

K L S

OAKLAND—EST. 1921
BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

Personnel

Station Manager.....S. W. Warner
Commercial Manager.....F. W. Morse

POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village—a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

K L X

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

ManagerPreston D. Allen

POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

K R O W *

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS ADDRESS: 464 Nineteenth St. PHONE: Glencort 6774. STUDIO ADDRESS: Hotel Bellevue. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

* No further information made available after usual requests.

K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

Personnel

Station ManagerDavid Black
Chief AnnouncerVincent Parsons
Program DirectorLeon Hall
Chief EngineerN. V. Parsons

POLICIES

Takes no commercial programs.

K V C V

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Main 99 Highway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M. NEWS SERVICE: United Press.

Personnel

PresidentHarold Smithson
Vice-President.....William Schield
Commercial Manager.....Harold Smithson
Advertising Manager.....Harold Smithson
Chief Announcer.....Harry De Lasaux
Station Manager.....Harold Smithson
Production Manager.....Harry De Lasaux
Publicity Director.....Harold Smithson
Chief Engineer.....Robert Songstad

POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

K F B K

"THE CAPITOL STATION OF CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA
RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting

Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-PresidentG. C. Hamilton
 Business Manager.....Howard Lane
 Chief Announcer.....Tony Koester
 Station ManagerHoward Lane
 Sales ManagerLeo Ricketts
 Publicity DirectorH. Jacobsen
 Musical DirectorGeorge Breece
 Chief EngineerNorman D. Webster

POLICIES

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

REPRESENTATIVE

Paul H. Raymer Company

K R O Y

"THE ROY MILLER STATION"

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 6th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-OwnerRoyal Miller
 General Manager.....Will Thompson, Jr.
 Station Manager.....Will Thompson, Jr.
 Chief Announcer.....Lee Kendall
 Chief Engineer.....Milton Cooper

POLICIES

No hard liquor or foreign language accounts accepted.

Complete merchandising service is available to national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra.
 Walter Biddick & Company (Coast).

K F X M

"VOICE OF THE SUNKIST VALLEY"

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: J. C. & E. W. Lee. OPERATED

BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761 & 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....J. Clifford Lee
 Commercial Manager.....Gene W. Lee
 Chief Announcer.....Howard Baichly
 Sales Manager.....Maurice Vroman
 Publicity Director.....E. W. Lee
 Chief Engineer.....Richard F. Lewis

POLICIES

Liberal policy, but does not solicit liquor advertising or encourage same.

Merchandising: Maintains contact man to work with distributors and dealers. Newspaper and shopping news publicity.

REPRESENTATIVE

John Blair & Company

K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts. OWNED BY: Airfan Radio Corp., Ltd. OPERATED BY: Airfan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight, (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager...Thomas E. Sharp
 Assistant Manager.....Sam Lipsett
 Commercial Manager.....John Babcock
 Sales Manager.....John Babcock
 Program-Publicity Director ...Leah McMahon
 Musical DirectorLeah McMahon
 Chief EngineerHarold Hasenbeck

POLICIES

Station accepts beer and wine advertising but has so far not accepted hard liquor accounts.

Has not accepted any foreign language accounts.

Merchandising: Contests of legitimate nature are allowed on any commercial program. Exploitation and publicity for both sustaining and commercial programs are handled by Publicity Director. News stories, pictures, cuts, and mats, when available are released daily to both local and out-of-town papers and radio

journals for release. Surveys and any extra exploitation may be arranged for on an actual cost basis.

REPRESENTATIVE

Joseph Hershey McGillvra

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Genl. Mgr.....Lewis Allen Weiss
Station Manager.....S. W. Fuller
Sales Manager.....D. J. Donnelly
Program Director.....David R. Young
Chief Engineer.....Milam Cater

POLICIES

No liquor; beer and wine only. No foreign language accounts accepted.

Merchandising: Station offers complete merchandising cooperation by means of dealer surveys, point-of-sale promotion, display advertising in the San Diego Shopping News.

REPRESENTATIVE

John Blair & Co.

K F R C

SAN FRANCISCO—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Thomas S. Lee
Station Manager.....Wilbur Eickelberg
Commercial Manager.....Ward D. Ingram
Program Director.....William D. Pabst
Chief Announcer.....Robert Bence
Publicity Director.....Pat Kelly
Musical Director.....Chet Smith
Chief Engineer.....Ernest G. Underwood

POLICIES

Wine and beer advertising accepted. Do not broadcast foreign language programs.

Merchandising is available, dependent on specific requirements of individual accounts.

REPRESENTATIVE

John Blair & Co.

K G O

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Gerard Swope
Station Manager.....Lloyd E. Yoder
Sales Promotion Manager...Robert McAndrews
Program Director.....Glenn Dolberg
Production Manager.....Robert Seal
Office Manager.....S. P. Dorais
Chief Announcer.....Richard Eilers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Walter Kelsey
Station Engineer.....Curtis D. Peck

POLICIES

Station subscribes to all policies of National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

REPRESENTATIVE

National Broadcasting Co., Inc.

K J B S

SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press. KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth, NAB Library.

Personnel

General Manager.....Ralph R. Brunton
Operations Manager.....E. P. Franklin

POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Lenox R. Lohr
Station Manager.....Lloyd E. Yoder
Sales Promotion Manager..Robert McAndrews
Program Director.....Glenn Dolberg
Production Manager.....Robert Seal
Office Manager.....S. P. Dorais
Chief Announcer.....Richard Eilers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Meredith Willson
Station Engineer.....Curtis D. Peck

POLICIES

Station subscribes to all policies of the National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

REPRESENTATIVE

National Broadcasting Co., Inc.

K S A N

"SAN FRANCISCO'S TWENTY-FOUR
HOUR STATION"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Golden Gate Broadcasting Co.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Transco.

Personnel

Station Manager.....S. H. Patterson
Sales Manager.....C. E. Hopkins
Publicity Director.....Les. Malloy
Musical Director.....Gordon Willis
Chief Engineer.....Wm. C. Grove

POLICIES

No hard liquor accepted. No other restrictions. Limited foreign language programs now on station.

Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

REPRESENTATIVE

Howard Wilson Company

K S F O

"THE CBS STATION"

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President.....W. I. Dumm
Vice-President.....Philip G. Lasky
General Manager.....Philip G. Lasky
Program Director.....J. C. Morgan
Publicity Director.....Harry Elliott
Musical Director.....Dick Aurawdt
Chief Engineer.....R. V. Howard

POLICIES

No liquor advertising; only beer. No foreign language programs. No lectures or talks are accepted between 6:00 and 11:00 P.M. except political during a campaign. No commercial broadcasting consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 P.M. Medical products subject to examination by station before acceptance, and usually only well-known products accepted. No unusual claims allowed.

Merchandising done on actual cost basis. Station has facilities to send letters and bulletins to jobbers and reasonable list of retailers; personal calls to jobbers and prominent re-

tailers. Station will distribute displays, cards or merchandise at cost, but will not solicit business for advertisers. All merchandising problems are handled as individual cases, without attempting to apply a rigid fixed policy.

REPRESENTATIVE

Free & Peters, Inc.

K Y A

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 5,000 Watts. d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:30 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Chronicle, S. F. Call-Bulletin, S. F. Daily News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

Personnel

President.....J. V. Connolly
 Station Manager.....Reiland Quinn
 Chief Announcer.....David S. Vaile
 Commercial Manager.....Reiland Quinn
 Publicity Director.....J. Clarence Meyers
 Musical Director.....Walter Rudolph
 Chief Engineer.....Paul C. Schulz

POLICIES

Beer and wine accounts acceptable at any time. Hard liquor accounts only acceptable after 10 p.m.; must have a live talent show.

REPRESENTATIVE

International Radio Sales.

K Q W

SAN JOSE—EST. 1910

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight, PST. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Program Library.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Sales Manager.....H. O. Fiebig

POLICIES

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:00 A.M. daily except Sunday.

Theater trailers and display space in newspaper.

REPRESENTATIVE

Joseph Hershey McGillvra

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sundays, 8:30 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Manager.....Les Hacker
 Commercial Manager.....John C. Clifton
 Sales Manager.....Jack Wasson
 Program Director.....Lee Hoagland
 Chief Announcer.....Aram Rejebian

POLICIES

Advertising of beer and wine acceptable.

REPRESENTATIVES

John Blair & Co.

K V O E

"THE VOICE OF THE ORANGE EMPIRE"

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor, World Transcription System.

Personnel

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

POLICIES

No liquor advertising accepted.

Merchandising: Publicity of program in local newspaper; also program listing in radio logs of daily papers. Direct mail sent out at cost. Surveys made at actual cost. Distribution of window and counter cards is available without charge to advertisers.

REPRESENTATIVE

John Blair & Company

K D B

"THE VOICE OF SANTA BARBARA"

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Thomas S. Lee
Station Manager.....Earl Pollock
Chief Announcer.....Tony La Frano
Sales Manager.....Bill A. Skaggs
Chief Engineer.....Robert Arne

POLICIES

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Complete merchandising service, market analysis, customer contact is available for advertisers. A weekly publication, "Program Highlights," in which programs and sponsors are exploited, is distributed by local merchants. Station offers complete cooperation with all requests.

REPRESENTATIVE

John Blair & Co.

K T M S

"THE NEWS-PRESS STATION"

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO. (BLUE)
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. M. Storke
Chief Engineer.....C. C. Van Cott

POLICIES

Does not accept liquor accounts, excepting beer and wine. Copy for medical advertising must be submitted for approval along with contract.

Merchandising services—information of specific features given out on request.

REPRESENTATIVES

Weed & Company
Walter Biddick Co.

K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rose Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....E. L. Finley
Manager.....Wilt Gunzendorfer
Commercial Manager.....L. A. Thatcher
Chief Engineer.....Bob Nichols

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audition studios.

K G D M

STOCKTON—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....A. H. Green
Program Director.....Lillian Best

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, is not accepted. Medical advertising accepted subject to station approval.

Merchandising: Station publicizes programs via theatre displays and newspapers.

REPRESENTATIVES

Small & Brewer (Coast)
John Blair & Co.

K W G

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
Station Manager.....George Ross
Sales Manager.....George Ross
Chief Announcer.....Dean Banta
Chief Engineer.....Russell Bennett

POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

REPRESENTATIVE

Paul H. Raymer Company

K T K C

"VOICE OF TULARE & KINGS COUNTIES"

VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset; 7:30 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS:

Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, NAB Library.

Personnel

President.....Chas. A. Whitmore
Advertising Manager.....Milland Kibbe
Chief Announcer.....Sheldon Anderson
Station Manager.....Chas. P. Scott
Sales Manager.....Chas. P. Scott
Publicity Director.....Chas. P. Scott
Musical Director.....Chas. P. Scott
Chief Engineer.....Bert Williamson

POLICIES

No liquor accounts excepting beer and wine.

REPRESENTATIVE

Cox & Tanz.

Walter Biddick Co. (Pacific Coast).

K H U B

"THE HOME STATION OF THE
MONTEREY"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: John P. Scripps. OPERATED BY: Same. BUSINESS ADDRESS: Watsonville. PHONE: 1700-1. STUDIO ADDRESS: Watsonville. TIME ON THE AIR: 6:00 A.M. to local sunset (daily); 7:00 A.M. to local sunset (Sunday). NEWSPAPER AFFILIATION: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....John H. Bennett
Production Manager.....Charles Kinsley
Program Director.....Emery Milburn
Chief Announcer.....Jack Wagner
Publicity Director.....Charles Kinsley
Musical Director.....Helen Farrell
Women's Director.....Helen Farrell
Chief Engineer.....Harold Platt

POLICIES

All foreign language programs must submit continuities and translations 36 hours before program time. Wines and beers may be mentioned—not hard liquors.

Merchandising: A daily column for program promotion in the Watsonville Register-Pajaronian. Commercial features with universal appeal receive full publicity in this town's only daily newspaper, and promotional spots on the air.

REPRESENTATIVE

Walter Biddick Co.

COLORADO

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$302,559,000

Auto Registrations 307,220

KGIW

"THE VOICE OF THE GREAT SAN LUIS VALLEY"

ALAMOSA—EST. 1929

SOUTHWEST BROADCASTING CO.

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: Leonard E. Wilson. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa and Monte Vista. TRANSMITTER LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:30 A.M. to 9:30 P.M. (Shares time with KDIW). NEWS SERVICE: Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

Owner Leonard E. Wilson

Commercial Manager.....Edgar L. Allen
 Program Director..... Sherrill Ellsworth
 News Editor..... John R. Thomas
 Chief Engineer.....Will M. Thomas

POLICIES

Advertising of alcoholic beverages accepted. All copy must be contracted for and in the hands of the program director five days prior to scheduling due to advance reservation of time.

REPRESENTATIVE

L. E. Wilson, La Junta, Colo.

KVOR

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.
 OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. East of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

Personnel

President E. K. Gaylord
 Station Manager Hugh B. Terry
 Artists Bureau Head Zell Wade
 Chief Announcer Robert Freed
 Program and Publicity Director..... Zell Wade
 Musical Director Arbor Fuller
 Chief Engineer.....Cozine Strang

POLICIES

No hard liquor accounts accepted. Merchandising: Special merchandising department under full time merchandising man. Dealer contacts, counter and window displays, letters to dealers, product surveys, etc.

REPRESENTATIVE

The Katz Agency

EXCLUSIVE

DENVER SPONSORSHIP OF MUTUAL NETWORK CO-OPERATIVE PROGRAMS AVAILABLE ON



Exclusive sponsor identification with the prestige and major audience, of live coast-to-coast network programs like:

THE SHADOW
 THE LONE RANGER
 FULTON LEWIS, JR.
 THE GREEN HORNET
 FAMOUS JURY TRIALS
 THE JOHNSON FAMILY
 SHOW OF THE WEEK

Complete information, availabilities and low pro-rata talent costs on request to:

GENE O'FALLON—KFEL Manager

OR ASK A JOHN BLAIR MAN

K F E L

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL—NBC (Blue)

COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 8:30 A.M., 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M., and 6:00 P.M. to 7:30 P.M.; Sunday, 10:30 A.M. to 7:30 P.M.; additional on Tue., Thurs. and Sat.: 9:00 P.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NAB Library, World Broadcasting System, Lang-Worth, Standard Radio.

Personnel

President-Station Manager.....Gene O'Fallon
Director.....Frank Bishop
Local Sales Manager.....Holly Moyer
Program Director.....Bill Wales
News Editor.....Wally Reef
Publicity and Promotion Director...Don McCaig
Chief Announcer.....Albert Stephens
Chief Engineer.....J. P. Veatch

POLICIES

Hard liquor after 9 P.M. only.

Foreign language announcements must be repeated in English.

Mailing lists available for retailers, wholesalers and jobbers.

REPRESENTATIVE

John Blair & Company

K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service, Standard Radio.

Personnel

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Sales Manager.....Fred L. Allen
Program Director.....Arthur Wuth
Production Manager...Howard R. Chamberlain
Promotion Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. McClelland

POLICIES

Does not accept liquor advertising or foreign language accounts. Careful supervision is given to all copy, in particular to those pertaining to medical accounts.

KLZ publishes a bi-weekly program schedule for gratis distribution; operates a merchandising department; exhibits screen trailers in eleven Denver Fox theatres; offers display space in the studio lobby and the lobby of the adjoining Sherley-Savoy Hotel's Lincoln Room.

REPRESENTATIVE

The Katz Agency

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Gerard Swope
Artists Bureau Head.....Duncan McColl
Chief Announcer.....C. C. Moore
Station Manager.....R. H. Owen
Sales Manager.....A. W. Cropsey
Publicity Director.....Jas. MacPherson
Musical Director.....Carl Wieninger
Chief Engineer.....C. A. Peregrine

POLICIES

Policies same as those of National Broadcasting Company.

Merchandising: Every consistent and sensible effort possible is made to help advertising clients extract greatest possible value from programs. Lobby display windows are made available. Letters are written to dealers and jobbers where client furnishes list and postage; studios are made available for sales meetings and limited number of personal calls are made on distributors for advertising clients without charge.

REPRESENTATIVE

National Broadcasting Co., Inc.

K P O F

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STU.

DIO ADDRESS: 1845 Champa St. TRANSMITTER LOCATION: Denver. TIME ON THE AIR: Shares Time with KFKA.

POLICIES

Station does not sell time.

K V O D

"THE VOICE OF DENVER"

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 920 Kc. POWER: 500 watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 202 Continental Oil Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: So. Federal & Alameda outside of Denver. TIME ON THE AIR: 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio & Associated Library.

Personnel

President and General Manager W. D. Pyle
 Secretary-Treasurer T. C. Ekrem
 Commercial Manager M. F. Schroeder
 Chief Announcer J. E. Finch
 Station Manager T. C. Ekrem
 Publicity Director B. H. Stanton
 Musical Director J. E. Finch
 Chief Operator D. Garretson

RESULTS

Prove

K V O D

DENVER

SELLS Denver

AND VICINITY

ONE OF THE MOST
 CONCENTRATED
 MARKETS
 IN THE UNITED STATES

Lowest Cost Per Listener

NBC EDWARD PETRY, Nat. Rep.

POLICIES

Advertising of alcoholic beverages accepted after 9:00 P.M. only.

REPRESENTATIVE

Edward Petry & Co.

K I U P

"THE VOICE OF THE SAN JUAN BASIN"

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President M. L. Cummins
 Commercial Manager R. M. Beckner
 Station Manager Raymond M. Beckner
 Sales Manager Raymond M. Beckner
 Chief Engineer G. L. Schmehl

POLICIES

Liquor and foreign language accounts are not accepted.

K F X J

"THE VOICE OF WESTERN COLORADO"

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager Rex Howell
 Treasurer Chas. Howell
 Chief Engineer Fred Mendenhall

POLICIES

Policies forbid alcoholic liquor advertising, superlative statements or direct mention of competitive products or services.

Merchandising facilities include periodic surveys, dealer contacts, supervision of supplementary advertising, lobby displays, and general monitoring of campaign results.

K F K A

"NORTHERN COLORADO'S OWN STATION"

GREELEY—EST. 1922

MUTUAL BROADCASTING SYSTEM
COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. OWNED BY: Mid-Western
Radio Corp. OPERATED BY: Mid-Western
Radio Corp. BUSINESS ADDRESS: 620 Eighth
Ave. PHONE: 450-1. STUDIO ADDRESS: 620
Eighth Ave. TRANSMITTER LOCATION:
Hoover Park. TIME ON THE AIR: 5:30 A.M.
to 12:30 A.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Managing Director.....H. E. Green
SecretaryPatricia Murphy

POLICIES

No stated special policies.

REPRESENTATIVE

Bassler & Co.

K O K O

"COME KOKO"

LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: The Southwest Broadcasting Co.
OPERATED BY: The Southwest Broadcasting
Co. BUSINESS ADDRESS: Box 225. Phone:
"42." STUDIO ADDRESS: La Junta. TRANS-
MITTER LOCATION: La Junta. TIME ON THE
AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES:
Radio News Assn. TRANSCRIPTION SERVICE:
NBC Thesaurus, Standard Radio.

Personnel

Station Manager.....Leonard E. Wilson
Commercial Manager.....R. B. Miller
Advertising Manager.....L. E. Wilson
Chief Announcer.....Jack Lund
Sales Manager.....R. B. Miller
Publicity Director.....L. E. Wilson
Chief Engineer.....Jack Lund

POLICIES

Merchandising: Contacts are made regularly
with merchants throughout the territory to
maintain cooperation between the wholesaler
or manufacturing sponsor and retailers.

REPRESENTATIVE

Bassler & Co.

K I D W

"THERE'S NO USE TALKING UNLESS
YOU'RE HEARD"

LAMAR—EST. 1932

SOUTHWEST BROADCASTING COMPANY
FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Southwest Broadcasting Co.
OPERATED BY: Leonard E. Wilson. BUSINESS

ADDRESS: 129 W. Elm St. PHONE: 16. STU-
DIO ADDRESS: 129 W. Elm St. TRANSMITTER
LOCATION: Lamar. TIME ON THE AIR: 7:00
A.M. to 6:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICE: C. P.
MacGregor.

Personnel

President and Advertising Manager,
Leonard E. Wilson
General Manager.....Sherrill Ellsworth
Musical Director.....Jack Phillips
Chief Engineer.....J. E. Phillips

POLICIES

Accepts liquor and foreign language ac-
counts.

Merchandising: Newspaper pictures and
stories, supplementary spot announcements,
window display cards, personal dealer con-
tacts and cooperation.

REPRESENTATIVE

Cox & Tanz, Inc.

K G H F

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.

(BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts.
OWNED BY: Curtis P. Ritchie. OPERATED
BY: Same. BUSINESS ADDRESS: 113 Broad-
way. PHONE: 3877. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
NEWS SERVICE: Local paper tieup (A.P.).
TRANSCRIPTION SERVICE: World Broadcast-
ing System, C. P. MacGregor.

Personnel

Owner.....Curtis P. Ritchie
Station Manager.....J. H. McGill
Program Director.....Fred Amos
Chief Engineer.....George Ikelman

POLICIES

No stated special policies.

K G E K

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Elmer G. Beehler. OPERATED
BY: Elmer G. Beehler. BUSINESS ADDRESS:
Fleming Road. PHONE: 679. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 11:30 A.M. to 1:30
P.M. daily, and Tuesdays and Fridays 7:15
P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15
P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIP-
TION SERVICE: C. P. MacGregor.

POLICIES

Clean novelty type of electrical transcription
program will be accepted on alcoholic bever-
age advertising.

BESSIE HERSELF IS NO TROUBLE.. But

HER FAN MAIL GETS US DOWN



"Bessie Bossie," Ben Hawthorne's stooge, is only the canned moo of a mythical Guernsey—just a scound effect. To hear her at all you've got to tune in WTIC's "Morning Watch" between 7 and 8 A.M. And still Bessie's fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie's mail is a problem to us, it's mighty important to you or anyone else with goods to sell in Southern New England. It's a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network

Representatives: Weed & Company
New York Chicago Detroit San Francisco

CONNECTICUT

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$556,722,000

Auto Registrations 380,274

W I C C

BRIDGEPORT (New Haven)—
EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Universal Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service. AFFILIATED with Yankee Network Artists Bureau.

Personnel

President.....John Shepard 3rd
Vice-President in Charge of
Station Operations.....R. L. Harlow
Commercial Manager.....Richard Voynow
Advertising Manager.....Carleton McVarish
Artists Bureau Head.....Van Sheldon
Station Manager.....Joseph Lopez
Sales Manager.....Fred Rowe
Publicity Director and
Program Director.....Judson La Haye
Chief Engineer.....Garro Ray

POLICIES

Policies same as Yankee Network.

Constant personal contact is maintained with the wholesale jobber and retail trade by members of the staff, as merchandising aids.

REPRESENTATIVE

Edward Petry & Co., Inc.

W D R C

"THE ADVERTISING TEST STATION IN
THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME

ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station

Manager.....Franklin M. Doolittle
Commercial Manager.....Wm. F. Malo
Advertising Manager.....Wm. F. Malo
Studio Manager.....Walter Haase
Sales Manager.....Wm. F. Malo
Publicity Director.....Walter Haase
Musical Director.....Sterling V. Couch
Chief Engineer.....Italo Martino

POLICIES

No liquor advertising—beer accepted. No foreign language accounts.

Complete merchandising service at cost.

REPRESENTATIVE

Paul H. Raymer Co.

W T H T

"THE VOICE OF HARTFORD"

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: The Hartford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

Personnel

Station Manager.....Cedric W. Foster
Commercial Manager.....C. Glover Delaney
Program Director.....Laureat A. Martineau
Chief Engineer.....Richard K. Blackburn

POLICIES

Takes no liquor advertising of any kind or nature whatsoever. Foreign language programs are accepted but station reserves at all times the right of complete supervision of accounts.

Merchandising: Able to accord commercial program news space in The Hartford Times

but not too heavy a story. The Times will not publicize its own programs to the exclusion of the other stations in Hartford and feels that too much publicity is taking an unfair advantage.

REPRESENTATIVE

J. P. McKinney & Son

W T I C

HARTFORD

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager P. W. Morency
 Sales Manager J. F. Clancy
 Chief Announcer Fred Wade
 Publicity Director G. Malcolm-Smith
 Musical Director Moshe Paranov
 Chief Engineer J. C. Randall

POLICIES

Beer and light wine advertising accepted.

Hard liquor advertising is not acceptable to the station.

Merchandising in connection with commercial programs is done at the client's expense.

All new programs are publicized in our general program resume.

REPRESENTATIVE

Weed & Company

(See page 212)

W N B C

"CENTRAL CONNECTICUT STATION"

NEW BRITAIN—EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts, d.; 250 Watts, n. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. PHONE: 240-1. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President Patrick J. Goode
 Vice-President Harold LaFount
 Treasurer Rosalyn Richman
 General Manager R. W. Davis
 Chief Announcer Hal Goodwin
 Commercial Manager Laurence C. Edwardson

POLICIES

All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the management. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

W E L I

"NEW HAVEN'S OWN STATION"

NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: West Haven. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Patrick J. Goode
 Manager James T. Milne
 Artists' Bureau Head Marion Reynolds
 Chief Announcer Charles Wright
 Publicity Director Sidney Golluboff
 Musical Director Marion Reynolds
 Chief Engineer J. Gordon Keyworth

W B R Y

1000 WATTS—FULL TIME

Member of
 The
Columbia
 Broadcasting
 System

Offices & Studios

152 Temple St., New Haven
 136 Grand St. Waterbury

POLICIES

Accepts beer and wine advertising and programs in Italian and Polish as these are the two dominant foreign nationalities in locality. All script material must be submitted two weeks in advance of program and must comply with all legislative demands such as FCC rulings . . . particularly in food and drug copy. Musical programs must be submitted one week in advance in order to allow for clearing of restricted numbers.

Merchandising: Handles all requests for samples by sending people to their neighborhood stores where product has distribution; also handle contest awards.

On occasion contacts dealer outlets, retail outlets and obtains distribution for products.

REPRESENTATIVE

Gene Furgason & Co.

W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936
YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 3353-4. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President R. J. Morey
Station Manager G. J. Morey
Commercial Manager Edwin J. Morey
Advertising Manager Robert Howell
Artists' Bureau Head Len Stevens
Chief Announcer Paul R. Swimelar
Publicity Director Edwin J. Morey
Musical Director Richard Benvenuti
Chief Engineer Neil Spencer

POLICIES

No special liquor or foreign language restrictions.

W A T R

"VOICE OF WATERBURY"
WATERBURY—EST. 1934
INTERCITY

CONNECTICUT BROADCASTING SYSTEM
FREQUENCY: 1190 Kc. POWER: 100 Watts (C.P. 250 Watts on 1290 Kc.). OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand

St. TRANSMITTER LOCATION: 71 Grand St. TIME ON THE AIR: 7:00 A.M. to local sunset at San Antonio, Texas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President Harold Thomas
Commercial Manager Sam Elman
Advertising Manager Sam Elman
Chief Announcer James Parker
Station Manager Harold Thomas
Sales Manager Sam Elman
Publicity Director Chas. Cutler
Musical Director Romeo Delfino
Chief Engineer Norman Blake

POLICIES

Station conforms to standards set forth by the N.A.B. There is no restrictions on liquor, beer or wine advertising.

Station maintains a merchandising service at no extra charge.

REPRESENTATIVE

Gene Furgason & Co.

W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"

WATERBURY-NEW HAVEN
EST. 1934
CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President W. J. Pape
Station Manager E. J. Frey
Program Director Jack Henry
Manager—New Haven Office D. E. Halpern
Publicity Director E. Christy Erk
Chief Engineer S. E. Warner

POLICIES

No special restrictions as to liquor or foreign language programs.

Merchandising: The merchandising department of the Waterbury Republican and American is occasionally used for regular merchandising service requested by national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra

DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$76,877,000

Auto Registrations 53,000

W D E L

WILMINGTON—EST. 1922

NBC (RED)—INTER-CITY—MASON DIXON

FREQUENCY: 1120 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President Clair R. McCollough
Station Manager J. Gorman Walsh
Commercial Manager J. Gorman Walsh
Program Manager Edw. Browning
Publicity Director Lonny Starr
Chief Engineer J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

REPRESENTATIVE

Paul H. Raymer Co.

W I L M

WILMINGTON—EST. 1922

MASON DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carrcroft. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President Clair R. McCollough
Station Manager J. Gorman Walsh
Commercial Manager J. Gorman Walsh
Program Manager Sidney Horwitz
Publicity Director Mary McCauley
Chief Engineer J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$330,813,000

Auto Registrations 150,687

W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 10,000 Watts (C.P. for 50,000 Watts). OWNED BY: Columbia

Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Mt. Vernon Memorial Highway, Alexandria, Va. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRAN-

SCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager..... A. D. Willard, Jr.
Commercial Manager... William D. Murdock
Sales Promotion Director..... John Heiney
Program Director..... F. A. Long
Publicity Director..... Ann Gillis
Chief Engineer..... Clyde Hunt

POLICIES

Station does not accept liquor advertising, has no foreign language accounts, and follows the general policies of the Columbia Broadcasting System.

REPRESENTATIVE

Radio Sales

W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Washington Evening Star. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 712 —11th St. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Washington Evening Star owns complete stock of owning company. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

Personnel

President..... Norman Leese
General Manager..... K. H. Berkeley
Assistant Manager..... Carleton D. Smith
Assistant Manager..... Fred Shawn
Sales Manager..... John H. Dodge
Advertising Manager..... John H. Dodge
Publicity Director..... Phebe M. Gale
Chief Engineer..... A. E. Johnson

POLICIES

Does not accept hard liquor or wine advertisements, nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

W O L

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 Watts. OWNED BY: American Broadcasting Co. OP-

ERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library.

Personnel

President and Owner..... Helen S. Mark
General Manager..... W. B. Dolph
Sales Manager..... Henry V. Seay
Program Director..... Madeline Ensign
Publicity Director..... Madeline Ensign
Musical Director..... Frank Blair
Chief Engineer..... H. H. Lyon

POLICIES

Station does not accept liquor advertising on Sundays; on weekdays after 10:00 P.M. only. Maximum length of contract: one year. No periods sold in bulk for re-sale. All programs subject to approval of station management.

REPRESENTATIVE

William G. Rambeau Co.

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & NAB Library.

Personnel

President..... Lenox R. Lohr
General Manager..... K. H. Berkeley
Assistant Manager..... Carleton D. Smith
Assistant Manager..... Fred Shawn
Sales Manager..... John H. Dodge
Advertising Manager..... John H. Dodge
Publicity Director..... Phebe M. Gale
Chief Engineer..... A. E. Johnson

POLICIES

Station does not accept hard liquor or wine advertisements, or foreign language accounts. NBC policies apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

FLORIDA

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$425,807,000

Auto Registrations 250,762

W M F J

"THE TOPS IN PROGRAMS AT THE TOP OF YOUR DIAL"

DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager.....W. Wright Esch
Commercial Manager.....Ed Sims

Chief Announcer.....Ray Clancy
Program Director.....A. B. Esch
Chief Engineer.....W. K. Ellenwood
Engineers.....Clark Overton, Otis Wright

POLICIES

No liquor accounts accepted.

W R U F

"THE VOICE OF FLORIDA"

GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OWNED BY: State and University of Florida. OPERATED BY: Same. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Station Executive.....Garland Powell
Asst. Director.....Russell McCaughan
Chief Announcer.....Dan Riss
Chief Engineer.....Joseph Weil

POLICIES

Advertising of alcoholic beverages not accepted. Political speeches not accepted. Station does not accept business on a "per inquiry" basis. All programs subject to approval by station management, rules, and regulations of Federal and State governments, and policies of the Board of Control of Institutions of Higher Learning of Florida.

W J A X

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"

(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSI-

W J A X

JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

900 Kc. 5000 Watts Day
1000 Watts Night

AFFILIATED NBC
Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago,
Detroit and West Coast

H. E. Cummings, Southeast

NESS ADDRESS: No. 1 Broadcast Place. **PHONE:** 5-5821-2. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Hyde Park Country Club. **TIME ON THE AIR:** (daily) 7:00 A.M. to 1:00 A.M.—(Sunday) 9:00 A.M. to midnight. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

Commissioner in Charge.Thos. C. Imeson
Station Manager and Chief

Engineer.John T. Hopkins, III
Merchandising Manager.Ralph Feather

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Merchandising manager assists in making merchandise displays, sending out mimeographed letters and other types of merchandising requested by sponsors, there being no charge other than material used, stationery, stamps, etc.

REPRESENTATIVE

John Blair & Co.
Harry Cummings, Atlanta

W J H P *

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. **POWER:** 250 Watts. **OWNED BY:** The Metropolis Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Jacksonville. **TIME ON THE AIR:** Full Time License.

* Station was licensed to operate under a construction permit and no further information was available at time of going to press.

W M B R

JACKSONVILLE—EST. 1934

**COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM**

FREQUENCY: 1370 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Fla. Broadcasting Co. **OPERATED BY:** Fla. Broadcasting Co. **BUSINESS ADDRESS:** Atlantic Bank Annex Bldg. **PHONE:** 5-4387-8. **STUDIO ADDRESS:** Atlantic National Bank Bldg. **TRANSMITTER LOCATION:** Foot of Vine St. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NAB Library.

Personnel

President.Frank King
Secretary-TreasurerGlenn Marshall
Chief Announcer.Chas. Stone
Musical Director.Clyde Gardner
Chief Engineer.H. B. Greene

POLICIES

No hard liquor advertising accepted. No lotteries or fortune telling acts permitted. Carries out a monthly distribution check on all food and drug items.

REPRESENTATIVE

Paul H. Raymer Co.

W L A K

"SERVING IMPERIAL POLK COUNTY"

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. **POWER:** 100 Watts. **OWNED BY:** Lake Region Broadcasting Co. **OPERATED BY:** Lake Region Broadcasting Co. **BUSINESS ADDRESS:** New Florida Hotel. **PHONE:** 2128. **STUDIO ADDRESS:** New Florida Hotel. **TRANSMITTER LOCATION:** Lakeland. **TIME ON THE AIR:** 7:30 to 11:00 P.M. **NEWS SERVICE:** Press Radio Bureau. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

Manager.Mardi S. Liles
Program Director.Gordon Fletcher
Sales Director.Henry Goff
Chief Engineer.Powell Hunter

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine. No business accepted upon "per inquiry" basis.

REPRESENTATIVE

John Blair & Co.

W I O D

"BEST ON THE DIAL"

MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. **POWER:** 1000 Watts. **OWNED BY:** Isle of Dreams Broadcasting Co. **OPERATED BY:** Isle of Dreams Broadcasting Co. **BUSINESS ADDRESS:** News Tower. **PHONE:** 3-6444. **STUDIO ADDRESS:** News Tower. **TRANSMITTER LOCATION:** N. W. 18th Ave. and 32nd St. **TIME ON THE AIR:** 7:00 A.M. to 12:00 midnight (daily); 8:00 A.M. to 12:00 midnight (Sunday). **NEWSPAPER AFFILIATION:** Miami Daily News. **NEWS SERVICE:** United Press, International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus, Associated Library, World Transcription System. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President.D. J. Mahoney
Vice-Pres. and Genl. Mgr.Hal I. Leyshon
Station Manager.Martin S. Wales
Commercial Manager.S. A. Vetter
Chief Announcer.Sam Parker
Publicity Director.Boarman Boyd
Musical Director.Earl Barr Hanson
Chief Engineer.Milton C. Scott Jr.

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Foreign language programs accepted when accompanied by English translation.

REPRESENTATIVE

George P. Hollingbery Co.
Harry S. Cummings, Jacksonville and Atlanta

This is Florida-SALES SIDE UP!

Geographically, Miami is on the bottom end of Florida--but on the SALES map, Miami is tops. Miami--South Florida--is more than a famous winter resort. It is a prosperous year 'round market. In family income, retail sales per family, gasoline sales, building permits Miami is FIRST in Florida in the first rank of the nation! Put Miami on your sales map in 1939. Put it there profitably with a schedule on WIOD.

WIOD
610 KC

WIOD—member of the NBC Red and Blue networks—the Gold Group of the World Transcription System.

WDBO is

**FLORIDA'S
2nd
STATION**

5000 WATTS DAY
1000 WATTS NIGHT
580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY
ORLANDO BROADCASTING COMPANY
ORLANDO, FLORIDA

W Q A M

"THE VOICE OF TROPICAL AMERICA"

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.

OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co.

BUSINESS ADDRESS: Postal Bldg., PHONE: 26121.

STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St.

TIME ON THE AIR: 6:30 A.M. to midnight.

NEWS SERVICES: United Press, Transradio Press.

TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General

Manager Fred W. Borton

Advertising Manager.....Norman MacKay

Program Manager.....Hazel McGuire

Sales Manager.....Fred Mizer

Chief Engineer.....Ralph Nulsen

POLICIES

No liquor except light wines and beer. No advertising is accepted which is in violation of good taste. No fortune tellers, mystics, numerologists, astrologers, etc.

Merchandising: Dealer contacts, surveys, special stunts.

REPRESENTATIVE

John Blair & Co.

W K A T

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts.

OWNED BY: A. Frank Katzentine. OPERATED BY: Same.

BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

MAINTAINS ARTISTS' BUREAU.

Personnel

Owner and General

Manager.....A. Frank Katzentine

Station Manager.....Helen Hackett

Commercial Manager.....Betty Lee Taylor

POLICIES

Advertising of beer and wine accepted.

REPRESENTATIVE

Weed & Co.

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n.

OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc.

BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.

PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland.

TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m., (Sunday) 7:30 a.m. to 12:05 a.m.

NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Library.

Personnel

President.....Col. Geo. C. Johnston

Local Advertising Manager.....J. M. Pedrick

Artists Bureau Head.....W. Kimble

Chief Announcer.....W. Gage McBride

Station Manager.....Harold P. Danforth

Publicity Director.....Lenoir Cushman

Program Director.....Emily Beckett

Musical Director.....Walter Kimble

Chief Engineer.....J. E. Yarbrough

POLICIES

Wine and beer only; no liquor. Foreign language programs not accepted because of extremely limited number of foreign speaking families within service area.

Merchandising service of the station staff will be furnished without additional charge; actual cash expenditures are to be paid by advertiser.

REPRESENTATIVE

Paul H. Raymer Company

W C O A

"THE ONLY STATION FOR COMPLETE WEST FLORIDA COVERAGE"

PENSACOLA—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 1000

Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co.

BUSINESS ADDRESS: P. O. Box 1368. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel.

TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Saturday, 6:30 A.M. to midnight; Sunday 8:25 A.M. to 11:00 P.M.

NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....John H. Perry

General Manager.....Henry G. Wells, Jr.

Commercial Manager.....R. R. Powell

Chief Engineer.....Beecher Hayford

Chief Announcer.....C. E. Vann

Musical Director.....C. J. Edmiston

POLICIES

No liquor; advertising copy week in advance—foreign population negligible.

Merchandising: Letters to trade — special posters in stores, taxicab (rear tire covers), posters on all municipal vehicles. Trade surveys; also large window displays on main street offered to national accounts.

REPRESENTATIVE

John H. Perry Assoc.

WFOY

"THE BIRTHPLACE OF A NATION"
ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts (daytime). OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Gardens. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Gardens. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. EST. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Walter B. Fraser
Station Manager.....R. M. Tigert
Commercial Manager.....John H. Cummins
Program Director.....Ruth Tanksley
Chief Engineer.....Bradley Overton

POLICIES

Does not accept liquor advertising excepting beer and wine.

WSUN

"WHY STAY UP NORTH"
ST. PETERSBURG—EST. 1928
NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Chairman of Board.....Glenn V. Leland
General and National
Sales Manager.....Harold H. Meyer
Chief Engineer.....Louis J. Link
Consulting Engineer.....Joseph Mitchell
Local Sales Manager.....Jerry A. Wigley
Artists Bureau Head.....B. Cunningham
Program Director.....Bob Wilbur
Chief Announcer.....Lynn Gearhart
Production Chief.....Maurice F. Hayes

POLICIES

Beer and ale accounts accepted. No hard liquors—in line with NBC policy). Patent medicine advertising accepted subject to station approval.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

SUNSHINE FOR LISTENERS
SUNSHINE FOR ADVERTISERS

WSUN

St. Petersburg, Florida

*Serving Florida's Center of Population
and Richest Markets*

Business Office

RECREATION PIER—ST. PETERSBURG, FLORIDA

5000 W—Day
1000 W—Night

620 k.c.

Harold Meyer, General Manager

W T A L

"VOICE OF FLORIDA'S CAPITAL CITY"

TALLAHASSEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Thomasville Rd. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 8:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President Gilbert Freeman
Station Manager Richard Kingston
Musical Director Lillian Kalil
Chief Engineer W. A. Snowden

POLICIES

Does not accept liquor advertising.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President David E. Smiley
Station Manager L. S. Mitchell
Chief Announcer Kenneth W. Skelton
Publicity Director Virginia L. James
Musical Director Dr. M. Platner
Chief Engineer Wm. Pharr Moore

POLICIES

Hard liquor advertising not carried. Beer and light wine advertising accepted. Programs in Spanish carried regularly.

Reasonable amount of window display, local calls, letter service and newspaper tie-ins are available.

REPRESENTATIVE

The Katz Agency

W F L A

"SERVING THE TAMPA TRADE TERRITORY"

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

WFLA-WLAK NET

FREQUENCY: 620 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tair Bldg., Tampa. PHONE: M H 1828- and H 1829, Tampa—Clearwater 2753. STUDIO ADDRESS: Tair Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President H. H. Baskin
Com. Mgr. & V.P. W. Walter Tison
Artists' Bureau Head Don Bell
Chief Announcer Paul Bell
Station Manager W. Walter Tison
Sales Manager Melvin A. Myer (Local)
Publicity Director Don Bell
Musical Director Frank Grasso
Chief Engineer Joe Mitchell

POLICIES

Liquor programs must be in good taste. Foreign language programs not accepted.

Limited merchandising is offered in keeping with size of the account. Exploitation is carried out in accord with wishes of advertiser and at his expense.

REPRESENTATIVE

John Blair & Co.

W J N O

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President Jay O'Brien
Secretary-Treasurer Louise De Lea
Chief Announcer Ben Decker
General Manager Reggie Martin
Program Director J. Gunnar Back
Chief Engineer John Moore

POLICIES

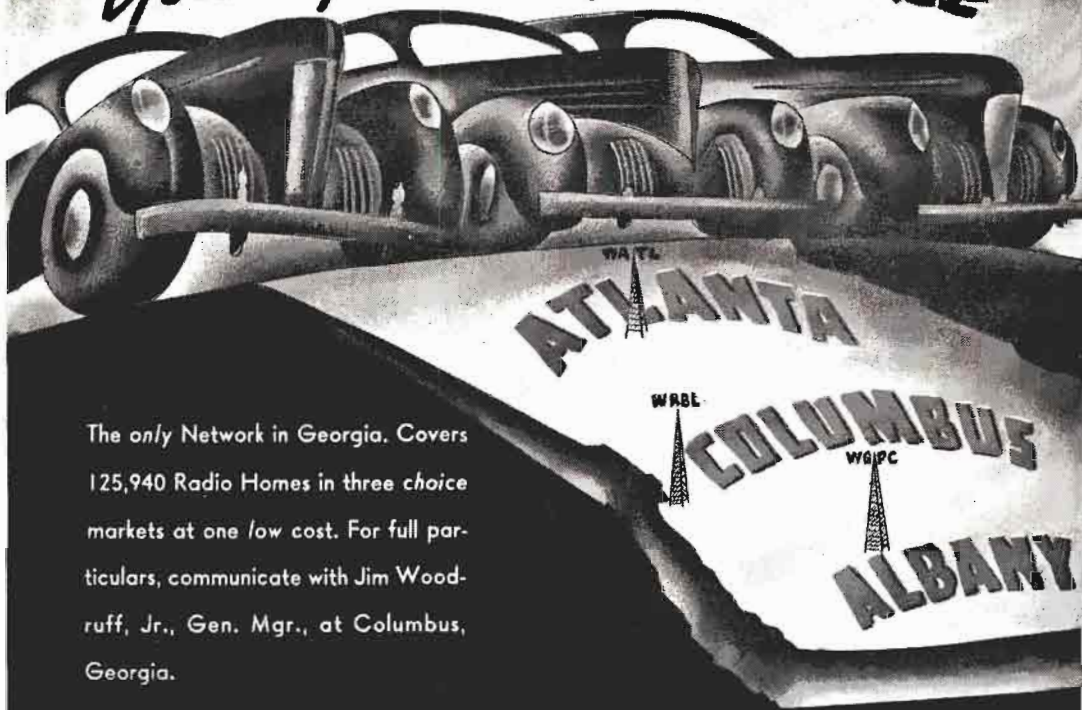
Beer and wine acc'ts only; no hard liquor. Merchandising: Station maintains merchandising department to cooperate with clients.

REPRESENTATIVE

Weed & Company

THE THREE WAY ROAD TO SALES IN GEORGIA

You've got to buy "ALL THREE"



The only Network in Georgia. Covers 125,940 Radio Homes in three choice markets at one low cost. For full particulars, communicate with Jim Woodruff, Jr., Gen. Mgr., at Columbus, Georgia.

"THIS IS THE GEORGIA BROADCASTING SYSTEM"

WATL ★ WRBL ★ WGPC

ATLANTA

COLUMBUS

ALBANY

National Representatives:

SEARS & AYER, INC.
NEW YORK & CHICAGO

GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$484,693,000

Auto Registrations 354,447

W G P C

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Americus Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Albany Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....Stewart Watson
Chief Announcer.....Hubert Batey
Program Manager.....Louis B. Poole
Chief Engineer.....Randolph C. Hallet

POLICIES

No special policies or restrictions.

REPRESENTATIVE

Sears & Ayer

W G A U

"THE RED AND BLACK STATION
BRIDGING THE TRADE-GAP IN
NORTHEAST GEORGIA"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Director.....A. Lynne Brannen
Program Director.....Melvin Gorman
Musical Director.....Harry L. Grimes

POLICIES

Station does not accept liquor or wine advertisements; Station does not use phonograph records and has every facility for any type of service.

W A G A

"ATLANTA'S WAVE OF WELCOME"

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Atlanta Journal (Operates the station and owns stock in same). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Transcription Library.

Personnel

Executive Director.....Lambdin Kay
Station Manager.....Jess M. Swicegood
Commercial Manager.....Jess M. Swicegood
Chief Announcer.....Earle J. Pudney
Musical Director.....Earle J. Pudney
Chief Engineer.....Clif H. Hanson

POLICIES

No liquor accounts accepted. No chiro-practic accounts accepted.

Merchandising: Sponsors receive full cooperation and publicity through the pages of the radio section of the Atlanta Journal and all other mediums are charges to the account at cost to the station.

REPRESENTATIVE

Edward Petry Co., Inc.

W A T L

"THE NEWS STATION OF ATLANTA"

ATLANTA—EST. 1931

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....J. W. Woodruff
General Manager.....Maurice C. Coleman
Chief Announcer.....Bill Shannon
Sales Manager.....Maurice C. Coleman
Musical Director.....Ken Keese
Chief Engineer.....Jim Comer Jr.

POLICIES

Advertising of alcoholic beverages, excepting light wines and beer, not accepted. Accepts foreign language programs if English script is furnished and passes usual policy rules.

Merchandising: Tabloid "newspapers" delivered to 75,000 homes regularly; blotters supplied on all accounts that are of 52-week duration. Phone service to all women's organizations, etc., informing them of attractions. Letters and post cards to dealer outlets, etc. Expect to turn a portion of our national advertising over to clients.

REPRESENTATIVE

Sears & Ayer

•
W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: Sundays, 7:45 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Georgian-American, Atlanta Constitution. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....W. H. Summerville
Treasurer.....P. J. Wilhite
Program Director.....John Fulter
Promotion Director.....Frank Gaither
Production Director.....Don Naylor
Musical Director.....Lola Wallace

POLICIES

Station maintains merchandising department.

REPRESENTATIVE

The Katz Agency

•
W S B

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO

ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Lambdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Continuity Editor.....Lessie Smithgall
Commercial Traffic Manager.....Dana Waters
Transcription Editor.....Herbert Harris
News Editor.....Ernest Rogers
Director of School of Air.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

POLICIES

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasting" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

REPRESENTATIVE

Edward Petry & Company

•
W R D W

"WHERE RADIO DOES WONDERS"
"THE VOICE OF AUGUSTA"

AUGUSTA—EST. 1934

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 watts-n. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:55 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAIN-TAINS ARTISTS' BUREAU.

Personnel

Station Manager.....W. R. Ringson
Sec. & Treas.....F. J. Miller
Program Director.....James Davenport
Artists Bureau Head.....James Davenport
Chief Announcer.....James Davenport
Sales Manager.....Thurston Bennett
Musical Director.....Allyn Corris
Chief Engineer.....Harvey Aderhold

POLICIES

No liquor advertising.

Merchandising: Personalized merchandising through dealers, direct mail, newspapers and theatre trailers is available.

REPRESENTATIVE

Burn-Smith Co.

W R B L

"THE VOICE OF FRIENDLY SERVICE"

COLUMBUS—EST. 1928

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M., C.S.T. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....Jack Gibney
Commercial Manager.....D. T. Youngblood
Chief Announcer Program Director

Bill Dougherty

Artists Bureau Head.....Elizabeth Alford
Chief Engineer.....Oliver Heely

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Full merchandising service is available to advertising including embossed display signs.

REPRESENTATIVE

Sears & Ayer

W K E U

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....A. W. Marshall, Jr.

REPRESENTATIVE

Burn-Smith Co.

W M A Z

"DOING A PEACH OF A JOB IN GEORGIA"

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern

Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to Sunset at Albuquerque, New Mexico; Sunday, 8:00 A.M. to sunset at Albuquerque, N. M. NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer and Assistant Manager,
Wilton E. Cobb
Commercial Manager.....Frank Crowther
Publicity Director.....Wilton E. Cobb
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

POLICIES

No hard liquor or questionable medical products advertising accepted.

Merchandising: Extent determined with each account.

REPRESENTATIVE

The Katz Agency

W R G A

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press.

Personnel

President.....John W. Quarles
Station Manager.....Happy Quarles
Commercial Manager.....Price Selby
Chief Announcer.....Jimmy Kirby
Chief Engineer.....R. L. Starr

W S A V *

SAVANNAH—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Arthur Lucas. OPERATED BY: Arthur Lucas. BUSINESS ADDRESS: Savannah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

Owner Arthur Lucas
* Station was licensed to operate under a C.P. No further information was available at time of going to press.

W T O C

"WELCOME TO OUR CITY"
SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts (C.P. pending for 5000 watts, d.). OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. *BUSINESS ADDRESS: P. O. Box 645. PHONE: Savannah 2-0127. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Northwest of Savannah (C.P. near Louisville Rd.). TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

* Station will locate in Old Southern Mansion after completion of construction of new studios and equipment.

Personnel

President W. T. Knight, Jr.
Station Manager Marjorie B. Willis
Local Sales Manager Robert R. Feagin
Chief Announcer Weldon W. Herrin
Promotion and Advertising Director,
W. B. Smart
Continuity Director Esther Shearouse
Chief Engineer Laws L. Meador
Engineer in Charge of Remotes,
Charles A. Runyon

POLICIES

Liquor advertising not accepted. Will accept foreign language programs provided transcribed with affidavit translating the program, copy and material. No announcements of general nature are accepted on Sundays; Sunday is reserved for institutional advertising only.

Merchandising: Signs on the sides of Dodge Panel Truck; embossograph signs, mimeographed publicity releases, courtesy announcements, personal contact of local dealers, assistance with dealer display, direct mail campaigns.

REPRESENTATIVE

Paul H. Raymer Company

W P A X

"GOOD MERCHANTS USE RADIO WPAX
IN THOMASVILLE"

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

Personnel

Commercial Manager Chas. Lawton
Station Manager H. Wimpy
Chief Announcer T. P. Walton, Jr.
Sales Manager Chas. Lawton
Chief Engineer James W. Poole

POLICIES

Accepts beer and wine, no liquor. Very few foreign language listeners in territory but no restrictions on such accounts.

W A Y X

"VOICE OF SOUTH GEORGIA"

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Waycross Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Jack Williams
Commercial Manager Jack Murray
Station Manager John J. Tobola

POLICIES

Beer and wine advertising permitted, except on Sunday.

Merchandising: Affiliation with Waycross Journal-Herald permits added publicity on programs. Cuts and stories of artists featured are run in the paper.

IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$140,167,000

Auto Registrations 113,000

K I D O

"THE VOICE OF IDAHO"

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. (C.P. for 5000 watts, d.). OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 680-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....C. G. Phillips
Commercial Manager.....Bonnie Scotland
Chief Announcer.....Billy Phillips
Sales Manager.....W. E. Weaver
Publicity Director.....Leroy Civile
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

POLICIES

Liquor advertising after 9:30 p.m. only.
Newspaper and radio publicity by way of merchandising aids.

REPRESENTATIVE

John Blair and Company

K G C I *

COEUR D'ALENE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Clarence A. Berger and Saul S. Freeman. OPERATED BY: Clarence A. Berger and Saul S. Freeman. BUSINESS ADDRESS: Coeur D'Alene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

* Station was licensed to operate under a C. P. No further information was available at time of going to press.

K I D

"IDAHO'S MOST POWERFUL RADIO STATION"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hunnom Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager,
J. W. Duckworth
Assistant Manager.....Maxine Chaffin
Chief Engineer.....W. J. Provis

POLICIES

No special policies or programs or merchandising plans.

REPRESENTATIVE

Sears & Ayer

K R L C

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc.

Personnel

Owner.....H. E. Studebaker
Advertising Manager.....R. A. Klise
Station Manager.....Donald A. Wilke

POLICIES

All copy must comply with station policy and FCC Regulations.

Merchandising service is available to extent desired at actual cost.

REPRESENTATIVES

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

KFXD

"IDAHO'S STATION KFXD"

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S.; Boise & Caldwell. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor.

Personnel

Owner and Station Manager..... Frank E. Hurt
Commercial Manager..... Doyle Cain
Chief Announcer..... Marvin E. Johnston
Sales Manager..... Doyle Cain
Chief Engineer..... Edward Hurt

POLICIES

Does not accept any liquor advertising.
Does not accept advertising of products not sold by local merchant.

KSEI

NATIONAL BROADCASTING CO.
(RED AND BLUE)

POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts, d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President..... O. P. Soule
Vice-President and General Manager,
Henry H. Fletcher
Chief Announcer..... Calvin L. Hale

Publicity Director..... Ruthe A. Fletcher
Musical Director..... Ruthe A. Fletcher
Chief Engineer..... James E. Mitchell

POLICIES

Does not accept hard liquor advertising.

Merchandising: All wholesale and retail outlets will be circulated on KSEI stationery at actual cost. Forwarding of fan mail and other clerical and stenographic jobs will be handled on a similar basis.

REPRESENTATIVE

Gene Furgason & Co.

KTFI

"IDAHO'S POPULAR NBC STATION"

NBS (RED AND BLUE)

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor and Lang-Worth.

Personnel

General Manager..... John E. Gardner
Chief Announcer..... Charles Crabtree
Publicity Director..... F. M. Soule
Musical Director..... Will E. Wright
Chief Engineer..... Franklin V. Cox

POLICIES

No liquor advertising accepted, excepting a limited number of wine accounts.

Merchandising service is available when contract justifies.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

KWAL *

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C.P. No further information was available at time of going to press.

ILLINOIS

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,173,069,000

Auto Registrations 1,565,000

W M R O

AURORA—EST. 1939

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: Aurora. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner-General Manager.....Martin R. O'Brien
Program Director.....Russ Salter
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

W J B C

"VOICE OF CENTRAL ILLINOIS"

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 9:00 A.M. to 12:30 P.M.—3:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

Personnel

President and Station Manager,
A. M. McGregor
Commercial Manager.....Hugh L. Gately
Musical Director.....Stanley Lantz
Chief Engineer.....Marshall Seacrist

POLICIES

No foreign language or liquor accounts accepted.

Merchandising: Station will obtain contracts with wholesalers in this territory—prepare lists of retail outlets—and mail promotional material, etc., all at cost.

REPRESENTATIVE

Rawlins & Hunt (Chicago)

W C A Z

"THE FRIENDLY VOICE OF THE AIR"

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

Personnel

President and General Manager..Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer
Chief Announcer.....Charles Hunter

POLICIES

No special program restrictions.
Merchandising: Station offers facilities but will make no solicitation for advertisers.

REPRESENTATIVE

Radio Time Agency

W D W S

"THE NEWS GAZETTE STATION"

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 5252. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: ½ mile south of Champaign. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....L. G. Collison
Program Director.....Richard Noble
Musical Director.....Ken Rice
Chief Engineer.....Jack M. Wainscoat

POLICIES

No foreign language accounts accepted. Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandises service for accounts, — also news stories daily of programs.

REPRESENTATIVE

Sears & Ayers

CANDID PICTURE



of 50,000 WBBM Watts at Work!

YES, at work, as WBBM advertisers well know. Local and national spot advertisers, who judge stations by cash register response, have been placing more business on WBBM than on any other Chicago station for nearly eight years . . . *40% more than on any other Chicago station throughout 1938!* (And WBBM entered 1939 with a greater gain over 1938 than any other Chicago station.)

If you want your tune played on *more than ten per cent of the cash registers in the entire United States*, let WBBM work for you.

Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco.

W B B M
50,000 WATTS
CHICAGO'S CBS STATION

W A A F

"METROPOLITAN STATION"
CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts.
OWNED BY: Chicago Daily Drivers Journal.
OPERATED BY: Chicago Daily Drivers Journal.
BUSINESS ADDRESS: Palmer House.
PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House.
TRANSMITTER LOCATION: Exchange Bldg.
TIME ON THE AIR: 6:00 A.M. to local sunset.
NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal.
MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICES: NAB Library, Standard Radio, Titan, Lang-Worth.

Personnel

President Ward A. Neff
General Manager William E. Hutchinson
Commercial Manager Arthur F. Harre
Program Director John P. Odell
Musical Director James Kozak
Chief Engineer Carl Ulrich

POLICIES

No liquor advertising accepted; no foreign language programs.

REPRESENTATIVE

George P. Hollingsbery Co.

W B B M

"WBBM AIR THEATER"
CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 770 Kc. POWER: 50000 Watts.
OWNED BY: Columbia Broadcasting System, Inc.
OPERATED BY: Same.
BUSINESS ADDRESS: 410 N. Michigan Ave.
PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave.
TRANSMITTER LOCATION: Glenview.
TIME ON THE AIR: 6:15 A.M. to 1:30 A.M.
NEWS SERVICES: United Press & International News Service.
MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: Associated.

Personnel

President Wm. S. Paley
Vice-President and Station
Manager H. Leslie Atlass
Assistant Manager J. L. Van Volkenburg
Advertising Manager Wayde Grinstead
Program Director Robert N. Brown
Artists' Bureau Head Stan Thompson
Sales Manager J. Kelly Smith
Public Relations Director Hal Burnett
Publicity Director Charles E. Logan
Musical Director Carl Hohengarten
Chief Engineer Frank B. Falknor

POLICIES

No highly fortified liquors. No foreign language. General requirements of CBS policies.

REPRESENTATIVE

Radio Sales

W C B D

"MIGHTY VOICE OF THE MID-WEST"
CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts.
OWNED BY: WCBD, Inc.
OPERATED BY: Same.
BUSINESS ADDRESS: 2400 W. Madison St.
PHONE: Seeley 8066. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Church Road, Elmhurst.
TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset.
Shares time with WMBI.
NEWS SERVICE: International News Service.
TRANSCRIPTION SERVICE: NAB Library.

Personnel

President Gene T. Dyer
Station and Commercial
Manager Joseph Rudolph
Chief Engineer Edward J. Jacker

POLICIES

Advertising of alcoholic beverages accepted. All programs are subject to the approval of the station management and must conform to the standards of the station. Programs should be submitted not less than three days in advance for the program director's approval.

W C F L

"CHICAGO'S MOST POWERFUL
INDEPENDENT FULL TIME
STATION"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
FREQUENCY: 970 Kc. POWER: 5000 Watts.
OWNED BY: Chicago Fed. of Labor (AFL).
OPERATED BY: Chicago Federation of Labor.
BUSINESS ADDRESS: 666 Lake Shore Drive.
PHONE: Superior 5300. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Du Page County.
TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 A.M. to midnight.
NEWS SERVICE: Transradio Press.

Personnel

President John Fitzpatrick
General Manager Maynard Marquardt
Commercial Manager M. B. Wolens
Program Director Miles Reed
Musical Director John Kelly
Chief Engineer Maynard Marquardt

POLICIES

Does not accept liquor advertising. No time sold in bulk for resale. Foreign language accounts not solicited.

Station will merchandise advertisers' products to union members affiliated with Chicago Federation of Labor and to members in territory affiliated with American Federation of Labor. Total of approximately 450,000 members in WCFL territory.

REPRESENTATIVE

The Katz Agency

CUT YOURSELF A PIECE OF PIE

with

W-G-N



* Broadcasting Magazine, Jan. 1, 1938 22,711,860—Radio Families in U.S. 2,788,600—Radio Families in W-G-N Primary Listening Area. Est. by Joint Comm. on Radio Research

THROUGH W-G-N, which since 1925 has consistently led the field, and *through this one station alone*, you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N's already vast pri-

mary coverage area, as indicated by the above figures, will again be substantially improved. FIRST in facilities, FIRST in programs, FIRST in ideas, FIRST in service and FIRST in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America's second largest market.

STOP STARVING YOURSELF AND YOUR PRODUCT—CUT YOUR BIGGEST SLICE OF PIE TODAY

50,000 WATTS

Eastern Sales Office:
William E. McGuineas
220 E. 42nd Street
New York City

W-G-N, Inc.

441-445 North Michigan Avenue
Chicago, Illinois

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

720 KILOCYCLES

Pacific Coast Office:
Edward S. Townsend
Russ Building
San Francisco, Cal.

W C R W

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Clinton R. White. OPERATED
BY: Same. BUSINESS ADDRESS: 2756 Pine
Grove Ave. PHONE: Diversey 4440. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 11:00 A.M. to
2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION
SERVICE: Has full facilities.

POLICIES

Does not accept foreign language accounts.
No other stated policies.

W E D C

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: Emil Denmark, Inc. OPERATED
BY: Emil Denmark, Inc. BUSINESS ADDRESS:
3860 Ogden Ave. PHONE: Crawford 4100.
STUDIO ADDRESS: 3860 Ogden Ave. TRANS-
MITTER LOCATION: 3860 Ogden Ave. TIME
ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30
P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—
10:00 P.M. to 11:00 P.M. NEWSPAPER AFFILI-
ATIONS: Daily Svornost, Narod, Polish Union
Daily. NEWS SERVICES: News from affiliated
newspapers.

Personnel

President..... Emil Denmark
Manager..... Frank J. Kotnour
Chief Announcer..... Paul Gerard
Musical Director..... William P. Brady
Chief Engineer..... C. K. Frisk

POLICIES

As "Pioneers of foreign language pro-
grams," station specializes in them.

W E N R

"THE VOICE OF SERVICE"
CHICAGO—EST. 1925
NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000
Watts. OWNED BY: National Broadcasting
Co., Inc. OPERATED BY: Same. BUSINESS
ADDRESS: Merchandise Mart. PHONE: Su-
perior 8300. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Tinley Park.
TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M.
to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Sat-
urday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to
1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.
—8:00 P.M. to 1:00 A.M. (Shares time with
WLS.) NEWS SERVICES: Press Radio and
United Press. TRANSCRIPTION SERVICE:
NBC Thesaurus. MAINTAINS ARTISTS
BUREAU.

Personnel

President..... Lenox R. Lohr
Acting Manager, Central
Division..... Sidney N. Strotz
Division Engineer..... Howard C. Luttgens
Supervisor of Music Library..... D. A. Marcotte
Night Manager..... E. C. Cunningham
Director of Agriculture..... William E. Drips
Special Events Director..... Kenneth D. Fry
Asst. to Vice-President..... A. W. Kaney
Artists' Service Manager..... James Stirton
Chief Announcer..... Everett Mitchell
Publicity Director..... William Ray
Continuity Editor..... Kenneth L. Robinson
Musical Director..... Roy Shield
Sales Manager..... Oliver Morton
Educational Director..... Judith Waller
Office Manager..... J. F. Whalley

POLICIES

No foreign language programs accepted.
No liquor advertisements accepted. NBC poli-
cies apply otherwise.

Merchandising: Sales Promotion Department
will act in an advisory capacity only, in con-
nection with any client promotional activities.
If client wishes NBC to send letter to a list of
dealers, NBC will do so but all expense in-
volved, including cost of stationery will have
to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

W G E S

"IN THE HEART OF CHICAGO"
CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts,
d.; 500 Watts, n. OWNED BY: Oak Leaves
Broadcasting Station, Inc. OPERATED BY:
Same. BUSINESS ADDRESS: 2400 Madison
St. PHONE: Seeley 8066. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: 4000 Wash-
ington Blvd. TIME ON THE AIR: 7:00 A.M.
to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS
SERVICE: International News Service. TRAN-
SCRIPTION SERVICE: NAB Library.

Personnel

Station Manager..... Gene T. Dyer
Commercial Manager..... M. B. Arbeiter
Chief Announcer..... Peter Bradley
Publicity Director..... Dick Kross
Musical Director..... Irma Gareri
Chief Engineer..... George Bush

POLICIES

No stated special program policies. Station
accepts foreign language advertising.

W G N

"THE VOICE OF THE PEOPLE"
CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000

TWO GREAT MARKETS TWO GOOD STATIONS ONE HAPPY CONCLUSION— RESULTS . . .



THE PRAIRIE FARMER STATION

Burridge D. Butler **Chicago** Glenn Snyder
President *Manager*

GETS RESULTS

WLS and Results are synonymous in the midwest area. More than a million letters a year for the past 8 years have been received; 54% last year contained proof of purchase. Approximately 750,000 people have paid to attend the Saturday night performances of the National Barn Dance. WLS entertainers have made personal appearances in almost every important Town and City in the midwest area. The New Transmitter is estimated to increase the present coverage area by 42%. All this combined makes WLS the result-getting station of the midwest area.



GETS RESULTS TOO

KOY means Results in Phoenix and the Rich Salt River Valley—America's *second* richest luxury market. A market that entertains a forty million dollar tourist trade throughout the winter months. That KOY covers this market and *sells goods* is demonstrated by the results obtained for a food product advertiser. From the *first week* of advertising on KOY, Phoenix retailers were completely *sold out* of this product. Put your advertising dollar to work in this market—Use KOY, the station that gets results.

REPRESENTED BY

JOHN BLAIR and CO.

NEW YORK - - - CHICAGO - - - DETROIT - - - LOS ANGELES
SAN FRANCISCO - - - SEATTLE

Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 441 N. Michigan Ave. TRANSMITTER LOCATION: Elgin. TIME ON THE AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. Robert R. McCormick
 Managing Director.....W. E. Macfarlane
 General Manager.....Quin A. Ryan
 Sales Manager.....Edward W. Wood, Jr.
 Publicity Director.....Frank P. Schreiber
 Musical Director.....Henry Weber
 Chief Engineer.....Carl J. Meyers

POLICIES

Advertising of alcoholic beverages, excepting beer, and foreign language programs not accepted. Time given gratis to religious programs, educational programs, cure bodies, charity, medical science programs.

No special merchandising policies in effect.

REPRESENTATIVE

Wm. A. McGuineas (N. Y.)
 Edward S. Townsend (San Francisco)

W I N D

(See Gary, Ind.)

W J J D

"THE NATION'S LARGEST INDEPENDENT STATION"

CHICAGO—EST. 1924

WLW LINE

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: International News Service, N.E.A. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ralph L. Atlass
 Commercial Manager.....H. P. Sherman
 Chief Announcer.....E. Viktor
 Program Manager.....J. L. Allabough, Jr.
 Studio Supervisor.....Hilton L. Remley
 Publicity Director.....Al Hollender
 Musical Director.....Ben Kanter
 Chief Engineer.....C. W. Gunther

POLICIES

No liquor or foreign language accounts. Maximum copy requirements. Maintains established periods for educational broadcasts which are not moved for commercial programs.

REPRESENTATIVE

Paul H. Raymer Co.

W L S

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

Personnel

President.....Burrige D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager.....Wm. R. Cline
 Artists' Bureau Head.....Earl Kurtze
 Publicity and Sales Promotion
 Director.....Don Kelly
 Program Director.....Harold Safford
 Chief Engineer.....Thomas L. Rowe

POLICIES

Does not take liquor accounts. Does not have standard merchandising or exploitation features, but cooperates in these

•
20,000 WATTS!
PROGRAM POPULARITY!
A HISTORY OF SUCCESS!
ASSURES YOU—

•
*"The Largest Audience
 per Dollar Spent in
 the Chicago Market."*

•
W J J D

CHICAGO

"THE NATION'S LARGEST INDEPENDENT STATION"

PAUL H. RAYMER CO.
 NATIONAL REPRESENTATIVES

features with the needs and desires of individual advertisers.

REPRESENTATIVE

John Blair & Company

W M A Q

CHICAGO—EST. 1922

**NATIONAL BROADCASTING CO.
(BASIC RED)**

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, Press Radio. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS BUREAU.

Personnel

President.....Lenox R. Lohr
Acting Manager, Central
Division.....Sidney N. Strotz
Division Engineer.....Howard C. Lutgens
Supervisor of Music Library...D. A. Marcotte
Night Manager.....E. C. Cunningham
Director of Agriculture.....William E. Drips

Special Events Director.....Kenneth D. Fry
Asst. to President.....A. W. Kaney
Artists' Service Manager.....James Stirton
Chief Announcer.....Everett Mitchell
Publicity Director.....William Ray
Continuity Editor.....Kenneth L. Robinson
Musical Director.....Roy Shield
Sales Manager.....Oliver Morton
Educational Director.....Judith Waller
Office Manager.....J. F. Whalley

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved including cost of stationery will have to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

W M B I

"THE STATION DEDICATED WHOLLY TO THE SERVICE OF OUR LORD, AND SAVIOR, JESUS CHRIST"

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute Radio Station, Inc. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

Personnel

Director.....H. Coleman Crowell
Program Director...Rev. Wendell P. Loveless

POLICIES

Station does not sell time.

W S B C

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSBC, Inc. OPERATED BY: Gene T. Dyer. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....Gene T. Dyer
Station Manager.....Frank A. Stanford
Commercial Manager.....Gene T. Dyer
Chief Announcer.....Wm. Burghart

W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana
560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

**COVERS MORE
CHICAGO SPORTS
THAN ANY
STATION IN CHICAGO**

**ON THE AIR
22 HOURS A DAY**

**12 COMPLETE
NEWSCASTS DAILY**

**NATIONAL SALES OFFICE
201 NORTH WELLS ST.
CHICAGO, ILL.**

Sales ManagerFrank A. Stanford
 Publicity Director.....Dick Kross
 Musical Director.....Dean Remick
 Chief Engineer.....Ed Jacker

W J B L
DECATUR—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Commodore Broadcasting, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 353-357 N. Main St. PHONE. 5371-2. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Route 48. TIME ON THE AIR: 6:00 A.M. to
 9:00 A.M.—12:30 to 3:00 P.M.—7:30 to 12:00
 midnight. NEWSPAPER AFFILIATION: Deca-
 tur Herald, Decatur Review. NEWS SERVICE:
 International News Service. MAINTAINS AR-
 TISTS' BUREAU. TRANSCRIPTION SERVICE:
 World Broadcasting System and Standard
 Radio.

Personnel

President and General Manager, Chas. R. Cook
 Business Manager.....F. M. Lindsay, Jr.
 Artists' Bureau Head.....Nate Egnor
 Chief Announcer.....Berne Enterline
 Musical Director.....Myrtle B. Cook
 Chief Engineer.....M. N. Stockwish

REPRESENTATIVE

Burn-Smith Co.

W K B B
EAST DUBUQUE
 (See Dubuque, Ia.)

W T M V

"THE MUSICAL STATION"
EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Mississippi
 Valley Broadcasting Co. OPERATED BY:
 Mississippi Valley Broadcasting Co. BUSINESS
 ADDRESS: Hotel Broadview. PHONE: Bridge
 3424—East 4390. STUDIO ADDRESS: Hotel
 Broadview. TRANSMITTER LOCATION: Hotel
 Broadview. TIME ON THE AIR: 6:00 A.M. to
 12:00 midnight. NEWS SERVICE: International
 News Service. MAINTAINS ARTISTS' BU-
 REAU. TRANSCRIPTION SERVICE: NBC The-
 saurus, Associated Recorded Program Service.

Personnel

President.....Lester E. Cox
 Vice-President and General
 ManagerWm. H. West
 Promotion Manager.....Thomas J. Connelly
 Program Director.....Paul Godt
 Business Manager.....R. L. Schweitzer
 Chief Engineer.....Thos. R. McLean

POLICIES

Beer programs accepted for broadcasting at
 any hour. Liquor advertising accepted for
 broadcasting only after 10:00 P.M. Foreign
 language programs accepted; all announcing
 must be in English.

Merchandising: Station assists in a com-
 plete merchandising job which includes ads,
 run free of charge, in community newspapers
 (circulation: 179,700) calling attention to new
 programs; station will supply stationery and
 processing for writing letters to the trade, etc.

POLICIES

No stated special program policies. Station
 accepts foreign language accounts.

W H F C

"VOICE OF THE WEST TOWNS"

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: WHFC, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 6138 W. Cermak Rd. PHONE: Cicero 4305-
 Lawndale 8228. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SER-
 VICE: United Press.

Personnel

President and Station Manager R. W. Hoffman
 Commercial ManagerR. W. Hoffman
 Chief Announcer.....W. H. Scott
 Program Director.....E. Zeman
 Chief Engineer.....David Mearns

POLICIES

Liquor advertising not accepted.

W D A N

"THE COMMUNITY STATION"

DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Northwestern Publishing Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Hotel Wolford. PHONE: Main 1700. STUDIO
 ADDRESS: Hotel Wolford. TRANSMITTER
 LOCATION: 1500 North Washington Ave.
 NEWSPAPER AFFILIATION: Danville Commer-
 cial News. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....E. C. Hewes
 Station Manager.....C. R. Richardson
 Continuity and Publicity Director
 William J. Adams
 Program Director.....Donald Glasgow
 Chief Engineer.....Perry Esten

POLICIES

Advertising of alcoholic beverages not ac-
 cepted.

Merchandising: Station maintains a promo-
 tion and survey service which includes com-
 plete trade area route lists. This service is
 available to advertisers without charge.

REPRESENTATIVE

J. P. McKinney & Sons

In addition the promotion department will offer advertisers detailed presentations on any program or suggested programs; market statistics; surveys of competitive products in the station's market area; layouts, copy, etc., for complete tie-in campaigns among retailer.

WGIL

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager.....Howard A. Miller
 Program Director.....Virginia Miller
 Directors.....Omer N. Custer,
 Sidney Nirdlinger, Burrel Barash.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Sears & Ayer

WE B Q

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Local news. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....I. M. Taylor
 Artists' Bureau Head.....Eddie Wise
 Chief Announcer.....Bennett Jackson
 Publicity Director.....Lindell Moore
 Musical Director.....Virginia Crane
 Chief Engineer.....Joseph R. Tate

POLICIES

Advertising of alcoholic beverages not accepted, excepting wines and beers. Accepts foreign language accounts.

Has special merchandising features in connection with commercial programs.

WCLS

JOLIET

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY:

WCLS, Inc. BUSINESS ADDRESS: Joliet Bldg. PHONE: Joliet 5656. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Joliet. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri. to 10:30 P.M.; Sunday, 9:00 A.M. to 8:30 P.M. NEWS SERVICE: United Press.

POLICIES

Station's entire facilities are available to advertisers, both for planning their advertising campaign and the program presentation.

WMBD

"FROM THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President and Manager.....Edgar L. Bill
 Assistant Manager.....Gomer Bath
 Commercial Manager.....Charles C. Caley
 Program Manager.....Gene Trace

ROCKFORD, ILL.

HOME OF

WROK

1000 WATTS

1410 KC.

was chosen by 207 sales and advertising executives as the best test market in the east, north central states among cities of 100,000 population. This

PROVEN MARKET

offers profitable investment for advertisers who demand

RESULTS

Serving northern Illinois and southern Wisconsin

KELLY-SMITH, NAT'L REPS.

Business Manager..... Paul Scherer
 Publicity Director..... Brooks Watson
 Artists' Bureau Head..... Milton Budd
 Musical Director..... Jack Lyon
 Chief Announcer..... Harry Luedeke
 Chief Engineer..... Ted Giles

POLICIES

No liquor. Will accept beer. No foreign language restrictions. Medicines must show clear record with FTC. Post Office and Food & Drug Administration. Reserve right to refuse to sell time for discussion of controversial questions considered not in public interest, excepting political talks. Continuity must meet high standard of good taste.

Cooperation of sales department in merchandising features, including letters to trade, calls on dealers, special promotion of all new programs.

REPRESENTATIVE

Free & Peters, Inc.

W T A D

"VOICE OF THE MISSISSIPPI VALLEY"

QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... W. Emery Lancaster
 Secretary-Treasurer..... H. G. Kreitemeyer
 Vice-President..... R. E. Whitfield
 Business Manager..... R. H. Malcomson
 Commercial Manager..... W. J. Rothschild
 Advertising Manager..... R. H. Malcomson
 Chief Announcer..... W. MacDill
 Artists' Bureau Head..... William H. Sohm
 Sales Manager..... R. H. Malcomson
 Publicity Director..... Gene Terry
 Musical Director..... Vera Binkley
 Chief Engineer..... Paul E. Miller

POLICIES

No special program restrictions. Furnishes complete merchandising facilities to meet advertiser's requirement.

W R O K

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

ROCKFORD—EST. 1923

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER

AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Ruth Hanna Simms
 Managing Director..... James Rodgers
 General Manager..... Walter Koessler
 Program Director..... John C. McCloy
 Chief Announcer..... Maurice P. Owens
 Publicity Director..... Allen O. Brophy
 Musical Director..... Helene Kimberley
 Chief Engineer..... Thomas C. Cameron

POLICIES

Accepts beer and light wine; no hard liquor. No other restrictions.

Station has a complete merchandising and exploitation plan, embodying use of its mobile unit when applicable.

REPRESENTATIVE

Kelly-Smith Co.

W H B F

ROCK ISLAND—EST. 1925

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE: R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: Moline, Ill. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President..... John W. Potter
 General Manager..... L. C. Johnson
 Commercial Manager..... Maurice Corken
 Program Director..... Ivan Streed
 Chief Announcer..... Forest Cooke
 Station Manager..... John W. Potter
 Publicity Director..... Lois McDermott
 Musical Director..... Lucia Thompson
 Chief Engineer..... J. E. Gray

POLICIES

Liquor advertising not accepted. No special restrictions on beer advertising or foreign language accounts except general requirements that apply to all accounts and programs.

Merchandising: Members of the "WHBF Ambassadors Club," composed of one person in each of 46 small towns and communities within a 30-mile radius of the tri-cities (Rock Island, Davenport and Moline), serve as radio news correspondents and publicize WHBF activities in their home communities. Regular bulletins to correspondents, or "Ambassadors"

keep them informed on special activities and commercial programs.

Merchandising department also covers the following activities: personal calls and letters to dealers; dealer and market surveys; preparation of displays and publicity; photographic service; recording of programs and other merchandising activities. Services of special girl are available to call on dealers. Commercial program schedule and publicity published in the Rock Island Argus.

REPRESENTATIVE
Gene Furgason & Co.

W C B S

"WIDER COVERAGE, BETTER SERVICE"
SPRINGFIELD—EST. 1922

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 208½ S. 5th St. PHONE: Main 8228. STUDIO ADDRESS: 208½ S. 5th St. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Harold L. Dewing
Vice-President.....A. W. Shipton
Secretary.....L. G. Pfefferle
Commercial Manager.....Jack Heintz
Artists' Bureau Head.....Bill Nelms
Chief Announcer.....John Connelly
Publicity Director.....John J. Corrigan
Musical Director.....Bill Nelms
Chief Engineer.....Richard L. Ashenfelter

POLICIES

Liquor advertising is restricted to beer and light wines. Not prepared at the present time to receive any foreign language advertising. Reserve the right to censor all broadcast material.

Station supplies complete merchandising facilities in conjunction with Illinois State Journal's merchandising department. This service includes: promotional letters to dealers; contacting of dealers and distributors; making of comparative surveys; stressing of programs to dealer's salesmen; publicity stories, program listings, and pictures in Illinois State Journal; advance announcements on air before start of series; station window or lobby displays; and cross-section survey of consumers.

REPRESENTATIVE
Sears & Ayers, Inc.

W T A X

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 117-119 S.

5th St. PHONE: 1600-1. STUDIO ADDRESS: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station
Manager.....Jay A. Johnson

POLICIES

Liquor advertising carried only after 9:00 P.M.
Full merchandising service available.

W D Z

"THE RIGHT SPOT ON YOUR DIAL"
"THIRD OLDEST STATION IN THE COUNTRY"

TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 250 Watts. OWNED BY: WDW Broadcasting Co. OPERATED BY: WDW Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg.; 8 Main St., Champaign; Victory Bldg., Mattoon. TRANSMITTER LOCATION: 2½ miles N. E. of Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio

Personnel

President.....E. L. Bill
Station and Sales Manager.....Clair B. Hull
Artists' Bureau Head.....Fran Booton
Chief Announcer.....Emerson Russell
Publicity Director.....Emerson Russell
Musical Director.....Ted Cox
Traffic Manager.....Ruth Moore
Chief Engineer.....Mark C. Spies

POLICIES

Advertising of alcoholic beverages not accepted excepting beer.

Merchandising: Assistance is offered advertisers in the form of surveys, window cards, etc.

REPRESENTATIVE
C. C. Caley

W I L L

"WHERE ILLINI LABOR AND LEARN"
URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616—7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:30 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

President Jos. F. Wright, Director
 Artists' Bureau Head F. E. Schooley
 Program Director Frank E. Schooley
 Publicity Director Art Wildhagen

Musical Director Lanson F. Demming
 Production Director Nat H. Cohen
 Chief Engineer A. James Ebel

POLICIES

Station does not sell time.

INDIANA

Population 3,474,000

Number of Families 934,000

Number of Radio Homes 816,800

Retail Sales \$780,508,000

Auto Registrations 813,000

W H B U

ANDERSON—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: Citizens Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President L. M. Kennett
 Station Manager L. M. Kennett
 Commercial Manager L. Podhaski
 Chief Announcer Wayne Reeves
 Sales Manager L. Podhaski
 Chief Engineer R. Fulwider

POLICIES

Does not accept any beer, wine or liquor advertising.

REPRESENTATIVE

Burn-Smith Co.

W T R C

"THE DAILY TRUTH"
 ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19 TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Standard Radio.

Personnel

President C. D. Greenleaf
 General Manager R. R. Baker
 Studio Director Carl Schrock
 Musical Director Ethel Geiss
 Chief Engineer Kenneth Singleton

POLICIES

Hard liquor advertising not accepted.

Complete merchandising service for clients, local or national, in Elkhart gratis, and throughout WTRC territory (primary area) at slight additional cost.

REPRESENTATIVE

Tenney, Woodward & Co.

W E O A

"THE STATION WITH MANY FRIENDS"
 EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 June St., Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Station Manager Martin L. Leich
 Program Director Pat Roper
 General Manager Clarence Leich
 Chief Engineer John B. Caraway, Jr.

POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air. Local outlets of product advertised are notified by telephone or letter. Window and counter displays are arranged and checked if client so desires. These services are performed without charge, except when client wishes an unusual amount of special work, in which case services are performed at cost. In addition, program publicity stories are carried in weekly house organ with 10,000 circulation and station has window on prominent downtown corner available without charge for displays for a period of time depending upon the length and amount of contract.

REPRESENTATIVE

Weed & Co.

W G B F

"THE STATION WITH MANY FRIENDS"
EVANSVILLE—EST. 1923

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Clarence Leich
Program Director.....Pat Roper
Chief Engineer.....Fay Gehres

POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air; publicity stories are inserted in house organ with 10,000 weekly circulation;

window display is given in prominent downtown corner window depending on length and amount of contract. Local outlets of product advertised are notified by telephone or letter; window and counter displays are arranged and checked. All these services are performed without charge except when an unusual amount of expense is involved, in which case services are performed at cost.

REPRESENTATIVE

Weed & Co.

W G L

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1924

(SUPPLEMENTARY BASIC RED AND BLUE)

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Keenan Hotel. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS BUREAU.

Personnel

General Manager.....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....Ford Billings
Auditor.....J. B. Conley
Program Director.....W. C. Roe
Musical Director.....Jeane Brown
Chief Engineer.....Fred C. Fischer

POLICIES

Station does not accept hard liquor advertising. Population being 95% native white population—foreign language programs are not popular in this territory.

Operates merchandising department in connection with sales promotion department, equipped to make reasonable surveys for advertiser. Consistent air publicity and reasonable other publicity given all programs.

REPRESENTATIVE

Free & Peters, Inc.

W O W O

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

FORT WAYNE—EST. 1925

(BASIC BLUE)

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 2 and 30 R. R. Fort Wayne. TIME ON THE AIR: 6:45 A.M. to local sunset;

Looking for information?

WOWO

Fort Wayne, Indiana

will gladly send you

"A HALF MILLION
GOOD MORNINGS"

Describing an ideal
program for reaching

The **WOWO Family** of

545,890 Radio Homes

through

INDIANA'S MOST
POWERFUL RADIO
STATION

1160 Kc. 10,000 Watts
Clear Channel NBC Basic Blue

National Representatives
FREE & PETERS, INC.

shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....Ford Billings
 Program Manager.....Franklin Tooke
 Auditor.....J. B. Conley
 Musical Director.....Jeane Brown
 Chief Engineer.....Fred C. Fischer

POLICIES

Station accepts no hard liquor advertising. Does not encourage foreign language programs due to high percentage of native born population in station's coverage area. All copy subject to the NBC and Westinghouse standards of ethics, propriety, and FCC qualifications.

Publicity on programs is sent to more than 100 newspapers weekly; also to special farm publications, weekly theater publications and others. Both local newspapers carry daily schedule listings.

Complete merchandise service is available at nominal cost. Includes distribution, by Western Union messenger, all advertising material or advertiser's product to retailers or wholesalers in city; letters to dealers in territory regarding the broadcasting; cooperation with wholesalers in effecting distribution in territory covered by this station.

Air publicity on all commercial programs is given at intervals throughout every broadcast day.

REPRESENTATIVE

Free & Peters, Inc.

W I N D

GARY—EST. 1927

CBS

FREQUENCY: 569 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan, Associated, Standard Radio.

Personnel

President.....Ralph L. Atlas
 Manager.....E. S. Mittemdorf
 Sales Manager.....John T. Carey

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

William G. Rambeau Co.

W H I P

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000 SALES OFFICE ADDRESS: 520 N. Michigan Ave., Chicago, Ill. PHONE: Superior 5200. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-General Manager. George F. Courrier
 Managing Director.....Doris Keane
 Business Manager.....O. E. Richardson
 Manager.....Hal R. Makelim
 Musical Director.....Reinhardt Elster

W W A E

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave., Chicago, Ill. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....George F. Courrier
 Managing Director.....Doris Keane

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

W F B M

"AT THE CROSSROADS OF AMERICA"

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indianapolis Power & Light Co. OPERATED BY: Indianapolis Power & Light Co. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8596. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:30 A.M. to 12:15 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub.

Personnel

President.....H. T. Pritchard
 Station Manager.....R. E. Blossom
 Program Director.....F. O. Sharp

Musical Director.....Walter Reuleaux
Chief Engineer.....M. B. Williams

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

W I B C

"INDIANA'S FRIENDLY STATION"

INDIANAPOLIS—EST. 1938

FREQUENCY: 1050 Kc. POWER: 1000 Watts.
OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....C. A. McLaughlin
Program Director.....Robert Longwell
Chief Announcer.....Chas. Roush
Chief Engineer.....Vern Alston

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Medical accounts must meet specifications of FTC. No foreign language programs.

Merchandising: Station maintains department to exploit new commercial programs; will cooperate in preparation of direct-mail, window cards, posters, etc., at actual cost of production.

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL
FREQUENCY: 1400 Kc. POWER: 5,000 watts, d.; 1,000 watts, n. OWNED BY Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: 540 N. Meridian. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight (daily) 8:00 A.M. to 12:00 midnight (Sunday). NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor.

Personnel

PresidentEugene C. Pulliam
General Manager.....R. E. Bausman
Secretary-Treasurer.....N G. Mason
Merchandising Manager,
Lawrence O. Hammer
Artists Bureau Head.....Morris Hicks
Chief Announcer.....Morris Hicks
Publicity Director.....Eugene S. Pulliam
Musical Director.....Harry Bason
Chief Engineer.....Earl W. Lewis

POLICIES

Station reserves the right to reject any advertising which it regards as objectionable.

Maintains a well-staffed merchandising department which affords aggressive cooperation with all sponsors requesting local merchandising assistance.

REPRESENTATIVE

The Katz Agency

W L B C

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Artists Bureau Head.....D. A. Russell
Chief Announcer.....Bob Ebert
Station Manager.....Donald A. Burton
Sales Manager.....Wm. F. Craig
Publicity Director.....Ed De Miller
Musical Director.....Carl Noble
Chief Engineer.....Maurice Crain

POLICIES

Station reserves right to accept or reject liquor and foreign language programs and regulate advertising commercial copy.

Maintains full-time merchandising director and merchandising department.

REPRESENTATIVE

Radio Time Sales (Chicago)
Sears & Ayer (New York)

W G R C

"THE GEORGE ROGERS CLARK STATION"
NEW ALBANY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343 STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio. C. P. MacGregor, Associated.

Personnel

President and Manager... Charles Lee Harris
 Commercial Manager... J. Porter Smith
 Advertising Manager... Robert J. McIntosh
 Artists Bureau Head... Robert J. McIntosh
 Chief Announcer... William N. Sherman
 Musical Director... Rosalind Brown
 Chief Engineer... Jack Gardner

POLICIES

Take all foreign language programs if they meet approval of F. T. C. and F. C. C.. Take beer and wine—no liquor.

Merchandising: Station maintains department contacting jobbers and distributors for advertisers and assisting in all types of sales promotion.

W K B V

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President... William O. Knox

W F A M

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts.
 OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax and Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax and Lafayette Sts. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President... F. A. Miller
 Station Manager... Franklin D. Schurz
 Commercial Manager... R. H. Swintz
 Chief Announcer... Robert Drain
 Publicity Director... Mary Stockdale
 Musical Director... Harlan Hogan
 Chief Engineer... H. Cole

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

REPRESENTATIVE

Paul H. Raymer Company

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts.
 OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax & Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax & Lafayette Sts. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President... F. A. Miller
 Station Manager... Franklin D. Schurz
 Commercial Manager... R. H. Swintz
 Chief Announcer... Robert Drain
 Publicity Director... Mary Stockdale
 Musical Director... Harlan Hogan
 Chief Engineer... H. Cole

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

REPRESENTATIVE

Paul H. Raymer Company

W B O W

"THE FRIENDLY STATION"
TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 watts. n. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: 25th St. & Dimmick. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News. MAINTAINS THE WABASH ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President... Alvin Eades
 Vice-President and
 General Manager... W. W. Behrman
 Assistant Manager... Luke Walton
 Auditor... Martha Turner
 Artists' Bureau Head... Ralph Tucker
 Chief Announcer... Horace Capps
 Musical Director... Leo Baxter
 Chief Engineer... Stokes Gresham, Jr.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Does not solicit foreign language accounts.

Merchandising: Station has direct access to a series of downtown billboards to advertise programs for sponsors; chain and individually

owned drug and grocery stores cooperate with merchandising department with display, stock and counter cards.

REPRESENTATIVE

Weed & Co.

W B A A

"THE VOICE OF PURDUE"

WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts.
 OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO AD-

DRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.): 11:00 A.M. to 4:00 P.M. (Saturday).

Personnel

Station Manager, Program Director
 Gilbert D. Williams
 Co-ordinator Floris Arndt
 Chief Engineer Ralph R. Townsley

POLICIES

An educational, non-commercial station and programs are restricted to educational features.

IOWA

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$650,029,000

Auto Registrations 656,000

W O I

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

Personnel

Director W. I. Griffith
 Assistant Director A. G. Woolfries
 Chief Announcer Robert Miles
 Musical Director Tolbert McRae
 Chief Engineer W. E. Stewart

POLICIES

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. For this reason no commercial accounts are solicited or carried.

K F G Q

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

POLICIES

Station does not sell time.

W M T

"WMT—DAYTIME—IS IOWA'S LARGEST STATION"

CEDAR RAPIDS, WATERLOO—

EST. 1922

NBC (BLUE)—MUTUAL—IOWA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President Gardner Cowles, Jr.
 V.-P. and General Manager S. D. Quarton
 Commercial Manager
 W. B. Quarton (Cedar Rapids)
 Commercial Manager... Don Inman (Waterloo)
 Program Director Douglas B. Grant
 Merchandising Director Leo F. Cole
 Publicity Director Ray Cox
 Chief Engineer Charles F. Quentin

POLICIES

Does not accept liquor advertising.
 Merchandising: Publicity stories and pictures in the radio columns of the Des Moines Register and Tribune (circulation 282,131) and Sunday Register (circulation 318,192).
 Personal calls on the principal retail out-

lets by a member of department soliciting their cooperation and urging them to tie-up the radio program with their regular routine advertising.

Placement of counter cards and suitable display material in principal retail outlets stocking the product.

Publicity on movie trailers with sound track in all the principal theaters in Waterloo, Cedar Falls, and Cedar Rapids, as well as, a number of small theaters in our area.

Upon request from the advertiser WMT will make distribution check ups, sales check ups, etc.

A window display may be installed in the reception lobby for a period of ten days provided the advertiser furnishes the necessary display material.

General merchandising bulletins of advertised products are frequently sent to 600 grocers and approximately 300 druggists in our immediate territory.

Any further merchandising services desired by the advertiser may be arranged for; no charges for any of the aforementioned services rendered. However, in some cases advertisers desire to have a special mailing piece or circulars prepared which will be done, providing the advertiser assumes the cost of postage, mimeographing, printing, stationery, etc.

REPRESENTATIVE

The Katz Agency

W O C

"THE STATE WHERE THE WEST BEGINS AND WHERE THE TALL CORN GROWS"
DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President Col. B. J. Palmer
Vice-President Dave Palmer
Commercial Manager Ben F. Hovel
Merchandising Manager J. Neff Wells, Jr.
Program Director J. Neil Reagan
Chief Engineer Harold Higby

POLICIES

No stated special policies.

Merchandising: Full merchandising co-operation through local newspaper help and local theater trailer; dealer and retail contacts; distribution of display material; mailing of circular letters (postage cost to be paid by advertiser).

REPRESENTATIVE

Free & Peters, Inc.

K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts. OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

POLICIES

Non-commercial station.

K W L C

"THE LUTHERAN COLLEGE OF THE AIR"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: 7:30 A.M. to 3:30 P.M. (part-time).

Personnel

Chief Announcer Norman Bredesen
Station Manager O. Eittrheim
Publicity Director W. L. Strunk

POLICIES

Non-commercial station.

K R N T

DES MOINES—EST. 1935

CBS—IOWA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWS-PAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Gardner Cowles, Jr.
General Manager Luther L. Hill
Assistant General Manager and
Commercial Manager Craig Lawrence
Program Director Ed Linehan
Sales Promotion Manager Wayne Welch
Chief Engineer Paul Huntsinger

POLICIES

Merchandising mediums include street car cards, full showing of billboards in Des Moines, regular bulletins to grocers and drug-

gists, personal calls on trade, stories and pictures daily in Des Moines Register & Tribune.

REPRESENTATIVE

The Katz Agency

K S O

"ALWAYS A GOOD SHOW ON KSO"
DES MOINES—EST. 1932

NBC (BLUE)—MBS—IOWA NETWORK
FREQUENCY: 1430 Kc. POWER: 5000
Watts-d., 1000 Watts-n. OWNED BY: The
Iowa Broadcasting Co., subsidiary of the Des
Moines Register and Tribune. OPERATED
BY: Same. BUSINESS ADDRESS: Reg. & Trib.
Bldg. PHONE: 3-2111. STUDIO ADDRESS:
Reg. & Trib. Bldg. TRANSMITTER LOCA-
TION: 6 miles north of town. TIME ON THE
AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday)
7:00 a.m. to 1:00 a.m. NEWSPAPER AFFIL-
IATION: Des Moines Register & Tribune.
NEWS SERVICE: United Press, International
News Service. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICES: Standard Radio
and NAB Library.

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther Hill
Assistant General and
Commercial Manager.....Craig Lawrence
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

POLICIES

Does not accept liquor advertising; no occa-
sion to accept or reject foreign language ac-
counts. Other restrictions according to NAB
code.

Merchandising mediums include street car
cards, full showing of billboards in Des
Moines, regular bulletins to grocers and drug-
gists, personal calls on trade and stores and
pictures daily in Des Moines Register & Trib-
une.

REPRESENTATIVE

The Katz Agency

W H O

"VOICE OF THE MIDDLE WEST"
DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS GROUP
FREQUENCY: 1000 Kc. POWER: 50000
Watts. OWNED BY: Central Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
914 Walnut St. PHONE: 3-7147. TRANSMITTER
LOCATION: Mitchellville. TIME ON THE AIR:
6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M.

to 12:00 midnight. MAINTAINS ARTISTS' BU-
REAU. NEWS SERVICE: United Press and
Transradio Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

Personnel

President.....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Secretary.....William Brandon
V-P & Station Manager.....J. O. Maland
Artists' Bureau Head.....Irving Grossman
Sales Manager.....Hale Bondurant
Publicity Director.....Woody Woods
Program Director.....Harold Fair
Technical Director.....Paul A. Loyet

POLICIES

Advertising of alcoholic beverages not ac-
cepted.

Merchandising services of the station staff
will be furnished for spot broadcasting sched-
ules without additional charge, except for cash
expenditures which are paid by advertiser

REPRESENTATIVE

Free & Peters, Inc.

K D T H *

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts.
OWNED BY: Telegraph Herald. OPERATED
BY: Telegraph Herald. BUSINESS ADDRESS:
Eighth Ave. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Not determined. TIME
ON THE AIR: Daytime. NEWS AFFILIATION:
Dubuque Telegraph Herald.

Personnel

Not selected at press time.

POLICIES

Liquor advertising will not be accepted.
Other policies not determined at present time.

REPRESENTATIVE

William J. Arndt

*C.P. by FCC (issue being determined by
Court of Appeals, Washington, D. C.)

W K B B

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 250 Watts-
d., 100 Watts-n. OWNED BY: Sanders Bros.
Radio Station. OPERATED BY: Sanders
Bros. Radio Station. BUSINESS ADDRESS:
Hotel Julien. PHONE: Dubuque 572, East
Dubuque 145. STUDIO ADDRESS: Hotel
Julien. TRANSMITTER LOCATION: East Du-
buque, Ill. TIME ON THE AIR: 6:30 A.M. to
Midnight (daily), 8:00 a.m. to Midnight (Sun-

day). **NEWS SERVICE:** Transradio Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, C. P. MacGregor.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Chief Announcer.....Vaughn Gayman
Publicity Director.....A. L. Link
Musical Director.....M. K. Galliard
Chief Engineer.....Leonard Carlson

POLICIES

Advertising of alcoholic beverages not ac-
cepted, excepting beer and wine.

Merchandising includes regular mailing to
list of grocers and druggists.

WSUI

IOWA CITY—EST. Code—1911—
Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts,
d.; 500 watts, n. OWNED BY: State Univ. of
Iowa. OPERATED BY: State Univ. of Iowa.
BUSINESS ADDRESS: Iowa City. PHONE:
University 237-8162. STUDIO ADDRESS: Iowa
City. TRANSMITTER LOCATION: Iowa City.
TIME ON THE AIR: 8:30 A.M. to 10:00 P.M.
NEWS SERVICE: Associated Press. TRAN-
SCRIPTION SERVICE: Usual facilities.

Personnel

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager

Prof. H. Clay Harshberger
Staff Announcer.....William H. Seiler
Chief Engineer.....S. J. Ebert

POLICIES

Station WSUI is non-commercial station
owned and operated by State University of
Iowa. This station engages in no advertising
or commercial broadcasting.

KFJB

"IN THE HEART OF IOWA"
MARSHALLTOWN—EST. 1923

FREQUENCY: 1200 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Marshall Elec-
tric Co. OPERATED BY: Marshall Electric Co.
BUSINESS ADDRESS: 1603 W. Main St.
PHONE: 3361. STUDIO ADDRESS: 1603 W.
Main St. TRANSMITTER LOCATION: 2 miles
northwest of town. TIME ON THE AIR: 6:00
A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M.
(Sunday). NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager....Earl Peak
Advertising Manager.....C. Leinhaus
Chief Announcer.....Bob Weitzel
Publicity Director.....Robert Dobbin

Program Director.....O. L. Russell
Musical Director.....Paul Ziegler
Chief Engineer.....Wayne Peak

POLICIES

No hard liquor. No foreign language.
Cooperation with local merchants on pub-
licizing on nationally advertised merchandise.

KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Mason City
Globe Gazette Co. OPERATED BY: Mason
City Globe Gazette Co. BUSINESS ADDRESS:
Hotel Hanford. PHONE: 2800. STUDIO AD-
DRESS: Hotel Hanford. TRANSMITTER LO-
CATION: 2 miles west of M. C. on Highway
18. TIME ON THE AIR: 6:00 A.M. to 12:00
P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sun-
day). NEWSPAPER AFFILIATION: Mason City
Globe-Gazette. NEWS SERVICES: United
Press and Globe Gazette City Reporters and
correspondents in North Iowa and Southern
Minn. TRANSCRIPTION SERVICE: NBC The-
saurus, Standard Radio, and NAB Library.

Personnel

Station Manager.....F. C. Eighmey
Chief Announcer.....John J. Price
Program Director.....Nick Scheel
Production Manager.....Jim Woods
Publicity Director.....Henry Hook
Chief Engineer.....Leo Born

POLICIES

Accept beer accounts; no wine or liquor
advertising.

Full time merchandising man available to
advertisers. Complete program log daily in
Mason City Globe Gazette. Regular bulletins
sent to leading grocers and druggists in
North Iowa and Southern Minnesota.

REPRESENTATIVE

Weed & Co.

KFNF

"THE FRIENDLY FARMER STATION"
SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: KFNF, Inc.
OPERATED BY: KFNF, Inc. BUSINESS AD-
DRESS: 407 Sycamore. PHONE: No. 1—de-
partmental connections. STUDIO ADDRESS:
407 Sycamore St. TRANSMITTER LOCATION:
407 Sycamore St. TIME ON THE AIR: (daily)
5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.;
(Saturday) 5:30 A.M. to 10:00 P.M. NEWS
SERVICE: International News Service. TRAN-
SCRIPTION SERVICE: C. P. McGregor.

MORNING, NOON and NIGHT...

POWER	8:00 A.M.-12:30 NOON Morning Listeners		12:30 to 6:00 P.M. Afternoon Listeners		6:00 P.M. to 12 P.M. Evening Listeners		GRAND TOTALS	
	ACTUAL NO.	APPROX %	ACTUAL NO.	APPROX %	ACTUAL NO.	APPROX %		
KSCJ 5,000 Day 1,000 Nite	1796	52 %	1626	50 %	3321	53 %	6,743	52 %
NEBRASKA STATION B 5,000 Day 1,000 Nite	870	25 %	1,025	32 %	1,873	30 %	3,768	29 %
S. DAKOTA STATION C 5,000 Day 1,000 Nite	303	9 %	198	6 %	520	8 %	1,021	8 %
NEBRASKA STATION D 10,000 Day	202	1 %	117	3 %	282	4 %	601	4 %
MINN STATION E 50,000 Day	48	6 %	30	1 %	34	1 %	112	1 %
MISCEL STATIONS F	253	7 %	249	8 %	253	4 %	755	6 %
TOTAL	3,472	100 %	3,245	100 %	6,283	100 %	13,000	100 %

IT'S **KSCJ** The JOURNAL *Sioux City, Iowa*

QUESTIONS: "Is your radio turned on? If so, what station are you listening to?"

Day after day, throughout a five-month period in 1938, trained investigators for Midwest Consumers Research asked these questions throughout the rich, extensive KSCJ area. Every period of the day was explored, checked again and again. 38,350 calls were made. One-third of them, 13,000, were listening to their radios. And 52% of them were listening to KSCJ. So valuable was this daily survey in KSCJ program planning and guidance to KSCJ advertisers that it has never been discontinued. Today it is known as the KSCJ PERPETUAL SURVEY . . . a constant yardstick for station programming . . . an amazing test-tube in determining effective advertising.

Wouldn't you like to know more about it?

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!



KSCJ



AFFILIATED WITH C. B. S.
Represented by GEORGE HOLLINGBERY
C. W. CORKHILL Manager

Personnel

Manager.....M. H. Peterson
 Program Director.....Henry Field

POLICIES

No wines, beer or liquor advertising accepted, no commercial broadcasts on Sundays. Price quoting permitted on all commercial programs, foreign language programs are being carried without restrictions of any kind. Primary regulation is to meet Federal Trade Commission rulings and general policies of good advertising taste and broadcasting practice.

Station will mail cards, letters or other mail pieces, contact local retailers or dealers, arrange displays or windows, etc. All merchandising service at cost. Also gives ample and generous advance promotion on new programs by way of its own facilities and local newspaper space.

K M A

"KEEPS MILLIONS ADVISED"
SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL
 IOWA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

Personnel

President.....Earl E. May
 Station Manager.....J. (Cy.) Rapp
 Commercial Manager.....Ken Marsh
 Chief Announcer.....Fred Greenlee
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

POLICIES

Beer accounts handled only after 9 P.M. No liquor advertising.

Special mailing service to clients dealers. Local newspaper promotion in many county seat newspapers in KMA service area.

REPRESENTATIVE

Howard Wilson & Co.

K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;
 READ IT IN THE SIOUX CITY JOURNAL"

SIOUX CITY—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5000 Floyd River Road. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....C. W. Corkhill
 Program Director.....Bertha Reese
 Studio Director.....Ruth Fachman
 Publicity Director.....Roberta Deany
 Musical Director.....Bertha Reese
 Chief Engineer.....S. C. Dier

POLICIES

Beer and wine accounts accepted; no distilled liquors.

REPRESENTATIVE

George P. Hollingbery Co.

K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Program Director.....Bill Tredway
 Commercial Manager.....Ray Jensen
 Chief Engineer.....Carleton Gray

POLICIES

Complete merchandising facilities available at actual cost.

KANSAS

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$448,261,000

Auto Registrations 495,000

K F B I

"POLICIES THAT PROTECT"

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 410 N.W. 3rd. PHONE: 1200. STUDIO ADDRESS: 410 N.W. 3rd. TRANSMITTER LOCATION: Milford. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, and Standard Radio.

Personnel

President H. K. Lindsley
Station Manager K. W. Pyle
Advertising Manager M. Eberhardt
Chief Announcer Harry D. Peck
Sales Manager K. W. Pyle
Publicity Director J. W. Eberhardt
Musical Director Marie Gunzelman
Chief Engineer G. H. Johnstone

POLICIES

No beer or liquor advertising accepted. Foreign language programs accepted.

REPRESENTATIVE

Howard H. Wilson Company

K V A K *

ATCHINSON—EST. 1937

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Atchinson. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atchinson. TIME ON THE AIR: Daytime Schedule.

* Station was licensed to operate under a C. P. at time of going to press.

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell & Stanley Platz.

d/b as Powell & Platz. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager Hugh J. Powell
Commercial Manager W. B. Darrah
Advertising Manager W. B. Darrah
Chief Announcer Richard Campbell
Sales Manager W. B. Darrah
Publicity Director Clair Foster
Musical Director Clair Foster
Chief Engineer J. Fred Case

POLICIES

No liquor advertising accepted; takes foreign language accounts.

Merchandising cooperation given advertisers is similar to that given by newspapers.

REPRESENTATIVE

The Katz Agency

K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: First Nat'l Bank Bldg. PHONE: 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00 P.M. to 9:00 P.M. NEWS PAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President J. C. Denious
Business Manager N. C. Petersen
Commercial Manager Vaughn Kimball
Chief Announcer John Drake
Program Director Fay Ljungdahl
Chief Engineer Emil Doane

POLICIES

Does not accept liquor or foreign language accounts.

Will make surveys, assist with distribution or secure any information desired, as merchandising aids.

REPRESENTATIVE

Arthur H. Hagg and Associates

K T S W *

EMPORIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Emporia Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Emporia. TIME ON THE AIR: Daytime license. TRANSCRIPTION SERVICE: Standard Radio.

* Station was licensed to operate under a construction permit. No further information was available at time of going to press.

K I U L

"VOICE OF WESTERN KANSAS" GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....F. D. Conard
Station Manager.....Clem Morgan
Publicity Director.....Clem Morgan
Musical Director.....George Goulding
Chief Engineer.....Chester Fouquet

POLICIES

No special policies, as to foreign language programs. Liquor still illegal in the state of Kansas.

Complete merchandising cooperation at all times.

REPRESENTATIVE

Cox and Tanz

K V G B

"THE VOICE OF GREAT BEND" GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: E. E. Ruehlen. OPERATED BY: E. E. Ruehlen. BUSINESS ADDRESS: 2103½

Forest. PHONE: 1080-1. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 2 miles south of Great Bend on Highway No. 8. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. (unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Station Manager.....E. E. Ruehlen
Commercial Manager.....Vern Minor
Advertising Manager.....Dave Wilson
Assistant Manager.....Vern Minor
Musical Director.....Earl Brewster
Chief Engineer.....Leo Legleiter

POLICIES

No intoxicating liquor advertising accepted.

K W B G

"THE STATION IN THE CENTER OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 Ave. A. East. PHONE: 5202. STUDIO ADDRESS: 101 Ave. A. East. TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: (winter) 6:30 A.M. to 10:30 P.M.; (summer) 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager..W. B. Greenwald
Advertising Manager.....W. P. Robinson
Chief Announcer.....Ed Letson
Station Manager.....W. B. Greenwald
Program Director.....J. B. Lake
Publicity Director.....W. P. Robinson
Musical Director.....Willie Anz
Chief Engineer.....Harold Bourrell

POLICIES

Will accept beer advertising. No foreign language accounts.

Merchandising as required.

K C K N

"DOMINANT NEWS STATION OF THE TWO KANSAS CITIES"

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

KANSAS NETWORK

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor Library, Lang-Worth, NAB Library.

Personnel

President W. A. Bailey
 Vice-President-General
 Manager Ellis Atteberry
 Commercial Manager Owen Balch
 Program Director Ralph Nelson
 Director of Publicity Ruth Kendall
 Continuity Editor Evan Fry
 News Commentator Olaf Soward
 Musical Director Ruth Royal
 Chief Engineer C. E. Salzer, Jr.

POLICIES

No beer or alcoholic beverage accounts accepted.

Complete cooperation with commercial clients in merchandising and exploitation. Planned, arranged and executed by station. Clients bear actual cost only.

REPRESENTATIVE

Capper Publications

K F K U

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WREN.

Personnel

Director Harold G. Ingham

POLICIES

Station does not sell time.

W R E N

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFRU, Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager Vernon H. Smith

REPRESENTATIVE

George P. Hollingbery Co.

K S A C

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; Saturdays, 2:00 P.M. to 2:30 P.M. and 4:30 to 5:30 P.M.

Personnel

President F. D. Farrell

Director H. Umberger

Program Director L. L. Longsdorf

POLICIES

Station does not sell time. Station presents only educational non-commercial programs.

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. and at Joplin, Mo. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President E. Victor Baxter

Commercial Manager Ed. Cunniff

Station Manager Ed. Cunniff

Sales Manager R. G. Patterson

Chief Announcer Spencer Allen

Program Director J. L. Simmons

Chief Engineer W. L. Brown

POLICIES

Will accept beer accounts; also foreign language programs.

Has special merchandising department that will work with commercial advertisers

REPRESENTATIVE

Howard H. Wilson & Co.

K S A L

"YOUR FRIEND OF THE AIRWAYS"

SALINA—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. J. Laubengayer. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

Owner R. J. Laubengayer
Station Manager..... Merle E. Tucker
Commercial Manager..... H. C. Fagerstrom
Chief Engineer..... N. E. Vance, Jr.

POLICIES

All commercial programs including name of sponsor, are published in Salina Journal each day. Journal has approximately 14,000 daily circulation.

REPRESENTATIVE

The Katz Agency

W I B W

"THE VOICE OF KANSAS"

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

Personnel

General Manager..... Ben Ludy
Chief Engineer..... Karl Troeglen

POLICIES

No beer or liquor advertising.
Publicity in Capper Publications, Inc. Personal calls and window displays as part of merchandising aids.

REPRESENTATIVE

Capper Publications, Inc.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 42387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Chas. C. Theis
General Manager..... Herb Hollister
Commercial Manager..... Herb Hollister
Chief Announcer..... Jack Todd
Publicity Director..... Phil McKnight
Musical Director..... Raymond Shelley
Chief Engineer..... Glenn Ritter

POLICIES

Accept beer but not liquor.
Maintains a merchandising department.

REPRESENTATIVE

The Katz Agency

K F H

"KANSAS' FRIENDLY HOST"

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries, C. P. MacGregor.

Personnel

Vice President-General Mgr..... M. M. Murdock
Business Manager..... P. S. Clark
Production Manager..... Vernon E. Reed
Local Sales Manager..... E. F. Scraper
National Sales Manager..... Clark A. Luther
Chief Engineer..... Amos C. Dadisman

POLICIES

Station offers cooperation and a complete merchandising service for advertisers. Beer accounts are accepted but no liquor advertising.

REPRESENTATIVE

Edward Petry & Co.

WAVE STILL ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

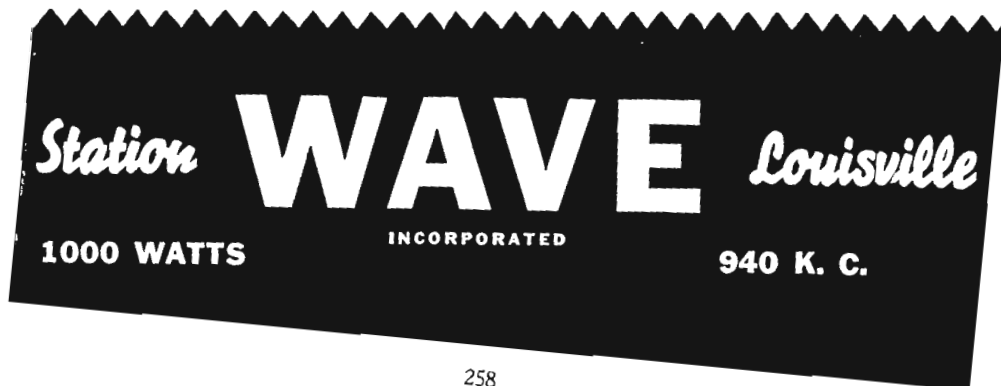
No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . leaving the Whangpoo (and the Kentucky mountains) for the *other* fellows!

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% more passenger cars—64% more wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives



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

KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$388,278,000

Auto Registrations 351,100

W C M I

"WHERE COAL MEETS IRON"
ASHLAND—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashland Broadcasting Co. Operated BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 363. STUDIO ADDRESS: WCMI Bldg. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 1200 midnight. NEWSPAPER AFFILIATIONS: Ashland Daily Independent. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. T. Norris
Managing Director.....Jos. F. Kyler
Chief Announcer.....Paul L. Ruble
Sales Manager.....Jack Bell
Publicity Director.....Paul L. Ruble
Musical Director.....Hester Kyler
Chief Engineer.....Paul Holton

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Burn-Smith Co.

W C K Y

COVINGTON, KY.

(See Cincinnati, O.)

W L A P

"THE THOROUGHbred STATION
OF THE NATION"

LEXINGTON—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Genl. Mgr.....Gilmore N. Nunn
Vice President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Commercial Manager.....Winston L. Clark
Chief Announcer.....Ted Grizzard
Station Manager.....Winston L. Clark
Publicity Director.....Ted Grizzard
Musical Director.....Miller Welch
Chief Engineer.....Sanford Helt

POLICIES

No liquor advertising accepted before 8 P.M. No restrictions on beer and light wines. No restrictions on foreign language broadcasts. Complete merchandising department at the disposal of the advertiser.

REPRESENTATIVE

Burn-Smith Co.

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY
FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Geo. W. Norton, Jr.
Commercial Manager.....James F. Cox
Station Manager.....Nathan Lord
Sales Manager.....James F. Cox
Publicity Director.....George Patterson
Musical Director.....Clifford Shaw
Chief Engineer.....Wilbur E. Hudson

POLICIES

Liquor accounts are not accepted. Beer accounts at any time. No foreign language accounts. All copy subject to station approval and FTC regulations.

Station undertakes merchandising to the extent of publicizing programs and calls on wholesalers and certain key retailers in district.

REPRESENTATIVE

Free & Peters, Inc.

W H A S

"IN THE HEART OF THE RICH
OHIO VALLEY"

LOUISVILLE—1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.
OWNED BY: Barry Bingham. OPERATED BY:
Louisville Times Company. BUSINESS AD-
DRESS: 300 W. Liberty St. PHONE: Wa 2211.
STUDIO ADDRESS: 300 W. Liberty St. TRANS-
MITTER LOCATION: New Eastwood. TIME
ON THE AIR: 5:30 A.M. to 1:00 A.M. daily;
8:00 A.M. to midnight Sunday. NEWSPAPER
AFFILIATION: Courier Journal and Louisville
Times. NEWS SERVICE: United Press. MAIN-
TAINS AN ARTISTS BUREAU. TRANSCRIPTION
SERVICE: Associated Music Publisher
Library.

Personnel

Owner Barry Bingham
Radio Director Credo Harris
Executive Manager W. Lee Coulson
Commercial Manager Joe Eaton
Program Manager Robert L. Kennett
Chief Announcer Meador Lowrey
Studio Director Meador Lowrey
Publicity Director Dolly Sullivan
Technical Advisor Orrin W. Towner

POLICIES

Accept beer accounts. Medicinal advertising

must conform to Federal Trade Commission regulations and station standards.

Merchandising: Supply daily listings, pictures and highlights in Courier-Journal and Louisville Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc. By direct mail postage only is charged to advertiser. Surveys, window displays, counter cards handled by merchandising service at small cost to advertiser.

REPRESENTATIVE

Edward Petry & Company

W O M I

"RADIO VOICE OF THE OWENSBORO
MESSENGER AND INQUIRER"
OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Owensboro
Broadcasting Co., Inc. OPERATED BY: Owens-
boro Broadcasting Co., Inc. BUSINESS AD-
DRESS: Byers Ave. & Livermore Road. PHONE:
420. STUDIO ADDRESS: Byers Ave. & Livermore
Road. TRANSMITTER LOCATION: Same. TIME
ON THE AIR: 16 hours daily; 15 hours Sunday.
NEWSPAPER AFFILIATIONS: Owensboro Mes-
senger (morning); Owensboro Inquirer (evening).
NEWS SERVICE Associated Press (non-com-
mercial). TRANSCRIPTION SERVICE: NBC The-
saurus.

Before you Buy
... borrow the Blind
Goddess' Scales



DURING the next year you will doubtless use this book more than once in connection with buying radio time.

When you come to consider the Louisville market, we ask just one thing—that you borrow the scales of the blind goddess and weigh media in relation to market.

Gauge first the market in its entirety—a market that encompasses most of Kentucky, sizable and wealthy portions of Indiana and Ohio as well. Here live 1,932,307 people, 1,267,519 families. Here are owned 904,999 radio sets, 962,233 automobiles. Here is spent, annually, \$2,738,119,583! This vast and wealthy market lies completely with-

in the WHAS primary listening area, is reached and covered every day by WHAS advertisers. Because of its central location WHAS is the logical station to cover this complete market.

When you have weighed two billion dollars, you will agree that here is a market rich in sales opportunity. We believe you will also consider it too important for half measures, that you will choose the medium which can and does deliver all of it at once and at low cost.

WHAS

COURIER-JOURNAL AND
LOUISVILLE TIMES STATION

50,000 Watts—CBS—Cleared Channel • Edward Petry & Co., Natl. Repr.

Personnel

President.....Lawrence W. Hager
 Vice President.....W. B. Hager
 Secretary-Treasurer.....G. M. Fuqua
 General Manager.....Lyell L. Ludwig
 Commercial Manager.....George C. Blackwell

POLICIES

No foreign language programs. Liquor advertising only after 8 P.M. in evening (weekdays only).

Merchandising and publicity through newspaper tie-up.

W P A D

"VOICE OF WESTERN KENTUCKY"

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Paducah Broad-

casting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 8th and Terrell. PHONE: 4100. STUDIO ADDRESS: 8th and Terrell. TRANSMITTER LOCATION: 8th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Genl. Mgr.....Pierce E. Lackey
 Secretary.....E. Ezell Lackey
 Treasurer & Coml. Mgr.....W. Prewitt Lackey
 Chief Announcer.....Gene Peak
 Station Manager.....Gene Peak
 Sales Manager.....Gene Peak
 Publicity Director.....Pierce E. Lackey
 Musical Director.....Gene Peak
 Chief Engineer.....C. G. Sims

POLICIES

No whiskey advertising accepted.

LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$344,393,000

Auto Registrations 244,274

K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd & Jackson. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Walter H. Allen
 General Manager.....C. Edly Rogers
 Sales Manager.....I. F. Welch
 Program Director.....Virgil Evans
 Publicity Director.....Wallace Kendall
 Musical Director.....Virgil Evans
 Chief Engineer.....Truman Stanley

POLICIES

No special policies or restrictions.

Special build-up announcements prior to commercial programs.

W J B O

BATON ROUGE—EST. 1934

NBC (BLUE) LOUISIANA NETWORK NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight; Mondays, same except off 8:00 to 9:00 P.M. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Chas. P. Manship, Jr.
 Chief Announcer.....Paul Goldman
 Vice Pres. & Genl. Mgr.....H. Vernon Anderson
 Sales Manager.....J. Roy Dabadie
 Chief Engineer.....Wilbur T. Golson

REPRESENTATIVE

George P. Hollingbery Co.

K V O L

"VOICE OF LAFAYETTE"
LAFAYETTE—EST. 1935
SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M.—4:00 P.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Morgan Murphy
Station Manager Geo. H. Thomas
Commercial Manager R. A. Escudier
Chief Announcer Earl Peterson
Program Director A. B. Craft
Chief Engineer J. G. Cooper

POLICIES

No stated special policies.

K P L C

"VOICE OF THE POPULAR PORT"
LAKE CHARLES—EST. 1935
LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.



Now 50,000 Watts

Tell - Sell

over

WWL - New Orleans

Vincent F. Callahan, Gen'l Mgr.

Represented by
The Katz Agency, Inc.

d., 100 Watts, n. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujot St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President L. M. Sepaugh
Commercial Manager F. C. Carroll
Chief Announcer K. McDaniel
Station Manager C. R. Porter
Publicity Director H. L. Barnett
Chief Engineer E. C. Moses

POLICIES

Only good taste and F.C.C. requirements. Accept French programs.

REPRESENTATIVE

Burn-Smith Co.

K M L B

"VOICE OF MONROE"
MONROE—EST. 1930
LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, Night. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC The-saurus.

Personnel

President J. C. Liner, Sr.
Commercial Manager J. C. Liner, Jr.
Station Manager J. C. Liner, Sr.
Sales Manager Don Breitenmoser
Chief Engineer O. L. Morgan

POLICIES

None other than that programs must be in good taste, with all programs subject to rejection by station management.

Merchandising and exploitation is done only at expense of advertiser.

W B N O

"WE BOOST NEW ORLEANS"
NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Coliseum Place Baptist Church. OPERATED BY: Coliseum Place Baptist Church. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: Noon to 5:00 P.M. and 8:00 to 11:00 P.M. NEWSPAPER AFFILIATIONS: Christian Science Monitor. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Edward R. Musso
 Sales Manager.....W. Bradberry
 Publicity Director.....Walter J. Williams
 Musical Director.....Mildred Elliott
 Chief Engineer.....W. Bradberry

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Cox & Tanz

W D S U

"FIRST WITH THE LATEST AND ALWAYS
 A FEW HEAD LINES AHEAD"

NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 Watts.
 OWNED BY: WDSU, Inc. OPERATED BY:
 WDSU, Inc. BUSINESS ADDRESS: Hotel Monte-
 leone. PHONE: Raymond 7135. STUDIO
 ADDRESS: Hotel Monteleone. TRANSMITTER
 LOCATION: Gretna. TIME ON THE AIR: 7:00
 A.M. to midnight. NEWS SERVICE: United
 res. TRANSCRIPTION SERVICE: C. P. Mac-
 Gregor.

Personnel

President.....Joseph H. Uhalt
 Commercial Manager.....P. K. Ewing
 Station Manager.....Joseph H. Uhalt
 Sales Manager.....P. K. Ewing
 Chief Engineer.....Fred Fabre

POLICIES

No stated special program policies. Adver-
 tising of alcoholic beverages accepted but pro-
 gram must be in the late hours.

REPRESENTATIVE

John Blair & Co.

W J B W

"THE FRIENDLY ORIGINAL ALL NIGHT
 STATION"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Charles C. Carlson. OPERATED
 BY: Charles C. Carlson. BUSINESS ADDRESS:
 947 Howard Ave. STUDIO ADDRESS: God-
 chaux Bldg. TRANSMITTER LOCATION: New
 Orleans. TIME ON THE AIR: 6:00 A.M. to
 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to
 6:00 A.M.; Sundays, 7:00 A.M. to 10:00 A.M.,
 1:00 P.M. to 5 P.M. and 9:00 P. M. to 1:00 A.M.
 Shares time with WBNO. TRANSCRIPTION
 SERVICE: Lang-Worth.

Personnel

General Manager.....C. C. Carlson
 Program Director and
 Chief Announcer.....A. H. Nigocia

W S M B

"AMERICA'S MOST INTERESTING CITY"

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 Watts,
 d., 1000 Watts, n. OWNED BY: Maison Blanche
 & Saenger Theaters. OPERATED BY: WSMB,
 Inc. BUSINESS ADDRESS: 901 Canal St.
 PHONE: MA. 5920. STUDIO ADDRESS: 901
 Canal St. TRANSMITTER LOCATION: Algiers.
 TIME ON THE AIR: 7:00 to 12:00 midnight.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS BUREAU. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President.....E. V. Richards
 General Manager.....H. Wheelahan
 Artists' Bureau Head.....Wm. Brengel
 Chief Announcer.....Wm. Brengel
 Sales Manager.....T. J. Fontelieu
 Publicity Director.....T. J. Fontelieu
 Musical Director.....Y. Lebaron
 Chief Engineer.....H. G. Nebe

POLICIES

No stated special policies or restrictions on
 programs.

Merchandising aid given where requested.

REPRESENTATIVE

Edward Petry & Company

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000
 Watts. OWNED BY: Loyola University. OP-
 ERATED BY: WWL Development Co., Inc.
 BUSINESS ADDRESS: Roosevelt Hotel. PHONE:
 Raymond 2196-7-8. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Kannerville. TIME
 ON THE AIR: 5:30 A.M. to 12:10 A.M. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: Standard Radio Library.

Personnel

General Manager.....Vincent F. Callahan
 Program Manager.....Jimmie Willson
 National Advertising Manager.....Beverly Brown
 Chief Announcer.....Jimmie Willson
 Sales Manager.....W. P. Beville
 Director of Merchandising.....Louis Read
 Social Events Director.....Henry Dupre
 Publicity Director.....Henry Dupre
 Musical Director.....Pinky Vidacovich
 Chief Engineer.....J. D. Bloom, Jr.

POLICIES

No whiskey advertisements, no foreign lan-
 guage accounts accepted; special restrictions
 on medicines.

Merchandising: WWL has a full time mer-

chandising director who interviews local dealers and distributors and arranges merchandising tie-ups. Special merchandising service is available to meet individual sales problems. Station stands ready to lend any reasonable assistance to insure the success of the advertiser's campaign.

REPRESENTATIVE

The Katz Agency

K R M D

"SHREVEPORT'S FRIENDLY STATION"

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. M. Dean
 General Manager L. M. Sepaugh
 Treasurer T. B. Lanford
 Station Manager G. V. Wilson
 Program Director Travis Cabiness

Chief Announcer Jack Simpson
 Chief Engineer R. M. Dean

POLICIES

All copy and programs are subject to approval of station management and must comply with all municipal, state and Federal laws.

Merchandising aids through advance announcements. Display card tie-in at strategic points.

REPRESENTATIVE

J. J. Devine & Associates

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.—

DIXIE NETWORK

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press.

Personnel

President John D. Ewing
 General Manager John C. McCormack
 Commercial Manager J. A. Oswald

"MAINE'S OLDEST
 BROADCASTING SERVICE"

WABI

"BANGOR'S ONLY
 COLUMBIA OUTLET"

Represented by
 GENE FURGASON & CO.

Program Director.....B. G. Robertson
 Publicity Director & Merchandising
 Jack Keasler
 Chief Engineer.....C. H. Haddox

POLICIES

Advertising of alcoholic beverages accepted.
 Merchandising department offers full cooperation.

REPRESENTATIVE
 The Branham Company

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1100 Kc. POWER: 10,000
 Watts. OWNED BY: International Broadcasting
 Corp. OPERATED BY: The Shreveport Times.
 BUSINESS ADDRESS: P. O. Box 17. PHONE:
 4171. STUDIO ADDRESS: Commercial Bldg.

TRANSMITTER LOCATION: Mooringsport Road.
TIME ON THE AIR: 6:00 A.M. to 12:00 mid-
 night. **NEWSPAPER AFFILIATIONS:** The
 Shreveport Times. **NEWS SERVICE:** United
 Press. **TRANSCRIPTION SERVICE:** Standard
 Radio, NAB Library.

Personnel

President.....John D. Ewing
 General Manager.....John C. McCormack
 Commercial Manager.....J. A. Oswald
 Program Director.....Fred Ohl
 Publicity Director & Merchandising
 Jack Keasler
 Chief Engineer.....W. E. Antony

POLICIES

Advertising of alcoholic beverages accepted.
 Merchandising department lends full cooperation.

REPRESENTATIVE
 The Branham Company

MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$232,599,000

Auto Registrations 156,000

WRDO

"THE FRIENDLY VOICE FROM THE
 HEART OF MAINE"

AUGUSTA—EST. 1932

NBC—MBS
 YANKEE and COLONIAL NETWORKS
 FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: WRDO, Inc. OPERATED BY:
 Same. BUSINESS ADDRESS: 1 Commercial
 St. PHONE: 2285. STUDIO ADDRESS: 1 Com-
 mercial St. TRANSMITTER LOCATION: 341
 Water St. TIME ON THE AIR: 8:00 A.M. to
 12:00 midnight. NEWS SERVICE: Yankee Net-
 work.

Personnel

Station Manager.....Conrad E. Kennison
 Chief Engineer.....Harold T. Dinsmore

POLICIES

Accepts beer and wine advertising and for-
 eign language programs.
 Contact by mail or personal call dealers
 in territory in behalf of an advertiser's prod-
 uct, if desired.

WABI

"MAINE'S OLDEST BROADCASTING
 SERVICE"

BANGOR—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Community Broadcasting Service,
 Inc. OPERATED BY: Community Broadcasting
 Service, Inc. BUSINESS ADDRESS: 57 State
 St. PHONE: 6658-4243. STUDIO ADDRESS:
 57 State St. TRANSMITTER LOCATION:
 Brewer, Maine. MAINTAINS ARTISTS' BU-
 REAU. NEWSPAPER AFFILIATION: Bangor
 Daily Commercial. NEWS SERVICE: Asso-
 ciated Press.

Personnel

President.....F. B. Simpson
 Station Manager.....R. M. Wallace
 Program Director.....Maurice Dolbier
 Chief Engineer.....Nelson Lawson

POLICIES

Advertising of beers and wines accepted.
 Merchandising — Publicity through news-
 paper affiliation.

REPRESENTATIVE
 Gene Furgason & Co.

W L B Z

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth Features, World Broadcasting System.

Personnel

General Manager . . . Thompson L. Guernsey

POLICIES

Advertising of distilled alcoholic beverages not accepted.

REPRESENTATIVE

Weed & Company

W C O U

"MAINE'S BUSIEST STATION"

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE-COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Jean B. Couture
Treasurer Faust O. Couture
Secretary Valdor L. Couture
General Manager Bernard R. Howe
Program Director Roger Levenson
Office Manager Oscar Normand
Musical Director Bertrand Cote
Chief Engineer Leslie R. Hall

POLICIES

No hard liquor advertising is accepted; limited amount of beer and wine accounts.

Merchandising: Station publishes the WCOU Times, a house organ. All other promotional and merchandising activities charged at cost.

W C S H

PORTLAND—EST. 1925

NBC-RED YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress

WBAL

Baltimore's Powerful Voice — 10,000 Watts ★ Two Networks — NBC and Mutual ★ Two News Services — INS and U. P. ★ Member of the World Transcription System "Gold Group" ★ Affiliated with the Baltimore News-Post — (Largest Circulation in the South) ★ Nationally Represented by International Radio Sales ★

*means business
in Baltimore*

AMERICA'S 8th MARKET

RETAIL SALES MORE THAN \$300,000,000 ANNUALLY

Square Hotel Co. **BUSINESS ADDRESS:** 579 Congress St. **PHONE:** Portland 3-9667. **STUDIO ADDRESS:** 579 Congress St. **TRANSMITTER LOCATION:** Scarborough, Maine. **TIME ON THE AIR:** Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:15 A.M. to 12:00 midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

Supervisor.....George F. Kelley, Jr.
 Station Manager.....Linwood T. Pitman
 Program Director.....Albert W. Smith
 News Editor.....John M. Cooper
 Merchandising Director....Arthur E. Bucknam
 Chief Engineer.....G. Fred Crandon

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer and telephone calls to dealers and distributors within local exchange limits. Letters to trade on station stationery.

REPRESENTATIVE

Weed & Co.

W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. **POWER:** 500 Watts. **OWNED BY:** Portland Broadcasting System, Inc. **OPERATED BY:** Portland Broadcasting System, Inc. **BUSINESS ADDRESS:** 645A Congress St. **PHONE:** 2-7480; 2-7489. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:00 A.M. to approximately 3 hours after sunset. **NEWSPAPER AFFILIATION:** Gannett Publishing Co. **TRAN-**

SCRIPTION SERVICE: Associated Recording Program Service.

Personnel

President-Treasurer.....Guy P. Gannett
 Assistant Treasurer.....Laurence H. Stubbs
 General Manager.....Creighton E. Gatchell
 Program Manager.....Richard E. Bates
 Chief Announcer.....Sam Henderson
 Chief Engineer.....Rodger D. Hodgkins

POLICIES

Beer and wine advertising accepted. All programs and announcements subject to station approval and FCC regulations.

REPRESENTATIVE

Paul H. Rayner Co.

W A G M

PRESQUE ISLE—EST. 1930

FREQUENCY: 1420 Kc. **POWER:** 100 Watts. **OWNED BY:** Aroostook Broadcasting Corp. **OPERATED BY:** Aroostook Broadcasting Corp. **BUSINESS ADDRESS:** National Bank Bldg. **PHONE:** Presque Isle 8821. **STUDIO ADDRESS:** National Bank Bldg. **TRANSMITTER LOCATION:** National Bank Bldg. **TIME ON THE AIR:** 11:00 A.M. to 7:00 P.M. **NEWS SERVICE:** Transradio Press. **MAINTAINS ARTISTS' BU-REAU.**

Personnel

General Manager.....R. W. MacIntosh
 Commercial Manager.....L. E. Hughes
 Chief Announcer.....Ted Coffin

POLICIES

Malt beverage and spirituous liquor advertising accepted; not restricted as to position. Not more than three such advertisers accepted during any one day. French language programs accepted and not restricted to certain hours.

MARYLAND

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$462,874,000

Auto Registrations 336,050

W B A L

"BALTIMORE'S POWERFUL VOICE"

BALTIMORE—EST. 1925

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:00 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight).

POWER: 10,000 Watts. **OWNED BY:** WBAL Broadcasting Co. **OPERATED BY:** WBAL Broadcasting Co. **BUSINESS ADDRESS:** Lexington Bldg. **PHONE:** Plaza 4900. **STUDIO ADDRESS:** Lexington Bldg. **TRANSMITTER LOCATION:** Pikesville, Md. **TIME ON THE AIR:** (daily) 6:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12 midnight. **NEWSPAPER AFFILIATIONS.**

Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features.

Personnel

Station Manager.....Harold C. Burke
 Program Manager.....Paul Girard
 Program Supervisor.....Walter Linthicum
 Publicity Director.....Dorothy Smith
 Chief Engineer.....Gerald W. Cooke

POLICIES

No foreign language programs accepted.
 Membership: Programs are publicized by station advertisements in the Baltimore News-Post; fifty letters sent free, balance at cost; pre-program announcements used for new programs.

REPRESENTATIVE

International Radio Sales

W C A O

"THE VOICE OF BALTIMORE"

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight. (Sunday) 8:45 A.M. to midnight. NEWS SERVICE: International News Service.

Personnel

President and Treasurer...Lewis M. Milbourne
 Chief Announcer.....William J. O'Toole
 Publicity Director.....Dwight W. Burroughs
 Musical Director.....Jack Lederer
 Chief Engineer.....Martin L. Jones

POLICIES

Station does not accept liquor advertising, nor encourage foreign language accounts.

REPRESENTATIVE

Paul H. Raymer Co.

W C B M

BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS:

Hearst Tower Bldg. PHONE: Plaza 5359-1; Calvert 2480-1. STUDIO ADDRESS: Keith Theater. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

Personnel

President and Commercial
 Manager.....John Elmer
 Vice-President.....J. Purdon Wright
 Treasurer.....J. Lawrence Schanberger
 Station Manager.....Geo. H. Roeder
 Sales Manager.....John Elmer
 Publicity Director.....Newell Warner
 Chief Engineer.....G. Porter Houston

POLICIES

Does not accept liquor advertisements.

W F B R

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922

NBC (RED)

FREQUENCY: 1270 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Baltimore Radio Show, Inc. OPERATED BY: The Baltimore Radio Show, Inc. BUSINESS ADDRESS: 7 St. Paul St. PHONE: Plaza 6030-1-2-3-4. STUDIO ADDRESS: 7 St. Paul St. TRANSMITTER LOCATION: 5801 Radio Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Maintains own complete recording equipment.

Personnel

President.....Robert S. Maslin
 Station Manager.....Hope H. Barroll, Jr.
 Commercial Manager.....Purnell H. Gould
 Advertising Manager.....Robert S. Maslin, Jr.
 Artists' Bureau Head.....Jos. Imbroglio
 Production Manager.....Bert Hanauer
 Sales Manager.....Purnell H. Gould
 Publicity Director.....Robert S. Maslin, Jr.
 Musical Director.....Jos. Imbroglio
 Chief Engineer.....Wm. Q. Ranft

POLICIES

Does not accept liquor advertising or foreign language accounts.

Special merchandising: Tie-ups with six county papers. Use quarter page in each weekly. Tie-ups with eight movie houses. Use trailers. Tie-ups with three magazines. Trade notices to wholesalers.

REPRESENTATIVE

Edward Petry & Co., Inc.

W T B O

CUMBERLAND—EST. 1928

MARYLAND COVERAGE AND
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.
OWNED BY: Associated Broadcasting Corp.
OPERATED BY: Associated Broadcasting Corp.
BUSINESS ADDRESS: 31 Frederick St. PHONE:
Cumberland 299. STUDIO ADDRESS: 31 Fred-
erick St. TRANSMITTER LOCATION: Fort Hill.
TIME ON THE AIR: 7:30 A.M. to local sunset,
at Dallas, Tex.; Sunday, 8:30 A.M. to local
sunset at Dallas. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System.

Personnel

President.....Roger W. Clipp
Vice-President.....Frank V. Becker
Secretary.....Chas. Z. Heskett
Treasurer-General
Manager.....H. Bliss McNaughton
Chief Announcer.....Robert Rosamond
Chief Engineer.....George H. Lenhart

POLICIES

All advertising copy must be in good taste.
Must comply with FCC and Federal Trade
Commission regulations.

Merchandising through dealer contact and
assistance.

REPRESENTATIVE

Joseph Hershey McGillvra

W F M D

"IN THE HEART OF MARYLAND"

FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.
OWNED BY: Monocacy Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Winchester Hall. PHONE: 1466. STUDIO AD-
DRESS: Winchester Hall Bldg., and Hippodrome
Theatre Bldg., Baltimore, Md. TRANSMITTER
LOCATION: Jefferson Pike. TIME ON THE AIR:
6:30 A.M. to local sunset; Sunday, 9:00 A.M.
to local sunset. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System. MAINTAINS ARTISTS'
BUREAU.

Personnel

General and Commercial
Manager.....A. V. Tidmore
Chief Announcer.....R. L. Longstreet
Program Director.....R. L. Longstreet

Publicity Director.....Hugh F. Ferguson
Artists Bureau Head.....Winston Shipley
Musical Director.....Winston Shipley
Chief Engineer.....John A. Fels

POLICIES

No stated special policies.

W J E J

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts,
d.; 50 Watts, n. OWNED BY: Hagerstown
Broadcasting Co. OPERATED BY: Hagerstown
Broadcasting Co. BUSINESS ADDRESS: 16
West Washington St. STUDIO ADDRESS: 16
West Washington St. TRANSMITTER LOCA-
TION: Hagerstown. TIME ON THE AIR: Mon-
day, Wednesday and Friday: 6:30 A.M. to
local sunset; Tuesday, Thursday, Saturday
and Sunday, 6:30 A.M. to 1:00 P.M. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Grover C. Crilley

W S A L

"THE EASTERN SHORE'S OWN STATION"
"THE RADIO VOICE OF THE DELMARVA
PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts.
OWNED BY: Frank M. Stearns. OPERATED
BY: Same. BUSINESS ADDRESS: 415 E. Main
St. PHONE: 1540-1. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: (Daily) 6:30 A.M. to local sunset;
(Sunday) 8:00 A.M. to local sunset. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICES: Standard Library and NAB Li-
brary radio transcripts.

Personnel

Owner and Station Manager..Frank M. Stearns
Program Manager and Chief
Announcer.....Deane Long
Musical Director.....H. Fulton Brewington
Publicity Director.....Robert Rogers
Continuity Chief.....Major Robb
Chief Engineer.....Richard W. Bullers

POLICIES

No liquor advertising accepted. All adver-
tising presented on highest standards and
copy must conform with station policies and
FTC.

Merchandising: Station will cooperate on all
types of merchandising upon request.

REPRESENTATIVE

Weed & Co.

an ad for **WEEI**
good for 1939 or any year

All year long WEEI delivers the biggest and the richest market of any Boston station... the entire Boston Retail Trading Area (Metropolitan and Greater Boston) PLUS 27 just-as-important outside counties from the Canadian border to Cape Cod.*

Night and day WEEI speeds into New England radio homes those audience-building local and Columbia network programs which have helped make WEEI the most popular station in both parts of the All-Boston market.*

*That's WEEI's story, good for a year... any year. It's a twelve-month's tale worth telling...*Shall we send you the details?*



WEEI

BOSTON • A CBS STATION

Operated by Columbia Broadcasting System. Represented by RADIO SALES

MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,461,180,000

Auto Registrations 733,800

W O C B *

**BARNSTABLE TOWNSHIP—
EST. 1939**

FREQUENCY: 1210 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Harriet M. Alleman and Helen W. MacLellan. **OPERATED BY:** Cape Cod Broadcasting Co. **BUSINESS ADDRESS:** Osterville, Mass. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Full Time License. **NEWS SERVICE:** Transradio Press.

* Station was licensed under a C. P. at time of going to press and expected to start regular operations by April, 1939.

W A A B

"KEY STATION—COLONIAL NETWORK"

**BOSTON—EST. 1930
MUTUAL—COLONIAL**

FREQUENCY: 1410 Kc. **POWER:** 1000 watts, d.; 500 watts, n. **OWNED BY:** The Yankee Network, Inc. **OPERATED BY:** The Yankee Network, Inc. **BUSINESS ADDRESS:** 21 Brookline Ave. **PHONE:** Comm. 0800. **STUDIO ADDRESS:** 21 Brookline Ave. **TRANSMITTER LOCATION:** Squantum (Quincy). **TIME ON THE AIR:** 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 1:30 A.M. **NEWS SERVICE:** Colonial Network News Service, International News Service, Universal Service. **ARTISTS BUREAU:** Colonial Network Artists Bureau. **TRANSCRIPTION SERVICE:** Associated Library, Colonial Network Transcription Service.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of
Station Operations.....R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Commercial Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Sales Manager.....Wm. Warner
Assistant Sales Manager.....Gerald Harrison
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Foreign language accounts accepted in daytime only and adjacent to present foreign language programs. Must be accompanied by strict translation of subject matter. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to station's standards and must be approved before being broadcast.

Merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. Tie-up with the New England Poultrymen where station provides advertising to clients in this field. Maintain complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVES

Edward Petry & Co., Inc.

W B Z & W B Z A

**BOSTON & SPRINGFIELD
EST. 1921**

**NATIONAL BROADCASTING CO.
(BASIC BLUE)**

FREQUENCY: 990 Kc. **POWER:** WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. **OWNED BY:** Westinghouse Electric & Mfg. Co. **OPERATED BY:** Same. Programmed by National Broadcasting Co. **BUSINESS ADDRESS:** WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. **PHONE:** WBZ—Hancock 4261. WBZA—Springfield 6-8336. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** WBZ—Millis. WBZA—Springfield. **TIME ON THE AIR:** 6:00 A.M. to 1:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President.....Geo. H. Bucher
Station Manager.....John A. Holman
Program Manager.....John F. McNamara
Chief Announcer.....Robert E. Waite
Sales Manager.....Frank R. Bowes
Publicity Director.....George A. Harder

Musical Director.....John H. Wright
 Plant Manager.....Dwight A. Myer (WBZ)
 Plant Manager.....H. E. Randol (WBZA)

POLICIES

Accepts beer and ale accounts. Does not accept wine, liquor or foreign language accounts. NBC policies apply otherwise.

Merchandising: Station has illuminated display cabinets for client use in studio lobby and picture easel in hotel lobby. Also makes pre-announcements for clients placing new shows on WBZ & WBZA.

REPRESENTATIVE

National Broadcasting Co., Inc.

W C O P

BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Persomnel

President.....Harold A. Lafount
 General Manager.....Gerald H. Slattery

Sales Manager.....Arthur Leary
 Program Director.....Katherine F. Batchelder
 Production Manager.....Arthur Hall
 Public Relations Director.....John K. Gowen, 3rd
 Chief Announcer.....Morton Blender
 Artists' Bureau Head.....Eleanor Kane
 Chief Engineer.....Whitman N. Hall

POLICIES

Liquor advertising accepted. Foreign language translations required.

Complete merchandising facilities, including advance telegrams to dealers, mail breakdown and tabulation, are supplied.

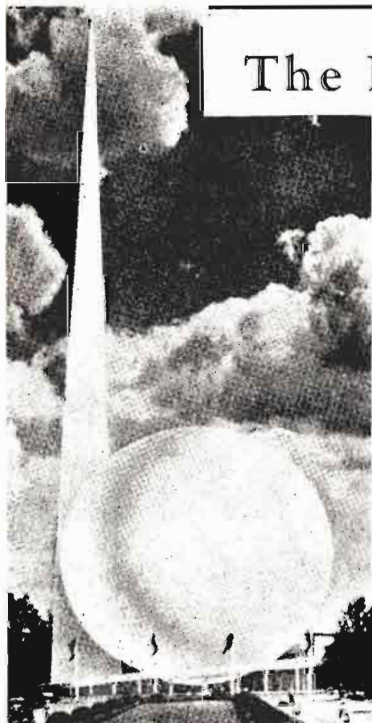
W E E I

"COLUMBIA'S FRIENDLY VOICE IN BOSTON"

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.: 1000 watts, n. OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 8:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United



The Dawn of a New Day

A DISTINGUISHED station serving the cultural center of America . . . in a manner befitting the best traditions of Boston's cherished position in American history and American culture.



W C O P

Copley Plaza Hotel • Boston, Mass.

Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager..... H. E. Fellows
Sales Manager..... Kingsley Horton
Production Manager..... L. G. Del Castillo
Musical Director..... C. R. Hector
Chief Engineer..... P. K. Baldwin
Chief Announcer..... C. H. Dickerman

POLICIES

No liquor advertising; no foreign language accounts. Follows CBS network policies.

No special merchandising or exploitations. Attempt always to achieve good publicity and to use the station's facilities to interest the radio audience in new programs, new events, and new policies.

REPRESENTATIVE

Radio Sales, Inc.

W H D H

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

Personnel

President..... John J. Matheson
Station Manager..... Ralph G. Matheson
Commercial Manager..... Ralph G. Matheson
Chief Announcer..... Frederick Garrigus
Sales Manager..... Ralph G. Matheson
Publicity Director..... John J. Matheson
Musical Director..... Kenneth Wilson
Chief Engineer..... Watson Kownaski

POLICIES

Liquor advertising accepted but with all due restrictions.

W M E X

"FIRST IN PROGRAMS; FIRST ON YOUR DIAL"

BOSTON—EST. 1934

INTER-CITY

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Com. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President..... John E. Reilly
Station Manager..... A. J. Pote
Commercial Manager..... W. S. Pote
Sales Manager..... S. Wasser
Publicity Director..... Vivienne Cameron
Musical Director..... John Kiley
Chief Engineer..... A. J. Pote

POLICIES

Station does not accept liquor advertising; station will accept foreign language accounts. Station uses a planned series of strategic billboard advertisements. All advertising subject to approval of station management.

REPRESENTATIVE

Craig & Hollingsbery, Inc.

W N A C

"KEY STATION—YANKEE NETWORK"

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: The Yankee Net., Inc. OPERATED BY: The Yankee Net., Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service.

Personnel

President..... John Shepard, 3rd
Vice-President in Charge of
Station Operations..... R. L. Harlow
Vice-President in Charge of
Sales and Production..... Linus Travers
Merchandising Manager..... G. McVarish
Artists Bureau Head..... Van Sheldon
Assistant Sales Manager..... Gerald Harrison
Publicity Director..... A. J. Stephenson
Musical Director..... Francis J. Cronin
Chief Engineer..... Irving B. Robinson
Tech. Director..... Paul A. DeMars

POLICIES

No foreign language accounts accepted. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to our station's standards and must be approved before being broadcast.

A merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. A tie-up with the Apothecary Magazine, official New England Pharmaceutical Association organ. Maintains complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend

on volume of business and type of broadcast.

REPRESENTATIVE

Edward Petry & Co., Inc.

W O R L

"BOSTON'S INDEPENDENT STATION"
NEWS OF THE HOUR, ON THE HOUR,
EVERY HOUR

BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts.
OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold A. Lafount
Station Manager.....George Lasker
Promotion Manager.....Frederick Bailey
Artists' Bureau Head.....John P. Samuels
Chief Announcer.....Richard Bates
Program Director.....Robert N. Perry
Publicity Director.....Marjorie L. Spriggs
Chief Announcer.....George Crowell
Musical Director.....Jack Berry

POLICIES

Liquor advertising not acceptable. Special merchandising features in connection with commercial programs include: Telegrams announcing campaign and program sent to all dealers; Promotional photographs; Commercial programs promoted in station's weekly flyers sent to extensive mailing list. Active research and market analysis. New programs publicized in all New England newspapers and by courtesy announcements.

REPRESENTATIVE

Burn-Smith Co.

W S A R

"WE SHOW ADVERTISING RESULTS"

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts.
OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 417 Academy of Music Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: 417 Academy of Music Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. Local news service compiled by local news reporter. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Treasurer.....Wm. T. Welch
Sales Manager.....Leonard C. Cox
Program Director and Artists' Bureau Head.....J. Y. Welch
Production Manager and Publicity Director.....F. J. McLaughlin, Jr.
Musical Director.....J. Y. Welch
Chief Engineer.....John C. Pavao

POLICIES

Does not solicit liquor advertising. Carries foreign language programs. Special merchandising tie-ins are made in radio publications, calling special attention to the program. A local house organ—This Week, calls attention to local programs and network features. In the latter instance, the local representative of the product is also mentioned, even though that representative does not participate in the program.

REPRESENTATIVE

Joseph Hershey McGillvra

W H A I

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

GREENFIELD—EST. 1938

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: John W. Haigis. OPERATED BY:

Primary Coverage includes Lawrence Lowell Haverhill Lynn Melrose Salem Nashua Exeter Beverly Peabody Newburyport Etc.
680 Kilocycles
National Rep. WEED & CO.

WLAW

in the Heart of Industrial New England

Not the biggest market in the United States but WLAW's own exclusive market.

The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

Owned and operated by Hildreth & Rogers Co. Lawrence, Massachusetts

John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner John W. Haigis
 Manager James L. Spates
 Commercial Manager Edward J. McHugh
 Program Director Warren Greenwood

POLICIES

Complete merchandising facilities available to meet the requirements of individual clients. Will not accept hard liquor advertising.

W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

INTERCITY

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President A. H. Rogers
 General Manager Irving E. Rogers
 Commercial Manager David M. Kimel
 Program Director Stanley N. Schultz
 Production Manager H. Harrison Flint
 Chief Engineer George R. Luckey

POLICIES

Adhere to ethics of N. A. B.

REPRESENTATIVE

Weed & Company

W L L H

"VOICE OF THE MERRICK VALLEY"

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 2121. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICES: Yankee Network News Service (INS); Complete local news coverage. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President A. S. Moffat
 Station Manager Robert F. Donahue
 Commercial Manager Haskell Bloomberg
 Production Manager Thomas Clayton
 Chief Engineer Anthony Michaels

POLICIES

Copy on liquor advertisements must not tend to stimulate the use of alcohol.

REPRESENTATIVE

Edward Petry & Co., Inc.

W N B H

"THE STANDARD-TIMES STATION"
 NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. NEWS SERVICE: Associated Press, International News Service, United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager Irving Vermilya
 Assistant Manager Sol Chain
 Chief Engineer Clyde Pierce

POLICIES

Advertising of alcoholic beverages, excepting beers and wines, not accepted. Foreign programs must be open to all advertisers. Laxative not accepted.

Programs contracted for 13 weeks or more receive ten-inch advertisement in Standard-Times and Morning Mercury.

W B R K

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

PERSONNEL

Owner and General Manager Harold Thomas
 Commercial Manager Bruff W. Olin
 Program Director Walcott A. Wyllie
 Chief Engineer Norman Blake

POLICIES

No hard liquor advertising accepted; beer and wines accepted (preferably after 10 P.M.).

REPRESENTATIVE

Gene Furgason & Co.

W M A S

"THE VOICE OF WESTERN MASSACHUSETTS"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....A. S. Moffat
General Manager.....A. W. Marlin
Program Director.....F. Turner Cooke
Chief Announcer.....Carl Raymond
Chief Engineer.....Earl G. Hewinson

POLICIES

Foreign language programs acceptable. English copy must be submitted in advance, announcements carefully edited. Copy restrictions: Accept beer, wine, and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

REPRESENTATIVE

Edward Petry & Co., Inc.

W S P R

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—

YANKEE and COLONIAL NETWORKS

FREQUENCY: 1140 Kc. POWER: 500 Watts.

OWNED BY: Connecticut Valley Broadcasting Co. OPERATED BY: Connecticut Valley Broadcasting Co. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to sunset (at Birmingham, Ala.). NEWSPAPER SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager. Quincy A. Brackett
Treasurer.....Lewis B. Breed
Program Director.....W. H. Latham
Chief Announcer.....Elwin Tacy
Chief Engineer.....H. W. Holt

POLICIES

Wine and beer advertising accepted. No hard liquor advertising accepted.

Foreign language programs accepted in limited number.

REPRESENTATIVE

George P. Hollingbery Co.

W O R C

"BROADCASTING HOUSE"

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner.....A. F. Kleindienst
Station Manager.....E. E. Hill
Chief Engineer.....A. F. Kleindienst

POLICIES

Does not accept programs in foreign language. Liquor advertising restricted to light wines and ales.

REPRESENTATIVE

George P. Hollingbery

W T A G

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; All published by the Worcester Telegram Pub. Co., Inc. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General
Manager.....George F. Booth
Director.....Edward E. Hill
Commercial Manager.....H. J. Perry
Chief Announcer.....Chester Gaylord
Publicity Director.....Frederick L. Rushton
Program Director.....Lillian Moynihan
Chief Engineer.....Hobart H. Newell

POLICIES

Does not take liquor advertising, foreign language accounts or sell announcements in the news.

REPRESENTATIVE

Weed & Company, New York

MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,388,236,000

Auto Registrations 1,245,441

W E L L

BATTLE CREEK—EST. 1925
NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press (Non-Commercial).

Personnel

President A. L. Miller
General Manager D. E. Jayne
Commercial Manager F. F. Owen
Program Director A. H. Haight
Chief Engineer R. B. Roof

POLICIES

No spirituous liquor advertising accepted; no foreign language programs. Right reserved to discontinue programs for reasons sufficient to station. All copy subject to station approval.

Merchandising service available plus special newspaper cooperation in publicity.

REPRESENTATIVE

Burn-Smith Co.

W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 6:00 A.M. to 12:00 midnight; (daily) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President James E. Davidson
Station Manager S. W. Edwards
Chief Engineer Ralph H. Carpenter

REPRESENTATIVE

George P. Hollingsbery Co.

W H D F

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Laurium. TIME ON THE AIR: 11:30 A.M. to 7:00 P.M. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: The Daily Morning Gazette, The Evening News-Journal. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

General Manager John W. Rice
Commercial Manager Merrill F. Trapp
Program Director Albert W. Payne
Technical Supervisor George W. Burgan

POLICIES

Accepts beer and liquor ads.

Run daily programs of WHDF in the morning in the Gazette and in the evening in the News, also free newspaper publicity and mats if the contract warrants such cooperation.

REPRESENTATIVE

Small & Brewer, Inc.

W J B K

"TWENTY-FOUR HOUR STATION"

DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 12897 Woodward Ave. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

Personnel

President James F. Hopkins
Commercial Manager Paul Y. Clark

Chief Announcer.....Charles Starrett
 Station Manager.....James F. Hopkins
 Publicity Director.....Frank Perkins
 Musical Director.....Sybil Krieghoff
 Chief Engineer.....Paul Frinke

POLICIES

No liquor advertising before 10:00 P.M.
 Extensive foreign hours.

REPRESENTATIVE

Howard H. Wilson Co.

W J R

"GOODWILL STATION"
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 750 Kc. POWER: 50,000 watts.
 OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Library.

Personnel

President.....G. A. Richards
 Vice-President and
 General Manager.....Leo Fitzpatrick
 Secretary-Treasurer.....P. M. Thomas
 Artists' Bureau Head.....Norman White
 Chief Announcer.....Franklin C. Mitchell
 Sales Manager.....Owen Uridge
 Publicity Director.....Neal Tomy
 Musical Director.....Sam Benavie
 Chief Engineer.....A. Friedenthal

POLICIES

Do not handle foreign programs. Advertising of alcoholic beverages accepted only in the form of high class programs scheduled for release after 10:00 P.M. No other special restrictions.

REPRESENTATIVE

Edward Petry & Co.

W M B C

"THE HOME STATION"
DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

Personnel

President.....E. J. Hunt

Vice-President.....E. A. Wooten
 General Manager.....H. M. Steed
 Production Manager.....Wm. Jory
 Sales Manager.....H. M. Steed
 Musical Director.....Taras Hubicki
 Chief Engineer.....Edw. Clark

POLICIES

Broadcast foreign language accounts. Liquor advertisements accepted after 10 p.m.

Merchandising department is maintained by station.

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)
 FREQUENCY: 920 Kc. POWER: 5,000 Watts.
 OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eight Mile and Meyer Rds. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press, Transradio Press.

Personnel

Station Manager.....W. J. Scripps
 Sales Manager.....Harry Bannister
 Musical Director.....Herbert Martz
 Chief Engineer.....Walter Hoffman

POLICIES

Does not accept liquor advertising except light wines and beer; no foreign language accounts; no medicinal advertising.

REPRESENTATIVE

George P. Hollingbery Co.

W X Y Z

"THE FAMILY STATION"
DETROIT—EST. 1930

NBC (BLUE)—CBC—(KEY STATION MICHIGAN RADIO NETWORK)

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press-Radio News Service. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President.....George W. Trendle
 Treasurer and General

Manager.....H. Allen Campbell
 Assistant General Manager..Harry Sutton, Jr.
 Studio Manager.....Harold True
 Promotion and Advertising

Manager.....Charles C. Hicks
 Sales Manager.....Arch Shawd

Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Lynn Smeby

POLICIES

No liquor advertising accepted except under approval of Michigan State Liquor Commission, and not to be broadcast before 9:00 P.M. No foreign language broadcasts accepted. All copy for all programs, commercial and sustaining must be submitted in advance of broadcasting time for approval by WXYZ's management.

Merchandising: Station claims the most effective and highly praised Merchandising Service ever offered by any broadcaster. A department of specially trained men who contact dealers and jobbers—take initial orders for goods, arrange for placing of displays and advertising, and constantly survey progress of advertised goods as regards sales volume and competitive products.

REPRESENTATIVE

Paul H. Raymer Co.

W K A R

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert J. Coleman
 Chief Engineer.....Norris Grover

POLICIES

An educational station—Policy is no advertising, no controversial religious or political programs.

W F D F

FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: N.B.C. Thesaurus.

Personnel

Station Manager.....Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper

Publicity Director.....R. V. Osgood
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

POLICIES

Station accepts no hard-liquor advertising or foreign language accounts. All advertising scrutinized for conformity with laws and regulations of Federal Trade Commission, Pure Food and Drugs Administration, Post Office Dept., and Federal Communications Commission.

Merchandising service is available only to advertisers using programs (i.e. not to announcement buyers). There is no charge for the service, except where indicated.

Advance plugs. 50-word announcements given several days preceding start of program series.

Listing of program titles in newspapers totalling over 100,000 circulation weekly.

Listing of sponsor's program title and name in WFDF's daily resume of programs.

Use of WFDF's studios (capacity 75 persons) for dealers' sales meetings, with "pep" addresses by WFDF sales executives, when desired.

Preparing, writing and mailing of letters to dealers or consumers (this service performed at cost).

W O O D - W A S H

"THIS IS GRAND RAPIDS"

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE) MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor g. r., National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, g. r. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press from Michigan Network, Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

Personnel

President.....George W. Trendle
 Traffic Manager.....David H. Harris
 Station Manager.....Stanley W. Barnett
 Sales Manager.....Stanley W. Barnett
 Publicity Director.....T. Wilcox Putnam
 Musical Director.....Sandy Meek
 Chief Engineer.....Lynne C. Smeby

POLICIES

Good taste and public confidence are the bases for all copy and programs—including liquor. No foreign languages accepted.

Merchandising includes theatre trailers—shown at nine local theaters—on all programs featuring big names.

REPRESENTATIVE

Paul H. Raymer Co.

W J M S

"VOICE OF THE GOGEBIC RANGE"

IRONWOOD—EST. 1931

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 7:30 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

General Manager.....Noel C. Ruddell
(Directs also Advertising & Publicity.)
Program and Musical Director...Harry Willis
Chief Engineer.....R. L. Johnson
Sports & News.....Dick Hasbrook

POLICIES

Liquor, beer and wine advertising accepted. Foreign language programs accepted as there is large foreign element in this area.

Station gives merchandising service in proportion to the size of the schedule. Service includes designing and distributing placards, arranging window displays, etc.

REPRESENTATIVE

Mitchell & Ruddell, Inc.

W I B M

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 306 W. Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

PresidentHerman Radner
Vice-President and Station
ManagerRoy Radner
Program Director.....Willie Dunn
Publicity Director.....Walter H. Johnson
Musical Director.....William Cizek
Chief Engineer.....C. W. Wirtanen

POLICIES

Spirituous liquors may be advertised by programs only; beer and wine advertising have no restrictions.

W K Z O

"590 ON YOUR DIAL"

KALAMAZOO—EST. 1923

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts (C. P. for 250 Watts, n.). OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager....John E. Fetzer
Sales Manager.....Guy Stewart
Program Director.....Merun Stonehouse
Office Manager.....Harriet Ribble
Chief Engineer.....Edwin Rector

POLICIES

Advertising of alcoholic beverages accepted. Merchandising: Will contact retail trade for checking as well as for building promotions. Will assist in setting up displays. Will supply market data of area.

REPRESENTATIVE

Howard H. Wilson Co.

W J I M

LANSING—EST. 1934

NBC—BLUE

MICHIGAN RADIO NETWORK—CBC

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJIM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station ManagerHarold F. Gross
Publicity DirectorH. K. Finch

POLICIES

All contracts subject to government regulations and station owner's approval.

W M P C

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSINESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO AD-

DRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

Personnel

President.....Frank S. Hemingway
Chief Announcer.....Nora Eastman
Station Manager.....Frank S. Hemingway
Musical Director.....A. O. Voorheis
Chief Engineer.....H. F. Hayes

POLICIES

Non-commercial.

W B E O

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Mining Journal Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal.

Personnel

Secretary-Treasurer and
General Manager.....Leo G. Brott
Musical and Program Director.....John Trapp
Business and Advertising.....Gordon Brozek

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Burn-Smith Co.

W K B Z

"THE FRIENDLY VOICE OF
WESTERN MICHIGAN"

MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creston Ave. at City Limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Grant F. Ashbacker
Commercial Manager.....G. F. Ashbacker
Artists' Bureau Head.....R. Van Wyck
Chief Announcer.....Hilliard Eudelsky
Publicity Director.....L. Collins
Musical Director.....R. Van Wyck
Chief Engineer.....Geo. Krivitzky

POLICIES

No liquor advertising. Beer only. Maintains complete merchandising department.

REPRESENTATIVE

J. J. Devine & Associates

W H L S

"THE BLUE WATER STATION"

PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

General Manager.....Angus Pfaff
Production Manager.....Harmon L. Stevens
Farm Relations Director.....Edward P. Dougherty
Chief Announcer.....Fred Knorr
Chief Engineer.....Wayne F. McDonnell

POLICIES

Station provides facilities for merchandising promotion ideas as well as continuity and program production.

W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

Personnel

President.....G. B. Hartrick
Commercial Manager.....E. C. Thompson
Chief Announcer.....K. Knight
Station Manager.....E. C. Thompson
Sales Manager.....E. C. Thompson
Publicity Director.....K. Knight
Chief Engineer.....J. McFarland

POLICIES

No liquor—no patent medicines, laxatives or medicinal remedies.

MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$820,010,000

Auto Registrations 708,000

K A T E

"GATEWAY TO TEN THOUSAND
LAKES COUNTRY"

ALBERT LEA—EST. 1937

**NORTH CENTRAL BROADCASTING SYSTEM
—ASSOCIATED NORTHWEST
BROADCASTERS**

FREQUENCY: 1420 Kc. POWER: 250 Watts
(C.P. 100 Watts, n.). OWNED BY: Albert Lea-
Austin Broadcasting Co. OPERATED BY: Same.
BUSINESS ADDRESS: 332 South Broadway.
PHONE: 2338. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:30 A.M. to local sunset; Sunday,
8:00 A.M. to local sunset. NEWS SERVICE:
United Press TRANSCRIPTION SERVICE: C.
P. MacGregor, World Broadcasting Co. and
Standard Radio.

Southern Minne-
sota's popular radio
station in the center
of the country's
richest farming area
where farmers have
a daily cash income
industry providing
year round employ-
ment. Studios in
Albert Lea and Aus-
tin.

*Now Operating
Full Time*

**ALBERT LEA,
MINN.**



K A T E

**ALBERT LEA-AUSTIN
BROADCASTING CO.**

E. L. HAYEK, President
Rep.: Gene Furgason & Co.

Personnel

President and Station Manager . . . E. L. Hayek
Program Director . . . Sherman Boeem
Publicity Director . . . Dorothy Hogg
Musical Director . . . Peggy Lee
Chief Engineer . . . George Church

POLICIES

No liquor advertising except beer permitted.
Foreign language accounts accepted.

Maintains merchandising aids through spe-
cial programs, exploiting and featuring mer-
chandise.

K D A L

"FIRST ON YOUR DIAL"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Red River Broadcasting Co. OP-
ERATED BY: Red River Broadcasting Co.
BUSINESS ADDRESS: 218 Bradley Bldg. PHONE:
Melrose 2230. STUDIO ADDRESS: Bradley
Bldg. TRANSMITTER LOCATION: Park Point.
TIME ON THE AIR: 6:30 a.m. to 11:00 p.m.
NEWS SERVICE: Transradio Press - Radio
Bureau. TRANSCRIPTION SERVICE: Standard
Radio.

Personnel

Station Manager . . . Dalton LeMasurier
Commercial Manager . . . A. H. Flaten
Merchandising Manager . . . Darrell Bandy
Publicity Director . . . Sam L. Levitan
Chief Engineer . . . Robert A. Dettman
Program Director . . . Gilbert Fawcett

POLICIES

Beer and wine advertising is accepted. For-
eign language broadcasts subject to approval
by station management.

Merchandising department affords surveys,
market data, buyer contacts and complete
merchandising service.

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1290 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Head of

Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg.; Androy Hotel, Hibbing. PHONE: Melrose 1537. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Minnesota. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

POLICIES

Advertising of hard liquor accepted after 10:30 P.M.

REPRESENTATIVES

George P. Hollingbery Co.

K G D E

"THE LAKE REGION STATION"

FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAIN-TAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren
Program and Personnel
ManagerA. B. Woodard
Chief Announcer and
Musical Director.....Hub Warner

POLICIES

Station reserves right to cancel all programs of objectionable character; to re-schedule any commercial period subject to immediate cancellation if not acceptable to advertiser.

Cooperates in placing displays or material for tie-in with programs; contacting retail outlets for cooperation for displays; and other assistance to give programs a chance to produce; cooperation in distribution of product to retail outlets.

REPRESENTATIVE

Burn-Smith Co.

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

Personnel

PresidentMorgan Murphy
Commercial ManagerH. S. Hyett
Station ManagerH. S. Hyett
Chief EngineerC. B. Persons

POLICIES

Liquor advertising after 9 P.M. and in programs only.

Extends full merchandising cooperation.

REPRESENTATIVE

George P. Hollingbery Co.

K Y S M

MANKATO—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. B. Clements & Co. OPERATED BY: Southern Minnesota Supply Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Associated.

Personnel

Manager.....Bob Kaufman
Program Director.....Jack Holbrook

POLICIES

Advertising of alcoholic beverages are not accepted, with the exception of beer. Beer advertising will be sold only after 9:00 P.M. week days and not at all on Sundays. Internal medicine accounts subject to individual approval by station

W C C O

"NORTHWEST'S MOST POWERFUL RADIO STATION"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 625 Second Ave., South. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: 625 Second Ave., South. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00

A.M. to midnight; Sunday, 8:00 A.M. to midnight; Saturday, 6:00 A.M. to 1:00 A.M. **MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS:** Minneapolis Star. **NEWS SERVICE:** United Press.

Personnel

General Mgr. E. H. Gammons
 Assistant General Manager. John McCormick
 Production Manager. Hayle C. Cavanor
 Sales Manager. Carl J. Burkland
 Artists Bureau Head. Al Sheehan
 Sales Promotion Director. Robert L. Hutton, Jr.
 Chief Engineer. Hugh S. McCartney

POLICIES

Advertising of alcoholic beverages or laxative medicines not accepted.

Special publicity arrangement with the Minneapolis Star. Food and drug accounts receive special advertisements in Northwestern Druggist or Grocers Commercial Bulletin trade magazines. Other special services available.

REPRESENTATIVE

Radio Sales

W D G Y

"THE MUSICAL STATION"

MINNEAPOLIS-ST. PAUL—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Cherry 3377-8-9, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICES: Trans-radio news service, Gertrude Lewis, special correspondents in 9 cities on Women's News. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, NAB Library.

Personnel

President and
 General Manager. Geo. W. Young
 Assistant General Manager. Edw. P. Shurick
 Artists Bureau Head. M. Pettrick
 Chief Announcer. Dick Day
 Publicity Director. Paul Presbrey
 Chief Engineer. Meredith Lowe

POLICIES

Liquor advertising accepted on general copy, but no mention of whiskey.

Complete merchandising service under direction merchandising manager.

REPRESENTATIVE

Howard H. Wilson Co.
 Edward S. Townsend (San Francisco)

W L B

"FOR GOOD MUSIC, TUNE IN 760"

MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts (Construction Permit for 5000 watts). OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL.

Personnel

Manager. Burton Paulu
 Program Director. William H. Sever
 Chief Engineer. Waldemar Klima

POLICIES

WLB is a strictly sustaining station, entirely non-commercial and carrying no advertising. It broadcasts programs of an educational and cultural nature.

K V O X

"THE VOICE OF THE VALLEY"

MOORHEAD—EST. 1937

**NORTH CENTRAL BROADCASTING SYSTEM
 —ASSOCIATED NORTHWEST
 BROADCASTERS**

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 1232-1233. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President. R. K. Herbst
 Commercial and Station Manager,
 Manny Marget
 Chief Announcer Manny Marget
 Chief Engineer Robert Schulz

POLICIES

All accounts must comply with FCC and FTC requirements.

W C A L

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

Personnel

Director.....Dr. Martin Hegland
 Chief Announcer.....David Johnson
 Station Manager.....M. C. Jensen
 Musical Director.....O. R. Overby
 Chief Engineer.....M. C. Jensen

POLICIES

Non-commercial station.

K R O C

"VOICE OF SOUTHERN MINNESOTA"

ROCHESTER—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Rochester. PHONE: 3924-5-2727. STUDIO ADDRESS: Hotel Martin. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General
 Manager.....Gregory Gentling
 Commercial Manager.....E. Anson Thomas
 Artists' Bureau Head.....Dwight Merriam
 Studio Director.....Gerald Wing
 Program Director.....Peter Lyman
 Chief Engineer.....Fred C. Clark
 Assistant Chief Engineer.....Robert W. Cross

POLICIES

No hard liquor accounts accepted.

Maintains merchandising and publicity department, window decorator tie-in, placards, letters, newspaper advertising, bill boards, etc. with clients' radio advertising.

K F A M

"THE TIMES JOURNAL STATION"

"THE VOICE OF CENTRAL MINNESOTA"

ST. CLOUD—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS PAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....George B. Bairey
 Program Director.....LaVell Waltman
 Commercial Manager.....Edgar Parsons

POLICIES

Station maintains the usual observance and restrictions of FCC, state and local laws. Advertising of alcoholic beverages excepting beer, not accepted.

Merchandising facilities available to sponsors at cost. This includes extension of advertising campaigns in conjunction with station advertising.

K S T P

"NORTHWEST'S LEADING RADIO STATION"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

FREQUENCY: 1460 Kc. POWER: 25,000 watts, d.; 10,000 watts, n. (C.P. for 50,000 watts). OWNED BY: National Battery Broadcasting Co. OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Snelling Ave. & County Road C. St. Paul. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. (daily), a.m. to 1:00 a.m. (Sunday). NEWSPAPER AFFILIATIONS: Minneapolis Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

Personnel

President.....Stanley E. Hubbard
 Vice President-Treasurer.....Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corrine Jordan
 Educational Director.....T. D. Rishworth
 Merchandising Director.....Fred Laws
 Artists Bureau Head.....Violet Murphy
 Technical Supervisor.....Hector Skifter

POLICIES

No hard liquor before 10:30 p.m.

Advertising will not be accepted which is misleading, repulsive or suggestive or which attacks the integrity of persons, institutions or merchandise.

Station maintains Sales Promotion and Merchandising staff available to program advertisers, for mail publicity campaigns, special market surveys, poster campaigns (tying up program with retail outlets), and, distribution and sampling service, within the station's trading area. Station publishes Standard Market Data (annual) which contains general market information for its trading area. Station supplies temporary headquarters in St. Paul and Minneapolis for sales and advertising executives and offers complete audition facilities.

REPRESENTATIVE

Edward Petry & Co.

W M I N

"THE VOICE OF THE HOUR STATION"
ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: St. Anthony & Syndicate. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: St. Anthony & Syndicate, St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: St. Anthony & Syndicate, St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICES: International News Service, Universal News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, C. P. MacGregor.

Personnel

President and General
Manager Edward Hoffman
Program Director..... Frank Devaney
Chief Engineer..... Mat Walz

POLICIES

No stated special program policies.
Merchandising: Complete merchandising service for advertisers.

W T C N

"OUT OF THE BLUE TO YOU"
ST. PAUL-MINNEAPOLIS
EST. 1928

NATIONAL BROADCASTING CO. (BLUE)
FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minneapolis-St. Paul Dispatch Pioneer Press. OPERATED BY: Same. BUSINESS ADDRESS: Wesley Temple Bldg. PHONE: Main 6562. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Snelling Ave., County Rd. B. NEWSPAPER AFFILIATION: Minneapolis-St. Paul Dispatch. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

President..... L. E. Owens
Station Manager C. T. Hagman
Commercial Manager..... L. L. Whiting
Program Director..... Robert DeHaven
Technical Director..... John M. Sherman

POLICIES

Hard liquor advertising accepted only after 9:30 P.M. Restrictions on patent medicine advertising.
Merchandising service departments of St. Paul Dispatch, Pioneer Press and Minneapolis Tribune available.

REPRESENTATIVE

Free & Peters

W H L B

"ARROWHEAD'S QUEEN CITY"
VIRGINIA—EST. 1936

ARROWHEAD NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS AFFILIATION: Duluth News-Tribune & Herald.

Personnel

President..... W. C. Bridges
Station Manager..... Harry Hyett
Commercial Manager..... Barney Irwin
Chief Announcer..... Wayne C. Byers
Chief Engineer..... Chas. Persons

POLICIES

Station places a friendly accent on service and sports as well as on educational activities in connection with schools in the area.

Merchandising: Station offers promotional facilities but does not guarantee publicity in newspapers.

K W N O

"VOICE OF THE CITY BEAUTIFUL"
WINONA—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Associated Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... M. H. White
General Manager..... L. L. McCurnin
Program Director..... L. A. Gifford
Production Manager..... Wayne Anders
Chief Engineer..... Maurice Reutter

POLICIES

Does not accept liquor advertising, excepting beer.

Merchandising service department is available to advertisers: use of Republican-Herald for program publicity; merchandising surveys on request; letters and bulletins to dealers at cost.

MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$178,348,000

Auto Registrations 171,000

W G R M

"VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 500 Main St. PHONE: 222. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fair Grounds 1½ Miles south of Grenada. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....P. K. Ewing, Jr.
Chief Announcer.....Chas. Walters
Chief Engineer.....C. A. Perkins

POLICIES

Beer advertising accepted. No whiskey advertising permitted.

Merchandising department contacts all local outlets for national advertisers, and assists in decorating windows, etc.

W F O R

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 109 Walnut St. PHONE: 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service.

Personnel

President and General
Manager.....Miles A. Metzger
Commercial Manager.....G. V. Land
Chief Announcer.....Lawrence Gibbs
Chief Engineer.....George W. Wilson, Jr.
President.....C. J. Wright
Commercial Manager.....C. J. Wright
Station Manager.....C. J. Wright
Chief Engineer.....C. H. Dyess

POLICIES

Does not accept liquor advertising.
Maintains a merchandising service.

REPRESENTATIVE

Burn-Smith Co.

W J D X

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. PHONE: (Studio) 7416; Adv. Dept.) 7415; (Transmitter) 7716-J. STUDIO ADDRESS: Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 10:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Wiley P. Harris
Commercial and Advertising
Manager.....C. A. Lacy, Jr.
Chief Announcer.....Maurice Thompson
Sales Manager.....Frank Gentry
Publicity Director.....Ralph Maddox
Musical Director.....Maurice Thompson
Chief Engineer.....P. G. Root

POLICIES

Only beer and light wines can be legally advertised in state.

Various types merchandising service provided clients at cost.

REPRESENTATIVE

George P. Hollingbery Co.

W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Insurance Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 4011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager L. M. Sempaugh
Commercial Manager T. H. Lathrop
Merchandising Manager... F. E. Wilkerson, Jr.
Chief Announcer Roy Pickett
Production Manager Paul Goldman
Program Director George Philp
Chief Engineer Gail Benson

POLICIES

Merchandising: Complete cooperation with the client with a merchandising department is at the client's services.

W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President D. A. Matison
Station Manager R. V. DeGruy
Commercial Manager H. M. Smith
Program Director Paul Wilson
Chief Engineer A. A. Touchstone

POLICIES

Does not accept wine and liquor advertising. Beer accounts are accepted.

REPRESENTATIVE

Burn-Smith Co.

W C O C

"DOWN IN OLD MAGNOLIA STATE"

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 880 Kc. POWER: 1000 Watts.
OWNED BY: Mississippi Broadcasting Co.,

Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager D. W. Gavlin

POLICIES

Liquor advertising not legal in Mississippi. Station accepts beer advertising.

Station prepared to handle any merchandising or special exploitation campaigns desired by sponsors over any or all of territory served by station.

W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

MISSISSIPPI CITY-(BILOXI-GULF-PORT)—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207; Biloxi, Buena Vista Hotel. PHONE: Gulfport 1111. STUDIO ADDRESS: Great Southern Golf Club, Mississippi City. TRANSMITTER LOCATION: Mississippi City. TIME ON THE AIR: Sunday, 8:00 A.M. to 10:00 P.M.; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President P. K. Ewing
Vice-President F. C. Ewing
Secretary-Treasurer M. M. Ewing

REPRESENTATIVE

Burn-Smith Co.

W Q B C

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Day-time. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

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

MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$946,125,000

Auto Registrations 705,000

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager... Oscar C. Hirsch
Musical Director... Virginia Bahn
Chief Engineer... R. L. Hirsch

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

K F R U

"IN THE HEART OF MISSOURI"

COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press and International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President... Elzey Roberts
Assistant Manager... George Guyan
Station Manager... C. L. Thomas
Commercial Manager... Walter Weiler
Artists Bureau Head... Wm. Haley, Jr.
Musical Director... Foster Brown
Chief Engineer... Robert Haigh

POLICIES

Do not accept hard liquor.

REPRESENTATIVE

Weed & Co.

K W O S

"THE NEWS AND TRIBUNE STATION"

JEFFERSON CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 400 East Capitol Ave. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 8:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press (non-Commercial) and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

Personnel

President... R. C. Goshorn
Chief Announcer... Randall Jessee
Station Manager... Ben T. Weaver
Chief Engineer... J. C. Haynes, Jr.

POLICIES

No stated special program policies.

Merchandising department furnishes such cooperation as personal calls and letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity and other forms of merchandising.

REPRESENTATIVE

Weed & Company

W M B H

JOPLIN—EST. 1927

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 401 Main St. PHONE: 330-1-2. STUDIO ADDRESS: 401 Main St. TRANSMITTER LOCATION: 1334 Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager... D. J. Poynor
Chief Announcer... J. Chas. McIntire
Assistant Manager... Everette Smart

Sales Manager.....W. H. Clark
 Production Manager.....Bruce Quisenberry
 Chief Engineer.....Stewart Parsons

Production Manager.....Robert Grey
 Chief Engineer.....Lloyd Sigmon

POLICIES

Liquor advertising accepted after 9:30 P.M. only. Has carried no foreign language programs.

REPRESENTATIVE
 Sears & Ayer

K C M O

"KANSAS CITY, MISSOURI"
KANSAS CITY—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. for 1000 Watts, unlimited time on 1450 Kc.)
 OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: VI-2647. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Commerce Trust Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....T. L. Evans
 General Manager.....Larry Sherwood
 Sales Manager.....Jack Neil

POLICIES

No hard liquor advertisements accepted. No foreign language programs accepted unless accompanied by English translation. No program of political philosophy accepted contrary to the Constitution of the United States.

Special merchandising features are given with accounts, consistent with contract and product, at cost.

K I T E

"THE FRIENDLY FARMER STATION"
KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818 STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Vice President and General Manager.....D. E. "Plug" Kendrick
 Chief Engineer.....Paul Hauck

K I T E

KANSAS CITY,
 MISSOURI

is "The Friendly Farmer Station"

D. E. "PLUG" KENDRICK
 Vice Pres.-Gen. Mgr.

Radio Station

William G. Rambeau Company
 National Representatives

K I T E

FIRST NATIONAL TELEVISION, INC. • FIDELITY BUILDING • KANSAS CITY, MISSOURI

POLICIES

No special restrictive policies.

Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns and plans for merchandising radio advertising campaigns.

REPRESENTATIVE

William G. Rambeau Co.

K M B C

"TO KEEP IN TOUCH WITH THE TIMES,
KEEP TUNED TO KMBC"

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts n. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 1200. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd. TIME ON THE AIR: 5:30 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library.

Personnel

President and General

Manager Arthur B. Church
Vice-President Karl Koerper
Promotion Manager M. F. Allison
Artists Bureau Head J. W. McConnell
Director of Research Mark N. Smith
Program Director Stuart Eggleston
Sales Service Manager Carter Ringlep
Director Natl. Program Sales... Geo. E. Halley
Studio Director Kenneth Krahl
News Editor Erle H. Smith
Publicity Director M. F. Allison
Musical Director P. Hans Flath
Technical Supervisor Ray Moler

POLICIES

No liquor advertising accepted. No foreign language programs; foreign constituent of radio audience is too small to be worthy of consideration. All programs subject to the approval of the management on the basis of good taste.

Merchandising: Two five-minute spots daily devoted to build-up of coming programs; in addition all unsponsored station breaks are given to publicity department for this purpose. Letters sent to manufacturer's distributors or jobbers in limited quantity. Personal sales calls also made to important buyers. Tire covers on Yellow Cabs also utilized to merchandise some commercials. One man employed for merchandising contacts and work of this nature almost exclusively. On Happy Kitchen and "Good Morning!" Farm Programs merchandising assistance includes a free display advertisement on the Kansas City Star and Kansas City Journal Post radio pages, and surveys with selected wholesale and retail dealers.

REPRESENTATIVE

Free & Peters, Inc.

(See Page 292)

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd, Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: The Kansas City Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager H. Dean Fitzer
Assistant Manager V. S. Balton
Sales R. Gardner Reames
Program Manager Harry J. Kaufmann
Chief Engineer Joseph A. Flaherty

POLICIES

No foreign language broadcasts; advertising of alcoholic beverages not accepted.

REPRESENTATIVE

Edward Petry & Co.

W H B

"WHERE HEADLINERS BEGIN"

KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Kansas City Journal-Post, Kansas City Daily Drivers' Telegram (farm newspaper). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library recorded tunes.

Personnel

President Donald Dwight Davis
Station Manager John T. Schilling
Commercial Manager D. D. Davis
Artists Bureau Head Charles Lee Adams
Manager, Client Service Department
M. H. Straight
Program Director Dick Smith
Publicity Director Frank Barhydt
Musical Director Andy Anderson
Librarian Connie Lane
Chief Engineer Henry E. Goldenberg



Karl R. Koerper
Vice-President



THE ONLY

STATION IN KANSAS CITY

... that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and **buy** and **BUY** in our P.D.A. Some of the radio services which **only** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



KMBC is the ONLY Kansas City station

originating regular coast-to-coast network programs. The Texas Rangers with Tex Owens currently enjoy one of the highest CAB ratings of CBS sustaining shows. Sunday afternoons at 2:30, E. S.T.; Saturday nights at 6:45, E. S.T. in "Night Time on the Trail."



KMBC is the ONLY Kansas City station

... with a full time news editor who has metropolitan newspaper experience, Erle Smith—veteran of ten successful sponsorships!

J., with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.



... to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, Happy Hollow, PHENOMENON.



KMBC is the ONLY Kansas City station

which dramatizes its talent to the audience in a big variety show—is, in fact, the **only** station with the talent to produce such a show, Brush Creek Follies, broadcast Saturday nights; playing to S. R. O. audiences, week after week.



The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives
George E. Halley, Director National Program Sales,
400 Deming Place, Chicago



KMBC is the ONLY Kansas City station

which maintains a consistent policy of covering public events of special public interest, and KMBC is the **only** station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police-Courts building on KMBC.

POLICIES

Advertising of alcoholic beverages not accepted. Foreign language programs acceptable. Recommend only German, Italian, Spanish, French in this market. Commercial restrictions: No false or misleading claims; no disparagement of competitors nor their products; no lotteries; no appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in hour program, 7½ minutes in three-quarter hour; 5½ minutes in half-hour; 3½ minutes in quarter-hour.

Merchandising features in connection with commercial programs: Station offers "UNIT PLAN" merchandising service which includes:

Classified listings of wholesale and retail outlets.

Mailing campaign on station letterheads (if desired).

Detailed cross section surveys of the retail trade.

Introduction of advertiser's salesmen to key buyers.

Arrangements for window displays.

Distribution of counter displays and cards.

Missionary work with sales outlets on advertising campaign.

Arrangement of auditions.

Station's publicity department publicizes programs through newspaper and trade publications as well as on sustaining broadcasts.

REPRESENTATIVE

Wythe Walker (Chicago)

KWOC

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Don M. Lidenton and A. L. McCarthy. OPERATED BY: Randall Jessee. BUSINESS ADDRESS: 417 Vine St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Poplar Bluff. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Randall Jessee
Advertising Manager.....Cliff Atkinson
Program Director.....Bill Bates
Chief Engineer.....Don Lidenton

POLICIES

Advertising of alcoholic beverages not accepted.

KFEQ

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY:

KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1102 Elwood St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Barton Pitts
Vice-President.....S. Ralph Douglas
Nat'l Advertising Manager..Glen G. Griswold
Program Director.....Harry Packard
Promotion Manager.....J. Ted Branson
Chief Engineer.....J. Wesley Koch

POLICIES

Accepts beer advertising, but does not accept the advertising of any other alcoholic beverage.

The Advertising and Merchandising Department will consider any special merchandising request and will co-operate with advertisers to the fullest extent possible.

REPRESENTATIVE

Kelly-Smith Company

KFUO

"THE GOSPEL VOICE"

ST. LOUIS—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time.

Personnel

Station Manager.....Herman H. Hohenstein
Musical Director.....Herman H. Hohenstein
Chief Engineer.....Carl H. Meyer

POLICIES

Non-commercial station.

KMOX

"THE VOICE OF ST. LOUIS"

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M.; Sunday, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

Personnel

General Manager.....Merle S. Jones
Sales Manager.....Kenneth W. Church
Program Director.....Chester Renier
Sales Promotion Director...I. Soulard Johnson
Publicity Director.....Gerald Holland
Public Affairs Dept. Director...Jurien Hoekstra
Chief Engineer.....Graham Tevis

POLICIES

Governed by CBS policies.

A-D-C Merchandising Plan includes movie trailers, special newspaper listing, courtesy announcements calling attention to program, window displays, trade journal publicity, presentations to dealers, letters to dealers, special promotions in stores, store displays, etc. Specialty work with dealers, or promotion work for a particular product, as distinguished from promotional work on the radio schedule, can be undertaken by station for the advertiser at actual cost.

REPRESENTATIVE

Radio Sales

•
K S D

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....George M. Burbach
Commercial and Sales
Manager.....Edward W. Hamlin
Chief Engineer.....Robert L. Coe

POLICIES

All broadcasting programs and announcements are subject to the approval of the station management. Station does not accept medical or liquor advertising.

REPRESENTATIVE

Free & Peters, Inc.

•
K W K

ST. LOUIS—EST. 1927

MUTUAL—NATIONAL BROADCASTING CO.
(BLUE)

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale

3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: Eighteen hours daily. NEWS SERVICE: United Press MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. T. Convey
Sales Manager.....V. E. Carmichael
Studio Supervisor.....Ray Dady
Production Manager.....Layman Cameron
Chief Announcer.....Allan Anthony
Sales Promotion Manager...Robert M. Sampson
Program Director.....John Tinnea
Publicity Director.....Gene Kemper
Musical Director.....Al Sarli
Continuity Chief.....Claire Harrison
Chief Engineer.....James Burke

POLICIES

Accepts all accounts which conform to local, state and Federal laws, and all laws of the FCC.

Has tie-in with St. Louis Globe-Democrat, receiving two hundred thirty-five lines per day, which is used to plug commercial features—local and network. Also a tie-in with group of community newspapers, receiving a total circulation of 250,000.

REPRESENTATIVE

Paul H. Raymer & Company

•
K X O K

ST. LOUIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. TRANSCRIPTION SERVICE: Associated, NAB Library.

Personnel

General Manager.....R. V. Hamilton
Sales Manager.....Walte E. Weiler

REPRESENTATIVE

Weed & Co.

•
W E W

“THE STATION YOU’LL TUNE IN AGAIN”
ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library Music.

Personnel

Faculty Director.....W. A. Burk, S.J.
General Manager.....A. S. Foster
Program Manager.....Arthur T. Jones
Advertising Service Manager...Lloyd C. Smith
Publicity Director.....Lewis B. Hagerman
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

POLICIES

Will accept liquor advertising but will not mention price.

W I L

"THE MOST WELCOME SPOT ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 6:00 A.M. to 3:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, NAB Library.

Personnel

President and General
Manager.....Lester A. Benson
Vice-President.....Clarence W. Benson
Commercial Manager.....Edgar Shutz
Program Director.....Neil Norman
Continuity Chief.....David Pasternak
Public Relations Director.....Bill Durney
Publicity Director.....Bart Slattery
Musical Director.....Allister Wylle
Chief Engineer.....Chal H. Stoup

POLICIES

No liquor programs accepted (beer and wine—OK). No foreign language programs accepted. Copy restrictions: Spot announcements have 75 word limit, 15-minute programs have 400 word limit.

REPRESENTATIVE

Reynolds-Fitzgerald, Inc.

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc.

NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

Personnel

President.....Lester E. Cox
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Production Director.....George E. Wilson
Chief Announcer.....Russ Davis
Program Director.....Terry Moss
Continuity Editor.....Ralph Nelms

POLICIES

Same as KWTO.

REPRESENTATIVE

Howard H. Wilson & Co.

K W T O

"KEEP WATCHING THE OZARKS"

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

Personnel

President and Station
Manager.....Ralph D. Foster
Business Manager.....Arthur Johnson
Production Manager.....G. E. Wilson
Chief Announcer.....Russ Davis
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell
Promotion Manager.....Carl S. Ward
Program Director.....Terry Moss
Continuity Editor.....Ralph Nelms
Chief Engineer.....Fritz Bauer

POLICIES

Offers reasonable merchandising service at no cost, i.e. contacting of retail outlets and wholesalers by phone; personal calls and letters. Where there is a large volume of this service to be done station will do it on actual cost basis. Merchandising also includes displays of lobby posters, placing of window cards and pre-announcements on the air, etc.

REPRESENTATIVE

Howard H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$189,457,000

Auto Registrations 129,531

K G H L

BILLINGS—EST. 1928
NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 3121. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President and Station Manager C. O. Campbell
Commercial Manager Ed Yocum
Advertising Manager M. B. Braunberger
Chief Announcer T. W. Johnson
Publicity Director Lear Mucoy
Musical Director Julia Richards
Chief Engineer Jeff Kiichli

POLICIES

Accepts wines and beer, no hard liquor.
Accepts foreign language programs of interest to any sizeable group in audience. Listeners are 99 per cent English, however.
Station will circularize trade, perform any other services within reason asked by client. All programs are publicized by station 24 hours and 12 hours before on air (new and old). Merchandising and promotion is largely determined by size of contract, policy being to keep special costs within 5 per cent of net dollar value of time purchase.

REPRESENTATIVE
The Katz Agency

K R B M *

BOZEMAN—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Robert McNab Co. OPERATED BY: Robert McNab Co. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: Full Time License.

Personnel

Owner-General Manager A. J. Breitbach
Owners Arthur L. Roberts—R. B. McNab
* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET
PACIFIC NORTHWEST COVERAGE GROUP
FREQUENCY: 1340 Kc. POWER: 5000 Watts d.; 1000 Watts, n. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.

Personnel

Manager Ed. B. Craney
Sales Manager Clair Heyer
Musical Director B. R. Sprague
Chief Engineer Jack Nicholas
Program Director Syd Lines

POLICIES

Liquor accounts accepted subject to station approval of copy. Patent medicine accounts not accepted. Local programs sold on 13 minute basis, provision being made for 100-word announcements on either end of period. Chainbreak announcements limited to 30 words.

Merchandising service rendered at cost.

REPRESENTATIVES
Gene Furgason & Co.

K F B B

"ADVERTISING THAT SPEAKS
FOR ITSELF"

GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey

Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377-8. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: Tribune News. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President.....F. A. Buttrey
 Station Manager.....Jessie Jacobsen
 Commercial Manager.....Jessie Jacobsen
 Advertising Manager.....Joe Wilkins
 Chief Announcer.....John Alexander
 Sales Manager.....Joe Wilkins
 Continuity Chief.....Bill Tredway
 Publicity Director.....Kemp Toole
 Musical Director.....Bill Cane
 Chief Engineer.....John Parker

POLICIES

No liquor advertising except beer.
 No foreign language broadcasts.

REPRESENTATIVE

Weed & Company
 Walter Biddick Co. (Los Angeles & Seattle)

K P F A

"CAPITAL CITY STATION"

HELENA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Barclay Craighead
 Station Manager.....K. O. MacPherson
 Sales Manager.....Clair Heyer

POLICIES

Advertising of alcoholic beverages accepted. All broadcasting programs of every description are subject to the approval and censorship of the station's directors without objection or liability.

REPRESENTATIVE

Gene Furgason & Co.

K G E Z

"THE FRIENDLY STATION SERVING WESTERN MONTANA FROM KALISPELL"

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United. Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General ManagerDonald C. Treloar

POLICIES

All advertising subject to station owner's approval.

K G V O

"THE GARDEN CITY STATION"

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President and Station Manager....A. J. Mosby
 Secretary-Treasurer.....Edna Mae Mosby
 Commercial Manager.....Jack Burnett
 ComptrollerHarry Miller
 Advertising Manager.....Nick Moriana
 Artists Bureau Head.....Vernon McGahan
 Chief Announcer.....H. J. McAllister
 Sales Manager.....Fred Elsethagen
 Program and Publicity
 Director.....James Alden Barber
 Musical Director.....Marguerite Hood
 Merchandising Manager.....Marion Dixon
 Traffic Manager.....Loretta Mathiesen
 Chief Engineer.....Tom Atherstone

POLICIES

Advertising of alcoholic beverages and patent medicines not accepted.

No commercial copy may exceed 20% of time contracted for during daytime—15% evenings.

Station employs full time merchandising manager for servicing of national accounts.

K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President..... E. E. Kresbach
Station and Commercial
Manager..... Milton J. Severson
Chief Announcer and Publicity
Director..... A. E. Richmond
Musical Director..... Adolph Jystad
Chief Engineer..... Harold Klempil

POLICIES

No restrictions on beer and wine.
No restrictions on foreign language accounts.

NEBRASKA

Population 1,364,000

Number of Families 352,000

Number of Radio Homes 284,100

Retail Sales \$359,757,000

Auto Registrations 349,500

K M M J

CLAY CENTER—EST. 1925

"THE OLD TRUSTY STATION"

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY:

KMMJ, Inc. BUSINESS ADDRESS: Radio Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: C. P. Grand Island. TIME ON THE AIR: Sunday, 7:00 A.M. to local sunset; week days, 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

Manager..... Randy Ryan

REPRESENTATIVE

Howard H. Wilson Co.

K G F W

"THE MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: South Central Ave. PHONE: 31551. STUDIO ADDRESS: South Central Ave.; Pathfinder Bldg., Grand Island. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager and Chief Engineer... Walter M. Ely
Assistant Manager..... Fred Christensen

POLICIES

No advertising accepted for any alcoholic products.

REPRESENTATIVE

Cox and Tanz
Walter Biddick Co. (Pacific Coast)

KFAB MAIL FACTS

• **369%** increase in mail for month January, 1939 over January, 1938.

• **89%** of the mail response for January was COMMERCIAL!

• **4017** towns in 43 states; 53 towns in 5 provinces in Canada; 1 town in Puerto Rico, were represented in this ONE month's mail.

KFAB

Serving Nebraska and Her Neighbors, from Lincoln.

K F A B

"NEBRASKA'S MOST POWERFUL
BROADCAST STATION"

LINCOLN—EST. 1924

**CBS—CENTRAL STATES BROADCASTING
SYSTEM**

FREQUENCY: 770 Kc. POWER: 10,000
Watts. OWNED BY: KFAB Broadcasting Co.
OPERATED BY: KFAB Broadcasting Co. BUSI-
NESS ADDRESS: Hotel Lincoln. PHONE: B-
3214. STUDIO ADDRESS: Hotel Lincoln.
TRANSMITTER LOCATION: 17th St. and Hol-
dredge. TIME ON THE AIR: 4:45 A.M. to 12:00
midnight. NEWSPAPER AFFILIATIONS: State
Journal, Lincoln Star. NEWS SERVICES: Inter-
national News Service. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....Phil Weaver
Publicity Director.....Bruce Wallace
Program Director.....Lowell "Jiggs" Miller
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast for liquor accounts.
No foreign language accounts.

Merchandising: A program is plugged ex-
tensively on the air for a week preceding its
initial broadcast and from time to time there-
after. It will be mentioned on the Radio
Calendar of station. A special audition of the
initial program is held with all of the sponsor's
employees in attendance. A station representa-
tive will be present to explain the aims of the
program and to answer any questions which
may arise. The employees can take advantage
of this "advance showing" and pass the
word along to their customers, advising them
of the interesting program their company is
sponsoring and urging them to listen.
Promotion Department is ready at all
times to work out special merchandising and
exploitation with the sponsors.

All promotional stunts are designed to fit
the sponsor, his product and the audience he
is endeavoring to reach.

REPRESENTATIVE

The Katz Agency

K F O R

"THE VOICE OF LINCOLN"

LINCOLN—EST. 1924

CBS—MUTUAL

CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Cornbelt Broad-
casting Corp. OPERATED BY: Cornbelt Broad-
casting Corp. BUSINESS ADDRESS: Hotel Lin-
coln. PHONE: B-3214. STUDIO ADDRESS:

Hotel Lincoln. TRANSMITTER LOCATION:
4607 South 48th. TIME ON THE AIR: 7:00 A.M.
to midnight. NEWSPAPER AFFILIATIONS:
State Journal, Lincoln Star. NEWS SERVICES:
International News Service. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....Phil Weaver
Program & Musical Director.....John Hanssen
Publicity Director.....Don Finlayson
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast liquor accounts nor for-
eign language accounts.

Merchandising: Station has a definite 7-Point
Plus Plan which is automatically applied to
all general rate accounts. Full details will be
supplied on request.

REPRESENTATIVE

The Katz Agency

W J A G

"WITH JOY AND GLADNESS"

NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts.
OWNED BY: Norfolk Daily News. OPERATED
BY: Norfolk Daily News. BUSINESS AD-
DRESS: 116 N. Fourth St. PHONE: 20. STUDIO
ADDRESS: Hotel Norfolk. TRANSMITTER LO-
CATION: W. Koenigstein Ave. TIME ON THE
AIR: 6:30 A.M. to local sunset; Sunday, 10:00
A.M. to local sunset. NEWSPAPER AFFILIA-
TION: Norfolk Daily News. NEWS SERVICE
USED: United Press and Associated Press.

Personnel

President.....Gene Huse
Station Manager.....Art Thomas
Program Director.....Russell Jensen
Chief Engineer.....Frank Weidenbach

POLICIES

All advertising subject to approval. Station
does not guarantee time of announcement or
announcer. No announcements between news
items. Competitive announcements and pro-
grams must be separated by at least three
minutes. Credit arrangements must be made
in advance. Beer and liquor announcements
are not accepted for the noon hour, on Sun-
days or close to children's or devotional pro-
grams. Station will not accept announcements
concerning programs that are on other sta-
tions at the same time as WJAG. Station
does not supply sound effects for announce-
ments but will broadcast transcribed an-
nouncements. All announcements must be
written in the third person and must con-
form with the rules of the FCC and the code
of ethics of the NAB. Station will not accept
announcements that attempt to disguise the

fact. Station will not accept announcements of advertisers who are under investigation by the FTC, the Food and Drugs Administration or the Post Office. Station reserves the right to make schedule changes and cancellations for commercial contingencies as well as political or special event broadcasts. Station will supply on request special political broadcast regulations and also a list of forbidden words.

Merchandising: Station conducts individual merchandising campaign among the advertiser sales outlets; distributes counter cards and arranges window displays; conducts contests; etc. Publicity tie-up with the Norfolk Daily News.

REPRESENTATIVE

Howard H. Wilson Co.

K G N F

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

NORTH PLATTE—EST. 1930

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE:

**APRIL
30**

Check this date on your calendar NOW!

**COLUMBIA
BASIC
GOES
KOIL!**

A new holiday for the Omaha area and YOU!

**APRIL
30**

United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station

Manager.....W. I. LeBarron
Secretary-Treasurer.....J. T. LeBarron
Chief Engineer.....J. B. Eaves

POLICIES

Liquor advertising not accepted.
Merchandising aids through regular column in local newspaper and advance spot publicity campaigns.

K O I L

OMAHA—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS-PAPER AFFILIATION: Lincoln Star & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Frank Troup
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Acting Program Director.....Howard Hughes
Merchandising Manager...R. Bruce Wallace
Chief Engineer.....Mark Bullock

POLICIES

No stated special commercial program restrictions.
Merchandising: Station has a definite 7-Point Plus Plan which is automatically applied to all general rate accounts. Full details will be supplied on request.

REPRESENTATIVE

The Katz Agency

W A A W

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: World Publishing Co. BUSINESS ADDRESS: 7th Floor Omaha Grain Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Managers....F. E. Shoppen—W. F. Myers
Program Director.....W. G. Goodrich
Assistant Manager.....James C. Douglass
Commercial Manager.....James Acuff