

Directory of

BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)
 INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

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	Representatives Transc. Library News Service
ANNISTON	WHMA	1450	250	Harry M. Ayers 14th & Noble Sts. 2380	Blue	Harry M. Ayers J. W. Buttram J. W. Buttram	Dr. Frank McLean Ruby Meigs Gerry Hunt	Sears & Ayer UP
BESSEMER	WJLD	1400	250	J. Leslie Doss Hotel Gary 2300	J. Leslie Doss Hal Falter Hal Falter	Beryl C. Cooley C. M. Calcioott	World AP
BIRMINGHAM 3	WAPI	1070	5,000	Voice of Alabama Inc. 2029 First Ave. 3-8116	CBS	Thad Holt Ed Norton Thad Holt	Jimmie Willson Norman S. Hurley	Radio Sales UP
BIRMINGHAM 1	WBRC	960	5,000	Birmingham Bcstg. Co. Inc. 2nd Ave. & 18th St. 4-7741	NBC	J. C. Bell J. C. Bell J. C. Bell	John Connally J. C. Bell	Raymer Associated Standard INS
BIRMINGHAM 1	WSGN	610	5,000-LS 1,000-N	The Birmingham News Co. Dixie Carlton Hotel 4-3434	Blue MBS	V. H. Hanson Henry P. Johnston Henry P. Johnston	Bill Terry Edgar Hinkle Gordon Bishop	Headley-Reed Biddick Thesaurus Associated AP
DECATUR	WMSL	1400	250	Tennessee Valley Bcstg. Co. 511 Bank St. 802	MBS	Melvin Hutson Curtis Gover Curtis Gover	Genevra Hough Bell Genevra Hough Bell Garlan Grant Sandlin	UP
DOTHAN	WAGF	1400	250-D	Dothan Broadcasting Co. 204½ E. Main St. 1430	Dothan Broadcasting Co. Julian C. Smith Fred C. Moseley	Carl Snellgrove John T. Huhhard	Headley-Reed Standard AP
GADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	MBS	B. H. Hopson Beatrice Tate Benton Sam Benton	Beatrice Tate Benton Lawrence O. Brunas	Sears & Ayer Associated TP
HUNTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	MBS	W. H. Pollard W. H. Pollard W. H. Pollard	Margaret Speake Hugh McDonald John Garrison	UP
MOBILE 9	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3787	NBC	W. O. Pape H. K. Martin Albert Treadway	R. B. Hurley	Headley-Reed Standard AP
MOBILE 2	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	Blue MBS	S. B. Quigley S. B. Quigley F. E. Busby	T. L. Greenwood	Sears & Ayer Associated Thesaurus UP
MONTGOMERY 2	WCOV	1240	250	Capital Broadcasting Co. Inc. 2 Montgomery St. 5781	CBS	G. W. Covington Jr. G. W. Covington Jr. John C. Hughes	M. E. Richards John C. Hughes W. D. Weatherly	Wilson MacGregor Standard INS
MONTGOMERY 2	WSFA	1440	1,000-LS 500-N	Montgomery Bcstg. Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill John B. DeMotte	E. Caldwell Stewart John B. DeMotte C. I. Shelkofsky	Headley-Reed Thesaurus AP
MUSCLE SHOALS	WLAY	1450	250	Muscle Shoals Broadcasting Corp. Muscle Shoals Sheffield 1450	MBS	J. Carl Russell E. J. Sperry E. J. Sperry	Sarah Smith R. Davenport John W. Smith	Sears & Ayer Associated Standard UP
OPELIKA	WJHO	1400	250-LS 100-N	Opelika Auburn Broadcasting Co. 1400 Auburn Road 856	MBS	Partnership F. Marion Hyatt James T. Ownby	Hugh Wehh Hugh Webb F. Marion Hyatt	UP
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Erin Reynolds T. F. Kelley Jr.	Sears & Ayer Associated
TUSCALOOSA	WJRD	1230	250	James R. Doss Jr. First National Bank Bldg.	World INS

ARIZONA

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	Representatives Transc. Library News Service
GLOBE	KWJB	1240	250	Gila Broadcasting Co. Globe 41	ABC	Louis F. Long Paul Merrill E. S. Shoecraft	Willard Shoecraft Willard Shoecraft Herbert Hartman	UP
JEROME	KCRJ	1340	250	Central Arizona Bcstg. Co. Drawer D 88	ABC	W. P. Stuart Erma K. Scholey	Wayne Fernyhough	MacGregor
LOWELL	KSUN	1230	250	Copper Electric Co. Inc. Naco Rd. Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Carleton W. Morris	Marion C. McKinney Marion C. McKinney Hugh Keyes	AP
PHOENIX	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Harold A. Safford John L. Hogg	John R. Williams Frances C. Myers Francis A. Higgins	Blair World MacGregor Associated John L. Hogg AP, TP

WSGN'S 4 POWERS

Assuring Results

- 1.** *WSGN, 610 kc., covers more counties, according to the N.A.B. Mail and Signal Strength Map, than any other Birmingham station.*
- 2.** *WSGN, 610 kc., covers more counties, according to the One-tenth Mv/m Contour Line Comparison, than any other Birmingham station.*
- 3.** *WSGN, 610 kc., covers more counties, according to the original N.B.C. All-county Survey Method, than any other Birmingham station.*
- 4.** *WSGN, 610 kc., covers more counties, according to a survey made among the farm and labor families, than any other Birmingham station.*

*Details to substantiate these claims
may be obtained by contacting WSGN*

WSGN

Affiliated with The News-Age Herald

Birmingham, Alabama

35th Largest City in the Nation

Represented Nationally by Headley-Reed Co.

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ARIZONA—(Continued)

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PHOENIX.....	KPHO	1230	250	M. C. Reese Phoenix 3-3197	Blue	M. C. Reese W. T. Hix W. T. Hix	J. P. Mason J. P. Mason	Pearson Associated INS
PHOENIX.....	KTAR	620	5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC Blue ABC	Arizona Republic Dick Lewis J. R. Heath	J. Howard Pyle T. M. Pennington Harold Haughwout	Raymer Standard Thesaurus AP, UP
PRESCOTT.....	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	ABC	Albert Stetson Harold Ritter Harold Ritter	Roberta M. Pfister Byron Lee McCall Frederick R. Blackburn Thesaurus
SAFFORD.....	KGLU	1450	250	Gila Broadcasting Co. Safford 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	Norman B. Harrington David R. Worley Herbert Hartman Standard AP, UP
TUCSON.....	KTUC	1400	250	Tucson Broadcasting Co. 900 E. Broadway 5800	CBS Arizona	Tucson Broadcasting Co. Lee Little Lee Little	Wayne Sanders Gerald O'Brien Clifford Livingston Associated AP
TUCSON.....	KVOA	1290	1,000	Arizona Broadcasting Co. 48 E. Broadway 3703	NBC ABC	R. B. Williams R. B. Williams R. B. Williams	Andrew White W. R. DuBois R. H. Holsclaw	Raymer Thesaurus AP, UP
YUMA.....	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Harper M. Phillips Harper M. Phillips Leavenworth Wheeler Thesaurus AP

ARKANSAS

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BLYTHEVILLE.....	KLCN	900	1,000-D	Fred O. Grimwood Blytheville 2093	Fred O. Grimwood Harold L. Sudbury Harold L. Sudbury	J. T. Sudbury John Hamilton Bob Conner	Pearson Thesaurus UP
EL DORADO.....	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	Blue Arkansas	T. H. Barton Leon Sipes Leon Sipes	Rodney Smith J. R. Duerson Alton W. Hearin	Cox & Tanz Standard INS
FORT SMITH.....	KFPW	1400	250	Southwestern Hotel Co. Inc. 1215 Garrison Ave. 4106	Arkansas	John A. England J. E. Garner Bill States	Dorothy Gibson Bill Slates John M. Van Horn Thesaurus World AP, UP
HELENA.....	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	MBS Arkansas	Sam W. Anderson Sam W. Anderson Nita Anderson	Doris Trainer Jewel C. Warren Cox & Tanz UP
HOT SPRINGS.....	KTHS	1090	10,000-LS 5,000-N SA-10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	Blue Arizona	John C. McCormack Kenneth K. Kellam Kenneth K. Kellam	Frank A. Browne Cecil Suitt	Branham Thesaurus Standard UP
HOT SPRINGS.....	KWFC	1340	250	Clyde E. Wilson 819½ Central Ave. 412	MBS	Clyde E. Wilson Bob Choate	Julia Lee Crum Melvin P. Spann Standard AP
JONESBORO.....	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas	Jay P. Beard Mrs. Jay P. Beard William H. Cate	Beauton Wood
LITTLE ROCK.....	KARK	920	5,000	Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman C. K. Beaver Julian F. Haas Dan L. Winn	Petry Standard AP, INS
LITTLE ROCK.....	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	Blue MBS	A. L. Chilton S. C. Vinsonhaler Bob Rives	Frances Monk Claude Miller K. F. Tracy	Spot Sales Standard
LITTLE ROCK.....	KLRA	1010	10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Mina Madden Claude Miller K. F. Tracy	Katz Associated UP
PINE BLUFF.....	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish R. W. Etter	Ayleene Gregory AP
SILOAM SPRINGS..	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Storm Whaley	Gilberta Walton Kenneth Maxwell	Walker World UP
TEXARKANA.....	KCMC	1450 CP-1230	250	(See Texarkana, Tex.)				

CALIFORNIA

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BAKERSFIELD.....	KERN	1410	1,000	McClatchy Broadcasting Co. 17th & Eye Sts. 8-8431	Blue	Eleanor McClatchy Deane Banta Deane Banta	Marian Gresham Richard Brothers Luverne Shatto	Raymer Associated Standard AP
BAKERSFIELD.....	KPMC	1560	1,000	Pioneer Mercantile Co. Box 1709 8-8581	MBS Don Lee	Pioneer Mercantile Co. L. A. Schamblin L. A. Schamblin	C. C. Sturm Art Mason L. P. Jarvis	Blair Thesaurus Associated UP

STRIKE!



TEN ON 1010

10,000 WATTS DAYTIME

5,000 WATTS NIGHT



For Over Fifteen Years The
ONLY COLUMBIA STATION In ARKANSAS



POWER! PRESTIGE! POPULARITY!

KLRA

LITTLE ROCK, ARKANSAS

Affiliated with the ARKANSAS GAZETTE

National Representatives: THE KATZ AGENCY

New York • Chicago • Detroit • Atlanta • Kansas City • Los Angeles • Dallas • San Francisco

BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 77

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BERKELEY 2.....	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Avenue Ashberry 7715	Arthur Westlund Arthur Westlund Don Hambly	Don Hambly Phillip McKernan	Standard INS
CHICO.....	KHSL	1290	1,000	Golden Empire Bestg. Co. Inc. 336 Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Henry Watton Jr.	Laurette C. Field Henry Watton Jr. Emory P. Milburn	Grant MacGregor Associated Standard UP
EL CENTRO.....	KXO	1490	100	Valradio Inc. 793 Main Street 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Jean Jordan Kenneth Thornton James R. Coin LeRoy Bellwood	Raymer Associated Standard
EUREKA.....	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 43 93	MBS Don Lee	William B. Smullin William B. Smullin Betty Lundeen	Charles Paul Corbin Violet Susan Alvor E. Olson	Blair World MacGregor Associated UP
FRESNO 1.....	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Ned L. Brown	Ralph B. Bunje Eldora Roth John F. Scales	Petry Associated Standard AP, INS.
FRESNO 1.....	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Frances Quinn Sheldon Anderson	World Associated UP
FRESNO 22.....	KMJ	580	5,000	McClatchy Broadcasting Co. 1559 Van Ness 3-6277	NBC	Eleanor McClatchy Keith B. Collins Robert A. Street	Andrew Patterson Connie Marill William N. Wallace	Raymer Thesaurus MacGregor Associated UP
GLENDALE 6.....	KIEV	870	250-D	Cannon System Ltd. 102 N. Glendale Ave. Chapman 5-2388	D. Cannon R. Callister L. W. Peters L. W. Peters	Clyde Cadwell Leland Gustafson	UP
LONG BEACH.....	KFOX	1280	1,000	Nichols and Warriner Inc. 220 E. Anaheim St. 672-81	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence W. McDowell	Biddick Lang-Worth Standard UP
LONG BEACH 2....	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	Ronald Oakley	Spot Sales World MacGregor Lang-Worth Standard AP
LOS ANGELES 4....	KECA	790	5,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony William B. Ryan Clyde Scott	John I. Edwards J. G. Paltridge C. W. Mason H. L. Blatterman	Free & Peters Associated Lang-Worth Standard AP, UP
LOS ANGELES 5....	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	E. L. Cord Calvin J. Smith Calvin J. Smith Calvin J. Smith	Don C. Otis Calvin J. Smith Owen J. Ford	Associated AP
LOS ANGELES 4....	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony William B. Ryan Clyde Scott	John I. Edwards J. G. Paltridge C. W. Mason H. L. Blatterman	Petry MacGregor Associated Lang-Worth Standard UP
LOS ANGELES 26... *	KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Aimee Semple McPherson Dr. Giles N. Knight	Rev. Jack Carmaine Myron E. Kluge	UP
LOS ANGELES 5....	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	Frank Burke Frank Burke F. J. Smalley, Jr.	Howard Gray William Gass	Lang-Worth UP
LOS ANGELES.....	KFWB (Hollywood 28)	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	Louis J. Halper Harry Maizlish	William V. Ray Harry Myers	Rambeau AP, INS, TP, UP, Reuters
LOS ANGELES 15... *	KGFJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	Ben S. McGlashan Thelma Kirchner Thelma Kirchner	Carolyn Caro Thelma Kirchner Homer Obuchon	Associated Standard INS
LOS ANGELES.....	KHJ (Hollywood 38)	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Sydney B. Gaynor	Van C. Newkirk Fair Taylor Frank M. Kennedy	Blair World Associated AP, INS
LOS ANGELES.....	KMPC (Beverly Hills)	710	10,000	KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Bradshaw 2-4411	G. A. Richards Robert O. Reynolds Herbert H. Wixson	Howard M. Rhines Willard W. Hanes James Lashaum, acting	Raymer Thesaurus Associated AP, UP
LOS ANGELES.....	KMTR (Hollywood 38)	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Reed Callister Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith Lang-Worth Standard INS
LOS ANGELES 28... *	KNX	1070	50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh J. A. Morton	Hal Hudson Jack O'Mara Ralph Taylor Lester H. Bowman	Radio Sales Associated Lang-Worth AP, UP

"TOPS"

AT TOP OF THE DIAL

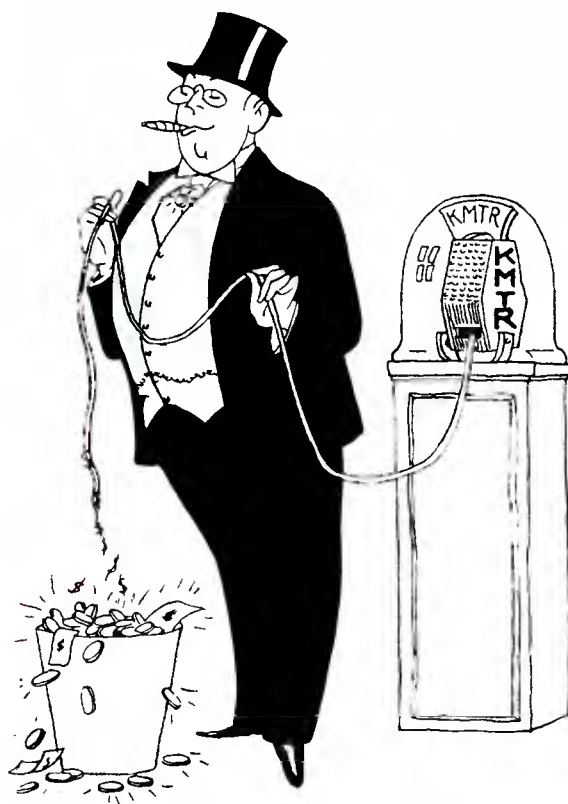
THE AFFLUENT SPONSOR on the right is cashing in on a wise investment. His KMTR spots brought back a tidal wave of a tidy sum. Convenient, too. Twenty-four hours a day operation at the "top of the dial" earns money for him even while he sleeps. And he sleeps well, knowing that KMTR completely blankets the Southern California Market both night and day. And don't under-rate that So. Cal. Market. There are three and a half million money-making spenders looking for something to buy. And they buy the things that KMTR offers for sale.

What would you like to sell?

KMTR

HOLLYWOOD

570 K.C. — TOP OF DIAL



KEN TINKHAM, the general manager, has been raising the roof about an unsold 3%. That native California sales crew he's talking to, has grown "rich" on an unbelievable sales record. There's really no trick to it. They're simply selling a station with the lowest possible "per-listener" cost. Why not drop Tinkham a note and ask for the new rate card? That 3% is still available and those three and one half million money-making spenders are still looking for something to buy.

...Radio's Best Buy "per Listener" In Southern California...

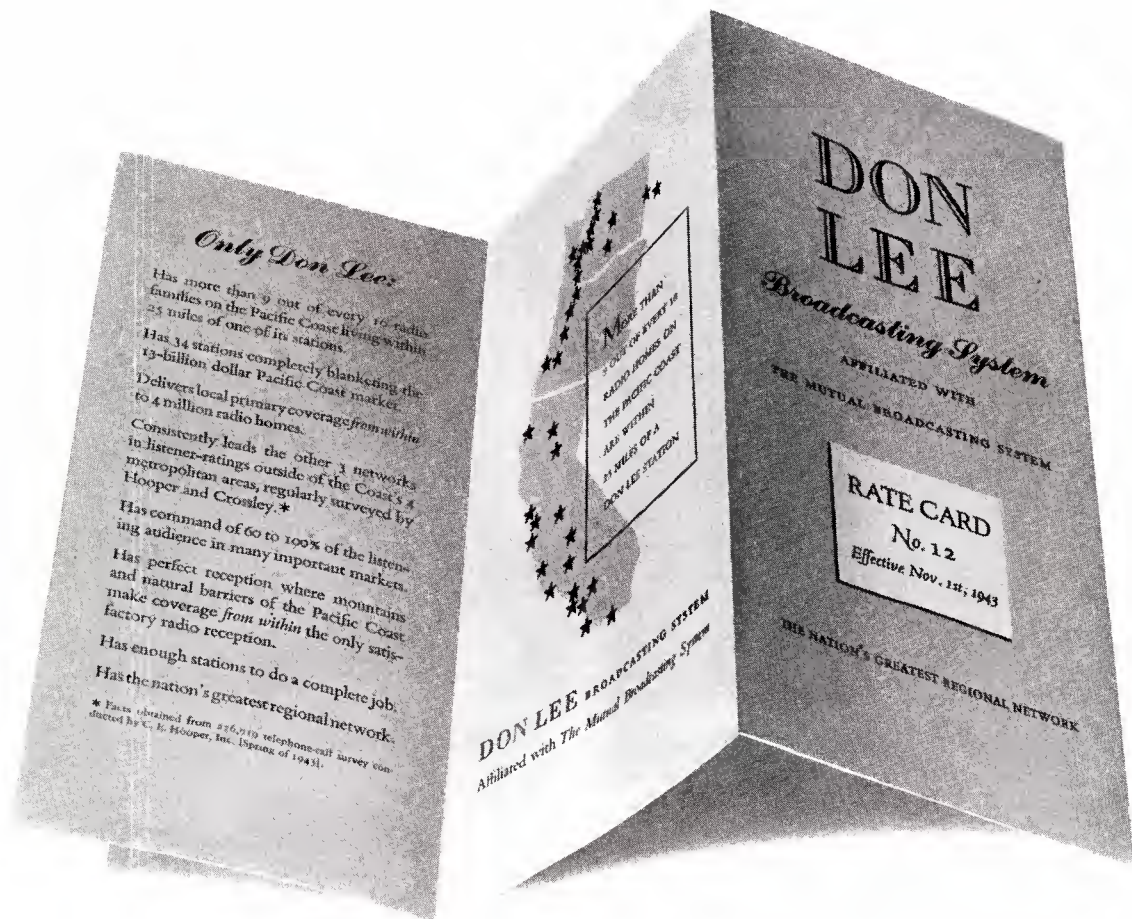
NATIONAL REPRESENTATIVES — BURN-SMITH CO., INC.

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LOS ANGELES 13...	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	Frank P. Doherty Ned Connor Ned Connor	Venna Taylor Ned Connor Willis O. Freitag	INS, TP
MARYSVILLE.....	KMYC	1450	250	Marysville-Yuba City Bestrs. Inc. Box 631 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Joe D. Carroll	Ruth Parmeter Tommie Johnson Bud Ballard	Grant Associated Standard UP
MERCED.....	KYOS	1490	250	Merced Broadcasting Co. Box 717 1430	MBS Don Lee	Hugh McClung Mel Marshall Karl Kreuger	Jack Church George Spelvin Malcolm R. Beavers	Grant Associated Standard MacGregor UP
MODESTO.....	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Norwegian Ave. 774	William H. Bates Jr. William H. Bates Jr. Doug McCreary	Cecil Lynch Doug McCreary William H. Bates Jr.	Biddick Grant Griffith INS
MONTEREY.....	KDON	1240	250	Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul H. Caswell Howard V. Walters Bernard E. Cooney	Howard V. Walters Don Ferguson Edward C. Duty Jr.	Grant Associated Standard UP
OAKLAND 12.....	KLS	1310	1,000	Warner Brothers 327 21st St. Higate 1212	S. W. Warner F. Wellington Morse	Catherine de Costa Howard Falknor	Biddick INS
OAKLAND 4.....	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 6000	Joseph R. Knowland Jr. Adriel Fried Adriel Fried	Ed Calder Howard Wilson Robert Kimball Ros Smith	McGillvra World AP
OAKLAND 12.....	KROW	960	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	W. I. Dumm Philip G. Lasky Philip G. Lasky	Bert Winn Wallace Elliott C. E. Downey	Free & Peters Lang-Worth Standard
PASADENA.....	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ryan 1-6991	J. Frank Burke Sr. Loyal K. King J. Frank Burke Jr.	Loyal K. King Jack Reader	McGillvra Associated Lang-Worth INS
PASADENA 1.....	*KPPC	1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	Rev. George E. Petrie	Leon Hall N. Vincent Parsons
PASADENA 1.....	KWKW	1430	1,000-D	Southern California Bcstg. Co. 425 E. Green Ryan 1-6744	Marshall S. Neal Howard L. Tullis Bob Atkinson	Paul Allison Paul W. Spargo	Standard UP
REDDING.....	KVCV	1230	250	Golden Empire Broadcasting Co. Box 559 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan Fred M. Stuepnagel	Charles Castor Janice Bryan Roy D. Will	Grant MacGregor Associated Standard UP
RIVERSIDE.....	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	W. L. Gleeson H. W. Wilson	Fred Hammond H. W. Wilson Ray Birch	Biddick McGillvra Associated World AP, INS
SACRAMENTO 4....	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	Blue	Eleanor McClatchy Leo O. Ricketts Jack Schacht	Howard L. Bailey Stam Sronce	Raymer Thesaurus Associated AP, UP
SACRAMENTO 14...	KROY	1240	100	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Radio Mrs. Royal Miller	II. Shelton Earp Jr. Marjorie Kohl Howard Martineau	McGillvra Biddick Associated Standard INS
SAN BERNARDINO..	KFXM	1240	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. & E. W. Lee Maury A. Vroman Maury A. Vroman	Howard Baichly M. Austin King Richard T. Sampson	Blair Associated Standard INS
SAN DIEGO 1.....	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114	Blue	Jack O. Gross O. L. Taylor Jack O. Gross Jack O. Gross	Charles Granville John Eves Charles A. Cooper	Rambeau Standard AP
SAN DIEGO.....	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer Thesaurus UP
SAN DIEGO 1.....	KGB	1360	1,000	Don Lee Broadcasting System 1017 First Avenue Franklin 6151	MBS Don Lee	Thomas S. Lee F. D. Ide William A. Evans	James Dillon William G. Collins	Blair World Associated AP
SAN FRANCISCO 9..	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Dan J. Donnelly Dan J. Donnelly	Edward Patrick Kelly Bunty F. Keyser James J. McArdle	Blair World Associated AP, INS
SAN FRANCISCO 2..	KGO	810	7,500	Blue Network Co. Inc. Taylor & O'Farrell Sts. Graystone 6565	Blue	Blue Network Don Searle L. Ray Rhodes	Robert E. Dwan Robert H. Wesson T. B. Palmer	Blue Spot Thesaurus Associated Standard AP, INS, UP
SAN FRANCISCO 5..	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	Ralph R. Brunton E. P. Franklin	Jack Irving E. J. Dold	Rambeau Griffith Associated Standard INS, UP



Passport to the Pacific Coast

The term "passport" is not used loosely here. This is Don Lee's new rate card and it's your passport to the radio homes on the Pacific Coast . . . in fact you *can't get in all the Pacific Coast radio homes without Don Lee*. A recent Hooper radio survey (the largest ever made on the Pacific Coast) proves it conclusively. The mountains (5,000 to 15,000 feet high) form a natural barrier to all *long range* broadcasting. Only Don Lee provides *local primary coverage* because more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station. More than half of the retail sales, on the Pacific Coast, are made *outside* of the counties in which the regularly Hooper rated cities are located.* In many of these markets Don Lee commands from 60 to 100% of the total tune-in.

*Sales Management Survey of Buying Power,
May 10, 1943



THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

THE NATION'S GREATEST REGIONAL NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

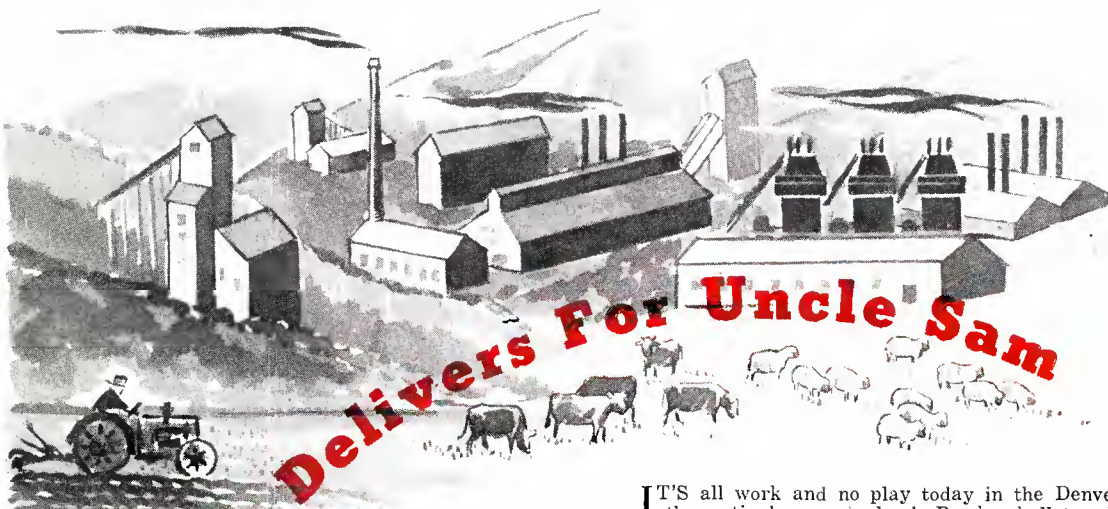
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 (Data corrected to January 1, 1944)

CALIFORNIA—(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	Representatives Transc. Library News Service
SAN FRANCISCO 2..	KPO	680	50,000	National Broadcasting Co. Inc. 420 Taylor St. Graystone 8700	NBC	NBC-John W. Elwood John W. Elwood Alfred W. Crapsey	Ray Buffum Helen Murray George Greaves	NBC Spot Thesaurus MacGregor Associated Standard AP, INS, TP, UP
SAN FRANCISCO 3..	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	S. H. Patterson Jerry Akers Jerry Akers	Don Edward Austin N. J. Patterson Lang-Worth AP, UP
SAN FRANCISCO 6..	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	W. I. Dumm (Lincoln Dellar Edward J. Jansen Morton Sidley	Harlan J. Dunning Morton Sidley Royal V. Howard	Weed MacGregor Associated Standard INS, UP
SAN FRANCISCO 3..	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. 3rd & Market Sts. Douglas 2536	Don J. Feddersen Don J. Feddersen David Lundy	Jack Williams M. Hood Paul C. Schulz	Spot Sales Associated Standard AP, INS
SAN JOSE.....	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel, San Francisco Exbrook 3233	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Anne Director Ken Owen	Petry Thesaurus Associated Standard INS, UP
SAN LUIS OBISPO..	KVEC	1230	250	The Valley Electric Co. 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Clarence Merker Joe Shuttleworth Earle Travis	Griffith Associated Standard AP
SANTA ANA.....	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spender	Wallace S. Wiggins Marjory Marsh Wallace S. Wiggins	Blair MacGregor Associated
SANTA BARBARA...	KDB	1490	250	Don Lee Broadcasting System 1309 State St. 4131	MBS Don Lee	Thomas Lee Fin Hollinger Fin Hollinger	Russell Ireland James S. Blomfield William C. Buckley	Blair World Associated AP
SANTA BARBARA...	KTMS	1250	1,000	News Press Publishing Co. De la Guerra Plaza 6111	Blue	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Frank Weltmer Bill McHardie	Raymer AP
SANTA ROSA.....	KSRO	1850	1,000	E. L. Finley Estate Press Democrat Bldg. 110	Ruth Finley, Executrix Wilt Gunzendorfer Wilt Gunzendorfer	Karl Barron Eddie Handley Howard McCauley	Biddick Griffith World Standard AP, UP
STOCKTON 7.....	KGDM	1140	5,000	E. F. Peffer California & Market Sts. 4-4551	CBS	E. F. Peffer E. F. Peffer Edith Smith	Don Ralph Lloyd Amoo	Blair World INS, TP
STOCKTON 7.....	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue	Eleanor McClatchy George Ross George Ross	Bill Straub Lee Berryhill	Raymer Associated Standard UP
VISALIA.....	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue Charles P. Scott Charles Neite	Gerry Erwin Charles P. Scott Bert Williamson	Rambeau Grant Biddick Griffith World Associated Standard AP
WATSONVILLE.....	KHUB	1340	250	Luther E. Gibson Watsonville 1700	Luther E. Gibson Roger R. Hunt Faye Silver	Rex Bowen Don De Wald Harvey Degering	Forjoe Griffith Biddick World AP

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	Representatives Transc. Library News Service
ALAMOSA.....	KGIW	1450-SH	250	E. L. Allen Alamosa 26	E. L. Allen E. L. Allen	Kay Allen John Gann TP
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylor Everett Shupe Everett Shupe	Zelda Zinn H. C. Strang	Katz Thesaurus AP
DENVER 2.....	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Gene O'Fallon Frank Bishop Mark Crandall	Cecil Seavey Louise Alterman Howard Johnson	Blair Associated Standard AP, TP
DENVER 2.....	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylor Hugh B. Terry Fred C. Mueller Jr.	Peter D. Smythe Roger Rambeaux Harvey Wehrman	Katz MacGregor Associated INS
DENVER 2.....	KMYR	1340	250	F. W. Meyer 1626 Stout St. Main 4161	F. W. Meyer A. G. Meyer Mark Schreiber	Dolores Plested A. G. Meyer Glen James	Rambeau World AP, UP



Denver Delivers For Uncle Sam

IT'S all work and no play today in the Denver area, once the nation's vacationland. Bombs, bullets, shells, rubber rafts, chemicals, and even ships are some of the products which Denver is delivering to Uncle Sam. The rich mineral veins of Colorado are pouring the lifeblood of vital metals into the fighting heart of America. And Colorado's farms are delivering record quantities of the most basic of all weapons. . . . Food.

KLZ
Delivers the
DENVER
MARKET

CBS + 560 Kc.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO AND WKY, OKLAHOMA CITY * REPRESENTED BY THE KATZ AGENCY, INC.

THE Denver market, twentieth in retail dollar volume among the 187 markets of the U. S. in 1942, is a market of first importance today. Stimulated by the needs of war, its factories, mines, and farms are employing more and producing more than ever before in Colorado history. This is the market which KLZ serves and sells to today . . . the kind of a market and the kind of a station that makes advertising pay.

Denver Delivers For Advertisers

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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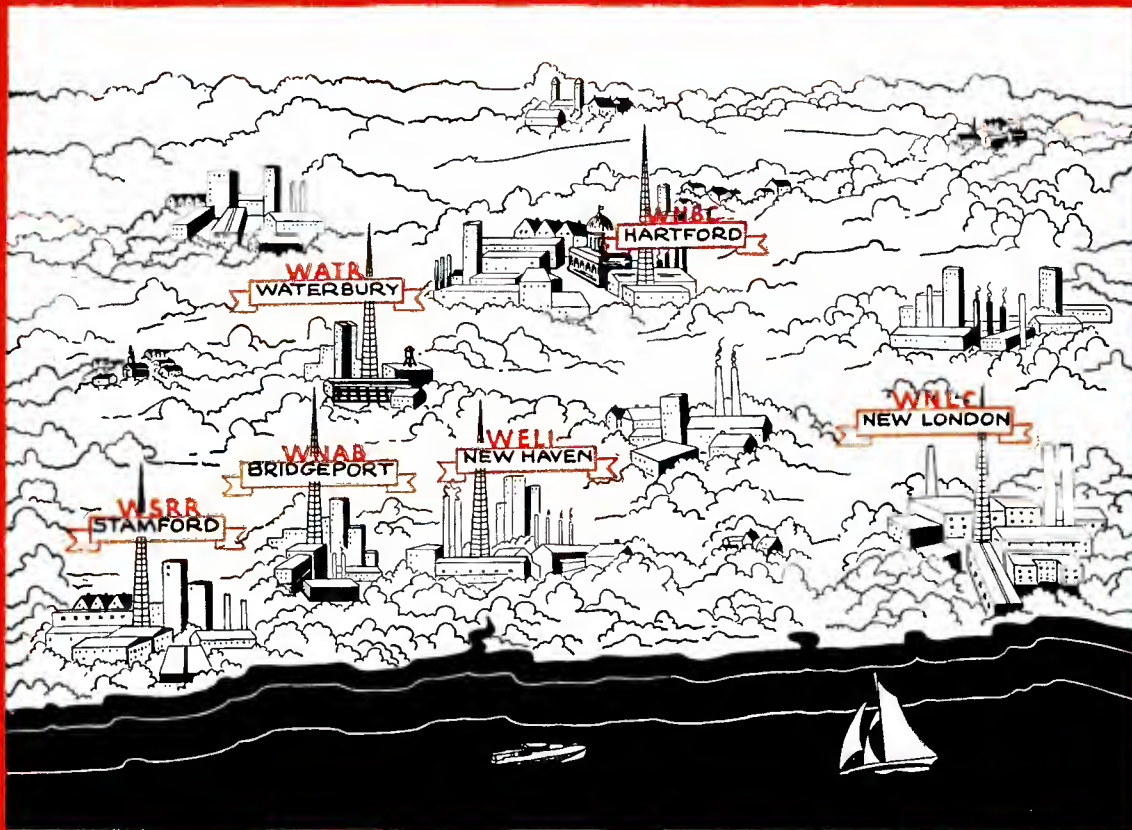
COLORADO—(Continued)

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	Representatives Transc. Library News Service
DENVER 2	KOA	850	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC	NBC-James R. MacPherson James R. MacPherson James MacPherson	Clarence C. Moore Charles Phillips Robert H. Owen	NBC Spot Thesaurus MacGregor Associated Standard AP, INS, UP
DENVER 2	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champa St. Tabor 3733	Bishop Alma White Arthur K. White	Mrs. Kathleen M. White Paul H. Schissler
DENVER 2	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	William D. Pyle T. C. Ekrem T. C. Ekrem	V. W. Corbett Ben H. Stanton {William D. Pyle T. C. Ekrem	McGillvra Associated MacGregor UP
DURANGO	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	John W. Turner Raymond M. Beckner Raymond M. Beckner	Ray Beckner George O. Cory John L. Antic	TP, UP
GRAND JUNCTION	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. Grand Junction 126	MBS Rex Howell Chas. Howell	Mildred Fuller Eph Towne	Walker World Associated UP
GREELEY	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	MBS	H. E. Green Francis A. Price	Thelma Jordan Kenneth Cooper	Walker UP
LA JUNTA	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Margaret E. Hiltabidel	Standard TP
PUEBLO	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Co. Bldg. 3877	Blue	Curtis P. Ritchie J. H. McGill Maxson I. Bevens	Fred Amos Phil Gundy	Wilson McGillvra (Mar 1) World AP
STERLING	KGEK	1230-SH	100	Elmer G. Beehler Sterling 679	Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler	Mary Beehler Elmer G. Beehler CP

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	Representatives Transc. Library News Service
BRIDGEPORT 1	WICC	600	1,000-LS 500-N	Yankee Network Inc. Hotel Stratfield 6-1121	MBS Yankee	{William F. O'Neil John Shepard, 3d Joseph Lopez Norman Whittaker	Florence Ballou Robinson James Powers (Boston) George Keich	Petry Associated Standard AP
BRIDGEPORT 7	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	Blue Connecticut	Harold Thomas Levon Thomas Terry McGough	Jean O'Shea Terry McGough Vincent DeLaurentis	Rambeau Kane Lang-Worth AP
HARTFORD 4	WDRG	1360	5,000	WDRG Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer Foster Thesaurus Associated UP
HARTFORD 4	WNBC	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Connecticut	Patrick J. Goode Richard W. Davls Laurence C. Edwardson	Ralph D. Kanna Ralph D. Kanna Rogers B. Holt	Headley-Reed Bannan Kane Associated Standard UP
HARTFORD 4	WTHT	1230	250	Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee	Hartford Times-Frank E. Gannett Glover De Laney Fred Beiber	Bob Gillespie Chas. S. Masini, acting	McKinney Associated Standard AP
HARTFORD	WTIC	1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Bestg. Serv. Corp. Paul W. Morency Walter Johnson	Leonard J. Patricelli J. F. Clancy	Weed World Associated Lang-Worth AP, INS, TP
NEW HAVEN	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	Blue Connecticut	{Patrick J. Goode Arde Bulova Dewey H. Long Dewey H. Long	Marion Reynolds Frederick T. King	Rambeau Foster Kane World Associated UP
NEW LONDON	WNLC	1490	250	Thames Broadcasting Corp. 281 State St. 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Gerald J. Morey Ivon B. Newman Gerald J. Morey	Headley-Reed Foster Kane Associated
STAMFORD	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Robert Carlyle D. Hay Edward Markman	Wood World UP
WATERBURY	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	Blue MBS Yankee Connecticut	Harold Thomas Harold Thomas Samuel Eiman	Helen Morris Joseph Katz Harold Thomas	Rambeau Associated TP
WATERBURY 89	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey H. A. DeVorken	Walter Howard Erwin J. Frey Frank Hales	McGillvra Bannan Associated Thesaurus AP

THE CONNECTICUT STATE NETWORK



IS THE KEY TO THIS RICH MARKET

THE NATION'S 15TH LARGEST IN RETAIL SALES (\$717,000,000).

Here are some of the advertisers who use the Connecticut State Network:

BENRUS WATCH COMPANY
ELECTRIC SPECIALTY COMPANY
STAMFORD ROLLING MILLS
MACHLETT COMPANY
SOUTHERN NEW ENGLAND
TELEPHONE COMPANY
ELECTRIC BOAT COMPANY

CINAUDAGRAPH CORPORATION
PRINCE GEORGE HOTEL
AUTO ORDNANCE COMPANY
THE HEPPENSTALL COMPANY
ELECTROLUX CORPORATION
SCOVILL MANUFACTURING
COMPANY

HIGH STANDARD COMPANY
THE NORWALK COMPANY
CHASE BRASS & COPPER
COMPANY
BOTWINIK BROS., INC.
MARSALES COMPANY
UNITED STATES RUBBER CO.

NEW YORK . . Helen Wood

BOSTON . . Bertha Bannan

H. MEYER, *President*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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	Representatives Transe. Library News Service
WILMINGTON	WDEL	1150	5,000	WDEL, Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough J. Corman Walsh J. Corman Walsh	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer UP
WILMINGTON	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	William Drury A. B. Wright J. E. Mathiot	Raymer Thesaurus UP

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	Representatives Transe. Library News Service
WASHINGTON 1	WINX	1340	250	WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 8000	Lawrence J. Heller Lawrence J. Heller Norman Weill	Richard Barr (acting) Paul L. Heller Ralph E. Cannon Jr.	Forjoe Lang-Worth Standard MacGregor AP, INS
WASHINGTON 5	WMAL	630	5,000	Evening Star Broadcasting Co. 724 14th St. N. W. National 5400	Blue	Washington Star K. H. Berkeley Ben B. Baylor Jr.	Jack Edmunds Daniel O. Hunter	Blue Spot Thesaurus Standard Associated AP, UP
WASHINGTON 6	WOL	1260	1,000	American Broadcasting Co. 1627 K St. N. W. Metropolitan 0010	MBS	Mrs. Helen S. Mark William B. Dolph Henry V. Seay	Madeline Ensing Charles Zurhorst Harry H. Lyon	Spot Sales Associated Standard Lang-Worth TP, UP
WASHINGTON 5	WRC	980	5,000	National Broadcasting Co. Inc. 724 14th St. N. W. Republic 4000	NBC	NBC-Frank M. Russell Carleton D. Smith Mahlon A. Glascock	Fred Shawn Neal Hathaway Donald Cooper	NBC Spot Thesaurus Associated Standard AP, INS, UP
WASHINGTON 4	WTOP	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Earl H. Gammons Carl J. Burkland William D. Murdock	Martin D. Wickett Howard Stanley Clyde M. Hunt	Radio Sales World Associated AP, UP
WASHINGTON 6	WWDC	1450	250	Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203	Joseph Katz G. Bennett Larson G. Bennett Larson	Norman Reed G. Bennett Larson Ross Beville	Weed Thesaurus AP

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	Representatives Transe. Library News Service
DAYTONA BEACH	WMFJ	1450	250	W. Wright Esch 126½ Magnolia Ave. 91	Blue	W. Wright Esch {Mrs. Billee B. Esch Ray Clancy John S. Pitts	Jack Winfree William C. Shelton	Cox & Tanz Thesaurus AP
FT. LAUDERDALE	WFTL	710	10,000	Ralph A. Horton 2700 S. Andrews Ave. 1300	MBS	Ralph A. Horton Stephen A. Vetter Stephen A. Vetter	Don M. Butler Jack Rice Fred R. Clark	Headley-Reed Thesaurus Associated AP
FORT MYERS	WAAC	1240	250	Fort Myers Broadcasting Co. WAAC Building 818	CBS	Ronald B. Woodyard J. P. Turner Hugh C. Ernst	June Warner June Warner Harold E. Ritchey	UP
GAINESVILLE 2	WRUF L-KOA	850	5,000 SA-5,000-LS 100-N after sunset at Denver	University of Florida Gainesville 1000	MBS	State of Florida Maj. Garland Powell S. Lehr Miller	Marion B. Morris Rem James Dr. Palmer H. Craig	Burn-Smith Lang-Worth World UP
JACKSONVILLE	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins III John T. Hopkins III	Evelyn Boote Harry A. Cole John T. Hopkins III	Blair Cummings Associated AP
JACKSONVILLE 2	WJHP	1320	250	Metropolis Company 500 Laura St. 5-7610	Blue	John H. Perry Wallace A. Walker Ira McK. Koger	Becher Hayford	Perry Lang-Worth UP
JACKSONVILLE 1	WMBR	1400	250	Florida Broadcasting Co. 118 West Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Charles M. Stone Glenn Marshall Jr. E. B. Vordermark	Raymer Weed World Lang-Worth UP
JACKSONVILLE 1	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	MBS	James R. Stockton Robert R. Feagin Frank Taylor Jr.	H. B. Adams Frank Taylor Jr. J. R. Donovan	Hollingbery Standard AP
LAKELAND	WLAK	1340	250	Lake Region Broadcasting Co. 1412 E. Lime St. 2127	NBC	S. O. Ward S. O. Ward Powell Adams	Nancy Hill Powell Adams William P. Lee	Pearson UP
MIAMI 30	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	D. J. Mahoney James M. LeGate Tom O. McCullough	Robert Fidler Frank Mallants Wilton Chiles	Hollingbery Cummings Associated Standard AP, INS, UP
MIAMI 31	WQAM	560	5,000-LS 1,000-N	Miami Broadcasting Co. 327 N.E. First Ave. 2-6121	CBS	F. W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay James Burke Jr.	Blair World UP

WDEL

WILMINGTON DELAWARE

1150

5000 Watts
Day & Night

Listener Loyalty

pays extra dividends to WDEL ADVERTISERS

➔ WDEL has long been a potent force in the lives of the people living in the communities it serves. It covers a market that is normally one of America's wealthiest—now with sales soaring due to the greatly increased population brought here by its many war industries. Diversified, rich in industry and agriculture, WDEL's market includes Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

Your advertising dollars are well-spent on this vital station—whether you're advertising for more sales today or to build good-will and influence for tomorrow in the post war years.

WDEL
NBC BASIC NETWORK

REPRESENTED BY

RAYMER

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

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MIAMI BEACH	WKAT	1360	1,000	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr.	John C. McCloy Alex Campbell Jr. Arthur P. Smith (Thomas T. Magee)	Spot Sales Associated INS, UP, Reuters
OCALA	WTMC	1490	250	Ocala Broadcasting Co. Inc. 1 Broadcast Place 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	Wilma Drum Beecher Hayford	Perry Standard UP
ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 559 N. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride	W. G. McBride W. G. McBride J. E. Yarbrough	Blair Cummings World Associated UP
ORLANDO	WLOF	1230	250	Hazlewood Inc. Box 1991 8163	Blue	Wm. Joe Sears Jr. Victor Buisset		Burn-Smith Thesaurus INS
PALM BEACH	WWPG	1340	250	Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515	Blue MBS	Charles E. Davis Mary J. McDaniel	Paul L. McGinty	AP
PANAMA CITY	WDLP	1230	250	Panama City Broadcasting Co. First & Mercer St. 777	John H. Perry Virgil G. Evans Virgil G. Evans	Dorothy Story Virgil G. Evans Alberta McKenzie	Perry Standard UP
PENSACOLA	WCOA	1370	1,000—LS 500—N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry Jack Rathbun Jack Rathbun	Gene Kirby G. E. Mead	Perry Associated UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Bestg. Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Miss Frankie Collyer J. Allen Brown Pat Bernbard	UP
ST. PETERSBURG	WSUN	620	5,000	City of St. Petersburg, Fla. Box 240 4747	Blue	City of St. Petersburg Norman E. Brown Vera M. New	Louis J. Link Norman E. Brown Louis J. Link	Weed Associated UP
ST. PETERSBURG	WTSP	1380	1,000—LS 500—N	Pinellas Broadcasting Co. 470 First Ave. S. 8108	MBS	Nelson Poynter Lex L. D. Herron Mildred LaGrange	Harold Falconnier Mildred LaGrange William Mangold	McGillvra Associated UP
SARASOTA	WSPB	1450	250	WSPB Inc. Box 1110 2541	CBS	R. C. Jones Jr. John B. Browning John B. Browning	Gertrude W. Browning William A. Sheetz	World UP
TALLAHASSEE	WTAL	1340	250	Capital City Broadcasting Corp. Thomasville Road 2160	Mrs John H. Phipps Teresa M. Myers Clarice M. Parker	Millie W. Jobansen William A. Snowden Jr. William A. Snowden Jr.	AP, UP
TAMPA 2	WDAE	1250	5,000	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Carl P. Oswald William Pharr Moore	Katz World AP
TAMPA 1	WFLA	970	5,000—LS 1,000—N	The Tribune Co. Seminole Bldg. H-1828	NBC	E. Thomason W. Walter Tison W. Walter Tison	Paul M. Jones Joe M. Mitchell	Blair Cummings Thesaurus Lang-Worth MacGregor UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Marshall Heminway Stephen P. Willis Stephen P. Willis	Larry Roller Stephen P. Willis E. Whitt MacDowell	Radio Adv. Thesaurus UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	WALB	1590	1,000	Herald Publishing Co. 138 Pine Ave. 1590	MBS	H. T. McIntosh Roger O. Van Duzer J. D. Porter	Roger Van Duzer J. D. Porter DeForest T. Layton	Burn-Smith Cook Associated AP
ALBANY	WGPC	1450	250	Albany Broadcasting Co. 125½ N. Jackson St. 1371	CBS	J. W. Woodruff Jr. Abner M. Israel Abner M. Israel	Margaret U. Kinnett Edward Gibson Charles Monroe Kinnett	Lang-Worth UP
ATHENS	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS	J. K. Patrick & Co. Melvin C. Gorman Melvin C. Gorman	Marguerite Williams Melvin C. Gorman Melvin C. Gorman	Standard UP
ATLANTA 3	WAGA	590	5,000	Liberty Broadcasting Corp. 56 Marietta St. N. W. Main 5101	Blue	Lt. Com. George B. Storer Charles Smithgall Robert G. Venn	Ewald Kockritz Albert L. Jones	Headley-Reed Thesaurus Associated AP
ATLANTA	WATL	1400	250	Atlanta Broadcasting Co. 26 Cain St., N. W. Walnut 4377	MBS	J. W. Woodruff James A. Davenport C. B. Hicks	Dan Hornsby C. B. Hicks Bob Minton	Spot Sales Lang-Worth Associated UP
ATLANTA	WGST	920	5,000—LS 1,000—N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	State of Ga.—Frank Spratin Frank Gaither Frank Gaither	John Fulton Don Naylor Ben Akerman	Katz World AP, UP
ATLANTA	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox J. Leonard Reinsch John M. Outler Jr.	Roy A. McMillan Mary Caldwell C. F. Daugherty	Petry Standard AP, INS, UP
AUGUSTA	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	Blue MBS	F. Frederick Kennedy J. B. Fuqua J. B. Fuqua	Steve Manderson J. B. Fuqua John Lyon	Headley-Reed Thesaurus AP



TABLE 2.—REVISED ESTIMATE OF POPULATION IN METROPOLITAN COUNTIES, GEORGIA, 1940 AND 1943

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

County	1940	1943	% Change
Albany	10,000	10,670	+6.7%
Atlanta	100,000	109,600	+9.6%
Columbus	100,000	125,600	+25.6%

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



To Marching Through Georgia!

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

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

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

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

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

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

WATL
ATLANTA
1400 KC MBS

WRBL
COLUMBUS
1230 KC CBS

WGPC
ALBANY
1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA	WRDW	1480	5,000	Augusta Broadcasting Co. 10th & Broad Sts. 2-8805	CBS	William K. Jenkins W. R. Ringson Thurston Bennett	W. Charles Roe W. Charles Roe Harvey Aderhold	Burn-Smith Hollingbery World UP
BRUNSWICK	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. St. Simons Island Causeway 1500	Mrs. Alma W. King Kenneth E. White Kenneth E. White	Alfred Job Kenneth E. White	Cox & Tanz Thesaurus UP
CEDARTOWN	WGAA	1340	250	Northwest Georgia Bestg. Co. West Ave. 777	O. C. Lam R. W. Rounsaville Mrs. R. W. Rounsaville	Dorothy Holt Mrs. R. W. Rounsaville Clarence Landress	Cox & Tanz AP
COLUMBUS	WDAK	1340	250	Valley Broadcasting Co. 1028 Broadway 3-2771	MBS Blue	L. J. Duncan Allen M. Woodall	Dora Anna Gay Dige Bishop	INS
COLUMBUS	WRBL	1230	250	Columbus Broadcasting Co. Inc. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff J. W. Woodruff Jr. W. S. Massie	W. Weldon Herrin Jack O'Connor W. T. Sidle	Spot Sales Lang-Worth UP
CORDELE	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Inc. 20th Ave. & B St. 666	John W. Greer James S. Rivers Grady Cooper	Elweda Powers Clayton Lee	UP
DALTON	WBLJ	1230	250	Dalton Broadcasting Corp. 111 Pentz St. 684	MBS	H. C. Kenemer W. V. Williams Bill Armond	Bill Armond W. C. Roberts	Cox & Tanz
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Athens Rd. 1600	Austin F. Dean L. H. Christian L. H. Christian	E. F. MacLeod F. K. Brown	Thesaurus AP
GRIFFIN	WKEU	1450	100	Radio Station WKEU Griffin Hotel	Sears & Ayer UP
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome Street 1700	MBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	Edwin Mullinax J. M. McKay	UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	Blue MBS	E. D. Black Chas. W. Pittman Alfred Lowe	Mary Hester Richardson Carl Williams H. S. Goodrich	McGillvra Associated Standard UP
MACON	WMAZ	940	5,000	Southeastern Broadcasting Co. Inc. Bankers Insurance Building 3131	CBS	George P. Rankin Jr. Wilton E. Cobb Frank Crowther	Lew Kent Frank Crowther George P. Rankin Jr.	Katz World Associated Lang-Worth INS
MOULTRIE	WMGA	1400	250	Frank R. Pidcock Sr. Box 310 999	Frank R. Pidcock Sr. John F. Pidcock James M. Wilder	Mrs. D. E. Stringfellow James M. Wilder	Thesaurus MacGregor UP
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	John W. Quarles Happy Quarles Pinkie Talley	George Eubanks Pinkie Talley Doc Williams	UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Arthur Lucas Estate Harben Daniel N. W. Brandon (leave)	Electa Robertson Thomas Carr Meredith E. Thompson	Hollingbery Associated AP
SAVANNAH	WTOC	1290	5,000	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. Dwight J. Bruce Ben Williams	Dolores Bussey Bill Smart Claude M. Gray	Katz Standard Lang-Worth UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy Charles Lawton Charles Lawton	James W. Poole	UP
TOCCOA	WRLC	1450	250	R. G. LeTourneau Prather Bridge Rd. LeTourneau 1751	R. G. LeTourneau Virgle E. Craig Virgle E. Craig	Frankie Scott William S. Kilgore	Thesaurus AP
VALDOSTA	WGOV	1450	250	E. D. Rivers Lakeland Road 1420	MBS	E. D. Rivers Mrs. E. D. Rivers	Holman UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	Jack Williams John J. Tobola John J. Tobola	John G. Humble Frank Mitchell John J. Tobola	Holman World UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOISE	KIDO	1380	2,500-LS 1,000-N	Boise Broadcast Station Boise 660	NBC	Georgia Phillips Georgia Phillips Boyd Braithwaite	Billy Phillips Boyd Braithwaite James Johnitz Jr.	Blair Keating World UP
IDAHO FALLS	KID	1350	5,000-LS 500-N	KID Broadcasting Co. KID Bldg.

Our Pledge

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

"The Voice of The South"

50,000 WATTS

WSB

750 KILOCYCLES

The Atlanta Journal Station

Affiliated with the National Broadcasting Co.

Edward Petry & Co. Inc., National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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

IDAHO—(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	Representatives Transc. Library News Service
LEWISTON.....	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	H. E. Studebaker Donald A. Wike Donald A. Thomas	Keating Wilson World UP
NAMPA.....	KFXD	1230	250	Frank E. Hurt 1024 12th Ave. S. 1200	Frank E. Hurt Frank E. Hurt Doyle Cain	Floyd Bryant Doyle Cain Edward Hurt	Biddick Thesaurus Lang-Worth UP
POCATELLO.....	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher	Walker Griffith Standard UP
TWIN FALLS.....	KTFI	1270	1,000	Radio Broadcasting Corp. Community Center Bldg. 2400	NBC	O. P. Soule F. M. Gardner F. M. Gardner	Charles S. Crabtree F. M. Gardner Franklyn Ver Cox	Walker Griffith Keating Standard UP
WALLACE.....	KWAL	1450	250	Silver Broadcasting Co. Tabor Bldg. 330	MBS Don Lee Pacific	Dr. J. R. Binyon Robert G. Binyon T. R. Kelly	W. Mondel Spencer R. G. Binyon Charles Crane MacGregor Associated UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AURORA.....	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Mary Louise Brown Jeanne M. Doran Vincent G. Coffey Standard AP
BLOOMINGTON.....	WJBC	1230	250	A. M. & D. C. McGregor & H. L. Gately Bloomington 2635-0	Partnership A. M. McGregor Hugh L. Gately	Stanley Lantz Jim Hamm	Sears & Ayer World UP
CAIRO.....	WKRO	1490	250	Oscar C. Hirsch Cairo 1490	Oscar C. Hirsch Merrill C. Currier	Pearson UP
CARTHAGE.....	WCAZ	1080	250-D	Superior Bestg. Service Inc. Marine Trust Co. Bldg. 520	Bob Compton John Palmer John Palmer	Antoinette Palmer	Pearson UP
CHAMPAIGN.....	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	CBS	Helen M. Stevick Marajen Stevick Dyess Jack R. Baum	Texas DPL UP
CHICAGO.....	WAAF	950	1,000-D	Drover's Journal Publishing Co. Inc. Palmer House Randolph 1932	Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Robert Bryar Helen Himebaugh Carl Ulrich	Hollingbery Standard UP
CHICAGO 1.....	WAIT	820 L-LS, Dallas	5,000	Radio Station WAIT 360 No. Michigan Ave. Franklin 0660	Gene T. Dyer Joe Rudolph Craig Maudsley	Linn Burton Jack Payne E. W. Jacker	Linton Associated UP, TP, Reuters
CHICAGO.....	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	780	50,000	Columbia Broadcasting System Inc. 410 No. Michigan Ave. Whitehall 6000	CBS	CBS-H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Walter Preston King Park James J. Beloungy	Radio Sales World Associated AP, INS, UP
CHICAGO 11.....	WCFL	1000	10,000	Chicago Federation of Labor 666 Lakeshore Drive Superior 5-300	John Fitzpatrick Maynard Marquardt Melvin B. Wolens	Howard Keegan Melvin B. Wolens Maynard Marquardt	Katz World UP
CHICAGO 14.....	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Divensy 4440	Clinton R. White Clinton R. White J. A. White	J. A. White Clinton R. White
CHICAGO 23.....	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark 3860 Ogden Ave. Crawford 4100	Emil Denemark Frank J. Kotnour Frank J. Kotnour	William P. Brady Grace Marshall Chester Lewicki UP
CHICAGO 54.....	WENR	890 ST-WLS	50,000	Blue Network Co. Inc. Merchandise Mart Delaware 1900	Blue	Blue-E. R. Borroff E. R. Borroff G. I. Berry	J. L. Stirton E. J. Huber E. C. Horstman	Blue Spot Standard Associated AP, INS, UP
CHICAGO 12.....	WGES	1390	5,000	Oak Leaves Bestg. Station Inc. 14 North Western Seeley 8066	Gene T. Dyer John A. Dyer M. E. Clemens	Robert Miller A. C. Perkins Edward N. Jacker	Forjoe Associated UP, TP
CHICAGO 11.....	WGN	720	50,000	WGN Inc. 441 No. Michigan Ave. Superior 0100	MBS	Robert R. McCormick Frank P. Schreiber William A. McGuineas	Buckingham Gunn Ben Berentson George W. Lang	WGN Raymer (Pacific Coast) Standard World Associated AP, UP
CHICAGO 1.....	WIND (Gary, Ind.)	560	5,000	Johnson-Kennedy Radio Corp. 230 No. Michigan Ave., Chicago 1 504 Broadway, Gary Chicago: State 4176 Gary: 9191	Ralph L. Atlass Dee O. Coe John T. Carey	Fred Willson Don Ioset Victor H. Voss	Pearson Biddick Associated AP, INS
CHICAGO 1.....	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 No. Michigan Ave. State 5466	Ralph L. Atlass Ralph L. Atlass Arthur Harre Don Ioset Walter Meyers	Pearson Biddick AP
CHICAGO.....	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder C. M. Freeman Don Kelley Tom Rowe	Blair AP, TP, UP

*In Chicagoland
There's Only*

**ONE
* BEST**

Buy...

WAIT

Partial Sponsor Roll Call

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

BEST-BY-TEST

** Best By Advertisers Tests*

** Best By Recognized
Surveys*

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

Write For Full Details!

- ✓ 10,000 Pieces of Mail Weekly
 - ✓ A Host Of Current
Advertisers Successes
 - ✓ Check Your Hooper
- WAIT - Best by Test**

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

670 WMAQ	720 WGN	780 WBBM	820 WAIT	890 WENR-WLS
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WAIT - In The Heart Of Chicago's "Intensive Listening Band"

Gene T. Dyer
Management

W A I T

360 North Michigan Avenue
CHICAGO

Represented by
Ray Lintan & Co.
New York Chicago

WCFL—CHICAGO

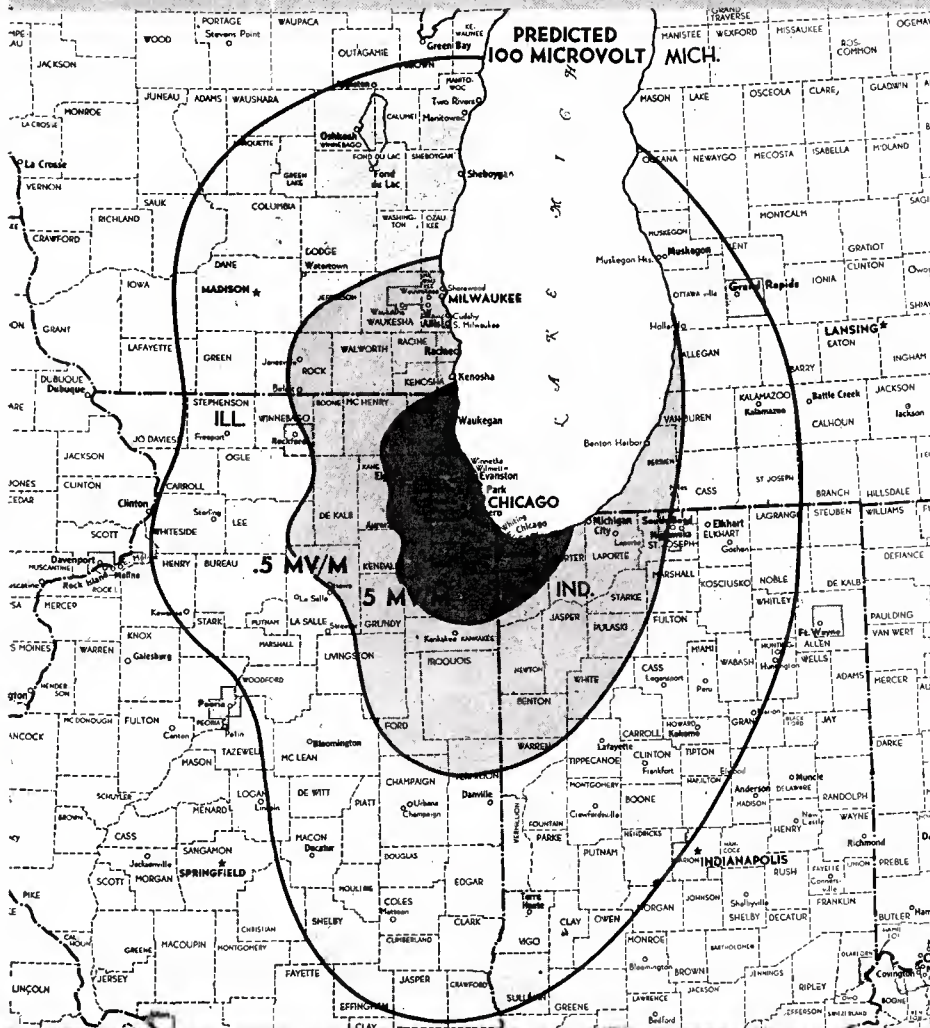
10000 Watt Transmitter
1000 Kilocycles
100 % Reception

*You Get Your
Money's Worth*

at

WCFL CHICAGO

THE VOICE OF LABOR



*Accepted Interpretation of the
News by . . .*

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

Currently Featured

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

Programs expertly styled for listening pleasure and Sales Appeal

MORE PEOPLE IN SPRINGFIELD, ILL. LISTEN TO WCBS THAN TO ANY OTHER STATION!*

DOES WCBS PAY OUT? READ THIS!

Here are the hard, cold facts about WCBS and the Springfield market.

WCBS is the dominant station in Springfield as proved by an exhaustive, coincidental telephone survey.*

WCBS is the only BLUE outlet in Central Illinois. Chicago is 175 miles away!

WCBS list of notional accounts includes 65 outstanding notional advertisers who are utilizing the station on a spot or network basis.

WCBS is the perfect test station in the perfect test market—the Capital City of Illinois with its huge, stable state payroll.

CHECK THESE FACTS:

- AUDIENCE Dominant station in Springfield area.
- PROGRAMMING BLUE network programs, live-wire local shows.
- MERCHANDISING Dealer letters, billboards, window displays, store promotions, movie trailers, route lists.
- PROMOTION Regular display space in local papers. Daily press releases and pictures to newspapers in area.

**Sears & Ayer, Inc. will be glad to show you the latest survey and market figures. No obligation, of course.*



WCBS

ASSOCIATED WITH ILLINOIS STATE JOURNAL-REGISTER

Write, Phone, or Wire: **SEARS and AYER, INC., Representatives** New York Chicago Kansas City

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHICAGO 54.....	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	NBC-Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbeuveaux Emmons C. Carlson H. C. Luttgens	NBC Spot Theasurus Standard Associated MacGregor UP, INS
CHICAGO 10.....	*WBMI	1110 L-WBET, KFAB	5,000	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell T. Hitt A. P. Frye Theasurus UP
CHICAGO 12.....	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Seeley 8066	Gene T. Dyer John A. Dyer M. V. Baker	Dean Remick Herbert Rudolph William Shunk	Forjoe Associated TP
CICERO 50.....	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Road Lawndale 8228	Richard W. Hoffman Marie E. Clifford	Marie E. Clifford George M. Ives Jr. UP
DANVILLE.....	WDAN	1490	250	Northwestern Publishing Co. Hotel Wofford 1700	CBS	Northwestern Pub. Co. E. C. Hewes Carl M. Noble	Cody Noble Robert Pace Ted Magin	McKinney Standard UP
DECATUR 21.....	WSOY	1340	250	Commodore Broadcasting Inc. 351 N. Main St. 5371	CBS	Edward E. Lindsay Edward E. Lindsay Charles F. Bruce	Easter Straker P. A. Whorowski	Weed World Standard AP
E. ST. LOUIS.....	WTMV	1490	250	Mississippi Valley Bestg. Co. Inc. Broadview Hotel Bridge 3424	Carlin S. French Carlin S. French Tom Riggs	Agnes Mites Michael Henry Thomas R. McLean	Sears & Ayer INS
GALESBURG.....	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	Sidney Nirdlinger Rollin B. Laughner Jr.	Nan Harris Jerome Kraehling Dale I. King	Sears & Ayer Standard UP
HARRISBURG.....	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Harold Cook Joseph R. Tate UP
HERRIN.....	WJPF	1340	250	Orville W. Lyerla Herrin 382	Orville W. Lyerla Charles R. Cook Charles R. Cook	Doug Hadley Standard UP
JACKSONVILLE.....	WLDS	1180	250-D	Stephenson, Edge & Kormsmeier Fox Illinois Theater Bldg. 1180	Partnership E. J. Kormsmeier (acting) Pat O'Halloran	Pat O'Halloran Gerald C. Cassens Standard UP
JOLIET.....	WCLS	1340	250	WCLS Inc. 601 Walnut St. 4761	Walter Ashe Robert M. Holt Raymond Fay	Jack Swart Raymond Fay Lester De Costa Associated UP
PEORIA 2.....	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Hugh Boice	Vernon Nolte Jim Kyler Theodore Giles	Free & Peters World UP
QUINCY.....	WTAD	930	1,000	Illinois Broadcasting Corp. 510 Maine St. 6200	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Gerard Driscoll C. Arthur Fifer Francis Wentura	Katz Associated Lang-Worth AP, UP
ROCKFORD.....	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	Blue	Ruth Hanna Simms Walter M. Koessler John J. Dixon	Maurice P. Owens William R. Traum T. C. Cameron	Headley-Reed Standard UP
ROCK ISLAND.....	WHBF	1270	5,000	Rock Island Broadcasting Co. 1800 Third Ave. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	Forest Cooke Ted Arnold R. J. Sinnett	Wilson Standard Lang-Worth Associated AP, UP
SPRINGFIELD.....	WCBS	1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	Blue	Harold L. Dewing C. W. Needl C. W. Needl C. W. Needl Harold L. Dewing	Sears & Ayer Associated AP
SPRINGFIELD.....	WTAX	1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Gladys M. McGrew Eli Swaringen	Weed Associated UP
TUSCOLA.....	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	Edgar L. Bill Walter C. Schafer Walter C. Schafer	Fran Booton Ray Livesay Gerald P. Foster	Wilson Lang-Worth UP
URBANA.....	*WILL	580	5,000-D	University of Illinois 1010 S. Wright St. 7-2616	A. C. Willard Joseph F. Wright	Frank E. Schooley A. James Ebel AP

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	Representatives Transc. Library News Service
ANDERSON.....	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	L. M. Kennett L. M. Kennett John R. Atkinson Loyal F. Podhaski	Holman Standard UP
ELKHART.....	WTRC	1340	250	Truth Publishing Co., Inc. Hotel Elkhart 943	Blue	C. D. Greenleaf R. R. Baker Paul Upson	Margaret Ward Lester Zellmer	Burn-Smith Standard World Associated UP

How would YOU like to

Buy the State of Indiana?

*Not just Indianapolis—Not just Marion County
—but ALL of Hoosierland*



• We've got it all wrapped up. We'll deliver it with all of its wealth of resources—and throw in some of Eastern Illinois and Western Ohio as a bonus. We'll guarantee that you'll find it filled with plenty of responsive customers—folks who live well, buy what they want—and particularly go for products or services recommended over WIBC, their favorite radio station.

You can't ignore the intimate feeling that actually exists between this friendly station and its millions of Hoosier listeners. You can't overlook complete domination of a territory so rich in sales possibilities as Hoosierland. You can't afford to pass up a station way out in front of its field like WIBC. You better investigate

Here are the REASONS why you should investigate:

COVERAGE—In Indiana, Eastern Illinois and Western Ohio

WIBC has 36% MORE coverage than the SECOND Indianapolis Station.
WIBC has 48% MORE coverage than the THIRD Indianapolis Station.
WIBC has 96% MORE coverage than the FOURTH Indianapolis Station.

SALES RESPONSE—A 3 months' check shows

WIBC received mail—WITH PROOF OF PURCHASE—from every 7th Radio Home in Indiana—all but 6 counties in the state were primary mail counties.

NEW BUSINESS—In the past 12 months

WIBC national "spot" business INCREASED 90%.
WIBC local sales INCREASED 67%.

Business is GOOD—in Hoosierland. 1943 showed substantial increases in every classification. General business—retail sales—payrolls up from 30% to 100% over 1942. It's the heart of the arsenal of democracy.

MBS Affiliate • JOHN BLAIR & COMPANY, National Representatives

BROADCASTING • Broadcast Advertising

WIBC

5000 Watts Full Time 1070 K.C.

Indiana's Friendly Station

INDIANAPOLIS, INDIANA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

INDIANA—(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	Representatives Transc. Library News Service
EVANSVILLE 8	WEOA	1400	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Evansville on the Air Inc. Clarence Leich Clarence Leich	Pat Roper Clarence Leich E. P. Schoeny	Weed Associated World UP
EVANSVILLE 8	WGBF	1280	5,000-LS 1,000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Evansville on the Air Inc. Clarence Leich Clarence Leich	Pat Roper Clarence Leich F. A. Gehres	Weed World Associated UP
FORT WAYNE 2	WGL	1450	250	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell Earl W. Malone Bruce Ratts	NBC Spot World Standard UP
FORT WAYNE 2	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	Blue	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell Earl W. Malone Bruce Ratts	NBC Spot World Standard UP
GARY	WIND	560	5,000	(See Chicago, Ill.)				
HAMMOND	WJOB	1230	250	Adair, Richardson & Adair 449 State St. 9800	O. E. Richardson O. E. Richardson R. C. Adair	Stanley G. Davis Charles Sharpless Stanley Strausberg	Cox & Tanz UP
INDIANAPOLIS 4	WFBI	1260	5,000	WFBI Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner Frank O. Sharp Frank O. Sharp	Jeanne E. Bitner Don Menke Harold Holland	Katz Associated MacGregor AP, INS
INDIANAPOLIS 6	WIBC	1070	5,000-LS 1,000-N CP-5,000-U	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	MBS	H. G. Wall O. J. Kelchner O. J. Kelchner	Bert Julian H. E. Adams	Blair Thesaurus Associated Lang-Worth UP, AP
INDIANAPOLIS 6	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Bill Dean Eugene E. Alden	Pearson Griffith World Lang-Worth AP, UP
INDIANAPOLIS 4	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell C. Bruce McConnell Robert E. Bausman	Felix D. Adams Jr. William A. Yess Stokes Gresham Jr.	Free & Peters Standard AP
KOKOMO	WKMO	1400	250	Kokomo Broadcasting Corp. College Bldg. 5171	Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey	Chester Behrman George Palmer	Cox & Tanz UP
LAFAYETTE	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	O. E. Richardson Joe Spring Joe Spring	William Warren Sr. Harry C. Garba	Cox & Tanz AP
MUNCIE	WLBC	1340	250	Donald A. Burton Radio Center 4403	CBS	Donald A. Burton Donald A. Burton William F. Craig	Walker Maurice Crain	Forjoe Holman Standard UP, INS
RICHMOND	WKBY	1490	100	Knox Radio Corp. Box 303	World UP, INS
SOUTH BEND 26	WSBT	960	1,000	South Bend Tribune 225 W. Colfax Ave. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	Mark Boyden Neal B. Welch H. G. Cole	Raymer Associated Lang-Worth UP
TERRE HAUTE	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades George M. Jackson George M. Jackson	Leo Baxter Gill Gizzard Donald Aldrich	Weed Associated World UP
VINCENNES	WAOV	1450	250	Vincennes Newspapers Inc. 320 Buseron St. 787	Eugene C. Pulliam Victor H. Lund Richard D. Harris	Emmett M. Jackson Victor H. Lund Alvin Wessel	Pearson World Lang-Worth UP
WEST LAFAYETTE	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music 6076	Purdue University Gilbert D. Williams	Gilbert D. Williams (Bill McCown Chas. Lester)	Standard AP

IOWA

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	Representatives Transc. Library News Service
AMES	*WOI	640	5,000-D	Iowa State College of A. & M. Ames 2500	C. E. Friley W. I. Griffith	Edward Wegener L. L. Lewis	Standard AP
BOONE	*KFGQ	1260	250-D	Boone Biblical College 924 W. Second St.	Boone Biblical College
BURLINGTON	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	Blue	Dan T. Riley G. B. McDermott Gordon Downey	Mary Mangold Robert Busch	Rambeau Standard UP

The FAVORITE In INDIANAPOLIS

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

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

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

WIRE

BASIC NBC NETWORK

JOHN E. PEARSON CO. *Representatives*
Chicago • 360 N. Michigan Ave. • FRanklin 2359
New York • 250 Park Avenue • PLaza 8-2255

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CEDAR RAPIDS.....	WMT	600	5,000	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618	CBS MBS	Gardner Cowles Jr. William B. Quarton, Cedar Rapids William B. Quarton, Cedar Rapids Don E. Inman, Waterloo	{ Douglas B. Crant, Cedar Rapids Ralph J. Rowe, Waterloo Leo F. Cole, Cedar Rapids Charles F. Quentin, Cedar Rapids	Katz World Associated Lang-Worth AP, UP
CLINTON.....	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	W. S. Jacobsen Morgan Sexton Morgan Sexton	Lucille De Leers Morgan Sexton Gilbert Andrew	Holman Standard UP
DAVENPORT.....	WOC	1420	5,000	Tri-City Broadcasting Co. 1002 Brady St. 3-3661	Blue Corn Belt	Col. B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Phillip Patton Bill Johnson Charley Rayburn	Free & Peters Thesaurus Associated UP
DECORAH.....	*KWLC	1240	250-D	Luther College Decorah 690	Dr. O. J. H. Preus Kenneth L. Berger	Kenneth L. Berger Oliver Eittrem
DES MOINES 4.....	KRNT	1350	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS	Gardner Cowles Jr. Craig Lawrence Craig Lawrence	Edmund Linehan John Drake Paul Huntsinger	Katz Lang-Worth Standard Associated AP, UP
DES MOINES 4.....	KSO	1460	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Blue MBS	Gardner Cowles Jr. John Drake Craig Lawrence	Edmund Linehan John Drake Paul Huntsinger	Katz Associated Lang-Worth Standard AP, UP
DES MOINES 7.....	WHIO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton P. A. Loyet	Free & Peters Thesaurus MacGregor Lang-Worth Associated UP, INS
DUBUQUE.....	KDTH	1370	1,000	Dubuque Telegraph-Herald 346 W. Eighth Ave. 1603	MBS	F. W. Woodward K. S. Gordon W. J. Binkley	Arnold Stierman Stanley A. Beck	Pearson Standard Associated AP
DUBUQUE.....	WKBB	1490	250	Dubuque Broadcasting Co. Hotel Julien 372	Blue	James D. Carpenter James D. Carpenter James D. Carpenter	Jeanne Wiedner Harry Hatzenbuehler Leonard T. Carlson	Burn-Smith Associated INS
FORT DODGE.....	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS No. Central	Edward Breen Edward Breen David G. Sinclair	Burn-Smith UP
IOWA CITY.....	*WSUI	910	5,000	State University of Iowa Iowa City 2111	State Univ. of Iowa Carl H. Menzer	Pearl Bennett Broxam S. J. Ebert AP
MARSHALLTOWN ..	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	Earl N. Peak Earl N. Peak	O. L. Russell Eugene Peak	Walker UP
MASON CITY.....	KGLO	1800	5,000	Mason City Globe Gazette Co. 200 N. Federal Ave. 2800	CBS	Lee P. Loomis Herbert R. Ohrt	H. Merritt Milligan Nancy M. Halsor Roger E. Sawyer	Weed Standard AP, UP
OTTUMWA.....	KBIZ	1240	250	J. D. Falvey 117 E. Main St. 5600	J. D. Falvey J. D. Falvey Em Owen	Em Owen J. D. Falvey Alvin Johnson Lang-Worth UP
SHENANDOAH.....	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore St. 1	Henry Field T. Frank Stubbs T. Frank Stubbs	T. Frank Stubbs Earl Blakesley	Griffith Standard Associated AP
SHENANDOAH.....	KMA	960	5,000	May Broadcasting Co. Lowell & Elm Sts. 192	Blue Corn Belt	Earl E. May J. C. Rapp J. C. Rapp	Terry Moss Barney Corson Ray Schroeder	Free & Peters Associated UP
SIOUX CITY 1.....	KSCJ	1360	5,000	Perkins Bros. Co. 413 Douglas St. 5-7993	Blue	W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty	Eugene T. Flaherty Jean Harraday Alvin H. Smith	Hollingbery MacGregor AP
SIOUX CITY 9.....	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS	The Tribune Co. Dietrich Dirks Dietrich Dirks B. M. Grotkop	Al Triggs Maxine Dierking Earl Huss	Burn-Smith Associated UP
SPENCER.....	KICD	1240	100	Iowa Great Lakes Bcstg. Co. Box 631 45	MBS No. Central	L. W. Andrews L. W. Andrews L. W. Andrews	Zelda J. Anderson L. W. Andrews L. W. Nolan	Holman Lang-Worth AP
WATERLOO.....	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	Blue	Joe DuMond Joe DuMond A. J. DuMond	Deane S. Long E. M. Gahre Don Kassner	Blair Standard AP
WATERLOO.....	WMT	600	5,000	(See Cedar Rapids, Ia.)				

WHY BUY WHO?

1. LARGEST PRIMARY COVERAGE

Iowa is a big state—330 miles wide, 216 miles from northern to southern border.

WHO is the only 1A clear channel station in Iowa—50,000 watts. Has greatest daytime primary coverage area—greatest nighttime primary—in Iowa (based upon field strength surveys using FCC engineering standards)

—is located near center of State—is the only station in Iowa whose 0.5 millivolt contour line includes or touches every county in State—fits the Iowa sales territory. Also covers Southern Minnesota, Northern Missouri and Western Illinois.

2. GREATEST SECONDARY COVERAGE

Winter mail comes from 35 to 45 states regularly—summer mail from 30 to 37 states. Regional stations are hemmed in to cover only limited areas at night, because five or more other stations are usually on the same wave length. No other American, Mexican, Canadian or Cuban station operates day or night on WHO's frequency.

3. BEST NEWS AND PROGRAM SERVICE

WHO is the only NBC station in Iowa—has nearly all the best network shows and features. Also excellent local live talent shows, many of which have higher Hooper ratings in Des Moines than competing network shows. As to news—47.4% of Iowa families "listen regularly" to WHO news broadcasts vs. 6.3% to Station B.

4. GREATEST POPULARITY

WHO goes into more Iowa homes than can be secured by any combination of other stations in the State. "Listened to most" (daytime) by 54.3% of Iowa radio families vs. 22.4% to all other Iowa

commercial stations; after 6 p.m. 57% to WHO vs. 13.6% to all other Iowa commercial radio stations, according to 1943 Iowa Radio Audience Survey. (1941, '42 and '43 surveys prove that "listened-to-most" station has six hours of listener's attention to every one hour for No. 2 stations in this State.)

5. GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods

—by 68.3% of grocers vs. 30.5% for newspapers
—by 87.4% of druggists vs. 7.8% for newspapers

Of all radio stations heard by Iowa families, WHO is considered most effective

—by 54.7% of grocers vs. 10.1% for Station B
—by 61.9% of druggists vs. 1.5% for Station B

(According to returns from polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

If you want more detailed information, please write us or phone any Free & Peters office. Write for the 1943 Iowa Radio Audience Survey—"the bible on radio in Iowa."

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATCHISON.....	KVAK	1450	250	S. H. Patterson 622 Commercial St. 1420	S. H. Patterson Ted Lenz Bob Davies	Dotty Taylor Bill Pelsler Emile Honnicut AP
COFFEYVILLE	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	Blue	Hugh J. Powell Melvin Drake Melvin Drake	Diek Campbell Ed Spoonamore J. Sarto Jaminet	Pearson Thesaurus Associated AP
DODGE CITY.....	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Dodge City 1100	J. C. Denious N. C. Petersen	Herschel Holland Ralph Hickman Standard AP
EMPORIA.....	KTSW	1400	250	Emporia Broadcasting Co. Inc. 613 Merchant St. 153	MBS Kansas	Selleck B. Warren J. Nelson Rupard Niles Moffat	Miriam Porter George Goldsmith Harold E. Davis	Sears & Ayer UP
GARDEN CITY.....	KIUL	1240	100	Garden City Broadcasting Co. 404 N. Main St. 666	Frank D. Conard Al Pyatt Al Pyatt	Frances Ewing Robert Wheeler Snyder MacGregor UP
GREAT BEND	KVGB	1400	250	KVGB, Inc. 2103 Forest Ave. 1080	MBS Kansas	R. C. Russell Clem Morgan Clem Morgan	Ray Beals Lang-Worth UP
HUTCHINSON.....	KWBW	1450	250	Nation's Center Broadcasting Co. 101 E. Ave. A 5202	NBC	William Wyse Stanley Marsh William Wyse Vernon Minor	Geraldine Brack Vernon Minor Millard Clary	Radio Adv. Lang-Worth UP
KANSAS CITY 14 ...	KCKN	1340	250	KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300	Ben Ludy Ellis Atteberry Joe Story Bernard Maltby	Capper Bidick Standard Associated Lang-Worth UP
LAWRENCE.....	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence KU 190	University of Kansas Harold G. Ingham	Mildred I. Seaman R. P. Stringham
LAWRENCE.....	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	R. C. Jackman Verl Bratton Verl Bratton	Robert Slater Elizabeth Peyton Carl Bliensner	Hollingbery Thesaurus UP
MANHATTAN.....	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	M. S. Eisenhower H. Umberger	L. L. Longsdorf V. Bernard P. Holbert
PITTSBURG.....	KOAM	810	1,000-D	Pittsburg Broadcasting Co., Inc. Box 603 2165	NBC	E. V. Baxter R. E. Wade M. E. Stewart	R. E. Wade Leo S. Stafford World INS
SALINA.....	KSAL	1150	1,000	KSAL Inc. 201 W. Iron 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	R. C. Atherton N. E. Vaneer Jr.	Pearson Thesaurus AP
TOPEKA.....	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	Marco Morrow Ben Ludy Ben Ludy	Maude Shreffler K. G. Marquardt	Capper Bidick Standard Associated AP, UP
WICHITA 2.....	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Grenville Darling Jack Todd Charles Lucy	Headley-Reed Standard Thesaurus UP
WICHITA 1.....	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bestg. Corp. 200 E. First St. 2-1447	Blue MBS Kansas	H. K. Lindsley Robert K. Lindsley	C. Theodore Johnson Ralph Varnum K. W. Pyle	Wilson World Standard INS
WICHITA 2.....	KFH	1330	5,000	Radio Station KFH Co. York Rite Bldg. 2-4491	CBS	John Rigby M. M. Murdock Piez S. Clark Clark A. Luther	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry Lang-Worth MacGregor AP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND.....	WCMI	1340	250	Ashland Broadcasting Co. Inc. 20th & Front Sts. 3010	MBS	Gilmore N. Nunn L. D. Newman J. M. Smedley	Lota Segraves Lota Segraves Clarence Weaver	Perry Standard Associated Thesaurus UP
BOWLING GREEN ..	WLBJ	1340	250	Bowling Green Bestg. Co. Inc. Lehman & Fairview Ave. 1340	MBS Southern	Ken Given Ken Given Ann Hamilton	Harriet Stout Helen Given Jimmy Hight	Burn-Smith Standard Associated UP
HARLAN.....	WHLN	1450	250	Blanfox Radio Co. Inc. Harlan 625	R. B. Helms J. Francke Fox R. B. Helms C. E. Whitehart	R. B. Helms C. E. Whitehart J. Francke Fox	Burn-Smith World UP
HENDERSON.....	WSON	860	250-D	Paducah Broadcasting Co. Inc. Zion Road 3923	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Stanley Mayer	Sears & Ayer Thesaurus Associated UP

HOOPER SHOWS

What Kansas City Knows

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

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

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

HOOPER STATION LISTENING INDEX

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

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



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER

KCKN, *Kansas City* • WIBW, *Topeka*

ELLIS ATTEBERRY, MANAGER—KCKN, *Kansas City*

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SAN FRANCISCO
1207 RUSS BUILDING

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY—(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	Representatives Transc. Library News Service
HOPKINSVILLE	WHOP	1230	250	Paducah Broadcasting Co. Inc. Cadiz Rd. 1025	CBS	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Bonnie Bessire Lynton R. Lemond	Sears & Ayer World Associated MacGregor UP
LEXINGTON	WLAP	1450	250	American Broadcasting Corp. Radio Building 1721	MBS	Gilmore N. Nunn Ted Grizzard Ed Willis	Lowry Kohler Lowry Kohler Sanford Helt	Perry Thesaurus Standard Associated UP
LOUISVILLE 2	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	Maj. George W. Norton Jr. Nathan Lord James F. Cox	George Patterson Elizabeth Sanders Wilbur E. Hudson	Free & Peters Associated Thesaurus Lang-Worth INS
LOUISVILLE 2	WGRC	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith Charles Lee Harris J. Porter Smith	David Wilburn Harry Hunter Perry W. Esten	Burn-Smith Bidick Standard Associated AP
LOUISVILLE 2	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	Mark Ethridge W. Lee Coulson Joseph S. Eaton	A. W. Marlin John H. Hoagland Orrin W. Towner (leave)	Petry Standard Associated AP, UP
LOUISVILLE 1	WINN	1240	250	Kentucky Broadcasting Corp. Tyler Hotel Wabash 4126	Blue	D. E. Kendrick D. E. Kendrick G. F. Bauer	M. K. McCarten Vernon Nunn, acting	MacGregor AP
OWENSBORO	WOMI	1490	250	Owensboro Broadcasting Co. Inc. Byars Ave. & Livermore Rd. 420	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Clifford Potter Hugh O. Potter Leslie R. Goodaker	Burn-Smith Standard AP
PADUCAH	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Building 4100	CBS	Pierce E. Lackey Pierce E. Lackey Gene Peak	Gene Peak Gene Peak U. C. Morris	Sears & Ayer Associated World MacGregor UP

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	Representatives Transc. Library News Service
ALEXANDRIA 4	KALB	1240	250	Alexandria Broadcasting Co. Inc. Box 788 3335	Blue	Walter H. Allen Edgar R. Cappellini Edgar R. Cappellini	Dorothy Aden Edgar R. Cappellini Jesse R. Sexton	Standard INS
BATON ROUGE 8	WJBO	1150	5,000	Baton Rouge Broadcasting Co. Inc. 444 Florida St. 5271	Blue	Charles P. Manship Jr. J. R. Dabadie T. E. Gibbens	W. J. Keown Jr. T. E. Gibbens W. T. Golsen	Hollingbery World UP
LAFAYETTE	KVOL	1840	250	Evangeline Broadcasting Co. Evangeline Hotel 336	Morgan Murphy George H. Thomas Robert A. Escudier	Allison Theriot Raymond E. Wheeler	Standard UP
LAKE CHARLES	KPLC	1490	250	Calcasieu Broadcasting Co. Box 1521 2713	T. B. Lanford David Wilson	Margaret C. Mercer B. Hillman Bailey Jr.	Thesaurus Standard UP
MONROE	KMLB	1280	250	Liner's Bestg. Station Inc. Monroe 4321	Blue	J. C. Liner J. C. Liner Jr. J. C. Liner Jr.	Margie Watson Beverly Buckner O. L. Morgan	Standard AP, UP
NEW ORLEANS	WDSU	1280	5,000	WDSU Inc. Hotel Monteleone Raymond 7185	Blue	E. A. Stephens	Stanley Holiday Ruth Sullivan Charles L. Whitney	Weed Lang-Worth UP
NEW ORLEANS	WJBW	1230	250	C. C. Carlson Audubon Bldg. Raymond 5060	C. C. Carlson C. C. Carlson	James Landry C. C. Carlson	Cox & Tanz
NEW ORLEANS 12	WNOE	1450	250	WNOE Inc. St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly Brown Ellis Trepagnier	McGillvra Standard Associated AP
NEW ORLEANS 16	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards Harold M. Wheelahan T. J. Fontelieu	Harry Arthur T. J. Fontelieu Harold G. Nebe	Petry Thesaurus AP
NEW ORLEANS 12	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Loyola University W. H. Summerville Larry Baird	Ed Hoerner Alice Robert J. D. Bloom	Katz World Standard UP
SHREVEPORT "R"	KRMD	1840	250	Radio Station KRMD Inc. Box 1712 6171	Blue	R. M. Dean Glenn V. Wilson Spencer S. Lanford	J. C. Irby	INS
SHREVEPORT 92	KTBS	1480	1,000	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC So. Central	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson C. W. Doebler C. H. Maddox	Branham Thesaurus Lang-Worth AP, UP
SHREVEPORT 92	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl C. W. Doebler W. E. Antony	Branham Standard Lang-Worth AP, UP



**NO, SIR—
NELL (Ky.)
AIN'T
“GOOD!”**

In this case, believe it or not, “our Nell” is an actual town in Kentucky—but so help us, she ain’t really *ours*. She belongs to the big, cosmic stations that cover everything—even poor Nell! WAVE covers, primarily, the Louisville Trading Area. But that, as it happens, is the area that *does more business* than all other counties, cities, towns, hamlets, whistle stops and lonely cabins in the State. Why don’t you quit bothering ole Nell?

**LOUISVILLE'S
WAVE**

5000 Watts

970 K. C.

N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

1944 Yearbook Number • Page 105

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MAINE

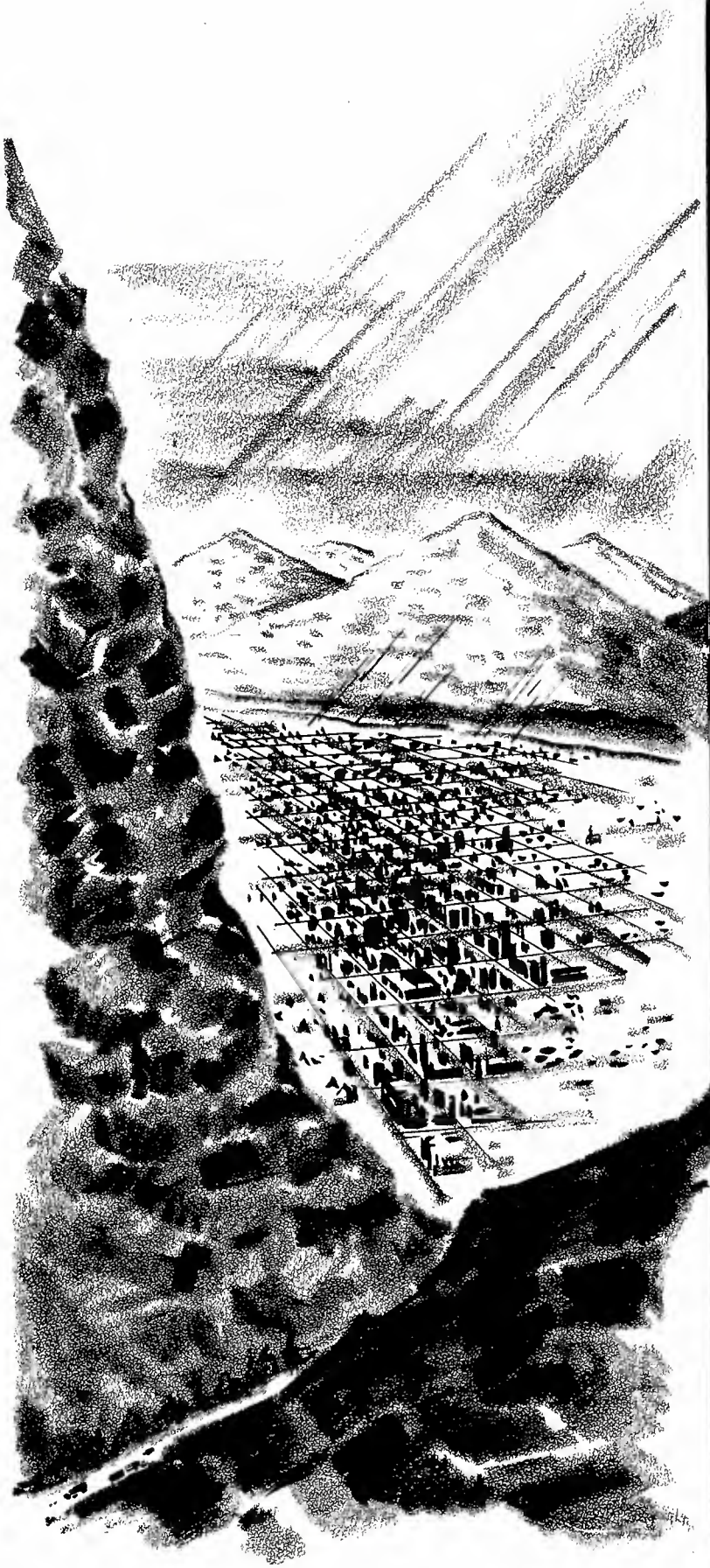
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA.....	WRDO	1400	250	WRDO Inc. 175 Water St. 2285	NBC Yankee New England	Adeline B. Rines Arthur Owens Walter Weightman Harold Dinsmore	Weed Bannan Associated UP
BANGOR.....	WABI	910	250 CP-5,000	Community Bstg. Service Inc. 57 State St. 6446	CBS	F. B. Simpson F. B. Simpson Guy E. Corey	Harold Dorr Walter Dickson	Spot Sales Walker Foster Associated
BANGOR.....	WLBZ	620	5,000	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC Yankee New England	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Weed Bannan Associated Thesaurus UP
LEWISTON.....	WCOU	1240	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee	Faust Couture John C. Libby John C. Libby	Harold Dyer Lavern Colton John T. Duty	Forjoe Kane Associated Standard UP
PORTLAND 3.....	WCSH	970	5,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC Yankee New England	Adeline B. Rines William H. Rines Albert W. Smith	Caleb Paine Linwood T. Pitman G. Fred Crandon	Weed Bannan Thesaurus Associated UP
PORTLAND 3.....	WGAN	560	5,000	Portland Broadcasting System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett C. E. Gatchell Arthur K. Atherton	R. E. Bates C. E. Gatchell R. W. Hodgkins	Raymer Foster Standard UP
PRESQUE ISLE....	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	Hugh J. McQuire Harold D. Glidden Harold D. Glidden	Harold D. Glidden Harold D. Glidden Lester E. Hughes	Kane World

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	Representatives Transc. Library News Service
BALTIMORE 3.....	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	James M. Kennedy Gerald W. Cooke	Petry World Standard UP, INS
BALTIMORE 17.....	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	{Gordon A. Scheihing George L. Filling L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth MacGregor INS
BALTIMORE 13.....	WCBM	1400	250	Baltimore Broadcasting Corp. North & Harford Ave. University 8400	Blue	John Elmer George H. Roeder John Elmer	Charles A. Roeder E. Frank Thomas A. E. Eckels	Free & Peters Associated Lang-Worth UP, INS
BALTIMORE.....	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS Maryland	Robert S. Maslin Hope H. Barroll Jr. Andrew H. Hilgartner	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Blair World MacGregor Associated AP, INS
BALTIMORE 2.....	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Jr. Thomas G. Tinsley R. C. Embry	R. W. Baker Buff Elias James S. Duff	Headley-Read Standard Lang-Worth AP
CUMBERLAND.....	WTBO	1450	250	Associated Broadcasting Corp. Commercial Bank Bldg. 298	NBC	Aurelia S. Becker Aurelia S. Becker Dale Robertson Dale Robertson	Spot Sales World AP, UP
FREDERICK.....	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	CBS	Laurence Leonard A. V. Tidmore J. F. Eisenhauer	Eve Chamberlain A. V. Tidmore	Wilson World TP
HAGERSTOWN.....	WJEJ	1240	250	Hagerstown Broadcasting Co. Franklin Court 2323	MBS Maryland	Dr. A. L. Blessing Grover C. Crilley Hal Seville	Bernice Crilley Grover C. Crilley George McIntyre Associated TP
SALISBURY.....	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS Maryland	John W. Downing Charles J. Truitt Charles J. Truitt	Jane Allen Charles J. Truitt Peter A. Alfonsi World UP

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	Representatives Transc. Library News Service
BOSTON.....	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse-Walter C. Evans C. S. Young C. H. Masse	W. Gordon Swan Harry D. Goodwin W. H. Hauser	NBC Spot Associated Thesaurus AP, UP
BOSTON 16.....	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	Harold A. Lafount George Lasker A. N. Armstrong Jr.	Hal Tunis Roland Hale Standard Associated AP, INS



NBC NOW

**COVERS MARYLAND'S
SECOND LARGEST CITY**

WITH WTBO

National Advertisers can now cover the rich Tri-State Cumberland trading area with their programs on NBC or with National Spot by contacting Spot Sales.

WTBO was a good buy as a non-network station, because it covered the Cumberland trading area. NOW, with NBC and full time, it is still a better buy.



WTBO

Cumberland

MARYLAND

1450 KC

UNITED PRESS ☆ ASSOCIATED PRESS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON 12.....	WEEI	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS-H. E. Fellows H. E. Fellows K. F. Horton	K. F. Horton G. H. Cunningham W. J. Stiles	Radio Sales World Associated AP, UP
BOSTON 16.....	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	Blue	Ralph G. Matheson Ralph G. Matheson Ralph G. Matheson	George M. Watson Jr. George M. Watson Jr. Ralph G. Matheson	Spot Sales World Associated Thesaurus AP
BOSTON 15.....	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	Lt. John E. Reilly, USN William S. Pote William S. Pote	John Kiley, acting Alfred J. Pote	McGillvra MacGregor INS
BOSTON 15.....	WNAC	1260	5,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William F. O'Neil John Shepard 3d Linus Travers Linus Travers	Herbert Rice James Powers Irving B. Robinson	Petry Standard Associated AP
BOSTON 16.....	WORL	950	1,000-D	Bestg. Service Organization Inc. 216 Tremont St. Liberty 4540	Harold A. Lafount George Lasker A. N. Armstrong Jr.	Robert N. Perry Robert Sanford John Parker Associated AP, UP
FALL RIVER.....	WSAR	1480	1,000	Doughty & Welch Electric Co. Inc. 102 S. Main St. 7-9477	MBS Yankee	William T. Welch William T. Welch Leonard C. Cox	Joséphine Y. Welch August Bailey John C. Pavao	Walker Foster Kane Standard Associated INS
FITCHBURG.....	WEIM	1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Ruben E. Aronheim Earle G. Clement Mort Silverman	Robert Reynolds Theodore Kalin Lang-Worth AP
GREENFIELD.....	WHA1	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis Horace W. Nichols Horace W. Nichols	Ann M. Erickson Leland F. Wheeler	Bannan Foster Kane World Associated
HOLYOKE.....	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Patrick J. Montague Thomas R. Humphrey	Bannan Kane Associated UP
LAWRENCE.....	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Irving E. Rogers George H. Jaspert David M. Kimel	Joseph P. Oakes George A. Hinckley	Katz Foster Thesaurus Standard UP
LOWELL.....	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 89 Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Thomas Clayton Robert Donahue Ralph Newton	Petry Associated INS
NEW BEDFORD....	WNBH	1340	250	E. Anthony & Sons Inc. 588 Pleasant St. 8-5228	Blue	Basil Brewer Hugh R. Norman	Donald L. Sellers Irving Vermilya	Burn-Smith Foster Kane Thesaurus Associated AP
PITTSFIELD.....	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England Monroe B. England John Parsons	Richard Mills John Parsons Leonard Lavendol	Burn-Smith Foster Kane Standard Associated UP
SALEM. MARBLEHEAD..	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St., Salem Salem 5670	Charles W. Phelan A. M. Morgan A. M. Morgan	Marion Holt A. M. Morgan Alwyn Stacey	Foster Thesaurus Associated World AP, INS
SPRINGFIELD.....	WBZA	1030	1,000	Westinghouse Radio Stations Inc. Chestnut St. 6-8336	NBC New England	Westinghouse-Walter C. Evans C. S. Young C. H. Masse	W. Gordon Swan Harry D. Goodwin W. H. Hauser	NBC Spot Associated Thesaurus UP
SPRINGFIELD 3....	WMAS	1450	250	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Warren M. Greenwood Warren M. Greenwood	Warren M. Greenwood Warren M. Greenwood Earl G. Hewinson	Petry Associated INS
SPRINGFIELD 5....	WSPR	1270	500	WSPR Inc. 63 Chestnut St. 6-2757	Blue	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Lawrence A. Reilly	Hollighery Bannan Kane Associated Lang-Worth INS
WORCESTER 8....	WAAB	1440	5,000	Yankee Network Inc. State Mutual Bldg. 6-1411	MBS Yankee	William F. O'Neil John Shepard 3d Dorothy Robinson Dorothy Robinson	Albert Hiorns James Powers, Boston Joseph E. Grahm	Petry Standard Associated AP
WORCESTER 2....	WORC	1310	1,000	Alfred Frank Kleindienst 65 Elm St. 5-3101	Blue	Alfred Frank Kleindienst Mildred P. Stanton	Weed Lang-Worth INS
WORCESTER 1....	WTAG	580	5,000	Worcester Telegram Pub. Co. Inc. 18 Franklin St. 5-4321	CBS	George F. Booth Edward E. Hill Herbert L. Krueger	David H. Harris Mitzi Kornetz Elliot A. Browning	Raymer Bannan World Associated AP

COLUMBIA'S VOICE IN

NORTHERN NEW ENGLAND

WLAW Coverage Areas

Two Millivolt
Area

Half Millivolt
Area

Population, 1940
(U. S. Census)

2,834,430

4,033,282

Radio Homes, 1940
(Calculated by N.A.B.) -

704,261

1,002,348

680
ON YOUR
DIAL

5000
WATTS

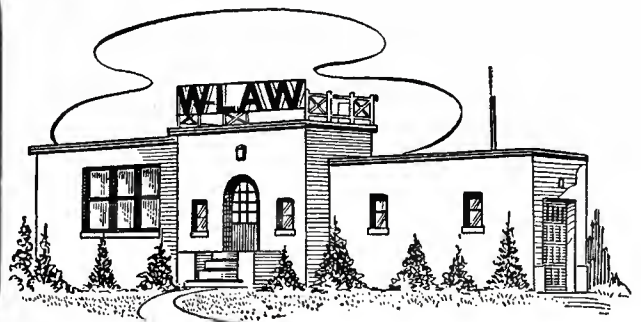
WLAW IS LOCATED in the capital of the woolen and worsted textile industry in America.

WLAW COMPLETELY BLANKETS the rich industrial Merrimack Valley and the agricultural region to the north.

WLAW INFLUENCES the spending of many millions of dollars in one of the outstanding markets east of the Mississippi.

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LAWRENCE, MASSACHUSETTS*

WLAW



National Representatives: The Katz Agency, Inc.—New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

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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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BATTLE CREEK . . .	WELL	1400	250	Federated Publications, Inc. Michigan National Bank Bldg. 5655	Blue Michigan	A. L. Miller D. E. Jayne E. P. Mills Jr.	Frank Jayne Earl J. Stone	Burn-Smith Associated
BAY CITY	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	Blue Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Frank E. Catto Ralph H. Carpenter	Hollingbery Thesaurus Associated UP
CALUMET	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg., Houghton Houghton 1	Blue Michigan Northern	A. L. Burgan John W. Rice Albert W. Payne	Albert W. Payne John W. Rice George L. Burgan	Sears & Ayer World Standard AP
DETROIT 2	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	James F. Hopkins James F. Hopkins Arthur Croghan	Sybil Kriehoff N. W. Hopkins E. T. McKenzie	Forjoe Holman Associated World AP
DETROIT 26	WJLB	1400	250	John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600	John Lord Booth Hugh M. Gray, acting Paul Y. Clark	Douglas Wright Mitchell Jachimski Edward H. Clark	Burn-Smith World Standard Thesaurus Associated AP
DETROIT 2	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge Charles G. Burke	Franklin Mitchell Mark Haas Merrill Mitchell A. Friedenthal	Petry Standard Lang-Worth World AP, INS
DETROIT 31	WWJ	950	5,000	Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000	NBC	W. E. Scripps Harry Bannister Harry Betteridge	Don DeGroot Jake Albert Herbert F. Tank	Hollingbery Standard Associated Lang-Worth UP
DETROIT 26	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	Blue Michigan	George W. Trendle H. Allen Campbell H. Allen Campbell	Harold S. Christian Lambert B. Beeuwkes Verne Alston	Raymer Standard Associated Lang-Worth UP
DETROIT	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS	Malcolm G. Campbell J. E. Campeau R. E. Jones	John Gordon Lois M. Michels W. J. Carter	McGillvra Stovin & Wright World Thesaurus BUP
EAST LANSING	*WKAR	870	5,000-D	Michigan State College East Lansing 8-1511	Michigan State College Robert J. Coleman	Robert J. Coleman Norris E. Grover	Standard AP
ESCANABA	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	Blue Michigan Northern	Gordon H. Brozek Gordon H. Brozek	Martin J. Flanagan Jr. Gordon H. Brozek	Standard UP
FLINT 3	WFDF	910	1,000	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Blue Michigan	Howard M. Loeb Howard M. Loeb F. S. Loeb	Adrian R. Cooper J. R. McKinley Frank D. Fallain	Burn-Smith Lang-Worth MacGregor AP
GRAND RAPIDS 2 . . .	WLAV	1340	250	Leonard A. Versluis 6 Fountain St., N. E. 6-5461	Blue MBS Michigan Wolverine	Leonard A. Versluis Hy M. Steed Hy M. Steed	Raymond Plank	McGillvra Associated Standard INS
GRAND RAPIDS 2 . .	WOOD	1300	5,000	King-Trendle Bestg. Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer Associated UP
IRONWOOD	WJMS	1450	250	Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	Wm. L. Johnson J. W. Huss J. W. Huss	Harold Ladin J. W. Huss Arne J. Dahlbacka	Sears & Ayer Lang-Worth UP
JACKSON	WIBM	1450	250	WIBM Inc. Hotel Hayes 6121	Blue Michigan	Herman Radner Wm. A. Cizek	Charles Wirtanen	Forjoe AP
KALAMAZOO 99 . . .	WKZO	590	5,000	Fetzer Bestg. Co. Kalamazoo, Burdick Hotel Grand Rapids, Herpolsheimer Bldg. Kalamazoo 3-1223 Grand Rapids, 6-1222	CBS	John E. Fetzer John E. Fetzer John W. O'Harrow	Paul O. Godt John W. O'Harrow Carl E. Lee	Free & Peters Lang-Worth AP
LANSING 16	WJIM	1240	250	WJIM Inc. Bank of Lansing Bldg. 2-1333	Blue Michigan	Lt. Harold F. Gross Bob Innes, acting Fred Wagenvoord Jr.	O. S. Jones Alice Teel Melvin Wirth	Associated UP
LAPEER	*WMPC	1230-SH	250	Liberty Street Gospel Church 803 Liberty St. 455-J	Frank S. Hemingway Frank S. Hemingway	Nora Eastman Hollis F. Hayes	World TP
MARQUETTE	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington St. 616	Blue Michigan Northern	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	Eldon Wallace Gordon H. Brozek	World TP
MUSKEGON 15	WKBZ	1490	250	Ashbacker Radio Corp. 432 Apple Ave. 26-051	Blue Michigan	Grant F. Ashbacker Grant F. Ashbacker William C. Wester	Loran A. Haney Bill Bennett George Krivitzky	Burn-Smith MacGregor World UP
PONTIAC	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	H. Y. Levinson H. Y. Levinson	Howard Donahoe George M. Stutz Wayne N. Cook	Pearson Lang-Worth Standard Associated AP, INS

*No other broadcaster
can make this claim!*

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

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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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PORT HURON.....	WHL5	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151	MBS Wolverine	Herman L. Stevens Harmon L. Stevens Robert L. Mackin	Herman L. Stevens V. O. Cram Leslie C. Conant	Griffith Holman Associated UP
ROYAL OAK.....	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight J. F. Steadley INS
SAGINAW.....	WSAM	1400	250	Saginaw Broadcasting Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum Milton L. Greenebaum Rockwell C. Force	Max McPhilliamy Ted Seaman	Headley-Reed Standard INS
SAULT STE. MARIE	WSOO	1230	250-LS 100-N	Hiawatabland Broadcasting Co. 107 W. Portage Ave. 3000	Blue Michigan Northern	Stanley R. Pratt Stanley R. Pratt R. Y. Burnett	Vera Hotton R. Y. Burnett Eugene Kaari	McGillvra Standard
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	MBS Wolverine	Les Biederman Drew McClay, acting	Don Mullen Drew McClay	Holman AP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBERT LEA	KATE	1450	250	Albert Lea-Austin Bestg. Co. Inc. 332 S. Broadway 2338	MBS No. Central So. Minn.	Edgar L. Hayek Edgar L. Hayek Warner C. Tidemann	Robert Paulson Warner C. Tidemann Lawrence Lawson	Pearson World Lang-Worth Associated UP, INS
DULUTH 2.....	KDAL	610	1,000	Red River Bestg. Co. Inc. Bradley Building Melrose 2628	CBS	Dalton Le Masurjer Dalton Le Masurjer Odin S. Ramsland	Richard Lawrence Frank Herrick Robert Dettman	Free & Peters Standard Lang-Worth AP
DULUTH 2.....	WEBC	1320	5,000	Head of the Lakes Bestg. Co. WEBC Bldg. Melrose 2873	NBC Northwest Arrowhead	Morgan Murphy Walter C. Bridges James R. King	William E. Conner H. H. Sonnenburg William Lounsberry	Hollingsbery Thesaurus AP, UP
FERGUS FALLS....	KGDE	1230	250-LS 100-N	Charles L. Jaren Lincoln Ave. W. 3986	MBS No. Central	C. L. Jaren C. L. Jaren C. L. Jaren INS
HIBBING.....	WMFG	1240	250	Head of the Lakes Bestg. Co. Androy Hotel 1150	NBC Blue Northwest Arrowhead No. Central	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth E. Coe Herbert Sonnenburg William Lounsberry UP
MANKATO.....	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest So. Minn.	F. Braden Clements John F. Meagher John F. Meagher	J. R. Loughrin John Henkes Jr. Jim Houts	Pearson Thesaurus Associated UP
MINNEAPOLIS-ST. PAUL.....	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul 2 St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Northwest	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam Levitan Hector R. Skifter	Petry Thesaurus World Standard Associated Lang-Worth AP, UP
MINNEAPOLIS-ST. PAUL.....	WCCO	830	50,000	Columbia Bestg. System Inc. 625 Second Ave. S., Minneapolis 2 Main 1202	CBS	CBS-A. E. Joscelyn A. E. Joscelyn Alvin B. Sheehan	Alvin B. Sheehan Sam Kaufman Hugh S. McCartney	Radio Sales Standard MacGregor Lang-Worth Associated AP, UP
MINNEAPOLIS-ST. PAUL.....	WDGY	1130 L-Albuquerque	5,000-LS 500-N	Dr. George W. Young Nicollet Hotel, Minneapolis 1 Bridgeport 7777	Dr. George W. Young Dr. George W. Young Lee L. Whiting	John T. MacKnight Jerry Fischbein George K. Jacobsen	Rambeau Standard Lang-Worth AP
MINNEAPOLIS-ST. PAUL.....	*WLB ST-WCAL	770	5,000-D	University of Minnesota Minneapolis 14 Main 8177	University of Minnesota Burton Paulu	Betty Thomas Girling Burton Holmberg UP
MINNEAPOLIS-ST. PAUL.....	WL0L	1330	1,000	Independent Merchants Bestg. Co. 1730 Hennepin Ave., Minneapolis 3 Atlantic 0406	MBS No. Central	(Charles J. Winton Jr. Ralpb L. Atlass E. S. Mittendorf Fred F. Laws	Edna Brautigam Mary Bowers Ogden Prestboldt	Pearson Associated INS
MINNEAPOLIS-ST. PAUL.....	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul 4 Nestor 6501	Edward Hoffman Edward Hoffman Samuel Nemer	Marilyn Powell Samuel Nemer Warren B. Fritze	Forjoe Holman Standard AP
MINNEAPOLIS-ST. PAUL.....	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis 4 Main 6562	Blue	(Minneapolis Daily Times St. Paul Dispatch-Pioneer Pr. Clarence T. Hagman Francis Van Konynenburg	Robert DeHaven Clifford J. Rian Myron N. Fleming	Free & Peters Associated Lang-Worth AP
MOORHEAD.....	KVOX	1340	250	KVOX Broadcasting Co. Inc. Comstock Hotel 3-1523	MBS No. Central	John W. Boler M. M. Marget Arv Johnson	Ellen Boltz Arv Johnson Richard Hanson UP, INS
NORTHFIELD.....	*WCAL ST-WLB	770	5,000-D	St. Olaf College Northfield 770	Dr. C. M. Granskou David Johnson	David Johnson Otto W. Haldorsen



Grand Rapids

Michigan's Largest Market Outside Detroit

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

GRAND RAPIDS



DETROIT



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

PAUL H. RAYMER CO., Sales Representatives

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

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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	Representatives Transc. Library News Service
ROCHESTER.....	KROC	1340	250	Southern Minnesota Bestg. Co. 100 First Ave. Bldg. 3924	NBC So. Minn. Michigan Northwest	Agnes Gentling Gerald Wing Gerald Wing	Calvin Smith Pete Milligan Fred C. Clarke	Radio Adv. Thesaurus UP
ST. CLOUD.....	KFAM	1450	250	Times Publishing Co. 16 Sixth Ave. No. 3330	NBC Northwest	Fred Schilplin Fred Schilplin	Lucile Miller Lucile Miller Robert Witschen Thesaurus UP
ST. PAUL.....	(See Minneapolis-St. Paul page 112)							
VIRGINIA.....	WHLB	1400	250	Head of Lakes Bestg. Co. 17th St. & 6th Ave. So. 2000	NBC Arrowhead No. Central Northwest	Morgan Murphy Greg Rouleau Greg Rouleau William E. Lounsberry	Hollingbery UP
WILLMAR.....	KWLM	1340	250	Lakeland Broadcasting Co. 307 W. Sixth St. 1340	MBS No. Central	H. W. Linder H. W. Linder	Willard Linder Vern Baumgartner UP, INS
WINONA.....	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	Mary J. Leu Irving Tingley W. A. Haeussinger	Back Standard Associated AP, INS

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	Representatives Transc. Library News Service
CLARKSDALE.....	WARW (Construction permit)	1450	250	Robin Weaver Sr.
COLUMBUS.....	WCBI	1340	250	Birney Imes Jr. Gilmer Hotel 1313	MBS	Capt. Birney Imes Jr. Robert L. McRaney James E. Eatherton	Bill McHan Bob McRaney Mayell Williams	Sears & Ayer Standard AP
GREENVILLE.....	WJPR	1340	250	John R. Pepper 107 S. Poplar 1770	MBS	John R. Pepper Emmet H. McMurry Frank W. Baldwin	Sarah Louise Kellner Irene Cain Lee George W. Wilson Associated UP
GREENWOOD.....	WGRM	1240	250	P. K. Ewing Drawer 943 1717	Blue	P. K. Ewing F. C. Ewing	Lorene Wood Gordon Clark Standard
GULFPORT.....	WGCM	1240	250	WGCM Inc. Hewes-Martin Bldg. 1110	Blue	Hugh O. Jones Hugh O. Jones	C. E. Vann Shirley Davis Donovan Murphy	Sears & Ayer Standard AP
HATTIESBURG.....	WFOR	1400	250	Forrest Broadcasting Co. Inc. 302 Hemphill St. 1866	NBC	C. J. Wright C. J. Wright H. L. Patterson	Les Carmichael C. J. Wright James Glore	Sears & Ayer Standard UP
JACKSON 116.....	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-1183	NBC So. Central	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery Thesaurus MacGregor UP
JACKSON 114.....	WSLI	1450	250	Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788	Blue	G. W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward Coleman Maurice Wray C. A. Perkins	Weed Standard INS
LAUREL.....	WAML	1340	250	New Laurel Radio Station Inc. 535 Central Ave. 288	NBC	D. A. Matison Hugh M. Smith W. C. DeHority	Frank Holfield Bruce Dennis	Sears & Ayer Standard UP
McCOMB.....	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	(Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock John Cunningham David Owen Crouch AP
MERIDIAN.....	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin UP
NATCHEZ.....	WMIS	1490	250	Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 1515	P. K. Ewing Sr. P. K. Ewing Jr. Mac Howell	Helen Tyre Thomas Patterson World UP
VICKSBURG.....	WQBC	1390	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	Blue	L. P. Cashman O. W. Jones O. W. Jones	Mary Van Cashman C. E. Drake World AP

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	Representatives Transc. Library News Service
CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch	Virginia Bahn Ralph L. Hirsch Oscar C. Hirsch	Pearson Standard Lang-Worth UP
COLUMBIA.....	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts C. L. Thomas F. H. Brown Jr.	Harold Douglas Robert Haigh Thesaurus UP
HANNIBAL.....	KHMO	1340	250	Courier-Post Publishing Co. 102 1/2 S. Main St. 3450	Blue	E. L. Sparks Wayne W. Cribb Wayne W. Cribb	B. J. Huston Ruth Anne Althaus Raymond Schildknecht	Pearson Lang-Worth AP



JUDGED...and FOUND *Wanted!*

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

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

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

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

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



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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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
JEFFERSON CITY...	KWOS	1240	250	Tribune Printing Co. 210 Monroe 4000	MBS	R. C. Goshorn R. L. Rose R. L. Rose	Harold White	Sears & Ayer Lang-Worth AP, UP
JOPLIN.....	WMBH	1450	250	Joplin Broadcasting Co. Frisco Bldg. 330	MBS	D. J. Poyner D. J. Poyner W. E. Jarchow	Margaret Houston Richard P. Meek	Sears & Ayer World UP
KANSAS CITY 6....	KCMO	1480	5,000	KCMO Broadcasting Co. Commerce Building Victor 0900	Blue	T. L. Evans Jack Stewart Clarence E. Breazeal	Dorothy Stewart Jack Stewart Elza G. Runkle Jr.	McGillvra Lang-Worth Associated AP, UP
KANSAS CITY 6....	KMBC	980	5,000	Midland Broadcasting Co. Pickwick Hotel Harrison 2550	CBS	Arthur B. Church Karl Koerper Sam H. Bennett	Ray Shannon Mark Smith E. P. J. Shurick A. R. Moler Kenneth Krahl	Free & Peters World Associated AP, UP
KANSAS CITY 17....	WDAF	510	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer Gardner Reames	Harry J. Kaufmann Joseph A. Flaherty	Petry Standard Associated AP
KANSAS CITY 5....	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1151	MBS Kansas	Donald D. Davis John T. Schilling Don Davis	John R. Wahlstedt Ann Ritchie Henry E. Goldenberg	Don Davis Associated AP
POPLAR BLUFF....	KWOC	1340	250	Radio Station KWOC 1801 N. Main St. 1310	O. A. Tedrick P. H. Cunningham P. H. Cunningham	William R. Tedrick F. H. Cunningham Don L. Lidenton	Pearson World
ST. JOSEPH 8....	KFEQ	580	5,000	KFEQ Inc. Schneider Bldg. 4-0813	Blue	Barton Pitts Barton Pitts Glen G. Griswold	Harry H. Packard J. Ted Ransom Fred Damm	Headley-Reed Thesaurus UP
ST. LOUIS 5.....	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 DeMun Ave. Delmar 3030	Dr. J. W. Behnken Rev. H. H. Hohenstein	Rev. H. H. Hohenstein Carl H. Meyer	UP
ST. LOUIS 2.....	KMOX	1120	50,000	Columbia Bestg. System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS-Merle S. Jones Merle S. Jones Wendell B. Campbell	Blaine Cornwall David R. Mars Harry Harvey	Radio Sales Associated Lang-Worth AP, UP
ST. LOUIS.....	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC	Joseph Pulitzer George M. Burhach Edward W. Hamlin	Robert Coe (on leave)	Free & Peters Thesaurus AP
ST. LOUIS.....	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hote Chase Rosedale 3210	MBS	Robert T. Convey Robert T. Convey Ray Dady V. E. Carmichael	John W. Tinnea Nicolas Zehr	Raymer World Associated UP
ST. LOUIS 1.....	KXOK	530	5,000	Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 3700	Blue	Elzey Roberts John C. Roberts (on leave) C. L. Thomas	M. Medearis Arthur F. Rekart	Blair Standard Associated INS, UP
ST. LOUIS 8.....	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5655	St. Louis University Nicholas Pagliara	Don Lochner George E. Rueppel, S.J.	Pearson World Standard Associated INS
ST. LOUIS 8.....	WIL	1230	250	Missouri Broadcasting Corp. Grand & Lindell Blvd. Jefferson 8403	L. A. Benson C. W. Benson Claude C. Rock	David Pasternak C. H. Stoup	Ramheau Standard MacGregor Lang-Worth AP
SEDALIA.....	KDRO	1490	250	Albert & Robert Drohlich 2100 W. Broadway 4004	Albert Drohlich Robert Drohlich P. E. Trout Milton J. Hinlein	P. E. Trout Milton J. Hinlein Herbert Young	UP
SPRINGFIELD.....	KGBX	1250	5,000	Springfield Broadcasting Co. 508 St. Louis St. 1350	NBC	H. S. Jewell Ralph D. Foster Leslie L. Kennon	Ralph A. Nelms W. H. Bailey Fritz Bauer	Pearson Thesaurus UP
SPRINGFIELD.....	KTTS	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	MBS	J. H. G. Cooper G. Pearson Ward Bob Burke	Frank McAtee Bob Burke Frank Barker	Sears & Ayer World INS
SPRINGFIELD.....	KWTO	550	5,000	Ozarks Broadcasting Co. 508 St. Louis St. 1350	Blue	Lester E. Cox Ralph D. Foster Leslie L. Kennon	Ralph A. Nelms W. H. Bailey Fritz Bauer	Pearson Lang-Worth AP, UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BILLINGS.....	KGHL	790	5,000	Northwestern Auto Supply Co. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunherger D. H. Morris Jeff Klichli	Katz Thesaurus Standard UP
BOZEMAN.....	KRBM	1450	250	KRBM Broadcasters Inc. Box 845 1420	NBC Z-net	Ernest A. Neath Ernest A. Neath Ernest A. Neath	Lawrence O. Binder Jr. Win Neely Jack Provis	Walker Lang-Worth UP

In St. Louis

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TOP RANKING STARS**

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INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MONTANA—(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	Representatives Transc. Library News Service
BUTE.....	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-net	E. B. Craney Charles La Force Charles La Force	Emmett Burke Emmett Burke Jack Provis	Walker MacGregor Lang-Worth UP
GREAT FALLS.....	KFBB	1310	5,000	Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl J. P. Wilkins Wilbur Myhre	Weed Thesaurus Standard UP
HELENA.....	KPFA	1240	250	Peoples Forum of the Air 1806 11th Ave. 1240	NBC Z-net	Barclay Craighead K. O. MacPherson K. O. MacPherson R. D. Martin	Walker Lang-Worth UP
KALISPELL.....	KGEZ	1340	100	Donald C. Treloar 203 First Ave. E. 332	Don Treloar Don Treloar Don Treloar	Don Treloar Don Treloar William Patterson	Griffith UP
MILES CITY.....	KRJF	1340	250	Star Printing Co. 15 N. Sixth St. 60	W. F. Flinn Don Tannehill Don Tannehill	Robert D. Wilson H. J. Pancho World MacGregor UP
MISSOULA.....	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Socs Vratiss	James Alden Barber Lee Stoianoff Fred U. Wamble	Burn-Smith Lang-Worth UP
SIDNEY.....	KGCX	1480	1,000	E. E. Krebsbach Sidney 408	CBC	E. E. Krebsbach E. E. Krebsbach E. E. Krebsbach	Mel King Frank Toomey World CP

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	Representatives Transc. Library News Service
FREMONT.....	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	Arthur Baldwin Lumir Urban Lumir Urban	Marjorie Ritthaler James Wourka	Sears & Ayer AP
GRAND ISLAND.....	KMMJ	750 L-WSB	1,000	KMMJ Inc. Cedar & Division 703	Blue	Don Searle Wick Heath Bill Martin	George Kister Bill Martin Devere Swanson	Headley-Reed Standard UP
HASTINGS.....	KHAS	1230	250	Nebraska Broadcasting Co. Tribune Bldg. 1745	Fred A. Seaton Duane L. Watts Duane L. Watts	Max Brown World AP
KEARNEY.....	KGFW	1340	250	Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Maurice Wenzinger Robert Kellogg Jack Lewis	Sears & Ayer AP
LINCOLN 1.....	KFAB	780	10,000	KFAB Broadcasting Co. Hotel Lincoln Bldg. 2-3214	CBS	Fred S. Sidles H. M. Feltis (C. Earl Williams H. M. Feltis	Wm. E. Macdonald Harold E. Roll Mark W. Bullock	Petry Standard Associated AP, INS
LINCOLN 2.....	KFOR	1240	250	Cornbelt Broadcasting Corp. Hotel Lincoln Bldg. 2-3214	Blue MBS	Fred S. Sidles H. M. Feltis H. M. Feltis	C. Earl Williams Harold E. Roll Mark W. Bullock	Petry Standard Associated AP, INS
NORFOLK.....	WJAG	1090 L-KTHS, WBAL	1,000	Norfolk Daily News Hotel Norfolk 432	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Walker Associated AP
NORTH PLATTE....	KODY	1240	250	Radio Station WOW Inc. 1521 W. 12th St. 295	NBC	John J. Gillin Jr. John Alexander	Joe DiNatale Buford Eaves	Blair MacGregor Lang-Worth UP
OMAHA 2.....	KBON	1190	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	J. K. Morrison Paul R. Fry	Marie C. Maher J. W. Howard Dick Wlna	Rambeau Lang-Worth Associated AP
OMAHA 2.....	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS	Fred Sidles Hugh Feltis Hugh Feltis	Harold Hughes Harold Roll Mark W. Bullock	Petry Standard Associated AP, INS
OMAHA 2.....	KOWH	650	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2223	Blue	H. Doorly B. C. Corrigan Orville E. Weimer	Hollingbery Standard UP
OMAHA 2.....	WOW	590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr. John J. Gillin Jr. Harry Burke	Lyle DeMoss William O. Wiseman William J. Kotera	Blair Lang-Worth MacGregor Thesaurus UP
SCOTT'S BLUFF.....	KGKY	1490	250	Hilliard Co. 1517 1/2 Broadway 856	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter R. M. Stewart Harland Morrison Standard Thesaurus UP

*"The BIG Farmer
of the Central States"*



KFAB

LINCOLN,
780 KC-10,000 WATTS



NEBRASKA
BASIC COLUMBIA

**Represented by
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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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	Representatives Transc. Library News Service
LAS VEGAS.....	KENO	1400	250	Nevada Broadcasting Co. Box 1310 1-400	Blue	Maxwell Kelch Maxwell Kelch Paul R. Gang	Don J. Erskine Paul R. Gang Maxwell Kelch	Griffith Thesaurus INS
RENO.....	KOH	630	1,000	McClatchy Bstg. Co. of Nevada 143 Stevenson St. 5106	Blue	Eleanor McClatchy Robert L. Stoddard Robert L. Stoddard	Mariellen Nenzel Tom Boland	Raymer Thesaurus Associated UP

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	Representatives Transc. Library News Service
KEENE.....	WKNE	1290	5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Col. Harry C. Wilder David Carpenter Richard G. Bath	Robert M. Peebles Robert M. Peebles Howard C. Ayer	Headley-Reed Bannan UP
LACONIA.....	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee	Charles Jenney Martin B. Avery Martin B. Avery	Sherwin Greenlaw Martin B. Avery Louis C. Steady	Bannan Thesaurus Associated AP
MANCHESTER.....	WFEA	1370	5,000	New Hampshire Bstg. Co. 323 Franklin St. 7970	NBC Yankee New England	Mrs. Adeline Rines David F. Shurtleff Frank Batten	Frederick W. Cole David F. Shurtleff Reginald A. B. Schow	Weed Bannan Thesaurus Associated MacGregor AP, UP
MANCHESTER.....	WMUR	610	5,000-LS 1,000-N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Hervey Carter Hervey Carter	Eleanore K. Wolf J. Edwin Gott Vincent H. Chandler	Spot Sales Foster Associated AP
PORTSMOUTH.....	WHEB	750 L-WSB	1,000	WHEB Inc. Box 120 2670	R. G. Le Tourneau Bert Georges Keith Field	Winslow Bettinson Dal Wyant Paul Lindsay	Rambeau Bannan Thesaurus AP

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	Representatives Transc. Library News Service
ASBURY PARK.....	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. 4 Convention Hall 1911	Thomas F. Burley Jr. V. N. Scholes Harold G. Martin	Madeline Jones Gordon Shaw	Forjoe AP
ATLANTIC CITY.....	WBAB	1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl Monroe L. Mendelsohn Monroe L. Mendelsohn	Ralph Shoemaker Earle Godfrey	Headley-Reed Thesaurus AP
ATLANTIC CITY.....	WFPG	1450	250	Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2183	Blue	John McCann Edwin E. Kohn Edwin E. Kohn	Edgar Allan Sweet Blair K. Thron Associated UP
BRIDGETON.....	WSNJ	1240	250	Eastern States Bstg. Corp. Pearl & Warren Sts. 1600	Quaker	Rep. Elmer H. Wene Paul K. Alger Burt McKinnie	Lowell C. Ayars Francis C. Fekel MacGregor UP
CAMDEN.....	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 0907	City of Camden C. E. Onens L. M. Maxwell	Elizabeth Renner William Markward C. E. Onens Standard AP
JERSEY CITY.....	WHOM	1480	1,000-LS 500-N	New Jersey Broadcasting Corp. 29 W. 57th St. Plaza 3-4204	Paul F. Harron Joseph Lang J. M. Compter	Charles Baltin J. M. Compter Theodore Gempff AP
NEWARK 1.....	WAAT	970	1,000	Bremer Broadcasting Corp. 15 Hill St. Mitchell 2-6400	Irving R. Rosenhaus Irving R. Rosenhaus A. B. Schillin Victor A. Bennett	Dale Kennedy Jay Stanle Frank V. Bremer	Spot Sales World UP
NEWARK.....	WHBI	1280 ST-WOV	2,500-LS 1,000-N	May Radio Broadcast Corp. Newark	James Shearer
PATERSON 1.....	WPAT	930	1,000-D	North Jersey Bstg. Co. Inc. 7 Church St. Armory 4-3400	James V. Cosman Sidney J. Flamm A. Lewis King	Edward T. Wehbe Earl F. Lucas	Bannan Associated UP, INS
TRENTON 8.....	WTNJ	1310 ST-WCAM, WCAP	500	WOAX, Inc. 416 Bellevue Ave. 8149	F. J. Wolff F. J. Wolff	Walter J. Lewis Lewis Jerome Edw. P. Knowles UP
TRENTON 8.....	WTTM	920	1,000	Trent Broadcast Corp. 35 W. State St. 2-7127	Rep. Elmer H. Wene Paul Alger F. A. Wellman	John Thompson William Betz	Spot Sales Associated UP
ZAREPHATH.....	*WAWZ	1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	Alma White Ray B. White	Helen Smith Nathaniel L. Wilson

... and more
COMING!



“ SUBMARINE AWAY! ”

ZESTFULLY, slim and trim, she glides proudly down the way, soon to join her mates already Atlantic-alert . . . patrolling the Pacific . . . marauding the Mediterranean . . . **Undersea Fighters for Freedom!**

Portsmouth maneuvers fighting submarines asea in mass production—thanks to skill and industry of more than 20,000 workers.

Up periscope, please, and get the range on that teeming employment salvo; more than 20,000 men and women!

They earn, help their families explode more than \$1,000,000 weekly—within easy range of WHEB's premium programming, torpedoed with 1,000 penetrating salt-water watts. Course 7-5-0.

BROADCASTING • Broadcast Advertising

Charts prove these families keep a keen critical ear our way. Now, even more so, since we've reported for duty with Yankee-Mutual.

Launching a campaign New England Way?

Load a hefty cargo of your Broadcast Budget aboard WHEB, Portsmouth, New Hampshire. Where the cry, "Submarine Away!" sings through the salty air on staccato schedule, and well-paid Sub-makers flourish dollar-millions by the month!

WHEB

YANKEE-MUTUAL NETWORKS

Portsmouth, New Hampshire

1944 Yearbook Number • Page 121

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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	Representatives Transc. Library News Service
ALBUQUERQUE	KGGM	1260	1,000	New Mexico Bestg. Co. Inc. Kimo Bldg. 4544	CBS	A. R. Hebenstreit Harry Burdick Harry Burdick	Cyril Lindquist (on leave) Jerry Oppel Leonard F. Dodds	Weed World UP, TP
ALBUQUERQUE	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000-U	Albuquerque Broadcasting Co. 420 W. Gold 4411	NBC	T. M. Pepperday Frank Quinn Merle H. Tucker	Martha M. Summers George S. Johnson	Free & Peters Thesaurus AP, INS
CARLSBAD	KAVE	1240	250	Carlsbad Broadcasting Co. 800 S. Canal 244	Jack Hawkins Jack Hawkins Jack Hawkins	Lyn Pitcaithley Tex Helm Carl C. Cook	UP
CLOVIS	KICA	1240	250	Hugh Dewitt Landis Woolworth Bldg. 3	Dewitt Landis R. B. McAlister Grady Maples	Grady Maples Norman Petty Vernon Hughes	Forjoe Associated MacGregor UP
HOBBS	KWEW	1490	100	W. E. Whitmore Hardin Hotel 495	W. E. Whitmore Gertrude Dimpel	UP
LAS VEGAS	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 83	E. N. Thwaites E. N. Thwaites A. F. Schultz	Standard INS
ROSWELL	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	W. E. Whitmore W. E. Whitmore John McBoyle	Jack Whiteman John McBoyle Melvin Unger	MacGregor UP
SANTA FE	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Philomene Smolen C. F. Hempen R. C. Porter	Weed World INS, TP
TUCUMCARI	KTNM	1400-SH	250	Krasin-Krutzner Bestg. Co. Tucumcari 192	Lester Q. Krasin Otto A. Krutzner Lester Q. Krasin Lester Q. Krasin	Cox & Tanz Standard INS

NEW YORK

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	Representatives Transc. Library News Service
ALLEGANY	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	Blue	E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Virgil C. Booth Thomas J. Gill	McKinney Standard
ALBANY 1	WABY	1400	250	Adirondack Broadcasting Co. 8 Elk St. 4-4194	MBS	Harold E. Smith Harold E. Smith H. L. Goldman	J. L. Lee J. H. Corey	McKinney Standard Associated UP, TP
ALBANY 1	WOKO	1460	1,000-LS 500-N	WOKO Inc. 8 Elk St. 4-4193	CBS	Harold E. Smith Harold E. Smith H. L. Goldman	J. R. Lee Paul G. Dennis O. A. Sardi	McKinney Standard UP, TP
AUBURN	WMBO	1340	250	WMBO Inc. Metcalf Bldg. 433	Auburn Publishing Co. Frederick L. Keese Frederick L. Keese	Louis Fuhrmann Herbert House	Standard AP
BATAVIA	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	Joseph M. Ryan Edmund R. Gamble Frederick R. MacLaughlin	Harriette J. Taylor Howard Cochran	Sears & Ayer UP
BINGHAMTON	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Nina Fenson Lester H. Gilbert	Blair World Associated UP
BROOKLYN	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	Watchtower Society M. A. Howlett
BROOKLYN	WBYN	1430	1,000-LS 500-N	WBYN Brooklyn Inc. Brooklyn, 1 Nevins St. New York, 132 W. 43rd St. Brooklyn, Triangle 5-3300 New York, Bryant 9-3773	WBYN Brooklyn Inc. William Norins William Norins	Lorraine Rhodes Peter Testan	Lang-Worth INS, AP, TP
BROOKLYN 26	WLIB	1190 L-WOWO	1,000	WLIB Inc. 846 Flatbush Ave. Buckminster 7-5900	Elias I. Godofsky Elias I. Godofsky Robert M. Scholle	Paul Gould Louis W. Berne Arthur Faske	Associated UP
BUFFALO 5	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	A. H. Kirchhofer Edgar H. Twamley C. Robert Thompson	Charles Lewis Ralph J. Kingsley	Petry Thesaurus Lang-Worth AP, UP
BUFFALO 3	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Howard C. Schellenberg Thomas L. Vines	AP, UP, TP
BUFFALO 2	WEBR	1340	250	WEBR Inc. 23 North St. Lincoln 7133	Blue	Paul E. Fitzpatrick Cy King William Doerr Jr.	Edward J. Wegman James Kennedy Raymond H. Lamy	Weed Standard Lang-Worth AP
BUFFALO	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Karl B. Hoffman Ross MacPherson Karl B. Hoffman	Free & Peters World Associated UP
BUFFALO	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Karl B. Hoffman Ross MacPherson Karl B. Hoffman	Free & Peters World Associated UP

In Buffalo you can have



BOTH ends

of

the DIAL

WGR

5,000 WATTS by DAY
1,000 WATTS by NIGHT

550 K. C.

MUTUAL NETWORK

through May 31, 1944

BLUE NETWORK

starting June 1, 1944

BUFFALO'S GREATEST REGIONAL COVERAGE

**BUFFALO'S MOST MODERN AND MOST POWERFUL
TRANSMITTER PLANT** now gives advertisers
radio's biggest circulation bonus . . . now
brings listeners radio's clearest and finest
entertainment.

50,000 WATTS
DAY and NIGHT

WKBW

1520 K. C.

**COLUMBIA
BASIC
NETWORK**

BUFFALO'S ONLY 50,000 WATT STATION

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives: FREE & PETERS, INC.

THE STATION OF THE STARS



WFBL

SYRACUSE, N. Y.

*the Greatest Selling -
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post-war-prepared" market than any other station. (Figures available if you want them.)

**MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM**

FREE and PETERS ★ Exclusive National Representatives

FIRST ★ FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

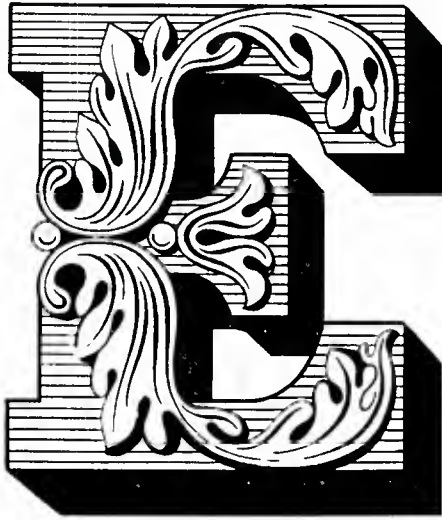
Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

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

THE



ighth

DOLLAR

...is it working effectively for you?

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

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

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

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

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

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

WOV

FOR VICTORY

NEW YORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

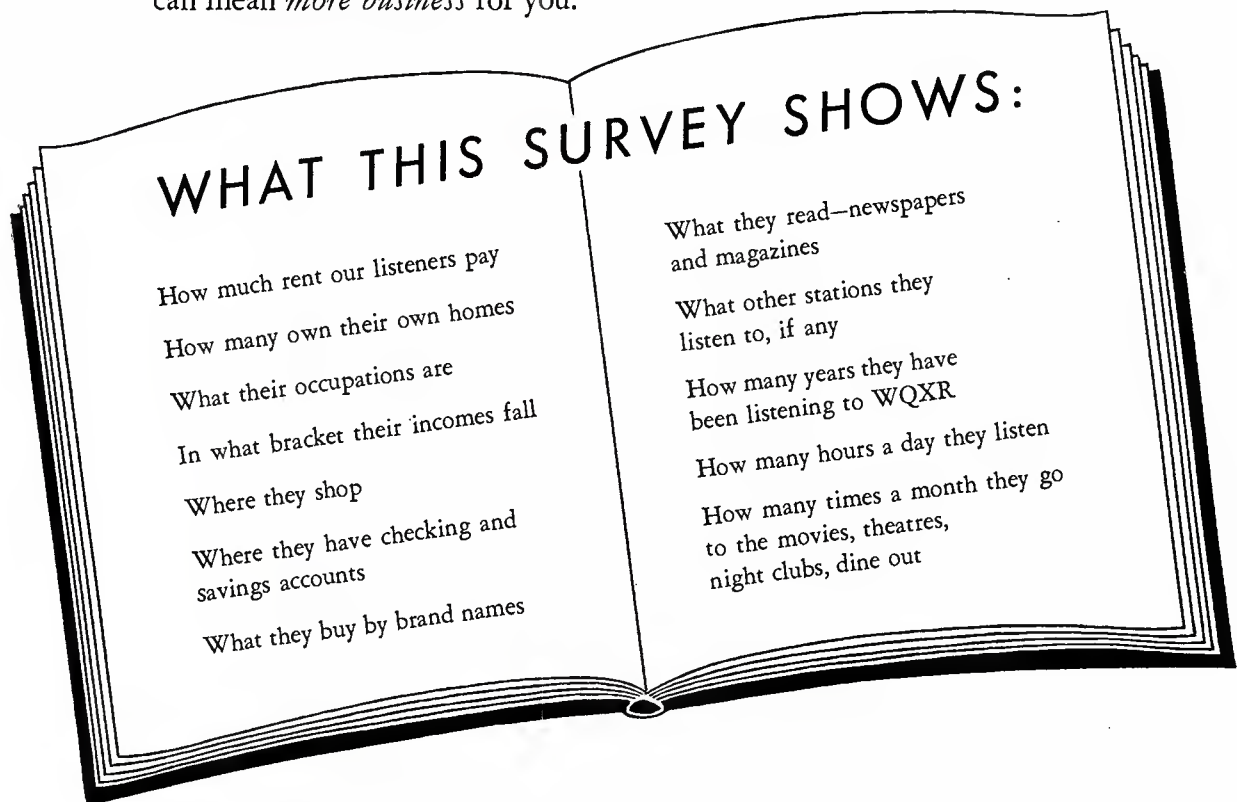
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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

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	Representatives Transc. Library News Service
ELMIRA.....	WENY	1230	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	NBC MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woodrow W. Ott Thurlow A. Greene	McKinney World Associated UP
FREPORT.....	WGBB	1240-SH	100	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Neal Seaman	A. Cheesman Harry H. Carman	Thesaurus
ITHACA.....	WHCU	870 L-WWL	1,000	Cornell University Savings Bank Bldg. 3438	CBS	Cornell University Michael R. Hanna Bernard F. Goodrich	Joseph A. Short Z. Edward T. Howes True McLean	Thesaurus UP
JAMESTOWN.....	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	Blue	Jay E. Mason Dayton S. Wilkins Dayton S. Wilkins	A. E. Spokes A. E. Spokes Harold J. Kratzert	Rambeau Associated UP
KINGSTON.....	WKNY	1490	250	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	MBS	Louis J. Furman James T. Milne George M. Hard	Lou Steketee George M. Hard Wilbur J. Fahey	INS
MIDDLETOWN.....	WALL	1340	250	Community Broadcasting Corp. 14 South St. 6050	Elsie & Martin Karig Sr. Martin Karig Jr. Z. Edward Van Fleet	Martin Karig Jr. Z. Edward Van Fleet Ernest Warnock	INS
NEWBURGH.....	WGNY	1220	1,000-D	WGNY Broadcasting Co. Inc. 161 Broadway 4600	Merritt C. Speidel Harold W. Cassill Joseph W. Rake	Richard F. Crans Marvin Seimes	Standard UP
NEW YORK CITY 22	WABC	880	50,000	Columbia Bestg. System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS-William S. Paley Arthur Hull Hayes John H. Field Jr.	George W. Allen Jules Dundes Henry Grossman	Radio Sales Associated Lang-Worth AP, INS, UP
NEW YORK CITY..	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	Amory L. Haskell William C. Alcorn William I. Moore	Edward Ervin Frank Johnson Arthur Solbrig	Forjoe Associated AP
NEW YORK CITY 20	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC	NBC-Niles Trammell D. L. Provost (assistant) J. V. McConnell	Edward deSalisbury F. A. Wankel	NBC Spot Thesaurus Associated Standard AP, INS, UP
NEW YORK CITY 19	WEVD	1330 ST-WBBR, WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held Harry Greenfield Henry Greenfield	George Field Charles Brown	AP
NEW YORK CITY 19	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettey Frank Roehrenbeck Bertram Lehtar Jr.	Fred Raphael Hartley Samuels Paul Fuelling	Rambeau Bannan Associated UP
NEW YORK CITY 18	WINS	1010 CP-50,000	10,000	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	Hearst Radio Inc. Clarence G. Cosby J. Trevor Adams Jr.	Jerry Law Jerome A. Layton J. P. McNally, acting	Standard World AP, INS
NEW YORK CITY 20	WJZ	770	50,000	Blue Network Co. Inc. 30 Rockefeller Plaza Circle 7-5700	Blue	Edward J. Noble Mark Woods John H. McNeil Slocum Chapin, acting	John Hade Robert L. Hutton George O. Milne	Blue Spot Thesaurus MacGregor Standard Associated AP, INS, UP
NEW YORK CITY 19	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	Nathan Straus Charles Stark Charles Stark	Garrett E. Hollihan Jr. Howard Klarman Frank Marx	Weed World AP
NEW YORK CITY 22	WNEW	1130	10,000	Greater New York Bestg. Corp. 501 Madison Ave. Plaza 3-3300	Arde Bulova Maj. H. Henschel Bernice Judis W. Duncan H. Bess	Ted Cott Jerome Sill Max J. Weiner	Blair Foster Thesaurus Standard AP
NEW YORK CITY 7	*WNYC	830 L-WCCO SA-SH-N	1,000	City of New York Municipal Bldg. Worth 2-5600	City of New York M. S. Novik	Seymour N. Siegel (leave)	AP, INS
NEW YORK CITY ..	WOR	710	50,000	Bamberger Bestg. Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Alfred J. McCosker Theodore C. Streibert Eugene Thomas Norman Livingston	Julius F. Seebach Jr. Joseph Creamer J. R. Popple	World Associated AP, TP, UP
NEW YORK CITY 19	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova Ralph N. Weil Ralph Nardella	Arnold B. Hartley H. W. Holt	McGillvra Associated UP
NEW YORK CITY 19	WQXR	1560	10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	John V. L. Hogan Elliott M. Sanger Hugh K. Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	Pearson World Associated AP
NEW YORK CITY...	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	W. H. Reuman W. H. Reuman Edith Dick	Lou Cole Joseph Franz Jr.	Associated AP
NIAGARA FALLS ...	WHL D	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	A. C. Deuel Earl C. Hull Richard G. Robbins	Robert J. Manning Robert J. Wilson	Headley-Reed Associated MacGregor Lang-Worth Standard UP

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

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



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

WQXR

NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY



HEAR YE!

HEAR YE!



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

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

GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial. That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

WINS
NEW YORK

10,000 Watts

Exclusive!

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

HOW THEY LISTEN *in*

*Rochester,
N.Y.*

DAILY OVERALL
RATING AVERAGE

(8 A.M. to 10 P.M.)

SOURCE:

C. E. Hooper, Inc.

'Measurement of
Radio Listening'
for last five
months period
previous to closing
date of "Broadcasting
Year Book." *

*
Shortly after this book appears a new
report will be available, information
contained in which we will gladly
supply on request.

ALL OTHERS

5.7

STATION C

13.3

STATION B

39.2

WHEC

41.8

ROCHESTER
N.Y.

WHEC

ROCHESTER



National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
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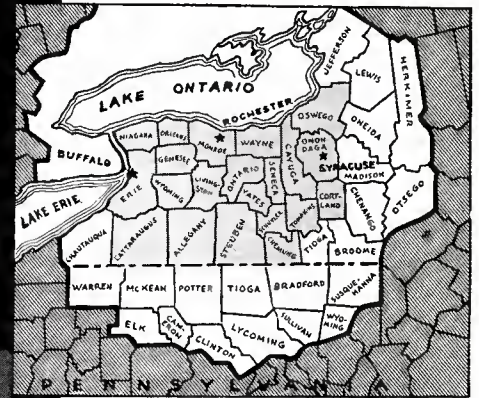
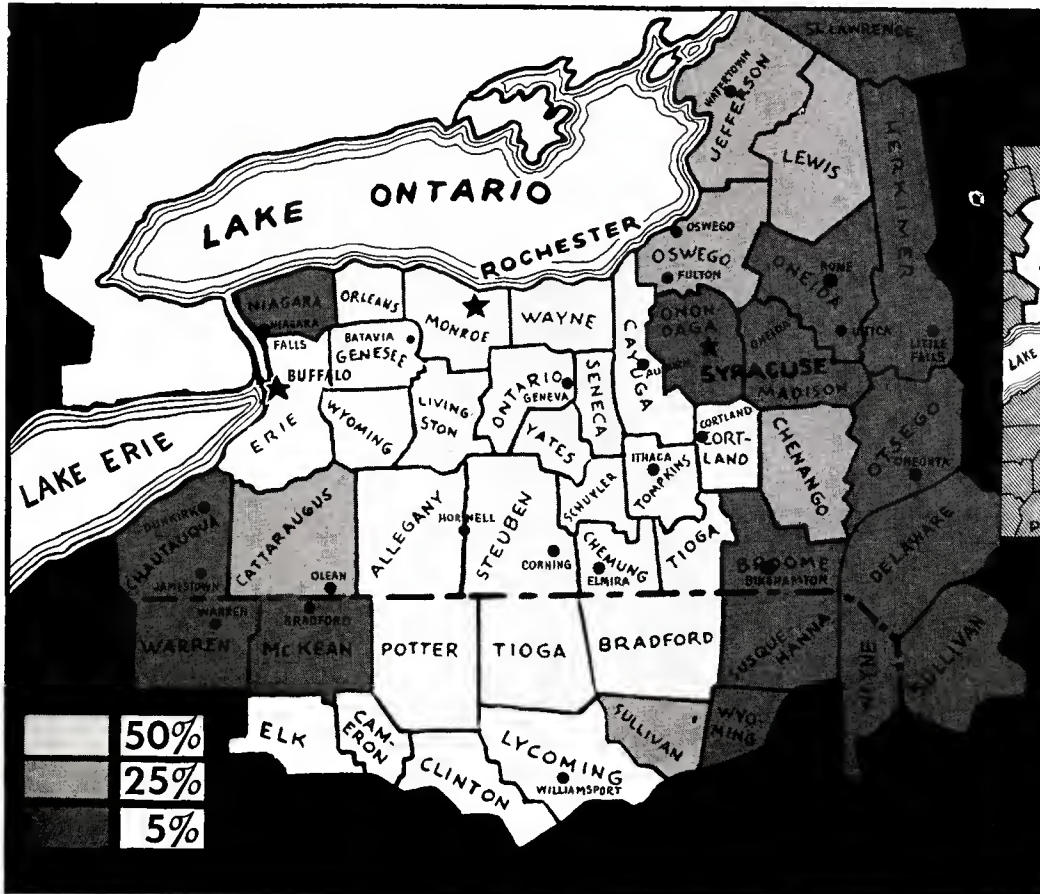
NEW YORK—(Continued)

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	Representatives Transc. Library News Service
OGDENSBURG.....	WSLB	1400	250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Hal Gilman Harold J. Frank Clifford D. Moore	De Lisser Thesaurus UP
PLATTSBURG.....	WMFF	1340	250	Plattsburg Broadcasting Corp. Radio Center 1600	Blue	George F. Bissell George F. Bissell Joel H. Scheier	Malcolm Weaver Joel H. Scheier John Nazak	Hollingbery Standard MacGregor UP
POUGHKEEPSIE ...	WKIP	1450	250	Poughkeepsie Broadcasting Corp. The Nelson House 6-800	Blue	Richard E. Coon Jr. Bruff W. Olin Jr. Bruff W. Olin Jr.	Katherine Gilbert Bruff W. Olin Jr. John Burke	Headley-Reed Standard AP
ROCHESTER 4.....	WHAM	1180	50,000	Stromberg-Carlson Co. Sagamore Hotel Stone 1862	NBC	William Fay John H. Lee John W. Kennedy Jr.	Charles W. Siverson Truman Brizee Kenneth J. Gardner	Hollingbery Thesaurus World Associated Lang-Worth UP
ROCHESTER.....	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig	William J. Adams Bernard O'Brien	McKinney Associated Standard AP
ROCHESTER.....	WSAY	1240 CP-1370	250 CP-1,000	Brown Radio Service & Laboratory 328 Main St. E. Stone 702	MBS	Gordon P. Brown Gordon P. Brown Mortimer A. Nusbaum	Elmer Walz Gordon P. Brown	McGillvra INS
SARANAC LAKE....	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	Blue	Carl Woese John F. Grimes Arthur Alvares	Albert Bagdasarian H. Berwind Williams
SCHENECTADY....	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC	General Electric Kolin Hager Kolin Hager	A. O. Coggeshall Kay Kempton W. J. Purcell	NBC-Spot Sales Thesaurus Standard Associated AP, UP
SCHENECTADY 7...	WSNY	1240	250	Western Gateway Bcstg. Corp. Plaza Theatre Building 3-3622	Winslow P. Leighton George R. Nelson	Edward F. Flynn Cecil Woodland Irving Beck	Wilson Wood Standard Lang-Worth AP
SYRACUSE.....	WAGE	620	1,000	WAGE Inc. Loew Bldg. 2-0277	Blue	Frank G. Revolt William T. Lane Aaron Beckwith	Aaron Beckwith William Harden Charles Brannen	Petry Associated AP
SYRACUSE 2.....	WFBL	1390	5,000	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	Raymond C. Gantter Robert G. Soule Alfred R. Marcy	Free & Peters World INS
SYRACUSE.....	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	MBS	T. S. Marshall T. S. Marshall T. S. Marshall	Hamilton Woodle David F. Foote	Burn-Smith UP
SYRACUSE 2.....	WSYR	570	5,000	Central New York Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC	Col. Harry C. Wilder Col. Harry C. Wilder	E. R. Vadeboncoeur R. S. Boyd A. G. Belle Isle	Raymer Bannan Associated Standard Lang-Worth UP
TROY.....	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	William O. Hotchkiss Wyant J. Williams Warren C. Stoker	A. Olin Niles Anne Duffy Hiram D. Harris
TROY.....	WTRY	980	1,000	Troy Broadcasting Co. 92 Fourth St. 2100	Blue	Col. Harry C. Wilder William A. Rippe William A. Rippe	Woodbury Carter K. Moser Waldo Whitman	Raymer World Standard Lang-Worth UP
UTICA 2.....	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Margaret Potter Bowen Margaret Potter Bowen Helen Wood	Elliott Stewart Nathan W. Cook John T. Dowdell	Biddick Reiter Bannan Wood World INS
WATERTOWN.....	WATN	1240	250	Watertown Broadcasting Corp. Woolworth Bldg. 975	G. H. Righter G. H. Righter A. Dinsdale	E. James McDonald Jr.	Biddick Standard AP
WATERTOWN.....	WWNY	790	1,000	Brockway Co. Hotel Woodruff 4-120	CBS	Harold B. Johnson Thomas E. Martin Louis Saiff Jr.	Robert G. Walter Thomas R. McHugh Maynard B. Davis	Weed Standard UP
WHITE PLAINS....	WFAS	1230	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	Col. J. Noel Macy Frank A. Seitz	Randall Kaler Frank A. Seitz	Headley-Reed World Associated AP

WHAM

means
selling
power

measured in mail response or millivolts
per meter



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

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

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

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

BASIC N B C
50,000 WATTS

WHAM

ROCHESTER, N. Y.
CLEAR CHANNEL

Your Western New York Salesman

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

"The Stromberg-Carlson Station"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

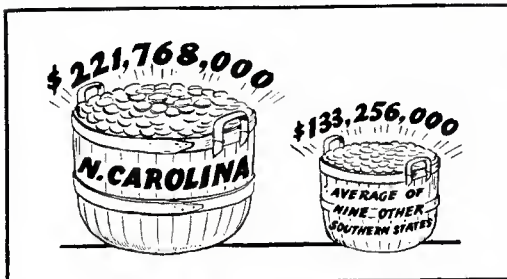
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 (Data corrected to January 1, 1944)

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	Representatives Transc. Library News Service
ASHEVILLE.....	WISE	1230	250	Radio Station WISE Inc. 98 College St. 1213	NBC MBS Daniel Boone Blue Ridge	Harold H. Thoms Harold H. Thoms Harold H. Thoms	Kenneth Beachboard Madeline Hollerith	Burn-Smith Cummings Standard INS
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times Co. 14 O'Henry Ave. 5500	CBS	(Charles A. Webb Don S. Elias Don S. Elias James A. Hagen	Lee Chadwick Lee Chadwick Cecil E. Hoskins	Burn-Smith Associated Lang-Worth UP
BURLINGTON.....	WBBB	920	1,000-D	Alamance Bestg. Co. Inc. 310 S. Main St. 2730	MBS Tobacco	V. Wilton Lane E. Z. Jones Roy Springer	William Sandefur Paul Huddleston James Beatty Associated Standard AP, UP
CHARLOTTE 2.....	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	Blue MBS	George W. Dowdy G. O. Shepberd Walter Goan Walter Goan John C. Price	Weed Lang-Worth Associated INS
CHARLOTTE.....	WBT	1110	50,000	Columbia Bestg. System Inc. Wilder Bldg. 3-8833	CBS	CBS-A. D. Willard Jr. A. D. Willard Jr. Royal E. Penny	Charles H. Crutchfield Wm. MacGregor Parker M. J. Minor	Radio Sales Associated Lang-Worth AP, UP
CHARLOTTE 2.....	WSOC	1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Jr. Francis M. Fitzgerald L. L. Caudle Jr.	Headley-Reed Thesaurus Associated Standard AP
CONCORD.....	WEGO	1410	1,000-D	Wayne M. Nelson Concord 2271	Wayne M. Nelson Wayne M. Nelson R. Hoy Whitlow Earl Gibbs Standard UP
DURHAM.....	WDNC	1490	250	Durham Radio Corp. 138½ E. Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman J. Frank Jarman	Zery V. Gwynn J. Frank Jarman Walter S. Hill	Wilson MacGregor UP
ELIZABETH CITY...	WCNC	1400	250	Albemarle Broadcasting Co. 104 E. Colonial Ave. 1400	T. W. Aydlett J. E. Aydlett Martha S. Seymour	Jane Lyman James M. Wall UP
FAYETTEVILLE.....	WFNC	1450	250	Cape Fear Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	(W. C. Ewing T. K. Weyber W. C. Ewing Paul Moyle	Ray Woodward Paul Moyle Howard Harrell	Burn-Smith Lang-Worth UP
GASTONIA.....	WGNC	1450	250	F. C. Todd National Bank of Commerce Bldg. 782	Blue	F. C. Todd Pat McSwain Frank Abernethy	Earl Holder W. C. Groves Jr.	Cox & Tanz UP
GOLDSBORO.....	WGBR	1400	250	Eastern Carolina Bestg. Co. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins Harry G. Brigbt L. B. Nelson	John Gay Britt J. Marshall Braxton Daniel B. Trueblood	Burn-Smith Forje Standard UP
GREENSBORO.....	WBIG	1470	5,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS	Maj. Edney Ridge Maj. Edney Ridge Maj. Edney Ridge	Wally Williams Virginia W. McKinney Earl F. Allison	Burn-Smith Hollingbery Kane Thesaurus World AP
GREENSBORO.....	WGBG	980	1,000-D	Greensboro Bestg. Co. Inc. S. Asbe Street Extension 3-3631	Blue	Ralph M. Lambeth (Ralph M. Lambeth J. Robert Marlowe L. O. Hutchins	Anderson Brown J. Robert Marlowe Joe Warlick Lang-Worth UP
GREENVILLE.....	WGTC	1490	250	Greenville Broadcasting Co. Falkland Highway 3182	MBS Tobacco	Julian J. White Margaret J. Laughinghouse	Margaret J. Laughing- house M. J. Laughinghouse Hank Tribley Lang-Worth UP
HICKORY.....	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bestg. Co. Inc. Radio Bldg. 1195	Blue	Carl V. Cline Carl C. Alely Carl C. Alely	Bing Bennett E. S. Long	Wilson Thesaurus UP
HIGH POINT.....	WMFR	1280	250	Radio Station WMFR Inc. 156½ S. Main St. 4593	Blue	James E. Lambeth Jr. H. M. Lambeth Pat Taylor	Stan Conrad Pat Taylor R. P. Boyd	Burn-Smith Associated UP
KINSTON.....	WFTC	1280	250	Jonas Weiland 210 E. King St. 4111	Blue	Jonas Weiland Jonas Weiland Lester Gould	Ruby Grant Dougan Frances Van Houtan David Hardison	Burn-Smith
NEW BERN.....	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 1450	Louis N. Howard Louis N. Howard Louis N. Howard	Ed W. Burwell Paul Parker W. Glenn Neuville MacGregor Thesaurus Lang-Worth UP
RALEIGH.....	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon Richard H. Mason Ollie L. Carpenter	Virginia Tatum Henry Hulick Jr.	Free & Peters Thesaurus Associated AP, UP
RALEIGH.....	WRAL	1240	250	Capitol Broadcasting Co. Inc. Box 1150 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher Durham Moore	Ray Reeve Fred Fletcher Stanley Brown	Weed Lang-Worth Associated AP
ROANOKE RAPIDS .	WCBT	1230	250	WCBT Inc. 251 Roanoke Ave. 855-1	Blue MBS	S. Ellis Crew Nathan Frank Nathan Frank	Mamie Nash Nathan Frank C. W. Mears	Burn-Smith MacGregor UP
ROCKY MOUNT....	WEED	1450	250	W. A. Wynne Box 391 1420	Blue	W. A. Wynne W. A. Wynne Ray Bandy	Douglass Hunt W. W. Primm World UP

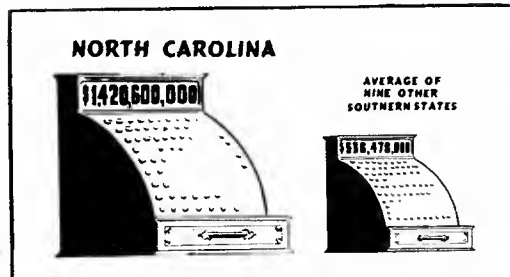
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTE

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S No. 1 SALESMAN

N B C 6 8 0 K C

FREE & PETERS, INC. National Representatives



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

NORTH CAROLINA—(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	Representatives Transc. Library News Service
SALISBURY.....	WSTP	1490	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard Russell McIntire Jimmy G. Thomas	Gales Adkins Earl Caton Carl B. Watson	Burn-Smith Associated AP
WASHINGTON.....	WRRF	930	1,000-D	Tarheel Broadcasting System Bank of Washington Bldg. 403	Blue	W. R. Roberson Sr. W. R. Roberson Jr.	N. L. Royster N. L. Royster George Martin	Burn-Smith AP
WILMINGTON.....	WMFD	1400	250	Richard Austin Dunlea Castle Hayne Rd. 4840	Blue	R. A. Dunlea R. A. Dunlea C. O. Shields	H. W. Lee Norma Rogers E. I. Herring Jr.	Burn-Smith UP
WILSON.....	WGTM	1340	250	Penn Thomas Watson U. S. Highway 301 2188	MBS Tobacco	Penn T. Watson Allen E. Wannamaker Robert R. Brunson	Clinton Faris Allen E. Wannamaker Warren Wooten	Burn-Smith Associated Lang-Worth UP
WINSTON-SALEM 3	WAIR	1340	250	C. G. Hill, George D. & S. H. Walker Pepper Bldg. 2-1133	Blue MBS	Partnership George D. Walker C. G. Hill	Charles Keaton E. D. Hill Lee King	Wood World Associated AP
WINSTON-SALEM 1	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Clay B. Daniel Harold Essex Philip F. Hedrick	Headley-Reed Associated Lang-Worth UP

NORTH DAKOTA

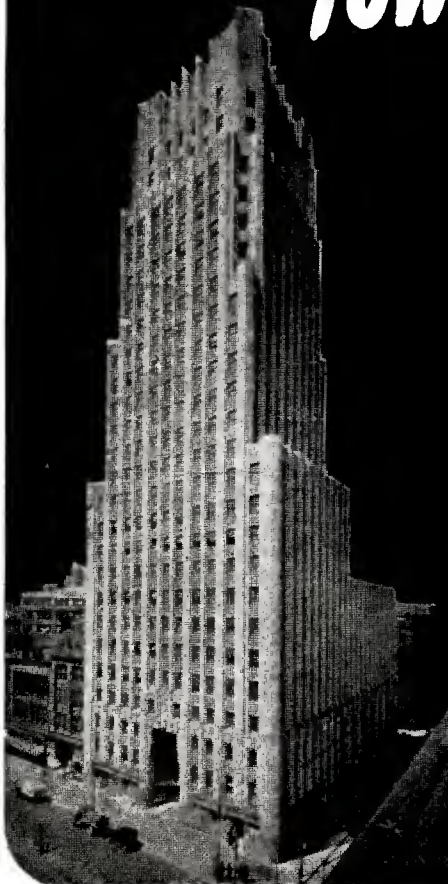
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BISMARCK.....	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	R. W. MacLeod Cal Culver Ivar Nelson	Blair Thesaurus Associated AP, UP
DEVILS LAKE.....	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Robert Raynor Richard Moritz Associated World AP, UP, INS
FARGO.....	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	Earl C. Reineke Barney Lavin Barney Lavin	Ken Kennedy Mildred Gregerson Julius Hetland	Free & Peters Thesaurus AP, UP
GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000-LS 500-N	University of North Dakota Grand Forks 2800	Univ. of North Dakota D. J. Robertson	D. J. Robertson O. H. Halverson
GRAND FORKS.....	KILO	1440 SH-KFJM	1,000-LS 500-N	Dalton Le Masurier First National Bank Bldg. 1200	CBS No. Central	Dalton Le Masurier Dalton Le Masurier Elmer Hanson	Helen LaVelle Oscar Halverson Lang-Worth UP
JAMESTOWN.....	KSJB	1400	250	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	MBS No. Central	Leonard J. McNeil B. Harland Ohde B. Harland Ohde	Florence Putnam Kenneth L. Rich Associated UP, INS
MANDAN.....	KGCU	1270	250	Mandan Radio Assn. Mandan 631	MBS No. Central	W. S. Russell M. J. Reichert Bob Kyllingstad Associated MacGregor INS
MINOT.....	KLPM	1390	1,000	John B. Cooley Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	J. Helling C. W. Baker Walker World UP, INS
VALLEY CITY.....	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	Milton Holiday Robert E. Ingstad Robert E. Ingstad	George L. Brooks George L. Brooks Charles J. Sjostrom

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AKRON 9.....	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson Larry Hennigan	Hollingbery Standard UP
AKRON 8.....	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Stanley Schultz V. G. Berk William W. Robertson	Weed Thesaurus MacGregor AP
ASHTABULA.....	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	C. A. Rowley Robert C. Rowley Donald Fassett	Walter Walrath Alfred B. Newkirk George G. Gautney	Walker Thesaurus UP
CANTON 2.....	WHBC	1250 CP-1480	250 CP-1,000	Ohio Broadcasting Co. 550 Market Ave., S. 7166	MBS	Louis Brush Felix Hinkle Robert Fehlman	Len Taylor Robert Fehlman Kenneth Sliker	Burn-Smith Thesaurus Associated AP, UP

WAKR

TOWERS OVER AKRON



Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

W F M J
~~The Youngstown Market~~

More Listeners Per Dollar

in the

28th *U. S. Metropolitan
District**

* J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News,
MORE Public Service Features than any other station serving
the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

W F M J
Youngstown, Ohio

Headley-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

Ever hear of a magnetic mike?



Well, we have one right here at WHK in Cleveland. Looks like any other mike. You know—talk in here and it comes out . . . everywhere. But something *magnetic* happens to those words in transit.



First we knew about it was the day we totaled up and discovered that Cleveland merchants (who know what sells what in this money-laden belt) were buying more time over WHK than over any other leading station!



Why? Simply because this magical mike of ours was just about magnetizing listeners. Announcer would say, "Run down to your nearest store tonight for a bottle of our dual-purpose potato chips"—and Clevelanders in their shirt sleeves would dash madly to the corner through snow up to here.



We'd love it, only we're scared half to death that someone will hear about our microphonic magnetism . . . and next thing you know, we'll be called on the carpet for such Svengali goings-on. Meanwhile, though, come on along. You've never *seen* such selling!

NO WONDER

W H K

is

Retailers' Choice in Cleveland

Represented by Paul H. Raymer Co.

United Broadcasting Co.
Operators of WHK - WCLE, Cleveland,
and WHKC, Columbus

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

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CINCINNATI 1	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson Fred A. Palmer Fred A. Palmer	Robert M. Fleming Margaret Dotson Arthur Gillette Harvey Glatstein	Free & Peters Standard Lang-Worth AP, UP
CINCINNATI 2	WCPO	1230	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	Jack R. Howard Mortimer C. Watters John Patrick Smith	John Patrick Smith Evelyn Eppinger Roger Weitz, acting	Branham Standard Associated Lang-Worth UP
CINCINNATI 6	WKRC	550	5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS	Hulbert Taft Kenneth W. Church H. E. Fast	James M. Patt James M. Patt George Wilson	Katz Standard Associated Lang-Worth AP, UP
CINCINNATI 2	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	NBC	Powel Crosley Jr. James D. Shouse R. E. Dunville	Howard R. Chamberlin A. R. Griffes M. F. Allison R. J. Rockwell	Spot Sales Associated AP, INS, UP Reuters
CINCINNATI 2	WSAI	1360	5,000	Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Walter Callahan Willard R. Christian	James Leonard Miss Brett Howard R. J. Rockwell	Spot Sales Associated World Thesaurus AP, UP, Reuters
CLEVELAND 13	WCLE	610	500-D	United Broadcasting Co Terminal Tower Prospect 5800	Sterling Graham H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph DeLany	Radio Adv. Associated Lang-Worth AP
CLEVELAND 1	WGAR	1480 CP-1220	5,000-LS 1,000-N CP-5,000-U	WGAR Broadcasting Co Hotel Statler Prospect 0200	CBS	G. A. Richards John F. Patt Harry Camp	David Baylor Clyde Tortman R. Morris Pierce (leave)	Petry World UP
CLEVELAND 13	WHK	1420	5,000	United Broadcasting Co Terminal Tower Prospect 5800	MBS	Sterling Graham H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph DeLany	Raymer Associated Lang-Worth AP
CLEVELAND 15	WJW	850	5,000	WJW Inc. WJW Bldg. Superior 0101	Blue	William M. O'Neil William M. O'Neil Harold W. Waddell	Edward N. Palen A. B. Stiller Gerold G. Roberts	Headley-Reed Lang-Worth Standard UP, INS
CLEVELAND 14	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942	NBC	NBC-Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Garland Barton S. E. Leonard	NBC Spot Thesaurus Associated Standard AP, UP
COLUMBUS 15	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Robert H. Wolfe Edgar T. Wolfe W. I. Orr	Jack Price Don Burrows Lester H. Nafzger	Blair Standard Associated AP
COLUMBUS 15	WCOL	1230	250	WCOL Inc. 33 N. High St. Main 4581	Blue	Kenneth B. Johnston Neal A. Smith Neal A. Smith	W. W. Beavers Janice Hagerty J. E. Lowe	Weed Thesaurus Associated Lang-Worth INS
COLUMBUS 15	WHKC	640 L-KFI	500	United Broadcasting Co. 29 E. Gay St. Adams 1101	MBS	H. K. Carpenter Sterling Graham Carl M. Everson Harry H. Hoessly	John B. Moses Harry H. Hoessly J. E. Anderson	Radio Adv. Associated Lang-Worth UP
COLUMBUS 10	*WOSU	820 L-LS, Dallas	5,000	Ohio State University University Campus University 3148	Howard L. Bevis Robert C. Higgy	C. W. Pettegrew Charles H. Boehnker	UP
DAYTON 1	WHIO	1290	5,000	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr. Robert H. Moody Lester G. Spencer	William H. Hamilton Garland Baldwin Ernest L. Adams	Hollingbery Cummings Standard INS, UP, BUP Reuters
DAYTON 2	WING	1410	5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	Blue	Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard	V. Linza Mason Virginia North Paul Braden	Weed Thesaurus AP
FINDLAY	WFIN	1830	1,000-D	Findlay Radio Co. 500 1/2 S. Main St. Main 1330	Fred R. Hover	Edgar C. Smith	Standard Lang-Worth INS, TP
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC	Lt. Comdr. George B. Storer Ralph G. Elvin C. B. Heller	Frank D. Heibeck Ralph Elvin Jack E. Bannon	Headley-Reed Standard Lang-Worth AP
MANSFIELD	WMAN	1400	250	Richland Inc. 144 1/2 Park Ave. W. 4235	Monroe F. Rubin Orville E. Fields Orville E. Fields	Richard Oram Orville E. Fields Perry Wilson	Standard UP
MARION	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 3226	Blue	Robert T. Mason Robert T. Mason	Louis T. Marsh Walter Klozar S. Robert Morrison	Thesaurus UP

The only Youngstown station that gives

COMPLETE COVERAGE

of this Half-Billion Dollar Retail Market.

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc



Represented by:

Paul H. Raymer Company

OHIO'S 3RD MARKET

One of the Nation's Great Steel Centres.

PRODUCES

a great audience

RESPONSE

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

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PORTSMOUTH.....	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Chester A. Thompson Paul Wagner Paul Wagner	Pat Hooley, acting Paul Wagner M. L. Myers	Cox & Tanz Associated Lang-Worth UP
SPRINGFIELD.....	WIZE	1340	250	Radio Voice of Springfield Inc. 115 W. High St. 4955	Blue	Charles Sawyer Ronald B. Woodyard Reggie Martin Reggie Martin	William Erin Ernestine Beebe Arthur Martin	Weed Thesaurus Lang-Worth UP
STUEBENVILLE.....	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS Tri-State	John J. Laux John J. Laux	John L. Merdian John J. Laux Joseph M. Troesch	Standard UP
TOLEDO 4.....	WSPD	1370	5,000	Fort Industry Co. 136 Huron St. Adams 3175	NBC	Lt. Comdr. George B. Storer E. Y. Flanigan	Glenn Jackson W. F. Shannon William Stringfellow	Katz Thesaurus Lang-Worth AP
TOLEDO 2.....	WTOL	1230	250	Community Broadcasting Co. Bell Bldg. Adams 3291	Blue	Community Bestg. Co. Arch Shawd Gard Wallace	Charles L. Halteman Marie Huffman John Sheehan	Radio Adv. Associated Standard UP
WARREN.....	WRRN	1400	250	Perry H. Stevens & Frank T. Nied Second National Bldg. 4490	MBS	Perry H. Stevens Frank T. Nied J. Marion O'Hara Emerson J. Pryor	David C. Hale J. Marion O'Hara Charles J. Hurton	Burn-Smith Lang-Worth UP
YOUNGSTOWN 3.....	WFMJ	1450	250	WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Len E. Nasman	Robert B. Mackall Len E. Nasman Frank A. Dieringer	Headley-Reed Standard Lang-Worth MacGregor Associated AP, UP
YOUNGSTOWN.....	WKBN	570	5,000	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Gilbert Simon B. T. Wilkens	Raymer World Lang-Worth UP
ZANESVILLE.....	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 6000	NBC	Lt. Comdr. George Storer Allen L. Haid Robert Kerns	Ivan Harnew Bob Christopher William Hunt	Blair Standard AP

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	Representatives Transc. Library News Service
ADA.....	KADA	1230	250	Dr. C. C. Morris North Broadway 1212	Blue Oklahoma	Dr. C. C. Morris Weldon Stamps Leroy Moses	Grace Cowell Leroy Moses Harold Walker	Radio Adv. UP
ARDMORE.....	KVSO	1240	250-LS 100-N	Ardmoreite Pub. Co. Inc. Hotel Ardmore 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton H. Bell C. M. Milner	Radio Adv. UP
BARTLESVILLE.....	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	MBS	J. Fred Case J. Fred Case John Collins	Jim Case John Collins E. Dallas Degraffenreid	Lang-Worth AP
ELK CITY.....	KASA	1240	100	E. M. Woody Casa Grande Hotel 730	E. M. Woody F. E. Mayhew F. E. Mayhew	Joe Fenter F. E. Mayhew G. W. Patterson
ENID.....	KCRC	1390	1,000	Enid Radiophone Co. 318 E. Willow St. 447	Blue Oklahoma	Milton B. Garber Milton B. Garber H. P. Hale	Marjorie Christopher Marjorie Hromas Paul E. Snell	Standard AP
LAWTON.....	KSWO	1150	250-D	Carver & Ross Box 984 2370	Dr. Willard Carver Byrne Ross Byrne Ross	Winifred Ross Hoke Ross W. E. Billington	Thesaurus UP
MUSKOGEE.....	KBIX	1490	250	Oklahoma Press Publishing Co. Barnes Bldg. 303	Blue Oklahoma	Tams Bixby Jr. Jimmie Barry Jimmie Barry	Sally Miller D. W. Hoisington	Radio Adv. AP
NORMAN.....	*WNAD	640	1,000-D	University of Oklahoma Norman 900, Extension 124	Univ. of Oklahoma Virginia Hawk Clyde Farrar	UP
OKLAHOMA CITY 3	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	John D. Thomas Matthew H. Bonebrake George L. Tarter	Paul W. Duncan Harold D. Durham	Burn-Smith Associated Standard Thesaurus AP
OKLAHOMA CITY ..	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin F. Kenyon Brown C. A. Minor Jr.	Paul Buenning David Wolfe M. W. Thomas	Free & Peters Associated Thesaurus UP

OKLAHOMA CITY

SUMMER, 1942

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »



HOOPER STATION LISTENING INDEX

MONTHS: NOVEMBER, DECEMBER

OKLAHOMA CITY

FALL-WINTER, 1942-1943

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »



CITY: OKLAHOMA CITY

HOOPER STATION LISTENING INDEX

OKLAHOMA CITY

WINTER-SPRING, 1942-1943

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »



CITY: OKLAHOMA CITY

HOOPER STATION LISTENING INDEX

OKLAHOMA CITY

SUMMER, 1943

Continuing Measurement of Radio Listening



CITY: OKLAHOMA CITY

HOOPER STATION LISTENING INDEX

MONTHS: OCTOBER

Total coincidental calls - This Period 14,879

	"A"	"B"	"C"	WKY	OTHER
MORNING INDEX MON. THRU FRI. 6:00 - 12:00 A.M.	11.7	13.5	31.4	42.7	
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	12.1	9.6	15.1	60.1	
EVENING INDEX SUN. THRU SAT. 6:00 - 10:00 P.M.	7.6	24.6	14.9	52.1	

NOTE: No interviewing conducted during the World Series broadcasts in this report.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental question: "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Not Listeners") those who are "Not Listening" and have resorted to listening to the station to which they are listening.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX" as well.

WINTER
SPRING
SUMMER
FALL—

YEAR
AFTER
YEAR—

MONTH
AFTER
MONTH—

MORNING
AFTERNOON
EVENING—

MORE PEOPLE
IN OKLAHOMA CITY
ARE LISTENING
TO WKY
THAN TO
ANY OTHER
STATION.

WKY OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES-STAR
KVOR, COLORADO SPRINGS • KFLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

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OKLAHOMA CITY ..	K TOK	1400	250	Oklahoma Broadcasting Co. Inc. Apo Tower 3-8352	Blue Oklahoma	Harold V. Hough Robert D. Enoch Frank J. Lynch	Russell V. Miller Lucien D. Lindsey Clifford Easum	Radio Adv. Lang-Worth World AP
OKLAHOMA CITY 1	WKY	930	5,000-LS 1,000-N CP-5,000-U	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	(E. K. Gaylord Edgar T. Bell Gayle V. Grubb Ralph Miller	John I. Prosser H. J. Lovell	Katz Standard AP
OKMULGEE.....	KH BG	1240	250	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	Paschal Buford Pat Buford Lucille Buford	Nova Clarke Lucille Buford Chester Ludwick UP
PONCA CITY.....	WBBZ	1230	250	Adelaide L. Carrell 615 West Grand 2949	Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell	L. C. McKenney L. C. McKenney Lewis E. Brown
SHAWNEE.....	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Joseph W. Lee Maxine Eddy	Jean Quillin Mary Alyce Moore Salvatore Ricciotti	Radio Adv. AP
TULSA 3.....	KOME	1340	250	Oil Capital Sales Corp. 910 S. Boston St. 3-4121	Blue MBS Oklahoma	Harry Schwartz H. E. Grimes Lee Abbott	George Lanham Margie Lea Hawkins Robert E. Dryden	McGillvra Associated Standard AP
TULSA 3.....	KTUL	1430	5,000	Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin Billie Esau R. P. Akin	Eddy McKean Billie Candler R. E. Snider	Free & Peters Lang-Worth Associated World UP
TULSA.....	KVOO	1170	50,000	Southwestern Sales Corp. Pbiltower Bldg. 2-2254	NBC	W. G. Skelly William E. Way Gustav K. Brandborg	Allan Page Manton L. Marrs L. W. Stinson	Petry Associated Lang-Worth Standard INS

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY.....	KWIL	1240	250	Central Willamette Bestg. Co. 15th & Elm Sts. 870	MBS Don Lee Pacific	W. L. Jackson Chet Wheeler Hal Byer	Betty Lou Wilbanks Walt Nelbohr Herb Davidson	Griffith Keating Associated Standard UP
ASTORIA.....	KAST	1230	250	Astoria Broadcasting Co. Box 445 96	MBS Don Lee Pacific	Merle R. Chessman L. E. Parsons R. D. Holmes	Mary I. Juhlin R. D. Holmes James M. Titus	Cox & Tanz Keating Biddick Standard UP
BAKER.....	KBKR	1490	250	Baker Broadcasting Co. First & Court Sts. 140	Glenn McCormick Glenn McCormick K. Lockwood Sidney Williams	Griffith Keating UP
BEND.....	KBND	1340	250	The Bend Bulletin 736 Wall St. 848	The Bend Bulletin Frank H. Loggan Kessler Cannon	Kessler Cannon Betty Brandon Wallace Guthrie	Biddick Keating Lang-Worth UP
CORVALLIS.....	*KOAC	550	5,000-LS 1,000-N	Oregon State Agricultural College Corvallis 526	State of Oregon Allen Miller	Allen Miller Grant S. Feikert Thesaurus UP
THE DALLES.....	KODL	1230	250-LS 100-N	Western Radio Corp. Scenic Drive 2300	V. Barney Kenworthy V. Barney Kenworthy Glenn Howell	Fay Anderson Vernard Cimmyotti	Keating Biddick Griffith MacGregor UP
EUGENE.....	KORE	1450	250	Eugene Broadcast Station Route 3 3	MBS Don Lee Pacific	(Frank L. Hill Violet G. Hill L. W. Trommlitz L. W. Trommlitz	Marjorie Jackson Harold Gander	Keating Associated MacGregor UP
GRANTS PASS.....	KUIN	1840	250	Southern Oregon Bestg. Co. Box 148 192	MBS Don Lee Pacific	A. E. Voorhies William B. Smullin Ralph Hanson	Lawrence L. King Edward A. Malone	Keating World
KLAMATH FALLS...	KFJI	1240	100	KFJI Broadcasters Inc. 215 Main St. 5155	MBS Don Lee Pacific	George Kincaid George Kincaid George Kincaid	Jack Keating Lon Hunt	Biddick Grant Keating World Associated Thesaurus UP
LA GRANDE.....	KLBM	1450	250	Ben E. Stone La Grande 220	Ben E. Stone Walter H. Garvin Walter H. Garvin	Walter H. Garvin Walter H. Garvin Murray Durham	Biddick Keating Standard UP
MARSHFIELD.....	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone Hal K. Sbade	Margaret Anderson P. P. Gray Jr.	Biddick Keating UP

K O I N

CBS Affiliate In
PORTLAND, OREGON



prestige

This station not only accepts the responsibility of public service . . . it seeks community problems and devotes its facilities to assisting in their solution. . . . Currently running in this magazine is a series of full pages telling in detail of activities that contribute to its leadership. Special wartime programs . . . full coverage of public events . . . educational and agricultural service . . . continuous public relations work . . . keep KOIN on top in the public mind at all times.



audience

KOIN augments its superb schedule of CBS programs with top-rank attractions of its own . . . created by the largest and best program staff in the Pacific Northwest. Its local 10 p.m. newscast, "Five Star Final", with Jim Wyatt, has by far the largest audience of any news broadcast (local or network) in the area. Its No. 1 position in public preference is continually attested by survey figures.



advertisers

Audience plus prestige make any station attractive to time buyers. . . . To these KOIN adds policies of operation that exclude medical, dental, alcoholic beverage and other types of advertising not considered in the best interests of its listeners . . . and special merchandising and publicity service that includes a ten-year-old monthly publication for retailers.

... and what a market!

The Portland market has always been reliable and productive with high per capita spending power backed by tremendous lumber and agricultural incomes. Today phenomenal population and spending conditions due to Kaiser's shipbuilding and other war industries make it a real bonanza for advertisers. For tomorrow—post-war planning is already active to keep it high on time-buyers' market lists.

K O I N

PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

OREGON—(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	Representatives Transc. Library News Service
MEDFORD.....	KMED	1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC	Mrs. W. J. Virgin Lee Bishop	Gladys LaMarr Art Adler Dave Rees	Griffith Keating Thesaurus UP
PENDLETON.....	KWRC	1240	250	Western Radio Corp. Box 178 1425	V. B. Kenworthy V. B. Kenworthy Henry M. Hogue	Paul E. Walden Paul E. Walden	Keating Lang-Worth UP
PORTLAND 7.....	KALE	1330	5,000	KALE Inc. Box 1031 Atwater 7209	MBS Don Lee Pacific	C. W. Myers C. W. Myers Ted Kooreman	H. M. Swartwood Jr. Harry H. Buckendahl Louis S. Bookwalter	Free & Peters Associated INS, UP
PORTLAND.....	*KBPS	1450-SH	100	Benson Polytechnic School 546 N. E. 12th St.	Benson Polytechnic School
PORTLAND 5.....	KEX	1190	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch C. J. Eichenberger Harold Singleton	Raymer Thesaurus Lang-Worth AP, INS, UP
PORTLAND 5.....	KGW	620	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch C. J. Eichenberger Harold Singleton	Petry Thesaurus MacGregor Lang-Worth AP, INS, UP
PORTLAND 7.....	KOIN	970	5,000	KOIN Inc. Box 1031 Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Jr. Harry H. Buckendahl Louis S. Bookwalter	Free & Peters Associated World INS, UP
PORTLAND 4.....	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	Wilbur Jerman John Egan John Egan	Art Morey Les Marcus Wilbur Jerman	Burn-Smith Griffith Standard UP, INS, TP
PORTLAND 7.....	KXL	750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	Frances R. Symons H. S. Jacobson H. S. Jacobson	Frederick J. Eichhorn 3d L. K. Ballinger	McGillvra Lang-Worth MacGregor Standard UP
ROSEBURG.....	KRNR	1490	250	News Review Co. Umpqua Hotel Bldg. 4	MBS Don Lee Pacific	Rep. Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert E. Walters Iris Helliwell Henry J. Chandler	Keating Associated Standard AP
SALEM.....	KSLM	1390	1,000	Oregon Radio Inc. 633 N. Front St. 6131	H. B. Read William Talbot Jr. William Talbot Jr.	Otto Miller William Talbot Jr. Clyde Carlton	Keating Associated Lang-Worth MacGregor AP, UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALLENTOWN.....	WCBA	1470 ST-WSAN	500	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC	J. C. Shumberger Sr. B. Bryan Musselman	George Y. Snyder Reuel H. Musselman World AP, UP
ALLENTOWN.....	WSAN	1470 ST-WCBA	500	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger Sr. B. Bryan Musselman	George Y. Snyder Reuel H. Musselman	Headley-Reed World AP, UP
ALTOONA.....	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC Quaker	Gable Broadcasting Co. Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed World Lang-Worth AP
BUTLER.....	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	David H. Rosenblum David H. Rosenblum Leon Bernard	Miss Ephe Parker Leon Bernard Paul Rex MacGregor World UP
DUBOIS.....	WCED	1230	250	Tri-County Broadcasting Co. 80 N. Park Pl. 1700	CBS	Harold Gray Jason S. Gray Les Ryder	Les Ryder Les Ryder Vernon L. Stahl	Spot Sales Lang-Worth UP
EASTON.....	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman John Smith J. E. Mathiot	Radio Adv. Thesaurus MacGregor UP
ERIE.....	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Edward Pearson	J. J. Young J. J. Young Charles Jenks	Spot Sales Associated Lang-Worth UP
ERIE.....	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Edward Shyrook Clarence Baker Thesaurus TP
GREENSBURG.....	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	H. J. Brennen George J. Podayn Robert Thompson	Howard Hoffman Walter McCoy	Spot Sales Lang-Worth TP, UP
GROVE CITY.....	*WSAJ	1340-SH	100	Grove City College	Grove City College



TRI-PENN MARKET

THE PLUS BUY
IN THE HEART
OF PENNSYLVANIA



These three stations effectively reach the very heart of Pennsylvania's rich, sales-producing market. Advertisers find them an outstanding buy, with their 835,000 Population, 213,000 Radio Families and more than \$408,000,000 Retail Sales—all in their Primary Area—an area not covered by any other station.

For full information on rates and coverage, write direct to main office: 8 West King Street, Lancaster, Penna., or to

Sales Representative: PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

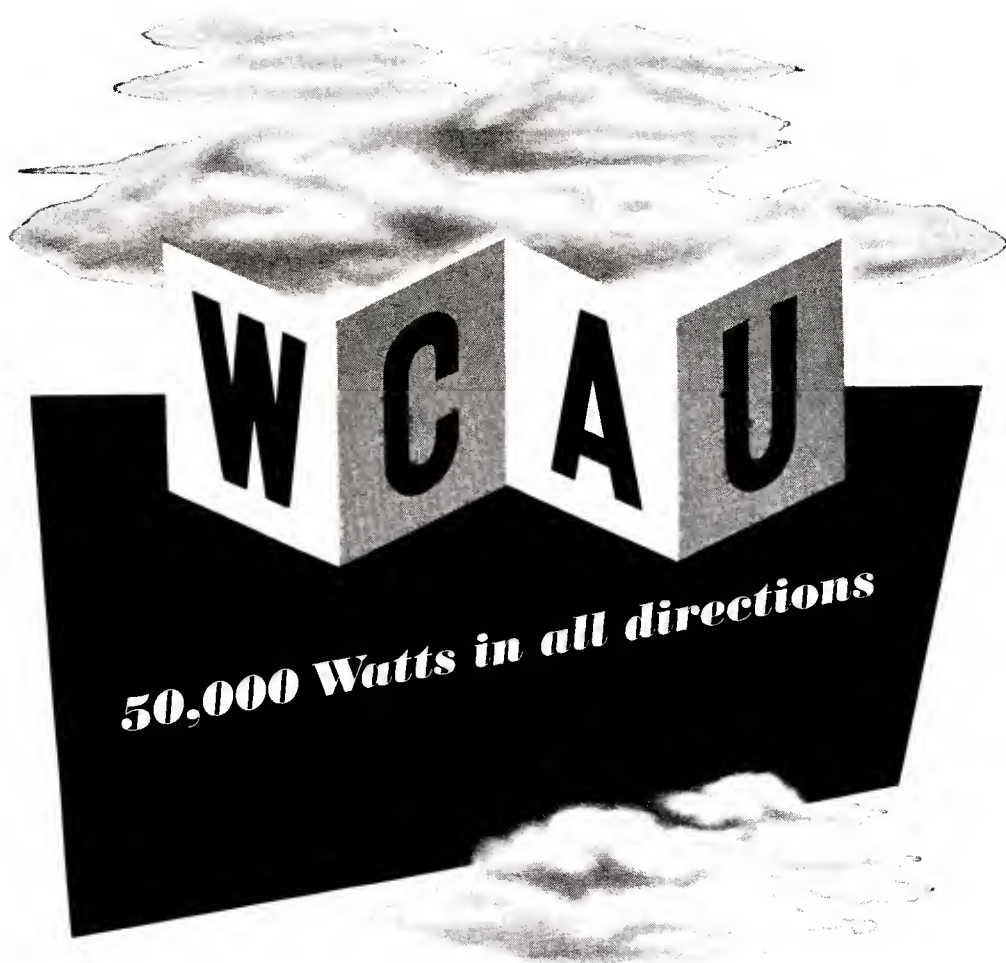
Mutual Broadcasting System

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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 Mds. or Promotion Mgr. Chief Engineer	Representative Trans. Library News Service
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Brig. Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond Beatrice Potteiger Richard S. Duncan	Blair Standard UP
HARRISBURG	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC MBS	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell K. O. Cassady J. E. Mathiot	Raymer World UP
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg., 1488	MBS	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito William Beck J. E. Mathiot	Radio Adv. Thesaurus UP
JOHNSTOWN	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	J. C. Tully J. C. Tully J. P. Foster J. P. Foster N. L. Straub	Headley-Reed Thesaurus Standard Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 8 W. King St. 5252	NBC MBS	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola James R. Appel J. E. Mathiot	Raymer Thesaurus UP
LEWISTOWN	WMRF	1490	250	Lewistown Broadcasting Co. Hotel Coleman 757	NBC	James S. Woods Thomas W. Metzger Thomas W. Metzger	Paul M. Breining Rita McCoy Bernard H. Bopp	Burn-Smith UP
NEW CASTLE	WKST	1280	1,000	WKST Inc. Catbedral Bldg. 5050	S. W. Townsend Arthur W. Graham Arthur W. Grabam	Peggy Boughter Robert Emch	Spot Sales Standard Thesaurus AP
NEW KENSINGTON	WKPA	1150	250-D	Allegheny Kiski Broadcasting Co. 810 Fifth Ave. 3534	Allegheny Kiski Bestg. Co. Edward J. Kroen Edward J. Kroen	Edward J. Kroen W. W. Neely	Cox & Tanz MacGregor UP
PHILADELPHIA	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse-W. C. Evans Leslie Joy John S. deRussy	James P. Begley Ernest Gager	NBC Spot Standard Associated UP, Reuters
PHILADELPHIA 3...	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Leon Levy Alex Rosenman	Stan Lee Broza Emma Mae Roberts George Lewis	WCAU Raymer Banan Reiter Associated World AP, TP
PHILADELPHIA 3...	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	A. W. Dannenbaum Sr. P. J. Stanton Charles Stahl	P. J. Stanton Charles Stahl Frank Unterburger	Forjoe Lang-Worth INS
PHILADELPHIA 7...	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue Quaker	Lt. Col. S. R. Rosenbaum (leave) Roger W. Clipp John E. Surrick	Edward C. Obrist Theodore I. Oberfelder Louis E. Littlejohn	Katz Associated AP
PHILADELPHIA 6...	WHAT	1340 ST-WTEL	100	Independence Broadcasting Co. Ledge Bldg. Lombard 2390	J. David Stern Milton Laughlin Milton Laughlin	Joseph A. Grady AP
PHILADELPHIA 2...	WIBG	990	10,000	Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Artbur Rupe Werling John H. Henninger	Spot Sales Thesaurus AP
PHILADELPHIA 7...	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Edward Wallis Samuel Serota Clifford C. Harris	Burn-Smith Associated World AP, UP
PHILADELPHIA 2...	WPEN	950	5,000	Wm. Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490	Arde Bulova Arbur Simon Alfred Dienert	Lew London Robert H. Bloomfield Charles W. Burtis	Griffith Foster Associated AP, TP
PHILADELPHIA	WTEL	1840 ST-WHAT	100	Foulkrod Radio Engineering Co. 4310 N. Broad St. Gladstone 1310	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs	Forjoe
PITTSBURGH 19...	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse-Walter Evans Joseph E. Baudino Frank V. Webb	Robert E. White John F. McMabon T. C. Kenney	NBC Spot Associated Standard AP, UP
PITTSBURGH	KQV	1410	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	Blue	H. J. Brennen George S. Wasser Robert M. Thompson Sr.	Alicia Fuller George S. Wasser Walter W. McCoy	Spot Sales Lang-Worth Standard UP
PITTSBURGH 20...	WCAE	1250	5,000	WCAE Inc. Hotel William Penn Atlantic 6900	MBS	Leonard Kapner Leonard Kapner Willard Schbroeder	R. Clifton Daniel Marion Annenherg James Schultz	Katz Associated Lang-Worth Standard MacGregor World AP, INS
PITTSBURGH	WJAS	1320	5,000	Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860	CBS	H. J. Brennen H. J. Brennen Robert M. Thompson Sr.	James M. Hughes Robert M. Thompson Sr. Walter W. McCoy	Ramheau TP
PITTSBURGH 20...	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price	Walter E. Sickles John Wilkoff J. R. Harlow	Forjoe Associated Standard AP, INS



PHILADELPHIA'S PRE-EMINENT RADIO STATION

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PENNSYLVANIA—(Continued)

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READING.....	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC	Clifford M. Chafey Clifford M. Chafey Robert G. Magee	J. Calvin Jackson H. O. Landis	Hollingbery Standard Lang-Worth UP
READING.....	WRWA	1340	250	Reading Broadcasting Co. 533 Penn St. 7335	NBC Quaker	Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson H. O. Landis	Rambeau Thesaurus Lang-Worth UP
SCRANTON 3.....	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	Blue MBS	Martin F. Memolo	Kenneth Beghold Wm. M. Dawson Jr. Adolph Oschmann	Hollingbery Associated Thesaurus UP
SCRANTON 9.....	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World AP
SCRANTON.....	*WQAN	910 ST-WGBI	1,000-LS 500-N	The Scranton Times Scranton
SHARON.....	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Box 541 4113	John Fahline Jr. John Fahline Jr. J. T. VanSweringen	W. Paul Gamble A. C. Heck	Wilson Associated UP
SUNBURY.....	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	B. A. Beck Melvin Lahr Homer Smith	Ken Hafer John Keller	Cox & Tanz Griffith World Lang-Worth UP
UNIONTOWN.....	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	J. Sullivan Sages Jean Snyder William Henzly	Radio Adv. Thesaurus UP
WASHINGTON.....	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	John J. Laux John M. Croft John M. Croft	Hunter Reams Charles R. DuVall Joseph M. Troesch Standard UP
WILKES-BARRE....	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr. W. T. Jones Evans	Richard E. Mawson John H. Stenger Jr.	Burn-Smith Associated UP
WILKES-BARRE....	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Blue Quaker	Louis G. Baltimore A. C. Baltimore A. C. Baltimore	Earle Hamrick Charles Sakoski Standard AP
WILLIAMSPORT 61..	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6116	NBC Quaker	E. M. Case George E. Joy J. Wright Mackey	Sarah Jane Person Irving A. Berndt Jr. Louis N. Persio	McKinney Standard UP
YORK.....	WORK	1350	1,000	York Broadcasting Co. Inc. 13 S. Beaver St. 6629	NBC MBS	Clair R. McCollough Harold E. Miller Harold E. Miller	Arthur Weeks Karl Hammels J. E. Mathiot	Raymer Standard UP
YORK.....	WSBA	900	1,000-D	Susquehanna Broadcasting Co. R. D. No. 5 2676	Blue	Louis J. Appell Louis Vynar Sydney Robbins	Otis Morse IV Willis Weaver	Spot Sales World Associated AP

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	Representatives Transc. Library News Service
PAWTUCKET.....	WFCI	1420	1,000	Pawtucket Bestg. Co. Inc. 450 Main St. Perry 9540	Blue	Howard W. Thornley Frank F. Crook Theodore Allen	George Sutherland Robert Engles Gilbert Johnson	Rambeau Kane Standard AP
PROVIDENCE 2.....	WEAN	790	5,000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William F. O'Neil John Shepard 3d Joseph Lopez Joseph Lopez	Rose Powers James Powers (Boston) Harold Tilley	Petry Associated Standard AP
PROVIDENCE.....	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank John J. Boyle John J. Boyle	John J. Boyle Thomas C. J. Prior	Weed Bannan Associated
PROVIDENCE 2.....	WPRO	630	5,000	Cherry & Webb Bestg. Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. William T. Bush William T. Bush	H. William Koster Howard W. Thornley	Raymer Foster Thesaurus Lang-Worth AP, UP

A Rhode Island Clambake Isn't Accidental

An Expert Bakemaster Has The Knowhow

FIRST
in New England's #2 Market -

WPRO
PROVIDENCE, R. I.

- Basic CBS Station
- 5000 Watts
- 630 Kc.

CHERRY & WEBB BROADCASTING CO.

National Representative

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

BROADCASTING • Broadcast Advertising

A Rhode Island bakemaster doesn't "broadcast" his secret . . . says it's been handed down from generation to generation . . . and anyone who has consumed the product of his art will say it's a secret *worth* guarding! Tiny, succulent clams, encased in shells so fragile you can crush them in one hand, are the heart of a real clambake. WPRO, right in the heart of southern New England (commercial!), has easy access to clambake areas . . . in fact, we're right next to them, here in Providence . . . visiting firemen welcome. To round out the feast, which usually starts with clam chowder, (we pause for "chowder" identification) there is ripe corn-on-the-cob, medium-sized potatoes, fresh-caught lobster, fish fillets, tiny bockwurst, garden vegetables such as cucumbers, onions, sliced tomatoes, along with fresh light and dark bread, and various beverages.

And Another Thing

It has been said of a visiting celebrity who, upon viewing a single heaping serving of seafood, asked, "Are you really going to eat all those clams and lobster *alone*?" "Oh no", the native replied, "I'm going to have corn and potatoes with 'em." A Rhode Island clambake, better eaten than talked about, is typical of the way we live life in these parts. Some sections of these United States offer seashore, others wax eloquent over fresh and salt water fishing, and still others point out the proximity of large cities in which the arts, music, and an infinite range of entertainment is at hand . . . Rhode Island, the biggest small state in the Union, has them all! You *have* to be alert to hold the ear of this second largest New England market (plug!) the way WPRO does.

You're Invited

Sometime when you're over this way, drop in. If you can't spare the time now, earmark a couple of those War Bonds for a post-war vacation you'll never forget . . . here in the fresh sea air, with a gentle ocean breeze ruffling your hair and stirring your appetite . . . and if your hair is just a memory, there are plenty of cool shade trees all around the 'bake. You know, as the one and only Will Rogers once said, "There's a lot of fellers who say 'have eaten', who aint et!" A Rhode Island clambake has audience-acceptance too.

1944 Yearbook Number • Page 149

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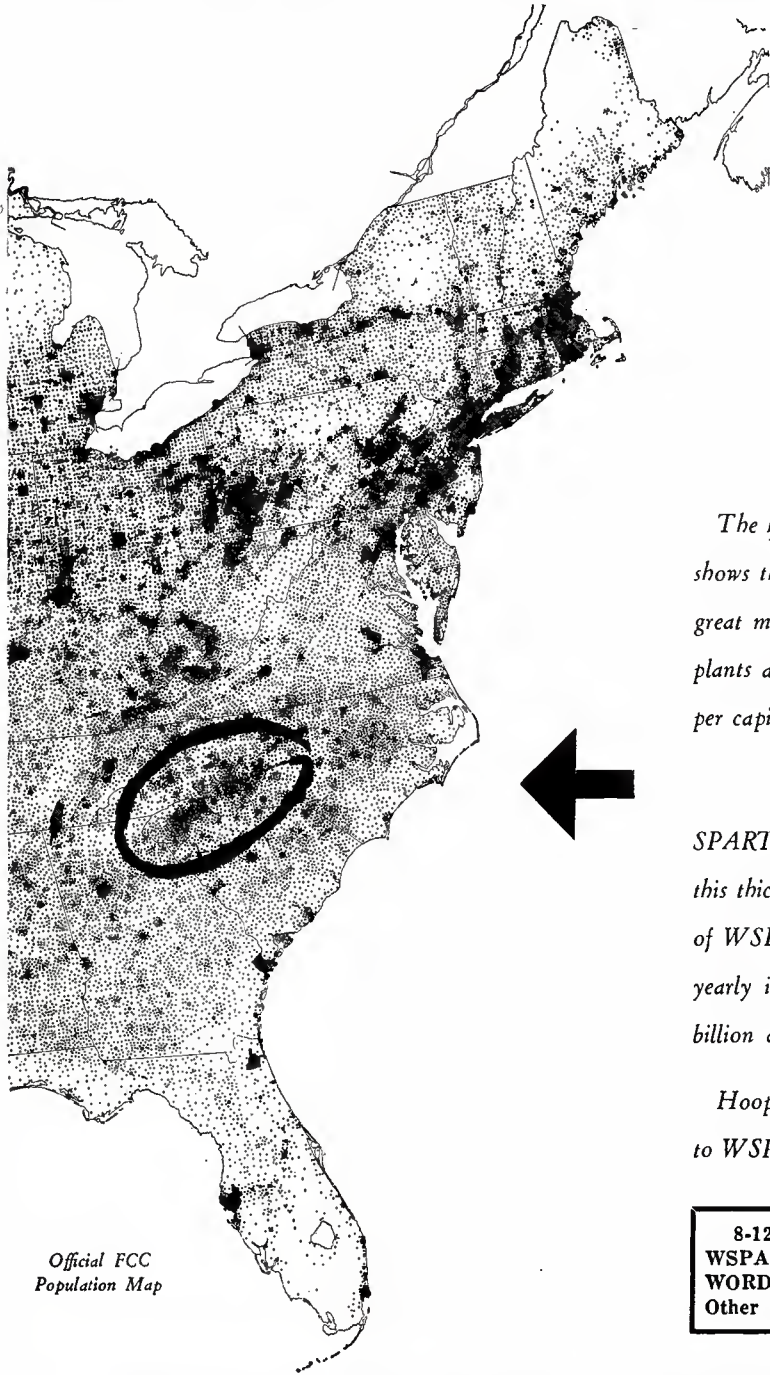
SOUTH CAROLINA

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	Representatives Transc. Library News Service
ANDERSON	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall G. Paul Browne	Randy Davison G. Paul Browne Harold C. Spengler	World Mac Gregor INS
CHARLESTON 8	WCSC	1390	1,000-LS 500-N	South Carolina Bestg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russell Long Ann Finnell Wilbur R. Albee	Free & Peters World UP
CHARLESTON	WTMA	1250	1,000	Atlantic Coast Bestg. Co. 133 Church St. 2-2961	NBC	R. S. Manigault Robert E. Bradham W. P. Speight Jr.	A. Franz Witte Jr. Douglas M. Bradham	Hollingbery Thesaurus Standard MacGregor AP
COLUMBIA (E)	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	Blue	H. F. Kincey W. C. Bochman W. C. Bochman	H. Moody McElveen Jr. Harry Clippard	Spot Sales Associated Standard AP
COLUMBIA	WIS	560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp G. Richard Shafto J. Dudley Saumenig	Ray A. Furr J. Dudley Saumenig Scott Hel	Free & Peters Lang-Worth UP
FLORENCE	WOLS	1230	250	Florence Broadcasting Co. Inc. Sanborn Hotel 48	Blue	M. F. Schnibbens H. Russ Holt Herman L. Hanks	Raymond Caddell H. Russ Holt Herman L. Hanks	Cox & Tanz UP
GREENVILLE	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC Blue Ridge	Roger C. Peace B. T. Whitmire Robert Q. Glass Jr.	Alice Wyman B. T. Whitmire W. C. Etheredg	Weed Cook Thesaurus TP, UP
GREENVILLE	WMRC	1490	250	Textile Broadcasting Co. Prevost Bldg. 5730	Blue MBS	R. A. Jolley W. Ennis Bray C. B. Denison	Jimmy Simpson C. B. Denison George D. Tate	Burn-Smith Associated World AP
GREENWOOD	WCRS	1450	250	Greco Inc. Willson St. 4300	NBC	Douglas Featherstone Dan Crosland Ralph Norman	Newton S. Smyth Eugene C. Niemann	World AP
SPARTANBURG	WORD	1400	250	Spartanburg Advertising Co. Radio Center 2900	Blue	A. B. Taylor Walter J. Brown J. W. Kirkpatrick J. W. Kirkpatrick	Jack Hanks James R. Cook Murray Coleman	Hollingbery Thesaurus AP
SPARTANBURG	WSPA	950	5,000-LS 1,000-N	Spartanburg Advertising Co. Radio Center 2900	CBS	A. B. Taylor Walter J. Brown J. W. Kirkpatrick J. W. Kirkpatrick	Sterling Wright Sterling Wright Harold Beckbolt	Hollingbery Associated UP
SUMTER	WFIG	1340	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	Blue	Julius S. Brody T. Doug Youngblood Jake Brody M. Watson	Bill Wallace Dorothy Boney Edwin Roman	Cox & Tanz UP

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	Representatives Transc. Library News Service
ABERDEEN	KABR	1420	5,000	Aberdeen Broadcast Co. 117 1/2 S. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	Aileen Johnson Deibert T. Hunt	Walker Associated AP, INS
PIERRE	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave.	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz
RAPID CITY	KOBH	1400	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000	Carl A. Quarnberg Robert J. Dean Leo Peterson	George E. Bruntlett E. A. Griffiths	Walker UP
RAPID CITY	*WCAT	1230-SH	100-D	South Dakota School of Mines E. St. Joe St.
SIoux FALLS	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl Thomson S. Fantle Jr. Max F. Staley	Wilson AP
SIoux FALLS	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl Thomson S. Fantle Jr. Max F. Staley	Wilson Thesaurus AP
VERMILLION	*KUSD	920 ST-KPNF	500	University of South Dakota Union Bldg. 601	Prof. Hale Aarnes Bernice Stier	Bernice Stier George Nordquist
WATERTOWN	KWAT	1240	250	Midland National Life Ins. Co. Midland Bldg. 777	Midland Nat. Life Ins. Co. F. L. Bramble Marshall Plowman	Marion Corwin Marshall Plowman Francis Alwin	UP
YANKTON	WNAX	570	5,000	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS	Gardner Cowles Jr. Pbil Hoffman Phil Hoffman	Arthur J. Smith Jack Paige Clifton M. Todd	Katz Associated Standard AP, UP

in advertising— it's reaching people that pays



Official FCC
Population Map

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

8-12 noon (M-F)		12-6 p.m. (M-F)		6-10 p.m. (Sun-Sat)	
WSPA	54.8%	WSPA	49.3%	WSPA	67.9%
WORD	36.8%	WORD	38.5%	WORD	26.9%
Other Stations	8.4%	Other Stations	12.2%	Other Stations	5.2%

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERRY

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 (Data corrected to January 1, 1944)

TENNESSEE

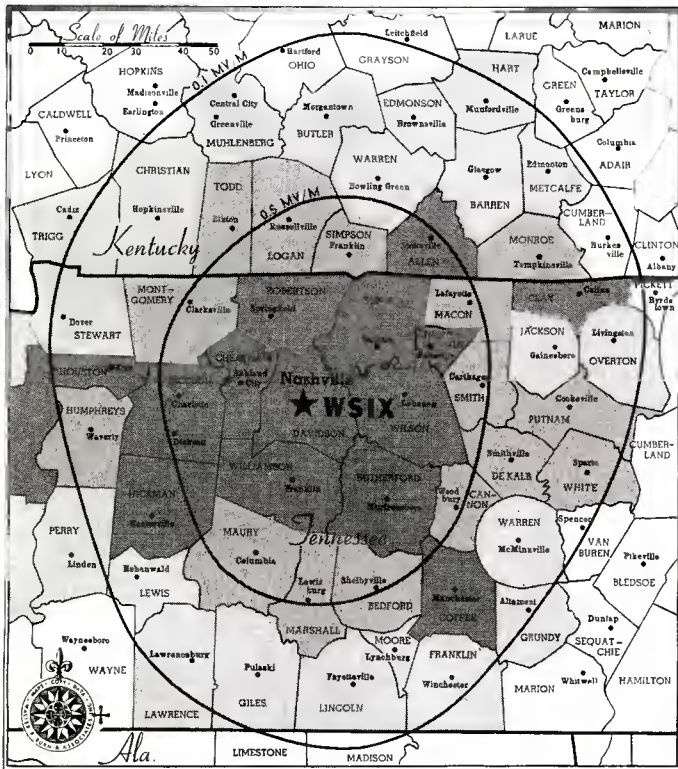
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRISTOL.....	WOPI	1490	250	Radiophone Bcstg. Station WOPI Inc. 410 State St.	NBC Daniel Boone Blue Ridge	W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers Robert H. Smith	Burn-Smith Cummings World Associated AP
CHATTANOOGA 2... .	WAPO	1150	5,000-LS 1,000-N	WAPO Broadcasting Service Read House 6-6141	NBC	Mrs. Joda H. Patterson R. G. Patterson R. G. Patterson	Helen H. Patterson Helen H. Patterson B. B. Barnes	Ifealdy-Reed Thesaurus AP
CHATTANOOGA 2... .	WDEF	1400	250	Joe Engel Volunteer Bldg. 6-5664	Blue MBS	Joe W. Engel Frank S. Lane Ken Flenniken	Vann Campbell B. C. Baker	Burn-Smith Associated Standard UP
CHATTANOOGA 2... .	WDOD	1310	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Norman A. Thomas Earl W. Winger Earl W. Winger Carter M. Parham	Eugene B. Wilkey Jr. Cliff W. Bowers Julius C. Vessels	Raymer World UP
CLARKSVILLE.....	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS	William Kleeman W. E. Williams Carl Argabrite	C. F. Hammett W. E. Williams John Bailey	Cox & Tanz Associated Standard World AP
COOKEVILLE.....	WHUB	1400	250	WHUB Inc. E. Spring St. 200	M. L. Medley M. L. Medley M. L. Medley	Grady Lemons Charles Burch	Cox & Tanz UP
JACKSON.....	WTJS	1390	1,000	Sun Publishing Co. 102 W. Baltimore St. 1106	Blue MBS	C. E. Pigford A. B. Robinson A. B. Robinson	Ottis Roush A. B. Robinson B. C. Brummell	Branham Standard AP
JOHNSON CITY.....	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. Hanes Lancaster Ken Marsh Ken Marsh	Henry B. Frick Ken Marsh O. K. Garland	Wilson Standard UP
KINGSPORT.....	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St.	NBC Daniel Boone Blue Ridge	C. P. Edwards Jess Swicegood Jess Swicegood	Paul Overbay G. W. Upchurch	Burn-Smith Cummings Lang-Worth Standard UP
KNOXVILLE 08.....	WBIR	1240	250	J. W. Birdwell 618 S. Gay St. 4-3321	Blue MBS	J. W. Birdwell John P. Hart John P. Hart	Ernest R. Keller Jr. Jess Turner John P. Hart J. Rex Horton	Burn-Smith Associated UP
KNOXVILLE 24.....	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard Harry LeBrun	Lowell Blanchard C. B. Davis J. B. Epperson (leave)	Branham Lang-Worth Standard UP
KNOXVILLE 02.....	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese Fred Pfahler Owen McReynolds	Blair Cummings MacGregor Thesaurus World AP
MEMPHIS.....	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868 E. A. Alburty E. Pournelle	John Orr Francis Foss W. M. Roy	Rambeau Lang-Worth AP, UP
MEMPHIS 1.....	WMC	790	5,000	Memphis Publishing Co. Box 311 8-7464	NBC So. Central Arkansas	John H. Sorrells Henry W. Slavick J. C. Eggleston	John H. Cleghorn Walter E. Frase E. C. Frase Jr.	Branham Standard Thesaurus Lang-Worth UP
MEMPHIS.....	WMPS	1460	1,000-LS 500-N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	Blue MBS	Jack R. Howard Harold R. Krelstein	Harold R. Krelstein Robert Neal Hobgood Joseph G. Deaderick	Spot Sales Associated Standard UP
MEMPHIS 3.....	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten Jr.	Katz World UP
NASHVILLE 3.....	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	Paul Oliphant Charles L. Andrews F. D. Binns	Raymer Lang-Worth World UP
NASHVILLE 3.....	WSIX	980	5,000	WSIX Inc. Nashville Trust Bldg. 5-5431	Blue MBS	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Jack Wolever Jack Wolever Bascom E. Porter	Spot Sales Associated Lang-Worth Standard AP
NASHVILLE 3.....	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	Edwin W. Craig Harry Stone Dean R. Upson	Jack Stapp Lester Barnard George Reynolds	Petry Lang-Worth Associated AP, INS




Here's the Nashville market as

covered by WSIX

★ Nashville, backed by Tennessee Valley industrial expansion, is a market with a brilliant future.

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.



-  INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
 -  REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25% - 50% of base county ratio.
 -  SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10% - 25% of base county ratio.
- 0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.

And here's the Market Data:

MAIL SURVEY

	Intense	Regular	Secondary	Total
Population	517,522	286,459	445,981	1,249,962
Families	130,906	71,828	108,462	311,196
Radio Homes	89,913	39,993	57,615	187,521
Total Retail Stores	5,640	2,855	4,288	12,783
Sales \$	122,814	38,889	56,694	218,397
Food Stores	1,951	967	1,432	4,350
Sales \$	28,810	9,233	11,857	49,900
General Stores	277	408	701	1,386
Sales \$	2,920	3,816	7,538	14,274
General Merchandise Stores	203	156	179	538
Sales \$	14,297	4,716	6,559	25,572
Apparel Stores	260	65	122	447
Sales \$	10,648	1,342	2,327	14,317
Furniture-Household	155	103	97	355
Sales \$	6,145	1,484	669	8,298
Automotive Outlets	145	86	123	354
Sales \$	17,588	5,054	8,696	31,338
Filling Stations	726	365	606	1,697
Sales \$	9,596	3,753	5,299	18,648
Lumber-Bldg.-Hardware	148	97	160	405
Sales \$	7,151	2,984	5,367	15,502
Eating and Drinking Places	968	324	432	1,724
Sales \$	7,025	1,501	2,210	10,736
Drug Stores	308	72	117	497
Sales \$	5,375	1,504	2,216	9,095
Other Stores	499	212	319	1,030
Sales \$	13,259	3,502	3,956	20,717

FIELD INTENSITY SURVEY

	0.5 MV/M	0.1 MV/M	Total
0.5 MV/M	610,984	668,093	1,279,077
0.1 MV/M	156,908	155,914	312,822
Total	106,771	80,580	187,351
	6,761	5,977	12,738
	144,078	72,040	216,118
	2,299	1,979	4,278
	33,282	15,627	48,909
	407	1,079	1,486
	4,096	10,596	14,692
	270	264	534
	17,400	6,202	23,602
	307	140	447
	11,382	2,642	14,024
	212	146	358
	7,190	1,822	9,012
	190	165	355
	20,562	10,068	30,630
	827	833	1,660
	11,542	6,987	18,529
	247	215	462
	9,703	6,224	15,927
	1,159	586	1,745
	8,356	2,881	11,237
	238	144	382
	6,294	2,706	9,000
	605	426	1,031
	14,271	6,285	20,556

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

WSIX 5,000 W. 980 KC.
NASHVILLE, TENN.



Blue Mutual

SPOT SALES, INC.
National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

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	Representatives Transc. Library News Service
ABILENE.....	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS Texas State	M. B. Hanks Howard Barrett A. C. Etter J. B. Casey	Pearson Associated AP
AMARILLO.....	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	Blue MBS Texas State	Gilmore N. Nunn H. P. Roberson H. P. Roberson	Bonnie Bennett Howard Blaker Associated Standard INS
AMARILLO.....	KGNC	1440	5,000-LS 1,000-N	Plains Radio Broadcasting Co. Radio Building 4242	NBC Lone Star	O. L. Taylor John Ballard John Ballard	Raymond Hollingsworth Raymond Hollingsworth William H. Torrey	Wilson Thesaurus UP
AUSTIN 16.....	KNOW	1490	250	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	Blue MBS Texas State	H. M. Fentress Hardy C. Harvey Hardy C. Harvey	Pat Adelman Scotty Garrison James E. Lewis Associated UP
AUSTIN 4.....	KTBC	590	1,000-LS 250-N	State Capital Bestg. Assn. Inc. Box 717 2-2424	CBS	Mrs. Claudia T. Johnson Harfield Weedlin R. J. Crissey	John Hicks M. W. Jeffus	Branham Standard AP
BEAUMONT.....	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3883	Blue	C. W. Snider C. B. Locke C. B. Locke	Jack Whitney H. Caldwell L. M. Sanders	Wilson Thesaurus AP
BEAUMONT.....	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Lorraine Kelley Ben Hughes	Branham World AP
B.G. SPRING.....	KBST	1490	100	Big Spring Herald Bestg. Co. Inc. Box 87 1500	MBS Texas State	R. W. Whipkey David Crockett Charles T. White	James H. Stiff Jr. Charles T. White Andrew M. Jones	Pearson Associated AP
BRADY.....	KNEL	1490	250-LS 100-N	G. L. Burns 106 N. Blackburn St. 77	G. L. Burns G. L. Burns G. L. Burns	Katherine Glover Katherine Glover F. W. Tipton	Cox & Tanz
BROWNSVILLE.....	KEEW	1490	250-LS 100-N	Eagle Broadcasting Co. Inc. San Benito Highway	Cox & Tanz INS
BROWNWOOD.....	KBWD	1380	1,000-LS 500-N	Brown County Bestg. Co. 800 Hawkins St. 2401	MBS Texas State	Wendell Mayes Wendell Mayes A. D. Whisenant	Pat Laurence A. W. Stewart Thesaurus AP
COLLEGE STATION. *WTAW		1150	1,000-D	A. & M. College of Texas College Station 4-6724	Blue	A. & M. College of Texas Ted P. Hills Ted P. Hills	Evelyn Branigan Barbara Peters H. C. Dillingham World AP
CORPUS CHRISTI... KEYS		1490	250	Nueces Broadcasting Co. Inc. Centre Theatre Bldg. 2-7411	CBS	Partnership Bill Hughes Bill Hughes	Jack Sharpe Jack Hughes Earle C. Dunn	Forjoe World UP
CORPUS CHRISTI... KRIS		1360	1,000	Gulf Coast Broadcasting Co. Robert Driscoll Hotel	NBC MBS Lone Star	T. Frank Smith Robert S. Bush	Branham Associated Standard AP
CORPUS CHRISTI... KWBU		1010	50,000-D	Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381	Carr P. Collins	Pearson Hogan AP
CORSICANA..... KAND		1340	250	Navarro Broadcasting Assn. Box 959 141	MBS	J. C. West Aubrey H. Escoe	Charlie Payne Eugene Hellums	Holman UP
DALLAS..... KGKO		570	5,000	(See Fort Worth Tex)				
DALLAS 1..... KRLD		1080	50,000	KRLD Radio Corp. Hotel Adolphus Central 6811	CBS	John W. Runyon Clyde W. Rembert William A. Roberts	Ruth Clem James W. Crocker Roy M. Flynn	Branham Standard AP
DALLAS 4..... KSKY		660	1,000-D	Chilton Radio Corp. Hotel Stoneleigh Central 6193	A. L. Chilton A. L. Chilton R. G. Terrill	T. E. Perrin R. G. Terrill Morris M. Ming Associated AP
DALLAS..... WFAA ST-WBAP		820	50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9831	NBC Texas Quality	E. M. Dealey Martin E. Campbell Alex Keese	Ralph W. Nimmson Raymond Collins	Petry Thesaurus Lang-Worth UP
DALLAS 1..... WRR		1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Charles B. Jordan	Pete Teddlie Pete Teddlie Durward J. Tucker	Weed Associated AP
DENISON..... KRRV		910	1,000	(See Sherman Tex)				
DENTON..... KDNT		1450	100	Harwell V. Shepard Kimbrough Bldg. 276	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Jo Elizabeth Price Harwell V. Shepard Harwell V. Shepard UP
EL PASO..... KROD		600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil L. Trigg	Paul Stevenson Paul Stevenson Edward P. Talbott	Wilson Associated INS
EL PASO..... KTSM		1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Mrs. L. E. Bredberg Karl O. Wylar Willard L. Kline	Virgil C. Hicks Nellie Parsons E. L. Gemoets	Hollingbery MacGregor Thesaurus UP

the Taylor-Howe-Snowden Group



PRIMARY COVERAGE OF FOUR MAJOR TEXAS MARKETS

KGNC

AMARILLO
THE CITY THAT
LEADS TEXAS
IN PERCENT OF RADIO HOMES

Of the 14,479 homes in Amarillo in 1940, 91.9% had radios—which exceeded the next nearest Texas city by 4.8%—and was exactly double the lowest! Now there are many more homes. Within less than one year—May, 1942 to March, 1943—Amarillo added 24.5% to its civilian population, highest percentage of increase in the nation for metropolitan markets in that period.

And in Northwest Texas, where only KGNC, AMARILLO, provides primary coverage, there were 57,486 radio homes in 1940... 81.34% of the total occupied dwellings, which is 14.4% higher than the Texas average. Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!

N. B. C. NETWORK

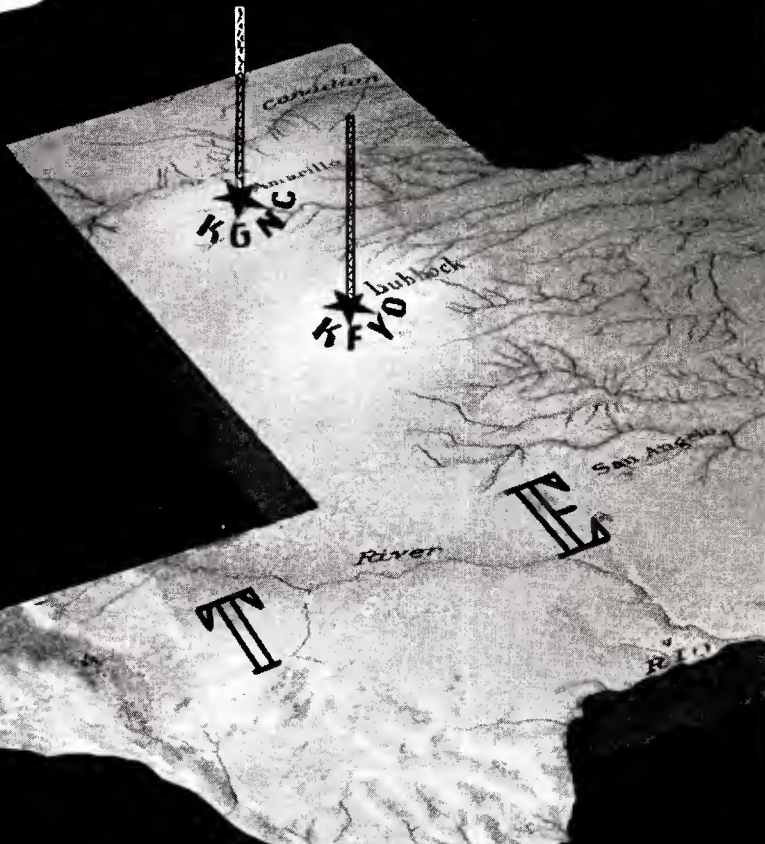
KFYO

LUBBOCK
THE STATION WITH THE
HIGH FENCE
AROUND IT!

A geographical accident gives KFYO a near-exclusive coverage of primary market listeners! Because KFYO is more than 100 miles from any other station; and, for several reasons, no one of them gets into KFYO land appreciably. Of 49,885 dwelling units in KFYO's primary market in 1940, 74.54% had radio units. Now there are a lot more. For in KFYO's primary area the initial registration for Ration Book 4 totaled 214,862——an increase over the 1940 census of 21%!

Cotton and other crop yields in 1943 were exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is a very prosperous, fast-growing, radio-listening market you can blanket with its one station—KFYO!

TEXAS STATE NETWORK



the TAYLOR-HOWE-SNOWDEN GROUP

K T S A

SAN ANTONIO

"ASK THE FOLKS AT HOME!"

Local advertisers always know which one of their radio stations produces the best results. Day-by-day sales provide the proof quickly, accurately, and beyond question! Confirmation as to program acceptance and popularity comes from friends and the merchants' own families.

That's the reason we're so proud KTSA receives MORE LOCAL ADVERTISING DOLLARS than any other San Antonio radio station. We know "home folks" know!

Let us send to you the full facts about the results KTSA secures constantly for advertisers... about its rich Metropolitan San Antonio market with a \$29,000,000 monthly payroll... an increase of over 300%... and about the booming South Texas market... what's happening in these seventy rich counties KTSA regularly serves. There's real enlightenment awaiting your request!

COLUMBIA NETWORK

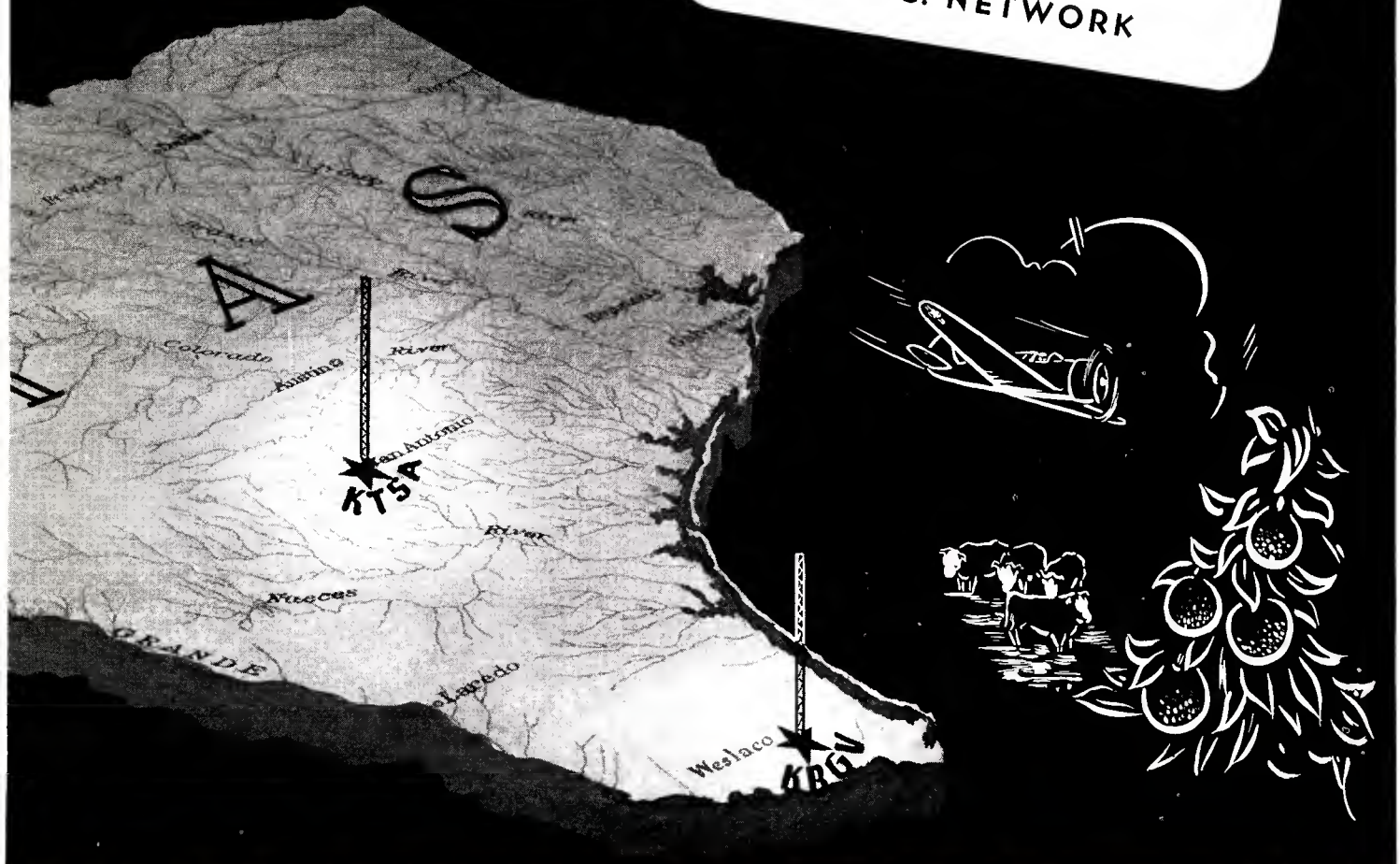
K R G V

WESLACO

91% OF THE 23,481 RADIO HOMES!

In the Lower Rio Grande Valley, an irrigated paradise, KRGV is synonymous with radio. And what a market it is! Shipped in 1943, at record prices, were 75,000 cars of fruits and vegetables; 150,000 bales of cotton; and vast quantities of grain sorghums, corn, flaxseed, alfalfa and cereal grasses. It follows that the canning, processing and dehydration plants, with which the eight counties are dotted, were and are exceedingly active—in addition to the extensive, big-payroll army-training establishments. In a word, it is the richest era of a prosperous history with growers alone receiving \$75,000,000 in the current crop year. Yet, KRGV is the ONLY single media—radio or newspaper—which covers this market thoroughly. It is THE source in the valley of outstanding network, news and local-interest programs!

N. B. C. NETWORK



PRIMARY COVERAGE OF FOUR MAJOR TEXAS MARKETS

*the
Taylor-Howe-Snowden
Group*

NATIONAL REPRESENTATIVES

KGNC **AMARILLO**

HOWARD H. WILSON CO.

KFYO **LUBBOCK**

HOWARD H. WILSON CO.

KTSA **SAN ANTONIO**

JOHN BLAIR & CO.

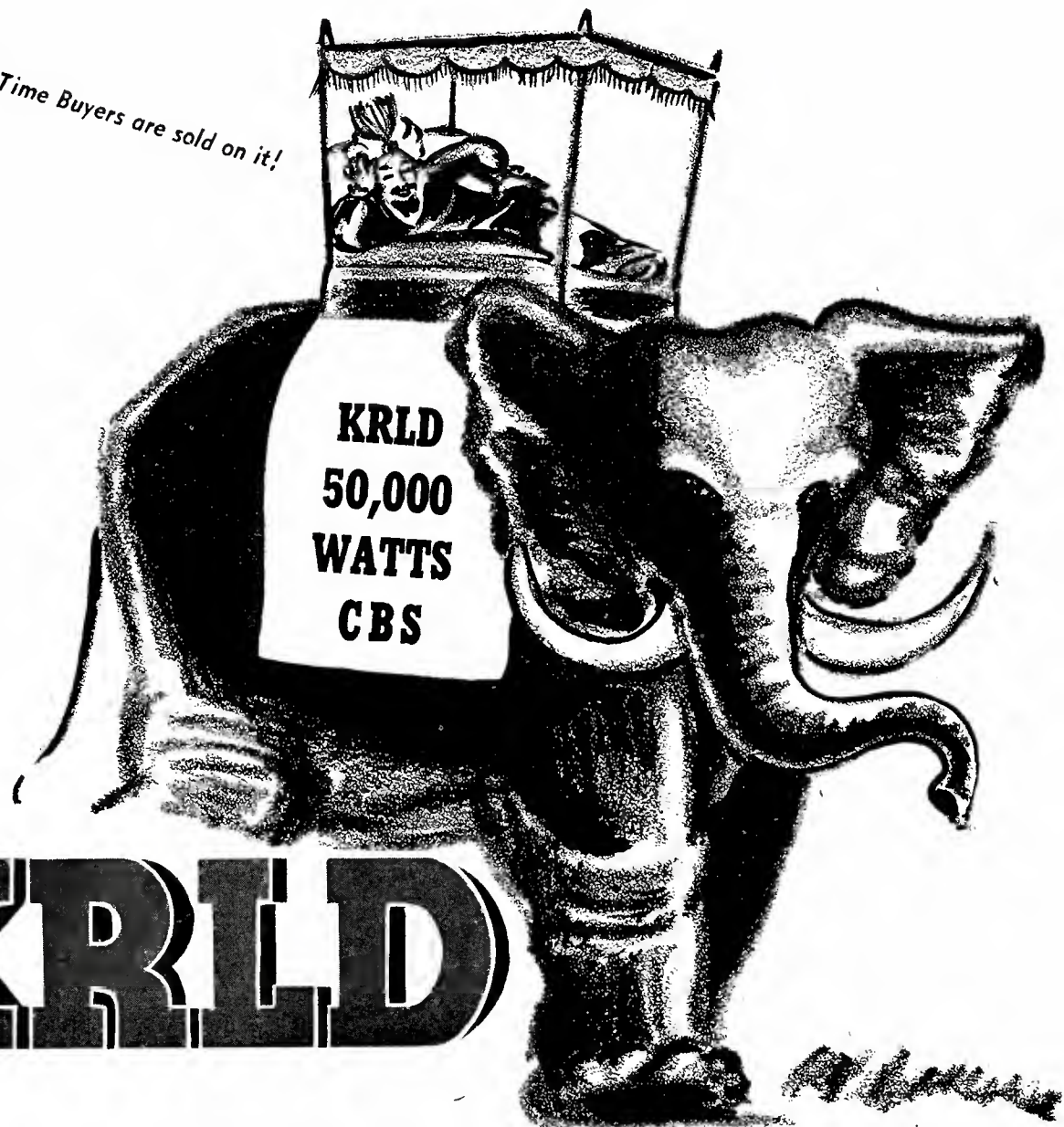
KRGV **WESLACO**

HOWARD H. WILSON CO.

**CENTRAL SALES OFFICE 805-6 TOWER PETROLEUM BUILDING
DALLAS, TEXAS**

TELEPHONE RIVERSIDE 5663 KEN L. SIBSON, GENERAL SALES MANAGER, TWX DI. 297

* Time Buyers are sold on it!



KRLD

does a **BIG JOB** in Texas!

50 KW

KRLD

1080 KC

THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.


DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
FORT WORTH 1....	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS Texas State	Col. Elliott Roosevelt (leave) Gene L. Cagle Clyde Pemberton	Boyd Kelly L. Roy Duffy Truett Kimzey	Weed UP
FORT WORTH.....	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth 1122 Jackson St., Dallas Ft. Worth 3-1234 Dallas, Riverside 9631	Blue Lone Star	{Amon G. Carter Harold Hough, Ft. Worth J. M. Moroney, Dallas Martin B. Campbell, m. dir. George Cranston, Ft. Worth Alex Keese, Dallas	{Ed Lally, Ft. Worth {Ralph Nimmons, Dallas {R. C. Stinson, Ft. Worth {Raymond Collins, Dallas	Petry World AP, UP
FORT WORTH 2....	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter George Cranston Hugh R. Turner	Ed Lally Virginia Wildden R. C. Stinson	Petry World AP
GALVESTON.....	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	George Roy Clough Lee D. Clough C. B. Bracht	Carl McDaniel C. V. Bracht Lee D. Clough	MacGregor Standard UP
HARLINGEN.....	KGBS	1240	250	Harbenito Bcstg. Co. Inc. Box 711 1400	CBS	McHenry Tichenor Ingham S. Roberts Troy McDaniel	Steel McClanahan Ingham S. Roberts Marvin D. Myers	ForJoe Associated AP
HOUSTON 2.....	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips	Jack McGrew Ted Horton Harvey Wheeler	Petry Thesaurus AP
HOUSTON 2.....	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle B. F. Orr Ray Bright	Harry Grier George McCormick {King H. Robinson {Tom Hiner	Blair World UP
HOUSTON 2.....	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	Blue MBS Lone Star T. Frank Smith	Charles Nethery Gerald R. Chinski	Branham Associated Standard AP
HUNTSVILLE.....	KSAM	1490	250-D	W. J. Harpole & J. C. Rothwell Walker County Fairgrounds 666	Partnership J. C. Rothwell J. B. McShan	Ruth Rothwell Jesse J. Simms	AP
KILGORE.....	KOCA	1240	250	Oil Capitol Broadcasting Assn. Box 1285 616	Roy G. Terry Roy G. Terry T. F. Spear Jr.	Dorothy Baker Ruth Cook Albert F. Mason Jr.
LAREDO.....	KPAB	1490	250	Laredo Broadcasting Co. Hamilton Hotel 2124	Howard W. Davis Rupert Dougharty Rupert Dougharty	Jack Calvin Hulan Smith	Cox & Tanz Holman AP
LONGVIEW.....	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	MBS Texas State	James R. Curtis James R. Curtis James R. Curtis James R. Curtis	Burn-Smith
LUBBOCK.....	KFYO	1340	250	Plains Radio Bcstg. Co. Inc. 914 Avenue J 5567	Texas State	O. L. Taylor DeWitt Landis DeWitt Landis	Wesley Youngblood DeWitt Landis W. S. Bledsoe	Wilson World UP
LUFKIN.....	KRBA	1340	250	Red Lands Broadcasting Assn. 108½ S. First St. 272	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Richman Lewin Sam Love	Cox & Tanz Standard AP
MIDLAND.....	KRLH	1230	250	Scharbauer Estate 117 S. Lorraine St. 1070	MBS Texas State	Scharbauer Estate J. M. McDonald Gladys L. McDonald	Grace Delamater Jack Cecil	Cox & Tanz Associated UP
PALESTINE.....	KNET	1450	100-D	Palestine Broadcasting Corp. Municipal Bldg. 411	B. A. Laurie Bill A. Laurie Bill A. Laurie	Emo Laurie Bill A. Laurie Bill A. Laurie	Cox & Tanz Holman Standard TP
PAMPA.....	KPDN	1340	100	R. C. Holles Box 1701 1100	R. C. Holles Wayne Phelps Wayne Phelps	Lester Aldrich Wayne Phelps Howard Blaker	ForJoe AP
PARIS.....	KPLT	1490	250	North Texas Broadcasting Co. Hotel Gibraltar 1124	MBS Texas State	A. G. Pat Mayse Patt McDonald Patt McDonald	Harvey R. Boyd Patt McDonald Mitchell C. Secret	Pearson Associated Standard AP
PECOS.....	KIUN	1400	100	Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21	Jack Hawkins Jack Hawkins David Martin	David Martin Mrs. Elba Gibson	Cox & Tanz
PLAINVIEW.....	KVOP (Construction Permit)	1400	250	W. J. Harpole and J. C. Rothwell Plainview
PORT ARTHUR.....	KPAC	1250	1,000	Port Arthur College 1515 Lakeshore Dr. 7458	MBS	Carl Vaughan Glenn Hewitt Glenn Hewitt	Marjorie Vickers Blewett Smyth Cliff Hamilton	McGillvra Associated Standard INS
SAN ANGELO.....	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS Texas State	H. C. Ragsdale Lewis O. Seibert Myrl Stein	Evelyn Preston Beth Cozart Frank Jones	Pearson Associated AP

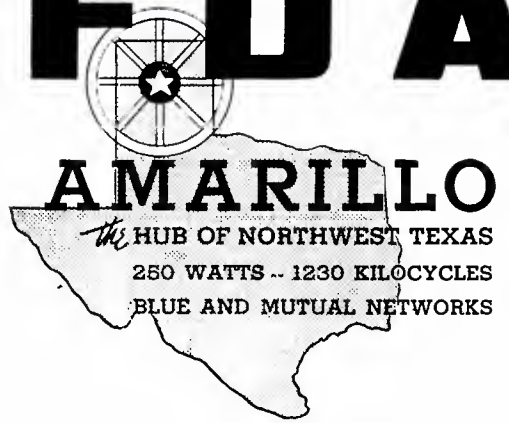
FROM 40% TO 363% LISTENER INCREASE IN ONE YEAR!


HOOPER STATION LISTENING INDEX

CITY AMARILLO, TEXAS

INDEX	FALL, 1942		FALL, 1943		PER CENT OF INCREASE
	"A"	KFDA	"A"	KFDA	
8:00 AM-10:00 AM Mon. thru Fri.	74.0	21.7	43.0	55.2	154%
10:00 AM-12:00 N Mon. thru Fri.	84.1	12.6	39.2	58.4	363%
8:00 AM-12:00 N Mon. thru Fri.	78.4	17.7	41.0	56.9	221%
12:00 N-3:00 PM Mon. thru Fri.	73.1	22.6	62.9	35.7	58%
3:00 PM-6:00 PM Mon. thru Fri.	81.8	17.4	65.3	32.7	88%
12:00 N-6:00 PM Mon. thru Fri.	76.5	20.5	63.9	34.4	68%
6:00 PM-8:00 PM Sun. thru Sat.	81.7	18.3	74.0	25.6	40%
8:00 PM-10:00 PM Sun. thru Sat.	80.1	11.3	82.1	16.7	48%
6:00 PM-10:00 PM Sun. thru Sat.	80.8	14.3	78.0	21.2	48%

K F D A



Radia Station "A" in the Haoper Station Listening Index extracts to the left is the second Amarilla station. As will be noted by adding the percentages for the two stations, listeners to all other stations are so negligible that they need not be considered. Caincidental calls in the Fall, 1942 survey totaled 6,487; and in the Fall, 1943 survey, totaled 6,248.

KFDA, Amarillo was not established until 1939—and it took a few years of foundation-laying before it could "get in its stride." This basis for a real station was completed about a year ago; and, since then, KFDA has "gone to town," as the comparison of the two Hooper surveys so well shows!

It is obvious that Amarillo is now very much a two-station city . . . and for results-per-dollar of advertising cost, the "buy" is KFDA!

HOWARD ROBERSON, Station Director

WCMJ

ASHLAND, KY. - HUNTINGTON, W. VA.
"Where Coal Meets Iron"
250 WATTS — 1340 KILOCYCLES
Mutual Network
L. D. Newman, Station Director

WBIR

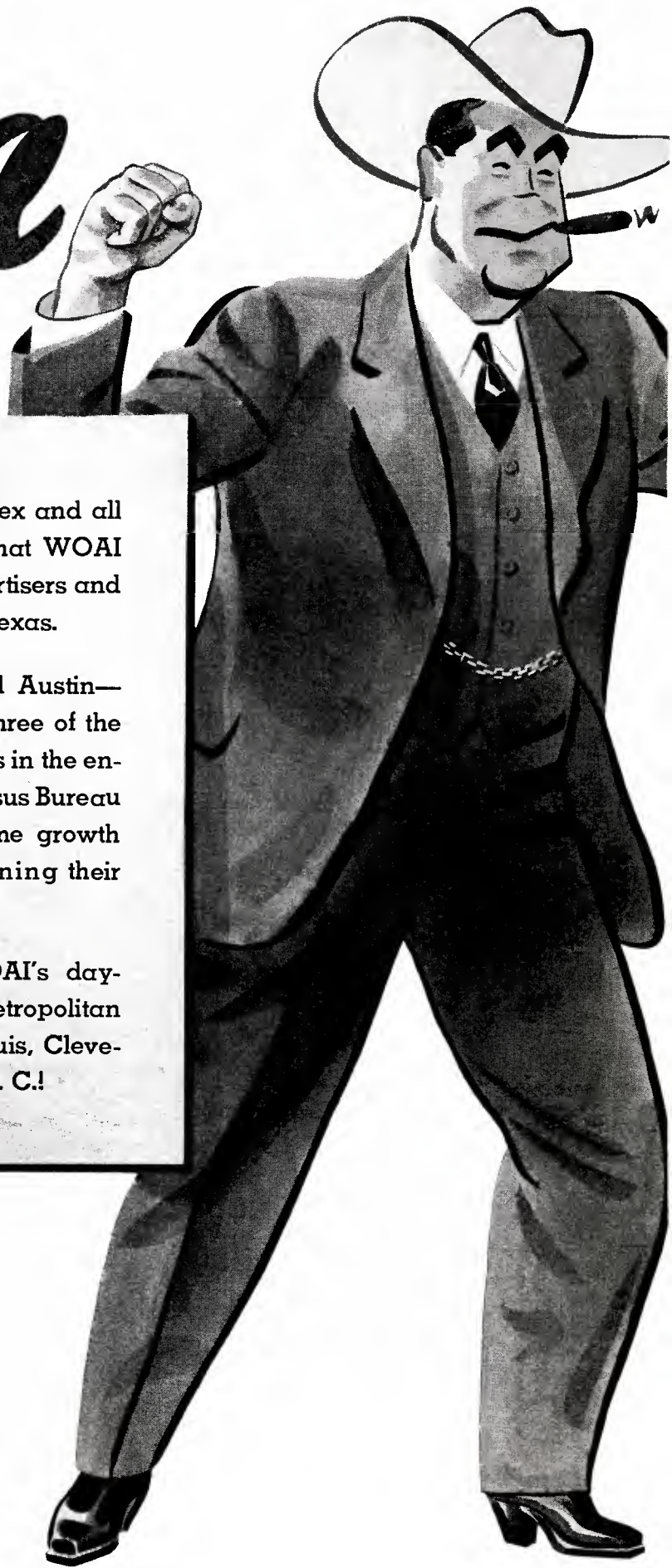
KNOXVILLE, TENNESSEE
"The Voice of Knoxville"
250 WATTS — 1240 KILOCYCLES
Blue and Mutual Networks
John G. Ballard, Station Director

WLAP

LEXINGTON, KENTUCKY
"The Thoroughbred Station of the Nation"
250 WATTS — 1450 KILOCYCLES
Mutual Network
Ted Grizzard, Station Director

All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

It's a



Every C. E. Hooper Listening Index and all other accredited surveys prove that WOAI is the only shortcut between advertisers and consumers in Central and South Texas.

San Antonio, Corpus Christi and Austin—key centers in this market—are three of the twenty-eight metropolitan counties in the entire United States listed by the Census Bureau as having the most rapid wartime growth and the best prospects of retaining their growth!

More people now live in WOAI's daytime primary area than in the metropolitan markets of San Francisco, St. Louis, Cleveland, Baltimore or Washington, D. C.!

Big Story!



WOAI sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS—CLEAR CHANNEL
AFFILIATE NBC—MEMBER TQN



San Antonio

Represented Nationally by
EDWARD PETRY & COMPANY

The Powerful Advertising Influence in the Southwest

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SAN ANTONIO 5...	KABC	1450	250	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	Blue MBS Texas State	R. Early Willson Hardy C. Harvey Bill Joekel	Mrs. Clyde A. Wendt Paul Wolf	UP
SAN ANTONIO 5...	KMAC	1240	250	Walmac Co. Nat'l Bank of Commerce Bldg. Cathedral 6211	Howard W. Davis Howard W. Davis Howard W. Davis	Tony Bessan Leona Bender Charles F. Harris	Burn-Smith INS
SAN ANTONIO 6...	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	Eugene J. Roth James M. Brown James M. Brown	Stanley A. Cox George W. Ing	Forjoe Lang-Worth AP
SAN ANTONIO 6...	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor G. W. Johnson	Douglas J. Romine Charles Lutz W. G. Egerton	Blair Lang-Worth Thesaurus UP
SAN ANTONIO	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half Hugh A. L. Half Ellis Chaney	Walter S. Zahrt Fred Sterling	Petry Associated Standard AP, INS
SHERMAN.....	KRRV	910	1,000	Red River Valley Bestg. Corp. 421 N. Crockett St., Sherman Fannin & Owing St., Denison Sherman 201 Denison 423	MBS Texas State	George H. Wilcox L. L. Hendrick, Sherman B. V. Hammond Jr., Denison	(Eloise Jouvenat, Shrm. W. W. Shelley, Denison Tom John	UP
SWEETWATER.....	KXOX	1240	250	Sweetwater Radio Inc. Radio Bldg. 2341	J. S. McBeath J. Harley Hubbard J. Harley Hubbard	Lee S. Belding J. Harley Hubbard George W. Dotson	Thesaurus UP
TEMPLE.....	KTEM	1400	250	Bell Broadcasting Co., Inc. Box 186 4646	Blue MBS Texas State	Frank W. Mayborn Burton Bishop C. F. Whitesides Jr.	C. F. Whitesides Jr. Burton Bishop Paul Shaw	Associated UP
TEXARKANA.....	KCMC	1450 CP-1230	250	KCMC Inc. 317½ Pine St. 832	MBS Texas State Arkansas	C. E. Palmer Frank O. Myers Ernest Hackworth	Kathryn Wiseman Donald Myers Paul McCasin	Pearson Associated Standard AP
TYLER.....	KGKB	1490	250	East Texas Broadcasting Co. 115 S. College St. 1106	James G. Ulmer James G. Ulmer E. P. Duffie	Mrs. James G. Ulmer John B. Sheppard	Standard UP
VERNON.....	KVWC	1490	250	Northwestern Broadcasting Co. 1813 Wilbarger St. 1048	MBS Texas State	R. H. Nichols W. D. Dixon W. D. Dixon	William F. Parady Herman F. Ridgway	Associated AP
VICTORIA.....	KVIC	1340	250	Radio Enterprises Inc. Victoria Bank & Trust Bldg. 2172	Morris Roberts Roland Hobrecht	Margaret True Robert McCown	Standard World UP
WACO.....	WACO	1450	250	Frontier Broadcasting Co. Inc. Amicable Life Bldg. 2700	MBS Blue Texas State	Lee Glasgow	Leon H. Appleman	Weed Associated UP
WESLACO.....	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC Lone Star	O. L. Taylor Archie J. Taylor Phil Dixon	Dick Watkins Lewis Hartwig	Wilson Standard Thesaurus UP
WICHITA FALLS....	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe B. Carrigan Charles E. Clough	Jane Oliver June Oliver John Adams	Raymer Standard UP

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Net work	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CEDAR CITY	KSUB	1340	100	Southern Utah Bestg. Co. Box 811 398	Intermountain	Leland M. Perry Hurschell G. Urie Hurschell G. Urie	Elaine Olds Hurschell G. Urie	UP
LOGAN.....	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	MBS Intermountain	H. F. Laub Reed Bullen Reed Bullen	Reed Bullen Reed Bullen C. N. Layne	UP
OGDEN.....	KLO	1430	5,000	Interstate Broadcasting Corp. Ben Lomond Hotel 5721	MBS Intermountain	A. L. Glasmann George C. Hatch Lynn L. Meyer	Merrill J. Bunnell Lynn L. Meyer W. D'Orri Cozzens	McGillvra Standard UP
PRICE.....	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	McGillvra Associated UP
PROVO.....	KOVO	1240	250	KOVO Broadcasting Co. 108 West Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen S. Garn Carter	W. Shirli Black James Lawrence Gerald Peterson	McGillvra UP

KXYZ

THE #1 RADIO BUY
IN THE
SOUTH'S #1 MARKET

Houston

#1 RADIO BUY

KXYZ's rates are surprisingly low . . . programs receive high Hooper ratings . . . there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

#1 SOUTHERN MARKET

According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.



• represented by the Branham Company

Special Combination Buy — KRIS and KXYZ, Houston . . . Investigate!

CORPUS CHRISTI'S growth is a "ONE WAY STORY"

Since 1930, Corpus Christi's population has zoomed at a surprising rate . . . so much so that Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth. Each day sees more people making the "one way" journey to this port city of over 101,400 population. Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over this rich, ever-expanding market.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

UTAH—(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	Representatives Tranc. Library News Service
SALT LAKE CITY 1	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox W. E. Wagstaff	George Provol Myron Fox John M. Baldwin	Blair Thesaurus World INS, UP
SALT LAKE CITY 1	KSL	1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuhen Clark Jr. Ivor Sharp E. J. Broman	Ralph W. Hardy H. Perry Driggs E. G. Paek	Petry Associated Lang-Worth Standard MacGregor AP, UP
SALT LAKE CITY 1	KUTA	570	5,000	Utah Broadcasting Co. 29 S. State St. 3-2737	Blue	Frank C. Carman Frank C. Carman Jack A. Burnett	King Harmon Mike Cassidy Lyle Wahlquist	Katz Standard UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Tranc. Library News Service
BURLINGTON	WCAX	620	1,000	WCAX Broadcasting Corp. 137 Main St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Robert A. Kelley H. B. Wight John C. Quill	Weed Associated UP
RUTLAND	WSYB	1380	1,000	Pbilip Weiss Music Co. 80 West St. 1247	MBS Yankee	Philip Weiss J. H. Weiss Norval J. Ransom Jr.	McGillvra Foster Kane Associated UP
ST. ALBANS	WWSR	1420	1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	Lloyd E. Squier Winston Lewis Blake Lloyd E. Squier	W. L. Blake Winston Lewis Blake Paul Hurd	Wilson World AP
WATERBURY	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13-2	[L. E. Squier W. G. Ricker L. E. Squier L. E. Squier	John Woods Paul A. Hurd	Wilson Bannan World AP

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	Representatives Tranc. Library News Service
CHARLOTTESVILLE.	WCHV	1450	250	Barham & Barham 4th & E. Market Sts. 2500	Blue	Charles Barham Jr. Charles Barham Jr. Randolph Bean	Ed Hase Randolph Bean Walter Gray	Cox & Tanz Associated UP
COVINGTON	WKEY	1340	250	Earl M. Key 218 Main St. 840	Blue	Earl M. Key Earl M. Key Earl M. Key	Catherine Hylton Earl M. Key James Carber UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	Blue MBS Tri-City	L. N. Dibrell R. Sanford Guyer Edward G. Gardner	William P. Heffernan Harry W. Spencer	Tri-City Lang-Worth TP
FREDERICKSBURG .	WFVA	1290	250-D	Fredericksburg Broadcasting Corp. 528 Wolfe St. 1261	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Nan Winkler	Phil Whitney Phil Whitney UP
HARRISONBURG ...	WSVA	550	1,000-D	Shenandoah Valley Bestg. Corp. Newman Bldg. 550	Frederick L. Allman Charles P. Blackley Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Wilson World UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	MBS Blue Tri-City	Edward A. Allen Phillip P. Allen Joseph F. Wright	{Evelyn Hamlet Claude Taylor Joseph F. Wright John T. Orth	Tri-City Lang-Worth Standard TP
MARTINSVILLE	WMVA	1450	250	Martinsville Bestg. Co. Inc. Martinsville 2152	NBC	William C. Barnes John W. Shultz C. Robert Ray	Robert L. Kent Charles H. Slate Dewey W. Muse	Wilson
NEWPORT NEWS...	WGHI	1340	250	Hampton Roads Bestg. Corp. Portlock Bldg., Norfolk 10 Norfolk 2-7081	Blue	Daily Press Inc. Edward E. Bishop Edward E. Edgar	Jack Black Edward E. Edgar William P. Grether	Burn-Smith Associated Standard AP
NORFOLK 10	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg 2-5671	NBC	P. S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralpb S. Hatcher Julius L. Grether	Petry Associated Standard AP, UP
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	Tom E. Gillman T. W. Ayldett Jack Norflett	John Butler Bob King E. Denzil Pulley World UP



Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station—is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
RICHMOND 20	*WBBL	1240-SH	100	Grace Cov. Presbyterian Church 1627 Monument Ave. 5-7491	M. A. Sitton M. A. Sitton	C. H. Liesfeld R. W. Raabe
RICHMOND 20	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Katherine Hawks R. E. Mitchell Wilfred H. Wood	Blair Lang-Worth Thesaurus TP
RICHMOND 13	WRNL	910	5,000	Richmond Radio Corp. 323 East Grace St. 3-3436	Blue MBS	John Stewart Bryan E. S. Whitlock E. S. Whitlock	G. Mallory Freeman R. W. Raabe	Petry Associated Standard AP
RICHMOND	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	William T. Reed Jr. C. T. Lucy Barron Howard	I. G. Abeloff C. T. Lucy D. C. Woods	Raymer Associated Lang-Worth World UP
ROANOKE 2	WDBJ	960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Ray P. Jordan J. W. Robertson	Free & Peters Associated Lang-Worth World UP
ROANOKE 7	WSLS	1240	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	Blue MBS Tri-City	Paul C. Buford James H. Moore Horace Fitzpatrick	Bill Saunders Edward D. Skotch J. P. Briggs	Tri-City Thesaurus Lang-Worth TP
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	Fred L. Hart Fred L. Hart Fred L. Hart	Floyd V. Cozad Fred M. Wagner	Sears & Ayer Thesaurus UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. Kerr Street 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Richard F. Lewis Jr.

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KXRO	1340	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Fred G. Goddard Ross W. Bates	Edith R. Garrett Ruth Poindexter Kenneth Grinde	Wilson Keating Standard Associated UP
BELLINGHAM	KVOS	790	250	KVOS Inc. KVOS Bldg. 4200	Rogan Jones Rogan Jones Frank Adams	Earle R. Alcott	Keating MacGregor Thesaurus UP
CENTRALIA	KELA	1470	1,000	Central Broadcasting Corp. Highway 99 721	MBS Don Lee Pacific	Maj. J. Elroy McCaw (on leave) Joe Chytil Robert Brister	Mabel Gwinn Schuyler Hill Ellwood Lippencott	Wilson Griffith Keating Associated UP
EVERETT	KEVE	1460	500	Cascade Broadcasting Co. Box 650 Main 337	Dr. J. R. Binyon Mrs. M. Fritchie Lionel Lenox	Mrs. M. Fritchie L. S. Lenox Raymond Hilgers Lang-Worth Standard AP
EVERETT	KRKO	1400	250	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee	William R. Taft William R. Taft William R. Taft	Elaine Towne William R. Taft Roy C. Towne Associated UP
LONGVIEW	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	C. O. Chatterton C. O. Chatterton Kenneth Evans	James Davis R. H. Mietzke	Keating Associated Thesaurus UP
OLYMPIA	KGY	1240	250	KGY Inc. Rockway-Leland Bldg. 6636	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson J. Harris Dorr Walter McGoffin	Wilson Keating Associated UP
PULLMAN	*KWSC	1250 ST-KTW	5,000	State College of Washington Pullman 9021	E. O. Holland Glenn Jones (acting)	Eldon C. Barr George M. Freese UP
SEATTLE 4	KEVR	1090	250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	A. W. Talbot Al Schuss Al Schuss	E. J. Hamilton John L. Kelley	Rambeau Lang-Worth Standard
SEATTLE 1	KIRO	710	50,000	Queen City Bstg. Co. Inc. Cobb Bldg. Seneca 1500	CBS	Saul Haas Louis K. Lear H. J. Quilliam Loren B. Stone	R. Spence Loren B. Stone J. B. Hatfield	Free & Peters Standard World MacGregor AP, INS
SEATTLE 1	KJR	1000	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher W. B. Stuht	Robert Gentry Bill Moshier F. J. Brott	Raymer Thesaurus UP
SEATTLE 5	KOL	1300	5,000	Seattle Broadcasting Co. 1220 Third Ave., Seattle 1 Main 2312	MBS Don Lee Pacific	Archie Taft Oliver A. Runchey Archie Taft Jr.	Jerry Morris Beth Leonard Perry C. Lind	Blair Associated MacGregor Standard UP

Here's

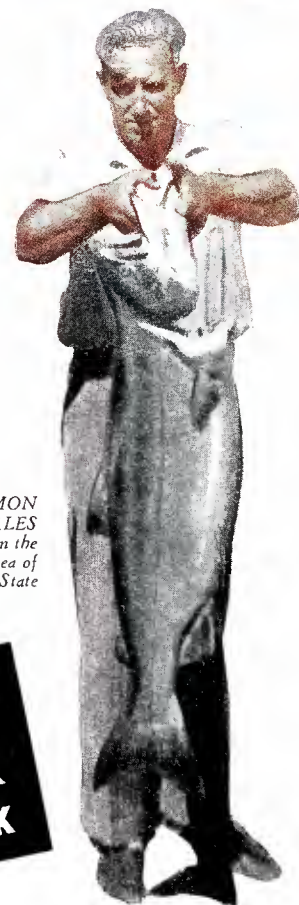
Where you get the **BIG SALES**
in Washington State



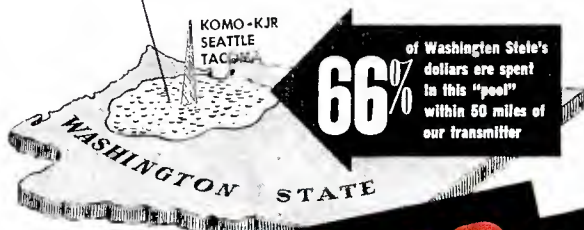
It's like "shootin' fish in a rain barrel" to do BIG business in Washington State! Because over 66% of the entire State's effective buying income is concentrated in a "pool" — within 50 miles of the KOMO-KJR transmitter. No need to "fish" all over this State — concentrate where you KNOW the big sales are — the Seattle Area.

TODAY — \$1,454 per capita is the effective buying income in this area as reported by Sales Management . . . far above the national average.

TOMORROW — Post-war development of Alaska, Russia, China, and a wealth of natural resources point to a brilliant future for this area.



BIG KING SALMON and BIG SALES are easy to get in the Puget Sound area of Washington State



KOMO **KJR**
NBC BLUE NETWORK

TOTEM BROADCASTERS
SEATTLE, WASH.

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

PAUL H. RAYMER
Chicago, New York, San Francisco, Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1944)

WASHINGTON—(Continued)

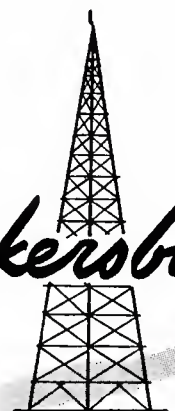
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SEATTLE 1.....	KOMO	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC	O. W. Fisher Birt F. Fisher W. B. Stuht	Robert Gentry Bill Moshier F. J. Brot	Petry Thesaurus AP, UP
SEATTLE 4.....	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Elliott 7900	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell George A. Freeman	Associated MacGregor AP
SEATTLE.....	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seattle	First Presbyterian Church
SEATTLE 1.....	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence E. Wallace Rod McArdie	Helen Marie Brennan John H. Dubuque	Wilson INS
SPOKANE 8.....	KFIO	1230	250	Spokane Broadcasting Corp. Fidelity-Ziegler Bldg. Riverside 8033	MBS Don Lee Pacific	Arthur L. Smith R. G. McBroom R. G. McBroom	Gertrude Longmeier Dee Waymire	Thesaurus UP
SPOKANE 8.....	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	Mrs. Frances R. Symons Arthur L. Bright Richard O. Dunning	R. Wallace Brazeal Richard E. Green George E. Langford	Katz Keating Lang-Worth Standard MacGregor UP
SPOKANE 8.....	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue	Maj. Louis Wasmer (on leave) Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson G. E. Grady	Petry Associated AP
SPOKANE 8.....	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Maj. Louis Wasmer (on leave) Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson G. E. Grady	Petry Associated MacGregor AP
TACOMA 3.....	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond James A. Murphy Jerry Geehan	Verne E. Sawyer Seymour O. Spring J. D. Kolesar	McGillvra Keating Associated World UP
TACOMA 2.....	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	C. C. Cavanaugh C. C. Cavanaugh Harry Atwood	Peggy Mahaffay Gordon Bjork Joe P. Ernst	Cox & Tanz Standard AP, UP
TACOMA 2.....	KVI	570	5,000	Puget Sound Bestg. Co. Inc. Rust Bldg. Broadway 4211	Vernice Irwin Vernice Irwin Earl T. Irwin	Lawrence Huseby Raymond Griese	Hollingsbery MacGregor Associated Lang-Worth AP
VANCOUVER.....	KVAN	910	500-D	Vancouver Radio Corp. 707½ Main St. 150	Sheldon F. Sackett Ben E. Stone Marion Sexton	Sylvia Chandler Frank J. Coumont S. W. McCreedy	Standard Lang-Worth UP
WALLA WALLA.....	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	H. E. Studebaker H. E. Studebaker Norval Armes	Vernon Emerson Norval Armes Milton MacLafferty	Wilson Keating World UP
WENATCHEE.....	KPQ	560	1,000	Wescoast Broadcasting Co. Wenatchee 45	Blue	Rogan Jones Helen B. Wylie	McGillvra Keating Thesaurus UP
YAKIMA.....	KIT	1280	1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond James A. Murphy Harrison A. Miller	C. H. Carlson William B. Hansen H. B. Murphy	McGillvra Keating Associated World UP

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	Representatives Transc. Library News Service
BECKLEY.....	WJLS	1240	250	Joe L. Smith Jr. WJLS Bldg. 7311	CBS	Joe L. Smith Jr. Herbert Kendrick Herbert Kendrick	Louis Rigsbee Louis Rigsbee Al Ginkel	Burn-Smith Associated Thesaurus UP
BLUEFIELD.....	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Stuart Odell Jr. Pat T. Flanagan	Katz World UP
CHARLESTON 24....	WCHS	580	5,000	Charleston Broadcasting Co. 1016 Lee St. 28-131	CBS W. Va.	Comdr. John A. Kennedy (on leave) Howard L. Cbernof Marshall Rosene	Joseph J. Herget Sam Molen Odes E. Robinson	Branham Standard AP, UP
CHARLESTON 1....	WGKV	1490	100	Kanawha Valley Bestg. Co. 208 Dickinson St. 37-541	NBC	Worth Kramer Worth Kramer Robert Bowles	Joseph B. Matthews Julius Glass Odes E. Robinson	McGillvra Thesaurus UP
CLARKSBURG.....	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	Comdr. John A. Kennedy (on leave) G. C. Blackwell G. C. Blackwell	Don McWhorter (on leave) G. C. Blackwell Jcseph A. Wright	Branham Standard AP, UP

This is
The WEST VIRGINIA NETWORK

Parkersburg



WPAR
CBS
250 on 1450

Clarksburg



WBLK
NBC
250 on 1400

Huntington



WSAZ
BLUE
1000 on 930

Charleston



WCBS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1944)

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
FAIRMONT	WMMN	920	5,000	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	Lt. Comdr. George B. Storer (on leave) Stanton P. Kettler Stanton P. Kettler	John S. MacKercher Robert D. Hough	Blair Lang-Worth Standard AP
HUNTINGTON 18	WSAZ	930	1,000	WSAZ Inc. 929 1/4 Fourth Ave. 4106	Blue W. Va.	Comdr. John A. Kennedy (on leave) F. J. Evans John L. Henry	William O. Aldridge Charles V. Fuller John Csenstich	Branham World AP
LOGAN	WLOG	1230	250	Clarence H. Frey & Robt. O. Greever Drawer 720 540	Standard UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	H. C. Greer Henry B. McNaughton Frank T. Gregg	Clara M. Mutter Henry B. McNaughton R. C. Spence	Forjoe World UP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	Comdr. John A. Kennedy (on leave) George H. Clinton George H. Clinton	Carl Loose Tom Garten Cecil Knowles	Branham Standard AP, UP
WELCH	WBRW	1340	250	McDowell Service Co. 10 Riverside Drive 818	John W. Blakely Ralph J. Nash Ralph J. Nash	John Villani Ralph J. Nash John E. Timberlake	Forjoe Associated AP
WHEELING	WKWK	1400	250	Community Broadcasting Inc. 16th & Market Sts. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder	Albert Alhinger Fred Baker	Spot Sales Standard UP
WHEELING	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	Blue	Lt. Comdr. George B. Storer (on leave) George W. Smith Paul J. Miller	Lucien B. Clawson Ruth Lee Miller Edwin L. Keim	Blair Thesaurus AP
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Second Ave. at Court St. 1241	G. W. Taylor Alice Shein Alice Shein	Alice Shein Robert Brown Ward	World UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 600 Lawe St. 1161	MBS Wisconsin	Fr. James A. Wagner J. L. Callagher W. C. Porsow	Rodger Mueller W. C. Porsow George Merkel	Standard AP
ASHLAND	WATW	1400	100	Upper Mich.-Wisc. Bcstg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	William L. Johnson J. W. Huss T. J. Hogan	Harry Wills J. W. Huss Hine Dahlbacka	Sears & Ayer UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC No. Central Northwest	Walter C. Bridges Walter C. Bridges Clyde Riddle	James J. Hulwi Thorwald O. Jorgenson	Hollingbery Lang-Worth UP
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS Wisconsin	A. H. Lange Lucille Fairhanks William O'Brien	Joyce Bahr Wendell S. Meyers	Standard
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Fr. James A. Wagner Haydn R. Evans Val Schneider	Al Michel Hugh O'Malley Wallace Stengel	Weed Associated AP
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	MBS Wisconsin	Sidney H. Bliss Allan Curnutt Lloyd Stafford	Kenneth Houseman William Havens	Standard Lang-Worth AP
LACROSSE	WKBH	1410	1,000	WKBH Inc. Radio Bldg. 450	NBC	Howard Dahl Howard Dahl	Berniece Callaway Howard Dahl Al Leeman	Wilson Lang-Worth AP
MADISON 6	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus Badger 580	C. A. Dykstra H. B. McCarty Wm. G. Harley	Walter Krulevitch John H. Stiehl	World Standard AP
MADISON 3	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue Edwin C. Allen	Kenneth F. Schmitt C. W. Wallis Kenneth F. Schmitt Norman Hahn	Wilson Associated UP
MANITOWOC	WOMT	1240	100	Francis M. Kadow Radio Bldg. 5015	Francis M. Kadow Francis M. Kadow Maurice Dailey	George Erdman Don Wodak W. C. Duben	UP
MARINETTE	WMAM	570	250-D	M & M Broadcasting Co. 400 Wells St. 570	W. E. Walker Joseph D. Mackin Don C. Wirth	Florence Meyers Martin R. Lund	Holman Associated UP
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	George F. Meyer Irma Meyer	Irma Meyer Gerald J. Boos	Cox & Tanz Back UP

**MEMBER
MBS**

WCLO

**WISCONSIN
NETWORK**

MEANS BUSINESS IN AMERICA'S DAIRYLAND



Primary and Secondary Coverage

.5 M/V CERTIFIED
PRIMARY COVERAGE

1 M/V CERTIFIED
SECONDARY COVERAGE

290-FT. VERTICAL TRUSCON TOWER—5 MILE RADIAL
COPPER GROUND SYSTEM AND MODERN HIGH FI-
DELITY 250 WATT WESTERN ELECTRIC TRANSMITTER

1230 KC — 250 WATTS — UNLIMITED

**BASIC DIVERSIFIED INDUSTRY
INSURES PERMANENT EMPLOYMENT**

WCLOAREA Home of

- Parker Pen Co.
- Chevrolet
- Rock River Woolen Mills
- Highway Trailer Co.
- Borg Industries
- Beloit Iron Works
- Warner Electric Brakes
- Fairbanks-Morse — Diesel Engines
- Farm Lighting Equipment
- Airconditioning.
- Baker Mfg. Co.
- James Mfg. Co.
- P. B. Yates Co.

(Space Limits Complete Listing)

Gazette Printing Co. Owners and Operators

RADIO STATION WCLO JANESVILLE DAILY GAZETTE
Janesville, Wisconsin

Market Data

	Primary	Secondary	Total
Population	201,129	109,522	310,651
Families	57,181	30,568	87,749
Radio Homes	53,928	28,800	82,728
Total Retail Stores	3,492	1,252	4,744
Total Retail Sales	\$76,015	\$27,369	\$103,384
Total Food Stores	774	252	1,026
Total Food Sales	\$19,050	\$ 6,246	\$ 25,296
General Merchandise Stores	83	28	111
General Merchandise Sales	\$ 5,601	\$ 2,307	\$ 7,908
Total Apparel Stores	176	76	252
Total Apparel Sales	\$ 3,205	\$ 1,312	\$ 4,517
Total Drug Stores	100	38	138
Total Drug Sales	\$ 2,314	\$ 813	\$ 3,127

(Sales Expressed in Thousands of Dollars)

Based on data compiled by Department of Research under direction of Research Committee of the National Association of Broadcasters Inc., Washington, D. C., October, 1943.

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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	Representatives Transc. Library News Service
MILWAUKEE 3	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	Blue	Glenn D. Roberts Charles J. Lanphier Charles J. Lanphier	Conrad C. Rice Conrad C. Rice Raymond H. Host	Wilson UF
MILWAUKEE 1	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	E. M. Stoer G. W. Grignon G. W. Grignon	W. O. Dreyfus Robert J. Meyer N. J. Richard	Katz Standard World INS, UP
MILWAUKEE 1	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm L. W. Herzog	R. G. Winnie Paul Coates D. W. Gellerup	Petry Associated MacGregor AP
OSHKOSH	WOSH	1490	250	Oshkosh Broadcasting Co. 151½ Main St. 4580	Blue	Myles H. Johns Ben A. Laird	Marjorie Hilliard Nathan Williams	Wilson Standard AP, UP
POYNETTE	WIBU	1240	250	William C. Forrest Poynette 97R5	MBS Wisconsin	William C. Forrest William C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese	Holman Standard UP
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	MBS Wisconsin	F. R. Starbuck H. J. Newcomb H. J. Newcomb	H. S. Mann Jr. F. Lee Dechant	Walker INS
RICE LAKE	WJMC	1240	250	W. H. McGenty 401 N. Main St. 550	W. H. McGenty Ralph W. Thompson Ralph W. Thompson	Ralph W. Thompson Albert Bertha	Cox & Tanz TP
SHEBOYGAN	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900	MBS Wisconsin	C. E. Broughton H. H. Born G. P. Richards	Mona J. Pape H. H. Born Herbert J. Mayer	Pearson Standard UP
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Reserve St. Main 525	State of Wisconsin F. R. Calvert	William P. Wichmann Walter Ninneman	AP
SUPERIOR	WDSM	1230	250	WDSM Inc. Board of Trade Bldg. 4451	MBS Blue No. Central	James J. Conroy Robert D. Kennedy Edward R. Cluett	Elma De Meire Jay A. Lurye J. Melvin Laskey	Ramheau Associated
WAUSAU	WSAU	1400	250	Northern Broadcasting Co., Inc. 125 Third St. 6521	MBS Wisconsin	Maj. William E. Walker (on leave) Ben F. Hovel Joseph W. Killeen	Don R. Burt Robert Frey Roland Richardt	Thesaurus UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS Wisconsin	William F. Huffman George T. Frechette Bruce G. Beichl	Bert Mulroy George T. Frechette Garth N. Bowker	Standard AP

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	Representatives Transc. Library News Service
CASPER	KDFN	1470	1,000	Donald L. Hathaway First & Lennox Sts. 407	Donald L. Hathaway Donald L. Hathaway Donald L. Hathaway Harrison Brewer	Marcus R. Nichols	Sears & Ayer Griffith Lang-Worth UP
CHEYENNE	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue	Tracy S. McCracken William C. Grove William C. Grove William C. Grove	Margaret O'Brien Charles E. Hopkins Gaal Barrett	Burn-Smith UP
POWELL	KPOW	1230	250	Albert Joseph Meyer 557 N. Clark St. 222	Albert Joseph Meyer A. J. Meyer	Rosemary Meyer Rosemary Meyer Del Brandt	Griffith Sears & Ayer Standard UP
ROCK SPRINGS	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	Mrs. H. L. McCracken Harold L. McCracken	Michael Reid Archie W. Buchanan	Griffith Thesaurus AP
SHERIDAN	KWYO	1400	250	Big Horn Broadcasting Co. 19 N. Main St. 631	R. E. Carroll Jim Carroll Jim Carroll	Mel Hallock Jim Carroll Bob Crosshwaite	Sears & Ayer Griffith Standard UP

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(Territories and Possessions)

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	Representatives Transc. Library News Service
ANCHORAGE	KFQD	790	1,000	Alaska Broadcasting Co.	Wm. J. Wagner Wm. J. Wagner	Wm. J. Wagner	Griffith Lang-Worth

Got Pioneering Blood in Your Veins?

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

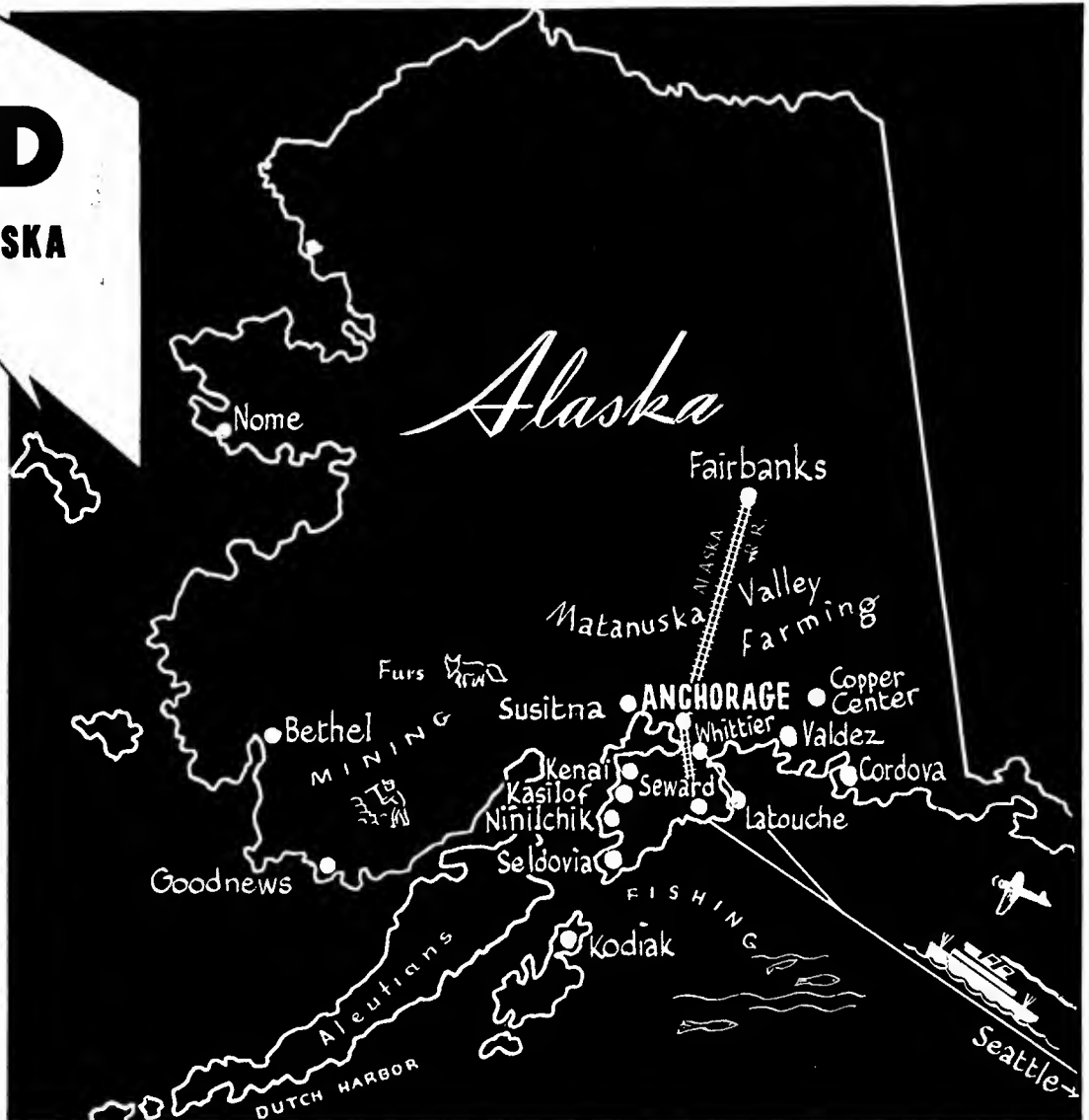
1000 W

*First in
Alaska!*

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-



tising medium. It's a "must" on the list of every forward-looking advertiser.

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

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ALASKA—(Continued)

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FAIRBANKS.....	KFAR	610 SA-660	5,000 SA-10,000	Midnight Sun Broadcasting Co. 508 Second Ave. East 380	Austin E. Lathrop Wilson K. Foster Wilson K. Foster	Alvin O. Bramstedt Alvin O. Bramstedt August Hiebert	Free & Peters World AF, UP
JUNEAU.....	KINY	1460	5,000	Edwin A. Kraft American Bldg., Seattle	Edwin A. Kraft Perry Hilleary C. F. Ramsey	Perry Hilleary David Jefferies	Northwest MacGregor INS, TP
KETCHIKAN.....	KTKN	930	1,000	Edwin A. Kraft KTKN Bldg.	Edwin A. Kraft Roy Grandey C. F. Ramsey	Dal Williams Wally Christensen	Northwest MacGregor INS, TP

HAWAII

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	Representatives Transc. Library News Service
HILO.....	KHBC	1230	250	Hawaiian Bestg. System Ltd.	CBS MBS	World MacGregor
HONOLULU 9.....	KGMB	590	5,000	Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS MBS	J. Howard Worrall J. Howard Worrall	Owen Cunningham Ernest Lindemann	Blair Associated World MacGregor AF
HONOLULU.....	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Advertiser Square 2311	NBC	Lorin P. Thurston M. A. Mulrony M. A. Mulrony	Kenton Case Peter Simmons M. A. Mulrony	Katz Thesaurus TP
LIHUE KAUAI.....	KTOH	1490	250	Garden Island Pub. Co. Ltd.	Griffith

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MAYAGUEZ.....	WPRA	990	5,000-LS 1,000-N	Puerto Rico Advertising Co. McKinley cor. del Rio Sts. 269	Andres Camara Andres Camara Alicia Moreda	Esteban Rosado Baez Ralph P. Perry TP
PONCE.....	WPAB	1370	1,000	Portorican-American Bestg. Co. Inc.
PONCE.....	WPRP	1420	250	Julio M. Conesa	Julio M. Conesa
SAN JUAN.....	WIAC	580	5,000	Enrique Abarca Sanfeliz	Enrique Abarca Sanfeliz
SAN JUAN.....	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746, San Juan 18 2014	CBS	Leonard Jacob II Edward J. Powell Jose C. Irizarry	Manuel Ochoa Edward J. Powell Angel P. del Valle Associated TP
SAN JUAN.....	WNEL	1320	5,000	Juan Piza	Juan Piza

W-CAR PONTIAC MICHIGAN

1000 S-T-R-E-A-M-L-I-N-E-D
WATTS

1130 K.C. - - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!



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FAIRBANKS, ALASKA

Now—

10,000 WATTS ON 660 Kc.

Serving Alaska's armed forces and civilian workers with
America's finest radio programs, and breaking
new trails for Alaskan advertisers.

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STUDIOS & OFFICES:
LATHROP BUILDING
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NATIONALLY REPRESENTED BY:
FREE & PETERS

"At the head of the Highway"