |

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NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mds. or Promotion Mgr. Chief Engineer | Representative |
|----------------|--------------|-------------------------------|---|--|--|---|--|----------------------|
| BROOKLYN..... | WARD | 1400-ST ¹ 1430 | 500 III-B | United States Broadcasting Corp. 427 Fulton St. Triangle 5-3300 | | Aaron Kronenberg Aaron Kronenberg Helen Bernard | William Margolis Helen Bernard Abe Hass | |
| | WBBC | 1400-ST ¹ 1430 | 500 III-B | Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6690 | | Peter Testan Peter Testan Arnold J. Jaffe | Bert Child Peter Testan | |
| | *WBBR | 1300-ST ¹ 1330 | 1,000 III-B Proposed III-A | Watchtower Bible & Tract Society Inc. 124 Columbia Heights Main 4-9735 | | | | |
| | WCNW | 1500-ST ¹ 1490 | 250-LS 100-N IV | Arthur Faske 846 Flatbush Ave. Ingersoll 2-1500 | .. | Arthur Faske Arthur Faske Elias I. Godofsky | Roger Wayne L. W. Berne Arthur Faske | |
| | WLTH | 1400-ST ¹ 1430 | 500 III-B | Voice of Brooklyn Inc. 105 Second Ave., N. Y. C. Orchard 4-3939 | | Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard | Norman H. Warembud Jacob Welt Clifton Foss | |
| | WVFW | 1400-ST ¹ 1430 | 500 III-B | Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313 | | Harold J. Burke Salvatore J. D'Angelo Salvatore J. D'Angelo | Lillian Delson Salvatore J. D'Angelo Hermann Florez | |
| BUFFALO..... | WBEN | 900 930 | 5,000-LS 1,000-N CP-5,000-U III-A | WBEN Inc. Hotel Statler Cleveland 6400 | NBC-Red | A. H. Kirchofer Edgar H. Twamley Gene Wyatt | George Torge Ralph J. Kingsley | Petry |
| | WBNY | 1370-SH 1400 | 250 IV | Roy L. Albertson 485 Main St. Cleveland 3365 | New York | Roy L. Albertson Roy L. Albertson Roy L. Albertson | David Getman Thomas L. Vines | Rambeau |
| | WEBR | 1310 1240 | 250 IV | WEBR Inc. 25 North St. Lincoln 7133 | NBC-Blue | Edward H. Butler C. Robert Thompson William Doerr, Jr. | Kay Burkhardt Albert Zink Ralph Kingsley | Weed |
| | WGR | 550 550 | 5,000-LS 1,000-N III-B | Buffalo Broadcasting Corp. Rand Bldg. Washington 3100 | CBS MBS | H. W. Deyo I. R. Lounsberry John A. Bacon | Herbert C. Rice Addison F. Busch Karl B. Hoffman | Free & Peters |
| | WKBW | 1480 1520 | 5,000 CP-50,000 II Proposed I-B (50,000) | Buffalo Broadcasting Corp. Rand Bldg. Washington 3100 | CBS MBS | H. W. Deyo I. R. Lounsberry John A. Bacon | Herbert C. Rice Addison F. Busch Karl B. Hoffman | Free & Peters |
| | *WSVS | 1370-SH 1400 | 50 IV | Seneca Vocational High School Buffalo Fillmore 7192 | | Elmer S. Pierce, Principal | | |
| CANTON..... | *WCAD | 1220-SH 1250 | 500-D III | St. Lawrence University St. Lawrence University 276 | | St. Lawrence University H. K. Bergman | Fred Parrott Dr. Ward C. Priest | |
| ELMIRA..... | WENY | 1200 1230 | 250 IV | Elmira Star-Gazette Inc. Mark Twain Hotel 5181 | MBS | Frank E. Gannett Dale L. Taylor Ernest F. Oliver | Hal Wagner Perry Esten | McKinney |
| FREEPORT..... | WGBB | 1210 ST-WBRB, WFAS 1240 | 100 IV | Harry H. Carman 44 S. Grove St. 2418 | | Harry H. Carman Harry H. Carman Harry H. Carman | A. Cheesman Neal Seaman George Graham | |
| ITHACA..... | WHCU | 850 870 | 1,000-D II | Cornell University Ithaca Savings Bank | CBS | Cornell U Michael R. Hanna Lew Trenner | Sidney Ten Eyck True McLean | |
| JAMESTOWN..... | WJTN | 1210 1240 | 250 IV | James Broadcasting Co. Inc. Hotel Jamestown 7-151 | NBC-Blue New York | Jay E. Mason Simon Goldman Simon Goldman | Marshall Shantz Alfred Spokes Harold J. Kratzert | Raymer |
| KINGSTON..... | WKNY | 1500 1490 | 250 IV | Kingston Broadcasting Corp. Governor Clinton Hotel 4500 | New York | John R. McKenna John R. McKenna Leon Bernard | John R. McKenna | |
| NEWBURGH..... | WGNY | 1220 1250 | 250-D IV | WGNY Broadcasting Co. Inc. 161 Broadway 4600 | | Speidel Newspapers Harold W. Casill W. E. Dunkelbarger | H. W. Casill W. E. Dunkelbarger Patrick F. Simpson | |
| NEW YORK..... | WABC | 860 880 | 50,000 I-A | Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000 | CBS | CBS-William S. Paley Arthur Hull Hayes Arthur Hull Hayes | George Allen Jules Dundes Henry Grossman | Radio Sales |
| | WBNX | 1350 ST-WAWZ 1380 | 5,000 III-A | WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333 | | Amory L. Haskell W. C. Alcorn Wm. I. Moore | E. Ervin A. L. Solbrig | Ferguson & Walker |
| | WEAF | 660 660 | 50,000 I-A | National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300 | NBC-Red | NBC-Niles Trammell William S. Hedges J. V. McConnell | Sidney Strotz William Roux O. B. Hanson | NBC |
| | WEVD | 1300-ST ¹ 1330 | 1,000 III-B Proposed III-A | Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360 | | Adolph Heid Henry Greenfield Henry Greenfield | George Field Charles W. Brown | |
| | WHN | 1010 1050 | 5,000-LS 1,000-N II | Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800 | | Herbert L. Pettay Frank Roehrenbeck Bertram H. Lebar, Jr. | Fred Raphael Robert G. Fatt Paul Fuelling | WHN, Chicago |
| | WINS | 1180 L-KOB 1000 | 1,000 II | Hearst Radio Inc. 110 E. 58th St. Eldorado 5-6100 | New York | Charles B. McCabe Cecil H. Hackett Cecil H. Hackett | Hazel Bower Bernard Estes Paul von Kunitz | International |
| WJZ | 760 770 | 50,000 I-A | National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300 | NBC-Blue | NBC-Niles Trammell William S. Hedges J. V. McConnell | Sidney Strotz William Roux O. B. Hanson | NBC | |
| WMCA | 570 570 | 5,000-LS 1,000-N III-A | Knickerbocker Bcast. Co. Inc. 1657 Broadway Circle 6-2200 | | Edward J. Noble Donald S. Shaw Charles Stark | Leslie Evans Roberts Ed Weisman Frank Marx | Reiter | |

IN 1941 IT'S

50,000

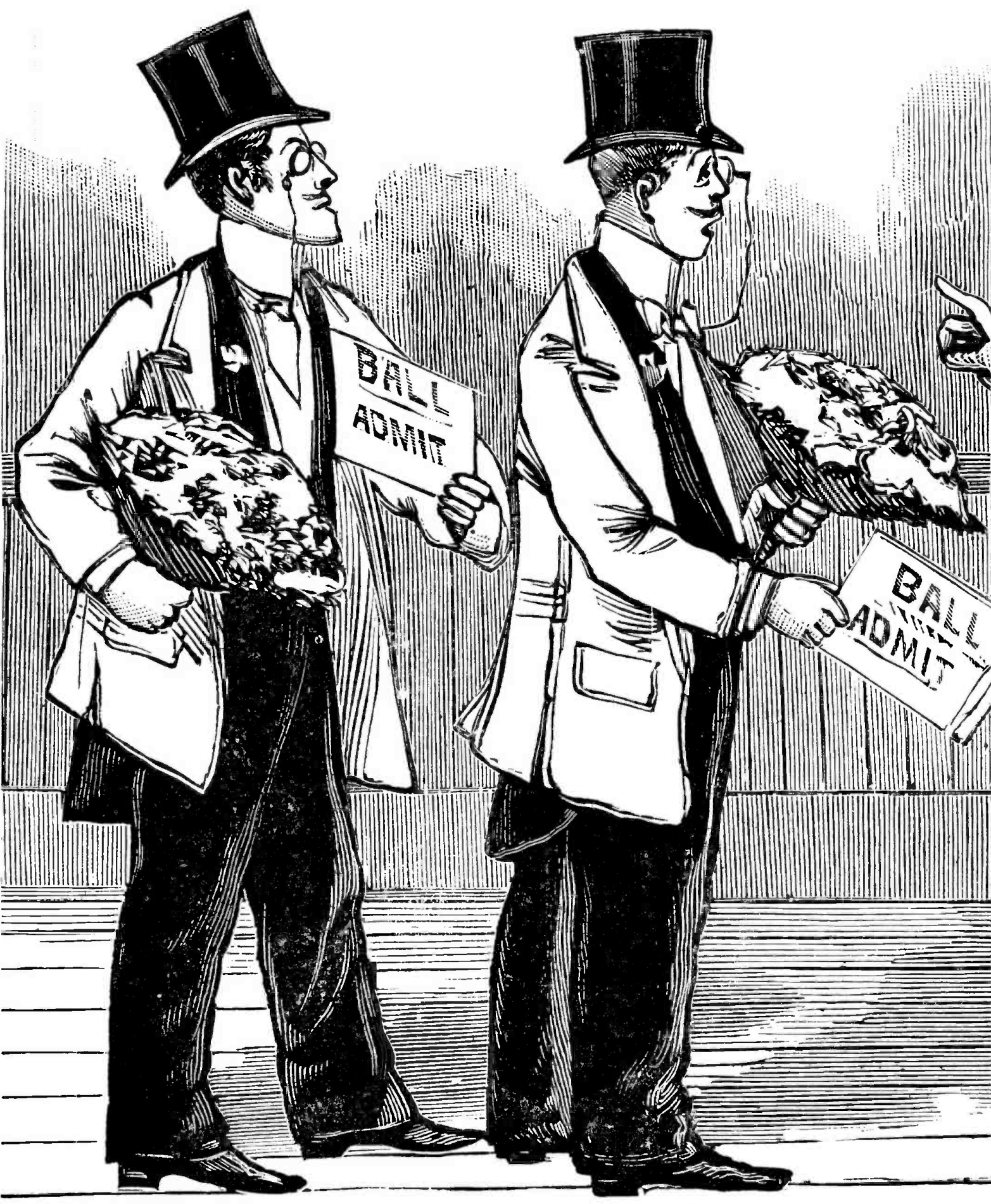
WATTS FOR

W K B W

BUFFALO

WGR BUFFALO BROADCASTING CORP. **WKBW**

NATIONAL REPRESENTATIVES—FREE & PETERS INCORPORATED



high hat ?

WOR was recently accused of being high hat. And WOR is—if you mean what we mean by high hat.

If an all-consuming determination to deliver more results for less cash spent*, the unceasing effort to transmit more than twice the power of any station anywhere*, the desire to cut waste, an inordinate regard for what our listeners want and like, means being high hat—then, we are!

If pioneering new fields to increase the knowledge of radio's use and misuse*, and being ever aware of the fact that the obtaining of new business must never lessen the attention and care WOR gives its old business is high hat, we're guilty again.

that power-full station —



- ★ WOR's base rate is one of the lowest in New York.
- ★ WOR's directive-array transmission of power backs your message with 135,000 watts.
- ★ WOR's recent book on department store use of radio is the first attempt by radio to blue-print the way for the retail radio user.

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NEW YORK—(Continued)

| City | Call Letters | Frequency In Kilocycles | Power In Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------------|-------------------------------|------------------------------|--|---|-----------------|---|---|-----------------------------------|
| NEW YORK— Continued | WNEW | 1250 ST-WHBI 1280 | 5,000-LS 1,000-N CP-5,000-U III-A | Wodaam Corp. 501 Madison Ave. Plaza 3-3300 | | Arde Bulova Bernice Judis Herman M. Beas | William McGrath Irving Price Max J. Weiner | Blair |
| | *WNYC | 810 830 | 1,000-D II | City of New York Municipal Bldg. Worth 2-5600 | | Municipality of New York Morris S. Novik | Seymour N. Siegel Isaac Brimberg | |
| | WOR (Newark) | 710 710 | 50,000 I-B | Bamberger Broadcasting Service Inc. 1440 Broadway Pennsylvania 6-6383 | MBS | Alfred J. McCosker Theodore C. Streibert Rufus C. Maddux, V. P. Eugene S. Thomas | Julius F. Seebach Joseph Creamer J. R. Poppele | WOR |
| | WOV | 1100 1130 | 5,000 CP-10,000 I-B | Greater New York Bcstg. Corp. 730 Fifth Ave. Circle 5-7979 | American | Arde Bulova H. A. Lafount Naylor Rogers Ray Linton | Stuart Buchanan David G. Casem | Rambeau |
| | WQXR | 1550 1600 | 5,000 III-A | Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566 | | John V. L. Hogan Elliott M. Sanfer Hugh M. Boice | | |
| | WWRL (Woodside) | 1500-ST ¹ 1490 | 250 IV | Long Island Bcstg. Corp. 41-30 58th St. Newtown 9-3300 | | William H. Reuman William H. Reuman | Dudley J. Connolly Emil Dorer W. H. Reuman | |
| NIAGARA FALLS.... | WHLD | 1260 1290 | 1,000-D III | Niagara Falls Gazette Pub. Co. Hotel Niagara 7250 | | Alanson C. Deuel Earl C. Hull Earl C. Hull | Ben Bezoff Fin Hollinger Dean Hiatt | Headley-Reed |
| OGDENSBURG..... | WSLB | 1370 1400 | 250 IV | St. Lawrence Broadcasting Corp. 2315 Knox St. 500 | | Joseph R. Brandy Harold J. Frank Joseph R. Brandy | Harold J. Frank Rudy Horst Raymond E. Lafferty | DeLisser-Boyd |
| OLEAN..... | WHDL | 1420 1450 | 250 IV | WHDL Inc. Exchange Bank Bldg. 3300 | | E. B. Fitzpatrick Thomas L. Brown Rocco L. Tito | Virgil Booth H. A. McCaul Warren E. McDowell | McKinney |
| PLATTSBURG..... | WMFF | 1310 1340 | 250 IV | Plattsburg Broadcasting Corp. Hotel Cumberland 1600 | NBC-Blue | E. H. Bragg George F. Bissell Edward Furman | Donald Hart George F. Bissell Nack Nazak | |
| POUGHKEEPSIE.... | WKIP | 1420 1450 | 250 IV | Poughkeepsie Broadcasting Corp. Nelson House 6800 | NBC-Blue | Richard E. Coon Richard E. Coon Frederic W. Ayer | William F. Cope Silas H. Ayer, Jr. Peter J. Prinz | Headley-Reed |
| ROCHESTER..... | WHAM | 1150 1180 | 50,000 I-A | Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1862 | NBC-Blue | Wesley M. Angle William A. Fay John W. Kennedy, Jr. | Charles W. Siverson Arthur W. Kelly Kenneth J. Gardner | Hollingbery |
| | WHEC | 1430 1460 | 1,000-LS 500-N III-B | WHEC Inc. 40 Franklin St. Stone 1320 | CBS | Frank E. Gannett Clarence Wheeler Gunnar O. Wig LeMoine C. Wheeler | Ken Spannon | Raymer |
| | WSAY | 1210 1240 | 250 IV | Brown Radio Service Taylor Bldg. Stone 702 | MBS New York | Gordon P. Brown Gordon P. Brown Mort Nusbaum | Mort Nusbaum Winston H. Thornburg Gordon P. Brown | |
| SARANAC LAKE.... | WNBZ | 1290 1320 | 100-D IV | Upstate Broadcasting Corp. 70 Broadway 824 | | Carl F. Woese W. H. Carpenter W. H. Carpenter | W. H. Carpenter W. H. Carpenter Albert J. Kanze | Hollingbery |
| SCHENECTADY.... | WGY | 790 810 | 50,000 I-B | General Electric Co. 1 River Road 3-2121 | NBC-Red | General Electric-NBC Kolin Hager Kolin Hager | A. O. Coggeshall Alexander MacDonald W. J. Purell | NBC |
| SYRACUSE..... | WAGE (Construction permit) | 620 620 | 1,000 III-B | Sentinel Broadcasting Corp. Syracuse | | Frank C. Revoir | | |
| | WFBL | 1360 1390 | 5,000 III-A | Onondaga Radio Bcstg. Corp. Onondaga Hotel 2-1147 | CBS | S. H. Cook S. Woodworth Charles Phillips | George Perkins R. G. Soule Alfred R. Marcy | Free & Peters |
| | WOLF | 1500 1490 | 250 IV | Civic Broadcasting Corp. Chimes Bldg. 2-7211 | New York | T. S. Marshall T. S. Marshall T. S. Marshall | Louis W. Kaiser T. S. Marshall L. A. Reilly | Radio Advertising |
| | WSYR | 570 570 | 1,000 III-A | Central New York Bcstg. Corp. Starrett-Syracuse Bldg. 3-7111 | NBC-Blue MBS | Harry C. Wilder Harry C. Wilder Fred R. Ripley | Lansing B. Lindquist Arnold F. Seboen, Jr. Armand G. Belle Isle | Raymer |
| TROY..... | WHAZ | 1300-ST ¹ 1330 | 1,000 III-B Proposed III-A | Rensselaer Polytechnic Institute 110 Eighth St. 6810, Ext. 32 | | Rensselaer Polytech Inst. W. J. Williams M. L. Bounds | A. Olin Niles W. C. Stoker H. D. Harris | |
| | WTRY | 950 980 | 1,000-D CP-1,000-U III-B | Troy Broadcasting Co. Inc. 92 Fourth St. 2100 | New York | Harry C. Wilder Fred R. Ripley William A. Ripley | W. Woodbury Carter, Jr. Albert H. Chismark | Raymer |
| UTICA..... | WIBX | 1200 1230 | 250 IV | WIBX Inc. First National Bldg. 2-2101 | CBS New York | Scott Howe Bowen E. K. Johnson E. K. Johnson | Elliott Stewart N. W. Cook Jack Dowdell | WIBX, New York Reiter, Chicago |
| WATERTOWN..... | WATN (Construction permit) | 1210 1240 | 250 IV | Watertown Broadcasting Corp. Watertown | | G. Harry Righter Kirby Ayers Dinny Dinsdale | | |
| | WWNY (Construction permit) | 1270 1300 | 500-D III | Brockway Co. Watertown | | Harold B. Johnson | Paul Lee | |
| WHITE PLAINS.... | WFAS | 1210 ST-WGBB 1240 | 250 IV | Westchester Broadcasting Corp. Roger Smith Hotel 6400 | | J. Noel Macy Frank A. Seitz Anthony H. Francis | Ran Kaler Henry C. Laubenstein | Headley-Reed |

¹ WARD WBBC, WLTH and WVFW share time on 1400 kc.
² WBBR WEVD and WHAZ share time on 1300 kc.
³ WCNW and WWRL share time on 1500 kc.

WHEC



ROCHESTER



BASIC
CBS

National Representatives: Paul H. Raymer Co.
New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

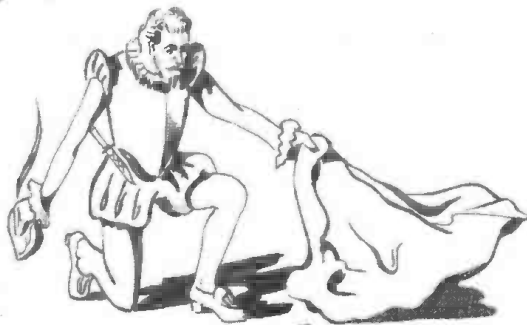
NORTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|----------------|--------------|-------------------------|--|---|-----------------|---|---|----------------|
| ASHEVILLE | WISE | 1370 1400 | 250 IV | Harold H. Thoms Langren Hotel 1213 | NBC-Red | Harold Thoms Harold Thoms Baxter Barkley | Bernard Macy Ralph Kiibler | |
| | WWNC | 570 570 | 1,000 III-A | Asheville Citizen-Times Co. 14 O'Henry Ave. 5500 | CBS | Charles Webb Don S. Elias John E. Thayer | Robert B. Bingham Harry W. Pascoe Cecil B. Hoskins | |
| CHARLOTTE | WBT | 1080 1110 | 50,000 I-B | Columbia Broadcasting System Inc. Wildier Bldg. 3-8833 | CBS | CBS-A. E. Joscelyn A. E. Joscelyn Royal E. Penny | Charles H. Crutchfield William F. Carley J. J. Beloungy | Radio Sales |
| | WSOC | 1210 1240 | 250-LS 100-N CP-250-U IV | Radio Station WSOC Inc. 1925 N. Tryon 7138 | NBC-Red MBS | Earle J. Gluck Earle J. Gluck W. C. Irwin | Charles G. Hicks, Jr. Paul W. Norris L. L. Caudle, Jr. | Headley-Reed |
| DURHAM | WDNC | 1500 1490 | 250 IV | Durham Radio Corp. 138 Chapel Hill St. R-155 | CBS | C. C. Council J. F. Jarman, Jr. C. J. Woodhouse | C. B. Daniel R. A. Dalton | Wilson |
| ELIZABETH CITY | WCNC | 1370 1400 | 250 IV | Albermarle Broadcasting Co. 104 E. Colonial Ave. 1370 | | T. W. Adylett T. W. Adylett J. E. Adylett | Paul Moyle | |
| FAYETTEVILLE | WFNC | 1340 1370 | 250-D IV | Cumberland Broadcasting Co. 114 Anderson St. 4848 | | W. C. Ewing W. C. Ewing Harry Layman | Ted Ellis Z. V. Gwynn Frank Stewart | |
| GASTONIA | WGNC | 1420 1450 | 250 IV | F. C. Todd National Bank of Commerce Bldg. 732 | NBC-Blue | F. C. Todd Pat McSwain Frank Abernethy | Earl Holder Clarence Morse | |
| GOLDSBORO | WGBR | 1370 1400 | 250 IV | East Carolina Bestg. Co. Inc. Goldboro 1550 | | A. T. Hawkins | | |
| GREENSBORO | WBIG | 1440 1470 | 5,000-LS 1,000-N CP-5,000-U III-A | North Carolina Bestg. Co. Inc. O. Henry Hotel 6125 | CBS | Edney Ridge Edney Ridge Edney Ridge | Frank Harden Virginia Wilson McKinney Earl Allison | Hollingbery |
| GREENVILLE | WGTC | 1500 1490 | 250 IV | Greenville Broadcasting Co. Box 898 3182 | | J. J. White John F. Holbrook John F. Holbrook | John F. Holbrook J. W. Kirkpatrick W. G. Eberhart | |
| HICKORY | WHKY | 1370 1400 | 250 IV | Catawba Valley Broadcasting Co. Inc. Radio Bldg. 1195 | NBC-Blue | Carl Cline W. T. Hix W. T. Hix | James W. McClendon W. T. Hix Edmund S. Long | |
| HIGH POINT | WMFR | 1200 1230 | 250 IV | Radio Station WMFR Inc. 156 1/2 S. Main St. 4593 | NBC-Blue | James E. Lambeth Ralph M. Lambeth R. Hoy Whitlow | Stan Conrad Samuel Howard Sanders | |
| KINSTON | WFTC | 1200 1230 | 250 IV | Jonas Weiland 210 E. King St. 1200 | MBS Carolina | Jonas Weiland Jonas Weiland Jonas Weiland | Ray Woodard Jonas Weiland Glen Neuville | Burn-Smith |
| RALEIGH | WPTF | 680 680 | 5,000 CP-50,000 II | WPTF Radio Co. 20 E. Martin St. 8311 | NBC-Red | Durham Life Insurance Co. Richard H. Mason John H. Field, Jr. | Graham B. Poyner John H. Fields Henry Hulick, Jr. | Free & Peters |
| | WRAL | 1210 1240 | 250 IV | Capitol Broadcasting Co. Inc. 130 S. Salisbury St. 6411 | MBS Carolina | A. J. Fletcher Gillespie B. Murray S. C. Ondarcho | Fred Fletcher William Carpenter Stanley H. Brown | Sears & Ayer |
| ROANOKE RAPIDS | WCBT | 1200 1230 | 250 IV | J. Winfield Crew, Jr. Roanoke Rapids | NBC-Blue | J. Winfield Crew, Jr. | Lewis Hiland | |
| ROCKY MOUNT | WEED | 1420 1450 | 250 IV | William Avera Wynne Rocky Mount 1420 | NBC-Blue | William Avera Wynne William Avera Wynne B. W. Frank | Thomas Snowden B. W. Frank I. G. Murphrey | |
| SALISBURY | WSTP | 1500 1490 | 250 IV | Piedmont Broadcasting Corp. Yadkin Hotel 2121 | MBS Southern | Bryce P. Beard John W. Shultz F. F. Patterson | Robert Van Camp John W. Shultz James R. Yost | |
| WILMINGTON | WMFD | 1370 1400 | 250-LS 100-N IV | Richard Austin Dunlea Box 696 4840 | NBC-Blue | R. A. Dunlea R. A. Dunlea | H. W. Lee | Burn-Smith |
| | WGTM | 1310 1340 | 250 IV | WGTM Inc. 115 W. Nash St. 2188 | MBS Carolina | H. W. Wilson H. W. Wilson Allen Wannamaker | Clinton Faris H. W. Wilson W. H. Malone | |
| WINSTON-SALEM | WAIR | 1250 CP-1310 1340 | 250 IV | C. G. Hill, G. D. & S. H. Walker Pepper Bldg. 2-1133 | MBS Southern | Partnership George D. Walker C. G. Hill | Charles B. Keaton George D. Walker Earl F. Downey | International |
| | WSJS | 1310 CP-600 600 | 250 CP-1,000 III-B | Piedmont Publishing Co. 416 N. Marshall St. 4141 | NBC-Red | Gordon Gray N. L. O'Neil Harold Essex | John Miller Harold Essex Phil Hedrick | Headley-Reed |

NORTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------|--------------|-------------------------|--|--|--------------------|---|---|----------------|
| BISMARCK | KFYR | 550 550 | 5,000-LS 1,000-N CP-5,000-U III-A | Meyer Broadcasting Co. Bismarck 463 | NBC | P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds | W. R. Griffin Ivar Nelson | Blair |
| DEVILS LAKE | KDLR | 1210 1240 | 250 IV | KDLR Inc. 1025 Third St. 1090 | MBS No. Central | Bert Wick Bert Wick Bert Wick | Merle Bjork Curtis Edwards Richard Moritz | |

50,000 WATTS



North Carolina's
No. 1 Salesman

FREE & PETERS, Inc.
Exclusive National Representatives

RALEIGH, N.C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

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NORTH DAKOTA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|-------------|--------------|-------------------------|----------------------|---|--------------------|---|---|-------------------|
| FARGO | WDAY | 940 | 5,000 | WDAY Inc. 118 Broadway 5357 | NBC | E. C. Reineke E. C. Reineke Barney J. Lavin | Ken Kennedy Bill Dean Julius Hetland | Free & Peters |
| | | 970 | III-A | | | | | |
| GRAND FORKS | KFJM | 1410 | 1,000-LS | University of North Dakota First National Bank Bldg. 1200 | | U of North Dakota Dalton Le Masurier Elmer Hanson | Helen La Velle William Walker Elwin J. O'Brien | |
| | | 1440 | 500-N III-B | | | | | |
| JAMESTOWN | KRMC | 1370 | 250 | Roberta-McNab Co. Midland Bldg. 100 | MBS No. Central | R. B. McNab B. Harland Ohde B. Harland Ohde | Verna Bekken Lloyd R. Amoo | |
| | | 1400 | IV | | | | | |
| MANDAN | KGCU | 1240 | 250 | Mandan Radio Assn. Inc. 205 First Ave., N. W. 631 | MBS No. Central | H. C. Schulte James E. Gilfooy James E. Gilfooy | Russ Kaber James E. Gilfooy | |
| | | 1270 | IV Proposed III-B | | | | | |
| MINOT | KLPM | 1360 | 1,000 | John B. Cooley 118-A S. Main St. 1267 | MBS No. Central | John B. Cooley Richard J. Schmidt Ethel H. Cooley | John B. Cooley Leslie B. Maupin C. W. Baker | Ferguson & Walker |
| | | 1390 | III-A | | | | | |
| VALLEY CITY | KOVV | 1500 | 250 | KOVV Inc. 312 Fifth Ave. 408 | No. Central | Milton Holiday Robert E. Ingstad Robert E. Ingstad | William Weaver Tom Elliott Kermit Holm | |
| | | 1490 | IV | | | | | |

OHIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|------------|----------------|-------------------------|--------------------------------|---|-----------------|---|---|--|
| AKRON | WAKR | 1530 | 1,000 | Summit Radio Corp. Akron | | S. Bernard Berk S. Bernard Berk Ken Keegan | John Vorpe V. G. Berk Don Dayton | International |
| | | 1590 | III-A | | | | | |
| | | 1320 | 5,000 | | | | | |
| WADC | WADC | 1350 | III-A | Allen T. Simmons Box 830 Meadowbrook 3211 | CBS | Allen T. Simmons Allen T. Simmons Allen T. Simmons | H. L. Hageman Robert Wilson John Aitkenhead | Hollingbery |
| | | 1210 | 250 | | | | | |
| | | 1240 | IV | | | | | |
| WJW | WJW | 1210 | 250 | WJW Inc. 41 S. High St. Jefferson 6111 | MBS | Bill O'Neil Bill O'Neil R. L. Bowles | Bill Griffiths Gerald G. Roberts | Headley-Read |
| | | 1240 | IV | | | | | |
| | | 940 | 1,000-D | | | | | |
| ASHTABULA | WICA | 970 | III | WICA Inc. 221 Center St. 1211 | | C. A. Rowley R. B. Rowley R. C. Marvin | Walter Walrath Donald Fassett G. G. Gautney | Ferguson & Walker |
| | | 1200 | 250 | | | | | |
| CANTON | WHBC | 1230 | IV | Ohio Broadcasting Co. 550 Market St., S. 7166 | MBS | Louis H. Brush Felix Hinkle William Kirkendale | Bob Geis William Kirkendale Kenneth Sliker | Weed |
| | | 1490 | 50,000 | | | | | |
| CINCINNATI | WCKY | 1530 | I-B | L. B. Wilson Inc. Hotel Gibson Cherry 6565 | CBS | L. B. Wilson L. B. Wilson Ford Billings | Rex Davis Bev Dean Thomas Mitchel George H. Moore C. H. Trpmiller | Free & Peters |
| | | 1200 | 250 | | | | | |
| WCPO | WCPO | 1230 | IV | Scripps-Howard Radio Inc. Keith Bldg. Main 3314 | | Jack R. Howard Mortimer C. Watters John P. Smith | H. J. Stump Glen A. Davis | |
| | | 550 | 5,000-LS | | | | | |
| WKRC | WKRC | 550 | 1,000-N | Cincinnati Times-Star Co. Hotel Alms Woodburn 0550 | MBS Southern | Hulbert Taft, Sr. Hulbert Taft, Jr. Herman Fast | Brad Simpson Harold Coulter John M. Tiffany | Katz |
| | | 700 | 50,000 | | | | | |
| WLW | WLW | 700 | I-A | Crosley Corp. 1329 Arlington St. Kirby 4800 | NBC | Powel Crosley, Jr. James D. Shouse Robert E. Dunville | George C. Biggar William Oldham Milton Alliman R. J. Rockwell | Transamerican, N. Y. WLW, Chicago International, Pacific |
| | | 1360 | 1,000-N CP-5,000-U III-A | | | | | |
| WSAI | WSAI | 1330 | 5,000-LS | Crosley Corp. 1329 Arlington St. Kirby 4800 | NBC | Powel Crosley, Jr. Dewey H. Long Archie Grinalds | C. H. Shadwell R. A. Ruppert R. J. Rockwell | International |
| | | 610 | 500-D | | | | | |
| CLEVELAND | WCLE | 610 | III | United Broadcasting Co. Terminal Tower Prospect 5800 | MBS | John S. McCarrens H. K. Carpenter K. K. Hackathorn | R. W. Richmond Robert Greenberg E. L. Gove | Radio Advertising |
| | | 1450 | 5,000-LS | | | | | |
| WGAR | WGAR | 1480 | 1,000-N | WGAR Broadcasting Co. Hotel Statler Prospect 0200 | CBS | George A. Richards John F. Patt Harry Camp | Carl George Ellis C. VanderPyl R. Morris Pierce | Petry |
| | | 1390 | 5,000 | | | | | |
| WHK | WHK | 1420 | III-A | United Broadcasting Co. Terminal Tower Prospect 5800 | NBC-Blue MBS | John S. McCarrens H. K. Carpenter K. K. Hackathorn | R. W. Richmond Robert Greenberg E. L. Gove | Radio Advertising |
| | | 1070 | 50,000 | | | | | |
| WTAM | WTAM | 1100 | I-A | National Broadcasting Co. Inc. 815 Superior Ave., N. E. Cherry 0942 | NBC-Red | NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton | Hal Metzger Howard Barton S. E. Leonard | NBC |
| | | 1430 | 5,000-LS | | | | | |
| COLUMBUS | WBNS | 1460 | 1,000-N | WBNS Inc. 33 N. High St. Adams 9265 | CBS | Robert H. Wolfe Richard A. Borel W. I. Orr | Jack Price Jim Yerian Lester Nafzger | Blair |
| | | 1200 | 250 | | | | | |
| WCOL | WCOL | 1230 | IV | WCOL Inc. 33 N. High St. Main 4581 | NBC | Kenneth B. Johnson Neal A. Smith Neal A. Smith | Edward Bronson Edward Bronson J. E. Lowe | Weed |
| | | 640 | 500 | | | | | |
| WHKC | L-KFI 640 | 640 | II | United Broadcasting Co. 22 E. Gay St. Adams 1101 | MBS | John S. McCarrens Carl M. Everson Harry H. Hoessly | George Beebout Howard H. Hoessly E. J. Anderson | Radio Advertising |
| | | 570 | 1,000 | | | | | |
| *WOSU | SH-WKBN 570 | 570 | III-A | Ohio State University University Campus University 3148 | | Ohio State University Robert C. Higgy | W. Friel Heimlich Andrew L. Hammerschmidt | |

**WAKR TOWERS
OVER AKRON-
THE RUBBER CAPITAL OF THE WORLD**



WAKR AKRON

**BASIC
N·B·C BLUE**
1000 WATTS DAY & NIGHT



STUDIOS and OFFICES
Ground Floor
FIRST CENTRAL TOWER
AKRON, OHIO

**LOCAL & NATIONAL ADVERTISERS ALREADY
RECOGNIZE ITS SELLING POWER!**

This rich market, composed of highly-paid, buy-minded employees of the great Rubber Companies and dozens of other important industries, is now WAKR's audience. With Blue Network features and lively local programs, the new WAKR literally became a favorite overnight in Akron homes. Advertisers are buying WAKR all down the line, and they're enthusiastic about the results. Tell YOUR story to Akron through WAKR!

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New York
20 E. 57th St.

Chicago
326 W. Madison Ave.

San Francisco
Hearst Building

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 General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------|-------------------------------|-------------------------|--------------------------------|--|------------------|---|--|-------------------|
| DAYTON | WHIO | 1260 | 5,000-LS | Miami Valley Beat. Corp. 45 S. Ludlow St. Adams 2261 | CBS | J. M. Cox, Jr. J. M. LeGate D. A. Brown | Lester Spencer Richard Bell John Newsok Ernest L. Adams | Hollingbery |
| | | 1290 | 1,000-N CP-5,000-U III-A | | | | | |
| | WING | 1380 | 5,000 | Great Trails Bestg. Corp. 121 N. Main St. Adams 3288 | NBC | Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard | Ranny Daly James Cox Paul Braden | Raymer |
| | | 1410 | III-A | | | | | |
| LIMA | WLOK | 1210 | 250 | Fort Industry Co. Lima Trust Bldg. Main 1316 | NBC-Red | George B. Storer Ralph G. Elvin Ralph G. Elvin | Hugh Downs Russel Shettler | |
| | | 1240 | IV | | | | | |
| MANSFIELD | WMAN | 1370 | 250 | Richland Inc. 140 Park Ave., W. Canal 4325 | ... | M. F. Rubin Orville E. Fields | Gwen Fields O. E. Fields Howard Jonard | Headley-Reed |
| | | 1400 | IV | | | | | |
| MARION | WMRN (Construction permit) | 1500 1490 | 250 IV | Marion Broadcasting Co. Marion | ... | Robert T. Mason | | |
| PORTSMOUTH | WPAY | 1370 | 100 | Vee Bee Corp. 1009 Gallia St. 1010 | MBS (Jan. 15) | Chester A. Thompson Ralph H. Patt, Jr. Ralph H. Patt, Jr. | William Aldridge Ralph H. Patt, Jr. Maurice L. Myers | Cox & Tanz |
| | | 1400 | CP-250 IV | | | | | |
| SPRINGFIELD | WIZE | 1310 | 100 | Radio Voice of Springfield Inc. 117 W. High St. 6121 | NBC-Red | Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard | William Rateliff George Losey A. Martin | |
| | | 1340 | IV | | | | | |
| STEBENVILLE | WSTV | 1310-SH | 250 | Valley Broadcasting Co. Exchange Realty Bldg. 5200 | MBS | Myer Weisenthal John J. Laux John J. Laux | John L. Merdian John J. Laux Joseph Troesch | |
| | | 1340 | IV | | | | | |
| TOLEDO | WSPD | 1340 | 5,000 | Fort Industry Co. Broadcast Bldg. Adams 3176 | NBC-Red | George B. Storer J. Harold Ryan E. Y. Flanigan | Russell A. Gohring Eugene B. Vaughn William Stringfellow | Katz |
| | | 1370 | III-A | | | | | |
| | WTOL | 1200 | 250 | Community Broadcasting Co. Bell Bldg. Adams 3291 | NBC-Blue | Frazier Reams Arch Shawd Arch Shawd | Allan H. Miller Allan H. Miller Frank B. Ridgeway | Radio Advertising |
| | | 1230 | IV | | | | | |
| YOUNGSTOWN | WFMJ | 1420 | 250 | William F. Maag, Jr. 101 W. Boardman St. 3-4121 | NBC-Blue | William F. Maag, Jr. William F. Maag, Jr. Leonard Nasman | Lee Bland Leonard Nasman Frank A. Dieringer | Headley-Reed |
| | | 1450 | IV | | | | | |
| | WKBN | 570 | 1,000-LS | WKBN Broadcasting Corp. 17 N. Champion St. 4-2122 | CBS | W. P. Williamson, Jr. J. L. Bowden C. Alden Baker | J. L. Bowden C. Alden Baker B. T. Wilkens | |
| | | SH-WOSU 570 | 500-N III-B | | | | | |
| ZANESVILLE | WHIZ | 1200 | 250 | WALR Broadcasting Corp. Lind Arcade Bldg. 644 | NBC | George B. Storer Stanton P. Kettler Stanton P. Kettler | Allen Haid William A. Hunt | Blair |
| | | 1240 | IV | | | | | |

OKLAHOMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|---------------|-------------------------------|-------------------------|--------------------------------|--|-----------------------------|--|---|----------------|
| ADA | KADA | 1200 | 250 | C. C. Morris North Broadway 1212 | NBC-Blue MBS Oklahoma | C. C. Morris James M. Grillith James M. Grillith | J. B. Cahill Dewitt Cowan | Hagg |
| | | 1230 | IV | | | | | |
| AROMORE | KVSO | 1210 | 250-LS | Ardmore Publishing Co. 112 North Washington 3030 | NBC-Blue Oklahoma | John F. Easley Albert Riesen Wilbur Chatlin | Olliv Dutton Weldon Peden J. H. Holmes | |
| | | 1240 | 100-N IV | | | | | |
| ELK CITY | KASA | 1210 | 100 | E. M. Woody Casa Grande Hotel 730 | ... | E. M. Woody F. E. Mayhew F. E. Mayhew | Johnny Carman F. E. Mayhew George Fenter | |
| | | 1240 | IV | | | | | |
| ENID | KCRC | 1360 | 250 | Enid Radiohous Co. Kennedy & Willow 447 | NBC-Blue MBS Oklahoma | M. C. Garber Milton B. Garber H. P. Hale | Keith Painton J. S. Stuart A. B. Clopton | |
| | | 1390 | IV Proposed III-A (1,000) | | | | | |
| LAWTON | KSWO (Construction permit) | 1120 1150 | 250-D IV | Williard Carver & Byrne Ross Lawton | ... | Williard Carver Byrne Ross | | |
| MUSKOGEE | KBIX | 1500 | 100 | Oklahoma Press Pub. Co. Box 1512 303 | NBC-Blue MBS Oklahoma | Clara M. Bixby Estate Olin C. Benjamin Olin C. Benjamin | Mark Weaver Lester C. Harlow | Branham |
| | | 1490 | IV | | | | | |
| NORMAN | *WNAD | 1010 SHN-KGGF 690 | 1,000 II | University of Oklahoma Faculty Exchange 900, Station 124 | ... | U of Oklahoma Homer R. Heck | Harold H. Leake Clyde L. Farrar | |
| OKLAHOMA CITY | KOCY | 1310 | 250 | Plaza Court Broadcasting Co. Plaza Court 3-4646 | ... | John D. Thomas M. H. Bonebrake Joe Bernard | Louis Hartman Warren Moore G. W. Brock | |
| | | 1340 | IV | | | | | |
| | KOMA | 1480 | 5,000 | KOMA Inc. Biltmore Hotel 2-3291 | CBS | J. T. Grillin Neal Barrett Jack Howell | Jack Mitchell W. S. Lukenbill M. W. Thomas | Free & Peters |
| | | 1520 | II Proposed I-B (50,000) | | | | | |
| | KTOK | 1370 | 250 | Oklahoma Broadcasting Co. Inc. 1800 W. Main St. 3-8352 | NBC-Blue MBS Oklahoma | Harold V. Hough Kenyon M. Douglass Kenyon M. Douglass | Harold Shreve Paul Buening Bernard Tullius | Hagg |
| | | 1400 | IV | | | | | |
| | WKY | 900 | 5,000-LS | WKY Radiohous Co. Skircin Tower Hotel 3-4306 | NBC-Red | E. K. Gaylord Gayle V. Grubb R. E. Chapman | Ray Buifum H. J. Lovell | Katz |
| | | 930 | 1,000-N CP-5,000-U III-A | | | | | |
| OKMULGEE | KHBG | 1210 | 250 | Okmulgee Broadcasting Corp. McCulloch Bldg. 3646 | ... | Pat Buford Pat Buford Pat Buford | Leo Cross Lucille Buford J. H. Smith | |
| | | 1240 | IV | | | | | |
| PONCA CITY | WBBZ | 1200 | 250 | C. L. Carrell Estate 615 W. Grand Ave. 2300 | ... | C. L. Carrell Estate Adelaide Lillian Carrell Frank J. Lynch | Ted Compton Frank J. Lynch William Tietzel | |
| | | 1230 | IV | | | | | |

WKBN PRESENTS ITS

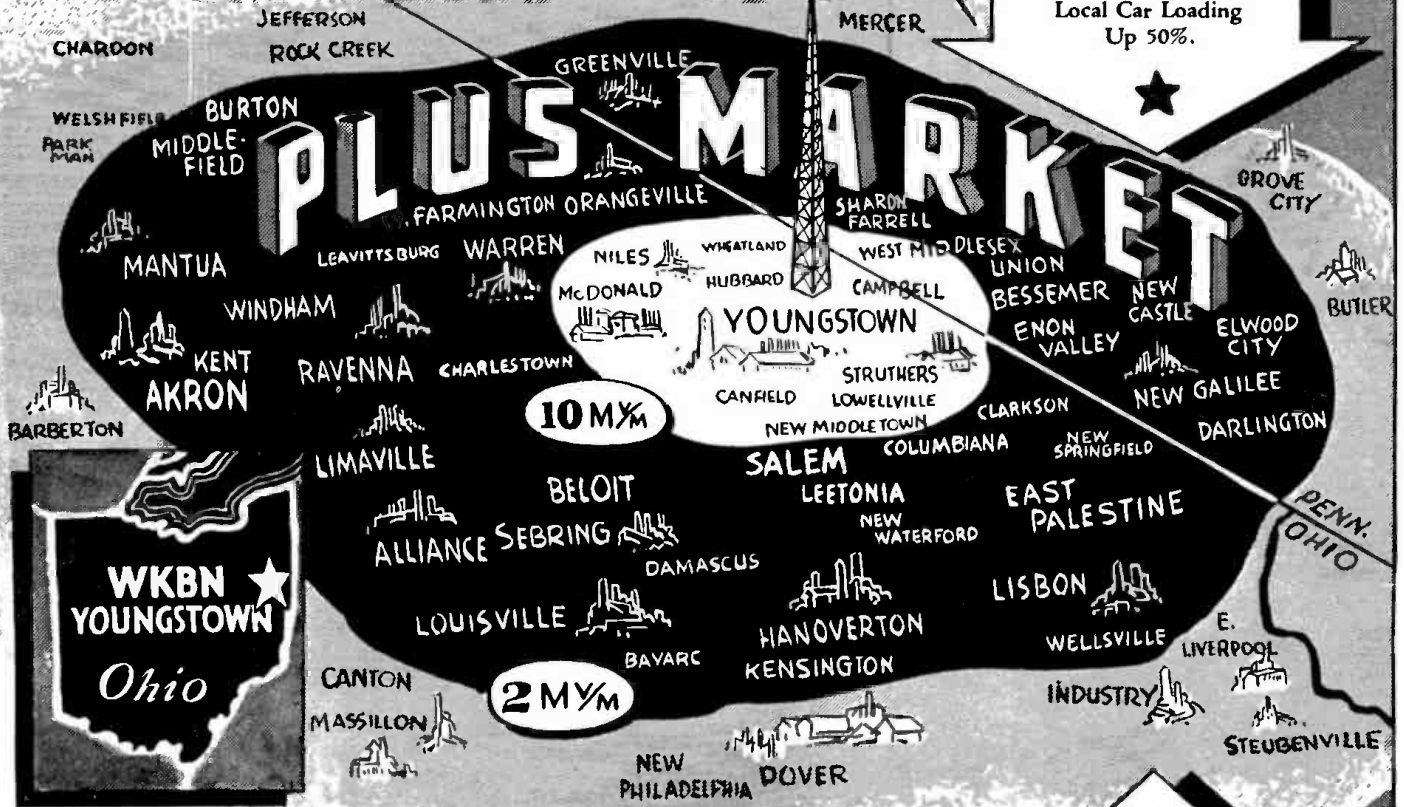
VITAL STATISTICS

Youngstown Payrolls
Up 30% to 50%.

Employment 30%
Higher Than Same
Period Year Ago.

Retail Sales Show An
Increase of 29%.

Local Car Loading
Up 50%.



When considering Metropolitan Youngstown, it is wrong to estimate its potential market from the population of the city proper.

Youngstown city (1940) census affords a population coverage of 170,000 people—yet its prosperous surrounding communities mount this total to an imposing figure of 372,000 for its metropolitan area.

Add to this the towns and communities immediately surrounding—all of them active and prosperous industrial communities—and you have the PLUS MARKET of another 536,000 listening and buying possibilities within WKBN's 2 M v/m area.

So—in buying Youngstown coverage, choose the station that DOMINATES this suburban and PLUS MARKET of Youngstown—a potential ONE MILLION purchasers of your clients' products.

WKBN with its 1000 watts and "dead center" location in this 400 million dollar market is the only station that sends 10 M/V to its entire city and suburban area with 2 M/v to this vast PLUS population.

WKBN

is the only station that covers this unusually prosperous market with strong, clear, interference-free reception.

1000 WATTS DAY
500 WATTS NIGHT
570 K. C.

WKBN BROADCASTING CORPORATION
17 NORTH CHAMPION ST. • YOUNGSTOWN, OHIO
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

OKLAHOMA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|--------------|--------------|-------------------------|----------------|---|-----------------------------|---|--|----------------|
| SHAWNEE..... | KGFF | 1420 1450 | 250 IV | KGFF Broadcasting Co. Inc. Aldridge Hotel 4390 | NBC-Blue MBS Oklahoma | Oscar Stauffer Joseph W. Lee Weldon Stamps | Frank Johnson Maxine Eddy John Molloy | Hagg |
| TULSA..... | KOME | 1310 1340 | 250 IV | Oil Capital Sales Corp. Radio Bldg. 3-4121 | NBC-Blue MBS Oklahoma | Harry Schwartz John M. Whitney Harold Grimes | Ken Linn Ray Sollars Leland Seay | Hagg |
| | KTUL | 1400 1430 | 5,000 III-A | Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191 | CBS | J. T. Griffin William C. Gillespie Lawson Taylor | Jack Hoffman John Esau Nathan Wilcox | Free & Peters |
| | KVOO | 1140 1170 | 25,000 I-B | Southwestern Sales Corp. Phillower Bldg. 2-2254 | NBC-Red | William G. Skelly William B. Way Willard D. Egolf | Edward C. Coontz F. M. Hart L. W. Stinson | Petry |

OREGON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|---|-------------------------------|--|---------------------------|--|--|-----------------------|
| ALBANY..... | KWIL (Construction permit) | 1210 1240 | 250 IV | Central Willamette Bestg. Co. Albany | | R. R. Cronise | | |
| ASTORIA..... | KAST | 1200 1230 | 250 IV | Astoria Broadcasting Co. 1006 Taylor Ave. 95 | | M. R. Chessman James C. Wallace Frank E. Marrion | Sylvia L. Chandler James C. Wallace Raymond H. Williams | Cox & Tanz Biddick |
| BAKER..... | KBKR | 1500 1490 | 250 IV | Louis P. Thornton Baker Loan & Trust Co. Bldg. 140 | | Louis P. Thornton Ellwood W. Lippincott Fred Felger | Herbert Haley Robert Sutton | |
| BEND..... | KBND | 1310 1340 | 250 IV | Bend Bulletin 1101 Wall St. 848 | | Robert W. Sawyer Frank H. Loggan Chet Wheeler | Eunice Flowers Robert Dickinson E. E. Lovejoy | |
| CORVALLIS..... | *KOAC | 550 550 | 1,000 CP-5,000-LS III-A | Oregon State Agricultural College Corvallis 526 | | State of Oregon Luke L. Roberts | Luke L. Roberts Grant S. Feikert | |
| THE DALLES..... | KODL | 1200 1230 | 250-LS 100-N IV | Western Radio Corp. The Dalles | | V. B. Kenworthy | | |
| EUGENE..... | KORE | 1420 1450 | 250 IV | Eugene Broadcast Station S. Willamette St. 3 | MBS Don Lee Pacific | (C. G. Phillips Frank L. Hill Glenn McCormick Glenn McCormick | Day Foster Harold Gander | |
| GRANTS PASS..... | KUIN | 1310 1340 | 250 IV | Southern Oregon Bestg. Co. Box 43 192 | | A. E. Voorhies John G. Bauriedel John G. Bauriedel | Edward Malone Dick Thompson Edward Malone | |
| KLAMATH FALLS... | KFJI | 1210 1240 | 100 IV | KFJI Broadcasters Inc. 215 Main St. 5155 | MBS Don Lee Pacific | J. A. Kincaid George Kincaid George Kincaid | Jack Keating Lon Hunt | |
| LA GRANDE..... | KLBM | 1420 1450 | 250 IV | Harold M. Finlay 1120 1/2 Adams Ave. 220 | | Harold M. Finlay Harold M. Finlay Raymond McKenzie | Raymond McKenzie | Cox & Tanz Biddick |
| MARSHFIELD..... | KOOS | 1200 1230 | 250 IV | KOOS Inc. Hall Bldg. 432 | MBS Don Lee Pacific | Sheldon F. Sackett Ben E. Stone A. Thomas Morris | Roger L. Spaugh Francie Waterbury Roger L. Spaugh | Burn-Smith |
| MEDFORD..... | KMED | 1410 1440 | 1,000 III-A | Mrs. W. J. Virgin Sparta Bldg. 4000 | NBC | Mrs. W. J. Virgin Lee Bishop Lee Bishop | Gladys LaMarr A. A. Adler D. H. Rees | |
| PORTLAND..... | KALE | 1300 1330 | 5,000 III-A | KALE Inc. New Heathman Hotel Atwater 7209 | MBS Don Lee Pacific | C. Roy Hunt C. Roy Hunt Ted Kooreman | H. M. Swartwood, Jr. Harry Buckendahl Charles E. Couche Louis S. Bookwalter | Free & Peters |
| | *KBPS | 1420 ST-KXL 1450 | 100 IV | Benson Polytechnic School 546 N. E. 12th Ave. Lancaster 4195 | | Portland Public Schools William Allingham | Hazel Keynon Fred Miller | |
| | KEX | 1160 1190 | 5,000 II I-B (50,000) | Oregonian Publishing Co. Oregonian Bldg. Atwater 2121 | NBC-Blue | Portland Oregonian W. Carey Jennings Paul H. Connet | H. Q. Cox Paul H. Connet Harold C. Singleton | Petry |
| | KGW | 620 620 | 5,000-LS 1,000-N III-A | Oregonian Publishing Co. Oregonian Bldg. Atwater 2121 | NBC-Red | Portland Oregonian W. Carey Jennings Paul H. Connet | H. Q. Cox Paul H. Connet Harold C. Singleton | Petry |
| | KOIN | 940 970 | 5,000 III-A | KOIN Inc. New Heathman Hotel Atwater 3333 | CBS | C. W. Myers C. Roy Hunt Charles E. Couche | Henry Swartwood Harry H. Buckendahl Louis S. Bookwalter | Free & Peters |
| | KWJJ | 1040-SA 1060 L-KRLD, WTIC 1080 | 500 II | KWJJ Broadcast Co. Inc. 622 S. W. Salmon St. Atwater 4393 | | Wilbur J. Jerman John C. Egan L. D. Henderson | Gerald E. Speerstra L. D. Henderson W. J. Jerman | Cox & Tanz |
| | KXL | 1420 ST-KBPS 1450 | 250 IV | KXL Broadcasters KXL Bldg. Broadway 6451 | | T. W. Symons, Jr. T. W. Symons, Jr. H. S. Jacobson | Stuart Hannon Ralph Miffin | |
| ROSEBURG..... | KRNK | 1500 1490 | 250-LS 100-N IV | News-Review Co. Umpqua Hotel 3 | MBS Don Lee Pacific | Harris Ellsworth Marshall Pengra Max Frye | Gilbert Walters Henry J. Chandler | |
| SALEM..... | KSLM | 1360 1390 | 1,000 III-A | Oregon Radio Inc. 633 N. Front St. 6131 | | H. B. Read H. B. Read Earle Headrick | Herb Johnston, Jr. Malcolm Mitchell Albert Jacobson | |

**IN THE COLUMBIA EMPIRE
OF OREGON and SOUTHWEST
WASHINGTON...IT'S THOSE**

Titan Twins-



**GREATER COVERAGE
GREATER POPULARITY
GREATER RESULTS!**

NBC Red

620 KC
5000 Watts Days
1000 Watts Nites

Boiled right down to these essentials KGW-KEX have "What it takes" to reach the people of an area where incomes are far larger than national average and where 95% of the homes are radio-equipped...and where the thousands upon thousands of radio listeners are responsive to your sales suggestions. ☞ The Pacific Northwest is a "hot spot" in business progress and getting "hotter" every day! To get that EXTRA GREATER sales volume, team up with

KGW KEX
RADIO STATIONS OF THE
OREGONIAN
PORTLAND, OREGON

**EXTRA COVERAGE
EXTRA POPULARITY
EXTRA RESULTS!**

NBC Blue

1160 KC
5000 Watts Continuous

Nationally Represented by EDWARD PETRY & COMPANY, Inc.
NEW YORK • DETROIT • CHICAGO • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

PENNSYLVANIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdad. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|-------------------------------|-------------------------|------------------------|--|---------------------------------------|---|---|------------------------------------|
| ALLENTOWN..... | WSAN WCBA | 1440 | 500 | Lehigh Valley Broadcasting Co. 39 N. 10th St. 9511 | NBC Quaker | J. C. Shumberger, Sr. B. Bryan Musselman B. Bryan Musselman | George Y. Snyder George DePue, Jr. W. A. McCutcheon | |
| | | 1470 | III-B III-A (5.000) | | | | | |
| ALTOONA..... | WFBG | 1310 1340 | 250 1V | Gable Broadcasting Co. 1318 11th Ave. 6467 | NBC-Red Quaker | George P. Gable Roy Thompson Roy Thompson | George R. Burgoon | Headley-Reed |
| DU BOIS..... | WCED (Construction permit) | 1200 1230 | 250 1V | Tri-County Broadcasting Co. Du Bois | | H. T. Grey Bob Webster | | |
| EASTON..... | WEST | 1200 1230 | 250 1V | Associated Broadcasters Inc. 516 Northampton St. 8001 | MBS Mason-Dixon Quaker | Clair R. McCollough Elwood C. Anderson Elwood C. Anderson | Wilbur Markle Arthur McCracken J. E. Mathiot | Raymer |
| ERIE..... | WERC (Construction permit) | 1500 | 250-LS | Presque Isle Broadcasting Co. Erie | | Jacob A. Young | | |
| | | 1490 | 100-N 1V | | | | | |
| | WLEU | 1420 | 250 | WLEU Broadcasting Corp. Commerce Bldg. 22-129 | NBC-Blue Quaker | Leo J. Omelian V. Hamilton Weir V. Hamilton Weir | James Hamilton V. Hamilton Weir Harold Ross | |
| | | 1450 | 1V | | | | | |
| GREENSBURG..... | WHJB | 620 620 | 250-D 1V | Pittsburgh Radio Supply House Inc. Penn Albert Hotel 3740 | | H. J. Brennen George Podyen Robert M. Thompson | Howard Hoffman Walter McCoy | Rambean |
| GROVE CITY..... | *WSAJ | 1310-SH 1340 | 100 1V | Grove City College Crawford Hall 168-J | | Grove City College H. W. Harmon | Rea G. Walters H. W. Harmon | |
| HARRISBURG..... | WHP | 1430 | 5.000-LS | WHP Inc. Telegraph Bldg. 4-3211 | CBS | E. J. Stackpole, Jr. A. K. Redmond A. K. Redmond | E. K. Smith Dick Redmond R. S. Duncan | Blair |
| | | 1460 | 1.000-N III-B | | | | | |
| | WKBO | 1200 | 250 | Keystone Broadcasting Corp. 31 N. Second St. 4-0191 | NBC MBS Mason-Dixon Quaker | Clair R. McCollough C. G. Moss C. G. Moss | Curtis Demmy George Smith J. E. Mathiot | Raymer |
| | | 1230 | 1V | | | | | |
| HAZLETON..... | WAZL | 1420 1450 | 250 1V | Hazleton Broadcasting Service Hazleton National Bank Bldg. 1488 | MBS Mason-Dixon Quaker | Clair R. McCollough Victor C. Diehm Victor C. Diehm | Thomas Tito Henry Cohn J. E. Mathiot | Raymer |
| JOHNSTOWN..... | WJAC | 1370 1400 | 250 1V | WJAC Inc. Tribune Annex 24-361 | NBC-Red Quaker | Walter W. Krebs J. C. Tully J. C. Tully | J. P. Foster Nevin Straub | Headley-Reed |
| LANCASTER..... | WGAL | 1500 1490 | 250 1V | WGAL Inc. 8 W. King St. 5252 | NBC MBS Mason-Dixon Quaker | Clair R. McCollough Walter O. Miller Walter O. Miller | Ernest Stanzola Paul C. Rodenhauer J. E. Mathiot | Raymer |
| NEW CASTLE..... | WKST | 1250 | 1.000-D | WKST Inc. Cathedral Bldg. 5050 | | S. W. Townsend Arthur W. Graham Herbert S. Kirk | Arthur W. Graham Arthur W. Graham S. W. Townsend | |
| | | 1280 | CP-1.000-U III-B | | | | | |
| NEW KENSINGTON | WKPA | 1120 1150 | 250-D 1V | Allegheny-Kiski Broadcasting Co. Cooper Bldg. 3534 | | C. Russell Cooper Ed Kroen Ed Kroen | Bill Franker Henry Mattingly | Cox & Tanz |
| PHILADELPHIA..... | KYW | 1020 | 50.000 | Westinghouse E. & M. Co. Inc. 1619 Walnut St. Locust 3760 | NBC-Red | Westinghouse E. & M. Co. Lealie W. Joy B. A. McDonald | James P. Begley Lambert B. Beeuwkes Ernest H. Gager | NBC |
| | | 1060 | 1-B | | | | | |
| | WCAU | 1170 | 50.000 | WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700 | CBS | Dr. Leon Levy Dr. Leon Levy Alex Rosenman | Stan Lee Broza Joseph T. Connolly John G. Leitch | Raymer, Pacific Reiter, Chicago |
| | | 1200 | 1-A | | | | | |
| | WDAS | 1370 | 250 | WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400 | | A. W. Dannenbaum, Sr. P. J. Stanton A. W. Dannenbaum, Jr. | Harold Davis Jerry Stone Frank Unterberger | |
| | | 1400 | 1V | | | | | |
| | WFIL | 560 | 1.000 | WFIL Broadcasting Co. Inc. Widener Bldg. Rittenhouse 6900 | NBC-Blue MBS Quaker | Samuel R. Rosenbaum Roger W. Clipp John E. Surrick | James Allan William E. Caskey Arnold Nygren | Petry |
| | | 560 | III-A | | | | | |
| | WHAT | 1310 | 100 | Independence Bestg. Co. Inc. Ledger Bldg. Lombard 2390 | | J. David Stern Milton Laughlin Milton Laughlin | | |
| | | ST-WTEL 1340 | 1V | | | | | |
| | WIP | 610 | 5.000 | Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800 | MBS | Benedict Gimbel, Jr. Benedict Gimbel, Jr. Edward A. Davies | Murray Arnold Robert Horn Clifford C. Harris | Radio Advertisin |
| | | 610 | III-A | | | | | |
| | WPEN | 920 | 1.000 | William Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490 | American | Arde Bulova H. A. Lafount Arthur Simon Arthur Simon | Thomas B. Smith Charles W. Burtis | Rambeau Forjoe |
| | | 950 | CP-5.000 III-A | | | | | |
| | WTEL | 1310 | 100 | Foulkrod Radio Engineering Co. Inc. 4312 N. Broad St. Gladstone 1310 | | E. Douglass Hibbs Henry N. Coker Henry N. Coker | E. Douglass Hibbs Lester M. Biederman | |
| | | ST-WHAT 1340 | 1V | | | | | |
| | WIBG (Glenside) | 870 | 1.000 | Seaboard Radio Bestg. Corp. Mt. Carmel Ave. & Easton Rd. Majestic 2875 | | Paul F. Harron Edward D. Clerly Edward D. Clerly | Douglas Arthur Rupe Weing John H. Henninger | |
| | | L-WCFL 990 | II | | | | | |
| PITTSBURGH..... | KDKA | 980 | 50.000 | Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200 | NBC-Blue (After Nov. 1 NBC-Red) | Westinghouse E. & M. Co. John A. Holman William E. Jackson | George Heid W. B. McGill Joseph E. Baudino | NBC |
| | | 1020 | 1-A | | | | | |
| | KQV | 1380 | 1.000 | KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860 | MBS | H. J. Brennen G. S. Wasser Robert M. Thompson | Everett Neal John Howard Walter McCoy | Rambeau |
| | | 1410 | III-B | | | | | |
| | WCAE | 1220 | 5.000 | WCAE Inc. Wm. Penn Hotel Atlantic 6900 | NBC-Red MBS | Leonard Kapner Leonard Kapner Willard Schroeder | Clifton Daniel James F. Murray James Schultz | International |
| | | 1250 | III-A | | | | | |
| | WJAS | 1290 | 5.000-LS | Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860 | CBS | H. J. Brennen G. S. Wasser Robert M. Thompson | James H. Hughes G. S. Wasser Walter McCoy | Rambeau |
| | | 1320 | 1.000-N III-A | | | | | |
| | WWSW | 1500 1490 | 250 1V | Walker & Downing Radio Corp. Hotel Keystone Grant 5200 | Quaker | Paul Block Frank R. Smith, Jr. Frank R. Smith, Jr. | Walter E. Sickles H. B. Trautman Henry R. Kaiser | |

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PITTSBURGH'S**

WJAS & KQV

PITTSBURGH

**MOST SUCCESSFUL
STATIONS—**

For Results That Satisfy—

WM. G. RAMBEAU CO.
National Representatives

**WJAS BASIC COLUMBIA NETWORK
KQV BASIC MUTUAL NETWORK**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

PENNSYLVANIA—(Continued)

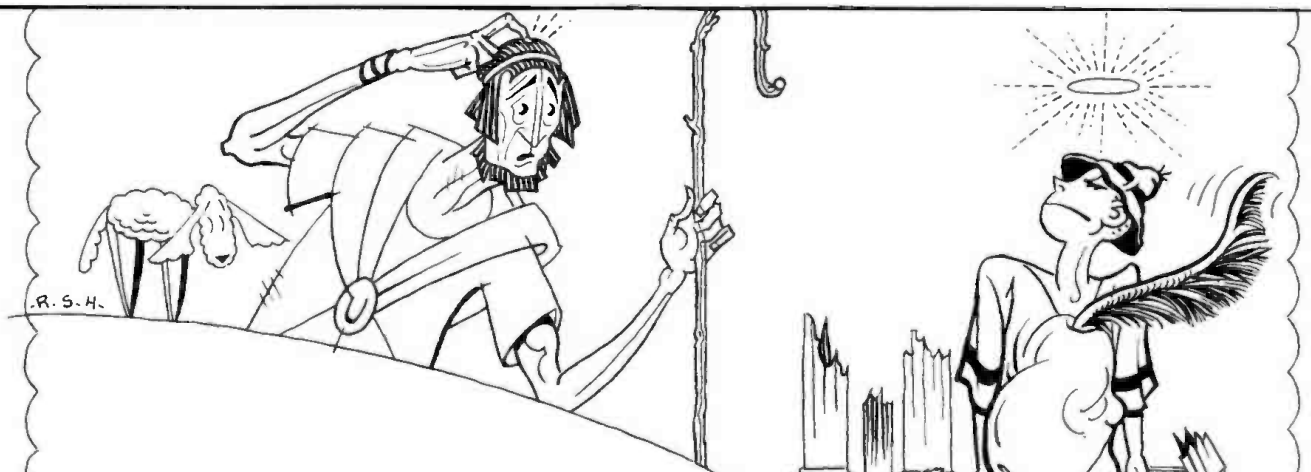
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|--------------|--------------|-------------------------|-------------------|--|------------------------------|---|---|----------------------|
| READING | WEEU | 830 850 | 1,000-D II | Berks Broadcasting Co. 533 Penn St. 7335 | NBC-Red | Clifford M. Chafey Clifford M. Chafey Robert Magee | Paul J. Breedy | Hollingbery |
| | WRAW | 1310 1340 | 250 IV | Reading Broadcasting Co. 533 Penn St. 7335 | NBC-Red Quaker | Clifford M. Chafey Raymond A. Gaul Robert Magee | Harold O. Landis Paul J. Breedy | |
| SCRANTON | WARM | 1370 1400 | 250 IV | Union Broadcasting Co. Select Bldg. 4-1148 | MBS | Martin F. Memlo Martin F. Memlo George H. Field | Hal Barton George H. Field Adolph Oschmann | Ferguson & Walker |
| | WGBI | 880 ST-WQAN | 1,000-LS 500-N | Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296 | CBS Quaker | Frank Megargee R. E. McDowell George D. Coleman | Frank M. Monaghan George D. Coleman K. R. Cooke | Blair |
| | *WQAN | 880 ST-WGBI | 1,000-LS 500-N | Scranton Times 149 Penn Ave. 5151 | | E. J. Lynnet | | |
| SHARON | WPIC | 780 790 | 1,000-D III | Sharon Herald Bestg. Co. Box 541 4113 | | John Fahnlne, Jr. John Fahnlne, Jr. J. T. VanSweringen | Paul Gamble John MacDonald A. C. Heck | Wilson |
| SUNBURY | WKOK | 1210 1240 | 250 IV | Sunbury Broadcasting Corp. 1150 N. Front St. 1325 | Quaker | H. H. Haddon Melvin Lahr Homer Smith | Paul Miller Homer Smith Cliff Kerstetter | Cox & Tanz |
| UNIONTOWN | WMBS | 1420 CP-590 | 250 CP-1,000 | Fayette Broadcasting Corp. Fayette Title & Trust Co. 800 | Quaker | Joseph C. Burwell Joseph C. Burwell Michael E. Stigel | J. Sullivan Sages Charles Underwood Kenneth M. Meredith | |
| WILKES-BARRE | WBAX | 1210 1240 | 100 IV | John H. Stenger, Jr. 141 S. Main St. 3-0196 | MBS | John H. Stenger, Jr. H. A. Seville H. A. Seville | Ken Behgold Norman McHugh R. L. Love | |
| | WBRE | 1310 1340 | 250 IV | Louis G. Baltimore 62 S. Franklin St. 3-3101 | NBC Quaker | Louis G. Baltimore Louis G. Baltimore S. R. Baltimore | Franklin D. Coslett | |
| WILLIAMSPORT | WRAK | 1370 1400 | 250 IV | WRAK Inc. 244 W. Fourth St. 2-6116 | Quaker | E. M. Case George E. Joy Thomas W. Metzger | Irving Berndt, Jr. J. Wright Mackey Louis N. Persio | McKinney |
| YORK | WORK | 1320 | 1,000 | York Broadcasting Co. 13 S. Beaver St. 6629 | NBC | Clair R. McCollough J. Harold Gulick Harold Miller | Otis Morse Karl Hammels J. E. Mathiot | Raymer |
| | | 1350 | III-B | | MBS Mason-Dixon Quaker | | | |

RHODE ISLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------|--------------|---|-----------------------------------|--|---------------------------------------|---|--|----------------|
| PAWTUCKET | WFCI | 1390 (Construction permit; starts in February) | 1,000 III-B | Pawtucket Broadcasting Co. Inc. 450 Main St. | | Howard W. Thornley Frank F. Crook W. Paul Oury T. F. Allen | Howard W. Thornley | |
| PROVIDENCE | WEAN | 780 790 | 5,000-LS 1,000-N CP-5,000-U | Yankee Network Inc. Crown Hotel Dexter 1500 | NBC-Blue MBS Yankee Colonial | John Shepard 3d Malcolm S. Parker Malcolm S. Parker | Rose M. Powers Robert Playfair F. Carleton McVarish Harry H. Tilley | Petry |
| | WJAR | 890 920 | 5,000-LS 1,000-N CP-5,000-U | Outlet Co. 176 Weybosset St. Gaspee 1071 | NBC-Red | Mortimer L. Burbank John J. Boyle John J. Boyle | John J. Boyle Thomas C. J. Prior | Weed |
| | WPRO | 630 630 | 5,000 III-A | Cherry & Webb Bestg. Co. 15 Chestnut St. Plantation 9776 | CBS | William S. Cherry, Jr. William T. Bush Hervey Carter | H. William Koster Albert C. Rider Howard W. Thornley | Raymer |

SOUTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------|--------------|-------------------------|-----------------------------------|--|----------------|---|---|----------------|
| ANDERSON | WAIM | 1200 1230 | 100 CP-250 | Wilton E. Hall 115 E. Market St. 800 | CBS | Wilton E. Hall W. Ennis Bray W. Ennis Bray | Dan B. Ferguson G. Paul Browne Robert L. Easley | International |
| CHARLESTON | WCSC | 1360 | 1,000-LS 500-N | South Carolina Bestg. Co. Inc. Francis Marion Hotel 7611 | CBS | John M. Rivers John M. Rivers Roland Weeks | Charles McMahon Roland Weeks James M. Weaver | Free & Peters |
| | | 1390 | Proposed III-A | | | | | |
| | WTMA | 1210 1240 | 250 IV | Atlantic Coast Broadcasting Co. 134 Meeting St. 5522 | NBC-Red | Robert S. Manigault William D. Workman, Jr. Walter P. Speight | C. Wylie Calder Douglass M. Bradham | Hollingbery |
| COLUMBIA | WCOS | 1370 1400 | 250 IV | Carolina Advertising Corp. 1202 Main St. 2-5601 | NBC-Blue | A. B. Langley Roy A. Powell | Charles A. Thoman | International |
| | | 560 560 | 5,000-LS 1,000-N CP-5,000 U | | | | | |
| FLORENCE | WOLS | 1200 1230 | 250 IV | O. Lee Stone Sanborn Hotel 48 | NBC-Red | O. Lee Stone O. Lee Stone H. Russ Holt | Willard I. Miller H. Russ Holt Robert M. Wallace | |
| GREENVILLE | WFBC | 1300 1330 | 5,000-LS 1,000-N CP-5,000-U | Greenville-News Piedmont Co. Richardson St. 362 | NBC-Red | Roger C. Peace Beverly T. Whitmire Beverly T. Whitmire | Charles A. Batson James Dawson Lee Parsons Clyde Etheredge | Weed |
| | | 1500 1490 | 250 IV | | | | | |
| SPARTANBURG | WORD | 1370 1400 | 250 IV | Spartanburg Advertising Co. 155 S. Liberty St. 2900 | CBS (night) | A. B. Taylor Walter Brown Thad E. Horton | Jimmy Waldrop Thad E. Horton Ralph S. Bennett | Wilson |
| | | 920 950 | 1,000-D CP-1,000-U III-B | | | | | |
| SUMTER | WF1G | 1310 1340 | 250-LS 100-N IV | J. Samuel Brody 39 N. Main St. 98 | | Julius S. Brody T. Doug Youngblood T. Doug Youngblood | John Sherman Rex Houser | |



He Wouldn't Tell NOBODY:

Wouldn't say a word, that Spartan youth of classic fame. Neither by word nor facial expression would he give himself away . . . just stood stacically there with the forbidden fox beneath his tunic, until the animal gnowed out his heart and he fell down dead! Kinda dumb, say we. For different, for wiser, today's lusty Spartan youth—WSPA!

WSPA

TELLS EVERYBODY

In Spartanburg and the
Prosperous Piedmont Carolinas

Spartanburg is SOUTH CAROLINA'S No. 1 MARKET, leading all other South Carolina cities in retail sales.

WSPA is a CBS regional station . . . has a favorable frequency, 1,000 watts day and night (5,000 watts applied for Dec. 5). Within WSPA's primary area are 650,000 persons in the high wage bracket . . . 72.9% white.

Spartanburg, new home of U. S. Army cantonment with 20,000 men representing a \$1,000,000.00 monthly payroll . . . Textile mills running three shifts daily . . . Southern Railroad shops working overtime . . . Farm income to new high levels as result of bumper cotton and peach crops and produce sales to army camp. Advertise where the money is. Schedule WSPA!



Established 1929
South Carolina's FIRST Radio Station

SPARTANBURG

SOUTH CAROLINA

HOWARD H. WILSON CO. . . . National Sales Representative

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SII—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

SOUTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------|--------------|-------------------------|--|---|--------------------|---|---|----------------|
| ABERDEEN | KABR | 1380 1420 | 1,000-LS 500-N CP-5,000-U III-A | Aberdeen Broadcast Co. 117½ S. Main St. 4626 | MBS No. Central | H. C. Jewitt, Jr. A. A. Fahy A. A. Fahy | R. Thompson Mabie R. Thompson Mabie A. A. Fahy Delbert T. Hunt | Weed |
| BROOKINGS | *KFDY | 780-SH 790 | 1,000-D III | South Dakota State College Brookings 702-K | | South Dakota State College Jack Towers | William H. Gamble | |
| PIERRE | KGFX | 630-SH 630 | 200-D IV | Dana McNeil Estate 203 W. Summit St. 2251 | | Ida A. McNeil | | |
| RAPID CITY | KOBH | 1370 1400 | 250 IV | Black Hills Best. Co. of Rapid City Alex Johnson Hotel 2000 | | Carl A. Quarnberg Robert J. Dean Genrge E. Bruntlett | Abner H. George Alvin S. Arnold M. J. Jones | Cox & Tanz |
| | *WCAT | 1200-SH 1230 | 100-D IV | South Dakota School of Mines E. St. Joe St. 1600 | | S. D. School of Mines | | |
| SIoux FALLS | KELO | 1200 1230 | 250 IV | Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757 | NBC | Joseph Henkin Joseph Henkin George R. Hahn | Morton Henkin S. Fantle, Jr. Max Staley | Wilson |
| | KSOO | 1110 L-WRVA 1140 | 5,000 II | Sioux Falls Broadcast Assn. Inc. 317 So. Phillips Ave. 757 | NBC | Joseph Henkin Joseph Henkin George R. Hahn | Morton Henkin Sam Fantle, Jr. Max Staley | Wilson |
| VERMILLION | *KUSD | 890 ST-KFNF 920 | 500 III-B | University of South Dakota Union Bldg. 209-J | | U of South Dakota G. Russell Bauer | Ed LaGrave, Jr. Dr. W. H. Jordan | |
| WATERTOWN | KWAT | 1210 1240 | 250 IV | Midland National Life Insurance Co. Kemp & Broadway 5050 | | J. J. Bell F. L. Bramble F. L. Bramble | Dale E. Russell Sherrill L. Zimmerman | |
| YANKTON | WNAX | 570 570 | 5,000-LS 1,000-N CP-5,000-U III-A | WNAX Broadcasting Co. Second & Capitol Sts. 443 | CBS Cowles | Gardner Cowles, Jr. Robert R. Tincher Phil Hoffman | Arthur J. Smith James G. Gies Clifton Todd | Katz |

TENNESSEE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|--------------|--------------|---------------------------------------|--|---|------------------------------------|---|---|-------------------|
| BRISTOL | WOPI | 1500 1490 | 250 IV | Radiophone Bestq. Station WOPI 410 State St. | NBC-Red | W. A. Wilson W. A. Wilson Edwin H. Wilson Walter Pritchard | Fey Rogers Bryn Mortenson R. H. Smith | Burn-Smith |
| CHATTANOOGA | WAPO | 1420 CP-1120 1150 | 250 CP-5,000-LS CP-1,000-N III-B | W. A. Patterson Read House 6-6141 | NBC | W. A. Patterson R. G. Patterson R. N. Krepps | Helen Patterson Helen Patterson B. B. Barnes | Headley-Read |
| | WDEF | 1370 1400 | 250 IV | Joe W. Engel Volunteer Life Bldg. 6-5664 | MBS | Joe W. Engel Fred Bugz Ovelton Maxey | Eugene Wilkey Ovelton Maxey J. V. Sanderson | |
| | WDOD | 1280 1310 | 5,000-LS 1,000-N CP-5,000-U III-A | WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117 | CBS | Norman A. Thomas Norman A. Thomas Carter M. Parham | Dorothy Wood McCurdy Jack Shacklett Julius Vessels | Raymer |
| COOKEVILLE | WHUB | 1370 1400 | 250 IV | WHUB Inc. Cookeville 200 | | M. L. Medley Bill Reeves M. L. Medley | Bill Reeves M. L. Medley Charles R. Duke | |
| JACKSON | WTJS | 1310 CP-1360 1390 | 250 CP-1,000 III-B | Sun Publishing Co. Baltimore & Market Sts. 3340 | MBS | C. E. Pigford A. A. Stone A. B. Robinson | Leslie Brooks A. B. Robinson B. C. Brummell | Branham |
| JOHNSON CITY | WJHL | 880 910 | 1,000 III-B | WJHL Inc. 412 S. Roan St. | | W. H. Lancaster W. H. Lancaster Ken Marsh | Henry Frick W. Kenneth Matthews O. K. Garland | Radio Advertising |
| KINGSFORT | WKPT | 1370 1400 | 250 IV | Kingsfort Broadcasting Co. Radio Center | NBC-Red | C. P. Edwards, Jr. Jess M. Swicegood Jess M. Swicegood | Steve Douglas Guy Beard | |
| KNOXVILLE | WBIR | 1210 (Construction permit) 1240 | 250-LS 100-N IV | J. W. Birdwell Chamber of Commerce Bldg. 3-0766 | MBS | J. W. Birdwell J. W. Birdwell J. W. Birdwell | B. George Barber, Jr. | |
| | WNOX | 1010 990 | 5,000-LS 1,000-N II | Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171 | CBS | Jack R. Howard R. B. Westergaard R. B. Westergaard | Lowell Blanchard C. B. Davis J. P. Epperson | Branham |
| | WROL | 620 620 | 1,000-LS 500-N III-B | Stuart Broadcasting Corp. 524 S. Gay St. 2-7111 | NBC | S. E. Adcock C. H. Frazier C. H. Frazier | John Reese Joe Wofford | Blair |
| MEMPHIS | WHBQ | 1370 1400 | 100 IV | WHBQ Inc. Hotel Claridge 8-6868 | | Thomas Thompson E. A. Alburty E. A. Alburty | E. H. McMurray, Jr. Weldon Roy | Adams & Adams |
| | WMC | 780 790 | 5,000-LS 1,000-N III-A | Memphis Publishing Co. Memphis 8-7464 | NBC-Red Arkansas So. Central | John Sorrells Henry W. Slavick J. C. Eggleston | John H. Cleghorn Fred Carder Clyde E. Baker | Branham |
| | WMPS | 1430 1460 | 1,000-LS 500-N III-B | Memphis Publishing Co. 62 N. Main St. 5-2721 | NBC-Blue MBS | Jack R. Howard James C. Hanrahan Harold R. Krelstein | Lawrence Trexler Fred Vosse J. B. Epperson | |
| | WREC | 600 600 | 5,000-LS 1,000-N CP-5,000-U III-A | WREC Broadcasting Service Hotel Peabody 5-1313 | CBS | Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten | Roy Wooten Buddy Bostick S. D. Wooten, Jr. | Katz |

The Modern Station with every modern broadcasting facility!

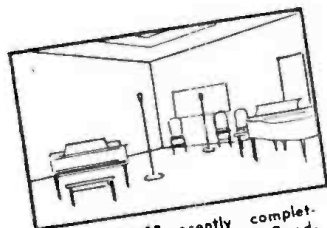
NEW — MODERN COMPLETE . . .

—that's the story of WMC's facilities in a nut shell. Every engineering skill, the finest technical equipment, trained and skilled man-power — all combine to produce a broadcasting service that is the last word in modern broadcasting efficiency.

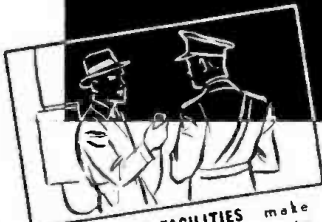
That's why WMC, the pioneer station of the Mid-South, is Memphis' most popular and efficient radio station.

Memphis, Tennessee

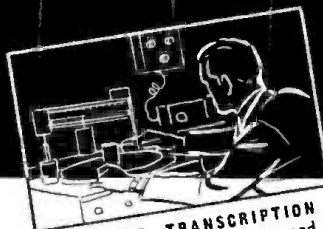
WMC



NEW STUDIOS recently completed in downtown Memphis' Goodwyn Institute are the finest in the South.



SHORT WAVE FACILITIES make possible pick-ups from remote vantage points, mobile broadcasts, unusual and on-the-spot service.



COMPLETE TRANSCRIPTION SERVICE assures advertisers and agencies of play-back, off-the-air, or direct studio transcriptions of the finest quality.



COMPLETE TALENT AND PRODUCTION STAFF means an opportunity of building any and all types of radio programs for local or regional network broadcasts.

Now 5,000 Watts Night!

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL

National Representative: **THE BRANHAM CO.**

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
KARK—LITTLE ROCK

KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS
WJDX—JACKSON, MISS.

THE BILLION DOLLAR MARKET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

TENNESSEE—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------|--------------|-------------------------|----------------|--|--------------|---|---|----------------|
| NASHVILLE | WLAC | 1470 | 5,000 | WLAC Broadcasting Service Third National Bank Bldg. 6-0161 | CBS | J. T. Ward F. C. Sowell F. C. Sowell | Paul Oliphant R. N. Maddux F. D. Binns | Raymer |
| | | 1510 | II | | | | | |
| | Proposed | I-B (50,000) | | | | | | |
| | WSIX | 1210 | 250 | WSIX Inc. Nashville Trust Bldg. 5-5431 | MBS Southern | Jack M. Draughon Jack M. Draughon Eugene S. Tanner | Roger N. Phillips Eugene S. Tanner Bascom E. Porter | Headley-Read |
| | | 1240 | IV | | | | | |
| | WSM | 650 | 50,000 | National Life & Accident Ins. Co. Inc. National Bldg. 6-7181 | NBC | Edwin W. Craig Harry Stone Winston Dustin | Jack Stapp Albert E. Gibson J. H. DeWitt, Jr. | Petry |

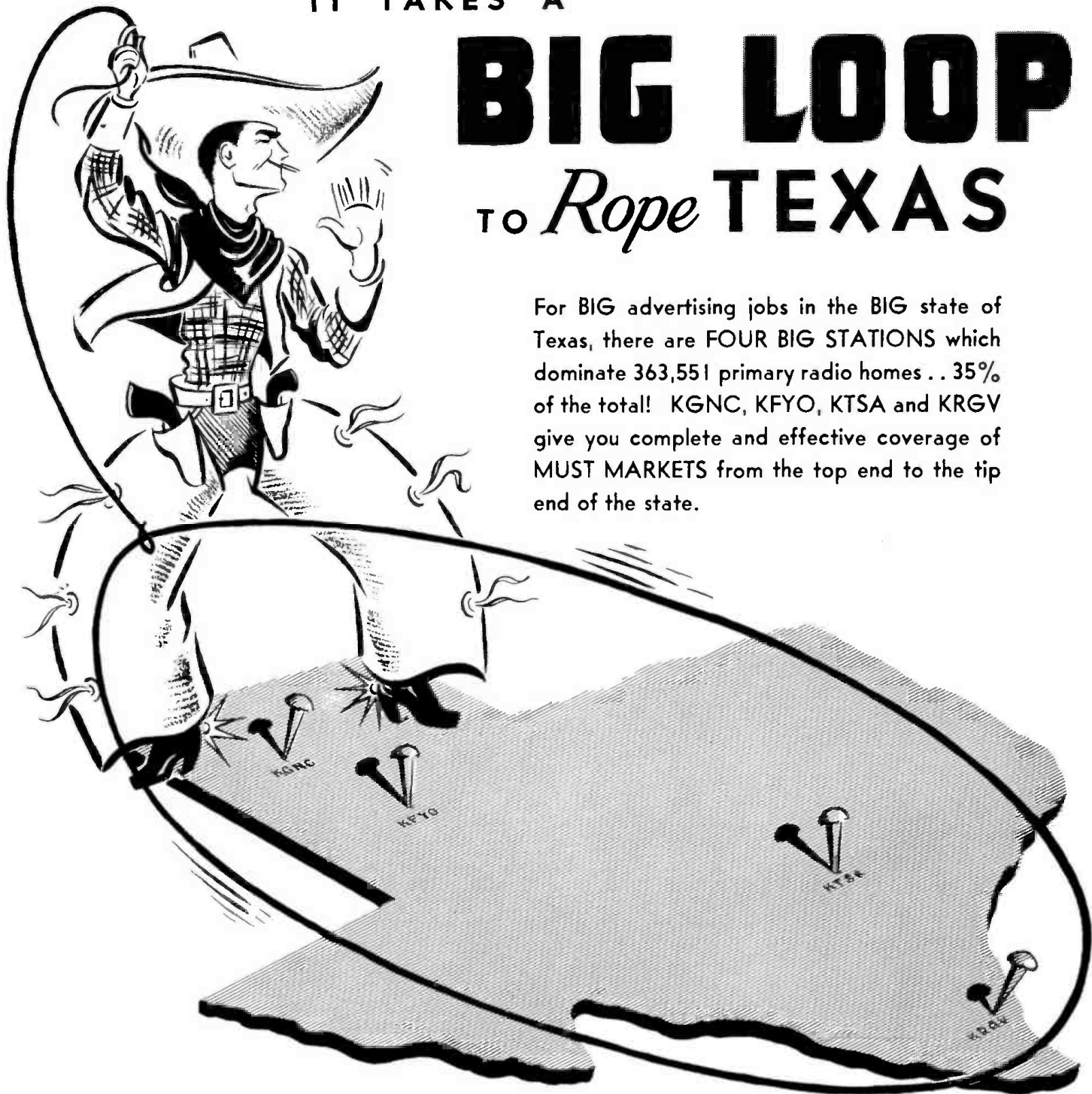
TEXAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------------|--------------|-------------------------|---------------------------------|--|-------------------|--|--|----------------|
| ABILENE | KRBC | 1420 | 250 | Reporter Broadcasting Co. Hilton Hotel 6255 | MBS TSN | M. Bernard Hanks Howard Barrett Howard Barrett | Jack Wallace Jack Wallace Fred Hammond | |
| AMARILLO | KFDA | 1200 | 250 | Amarillo Broadcasting Corp. Nunn Bldg. 5343 | MBS TSN | Gilmore N. Nunn Earl R. Strandberg H. P. Roberson | Harold Kimmell Fred Coker Howard Blaker | Perry |
| | | 1230 | IV | | | | | |
| | KGNC | 1410 | 2,500-LS | Plains Radio Broadcasting Co. Radio Bldg. 4242 | NBC-Red Lone Star | O. L. Taylor John Ballard John Ballard | Eddie Baumel James Stanberry W. S. Bledsoe | Wilson |
| | | 1440 | 1,000-N CP-5,000-LS III-A | | | | | |
| AUSTIN | KNOW | 1500 | 250 | Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213 | MBS TSN | H. M. Fentress Charles B. Meade Charles B. Meade | Pat Adelman Floyd Smith James Lewis | |
| | | 1490 | IV | | | | | |
| | KTBC | 1120 | 1,000-D | State Capitol Bstg. Assn. Inc. 119-A W. Eighth St. 8-4661 | | R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe | Fred Caldwell Harry Slife | |
| BEAUMONT | KFDM | 560 | 1,000 | Beaumont Broadcasting Corp. Edison Hotel 3883 | NBC-Blue | C. W. Snider C. B. Locke C. B. Locke | Len Finger Leon Taylor Leonard Saye | Wilson |
| | | 560 | III-A | | | | | |
| | KRIC | 1420 | 250 | KRIC Inc. 130 Wall St. 4200 | | Mrs. J. L. Mapes Jack Neff G. L. Kirk | Joe Trum Clements McDaniels | Branham |
| BIG SPRING | KBST | 1500 | 100 | Big Spring Herald Bstg. Co. Inc. Crawford Hotel 1500 | MBS TSN | Howard Barrett John E. Marsh Howard O. Kemper | Louis D'V. Palmer, Jr. Charles T. White John B. Casey | |
| | | 1490 | IV | | | | | |
| BRADY | KNEI | 1500 | 250-LS | G. L. Burns Brady 77 | | G. L. Burns G. L. Burns Clinton Newlin | J. S. Sloane Clinton Newlin Marion Crawford | |
| | | 1490 | 100-N IV | | | | | |
| BROWNSVILLE | KGFI | 1500 | 250-LS | Eagle Broadcasting Co. Inc. Box 349 1044 | | E. E. Wilson Ernest E. Wilson E. E. (Jack) Wilson Leonard W. Briggs | Eloise Alexander Bill Simpson Willis Wilson | Cox & Tanz |
| | | 1490 | 100-N IV | | | | | |
| BROWNWOOD | KBWD | 1350 | 500 | Brown County Broadcasting Co. Brownwood | | Partnership | | |
| COLLEGE STATION | *WTAW | 1120 | 500-D | Agricultural & Mech. College of Tex. College Station 4-6724 | | Dr. T. O. Walton John O. Rosser | John O. Rosser H. C. Dillingham | |
| | | 1150 | CP-1,000 III | | | | | |
| CORPUS CHRISTI | KEYS | 1500 | 250 | Nueces Broadcasting Co. Corpus Christi | | Charles W. Rossi Earl C. Dunn | | |
| | | 1490 | IV | | | | | |
| | KRIS | 1330 | 500 | Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475 | NBC MBS Lone Star | M. Tilford Jones H. B. Lockhart | | Branham |
| CORSIANA | KAND | 1310 | 100 | Navarro Broadcasting Assn. Corsicana 30 | | J. C. West | | |
| | | 1340 | IV | | | | | |
| DALLAS | KRLD | 1040 | 50,000 | KRLD Radio Corp. Adolphus Hotel 2-6811 | CBS | Tom C. Gooch John W. Runyon Clyde W. Rembert | Ruth Clem J. W. Crocker Roy M. Flynn | Branham |
| | | 1080 | I-B | | | | | |
| | WFAA | 800 | 50,000 | A. H. Belo Corp. Santa Fe Bldg. 7-9631 | NBC-Red TQN | E. M. Dealey Martin Campbell Alex Keese, Asst. Irvin Gross | Ralph Nimmons Irvin Gross Raymond Collins Paul Barnes | Petry |
| | WRR | 1280 | 500 | City of Dallas Municipal Radio Bldg. 3-6101 | MBS TSN | City of Dallas Charles B. Jordan Dale Drake | Pete Teddie Hal Smith Durward J. Tucker | |
| DENTON | KDNT | 1420 | 100 | Harwell V. Shepard Jackson Bldg. 276 | | Harwell V. Shepard Harwell V. Shepard Herman Cecil | Bob Syler Harwell V. Shepard B. B. Honeycutt | |
| | | 1450 | IV | | | | | |
| DUBLIN | KFPL | 1310 | 250-LS | C. C. Baxter Dublin 183 | | C. C. Baxter Mike Gallagher J. D. Gallagher | Erma Carr R. E. Dewey Clarence Williams | |
| | | 1340 | 100-N IV | | | | | |
| EL PASO | KROD | 1500 | 250 | Dorrance D. Roderick 2201 Wyoming St. Main 2020 | CBS | Dorrance D. Roderick Merle H. Tucker Larry A. Harris | H. Arthur Brown Dow Ben Roush Edward P. Talbott | Wilson |
| | | 600 | CP-600 500-N III-B | | | | | |
| | KTSM | 1350 | 500 | Tri-State Broadcasting Co. Box 1976 Main 46 | NBC | Mrs. L. E. Bredberg Karl O. Wyler Willard L. Kiene | Roy T. Chapman Eric Munro E. L. Gemoets | Hollingbery |

IT TAKES A

BIG LOOP TO *Rope* TEXAS

For BIG advertising jobs in the BIG state of Texas, there are FOUR BIG STATIONS which dominate 363,551 primary radio homes . . . 35% of the total! KGNC, KFYO, KTSA and KRGV give you complete and effective coverage of MUST MARKETS from the top end to the tip end of the state.



KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York

Chicago

Kansas City

San Francisco



Three Stations



Two Cities



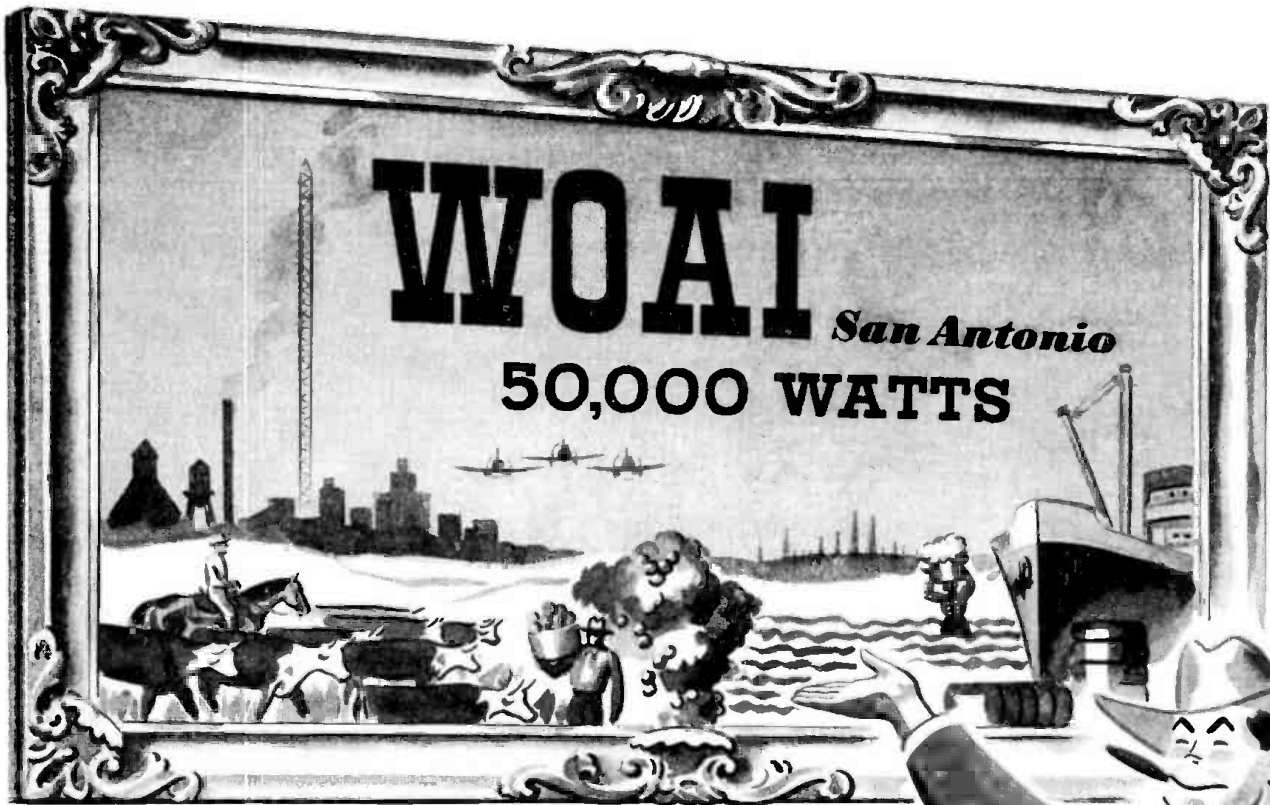
One Centralized Management



It's easier than ever now to invest your advertising dollars profitably in "America's Fastest Growing Market". WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States and KGKO, second only to its sister station in the Southwest, are jointly operated by The Fort Worth Star-Telegram and The Dallas Morning News, with a centralized sales office to assist you in placing your schedules where you'll get the most for your money. When you're thinking of Texas and Oklahoma, with millions of radio listeners with billions to spend, investigate this combination.

National Representatives

WFAA-WBAP: Edward Petry & Co., Inc.
KGKO: Free & Peters, Inc.



AFFILIATE NBC
MEMBER TQN
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

“Here’s the Texas Picture!”



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
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Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mtdg. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------|------------------------------|--|---|---|--|---|--|
| FORT WORTH..... | KFJZ | 1240 | 1,000 | Tarrant Broadcasting Co. 1201 W. Lancaster 2-3474 | MBS TSN | Ruth G. Roosevelt Gene L. Cagle Gene L. Cagle | Helen Jane Behlke Roy Duffy Ed Starnes | |
| | | 1270 | CP-5,000 III-A | | | | | |
| | KGKO | 570 570 | 5,000-LS 1,000-N III-A | KGKO Broadcasting Co. Medical Arts Bldg. 3-1234 | NBC-Blue Lone Star | {Fort Worth Star-Telegram {Dallas Morning News {Harold V. Hough {George Cranstn Jack Keasler | {Ed Lally {Ralph Nimmons Elbert Haling R. C. Stinson | Free & Peters |
| WBAP | 800 ST-WFAA 820 | 50,000 I-A | Carter Publications Inc. Medical Arts Bldg. 3-1234 | NBC-Blue TQN | {Amon G. Carter {Harold Hough {Martin Campbell {George Cranston, Asst. Jack Keasler | Ed Lally Elbert Haling {R. C. Stinson {Paul Barnes | Petry | |
| GALVESTON..... | KLUF | 1370 1400 | 250 IV | KLUF Broadcasting Co. Inc. Box 562 6676 | | George Roy Clough George Roy Clough C. V. Bracht | Helen D. Clough C. V. Bracht L. D. Clough | |
| HOUSTON..... | KPRC | 920 | 5,000-LS | Houston Printing Corp. Lamar Hotel Fairfax 7101 | NBC-Red TQN | W. F. Hobby Kern Tips Kern Tips | Jack McGrew H. T. Wheeler | Petry |
| | | 950 | 1,000-N CP-5,000-U III-A | | | | | |
| | KTRH | 1290 1320 | 5,000-LS 1,000-N III-A | KTRH Broadcasting Co Rice Hotel Preston 4361 | CBS | Houston Chronicle B. F. Orr Ray E. Bright | Harry Grier F. Baden Powell {King H. Robinson {Tom Hiner | Blair |
| KXYZ | 1440 1470 | 1,000 III-A | Harris County Broadcast Co. Gulf Bldg. Capitol 6151 | NBC-Blue MBS Lone Star | M. Tilford Jones T. Frank Smith T. Frank Smith | | Branham | |
| HUNTSVILLE..... | KSAM | 1500 1490 | 250-D IV | Sam Houston Broadcasting Assn. 1021 12th St. 666 | | H. G. Webster Kenneth E. Krug, Jr. Kenneth E. Krug, Jr. | James D. Jones Kenneth E. Krug, Jr. Jack Whitley | |
| KILGORE..... | KOCA | 1210 1240 | 250 IV | Oil Capital Bestg. Assn. 210½ E. North St. 616 | | Roy G. Terry Roy G. Terry Roy G. Terry | Tuck Young Karen Soule | |
| LAREDO..... | KPAB | 1500 1490 | 250 IV | Mervel M. Valentine 300 Loring Ave. 1490 | | Mervel M. Valentine Mervel M. Valentine Mervel M. Valentine | | Forjoe |
| LONGVIEW..... | KFRO | 1340 1370 | 1,000 III-B | Voice of Longview Glover-Crim Bldg. 411 | | James R. Curtis James R. Curtis | | Forjoe (N. Y.) Furgason & Walker (Chicago) |
| LUBBOCK..... | KFYO | 1310 1340 | 250 IV | Plains Radio Bestg. Co. Inc. 914 Ave. J. 1700 | TSN | O. L. Taylor Dewitt Landis Dewitt Landis | R. B. McAllister Bruce Collier W. H. Torrey | Wilson |
| LUFKIN..... | KRBA | 1310 1340 | 250-D IV | Red Lands Broadcasting Assn. 108½ S. First St. 272 | | Ben T. Wilson Darrell E. Yates Richman Lewin | Ralph Widman Richman Lewin Earle Pettey | Cox & Tanz |
| MIDLAND..... | KRLH | 1420 1450 | 100 CP-250 IV | Clarence Scharbauer Scharbauer Hotel 1070 | TSN | Clarence Scharbauer W. H. McCumber W. H. McCumber | C. A. Roark Boyd Kelley Robert A. Harmon | Cox & Tanz |
| PALESTINE..... | KNET | 1420 1450 | 100-D IV | Palestine Broadcasting Assn. John & Crawford Sta. 411 | | Dr. Boner Frizzell John Sullivan James G. Sullivan | Elizabeth Cage John Sullivan C. H. Anglin | |
| PAMPA..... | KPDN | 1310 1340 | 100 IV | R. C. Hoiles 212½ N. Ballard 1100 | | R. C. Hoiles H. E. Kreiger John Wells | Ray Monday Bill Browne H. E. Kreiger | |
| PARIS..... | KPLT | 1500 1490 | 250 IV | North Texas Broadcasting Co. Gibraiter Hotel 1124 | TSN | A. G. Pat Mayse Frank O. Myers Frank O. Myers | David Crockett Nelson Mahoney Weldon Jeffs | |
| PECOS..... | KIUN | 1370 1400 | 100 IV | Jack Hawkins & Barney Hubbs KIUN Bldg. 21 | | {Jack Hawkins {Barney Hubbs Jack Hawkins Jack Hawkins | W. D. Martin, Jr. Paul Cox Grady Cotten | |
| PORT ARTHUR..... | KPAC | 1220 1250 | 500 III-B | Port Arthur College 1515 Lakeshore Drive 7458 | MBS | Carl Vaughn Glenn Hewitt Glenn Hewitt | George Morrison Joe Walters | Radio Advertising |
| SAN ANGELO..... | KGKL | 1370 1400 | 250 IV | KGKL Inc. St. Angelus Hotel 6715 | MBS TSN | Henry Ragadale Lonnie Preston Ollie Cook | Lynn Bigler Frank Jones | |
| SAN ANTONIO..... | KABC | 1420 | 250 | Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126 | MBS TSN | Elliott Roosevelt Hardy C. Harvey Waymond Ramsey | William Fields Kenneth Hyman | |
| | | 1450 | IV | | | | | |
| KMAC | 1370 ST-KONO 1400 | 250 IV | Walmac Co. San Antonio Cathedral 6211 | | {W. W. McAllister {Howard W. Davis | Charles F. Harris | Burn-Smith | |
| KONO | 1370 ST-KMAC 1400 | 250 IV | Mission Broadcasting Co. 317 Arden Grove Fannin 5171 | | Eugene J. Roth Eugene J. Roth James M. Brown | Bill A. Laurie George Ing | Forjoe | |
| KTSA | 550 550 | 5,000-LS 1,000-N III-A | Sunshine Broadcasting Co. Gunter Hotel Garfield 1251 | CBS Lone Star | O. L. Taylor George W. Johnson Charlie Balthrope | William C. Bryan Jack Schlichenmaier W. G. Egerton | Wilson | |
| WOAI | 1190 1210 | 50,000 I-A | Southland Industries Inc. 1031 Navarro St. Garfield 4221 | NBC-Red TQN | G. A. C. Half Hugh A. L. Half Hugh A. L. Half | Monte Kleban Walter Zahrt Fred Sterling | Petry | |

**OLDEST and LARGEST
CBS STATION
in
TEXAS**

K-R-L-D
50,000 WATTS

POPULATION

| | | |
|-------------------|-------------------|--------------------------|
| <i>Primary—</i> | 3,276,943— | out to .5 millivolt line |
| <i>Secondary—</i> | 3,695,436— | .5 to .1 millivolt line |
| <i>Total—</i> | 6,972,379— | |

K R L D

DALLAS, TEXAS

*Represented by
The Branham Company*

The Dallas Times Herald Station

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|--------------|-------------------------|------------------------------|---|-------------------------|---|--|----------------|
| SHERMAN..... | KRRV | 880 910 | 1,000 III-B | Red River Valley Bstg. Corp. 1910 S. Crockett St. 201 | MBS TSN | G. H. Wilcox L. L. Hendrick Orvin Franklin | W. H. Guy C. Wells, Jr. T. E. Spellman | |
| SWEETWATER..... | KXOX | 1210 1240 | 250 IV | Sweetwater Radio Inc. Sweetwater 2341 | | George & Russell Bennitt Russell Bennitt | | |
| TEMPLE..... | KTEM | 1370 1400 | 250 IV | Bell Broadcasting Co. Kyle Hotel 4646 | MBS TSN | Ruth Mayborn Burton Bishop Burton Bishop | Edwin Callaway Burton Bishop Paul Shaw | |
| TEXARKANA..... | KCMC | 1420 1450 | 250 IV | KCMC Inc. 317 Pine St. 832 | MBS TSN Arkansas | C. E. Palmer Cliff Tatom Cliff Tatom | Jerry Fisher W. H. Robertson | |
| TYLER..... | KGKB | 1500 1490 | 250 IV | East Texas Broadcasting Co. Tyler Commercial College Bldg. 1106 | | Dr. James G. Ulmer M. E. Danborn M. E. Danborn | Jack Kretsinger Tom Shugar John B. Sheppard | |
| VERNON..... | KVWC | 1500 1490 | 250 IV | Northwestern Broadcasting Co. 1813 Willbarger St. 1048 | TSN | R. H. Nichols Ernest Mobley W. D. Dixon | Ray Whitworth W. J. Dickerson H. F. Ridgway | |
| VICTORIA..... | KVIC | 1310 1340 | 250 IV | Radio Enterprises Inc. Victoria 999 | | Charles C. Shea Fred W. Bowen | | |
| WACO..... | WACO | 1420 1450 | 250 IV | Frontier Broadcasting Co. Amicable Bldg. 2700 | MBS TSN | S. W. Richardson R. E. Lee Glasgow R. E. Lee Glasgow | Bernard Helton Leon H. Appleman | |
| WESLACO..... | KRGV | 1260 1290 | 1,000 III-A | KRGV Inc. Weslaco 375 | NBC MBS Lone Star | O. L. Taylor Ken Lowell Sibson Guy W. Bradford | Dick Watkins Guy W. Bradford William Egerton | Wilson |
| WICHITA FALLS.... | KWFT | 620 620 | 5,000-LS 1,000-N III-B | Wichita Broadcasting Co. Harvey Snyder Bldg. 4182 | CBS | Joe B. Carrigan Charles E. Clough Charles E. Clough | Claudine French Leslie Pierce John Adams | Raymer |

UTAH

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|--------------|-------------------------|--|---|----------------------------------|---|--|----------------|
| CEDAR CITY..... | KSUB | 1310 1340 | 100 IV | Southern Utah Broadcasting Co. El Escalante Hotel 398 | | Leland M. Perry Sherman T. Wright | Inez Corry Sherman T. Wright | Griffith |
| LOGAN..... | KVNU | 1200 1230 | 250 IV | Cache Valley Broadcasting Co. 41 S. Main St. 1400 | | S. L. Billings Reed Bullen | C. N. Layne | Adams & Adams |
| OGDEN..... | KLO | 1400 1430 | 5,000 III-A | Interstate Broadcasting Corp. Hotel Ben Lomond McIntyre Bldg., Salt Lake City 84 | NBC-Blue MBS Intermountain | A. L. Glasman Paul R. Heitmeyer Merrill J. Bunnell | Mel Wright Soc N. Vratiss W. D'Orr Cozzens | Hollingbery |
| PRICE..... | KEUB | 1420 1450 | 250 IV | Eastern Utah Broadcasting Co. Price 200 | MBS Intermountain | Jack Richards Jack Richards Jack Richards | Jack Richards Jack Richards Owen J. Ford | |
| PROVO..... | KOVO | 1210 1240 | 250 IV | Clifton A. Tolboe 108 W. Center St. 1680 | MBS Intermountain | Clifton A. Tolboe Arch L. Madsen Arch L. Madsen | Shirl Black David Walker Arch L. Madsen | |
| SALT LAKE CITY... | KDYL | 1290 1320 | 5,000-LS 1,000-N CP-5,000-U III-A | Intermountain Broadcasting Corp. 143 S. Main St. 5-2991 | NBC-Red | S. S. Fox S. S. Fox W. E. Wagstaff | Emerson Smith W. E. Wagstaff John M. Baldwin | Blair |
| | KSL | 1130 1160 | 50,000 I-A | Radio Service Corp. of Utah Union Pacific Bldg. 5-4641 | CBS | J. Reuben Clark, Jr. Ivor Sharp Lennox Murdoch | Glen Shaw Eugene G. Pack Willie E. Groves | Petry |
| | KUTA | 1500 CP-570 570 | 250 CP-1,000 III-B | Utah Broadcasting Co. Belvedere Apt. Hotel 3-2737 | NBC-Blue | Frank C. Carman Frank C. Carman William B. Seare | Robert Hansen Frank C. Carman Lyle Walquist | McGillvra |

VERMONT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|-----------------|--------------|-------------------------|----------------|--|---------------------------|--|--|----------------|
| BURLINGTON..... | WCAX | 1200 1230 | 250 IV | Burlington Daily News Inc. 203 College St. 4880 | CBS | Charles P. Hasbrook Howard J. Perry Robert L. Burger | H. B. Wight Howard J. Perry James Tierney | Weed |
| RUTLAND..... | WSYB | 1500 1490 | 250 IV | Philip Weiss Music Co. 80 West St. 1247 | MBS Yankee Colonial | Philip Weiss Jack H. Weiss Jack H. Weiss | Jack Houser | |
| ST. ALBANS..... | WQDM | 1390 1420 | 1,000-D III | Regan & Bostwick St. Albans 1390 | | E. J. Regan F. Arthur Bostwick | | |
| WATERBURY..... | WDEV | 550 550 | 1,000-D III | Radio Station WDEV 8 Stowe St. 13-2 | | Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker | William G. Ricker William G. Ricker Fred Hilsdale | Wilson |

Back of it all is
SHOWMANSHIP



THE WORLD'S LEADING
NETWORK PROGRAMS

plus

FEATURES OF TOP-FLIGHT
REGIONAL INTEREST

for

RESULTS IN THE
INTERMOUNTAIN MARKET

KDYL

The POPULAR *Station*
SALT LAKE CITY

National Representative: JOHN BLAIR & CO.

NBC
RED
NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

* Non-Commercial Station. D—Day. N—Night. ST—Share Time. STN—Share Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

VIRGINIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|-----------------|--|-------------------------|--|--|-----------------|---|--|----------------|
| CHARLOTTESVILLE | WCHV | 1420 1450 | 250 IV | Community Broadcasting Corp. 4th & Market St. 2500 | | Charles Barham, Jr. Charles Barham, Jr. Walter Pegram | Alden Aaroe Walter Gray | Forjoe |
| DANVILLE | WBTM | 1370 1400 | 250-LS 100-N IV | Piedmont Broadcasting Corp. Hotel Danville 2350 | MBS Tri-City | L. N. Dibrell James L. Howe John M. Croft | William P. Heffernan John M. Croft Harry W. Spencer | |
| FREDERICKSBURG | WFVA | 1260 1290 | 250-D IV | Fredericksburg Broadcasting Corp. Fredericksburg, Va. 1260 | | Richard Field Lewis, Jr. Richard Field Lewis, Jr. L. E. Smith | Nan Winkler Ronald Dawson Richard Field Lewis, Jr. | Burn-Smith |
| HARRISONBURG | WSVA | 550 550 | 500-D CP-1,000 III | Shenandoah Valley Best. Corp. Harrisonburg: Main & E. Market St. Staunton: Hotel Beverly Harrisonburg: 875 Staunton: 647 | | Frederick L. Allman Charles P. Blackley Charles P. Blackley | Wendell Siler U. L. Lynch | McGillvra |
| LYNCHBURG | WLVA | 1200 1230 | 250 IV | Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030 | MBS Tri-City | Edward A. Allen Philip P. Allen Glenn E. Jackson | Eric F. Lund Carl B. Orilvie Albert E. Heiser | |
| MARTINSVILLE | WMVA <small>Construction permit</small> | 1420 1450 | 250-LS 100-N IV | Martinsville Broadcasting Co. Martinsville | | William C. Barnes Jonas Weiland | | |
| NEWPORT NEWS | WGH | 1310 1340 | 250 IV | Hampton Roads Best. Corp. Portlock Bldg., Norfolk Norfolk: 2-7031 Newport News: 2297 | MBS | Maj. Raymond B. Bottom Edward E. Bishop Edward E. Bishop | Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor, Jr. | |
| NORFOLK | WTAR | 780 790 | 5,000 III-A | WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671 | NBC-Red | Paul S. Huber Campbell Arnoux John W. New | Henry Cowles Whitehead Petry Ralph Hatcher J. L. Grether | |
| PETERSBURG | WPID | 1210 1240 | 250 IV | Petersburg Newspaper Corp. 121 N. Sycamore St. 1053 | | R. B. Huber Lee Chadwick E. B. Pickard | Ben Miller Richard Godsey Elmo Cronk | |
| RICHMOND | *WBBL | 1210-SII 1240 | 100 IV | Grace Covenant Presbyterian Church 1627 Monument St. 5-7491 | | M. A. Sitton | | |
| | WMBG | 1350 1380 | 5,000-LS 1,000-N III-B | Havens & Martin Inc. 3301 W. Broad St. 5-8611 | NBC-Red | Wilbur M. Havens Wilbur M. Havens Robert E. Mitchell | Garnett Tate R. E. Mitchell Wilfred H. Wood | Blair |
| | WRNL | 880 910 | 1,000 III-B | Richmond Radio Corp. 323 E. Grace St. 3-4242 | NBC-Blue | John Stewart Bryan Edward S. Whitlock Edward S. Whitlock | G. Mallory Freeman Walter R. Seiden | Petry |
| | WRVA | 1110 1140 | 50,000 I-B | Larus & Brother Co. Inc. Hotel Richmond 3-6633 | CBS MBS | P. L. Reed C. T. Lucy Barron Howard | I. G. Abeloff Barron Howard D. C. Woods | Raymer |
| ROANOKE | WDBJ | 930 960 | 5,000-LS 1,000-N CP-5,000-U III-A | Times-World Corp. 124 W. Kirk Ave. 8131 | CBS | Junius P. Fishburn Ray P. Jordan Frank D. Kelsler | Jack Weldon Jack Weldon James W. Robertson | Free & Peters |
| | WSLS | 1500 1490 | 250 IV | Roanoke Broadcasting Corp. Shenandoah Life Insurance Bldg. | MBS Tri-City | Paul C. Buford James H. Moore Frank E. Koehler | Fred C. Johnstone Frank E. Koehler J. Philip Briggs | |
| SUFFOLK | WLPM | 1420 1450 | 250 IV | Suffolk Broadcasting Corp. 105 Bank St. 1240 | | Fred L. Hart Fred L. Hart | Kenneth Given Margaretta Smith Jack Siegel | Sears & Ayer |

WASHINGTON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative |
|------------|-----------------|-------------------------|-----------------------------------|---|---------------------------|---|--|----------------|
| ABERDEEN | KXRO | 1310 1340 | 250 IV | KXRO Inc. 207 1/2 W. Market 4098 | MBS Don Lee Pacific | Harry R. Spence Harry R. Spence Fred G. Goddard | Ben K. Weatherwax Elmer Holmberg W. M. McGoffin | |
| BELLINGHAM | KVOS | 1200 1230 | 250 IV | KVOS Inc. KVOS Bldg. 4200 | MBS Don Lee Pacific | Rogan Jones Rogan Jones | | |
| CENTRALIA | KELA | 1440 1470 | 1,000 III-A | Central Broadcasting Corp. KELA Bldg. 721 | MBS Don Lee Pacific | Arthur C. St. John J. Elroy McCaw Joe Chytil | Vincent Voegele Carl Tucker Sam Norin | |
| EVERETT | KRKO ST-KEVR | 1370 1400 | 50 CP-250-LS CP-100-N IV | Everett Broadcasting Co. Inc. Clark Bldg. Main 526 | MBS Don Lee Pacific | Lee E. Mudgett Lee E. Mudgett W. F. Knehr | P. A. Mudgett W. F. Knehr Floya Everett Steele | |
| LONGVIEW | KWLK | 1370 1400 | 250 IV | Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500 | MBS Don Lee Pacific | A. C. Campbell Ralph Bryan Leonard Franklin | William Cunningham Thelma Bryan Larry Curd | |
| OLYMPIA | KGY | 1210 1240 | 100 IV | KGY Inc. Capitol Park Bldg. 5000 | MBS Don Lee Pacific | Tom Olsen Tom Olsen J. Harris Dorr | Theresa K. Olsen J. Harris Dorr John H. Thatcher | Burn-Smith |
| PULLMAN | *KWSC | 1220 ST-KTW 1250 | 5,000 III-A | State College of Washington Pullman 6044 | | State College of Wash. Kenneth E. Yeend | Allen Miller Hugo L. Libby | |

DOWN IN RICHMOND, VIRGINIA

GET THE NEW WRNL RADIO PICTURE IN PROPER FOCUS FOR MORE SALES



NOW! *Night and Day!*

NOW! *1,000 Watts!*

NOW! *NBC Blue!*

NO MATTER how expensive the camera, or how good the film, proper focus is necessary for a good picture.

Expose your sales story to WRNL's increasing thousands of listeners in the Richmond Radius and you'll get a beautiful sales picture—quick like a FLASH!

P. S.—No extra charge for Kodachrome.

EDWARD PETRY & CO., Inc.
New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. STN—Share Time Night. SH—Specified Hours. SHN—Specified Hours Night.
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WASHINGTON—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------|--------------|-------------------------|--|---|---|---|---|--------------------------------|
| SEATTLE | KEVR | 1370 | 100 | Evergreen Broadcasting Corp. Smith Tower Seneca 0070 | | Robert S. McCaw Lee E. Mudgett W. F. Knehr | P. A. Mudgett W. F. Knehr Floys Everet Steele | |
| | | ST-KRKO 1400 | IV | | | | | |
| | KIRO | 710 | 1,000 | Queen City Broadcasting Co. Cobb Bldg. Seneca 1500 | CBS | Louis K. Lear H. J. Quilliam J. A. Morton | Tommy Thomas J. A. Morton James B. Hatfield | Free & Peters |
| | | 710 | CP-10,000 I-B | | | | | |
| | KJR | 970 | 5,000 | Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890 | NBC-Blue | O. W. Fisher Birt F. Fisher H. M. Feltis | Willard W. Warren Charles A. Bailie Francis J. Brott | Petry |
| 1000 | | | II Proposed I-B (10,000) | | | | | |
| KOL | 1270 | 5,000-LS | Seattle Broadcasting Co. Northern Life Tower Main 2312 | MBS | Archie Taft Archie Taft Oliver A. Runchey | Wheeler Smith Perry Lind | Reynolds- Fitzgerald | |
| | | 1300 | | | | | | 1,000-N III-A |
| KOMO | 920 | 5,000-LS | Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890 | NBC-Red | O. W. Fisher Birt F. Fisher H. M. Feltis | Willard W. Warren Charles A. Bailie Francis J. Brott | Petry | |
| | | 950 | | | | | | 1,000-N CP-5,000-U III-A |
| KRSC | 1120 | 1,000 | Radio Sales Corp. 2939 Fourth, S. Main 0110 | | Palmer K. Leberman Robert E. Priebe Romig C. Fuller | Ted Bell N. J. Rifkin George A. Freeman | Radio Advertising | |
| | | 1150 | | | | | | II-A |
| *KTW | 1220 | 1,000 | First Presbyterian Church Seattle Main 2056 | | First Presbyterian Church | | | |
| | | ST-KWSC 1250 | | | | | | III-A |
| KXA | 760 | 1,000 | American Radio Telephone Co. Bigelow Bldg. Seneca 1000 | | R. F. Megee Florence Wallace Florence Wallace | Jackson Latham Maurice M. McMullen | Burn-Smith | |
| | | L-WJZ 770 | | | | | | II |
| SPOKANE | KFIO | 1120 | 100-D | Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400 | | Arthur L. Smith Arthur L. Smith B. E. Woolston | Gertrude Longmeier Curtis T. Strong | |
| | | 1150 | IV | | | | | |
| KFPY | 890 | 5,000 | Symons Broadcasting Co. Symons Bldg. Main 1218 | CBS | T. W. Symons Arthur L. Bright George H. Hager | R. W. Brazeal George Langford | Katz | |
| | | 920 | | | | | | III-A |
| KGA | 1470 | 5,000 | Louis Wasmer Inc. Radio Central Bldg. Main 5833 | NBC-Blue | Louis Wasmer Harvey Wixson Harvey Wixson | H. J. McAllister Harvey Wixson A. G. Sparling | Petry | |
| | | 1510 | | | | | | II Proposed I-B (10,000) |
| KHQ | 590 | 5,000 | Louis Wasmer Inc. Radio Central Bldg. Main 5833 | NBC-Red | Louis Wasmer Harvey Wixson Harvey Wixson | H. J. McAllister Harvey Wixson A. G. Sparling | Petry | |
| | | 590 | | | | | | III-A |
| TACOMA | KMO | 1330 | 1,000 | Carl E. Haymond 914½ Broadway Main 4144 | MBS | Carl E. Haymond James A. Murphy Roscoe A. Smith | Dick Ross Dick Ross J. D. Kolesar | Blair |
| | | 1360 | CP-5,000 III-A | | | | | |
| KVI | 570 | 5,000 | Puget Sound Bestg. Co. Inc. Rust Bldg. Broadway 4211 | CBS | Vernice Irwin Vernice Irwin Earl T. Irwin | Dorothy Doernbecher Elvin E. Evans William Haase | Hollingbery | |
| | | 570 | | | | | | III-A |
| VANCOUVER | KVAN | 880 | 250-D | Vancouver Radio Corp. Vancouver 150 | | Sheldon F. Sackett | | |
| WALLA WALLA | KUJ | 1370 | 100 | KUJ Inc. Second & Rose 1230 | | H. E. Studebaker H. E. Studebaker Jerry Jensen | H. E. Studebaker Norval Armes Milton MacLafferty | |
| | | CP-1390 1420 | CP-1,000 III-A | | | | | |
| WENATCHEE | KPQ | 1500 | 250 | Wescoast Broadcasting Co. KPQ Bldg. 45 | MBS | Rogan Jones Cole E. Wylie Thomas Schafer | C. E. Wylie | |
| | | 1490 | IV | | | | | |
| YAKIMA | KIT | 1250 | 1,000 | Carl E. Haymond 414 E. Yakima Ave. 8115 | MBS | Carl E. Haymond J. A. Murphy Harrison A. Miller | D. L. Lindberg R. Lee Black H. B. Murphy | Blair |
| | | 1280 | III-A | | | | | |

WEST VIRGINIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------|--------------|-------------------------|---|---|---|---|---|----------------|
| BECKLEY | WJLS | 1210 | 250 | Joe L. Smith, Jr. 101½ Main St. 2700 | | Joe L. Smith, Jr. Joe L. Smith, Jr. Charles R. Armentrout | Kathryn Kiddick Marion H. McDowell | |
| | | 1240 | IV | | | | | |
| BLUEFIELD | WHIS | 1410 | 1,000-LS | Daily Telegraph Printing Co. Bluefield 2618 | | H. I. Schott J. Lindsey Alley J. Lindsey Alley | M. F. Barnett Bill Blake P. T. Flanagan | |
| | | 1440 | 500-N III-B | | | | | |
| CHARLESTON | WCHS | 580 | 5,000 | Charleston Broadcasting Co. 1016 Lee St. Capitol 28-131 | CBS | John A. Kennedy Howard L. Chernoff Howard L. Chernoff | James C. Keefe Odes E. Robinson | Branham |
| | | 580 | III-A | | | | | |
| WGKV | 1500 | 100 | Kanawha Valley Bestg. Co. 1016 Lee St. 37-541 | NBC | W. A. Carroll R. F. Sowers R. F. Sowers | J. B. Matthews Robert Ames | | |
| | | 1490 | | | | | | IV |
| CLARKSBURG | WBLK | 1370 | 250 | Exponent Co. 444½ W. Pike St. 3040 | NBC | John A. Kennedy G. C. Blackwell G. C. Blackwell | Don McWhorter G. C. Blackwell Conrad Citmans | Branham |
| | | 1400 | IV | | | | | |
| FAIRMONT | WMMN | 890 | 5,000-LS | Monongahela Valley Bestg. Co. 208 Adams St. 3100 | CBS | George B. Storer O. J. Kelchner | H. H. Wolfe J. R. Heck | Blair |
| | | 920 | 1,000-N CP-5,000-U III-A | | | | | |
| HUNTINGTON | WSAZ | 1190 | 1,000 | WSAZ Inc. 929½ Fourth Ave. 4106 | W. Va. | John A. Kennedy Mike Layman Mike Layman | William J. Adams Russell Banks | |
| | | L-WOAI CP-900 930 | III-B | | | | | |



KFPY

SPOKANE

FIRST STATION IN THE INLAND EMPIRE

Represented Nationally by the KATZ AGENCY

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WEST VIRGINIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|--------------------------|--------------------------------------|---|----------------------------|--|---|----------------|
| MORGANTOWN..... | WAJR | 1200 1230 | 250 IV | West Virginia Radio Corp. 488 Spruce St. 9488 | | H. C. Greer C. H. Murphy, Jr. C. H. Murphy, Jr. | John Gooss Ray C. Spence | |
| LOGAN..... | WLOG | 1200 1230 | 100 IV | Clarence H. Frey & Robert O. Greever Kanada St. 761 | | Clarence H. Frey Robert O. Greever C. E. Vann George S. Armstrong | C. E. Vann Bernard H. Bopp | |
| PARKERSBURG..... | WPAR | 1420 1450 | 100 CP-250 IV | Ohio Valley Broadcasting Corp. Grinter Bldg. 2530 | CBS W. Va. | John A. Kennedy A. Rauch A. N. Archer | Carl Loose Rollie Marshall William A. Sodaro | Branham |
| WELCH..... | WBRW | 1310 1340 | 250 IV | McDowell Service Co. 10 Riverside Drive 818 | | J. W. Blakely Harold McWhorter Harold McWhorter | Joe J. Herget Gordon Redding Thomas Phillips, Jr. | |
| WHEELING..... | WKWK (Construction permit) | 1370 1400 | 100 IV | Community Broadcasting Inc. Wheeling | | Joe L. Smith Jr. | | |
| | WVVA | 1160 STN-WOWO 1170 | 5,000 II Proposed I-B (50,000) | West Virginia Bestg. Corp. Hawley Bldg. 5383 | CBS NBC-Blue (May 1) | George B. Storer George W. Smith George W. Smith | William L. Thomas Paul J. Miller Glenn G. Boundy | Blair |
| WILLIAMSON..... | WBTH | 1370 1400 | 250 IV | Williamson Broadcasting Corp Mountaineer Hotel Block 1241 | | George W. Taylor Combs Blanford Combs Blanford | Eddie Whitehart George Yazell | |

WISCONSIN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|--|---|-----------------------|--|---|-------------------------|
| APPLETON..... | WHBY | 1200 1230 | 250 IV | WHBY Inc. 600 S. Law St. 1162 | Wisconsin | B. H. Pennings Haydn R. Evans J. C. Gallagher | Emlyn Owen William Chapin George Merkl | Reynolds- Fitzgerald |
| ASHLAND..... | WATW | 1370 1400 | 100 IV | Upper Mich.-Wis. Bestg. Co. Inc. Northern State Bank Bldg. 1420 | | William L. Johnson N. C. Ruddell John K. Hubbard, Jr. | Ruth Wright R. L. Johnson | Bogner & Martin |
| EAU CLAIRE..... | WEAU | 1050 L-KFBI 1070 | 5,000-LS 1,000-N II | Central Broadcasting Co. 230 Barstow St. 6149 | NBC | Walter C. Bridges John J. Stack John J. Stack | John J. Stack John J. Stack Charles P. Persons | Hollingbery |
| FOND DU LAC..... | KFIZ | 1420 1450 | 100 IV | Reporter Printing Co. 18 W. First St. 356 | Wisconsin | A. H. Lange (Lynn N. Fairbanks Cile Fairbanks, Acting Mgr. Cile Fairbanks | Cile Fairbanks Cile Fairbanks Wendell S. Meyers | |
| GRFFEN BAY..... | WTAQ | 1330 1360 | 5,000 III-A | WHBY Inc. Bellin Bldg. Adams 1 | CBS Wisconsin | B. H. Pennings Haydn R. Evans Val Schneider | Al Michel Johnnie Olson Wally Stangel | Reynolds- Fitzgerlad |
| JANESVILLE..... | WCLO | 1200 1230 | 250 IV | Gazette Publishing Co. Janesville 2500 | | Sidney H. Bliss James F. Kyler James F. Kyler | Hester Kyler Paul Ruhle Charles Brannen | |
| LA CROSSE..... | WKBH | 1380 1410 | 1,000 CP-5,000 III-A | WKBH Inc. Radio Bldg. 450 | CBS | Otto M. Schlabach Otto M. Schlabach Ed Cunniff | Bernice Callaway Ed Cunniff Alvin Leeman | Wilson |
| MADISON..... | *WHA | 940 970 | 5,000-D III | University of Wisconsin Radio Hall University 475 | | State of Wisconsin H. B. McCarty | William G. Harley H. A. Engel John Stiehl | |
| | WIBA | 1280 1310 | 5,000-LS 1,000-N CP-5,000-U III-A | Badger Broadcasting Co. 110 E. Main St. Fairchild 8800 | NBC-Blue | William T. Evjue Tom C. Bowden William E. Walker | Kenneth F. Schmitt Norman Hahn | Reynolds- Fitzgerlad |
| MANITOWOC..... | WOMT | 1210 1240 | 100 IV | Francis M. Kadow Radio Bldg 7015 | | Francis M. Kadow Francis M. Kadow Francis M. Kadow | Roger Mueller W. F. Duben | |
| MARINETTE..... | WMAM | 570 570 | 250-D IV | M. & M. Broadcasting Co. 400 Wells St. 570 | | W. E. Walker M. F. Chapin M. F. Chapin | Paul Skinner Morgan Sexton Werner Schwarz | Reynolds- Fitzgerald |
| MEDFORD..... | WIGM (Construction permit) | 1500 1490 | 100 IV | George F. Meyer Medford | | George F. Meyer | | |
| MILWAUKEE..... | WEMP | 1310 1340 | 250 IV | Milwaukee Broadcasting Co. 710 N. Plankinton Ave. 7722 | NBC-Blue Wisconsin | Glenn D. Roberts Charles J. Lanphier Ben Wolff | Bert C. Mulroy Charles A. LaForce Raymond H. Host | |
| | WISN | 1120 1150 | 1,000-LS 250-N CP-5,000-U III-A | Hearst Radio Inc. 123 W. Michigan Daly 3900 | CBS | Hearst Radio Inc. G. W. Grignon G. W. Grignon | Woods O. Dreyfus Hugh O'Malley D. A. Weller | International |
| | WTMJ | 620 620 | 5,000-LS 1,000-N CP-5,000-U III-A | Journal Co. 333 W. State St. Marquette 6000 | NBC-Red | Walter J. Damm L. W. Herzog William F. Dittman | R. W. Winnie R. V. Tolg D. W. Gellerup | Petry |
| POYNETTE..... | WIBU | 1210 1240 | 250 IV | William C. Forrest Poynette 97R5 | | William C. Forrest William C. Forrest William C. Forrest | Sarah Forrest William C. Forrest Leonard Doese | |
| RACINE..... | WRJN | 1370 1400 | 250 IV | Racine Broadcasting Corp. American Bank Bldg. Jackson 290 | Wisconsin | F. R. Starbuck Harry R. LePoidevin Harold Newcomb | Herbert Mann, Jr. Harold Newcomb F. Lee Dechant | Ferguson & Walker |
| RICE LAKE..... | WJMC | 1210 1240 | 250 IV | Walter H. McGenty 410 N. Main St. 550 | | W. H. & J. J. McGenty C. C. Leonard C. C. Leonard | C. C. Leonard C. C. Leonard Ray Pearson | |

5,000 WATTS

DAY AND NIGHT

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MILWAUKEE

FIVE TIMES MORE POWER

Day Time

TWENTY TIMES MORE POWER

Night Time

**CONTRACT NOW FOR WISN TIME
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Represented by
INTERNATIONAL RADIO SALES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

WISCONSIN—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-------------------|--------------|-------------------------|------------------------------|--|--------------------|---|---|-------------------------|
| SHEBOYGAN..... | WHBL | 1300 1330 | 1,000-LS 250-N 111-B | Press Publishing Co. 626 Center Ave. 1900 | Wisconsin | C. E. Broughton Wayne W. Cribb Wayne W. Cribb | Mona Jean Pape Glen James Herbert J. Mayer | Wilson |
| STEVENS POINT.... | *WLBL | 900 930 | 5,000-D 111 | State of Wisconsin Dept. of Agriculture 525 | | Board of Regents F. R. Calvert | W. P. Wichmann H. O. Brickson | |
| SUPERIOR..... | WDSM | 1200 1230 | 100 IV | WDSM Inc. Board of Trade Bldg. 3200 | MBS No. Central | Fred A. Baxter | | Rambeau |
| | WEBC | 1290 1320 | 5,000-LS 1,000-N 111-A | (See Duluth, Minn.) | | | | |
| WAUSAU..... | WSAU | 1370 1400 | 250 IV | Northern Broadcasting Co. Inc. 125 Third St. 6521 | | W. E. Walker Ben F. Hovel J. W. Killen | Donald R. Burt Roland W. Richardt | Reynolds- Fitzgerald |
| WISCONSIN RAPIDS | WFHR | 1310 1340 | 250-LS 100-N IV | William F. Huffman 141 W. Grand Ave. 1340 | | William F. Huffman George T. Frechette Bruce G. Beichl | Ernie Smith George T. Frechette Garth N. Bowker | |

WYOMING

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|------------------|-------------------------------|-------------------------|-----------------------|--|----------|---|---|--------------------------|
| CASPER..... | KDFN | 1440 1470 | 1,000 111-B | Donald Lewis Hathaway First & Lennox Sts. 407 | | Donald L. Hathaway Donald L. Hathaway F. Hufsmith | M. Nichols Donald L. Hathaway | Sears & Ayer Biddick |
| CHEYENNE..... | KFBC | 1420 1450 | 250-LS 100-N IV | Frontier Broadcasting Co. Plains Hotel 4461 | NBC-Blue | Tracy S. McCracken William C. Grove Larry Bloom | Robert W. Youmans Larry Bloom J. F. Dawson | |
| | KYAN | 1370 1400 | 250 IV | Western Broadcasting Co. 1500 E. Fifth St. 8511 | MBS | Partnership H. L. McCracken Don Tannehill | Warren Williamson A. E. Buchanan | |
| POWELL..... | KPOW (Construction permit) | 1200 1230 | 250 IV | Albert Joseph Meyer Powell | | Albert Joseph Meyer | | |
| ROCK SPRINGS.... | KVRS | 1370 1400 | 250 IV | Wyoming Broadcasting Co. 1307 Wyoming St. 93 | | Rule R. West Harold L. McCracken Harold E. Tannehill | Michael Reid Harold E. Tannehill Williard Easterly | |
| SHERIDAN..... | KWYO | 1370 1400 | 250 IV | Big Horn Broadcasting Co. Inc. 19 N. Main 601 | | R. E. Carroll Jack Gage Herb Siebert | Jim Carroll Herb Siebert Robert F. Crossthwaite | Sears & Ayer Griffith |

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PONTIAC, MICHIGAN

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The new improved 1941 Radio Outline Map of the United States, Territories and Canada is drastically reduced in price for quantity use. Redesigned for greater efficiency, its uses are many for the radio advertiser, radio director, time buyer, station executive, station representative and all others engaged in the business of broadcasting.

The 1941 Radio Outline Map embodies these features: (1) 33 x 22 inches (2) shows locations of all radio stations by cities, county outlines and names, time zones, number of stations per city (3) includes 76 new 1940 station grants (4) printed on white ledger paper permitting use of ink (5) mailed flat, prepaid.

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit issued.

(Territories and Possessions)

(Data corrected to January 1, 1941)

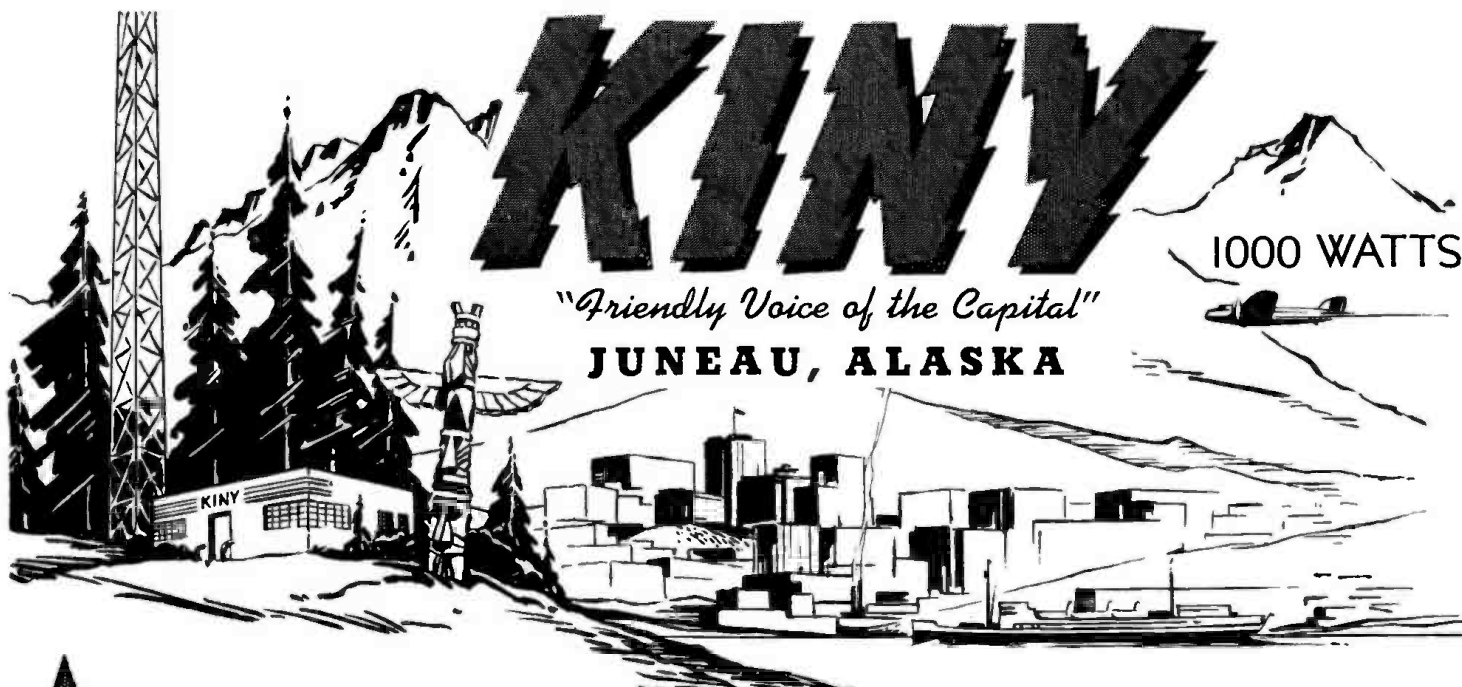
Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ALASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative |
|-----------|--------------|-------------------------|----------------|---|----------------|---|---|----------------|
| ANCHORAGE | KFQD | 780 790 | 250 IV | Anchorage Radio Club Anchorage Black 143 | | R. E. McDonald William J. Wagner William J. Wagner | Kenneth Laughlin Jack Crawford William J. Wagner | Biddick |
| FAIRBANKS | KFAR | 610 610 | 1,000 III-A | Midnight Sun Bestg. Co 508 Second Ave. East 380 | | Austin E. Lathrop Jack Winston Wilson K. Foster | Alvin O. Bramstedt Lincoln W. Miller Stanton D. Bennett | KFAR, Seattle |
| JUNEAU | KINY | 1430 1460 | 1,000 III-A | Edwin A. Kraft American Bldg., Seattle Seattle: Elliott 5188 Juneau: 197 | | Edwin A. Kraft C. B. Arnold Bud Cherrington | Vincent I. Kraft | McGillvra |
| KETCHIKAN | KGBC | 900 930 | 500 III-B | Alaska Radio & Service Co Ketchikan 311 | MBS Don Lee | James A. Britton | | Biddick |

HAWAII

| | | | | | | | | |
|----------|------|------|-----------------|--|------------|--|---|----------|
| HILO | KHBC | 1200 | 250 | Hawaiian Broadcasting System Ltd. Hilo | GBS MBS | J. Howard Worrall Al Green | | Blair |
| HONOLULU | KGMB | 590 | 5,000 | Hawaiian Broadcasting System Ltd Box 581 2323 | CBS MBS | J. Howard Worrall Webley Edwards Henry C. Putnam | Leo Rumsey Henry C. Putnam Eugene T. Goldrup | Blair |
| | KGU | 750 | 2,500 | Advertiser Publishing Co. Ltd. Honolulu | NBC | Lorin P. Thurston | | Katz |
| LIHUE | KTOH | 1500 | 250-LS 100-N | Garden Isle Publishing Co. Ltd. Lihue, Kauai 261-361 | | Charles J. Fern Deane Stewart William C. Parsons | William C. Parsons Clarence Ashman Robert Barrington John Laudermlch | Griffith |



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JOSEPH HERSHEY MCGILLVRA, National Representatives
 306 MADISON AVENUE, NEW YORK
 627 MILLS BUILDING, SAN FRANCISCO, CAL.
(Duncan A. Scott Co.)
 WESTERN PACIFIC BUILDING, LOS ANGELES

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is in the USA!

- ▶ 423,332 Population—U. S. Census 1940
94% of Hawaii's homes have Radios.
- ▶ \$120,000,000 worth of U. S. Mainland goods bought last year.

KGMB 5000 w. 590 kc.

- ▶ is ALERT to the marketing problems of this growing Territory, and to the opportunities it affords National Advertisers

You need Hawaii's MOST POWERFUL station to cover ALL Hawaii!

HAWAIIAN BROADCASTING SYSTEM, LTD., HONOLULU, HAWAII

KGMB - Honolulu

KHBC - Hilo

Affiliated with **CBS** and **MBS**

Represented by **JOHN BLAIR & COMPANY**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.

(Territories and Possessions)

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

PUERTO RICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|---------------|--------------|-------------------------|------------------------------|--|---------|---|---|----------------|
| MAYAGUEZ..... | WPRA | 780 790 | 2,500-LS 1,000-N III-A | Puerto Rico Advertising Co. Inc. McKinley & Del Rio Sta. 269 | | Andrés Camara Ralph Perez Perry Ralph Perez Perry | William Diaz Mendez Ralph Perez Perry | |
| PONCE..... | WPAB | 1340 1370 | 1,000 III-A | Portorican American Beatg. Co. Inc. Ponce | | Juan Luis Boscio | | |
| | WPRP | 1480 1520 | 5,000-LS 1,000-N II | Julio M. Conesa Ponce | | Julio M. Conesa | | |
| SAN JUAN..... | WKAQ | 620 620 | 1,000 III-A | Radio Crnp. of Porto Rico Box 3746 2014 | CBS | H. H. Buttner John A. Zerbe Jose C. Irizarry | David A. Brown Angel P. Del Valle | |
| | WNEL | 1290 1320 | 2,500-LS 1,000-N III-A | Juna Piza Calle Salvador Brau No. 59 107 | | Juan Piza Edgar S. Belaval Agustin Camunas | Gustavo Diaz Gustavo Diaz William N. Greer | McGillvra |

PHILIPPINE ISLANDS

| City | Call Letters | Frequency in Kilocycles (Also Shortwave) | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative |
|--------------------|--------------|---|-----------------|--|---------|---|---|----------------|
| CEBU CITY, CEBU... | KZRC | 1200 6110 | 1,000 1,000 | H. E. Heacock Co. Inc. Manila 2-41-86 | NBC | S. F. Gachos Bertrand H. Silen H. Fenton | Mrs. Judge H. Fenton J. Esplanada | International |
| MANILA..... | KZRH | 710 9640 | 10,000 1,000 | H. E. Heacock Co. Inc. Manila 2-41-86 | NBC | S. F. Gachos Bertrand H. Silen Bertrand H. Silen | J. Harris Ted Wallace J. Guevara | International |
| | KZIB | 900 6040 | 1,000 1,000 | I. Beck Inc. Maritima Bldg. 2-32-43 | | I. Beck H. A. Naftaly H. A. Naftaly | Al Naftaly Al Naftaly Antonio Rodriguez | |
| | KZRF | 780 6140 | 1,000 1,000 | Far Eastern Broadcasting Inc. Insular Life Tower 2-11-32 | | Amado Araneta F. Da Silva J. Vogel | R. Ortigas T. D. Sternberg F. Da Silva | |
| | KZRM | 618.5 9570 | 10,000 1,000 | Far Eastern Broadcasting Inc. Insular Life Bldg. 2-11-32 | | Amado Araneta F. Da Silva J. Vogel | R. Ortigas T. D. Sternberg F. Da Silva | |

International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1941

(For list of Sponsors using Shortwave Stations during 1940, see page 311)

| Call Letters | Licensee and Location | Frequencies in Mc. | Power in Watts | Call Letters | Licensee and Location | Frequencies in Mc. | Power in Watts |
|--------------------|--|--|---------------------|---|---|---|---------------------|
| WCBX ¹ | Columbia Broadcasting System Transmitter: Near Wayne, N. J. | 6.12, 6.17, 9.65 11.83, 15.27, 17.83, 21.57 | 10,000 CP-50,000 | WCAB ² | WCAU Broadcasting Co. Transmitter: Newtown Sq., Pa. | 6.06, 9.65, 11.83, 15.27, 21.52, 25.725 | 10,000 |
| WCRC ³ | Columbia Broadcasting System Transmitter: Brentwood, L. I. | 6.06, 11.83, 15.27 17.83, 21.52 | 50,000 | WBOS ⁴ | Westinghouse E. & M. Co. Transmitter: Hull, Mass. | 6.14, 9.57, 11.87, 15.21, 17.78, 21.54 | 50,000 |
| WLWO ⁵ | The Crosley Corp. Transmitter: Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.81, 21.65 | 50,000 | WRUL | World Wide Broadcasting Corp. Transmitter: Scituate, Mass. | 6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46 | 20,000 CP-50,000 |
| KGEI ⁶ | General Electric Co. Transmitter: San Francisco | 6.19, 9.53, 15.33 | 20,000 CP-50,000 | WRUW | World Wide Broadcasting Corp. Transmitter: Scituate, Mass. | 11.73, 11.79, 15.13, 15.35, 17.75, 25.60 | 20,000 CP-50,000 |
| WGEA ⁷ | General Electric Co. Transmitter: So. Schenectady, N. Y. | 6.19, 9.55, 15.33, 21.50, 21.59 | 25,000 CP-50,000 | † Construction Permit. | | | |
| WGEO ⁸ | General Electric Co. Transmitter: So. Schenectady, N. Y. | 6.19, 9.53, 15.15, 15.33 | 100,000 | ¹ Also licensee of WABC, New York City. ² Also licensee of WLW and WSAI, Cincinnati. ³ Also licensee of KGO, San Francisco. ⁴ Also licensee of WGY, Schenectady. ⁵ Also licensee of WEAJ and WJZ, New York City. ⁶ Also licensee of WCAU, Philadelphia. ⁷ Also licensee of WBZ-WBZA, Boston-Springfield. | | | |
| WNBI ⁹ | National Broadcasting Co. Transmitter: Bound Brook, N. J. | 6.10, 11.89, 21.63 | 35,000 CP-50,000 | | | | |
| WRCA ¹⁰ | National Broadcasting Co. Transmitter: Bound Brook, N. J. | 9.67, 17.78, 21.63 | 35,000 CP-50,000 | | | | |