

MUTUAL BROADCASTING SYSTEM



ALFRED J. McCOSKER

RADIO in 1942, for the first time since the inception of network broadcasting, must fulfill its obligations to a nation at war. Radio is a new and powerful weapon of defense, and the Mutual network will concentrate its efforts in 1942 toward helping the United States win the war.

Competition in the broadcasting industry must be sacrificed to cooperation whenever necessary, for the best interests of the country.

The Mutual Broadcasting System, which consisted of four stations at the time of its formation in October, 1934, now has close to 200 affiliates in the United States, Canada and Hawaii. The nation's cooperative network, which has consistently operated for the benefit of the individual station, and in the public interest, looks to 1942 as another year of increased service.

News Coverage

News coverage, always important to radio programming, will be of paramount importance in 1942. We shall attempt to present facts as complete as government regulations permit. In addition to such competent domestic analysts as Raymond Gram Swing, Gabriel Heatter, Fulton Lewis, Jr., Boake Carter and John B. Hughes, we shall continue to present eye-witness accounts by trained observers from the important battle-fronts of the world.

At the same time, the question of national morale will receive attention, and to this end, programming during the coming year must be intelligently planned.

Music

We shall continue to present the fine musical programs of the Philadelphia Orchestra, and those of Henry Weber

from Chicago, Alfred Wallenstein from New York. Government agencies will be free to use our facilities for the presentation of such programs as the Office for Emergency Management's "Keep 'Em Rolling" and the Treasury Department's "America Preferred" series.

Sports

Sports will again occupy an important place in the Mutual schedule, just as in past years. In 1941, for example, 931 special features and sports programs were broadcast, accounting for 492 hours of air time. On June 1, 1941, Mutual gained exclusive rights to all championship boxing bouts of the Twentieth Century Sporting Club. We look forward to the continuance of our broadcasts of these leading ring contests. Mutual presented the World Series exclusively in 1941 for the third consecutive year, and will do it again in 1942.

Good Will

International good-will shall be fostered by an interchange of programs with our Latin-American neighbors. Already in progress are two outstanding series: "The Americas Speak," presented in cooperation with Rotary International, and a monthly exchange program with Brazil, which started on August 28, 1941.

The return of Ascaph music to Mutual on May 13, 1941 was the first settlement of a disagreement which had deprived the American radio public of much of the world's finest music.

Gross billings for the network in 1941 represented the highest figure in Mutual's history—\$7,300,955—an increase of 53.2 per cent over the preceding year.

1942

At the present time, the condition of the radio industry is healthy, both financially and functionally. And now, more than ever, radio, working cooperatively with other media, has an opportunity to assume leadership in public opinion, both in the molding of opinion and interpreting it. To this end, we shall dedicate our efforts in 1942.

MUTUAL BROAD



- BASIC STATIONS
- AFFILIATED STATIONS

**NETWORK FACILITIES
AS OF JAN. 15th, 1942**



MUTUAL



Broadcasting System

Administrative Office

Chicago Tribune Tower, Chicago, Ill.
Phone, Superior 0100

New York Office

1440 Broadway, New York, N. Y.
Phone, Pennsylvania 6-9600

Officers

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....Theodore C. Streibert
Vice-President.....Lewis Allen Weiss

Executive Secretary-Treasurer...E. M. Antrim
General Manager.....Fred Weber
Sales Manager.....Edward W. Wood, Jr.
Auditor.....Miles E. Lamphiear

Staff

Publicity Director.....Lester Gottlieb
Sales Promotion Manager...Robert A. Schmid
Program Director.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Legal Advisor.....Keith Masters
Sales Service.....John Mitchell
Midwestern Sales Service.....Don Pontius
Sales Representative.....John R. Overall
Sales Representative.....Sidney P. Allen
Sales Representative.....Thomas Harker
Sales Representative.....Morris Mudge
Sales Representative.....Ade Hult
Sales Representative.....Curtis J. Harrison

Mexico City Representative...Jack Starr Hunt
South American Representative
Roberto Stiglich

London and Foreign Representative,
John S. Steele
Assistant London Representative..Arthur Mann
Berlin Representative.....John Paul Dickson
Cairo Representative.....Sam Brewer
Batavia Representative.....Frank Cuhel
Manila Representative...Royal Arch Gunnison

Branch Offices

Detroit.....Union Guardian Bldg.
Cincinnati.....Alms Hotel
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
Washington.....1627 K St., N. W.
San Francisco.....1000 Van Ness Ave.
England.....Coulsdon, Surrey

Directors

E. N. Antrim Alfred J. McCosker
Willett H. Brown John Shepard III
H. K. Carpenter Theodore C. Streibert
W. E. Macfarlane Fred Weber
Lewis Allen Weiss

Operating Board

J. E. Campeau.....CKLW, Detroit-Windsor
H. K. Carpenter.....WHK-WCLE, Cleveland
William B. Dolph...WOL, Washington, D. C.
W. E. Macfarlane.....WGN, Chicago, Ill.
Eugene O'Fallon.....KFEL, Denver, Colo.
John Shepard III.....The Colonial Network

Frank P. Schreiber.....WGN, Chicago, Ill.
Theodore C. Streibert...WOR, New York, N. Y.
Hulbert Taft, Jr.....WKRC, Cincinnati
Fred Weber.....General Manager
Lewis Allen Weiss.....Don Lee Network
Edward W. Wood, Jr.....Sales Manager

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

WITH America's entry into World War II, the year 1941 provided the American system of broadcasting with unprecedented opportunity to demonstrate the usefulness of its services to the government and the people of the United States in a grave emergency. Radio did not have this opportunity in World War I, so 1941 must be recorded as one of the most significant periods in the entire 15 years of network broadcasting.

Radio's presentation of dramatic, eye-witness accounts of the bombing of Pearl Harbor and Manila, the stirring war message President Roosevelt delivered to the Congress of the United States, and the actual declaration of a state of war by Congress, are all "firsts" in radio's Hall of Fame. These unparalleled achievements by the industry gave the listening public the full impact of radio's worth to America at war.

Foreseeing war as a distinct possibility, NBC engineers made 1941 a year of expanding radio facilities to meet the nation's growing demands on American broadcasters. Chief among new projects were the rebuilding of NBC's powerful overseas shortwave plant and the building of new studios in Radio City, Chicago and San Francisco. With two powerful stations and the most complete program division in the country, NBC raised the power of its shortwave stations WRCA and WNBI to 50,000 watts each and built the most modern antenna arrays for each.

Furthermore, the language pattern was increased to 9 foreign languages, providing world-wide translation of major events. American views of news and world events are being short-waved to practically every nation on the globe to help promote truth and understanding of American ideals and purposes.

Marked improvements in NBC coverage of the nation took place in 1941, by addi-

tion of stations, increases in power, and changes to better frequencies.

Notable advancement also was made in NBC's public service activities, highlighted by establishment of a transcription service for America's schools and colleges. This move marked the first effort by a national organization to provide an extension of radio education through recordings for the nation's classrooms.

Rising above the harsh discord of war in 1941, music, through the medium of radio, found its greatest opportunity to help national morale and to create understanding and friendship between the Americas. Conscious of music's vital role during a period of crisis, NBC presented musical broadcasts, not only of the old masters and the moderns, but also music by, of, and for Americans.

In the field of television, NBC's New York sight-and-sound station became the first in 1941 to advance from experimental status to full obligations of public service under commercial license. Station WNBT, which had cradled American television broadcasting as W2XBS, went on the air as the world's first commercial television station on July 1, 1941, and at the year's end was still the only television unit broadcasting commercially in New York City.

And the job goes on. In addition to radio's gigantic war effort, NBC is going right ahead with its normal pattern of broadcasting, gearing it to the emergency and providing the general public with an ever-higher quality of programs, embracing all forms of entertainment, including the arts, sciences, drama, education and religion.

Already under a self-imposed censorship, NBC was glad to accept the U. S. government official radio censor regulations, and will continue to guard to the last detail, all information which would be useful to the enemy.

All this is possible because radio in America today is an instrument of free expression, because it has the ability to command the instantaneous attention of almost the entire population of the nation, on 56,000,000 radio sets, and because the American people believe in it and trust it.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1st, 1942**

This Place is EAR-Conditioned...



FIFTEEN YEARS of leadership in radio coverage, in facilities-improvements, in preferred programs, have made the Red the All-America network. Whether you measure it clockwise, lengthwise, or marketwise, you will always come out with the same answer. America is ear-conditioned to the NBC Red Network, the network they listened to first, the network they still listen to most.



NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland	Harbord, James G.
Bliss, Cornelius N.	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Davis, John W.
Belmont, Mrs. August	Farrell, Francis D.
Coffin, Henry Sloan	Green, William
Comstock, Ada	Harbord, James G.
Compton, Karl	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.

Officers

Sarnoff, David	Chairman of the Board	Russell, Frank M.	Vice-President
Trammell, Niles	President	Strotz, Sidney N.	Vice-President
Mullen, Frank E.,	Vice-President & General Manager	Witmer, Roy C.	Vice-President
Ashby, A. L.	Vice-President & General Counsel	Horn, C. W.	Assistant Vice-President
Egner, C. Lloyd	Vice-President	MacDonald, John H.,	Assistant to Vice-President and General Manager
Hanson, O. B.	Vice-President	Nelson, A. E.	Assistant Vice-President
Hedges, William S.	Vice-President	Teichner, R. J.	Treasurer
Kopf, Harry C.	Vice-President	MacConnach, Lewis	Secretary
Mason, Frank E.	Vice-President	Pfautz, C. E.	Assistant Secretary
Royal, John F.	Vice-President		

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles President
Mullen, Frank E.

Vice-President & General Manager

Almonte, J. deJara Assistant to President
Angell, James Rowland,

Counselor for Public Service Programs

Morgan, Clayland T. Assistant to President
Fisher, Sterling Assistant Counselor

for Public Service Programs

Continuity Acceptance Department

MacRorie, Janet Editor

Engineering Department

Hanson, O. B. Vice-President and Chief Engineer
Clarke, William A.,

Manager of Technical Services

Guy, R. F. Radio Facilities Engineer

McElrath, George Operating Engineer

Wankel, F. A. Eastern Division Engineer

Rackey, C. A. Audio & Video Facilities Engineer

Shelby, R. E. Television Operations Engineer

General Service Department

Gilcher, Vincent J. Director of General Service

Dunn, Ashton Personnel Manager

Lowell, Edward M.,

Manager of Building Maintenance Division

Martin, William G.

Manager of Guest Relations Division

Information Department

Dale, Albert E. Director of Information

Barnard, Anita. Manager of Information Division

McKay, John Manager of the Press Division

International Relations- Television- New Developments

Royal John F. Vice-President In Charge
Development and Research

Horn, C. W. Assistant Vice-President In Charge
International Shortwave Department

Elwood, John W. Manager
Woodell, Shirley Sales Manager

Television Department

Kersta, Noran E. Director of Television
Hungerford, E. Arthur, Jr.

Program Business Manager

Wade, Warren Executive Producer

Legal Department

Ashby, A. L. Vice-President & General Counsel

Butler, Franklin Attorney

Graham, R. H. Attorney—Hollywood

Grimshaw, I. L. Attorney

Hennessey, P. J., Jr. Counsel—Washington

Ladner, Henry Attorney

Leuschner, Frederick Attorney—Hollywood

McDonald, J. A. Attorney—Chicago

Myers, R. P. Attorney

Prime, E. Gardner Attorney

Swezey, Robert D. Attorney

Hogan & Hartshorn, P. J. Hennessey, Jr.
Washington Counsel

NBC Radio Recording Department

Egner, C. Lloyd Vice-President & Manager

Friedheim, Robert W. Eastern Sales Manager

Morris, Robert M. Business Manager

Parsons, Willis B. Sales Promotion Manager

Thomas, Reginald Program Director

Program Department

Menser, Clarence L. Program Manager
Brainard, Bertha,

Manager, Program and Talent Sales Division

Almonte, J. de Jara Night Program Manager

Belviso, Thomas H.

Manager, Music Library Division

Black, Frank General Music Director

Cuthbert, Margaret,

Director, Women's and Children's Programs

Guy, Helen Acting Business Manager

Kelly, Patrick J. Supervisor of Announcing

Kelly, N. Ray Supervisor of Sound Effects

La Prade, Ernest Director, Music Research

Miller, William Burke Eastern Program Manager

Roberts, Wilfred S.

Manager of Production Division

Schechter, A. A.,
Director of News and Special Events
Shervey, Helen

Manager of Central Booking Office

Stern, William Director of Sports Events

Titterton, Lewis H. Manager of Continuity

Promotion & Advertising Department

Dyke, Ken R. Director of Promotion

Rumple, Barry Research Manager

Greene, John M. Circulation Manager

J. Robert Meyer Chief Statistician

Webb, W. E.

In Charge of Institutional Promotion

Sales Department

Witmer, Roy C. Vice-President In Charge

Brown, C. B. Sales Promotion Manager

Frey, George H. Sales Service Manager

Greene, F. Melville Sales Traffic Manager

Hitz, Edward R.,

Assistant To The Vice-President In Charge

Showerman, I. E. Eastern Sales Manager

Stations Department

Hedges, William S.
Vice-President in Charge of Stations
Facilities, Development and Research

Lent, W. C. Co-Director, Washington Office
Station Relations Department

Hickox, Sheldon B., Jr. Manager

Woolley, Easton C.
 Manager of the Service Division
Managed Or Programmed Stations
Department

Gregory, Sherman D. Manager

**National Spot and Local
 Sales Department**

McConnell, J. V.
 National Spot & Local Sales Manager

Roux, William C.,
 National, Spot & Local Sales Promotion
 Manager

Tilenius, William O. Assistant Manager
 of Spot & Local Sales
Traffic Department

Woodman, Harry A. Manager

**Managed Or Programmed
 Stations**

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM

DENVER, COLO.

Yoder, Lloyd C., Manager, Station KOA

SAN FRANCISCO, CALIF.

Nelson, A. E., Manager Station KPO

WASHINGTON, D. C.

Berkeley, Kenneth H., Manager Station WRC

Treasury Department

Bloxham, William D. Purchasing Agent

Kelly, Harold M. Asst. Auditor

MacDonald, John H.,

Assistant to Vice-President
 and General Manager

McKeon, Harry F. Auditor

Payne, Glenn W. Budget Officer

Teichner, R. J. Assistant Treasurer

Central Division—Chicago

Merchandise Mart

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager

Boyd, Maurice M. Local & Spot Sales Manager

Carlson, Emmons C.

Sales Promotion and Advertising Manager

Chizzini, Frank. Manager of Radio Recording

Cunningham, E. C. Evening Manager

Drips, William E. Director of Agriculture

Fry, Kenneth D. Director of Special Events

Golder, Frank. Program Traffic Supervisor

Herbeuex, Jules. Program Manager

Kaney, A. W. Assistant to the Manager

Luttgens, Howard C. Central Division Engineer

McCluer, Paul. Sales Manager

McDonald, J. A. Attorney

Morton, Oliver. Special Sales Representative

—Westinghouse Stations

Murphy, William J. Continuity Editor

Ray, William B. Manager of Press Relations

Waller, Judith C. Educational Director

Whalley, John F. Business Manager

Wright, W. P. Production Manager

**Western Division—
 Hollywood**

Sunset Blvd. & Vine St.

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge

Andrews, William. Manager of Guest Relations

Bock, Harold. Manager of Press Relations

Bunker, Walter. Production Manager

Dellett, F. V. Auditor

Dixon, Sydney L. Sales Manager

Frost, Lewis. Assistant to Vice-President

Gale, Paul. Traffic Supervisor

Graham, R. H. Attorney—Assistant to Leuschner

Leuschner, Frederick. Attorney

McAndrews, Robert. Sales Promotion Manager

Robb, Alex. S. Manager, Program and Talent Sales

Saxton, A. H. Western Division Engineer

Schuetz, Robert. Manager of Recording Division

Swallow, John. Program Manager

Williams, Wendell. Continuity Editor

Washington, D. C.

14th St. & New York Ave.

Phone: Republic 4000

Russell, Frank M. Vice-President in Charge

Berkeley, Kenneth H. General Manager WRC

Coldenstroth, R. G. Auditor

Dodge, John. Sales Manager WRC

Hennessey, P. J., Jr. Counsel

Johnson, A. E. Division Engineer

Knode, Thomas E. In Charge of News,

Press & Special Events

Shawn, Fred. Assistant Manager WRC

Smith, Carleton E. Assistant Manager WRC

Foreign Representatives

Bate, Fred. England

Archinard, Paul. Vichy, France

Jordan, Max. Switzerland

Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned,	managed, operated and programmed by NBC
WMAQ	Chicago	Owned,	managed, operated and programmed by NBC
WRC	Washington	Owned,	managed, operated and programmed by NBC
WTAM	Cleveland	Owned,	managed, operated and programmed by NBC
KPO	San Francisco	Owned,	managed, operated and programmed by NBC
KOA	Denver	Owned	by General Electric
			Managed, operated and programmed by NBC.



"WHAT! CINCINNATI COSTS US ONLY \$138.72?"

At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.*

Realizing the need for an accurate cost control

technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.



*Combined retail drug and grocery sales in WLW'S Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times greater than corporate Chicago!



REGIONAL NETWORKS

The American Network, Inc.

60 East 42nd St., New York, N. Y.

Phone: MURray Hill 2-2737

PERSONNEL

President.....John Shepard, 3rd
 Vice-President.....Walter J. Damm
 Executive Vice-President.....John R. Latham
 Secretary-Treasurer.....Gordon Gray
 Sales Manager.....J. W. Strickland

STATIONS

W39B, Mt. Washington, N. H.; W43B, Boston, Mass.; W55M, Milwaukee, Wisc.; W45D, Detroit, Mich.; W45CM, Columbus, Ohio; W51R, Rochester, N. Y.; W41MM, Mt. Mitchell, N. C.; W53PH, Philadelphia, Pa.; W47NV, Nashville, Tenn.

** The American Network, is comprised solely of frequency modulation stations and while not exactly a regional, it is listed herewith as the most suitable spot for prominence.*



Arizona Broadcasting Co.

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

President.....R. B. Williams
 Manager.....Dick Lewis
 Commercial Manager.....Dick Heath
 Promotion Manager.....K. M. Pennington

STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe
 KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.

Phone 3703

Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company



The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

KOY Commercial Manager.....John A. Reilly
 Business Manager.....Albert D. Johnson
 Manager of Operation.....J. R. Williams
 Chief Engineer.....R. B. Thompson
 KTUC Commercial Manager.....John Merino
 KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company



Blue Ridge Network

Poinsett Hotel, Greenville, S. C.

Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

REPRESENTATIVE

Weed & Company



California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

PERSONNEL

Vice-President.....G. C. Hamilton

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MURray Hill 2-8690

Manager.....Humboldt Grieg

530 West Sixth St., Los Angeles, Calif.

2223 Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.



Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Phone: Jackson 7626

Lincoln (Nebr.): Hotel Lincoln

Phone: 2-3214

PERSONNEL

President.....Frank D. Throop

General Manager.....Don Searle

How Green Is My Valley?

PLENTY!

The Don Lee Broadcasting System has now completed the last important link in the Pacific Coast's only network covering every one of the 32 important Pacific Coast Markets, with the addition of station KFRE in Fresno, the biggest market in the rich agricultural San Joaquin Valley. *Now* every important market on the Pacific Coast is covered by a local Don Lee station. More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station. If you have a sales message for the radio listeners in Fresno . . . if you have a message for any of the 10,000,000 people on the Pacific Coast, buy the network Pacific Coast advertisers prefer* . . . Don Lee.

**Don Lee carries more Pacific Coast network business than the other three networks combined.*

Mutual **DON LEE**

THOMAS S. LEE, Pres. — LEWIS ALLEN WEISS, Vice-Pres.
and General Manager — 5515 Melrose Ave., Hollywood, Calif.

Sales Manager Arthur J. Weaver
 Manager, Lincoln Office Jud Woods
 Chief Engineer Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

REPRESENTATIVE

Edward Petry & Co., Inc.



The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President John Shepard 3rd
 V-P in Charge of Operations R. L. Harlow
 V-P in Chg. of Sales & Production Linus Travers
 V-P in Chg. of Engineering Paul A. DeMars
 Sales Manager W. W. Warner
 Sales & Station Relations Gerald Harrison
 Editor of Colonial Network
 News Service Robert Myers
 Director, Merchandising &
 Promotion James S. Powers
 Director of Publicity Al Stephenson
 Director of Merchandising F. C. McVarish
 Director of Special Events Fred McLaughlin
 Chief Engineer Irving Robinson
 Program Director Eleanor Geer
 Sports Editor Jim Britt
 Production Director George Steffy
 Chief Meteorologist, Weather Service,
 Salvatore Pagliuca

BRANCH OFFICES

Crown Hotel, Providence, R. I.

Phone: Dexter 1500

Supervisor Malcolm S. Parker
 1110 Chapel St., New Haven, Conn.

Phone: 7-2266

Supervisor Judson LaHaye
 Hotel Stratfield, New Haven, Conn.

Phone: 6-1121

Supervisor Joseph Lopez

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven; WEIM, Fitchburg; WFCL, Pawtucket.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

The Cowles Group

Des Moines Register and Tribune Building,
 Des Moines, Ia.

Phone: 3-2111

PERSONNEL

President Gardner Cowles, Jr.
 Vice-President John Cowles
 Vice-President and Treasurer Luther L. Hill
 Vice-President Sumner Quarton
 Manager (WNAX) Robert R. Tincher
 National Sales Manager H. T. Enns
 Com. Manager (Des Moines) Craig Lawrence
 Com. Manager (Cedar Rapids) W. B. Quarton
 Com. Manager (Yankton) Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.

Phone: 6126

Manager Sumner Quarton
 Russell Lamson Hotel, Waterloo, Ia.

Phone: 236

Manager Don E. Inman
 Gurney Bldg., Yankton, S. D.

Phone: 443

Manager Robert R. Tincher
 Orpheum Theater Bldg., Sioux City, Ia.

Phone: 8-5666

Manager Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager Lewis Allen Weiss
 Assistant Manager Willet Brown
 General Sales Manager Wilbur Eickelberg
 Program Director Van Newkirk
 Production Manager James Burton
 Publicity Director Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Loview; KGA, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Program Director.....Harold Fair
Technical Supervisor.....Paul A. Loyet

STATIONS

Basic: WHO, Des Moines; WOC, Davenport;
KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada

Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....V. F. Nielsen
Manager (Lethbridge).....A. J. Balfour
Manager (Edmonton).....G. S. Henry
Manager (Grand Prairie).....Gordon Cummings

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA,
Edmonton; CFGP, Grande Prairie.

BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872

Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131

Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE

Weed & Co.; All-Canada Radio Facilities, Ltd.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC,
Albany.

NATIONAL REPRESENTATIVE

Spot Sles, Inc.

★

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 211 Cotton Ave.

Phone: 3131-2

Savannah Office: 516 Abercorn St.

Phone: 2-127-8-9

PERSONNEL

General Manager (WGST).....C. H. Calhoun

General Manager (WMAZ).....E. K. Cargill

General Manager (WTOC).....W. T. Knight

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC,
Savannah.

REPRESENTATIVE

The Katz Agency

★

Inter-City Broadcasting System

1657 Broadway, New York City

Phone: Circle 6-2200

PERSONNEL

General Manager.....Don S. Shaw

Sales Manager.....Charles Stark

Sales Promotion Manager.....Maxwell Dane

Publicity-Special Events Dir.....Leon Goldstein

Program Director.....Walter Craig

Musical Director.....Joe Rines

Program Manager.....William Card

Chief Engineer.....Frank Marx

STATIONS

Key Station: WMCA, New York City; other
stations and cities available on request.

REPRESENTATIVE

Virgil Retter & Co. (West)

★

Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

PERSONNEL

Business Manager.....George C. Hatch

STATIONS

KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE

George P. Hollingbery Co.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis

Program Co-Ordinator.....John T. Schilling

EXECUTIVE COMMITTEE

Ray Linton (KFBI); R. J. Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

Lake Superior Network

124 East McLeod Ave., Ironwood, Mich.
Phone: 20

PERSONNEL

President.....N. C. Ruddell
Secretary-Treasurer.....J. W. Rice

STATIONS

WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WATW, Ashland, Wisc.; WDSM, Duluth-Superior, Wisc.

NATIONAL REPRESENTATIVE

Bogner & Martin

★

The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234
Dallas Office: c/o WFAA & KGKO

PERSONNEL

Managing Director.....James W. Pate
Operating Committee.....Harold V. Hough,
Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Promotion-Traffic Manager,

Paul O. Rodenhauser

Technical Director.....J. E. Mathiot

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager. H. Allen Campbell
Vice-President.....John H. King

STATIONS

W XYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WHLS, Port Huron; WOOD-WASH, Grand Rapids.

REPRESENTATIVE

Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.

Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KYAN, Cheyenne, Wyo.

★

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.

Phone: Dale 6595

PERSONNEL

President-General Manager....John W. Boler
Vice-President.....Howard S. Johnson
Treasurer.....D. C. Shepard

STATIONS

KVFD, Fort Dodge, Ia.; KTRL, Sioux City, Ia.; WJMS, Ironwood, Mich.; WLWL, Minneapolis, Minn.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLP M, Minot, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WHBY, Appleton, Wisc.; WATW, Ashland, Wisc.; KFIZ, Fond du Lac, Wisc.; WCLO, Janesville, Wisc.; WEMP, Milwaukee, Wisc.; WIBU, Poynette, Wisc.; WRJN, Racine, Wisc.; WEBL, Sheboygan, Wisc.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.; WFHR, Wisconsin Rapids, Wisc.

Northern Broadcasting & Publishing, Ltd.

(Ontario Canadian Broadcasting Corporation)
Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....Murray Morrison
Manager (CJJKL).....Jack Davidson
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. O. Tardif
Manager (CKVD).....Dan Carr

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont., and CHEX, Peterborough, Ont.

BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Phone: Elgin 2484

Manager.....G. E. Tonkin
310 Keefer Bldg., Montreal, Que., Canada
Phone: HA 3051
Manager.....R. A. Leslie

★

Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.
Phone: Bridgeport 7777; Midway 6363

PERSONNEL

Commercial Manager (WDGY).....Lee L. Whiting
Commercial Manager (WDSM).....R. D. Kennedy

STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE

William G. Rambeau Co.

★

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson,
Minneapolis, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins
Farm Director.....Val Bjornson

STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone 2-3191

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.

Phone 2-3191

PERSONNEL

Manager (KOMA).....William C. Gillespie
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA).....Jack Howell
Commercial Manager (KTUL).....John Esau
NATIONAL REPRESENTATIVE
Free & Peters, Inc.

★

The Oklahoma Network

1800 West Main St., Oklahoma City, Okla.

Phone: 3-8352

PERSONNEL

President.....Joseph W. Lee
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Milton B. Garber
Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Arthur H. Hagg & Associates

★

Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KGA, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; WARM, Scranton; (Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional.

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp
STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



Radio Programas de Mexico

Ayuntamiento No. 54, Mexico City, Mexico
Phone: L-13-73

PERSONNEL

President.....Emilio Azcarraga
Manager.....Clemente Serna Martinez
Control.....Antonio Euffrasio O.
Accounting.....Alex Buelna

STATIONS

XEBI, Aguascalientes, Ags.; XEBJ, Ciudad Victoria, Tamps.; XECW, Cordoba, Ver.; XESA, Culiacan, Sin.; XEFL, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEBO, Irapuato, Gto.; XERZ, Leon, Gto.; XECF, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XEFC, Merida, Yuc.; XEME, Merida, Yuc.; XERJ, Mazatlan, Sin.; XECL, Mexicali, B. C.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEFE, Nuevo Laredo, Tamps.; XEPP, Orizaba, Ver.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Queretaro, Qro.; XECZ, San Luis Potosi, S. L. P.; XEBM, San Luis Potosi, S. L. P.; XES, Tampico, Tamps.; XERK, Tpic, Nay.; XEBG, Tijuana, B. C.; XEBP, Tcrreon, Coah.; XEBQ, Torreon, Coah.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XECA, Tampico, Tamps.; XEP, Ciudad Juarez, Chih.



South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

The Southern Network

Radio Bldg., Walnut & Short Sts.

Lexington, Ky.

Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt
Manager (WKRC).....Hulbert Taft, Jr.
Manager (WGRC).....S. A. Cisler
Manager (WSIX).....Jack M. Draughon
Manager (WCM).....Warren G. Davis
Manager (WLAP).....Gilmore N. Nunn

STATIONS

WLAP, Lexington, Ky.; WCM, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE

Burn-Smith Co., Inc.



Southeentral Quality Network

c/o Individual Stations

PERSONNEL

Manager (KARK).....G. E. Zimmerman
Manager (WMC).....Henry Slavick
Manager (KWKH-KTBS).....John McCormack
Manager (WJDX).....Wiley Harris

STATIONS

KARK, Little Rock, Ark.; KWKH-KTBS, Shreveport, La.; WJDX, Jackson, Miss.; WMC, Memphis, Tenn.



The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Hallif
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager.....Hardy Harvey
Merchandising Director.....L. R. Duffy
Program Director.....Russ Lamb
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Frances Griffith
Technical Supervisor.....Truett Kimzey
Chief Engineer.....Ed Starnes

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL,
San Angelo; KBST, Big Spring; KRLH, Midland;
KRRV, Sherman-Denison; KPLT, Paris; KNOW,
Austin; KABC, San Antonio; KVWC, Vernon;
KTEM, Temple; WRR, Dallas; KFYO, Lubbock;
KFDA, Amarillo; KCMC, Texarkana; WACO,
Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.

Phone: 3032

PERSONNEL

Manager.....Carl B. Ogilvie

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM,
Danville.

★

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist
Bureau Head.....William Adams
Chief Engineer.....O. Robinson
Publicity Director.....Harold Miller

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
Program Director.....Richard E. Stockwell

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,
Poynette; WHBL, Sheboygan; WHBY, Apple-
ton; WFHR, Wisconsin Rapids; KFIZ, Fond du
Lac; WSAU, Wausau; Associate Stations:
WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICE

333 N. Michigan Ave., Chicago, Ill.
Phone, RANdolph 6225

★

The Yankee Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production...Linus Travers
V-P in Chg. of Engineering...Paul A. DeMars
Executive Secretary.....Robert Bartley
Sales and Station Relations...Gerald Harrison
Editor, Yankee Network News Service,
Robert Myers

Director of Merchandising and Promotion,
James S. Powers

Director of Merchandising.....F. C. McVarish
Director of Publicity.....Al Stephenson
Director of Special Events...Fred McLaughlin
Chief Engineer.....Irving Robinson
Program Director.....Eleanor Geer
Sports Editor.....Jim Britt
Chief Meteorologist.....Salvatore Pagliuca
Production Director.....George Steffy
Merchandising Coordinator.....Ward Willett

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN,
Providence; WTAG, Worcester; WICC, Bridge-
port and New Haven; WCSH, Portland; WLBZ,
Bangor; WFEA, Manchester; WSAR, Fall River;
WNBH, New Bedford; WLLH, Lowell and Law-
rence; WLNH, Laconia; WRDO, Augusta;
WNLC, New London; WHAI, Greenfield;
WCOU, Lewiston and Auburn; WBRK, Pitts-
field; WSYB, Rutland, Vt.

BRANCH OFFICES

Crown Hotel, Providence, R. I.

Phone: DEXter 1500

Supervisor.....Malcolm S. Parker
1110 Chapel St., New Haven, Conn.
Phone: 7-2266

Supervisor.....Judson LaHave
Hotel Stratfield, Bridgeport, Conn.
Phone: 6-1121

Supervisor.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z (Bar) Net

P. O. Box 1956, Butte, Montana

Phone: 22-344

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



KEYSTONE BROADCASTING SYSTEM, INC.

DECEMBER 15, 1940, marked the inauguration of the Keystone Broadcasting System, a new, nation-wide network. On that date, KBS released its first sustaining programs to 66 radio stations throughout the country, —



Michael M. Sillerman
President

marking the beginning of a new, unique venture in the field of commercial radio.

For the first time in broadcasting history, a "network" consisting of low-wattage stations serving secondary markets was put into active operation via electrical transcriptions.

Setting up KBS was the culmination of two years' activity. The entire plan was based on observations of the Keystone management: Small-town, low-powered radio stations were not receiving serious consideration from national advertisers sponsoring important popular programs. These big-time programs were doing a fine job of moving the sponsors' products in those markets where consumer-listeners were able to hear them, but the neglect of the secondary markets was costing both the advertisers and the stations a tremendous, unrealized and justified potential.

Station owners, sponsors and agencies all agreed that the plan itself was a good one,—but added "You'll be very lucky if you get your first commercial by the end of your first two years!" However, by the seventh month of actual operation, KBS was releasing to its affiliates the famous "Lum 'n' Abner" series, sponsored by Miles Laboratories for Alka-Seltzer!

Progress

Keystone's progress, by the end of 1941, its first year of operation, more than justified the aims and policies of its management. The following is from the KBS year-end report:

"Beginning 1941 with 66 stations, the Keystone Broadcasting System completed

its first year with 152 affiliates—an increase of 86 stations.

"During this period, aggregate power of the network was increased by 35,000 watts. New stations added to the KBS list raised the potential listening audience by 23,000,000 to a total coverage of approximately 53,000,000 persons.

"An increase of 8,000,000 radio homes in the listening areas of new KBS affiliates made a total of 11,000,000 families served by the 'network,' as of the end of 1941.

"The first large-scale 'invasion' into the KBS secondary markets by a major advertiser occurred in June, 1941, with the introduction of the 'Lum 'n' Abner' series by Miles Laboratories, over 129 KBS stations from coast to coast.

"Late in November another 'first' occurred in the form of a widespread night-time extension, into the secondary markets, of Lever Brothers' 'Burns and Allen' program, for Swan Soap.

"Keystone comes to the end of its first year with an increase, in sponsored time, exceeding 15,000 hours for the year.

"When war was declared in December, the network and its affiliates with the rest of the radio field, pledged their facilities to full cooperation with the authorities and the nation 'for the successful prosecution of the war!'"

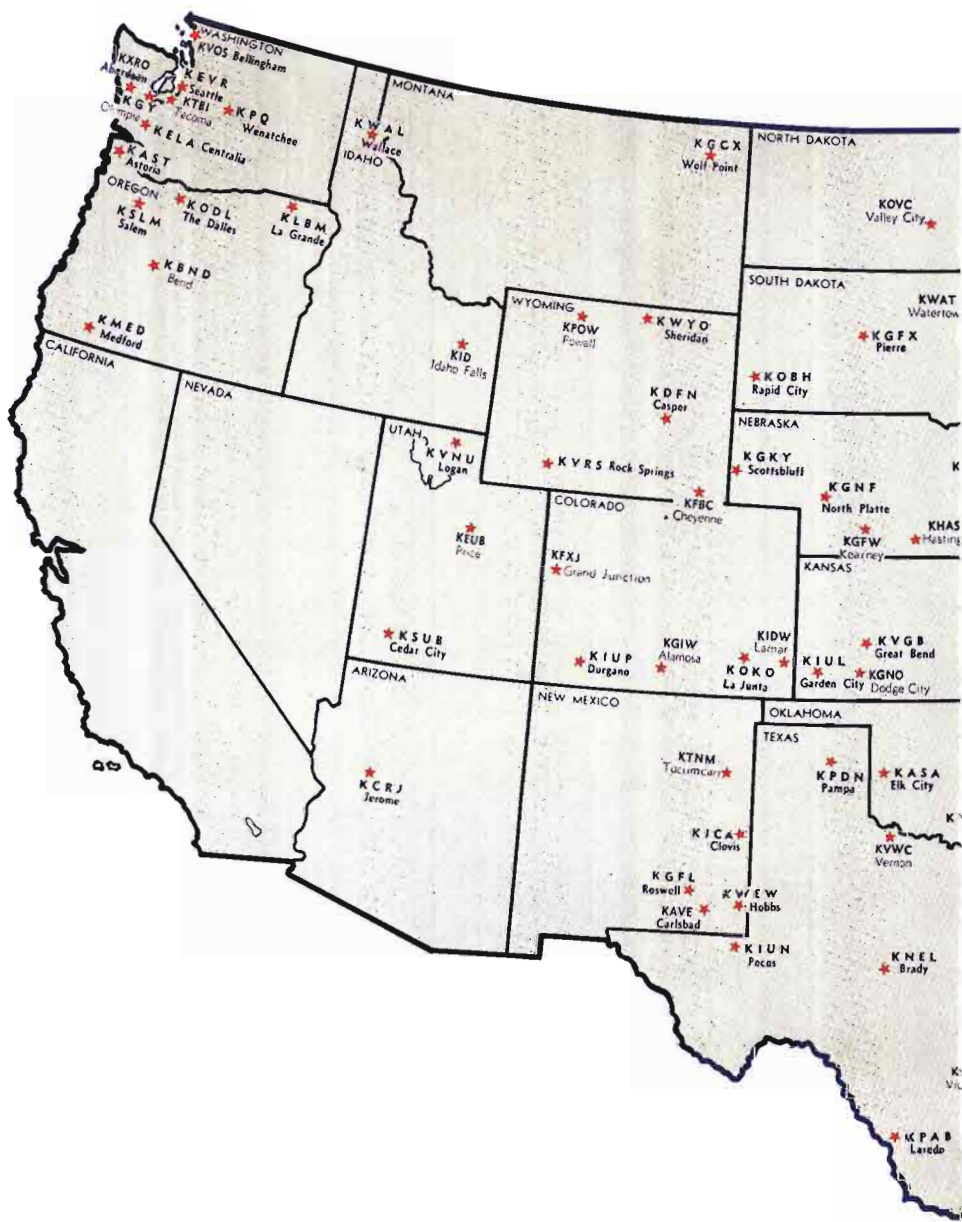
Future

Now, with the beginning of 1942, the road ahead is well-defined by the almost phenomenal achievement of this network during its first year of service.

The policy introduced by KBS has revolutionized a large portion of the general concepts of the radio field regarding the smaller, secondary markets of the nation. For the first time, national advertisers can cover secondary markets intensively at less than mass coverage costs. For the first time, smaller stations can now broadcast national prestige programs. Thus, the ever-greater progress of Keystone is assured by the very forces which are responsible for its success: the advantages gained by lower-wattage stations and the increased coverage for sponsors of major programs. These all-important elements promise for KBS a vital and permanent place in the American broadcasting picture.



KEYSTONE BROADCASTING SYSTEM



Facilities as of January 1, 1942

City names in lightface type are additions to Keystone Broadcasting System, 1941-1942

320-B

KEYSTONE

Broadcasting System

Administrative Office

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

Directors

Michael M. Sillerman
Sidney J. Wolf
Arthur Wolf

Officers

President.....Michael M. Sillerman
Vice-President.....Arthur Wolf
Vice-President.....William Wolf
Secretary-Treasurer.....Sidney J. Wolf

Staff

Director of Station Relations.....Mort Adams
Sales and Promotion Consultant.....Alvin Austin
Program Director.....Pegot Waring
Continuity.....Dean Owen
Accounting and Statistics.....Leonard H. Davidson
Traffic Manager.....Jay LeRoy
Music Copyrights.....Sylvia Young
Sales Representative.....Naylor Rogers
Sales Representative.....Albert F. Dykes
Sales Representative.....Noel Rhys

Branch Offices

134 North LaSalle Street
Chicago, Illinois
Phone, State 4590

6331 Hollywood Boulevard
Hollywood, California
Phone, Hempstead 0460





STATIONS

*OF THE
UNITED STATES*



*STANDARD
STATIONS*

•

*NEWSPAPER
OWNED STATIONS*

•

*MAJOR NETWORK
AFFILIATIONS*

•

MUSICAL DIRECTORS

•

HOME ECONOMIC DIRECTORS

IMPORTANT NOTICE REGARDING THE LISTING OF THE 924 STATIONS THAT FOLLOW

Compilation

List of stations in the succeeding pages has been compiled to reveal as intelligently as possible the respective status of each as to power, frequency, personnel and other pertinent data deemed necessary to give the reader a quick and accurate picture. Both the format and information of the listing has been changed from that of preceding issues of Radio Annual in the interest of progress and improvement. Explanation of some of the changes follow below.

Power-Frequencies

With the mandatory changes in frequency and subsequent power grants that came as a result of the Havana Treaty and hundreds of stations making the switch as of March 29, 1941, Radio Annual for 1941 issued just prior to the change which affected North American, Mexican and Cuban radio, decided to anticipate the new frequencies and power. Thus the station listings carried the data regarding frequencies as of March 29, and the potential greater power to which certain outlets were entitled. In this edition the data listed is actually as operated under as of January 1, 1942.

Coverage-U. S. Census

Coverage data as submitted by the respective stations has been omitted this year, thus removing a highly controversial bone of contention among the broadcasters themselves. However, as additional services for both time-buyer and broadcaster, two classifications have been added to the comprehensive statistics based on the U. S. Census for 1940; these two, concern retail apparel and Retail Service. Total population figures have been broken down into rural and urban divisions, and still another special compilation reveals population changes in U. S. Markets due to shift from peacetime to war economy basis. Further completing the market data is a new listing of 140 Metropolitan Districts with the counties therein and full retail sales figures. As a ready reference apart from the general Index, the first page of each station listing by states, contains the actual page upon which will be found the U. S. Census, Population and Retail Trade Data pertaining to the state in question.

INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

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

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



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1450	250	574
KABR	Aberdeen, S. Dak.	1420	5000	557
KADA	Ada, Okla.	1230	250	529
KALB	Alexandria, La.	1240	250	428
KALE	Portland, Ore.	1330	5000	535
KAND	Corsicana, Tex.	1340	250	566
KANS	Wichita, Kans.	1240	250	425
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	357
KASA	Elk City, Okla.	1240	100	529
KAST	Astoria, Ore.	1230	250	533
KATE	Albert Lea, Minn.	1450	250	452
KAWE	Carlsbad, N. M.	1240	250	479
KBIX	Muskogee, Okla.	1490	250	530
KBIZ	Ottumwa, Ia.	1240	250	420
KBKR	Baker, Ore.	1490	250	533
KBND	Bend, Ore.	1340	250	533
KBON	Omaha, Nebr.	1490	250	470
KBPS	Portland, Ore.	1450	100	535
KBST	Big Spring, Tex.	1490	100	565
KBTM	Jonesboro, Ark.	1230	250 d., 100 n.	354
KBUR	Burlington, Ia.	1490	250	417
KBWD	Brownwood, Texas.	1380	500	566
KCKN	Kansas City, Kan.	1340	250	423
KCMC	Texarkana, Ark.-Tex.	1450	250	576
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	401
KCRC	Enid, Okla.	1390	250 (C.P. 1000)	529
KCRJ	Jerome, Ariz.	1340	250	351
KDAL	Duluth, Minn.	1490	250 (C.P. 610 Kc., 1000)	452
KDB	Santa Barbara, Calif.	1490	250	370
KDFN	Casper, Wyo.	1470	1000	600
KDKA	Pittsburgh, Pa.	1020	50000	547
KDLR	Devils Lake, N. Dak.	1240	250	515

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex.	1450	100	568
KDON . . .	Monterey, Calif.	1240	100 (C.P. 250)	363
KDRO . . .	Sedalia, Mo.	1490	250	465
KDTH . . .	Dubuque, Ia.	1370	1000	419
KDYL . . .	Salt Lake City, Utah.....	1320	5000	578
KECA . . .	Los Angeles, Calif.	790	5000	358
KEEW . . .	Brownsville, Texas	1490	250 d., 100 n.	565
KELA . . .	Between Contralla and Chehalis, Wash.	1470	1000	585
KELD . . .	El Dorado, Ark.....	1400	250	353
KELO . . .	Sioux Falls, S. Dak.....	1230	250	557
KENO . . .	Las Vegas, Nev.....	1400	250	471
KERN . . .	Bakersfield, Calif.	1410	1000	355
KEUB . . .	Price, Utah	1450	250	578
KEYE . . .	Everett, Wash.	1460	500	585
KEYR . . .	Seattle, Wash.....	1400	100 (C.P. 1090 Kc., 250)	586
KEX	Portland, Ore.	1190	5000	535
KEYS . . .	Corpus Christi, Texas.....	1490	250	566
KFAB . . .	Lincoln, Nebr.	780	10000	469
KFAC . . .	Los Angeles, Calif.....	1330	1000	358
KFAM . . .	St. Cloud, Minn.....	1450	250	455
KFAR . . .	Fairbanks, Alaska	610	1000	601
KFBB . . .	Great Falls, Mont.....	1310	5000	466
KFBC . . .	Cheyenne, Wyo.....	1240	250	600
KFBI . . .	Wichita, Kans.....	1070	5000 d., 1000 n.	425
KFBK . . .	Sacramento, Calif.	1530	10000	365
KFDA . . .	Amarillo, Tex.	1230	250	564
KFDM . . .	Beaumont, Tex.	560	1000	565
KFEL . . .	Denver, Colo.	950	5000	371
KFEQ . . .	St. Joseph, Mo.....	680	2500 d., 500 n. (C.P. 500)	463
KFFA . . .	Helena, Ark.	1490	250	354
KFGQ . . .	Boone, Ia.	1400	100 (C.P. 1260 Kc.; 250)	417
KFH	Wichita, Kansas	1330	5000	426
KFI	Los Angeles, Calif.....	640	50000	359
KFIO . . .	Spokane, Wash.	1150	100 (C.P. 1230 Kc.; 250)	587
KFIZ . . .	Fond Du Lac, Wis.....	1450	250	594
KFJB . . .	Marshalltown, Ia.	1230	250	420
KFJI . . .	Klamath Falls, Ore.....	1240	100	534
KFJM . . .	Grand Forks, N. Dak.....	1440	1000 d., 500 n.	515
KFJZ . . .	Fort Worth, Tex.	1270	5000	569
KFKA . . .	Greeley, Colo.	910	1000	375
KFKU . . .	Lawrence, Kansas	1250	5000 d., 1000 n.	423
KFMB . . .	San Diego, Calif.....	1450	250	366
KFNF . . .	Shenandoah, Ia.	920	1000 d., 500 n.	420
KFOR . . .	Lincoln, Nebr.	1240	250 d., 100 n. (C.P. 250)	469
KFOX . . .	Long Beach, Calif.....	1280	1000	358
KFPL . . .	Dublin, Tex.	1340	250 d., 100 n.	568
KFPW . . .	Fort Smith, Ark.....	1400	250	353
KFPY . . .	Spokane, Wash.	920	5000	588
KFQD . . .	Anchorage, Alaska	790	250	601
KFRC . . .	San Francisco, Calif.....	610	5000	367
KFRE . . .	Fresno, Calif.	1340	250	357
KFRO . . .	Longview, Tex.	1370	1000	572

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo.	1400	250	459
KFSD . . .	San Diego, Calif.....	600	1000 (C.P. 5000)	366
KFSG . . .	Los Angeles, Calif.....	1150	2500 d., 1000 n.	359
KFUN . . .	Las Vegas, N. M.....	1230	250	479
KFUO . . .	Clayton, (St. Louis) Mo.	850	5000	463
KFVD . . .	Los Angeles, Calif.....	1020	1000	361
KFVS . . .	Cape Girardeau, Mo.....	1400	250	459
KFWB . . .	Los Angeles, Calif.....	980	5000	361
KFXD . . .	Nampa, Idaho	1230	250	399
KFXJ . . .	Grand Junction, Colo.....	1230	250 (C.P. 920 Kc.; 1000 d., 500 n.)	373
KFXM . . .	San Bernardino, Calif.....	1240	250	366
KFYO . . .	Lubbock, Texas	1340	250	573
KFYR . . .	Bismarck, N. Dak.....	550	5000	515
KGA . . .	Spokane, Wash.	1510	5000 (C.P. 10000)	588
KGB . . .	San Diego, Calif.....	1360	1000	366
KGBS . . .	Harlingen, Texas	1240	250	571
KGBU . . .	Ketchikan, Alaska	930	500	601
KGBX . . .	Springfield, Mo.	1260	5000	465
KGCX . . .	Mandan, N. Dak.....	1270	250	517
KGCC . . .	Wolf Point, Mont.	1480	1000	467
KGDE . . .	Fergus Falls, Minn.....	1230	250 d., 100 n.	452
KGDM . . .	Stockton, Calif.	1130	1000	376
KGDK . . .	Sterling, Colo.	1230	100	375
KGER . . .	Long Beach, Calif.....	1390	1000 (C.P. 5000)	358
KGEZ . . .	Kalispell, Mont.	1340	100 (C.P. 1460 Kc.; 1000)	466
KGFF . . .	Shawnee, Okla.	1450	250	531
KGFL . . .	Los Angeles, Calif.....	1230	100	361
KGFL . . .	Roswell, New Mex.	1400	100	480
KGFW . . .	Kearney, Nebr.	1340	250	469
KGFX . . .	Pierre, S. Dak.....	630	200	557
KGGF . . .	Coffeyville, Kans.	690	1000 d., 500 n.	422
KGGM . . .	Albuquerque, N. Mex.....	1260	1000	479
KGHF . . .	Pueblo, Colo.	1350	500	375
KGHI . . .	Little Rock, Ark.....	1230	250	354
KGHL . . .	Billings, Mont.	790	5000	465
KGIR . . .	Butte, Mont.	1370	5000	466
KGIW . . .	Alamosa, Colo.	1450	100	371
KGKB . . .	Tyler, Tex.	1490	250	576
KGKL . . .	San Angelo, Tex.....	1400	250	574
KGKO . . .	Fort Worth, Tex.....	570	5000 d., 1000 n. (C.P. 5000)	571
KGKY . . .	Scottsbluff, Nebr.	1490	250	471
KGLO . . .	Mason City, Ia.....	1300	1000	420
KGLU . . .	Safford, Ariz.	1450	250	352
KGMB . . .	Honolulu, Hawaii	590	5000	602
KGNC . . .	Amarillo, Tex.	1440	5000 d., 1000 n.	564
KGNF . . .	North Platte, Nebr.....	1460	1000	470
KGNO . . .	Dodge City, Kans.....	1370	1000 d., 250 n.	422
KGO . . .	San Francisco, Calif.....	810	7500	367
KGU . . .	Honolulu, Hawaii	760	2500	602
KGVO . . .	Missoula, Mont.	1290	5000 d., 1000 n.	467
KGW . . .	Portland, Ore.	620	5000 d., 1000 n. (C.P. 5000)	536

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	100	585
KHAS	Hastings, Nebr.	1230	250	469
KHBC	Hilo, Hawaii	1230	250	602
KHBG	Okmulgee, Okla.	1240	250	531
KHJ	Los Angeles, Calif.	930	5000 d., 1000 n. (C.P. 5000)	361
KHMO	Hannibal Mo.	1340	250	459
KHQ	Spokane, Wash.	500	5000	588
KHSL	Chico, Calif.	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB	Watsonville, Calif.	1340	250	371
KICA	Clovis, New Mex.	1400	100 (C.P. 1240 Kc.; 250)	470
KICD	Spencer, Ia.	1240	100	421
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	398
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	398
KIDW	Lamar, Colo.	1450	100	375
KIEM	Eureka, Calif.	1480	1000 d., 500 n.	357
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	515
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	601
KIRO	Seattle, Wash.	710	50000	586
KIT	Yakima, Wash.	1280	1000	590
KITE	Kansas City, Mo.	1590	1000	461
KIUL	Garden City, Kans.	1240	100	522
KIUN	Pecos, Tex.	1400	100	574
KIUP	Durango, Colo.	1400	250	373
KJBS	San Francisco, Calif.	1100	500	367
KJR	Seattle, Wash.	1000	500 (C.P. 50000)	586
KLBM	La Grande, Ore.	1450	250	534
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	578
KLPM	Minot, N. Dak.	1390	1000	517
KLRA	Little Rock, Ark.	1420	5000 (C.P. 1010 Kc.)	355
KLS	Oakland, Calif.	1310	1000	363
KLUF	Galveston, Tex.	1400	250	571
KLX	Oakland, Calif.	910	1000	363
KLZ	Denver, Colo.	560	5000	372
KMA	Shenandoah, Iowa	960	5000 d., 1000 n.	421
KMAC	San Antonio, Tex.	1240	250	574
KMBC	Kansas City, Mo.	980	5000	401
KMED	Medford, Ore.	1440	1000	535
KMJ	Fresno, Calif.	580	5000	357
KMLB	Monroe, La.	1230	250	429
KMMJ	Grand Island, Nebr.	750	1000	469
KMO	Tacoma, Wash.	1360	5000	588
KMOX	St. Louis, Mo.	1120	50000	463
KMPC	Beverly Hills, Calif.	710	5000 d., 1000 n. (C.P. 10000)	356
KMTR	Los Angeles, Calif.	570	1000	361
KMYC	Marysville, Calif.	1450	250	362
KMYR	Denver, Colo.	1340	250	372
KNEL	Brady, Tex.	1490	250 d., 100 n.	565
KNET	Palestine, Tex.	1450	100	573
KNX	Los Angeles, Calif.	1070	50000	361
KNOW	Austin, Tex.	1490	250	564

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	373
KOAC	Cervallis, Ore.	500	1000 (C.P. 5000 d.)	533
KOAM	Pittsburg, Kans.	810	1000	423
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000)	479
KOBH	Rapid City, S. Dak.	1400	250	557
KOCA	Kilgore, Tex.	1240	250	572
KOCY	Oklahoma City, Okla.	1340	250	530
KODL	The Dalles, Ore.	1230	250 d., 100 n.	534
KOH	Reno, Nev.	630	1000	471
KOIL	Omaha, Nebr.	1290	5000	470
KOIN	Portland, Ore.	970	5000	536
KOKO	La Junta, Colo.	1400	250	375
KOL	Seattle, Wash.	1300	5000 d., 1000 n. (C.P. 5000)	587
KOMA	Oklahoma City, Okla.	1520	5000	530
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	587
KONO	San Antonio, Tex.	1400	250	575
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	534
KOEN	Fremont, Nebr.	1400	250	467
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. Dak.	1490	250	517
KOVO	Provo, Utah	1240	250	578
KOWH	Omaha, Nebr.	660	500	470
KOY	Phoenix, Ariz.	550	1000 (C.P. 5000 d.)	351
KPAB	Laredo, Tex.	1490	250	572
KPAC	Port Arthur, Tex.	1250	500	574
KPAS	Pasadena, Calif.	1110	10000	364
KPDN	Pampa, Tex.	1340	100	573
KPFA	Helena, Mont.	1240	250	466
KPHO	Phoenix, Ariz.	1230	250	351
KPLC	Lake Charles, La.	1490	250	429
KPLT	Paris, Tex.	1490	250	574
KPMC	Bakersfield, Calif.	1600	1000	356
KPO	San Francisco, Calif.	680	50000	367
KPOF	Denver, Colo.	910	1000	373
KPOW	Powell, Wyo.	1230	250	600
KPPC	Pasadena, Calif.	1240	100	364
KPQ	Wenatchee, Wash.	1490	250 C.P. 560 Kc.; 1000 d., 500 n.)	390
KPRC	Houston, Tex.	950	5000 d., 1000 n. (C.P. 5000)	571
KPRO	Riverside, Calif.	1440	1000	365
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	740	5000	369
KRBA	Lufkin, Tex.	1310	250	573
KRBC	Ablene, Tex.	1450	250	564
KRBM	Bozeman, Mont.	1450	250	466
KRE	Berkeley, Calif.	1400	250	356
KEGV	Weslaco, Tex.	1290	1000	577
KRIC	Beaumont, Tex.	1450	250	565
KRIS	Corpus Christi, Tex.	1360	1000	566
KRJF	Millers City, Mont.	1340	250	467
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO	Everett, Wash.	1400	250 d., 100 n.	585

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRLC . . .	Lewiston, Idaho	1400	250	398
KRLD . . .	Dallas, Tex.	1080	50000	566
KRLH . . .	Midland, Tex.	1230	250	573
KRMC . . .	Jamestown, N. Dak.	1400	250	515
KRMD . . .	Shreveport, La.	1340	250	431
KRNR . . .	Roseburg, Ore.	1490	250 d., 100 n. (C.P. 250)	536
KRNT . . .	Des Moines, Iowa	1350	5000 d., 1000 n. (C.P. 5000)	418
KROC . . .	Rochester, Minn.	1340	250	455
KROD . . .	El Paso, Tex.	600	1000 d., 500 n.	569
KROS . . .	Clinton, Ia.	1340	250	418
KROW . . .	Oakland, Calif.	960	1000 (C.P. 5000)	363
KROY . . .	Sacramento, Calif.	1240	100	365
KRRV . . .	Sherman, Tex.	910	1000	575
KRSC . . .	Seattle, Wash.	1150	1000	537
KSAC . . .	Manhattan, Kans.	580	1000 d., 500 n.	423
KSAL . . .	Salina, Kans.	1150	1000	425
KSAM . . .	Huntsville, Tex.	1490	250	572
KSAN . . .	San Francisco, Calif.	1450	250	367
KSCJ . . .	Sioux City, Ia.	1360	5000 d., 1000 n. (C.P. 5000)	421
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	463
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	399
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	369
KSKY	Dallas, Texas	660	1000	567
KSL	Salt Lake City, Utah	1160	50000	579
KSLM	Salem, Ore.	1390	1000	537
KSO	Des Moines, Iowa	1460	5000 d., 1000 n. (C.P. 5000)	419
KSOO	Sioux Falls, S. Dak.	1140	5000	558
KSRO	Santa Rosa, Calif.	1340	1000	370
KSTP	St. Paul, Minn.	1500	50000	455
KSUB	Cedar City, Utah	1340	100	577
KSUN	Lowell, Ariz.	1230	250	351
KSWO	Lawton, Okla.	1150	250	529
KTAR	Phoenix, Ariz.	620	5000	352
KTBC	Austin, Tex.	1150	1000	565
KTBI	Tacoma, Wash.	1490	250	580
KTBS	Shreveport, La.	1480	1000	431
KTEM	Temple, Tex.	1400	250	576
KTFI	Twin Falls, Idaho	1270	1000	399
KTHS	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	354
KTKC	Visalia, Calif.	920	1000 (C.P. 940 Ke., 5000)	371
KTMS	Santa Barbara, Calif.	1250	1000	370
KTNM	Tucumcari, N. M.	1450	250	480
KTOH	Lihue, Hawaii	1490	250	602
KTOK	Oklahoma City, Okla.	1400	250	530
KTOM	Brainerd, Minn.	1400	250	452
KTPN	Tacoma, Wash.	1430	1000	589
KTRB	Modesto, Calif.	860	250 (C.P. 1000)	362
KTRH	Houston, Tex.	1320	5000 d., 1000 n. (C.P. 740 Ke., 5000)	572
KTRI	Sioux City, Ia.	1450	250	421
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	575
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	569

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW . . .	Emporia, Kans.	1400	250	422
KTTS . . .	Springfield, Mo.	1400	250	465
KTUC . . .	Tucson, Ariz.	1400	250	352
KTUL . . .	Tulsa, Okla.	1430	5000	532
KTW . . .	Seattle, Wash.	1250	1000	587
KUIN . . .	Grants Pass, Ore.	1340	250	534
KUJ . . .	Walla Walla, Wash.	1420	1000	589
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vermillion, S. Dak.	920	500	558
KUTA . . .	Salt Lake City, Utah.	570	250 (C.P. 5000 d., 1000 n.)	579
KVAK . . .	Atchison, Kans.	1450	100	422
KVAN . . .	Vancouver, Wash.	910	500	589
KVCV . . .	Redding, Calif.	1230	250	364
KVEC . . .	San Luis Obispo, Calif.	1230	250	369
KVFD . . .	Fort Dodge, Ia.	1400	250	419
KVGB . . .	Great Bend, Kans.	1400	250	422
KVI . . .	Tacoma, Wash.	570	5000	589
KVIC . . .	Victoria, Texas	1340	250	576
KVNU . . .	Logan, Utah	1230	250	577
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	1000 (C.P. 5000)	373
KVOE . . .	Santa Ana, Calif.	1490	250	369
KVOL . . .	Lafayette, La.	1340	250	429
KVOO . . .	Tulsa, Okla.	1170	25000 (C.P. 50000)	532
KVOR . . .	Colorado Springs, Colo.	1300	1000	371
KVOS . . .	Bellingham, Wash.	1230	250 (C.P. 790 Kc.; 1000)	585
KVOX . . .	Moorhead, Minn.	1340	250	455
KVRS . . .	Rock Springs, Wyoming.	1400	250	600
KVSF . . .	Santa Fe, N. M.	1340	100	480
KVSO . . .	Ardmore, Okla.	1240	250 d., 100 n.	529
KVWC . . .	Vernon, Tex.	1490	250	576
KWAL . . .	Wallace, Ida.	1450	250	399
KWAT . . .	Watertown, S. D.	1240	250	558
KWAT . . .	Watertown, S. D.	1240	250	558
KWBW . . .	Hutchinson, Kans.	1450	250	423
KWEW . . .	Hobbs, New Mexico.	1490	100	479
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Tex.	620	5000 d., 1000 n.	577
KWG . . .	Stockton, Calif.	1230	100	370
KWIL . . .	Albany, Ore.	1240	250	533
KWJB . . .	Globe, Ariz.	1240	250	351
KWJJ . . .	Portland, Ore.	1080	1000	536
KWK . . .	St. Louis, Mo.	1380	5000 d., 1000 n. (C.P. 5000)	464
KWKH . . .	Shreveport, La.	1130	50000	431
KWKW . . .	Pasadena, Calif.	1430	1000	364
KWLC . . .	Decorah, Iowa	1240	250	418
KWLK . . .	Longview, Wash.	1400	250	585
KWLM . . .	Willmar, Minn.	1340	250	456
KWNO . . .	Winona, Minn.	1230	250	456
KWOC . . .	Poplar Bluff, Mo.	1340	250	463
KWON . . .	Bartlesville, Okla.	1400	250	529
KWOS . . .	Jefferson City, Mo.	1240	250	459
KWRC . . .	Pendleton, Ore.	1240	250	535
KWSC . . .	Pullman, Wash.	1250	5000	586

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO . . .	Springfield, Mo.	560	5000	465
KWYO . . .	Sheridan, Wyoming	1400	250	600
KXA	Seattle, Wash.	770	1000	587
KXL	Portland, Ore.	750	10000	536
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	464
KXOX	Sweetwater, Tex.	1240	250	575
KXBO	Aberdeen, Wash.	1340	250	584
KXYZ	Houston, Tex.	1470	1000 (C.P. 1320 Kc.; 5000)	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	369
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1080	250	362
KYSM	Mankato, Minn.	1230	250	453
KYUM	Yuma, Ariz.	1240	250	353
KYW	Philadelphia, Pa.	1060	50000	543
WAAB	Boston, Mass.	1440	1000	439
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	477
WABC	New York, N. Y.	880	50000	488
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000)	432
WABY	Albany, N. Y.	1400	250	491
WACO	Waco, Tex.	1450	250	576
WADC	Tallmadge, (Akron) Ohio	1350	5000	517
WAGA	Atlanta, Ga.	1480	1000 d., 500 n. (C.P. 590 Kc.; 5000)	391
WAGE	Syracuse, N. Y.	620	1000	503
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine.	1450	100	433
WAIM	Anderson, S. C.	1230	250	554
WAIR	Winston-Salem, N. C.	1340	250	514
WAIT	Chicago, Ill.	820	10000	403
WAJR	Morgantown, W. Va.	1230	250	592
WAKR	Akron, Ohio	1590	1000 (C.P. 5000)	518
WALA	Mobile, Ala.	1410	1600 d., 500 n. (C.P. 5000)	348
WALB	Albany, Ga.	1590	1000	391
WALL	Middletown, N. Y.	1340	250	487
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	416
WAPI	Birmingham, Ala.	1170	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	559
WARM	Scranton, Pa.	1400	250	550
WASH	Grand Rapids, Mich.	1300	500	449
WASK	Lafayette, Ind.	1450	250	415
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	505
WATR	Waterbury, Conn.	1320	1000	379
WATW	Ashland, Wisc.	1400	100	593
WAVE	Louisville, Ky.	970	5000	427
WAWZ	Zarephath, N. J.	1380	1000 (C.P. 5000 d.)	478
WAYS	Charlotte, N. C.	610	100	507
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	542
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	417
WBAB	Atlantic City, N. J.	1490	250	473
WBAL	Baltimore, Md.	1090	50000	435
WBAP	Fort Worth, Tex.	820	50000	571
WBAX	Wilkes-Barre, Pa.	1240	100	551
WBBB	Burlington, N. C.	920	1000	507
WBBL	Richmond, Va.	1240	100	582
WBBM	Chicago, Ill.	780	50000	403
WBBE	Brooklyn, N. Y.	1330	1000	483
WBBZ	Ponca City, Okla.	1230	250	531
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	446
WBEN	Buffalo, N. Y.	930	5000	485

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	509
WBLK	Clarksburg, W. Va.	1400	250	591
WBIR	Knoxville, Tenn.	1240	250	560
WBLJ	Dalton, Ga.	1230	250	394
WBML	Macon, Ga.	1240	250	395
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	522
WBNX	New York, N. Y.	1380	5000	488
WBNY	Buffalo, N. Y.	1400	250	485
WBOC	Sallsbury, Md.	1490	250	437
WBOW	Terre Haute, Ind.	1230	250	416
WBBB	Red Bank, N. J.	1240	100	478
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	551
WBRK	Pittsfield, Mass.	1340	250	444
WBRV	Waterbury, Conn.	1590	1000 (C.P. 5000)	379
WBRW	Welch, W. Va.	1340	250	592
WBT	Charlotte, N. C.	1110	50000	507
WBTA	Batavia, N. Y.	1490	250	481
WBTH	Williamson, W. Va.	1400	250	593
WBTM	Danville, Va.	1400	250 d., 100 n. (C.P. 250)	580 439
WBYN	Brooklyn, N. Y.	1030	50000	439
WBZ	Boston, Mass.	1430	500 (C.P. 1000 d., 500 n.)	483 439
WBZA	Boston, Mass.	1030	50000	439
WCAE	Pittsburgh, Pa.	1030	1000	439
WCAL	Northfield, Minn.	1250	5000	540
WCAM	Camden, N. J.	770	5000	455
WCAO	Baltimore, Md.	1310 600	500 1000 d., 500 n. (C.P. 5000)	477 436
WCAP	Asbury Park, N. J.	1310	500	475
WCAR	Pontiac, Mich.	1130	1000 d.	450
WCAT	Rapid City, S. Dak.	1230	100	557
WCAU	Philadelphia, Pa.	1210	50000	543
WCAX	Burlington, Vt.	1230	250 (C.P. 620 Kc.; 1000)	579
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	500	539
WCBI	Columbus, Miss.	1400	250	457
WCBM	Baltimore, Md.	1400	250	435
WCBS	Springfield, Ill.	1450	250	411
WCBT	Roanoke Rapids, N. C.	1230	250	513
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	540
WCFL	Chicago, Ill.	1000	10000	403
WCHS	Charleston, W. Va.	580	5000	591
WCHV	Charlottesville, Va.	1450	250	580
WCKY	Cincinnati, Ohio	1530	50000	518
WCLE	Cleveland, Ohio	610	500	521
WCLO	Janesville, Wisc.	1230	250	594
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1340	250	426
WCNC	Elizabeth City, N. C.	1400	250	508
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	388
WCOB	Meridian, Miss.	910	1000	458
WCOL	Columbus, Ohio	1230	250	522
WCOP	Boston, Mass.	1150	500	439
WCOS	Columbia, S. C.	1400	250	555
WCOU	Lewiston, Me.	1240	250	432
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	519
WCRS	Greenwood, S. C.	1450	250	556
WCRW	Chicago, Ill.	1240	100	403
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	554
WCSH	Portland, Maine	970	5000	433
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	461
WDAN	Danville, Ill.	1490	250	408
WDAK	West Point, Ga.	1340	250	397
WDAS	Philadelphia, Pa.	1400	250	545
WDAY	Fargo, N. Dak.	970	5000	515
WDBC	Escanaba, Mich.	1490	250	448
WDBJ	Roanoke, Va.	960	5000	583
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV	Waterbury, Vt.	550	1000	580
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	453
WDLP	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ	Marquette, Mich.	1340	250	450
WDNC	Durham, N. C.	1490	250	508
WDOD	Chattanooga, Tenn.	1310	5000 d., 1000 n. (C.P. 500)	559
WDRC	Hartford, Conn.	1360	5000	377
WDSM	Superior, Wisc.	1230	100	599
WDSU	New Orleans, La.	1280	1000 (C.P. 5000)	429
WDWS	Champaign, Ill.	1400	250	401
WDZ	Tuscola, Ill.	1050	1000	412
WEAF	New York, N. Y.	660	50000	489
WEAN	Providence, R. I.	790	5000 d., 1000 n. (C.P. 5000)	553
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n. (C.P. 790 Kc.)	594
WEBC	Duluth, Minn.	1320	5000 d., 1000 n. (C.P. 5000)	452
WEBQ	Harrisburg, Ill.	1240	250	409
WEBR	Buffalo, N. Y.	1340	250	485
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	513
WEEL	Boston, Mass.	590	5000	439
WEEU	Reading, Pa.	850	1000	549
WEIM	Fitchburg, Mass.	1340	250	442
WELI	New Haven, Conn.	960	1000 d., 500 n.	378
WELL	Battle Creek, Mich.	1400	250	446
WEMP	Milwaukee, Wisc.	1340	250	597
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	486
WEOA	Evansville, Ind.	1400	250	413
WERC	Erle, Pa.	1490	250 (C.P. 1390 Kc.; 1000)	541
WEST	Easton, Pa.	1400	250	541
WESX	Salem, Mass.	1230	250	444
WEVD	New York, N. Y.	1330	1000 (C.P. 5000)	489
WEW	St. Louis, Mo.	770	1000	464
WEXL	Royal Oak, Mich.	1340	250	451
WFAA	Dallas, Tex.	820	50000	567
WFAS	White Plains, N. Y.	1240	250	506
WFBC	Greenville, S. C.	1330	5000 d., 1000 n. (C.P. 5000)	555
WFBG	Altoona, Pa.	1340	250	539
WFBL	Syracuse, N. Y.	1390	5000	502
WFBM	Indianapolis, Ind.	1260	5000 d., 1000 n. (C.P. 5000)	414
WFBR	Baltimore, Md.	1300	5000	436
WFCL	Pawtucket, R. I.	1420	1000	553
WFDF	Flint, Mich.	910	1000	448
WFEA	Manchester, N. H.	1370	5000	473
WFHE	Wisconsin Rapids, Wisc.	1340	250	599
WFIG	Sumter, S. C.	1340	250	556
WFIL	Philadelphia, Pa.	560	1000	545
WFIN	Findlay, Ohio	1330	1000	523
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD	Frederick, Md.	930	500	436
WFMJ	Youngstown, Ohio	1450	250	527
WFNC	Fayetteville, N. C.	1450	250	508
WFOR	Hattiesburg, Miss.	1400	250	457

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	388
WFPG	Atlantic City, N. J.	1450	250	475
WFTC	Kinston, N. C.	1230	250	511
WFTL	Fort Lauderdale, Fla.	1400	250	383
WFTM	Fort Myers, Fla.	1240	250	383
WFVA	Fredericksburg, Va.	1290	250	581
WGAA	Cedartown, Ga.	1340	250	394
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	542
WGAN	Portland, Me.	560	5000	433
WGAB	Cleveland, Ohio	1480	500 d., 1000 n.	521
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	100	486
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	413
WGBG	Greensboro, N. C.	980	1000	510
WGBI	Scranton, Pa.	910	1000 d., 500 n.	550
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	457
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n. (C.P. 5000)	405
WGGA	Gainesville, Ga.	1240	250	394
WGH	Newport News, Va.	1340	250	582
WGIL	Galesburg, Ill.	1400	250	409
WGKV	Charleston, W. Va.	1490	100	591
WGL	Fort Wayne, Ind.	1450	250	413
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	508
WGNV	Newburgh, N. Y.	1220	1000	487
WGOV	Valdosta, Ga.	1450	250	396
WGPC	Albany, Ga.	1450	250	391
WGB	Buffalo, N. Y.	550	5000 d., 1000 n.	485
WGRC	New Albany, Ind.	1400	250	416
WGRM	Greenwood, Miss.	1240	250	457
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1490	250	510
WGTM	Wilson, N. C.	1340	250	514
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	595
WHAI	Greenfield, Mass.	1240	250	442
WHAL	Saginaw, Mich.	980	500	451
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	428
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	463
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	518
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n. (C.P. 1000)	598
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	412
WHBY	Appleton, Wisc.	1230	250	593
WHCU	Ithaca, N. Y.	870	1000	486
WHDF	Calumet, Mich.	1400	250	446
WHDH	Boston, Mass.	850	1000 (C.P. 5000)	441
WHDL	Olean, N. Y.	1450	250	499
WHEB	Portsmouth, N. H.	750	1000	475
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	468
WHIO	Dayton, Ohio	1290	5000	523
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	590
WHIT	New Bern, N. C.	1450	250	511
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	541
WHK	Cleveland, Ohio	1420	5000	521
WHKC	Columbus, Ohio	610	500	522
WHKY	Hickory, N. C.	1400	250	510
WHLB	Virginia, Minn.	1400	250	456

Call letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	499
WHLN	Hurlan, Ky.	1450	250	426
WHLS	Port Huron, Mich.	1450	250	451
WHMA	Anniston, Ala.	1450	250	346
WHN	New York, N. Y.	1050	50000	491
WHO	Des Moines, Ia.	1040	50000	419
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	477
WHOP	Hopkinsville, Ky.	1230	250	427
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	541
WHUB	Cookeville, Tenn.	1400	250	560
WHYN	Holyoke, Mass.	1400	250	442
WIAC	San Juan, P. R.	580	500	603
WIBA	Madison, Wis.	1310	5000 d., 1000 n. (C.P. 5000)	595
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	415
WIBG	Philadelphia (Glenside), Pa.	990	1000 (C.P. 10000)	545
WIBM	Jackson, Mich.	1450	250	449
WIBU	Poynette, Wis.	1240	250	598
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	505
WICA	Ashtabula, Ohio	970	1000	518
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wis.	1490	250	595
WIL	St. Louis, Mo.	1230	250	464
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	380
WINC	Winchester, Va.	1400	250	584
WIND	Gary, Ind.	560	5000	413
WING	Dayton, Ohio	1410	5000	523
WINK	Louisville, Ky.	1080	5000 d., 1000 n.	427
WINN	Louisville, Ky.	1240	250 d., 100 n.	427
WINS	New York, N. Y.	1000	1000 (C.P. 50000)	493
WINX	Washington, D. C.	1340	250 & 50-amp.	380
WIOD	Miami, Fla.	610	5000	385
WIP	Philadelphia, Pa.	610	5000	547
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000 d., 1000 n. (C.P. 5000)	553
WISE	Asheville, N. C.	1230	250	507
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	415
WISN	Milwaukee, Wis.	1150	5000	597
WISR	Butler, Pa.	680	250	540
WITH	Baltimore, Md.	1230	250	436
WIZE	Springfield, Ohio	1340	250	524
WJAC	Johnstown, Pa.	1400	250	542
WJAG	Norfolk, Nebr.	1090	1000	470
WJAR	Providence, R. I.	920	5000	554
WJAS	Pittsburgh, Pa.	1320	5000 d., 1000 n. (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	384
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	446
WJBO	Baton Rouge, La.	1150	5000	429
WJBW	New Orleans, La.	1230	250	429
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	458
WJEJ	Hagerstown, Md.	1240	250	437
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	384
WJIM	Lansing, Mich.	1240	250	450
WJJD	Chicago, Ill.	1160	20000	407
WJLB	Detroit, Mich.	1400	250	446
WJLD	Bessemer, Ala.	1400	250	346
WJLS	Beckley, W. Va.	1240	250	500
WJMA	Covington, Va.	1340	250	580
WJMC	Rice Lake, Wis.	1240	250	598
WJMS	Ironwood, Mich.	1450	250	449
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	414
WJPA	Washington, Pa.	1450	250	551

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF . . .	Herrin, Ill.	1340	250	409
WJPR . . .	Greenville, Miss.	1340	250	457
WJR . . .	Detroit, Mich.	760	50000	447
WJRD . . .	Tuscaloosa, Ala.	1230	250	350
WJSV . . .	Washington, D. C.	1500	50000	380
WJTN . . .	Jamestown, N. Y.	1240	250	487
WJW . . .	Akron, Ohio	1240	250	518
WJZ . . .	New York, N. Y.	770	50000	493
WJZM . . .	Clarksville, Tenn.	1400	250	559
WKAQ . . .	San Juan, Puerto Rico.	620	5000	603
WKAR . . .	East Lansing, Mich.	870	5000	448
WKAT . . .	Miami Beach, Fla.	1360	1000	386
WKBB . . .	Dubuque, Ia.	1490	250	419
WKBH . . .	La Crosse, Wisc.	1410	1000 (C.P. 5000)	594
WKBN . . .	Youngstown, Ohio	570	1000 d., 500 n. (C.P. 5000)	527
WKBO . . .	Harrisburg, Pa.	1230	250	542
WKBV . . .	Richmond, Ind.	1490	100	416
WKBW . . .	Buffalo, N. Y.	1520	50000	486
WKBZ . . .	Muskegon, Mich.	1490	250	450
WKEU . . .	Griffin, Ga.	1450	100	395
WKIP . . .	Poughkeepsie, N. Y.	1450	250	501
WKMO . . .	Kokomo, Ind.	1400	250	415
WKNE . . .	Keene, N. H.	1290	5000	473
WKNY . . .	Kingston, N. Y.	1190	250	487
WKOK . . .	Sunbury, Pa.	1240	250	557
WKPA . . .	New Kensington, Pa.	1150	250	543
WKPT . . .	Kingsport, Tenn.	1400	250	560
WKRC . . .	Cincinnati, Ohio	550	5000 d., 1000 n.	519
WKRO . . .	Cairo, Ill.	1490	250	401
WKST . . .	New Castle, Pa.	1280	1000	543
WKWK . . .	Wheeling, W. Va.	1100	100	592
WKY . . .	Oklahoma City, Okla.	930	5000 d., 1000 n. (C.P. 5000)	531
WKZO . . .	Kalamazoo, Mich.	590	1000	449
WLAC . . .	Nashville, Tenn.	1510	5000 (C.P. 50000)	563
WLAG . . .	La Grange, Ga.	1240	250	395
WLAK . . .	Lakeland, Fla.	1340	250	384
WLAN . . .	Endicott, N. Y.	1450	250	486
WLAP . . .	Lexington, Ky.	1460	250	427
WLAV . . .	Grand Rapids, Mich.	1340	250	449
WLAW . . .	Lawrence, Mass.	680	5000	443
WLB . . .	Minneapolis, Minn.	770	5000	453
WIBC . . .	Muncie, Ind.	1340	250	415
WLBJ . . .	Bowling Green, Ky.	1340	250	426
WLBL . . .	Stevens Point, Wisc.	930	5000	598
WLBZ . . .	Bangor, Me.	620	1000 d., 500 n. (C.P. 5000)	432
WLDS . . .	Jacksonville, Ill.	1180	250	409
WLEU . . .	Erle, Pa.	1450	250	541
WLIB . . .	Brooklyn, N. Y.	1190	1000	483
WLLH . . .	Lowell, Mass.	1400	250	443
WLNH . . .	Laconia, N. H.	1340	250	473
WLOF . . .	Orlando, Fla.	1230	250	386
WLOG . . .	Logan, W. Va.	1230	250	592
WLOK . . .	Lima, Ohio	1240	250	523
WLOL . . .	Minneapolis, Minn.	1330	1000	453
WLPM . . .	Suffolk, Va.	1450	250	584
WLS . . .	Chicago, Ill.	890	50000	407
WLVA . . .	Lynchburg, Va.	1230	250	581
WLW . . .	Cincinnati, Ohio	700	50000	519
WMAL . . .	Washington, D. C.	630	5000	380
WMAM . . .	Marinette, Wisc.	570	250	595
WMAN . . .	Mansfield, Ohio	1400	250	524
WMAQ . . .	Chicago, Ill.	670	50000	408
WMAS . . .	Springfield, Mass.	1450	250	445
WMAW . . .	Worcester, Mass.	1230	250	445
WMAZ . . .	Macon, Ga.	940	5000 d., 1000 and 250 d.	395
WMBD . . .	Peoria, Ill.	1470	5000 d., 1000 n.	410
WMBG . . .	Richmond, Va.	1380	5000 d., 1000 n. (C.P. 5000)	582

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBH . . .	Joplin, Mo.	1450	250	461
WMBI . . .	Chicago, Ill.	1110	5000	408
WMBO . . .	Auburn, N. Y.	1340	250	481
WMBR . . .	Jacksonville, Fla.	1400	250	384
WMBS . . .	Uniontown, Pa.	590	1000	551
WMC . . .	Memphis, Tenn.	790	5000 d., 1000 n. (C.P. 5000)	561
WMCA . . .	New York, N. Y.	570	5000	495
WMEX . . .	Boston, Mass.	1510	5000	441
WMFD . . .	Wilmington, N. C.	1400	250	514
WMFF . . .	Plattsburg, N. Y.	1340	250	501
WMFG . . .	Hibbing, Minn.	1240	250	452
WMFJ . . .	Daytona Beach, Fla.	1450	250	385
WMFR . . .	High Point, N. C.	1230	250	511
WMGA . . .	Moultrie, Ga.	1400	250	395
WMIN . . .	St. Paul, Minn.	1400	250	456
WMIS . . .	Natchez, Miss.	1490	250	458
WMJM . . .	Cordele, Ga.	1490	250 d., 100 n. 5000 d., 1000 n. (C.P. 5000)	394
WMMN . . .	Fairmont, W. Va.	920		591
WMOB . . .	Mobile, Ala.	1230	250	348
WMOG . . .	Brunswick, Ga.	1490	250 d., 100 n.	393
WMPC . . .	Lapeer, Mich.	1230	250	450
WMPS . . .	Memphis, Tenn.	1460	1000 d., 500 n	563
WMRC . . .	Greenville, S. C.	1490	250	556
WMRF . . .	Lewistown, Pa.	1490	250	542
WMRN . . .	Marion, Ohio.	1490	250	524
WMRO . . .	Aurora, Ill.	1280	250	401
WMSD . . .	Muscle Shoals City, Ala.	1450	250	349
WMSL . . .	Decatur, Ala.	1400	250	347
WMT . . .	Cedar Rapids, Ia.	600	5000	417
WMUR . . .	Manchester, N. H.	610	5000 d., 1000 n. 250 d., 100 n. (C.P. 250)	473
WMVA . . .	Martinsville, Va.	1450		581
WNAB . . .	Bridgeport, Conn.	1450	250	377
WNAC . . .	Boston, Mass.	1260	5000 d., 1000 n.	441
WNAD . . .	Norman, Okla.	690	1000	529
WNAX . . .	Yankton, S. D.	570	5000 d., 1000 n. (C.P. 5000)	558
WNBC . . .	New Britain, Conn.	1410	5000 d., 1000 n. (C.P. 5000)	377
WNBF . . .	Binghamton, N. Y.	1490	250 (C.P. 1290 Kc.; 5000)	481
WNBH . . .	New Bedford, Mass.	1340	250	444
WNBZ . . .	Saranac Lake, N. Y.	1320	100	503
WNEL . . .	San Juan, Puerto Rico.	1320	5000	603
WNEW . . .	New York, N. Y.	1130	10000	497
WNLC . . .	New London, Conn.	1490	250	378
WNOE . . .	New Orleans, La.	1450	250	431
WNOX . . .	Knoxville, Tenn.	990	5000 d., 500 n. (C.P. 10000)	561
WNYC . . .	New York, N. Y.	830	1000	495
WOAI . . .	San Antonio, Tex.	1200	50000	575
WOC . . .	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 1000)	418
WOCB . . .	Hyannis, Mass.	1240	250	442
WOI . . .	Ames, Ia.	640	5000	417
WOKO . . .	Albany, N. Y.	1460	1000 d., 500 n.	481
WOL . . .	Washington, D. C.	1260	1000	381
WOLF . . .	Syracuse, N. Y.	1490	250	504
WOLS . . .	Florence, S. C.	1230	250	555
WOMI . . .	Owensboro, Ky.	1490	250	428
WOMT . . .	Mantowoc, Wisc.	1240	100	595
WOOD . . .	Grand Rapids, Mich.	1300	500 (C.P. 5000)	449
WOPI . . .	Bristol, Tenn.	1490	250	559
WOR . . .	New York, N. Y.	710	50000	497
WORC . . .	Worcester, Mass.	1310	1000	445
WORD . . .	Spartanburg, S. C.	1400	250	556
WORK . . .	York, Pa.	1350	1000	563
WORL . . .	Boston, Mass.	950	1000	441
WOSH . . .	Oshkosh, Wisc.	1490	250	597

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU . . .	Columbus, Ohio	820	5000	522
WOV . . .	New York, N. Y.	1280	5000	499
WOW . . .	Omaha, Nebr.	590	5000	470
WOWO . . .	Fort Wayne, Ind.	1180	10000	413
WPAB . . .	Ponce, Puerto Rico	1370	1000	602
WPAD . . .	Paducah, Ky.	1450	250	428
WPAR . . .	Parkersburg, W. Va.	1450	250	592
WPAT . . .	Paterson, N. J.	930	1000	478
WPAX . . .	Thomasville, Ga.	1240	250	396
WPAY . . .	Portsmouth, Ohio	1400	100 (C.P. 250)	524
WFEN . . .	Philadelphia, Pa.	950	5000	547
WPIC . . .	Sharon, Pa.	790	1000	550
WPID . . .	Petersburg, Va.	1240	250	582
WPRA . . .	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	602
WPRO . . .	Providence, R. I.	630	5000	554
WPRP . . .	Ponce, Puerto Rico	1420	250 (C.P. 1520 Kc.; 5000 d., 1000 n.)	603
WPTF . . .	Raleigh, N. C.	680	5000	515
WQAM . . .	Miami, Fla.	560	1000 (C.P. 5000)	386
WQAN . . .	Scranton, Pa.	910	1000 d., 500 n.	550
WQBC . . .	Vicksburg, Miss.	1390	1000	459
WQXB . . .	New York, N. Y.	1560	5000 (C.P. 10000)	499
WRAK . . .	Williamsport, Pa.	1400	250	553
WRAL . . .	Raleigh, N. C.	1240	250	513
WRAW . . .	Reading, Pa.	1340	250	549
WRBL . . .	Columbus, Ga.	1230	250	394
WRC . . .	Washington, D. C.	980	5000	381
WRDO . . .	Augusta, Me.	1400	100	432
WRDW . . .	Augusta, Ga.	1490	250 (C.P. 1480 Kc.; 5000)	393
WREC . . .	Memphis, Tenn.	600	5000	503
WREN . . .	Lawrence, Kans.	1250	5000 d., 1000 n.	423
WRGA . . .	Rome, Ga.	1490	250	395
WRJN . . .	Racine, Wisc.	1400	250	598
WRLC . . .	Toccoa, Ga.	1450	250	396
WRNL . . .	Richmond, Va.	910	1000 (C.P. 5000)	583
WROK . . .	Rockford, Ill.	1440	1000 d., 500 n.	411
WROL . . .	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR . . .	Dallas, Tex.	1310	5000	568
WREF . . .	Washington, N. C.	930	1000	514
WREN . . .	Warren, Ohio	1400	250	527
WBUF . . .	Gainesville, Fla.	850	5000	383
WRVA . . .	Richmond, Va.	1140	50000	583
WSAI . . .	Cincinnati, Ohio	1360	5000 d., 1000 n. (C.P. 5000)	521
WSAJ . . .	Grove City, Pa.	1340	100	541
WSAM . . .	Saginaw, Mich.	1230	250 d., 100 n.	451
WSAN . . .	Allentown, Pa.	1470	500 (C.P. 5000)	539
WSAR . . .	Fall River, Mass.	1480	1000	442
WSAU . . .	Wausau, Wisc.	1400	250	599
WSAY . . .	Savannah, Ga.	1340	250	396
WSAY . . .	Rochester, N. Y.	1240	250	503
WSAZ . . .	Huntington, W. Va.	930	1000 d., 250 n. (C.P. 1000)	591
WSB . . .	Atlanta, Ga.	750	50000	393
WSBC . . .	Chicago, Ill.	1240	250	408
WSBT . . .	South Bend, Ind.	960	500 (C.P. 1000)	416
WSFA . . .	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN . . .	Birmingham, Ala.	610	1000	347
WSIX . . .	Nashville, Tenn.	1240	250 (C.P. 980 Kc.; 5000)	563
WSJS . . .	Winston-Salem, N. C.	600	250 (C.P. 1000)	514
WSKB . . .	McComb, Miss.	1230	250	458
WSLB . . .	Ogdensburg, N. Y.	1400	250	499
WSLI . . .	Jackson, Miss.	1450	250	458
WSLS . . .	Roanoke, Va.	1490	250	584

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	431
WSNJ	Bridgeton, N. J.	1240	250	475
WSOC	Charlotte, N. C.	1240	250	508
WSON	Henderson, Ky.	860	250	427
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	451
WSOY	Decatur, Ill.	1340	250	409
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	556
WSPB	Sarasota, Fla.	1450	250	388
WSPD	Toledo, Ohio	1370	5000	525
WSPR	Springfield, Mass.	1270	500	445
WSRR	Stamford, Conn.	1400	250	378
WSTP	Salisbury, N. C.	1490	250	513
WSTV	Stenbenville, Ohio	1340	250	524
WSUI	Iowa City, Ia.	910	5000 d., 1000 n. (C.P. 5000)	420 388
WSUN	St. Petersburg, Fla.	620	5000	388
WSVA	Harrisonburg, Va.	550	1000	581
WSYB	Rutland, Vt.	1490	250 (C.P. 1980 Kc.; 1000)	579
WSYR	Syracuse, N. Y.	570	1000 (C.P. 5000)	504
WTAD	Quincy, Ill.	930	1000	411
WTAG	Worcester, Mass.	580	5000	445
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	389
WTAM	Cleveland, Ohio	1100	5000	522
WTAQ	Green Bay, Wis.	1360	5000	594
WTAR	Norfolk, Va.	790	5000	582
WTAW	College Station, Tex.	1150	1000	566
WTAX	Springfield, Ill.	1240	100	412
WTBO	Cumberland, Md.	820	250	436
WTCM	Traverse City, Mich.	1400	250	451
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	455
WTEL	Philadelphia, Pa.	1340	100	547
WTHT	Hartford, Conn.	1230	250	377
WTIC	Hartford, Conn.	1080	5000	377
WTJS	Jackson, Tenn.	1390	1000	560
WTMA	Charleston, S. C.	1250	250 (C.P. 1000)	554
WTMC	Ocala, Fla.	1490	100	386
WTMJ	Milwaukee, Wis.	620	5000	597
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	478
WTOC	Savannah, Ga.	1290	5000 d., 1000 n. (C.P. 5000)	396 525
WTOL	Toledo, Ohio	1230	250	525
WTRC	Elkhart, Ind.	1340	250	412
WTRY	Troy, N. Y.	980	1000	504
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	388
WTTM	Trenton, N. J.	920	1000	478
WWDC	Washington, D. C.	1460	250	381
WWJ	Detroit, Mich.	950	5000	418
WWL	New Orleans, La.	870	5000	431
WWNC	Asheville, N. C.	507	1000	507
WWNY	Watertown, N. Y.	1300	500 (C.P. 790 Kc.; 1000)	505
WWPG	Lake Worth, Fla.	1340	250	385
WWRL	Woodside, N. Y.	1600	250 (C.P. 5000)	506
WWSR	St. Albans, Vt.	1420	1000	580
WWVA	Wheeling, W. Va.	1170	5000	593
WWSW	Pittsburgh, Pa.	1460	250	549
WXYZ	Detroit, Mich.	1270	5000	448
Unassigned	Concord, N. C.	1410	1000	508
Unassigned	Jacksonville, Fla.	1270	5000	383
Unassigned	Waterloo, Ia.	1540	5000	421
Unassigned	York, Pa.	900	1000	553

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

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

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

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

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

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

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM			WJBW	
Marshalltown, Ia.	KFJB			WNOE	M
Marshfield, Ore.	KOOS	M		WSMB	N
Martinsville, Va.	WMVA			WWL	C
Marysville, Calif.	KMYC	M	Newport News, Va.	WGH	M
Mason City, Iowa	KGLO	C	New York	WABC	C
Mayaguez, P. R.	WPRA			WBNX	
McComb, Miss.	WSKB			WEAF	N
Medford, Ore.	KMED	B-N		WEVD	
Medford, Wisc.	WIGM			WHN	
Memphis, Tenn.	WHBQ			WINS	
	WMC	N		WJZ	B
	WMP5	B-M		WMCA	
	WREC	C		WNEW	
Merced, Calif.	KYOS	M		WNYC	
Meridian, Miss.	WCOC	C		WOV	
Miami, Fla.	WIOD	N		WOR	M
	WQAM	C		WQXR	
Miami Beach, Fla.	WKAT	B	Niagara Falls, N. Y.	WHLD	
Middletown, N. Y.	WALL		Norfolk, Nebr.	WJAG	
Midland, Texas	KRLH	M	Norfolk, Va.	WTAR	N
Miles City, Mont.	KRJF		Norman, Okla.	WNAD	
Milwaukee, Wisc.	WEMP	B	Northfield, Minn.	WCAL	
	WISN	C	North Platte, Neb.	KGNF	
	WTMJ	N	Oakland, Calif.	KLS	
Minneapolis, Minn.	WCCO	C		KLX	
	WDGY			KROW	
	WLB		Ocala, Fla.	WTMC	B
	WLOL	M	Ogden, Utah.	KLO	B-M
	WTCN	B	Ogdensburg, N. Y.	WSLB	
Minot, N. D.	KLPM	M	Oklahoma City, Okla.	KOCY	M
Missoula, Mont.	KGVO	C		KOMA	C
Mobile, Ala.	WALA	N		KTOK	B
	WMOB	M		WKY	N
Modesto, Calif.	KTRB		Okmulgee, Okla.	KHBG	
Monroe, La.	KMLB		Olean, N. Y.	WHDL	B
Monterey, Calif.	KDON	M	Olympia, Wash.	KGY	M
Montgomery, Ala.	WCOV	C	Omaha, Nebr.	KBON	
	WSFA	N		KOIL	C-M
Moorhead, Minn.	KVOX	M		KOWH	B
Morgantown, W. Va.	WAJR			WOW	N
Moultrie, Ga.	WMGA		Opelika, Ala.	WJHO	
Muncie, Ind.	WLBC		Orlando, Fla.	WDBO	C
Muscle Shoals City, Ala.	WMSD			WLOF	B
Muskegon, Mich.	WKBZ		Oshkosh, Wisc.	WOSH	B
Muskogee, Okla.	KBIX	B	Ottumwa, Iowa	KBIZ	
Nampa, Ida.	KFXD		Owensboro, Ky.	WOMI	
Nashville, Tenn.	WLAC	C	Paducah, Ky.	WPAD	
	WSIX	M	Palestine, Tex.	KNET	
	WSM	B-N	Pampa, Texas	KPDN	
Natchez, Miss.	WMIS		Panama City, Fla.	WDLP	
New Albany, Ind.	WGRC	M	Paris, Texas	KPLT	M
Newark, N. J.	WHBI		Parkersburg, W. Va.	WPAR	C
New Bedford, Mass.	WNBH	M	Pasadena, Calif.	KPAS	
New Berne, N. C.	WHIT			KPPC	
New Britain, Conn.	WNBC	B		KWKW	
Newburgh, N. Y.	WGNV		Paterson, N. J.	WPAT	
New Castle, Pa.	WKST	C	Pawtucket, R. I.	WFCI	M
New Haven, Conn.	WELI	M	Pecos, Texas	KIUN	
New Kensington, Pa.	WKPA		Pendleton, Ore.	KWRC	
New London, Conn.	WNLC	M	Pensacola, Fla.	WCOA	N
New Orleans, La.	WDSU	B	Peoria, Ill.	WMBD	C
			Petersburg, Va.	WPID	

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

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

ALABAMA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 212

W H M A ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harry M. Ayers
AddressRadio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location.....Radio Building,
1330 Noble St.

Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....World Broadcasting
System

Personnel

OwnerHarry M. Ayers
Station Director.....Vernon Storey
Commercial Manager.....A. Lynne Brannen
Program Director-Artists' Bureau.....Harold
Russey

Production-Publicity Director.....Malcolm
Street
Chief Engineer.....Jerry Hunt

W J L D BESSEMER—EST. 1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Leslie Doss
AddressHotel Gary
Phone Number497
Transmitter Location.....Bessemer, Ala.
Time on the Air.....6 a.m. to 11 p.m.
Transcription Service.....World Broadcasting
System

Personnel

OwnerJ. Leslie Doss
Manager.....J. "Ed" Reynolds

WSGN

has the largest GUARANTEED EFFECTIVE
COVERAGE AREA* in Alabama. For map and
figures consult the Headley-Reed Company,
Representatives, or write direct to WSGN,
Dixie-Carlton Hotel, Birmingham, Alabama.

*Approved NBC All-County Survey Method.

W A P I

BIRMINGHAM—EST. 1922
COLUMBIA BROADCASTING SYSTEM
 Frequency: 1170 Kc. Power: 5000 Watts
 Owned By: Alabama Polytechnic Institute, University of Alabama
 Operated By: Voice of Alabama, Inc.
 Address: Protective Life Bldg.
 Phone Number: 3-8116
 Transmitter Location: Sandusky, Ala.
 Time on the Air: 5 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Representative: Radio Sales

Personnel

Chairman of Board: Ed Norton
 President-General Manager: Thad Holt
 National Sales & Promotion Manager: H. H. Holthouser
 Program Director-Chief Announcer: Lionel Baxter
 Production Manager: Stuart Mims
 Publicity Director: Mary Bennett
 Agricultural Editor: Harwood Hull, Jr.
 Production Consultant: John Carlile
 Musical Director: Clo McAlpin
 Chief Engineer: N. S. Hurley

W B R C

BIRMINGHAM—EST. 1925
NATIONAL BROADCASTING CO.
 Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Birmingham Broadcasting Co., Inc.
 Address: Second Avenue at Eighteenth Street N.
 Phone Number: 3-9293
 Transmitter Location: 2400 Arkadelphia Rd.
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 News Service: INS
 Transcription Service: Standard Radio; Langworth Supplement
 Representative: Paul H. Raymer Co.

Personnel

President: K. G. Marshall
 General Manager: J. C. Bell
 Ass't Manager: John M. Connolly
 Sales Promotion Manager: J. B. Roberts, Jr.
 Musical Director: Herbert C. Grieb
 Chief Engineer: J. C. Bell

W S G N

BIRMINGHAM—EST. 1925
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
 Frequency: 610 Kc. Power: 1000 Watts
 Owned By: R. B. Broyles Co.
 Operated By: Birmingham News Co.

Address: Dixie Carlton Hotel
 Phone Number: 4-3434
 Transmitter Location: Alabama State Fair Grounds
 Time on the Air: 5:45 a.m. to 12 midnight; Sundays, 6:30 a.m. to 12 midnight
 Newspaper Affiliation: Birmingham News; Birmingham Age-Herald
 News Service: AP
 Transcription Service: NBC Thesaurus, Langworth; Davis & Schwegler
 Representative: Headley-Reed Co.

Personnel

V.P. and Gen. Mgr.: Henry P. Johnston
 Sales Promotion Manager: Bob Venn
 Program Director: Bill Terry
 Musical Director: Bill Kilmer
 Traffic Manager: Josephine Marlow
 Chief Engineer: P. B. Cram

W M S L

DECATUR—EST. 1935
MUTUAL BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Tennessee Valley Broadcasting Co.
 Address: Mutual Savings Life Bldg.
 Phone Number: 802-3-4
 Transmitter Location: Mutual Savings Life Bldg.

**I WONDER
 WHAT
 RADIO DAILY
 WILL SAY
 ABOUT IT?**

Time on the Air.....17½ hours daily
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representatives.....Headley-Reed Co. and
 Associated Radio Sales

Personnel

President-General Manager.....M. K. Mickrey
 Sales Promotion Manager-Program
 Director..... Joe Gannon
 Production Manager Curtis Gover
 Musical Director..... Lewis Blizzard
 Chief Engineer.....Hudie Brown

W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Dothan Broadcasting
 Company
 Address.....204½ E. Main Street
 Phone Number.....1430
 Transmitter Location.....Headland Highway,
 Dothan
 Time on the Air.....7 a.m. to Local Sunset
 Newspaper Affiliation.....Dothan Eagle
 News Service.....Press Association
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

Station Manager.....Julian C. Smith
 Commercial Manager.....Fred Moseley
 Program Director-Chief
 Announcer.....Carl Snellgrove
 Publicity Director.....Lamar Trammell
 Chief Engineer.....John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Gadsden Broadcast-
 ing Co.
 Address.....108 Broad Street
 Phone Number.....88
 Transmitter Location.....108 Broad Street
 Time on the Air: 7:30 a.m. to 9:30 p.m.; Sun-
 days, 9 a.m. to 9 p.m.

News Service.....Transradio
 Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson

W B H P

HUNTSVILLE—EST. 1937

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....W. H. Pollard
 Address.....318 W. Clinton St.
 Phone Number.....313
 Transmitter Location...1½ West of Huntsville

Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP

Personnel

President-Station Mgr.....W. H. Pollard
 Commercial Manager.....R. W. Albright
 Program Director-Chief
 Engineer.....John Garrison
 Chief Announcer.....James Reese

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 d.;
 500 n. (C.P. 5000 Watts)
 Owned By (corporate name)...W. O. Pape
 Operated By.....Pape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number.....Dexter 5893-4
 Transmitter Location..Cochrane Bridge Cause-
 way, Baldwin County
 Time on the Air.....6 a. m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

Owner.....W. O. Pape
 Station Manager.....H. K. Martin
 Program Director-Chief
 Announcer.....Jack Lewis
 Musical Director.....Agnes Piertle
 Chief Engineer.....George W. Williams

W M O B

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....S. B. Quigley
 Business Address.....600 St. Louis St.,
 (Quigley Building)
 Phone Number.....Belmont 2581
 Studios Addresses.....600 St. Louis St.;
 Battle House Hotel
 Transmitter Location.....600 St. Louis St.
 Time on the Air...7 a.m. to 11:05 p.m., CST
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Forjoe & Company

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Program-Publicity Director..Ross Smitherman
 Chief Announcer.....Wallace Dunlap
 Artists Bureau-Traffic-
 Continuity.....Eleanor Boyd
 Musical Director.....Aline Willis
 Chief Engineer.....T. L. Greenwood

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capital Broadcasting Company, Inc.
 Business Address..... 2 Montgomery St.
 Phone Number.....5781
 Studio Address.....Exchange Hotel
 Transmitter Location.....Narrow Lane Road, Montgomery
 Time on the Air.....17 hours daily
 News Service.....INS
 Transcription Service.....C. P. Mac Gregor
 Representative.....Spot Sales, Inc.

Personnel

Manager.....G. W. Covington, Jr.
 Executive Secretary.....Evelyn B. Robinson
 Sales Manager.....R. B. Raney
 Sales Promotion Manager...John C. Hughes
 Program-Musical Director.....Bob Garrett
 Chief Announcer.....Larry Holme
 Chief Engineer.....H. R. Johnson

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n. (C.P. 50000 Watts)
 Owned-Operated By.....Montgomery Broadcasting Co.
 Address.....Davis Hotel
 Phone Number.....8361
 Transmitter Location.....Narrow Lane Road, (C.P. Hunter Loop Road)
 Time on the Air.....5:40 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Director.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Program-Musical Director...Caldwell Stewart
 Chief Announcer.....Robert Hope
 Chief Engineer.....Cliff Shelkotsky

WMSD

MUSCLE SHOALS CITY—EST. 1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Muscle Shoals Broadcasting Corporation
 Address.....Box 688, Sheffield, Ala.
 Phone Number.....181 Sheffield
 Transmitter Location.....Muscle Shoals, Ala.

Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Representative.....Sears & Ayer

Personnel

Station Manager.....James Connolly
 Artists' Bureau.....Bill Cudabac
 Musical Director.....Lois Harris
 Chief Announcer and Engineer..George Martin

WJHO

OPELIKA—EST. 1940

ALABAMA NETWORK

Frequency: 1400 Kc. Power 250 d.; 100 n.
 Owned-Operated By.....Opelika-Auburn Broadcasting Co.
 Address.....1400 Auburn Road
 Phone Number.....750-751
 Transmitter Location.....1400 Auburn Road
 Time on the Air.....117 hours weekly (Unlimited time)
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Associated Radio Sales

Personnel

General Manager.....J. H. Orr
 Assistant Manager.....Leon W. Crager
 Chief Engineer.....F. M. Hyatt

WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

ALABAMA NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By...Selma Broadcasting Company, Inc.
 Business Address.....Box 26
 Phone Number.....1233
 Studio Address.....209 Washington St., Selma, Ala.
 Transmitter Location.....Highway 80 (two miles from Selma)
 Time on the Air.....7:30 a.m. to 11 p.m. (unlimited)

Personnel

President.....B. H. Hopson
 Vice-President-Station Mgr....Julien Smith, Jr.
 Sales Promotion Manager.....Erin Reynolds
 Program Director-Chief
 Announcer.....Marshall Parsons, Jr.
 Chief Engineer.....William Klgoer

W J R D

TUSCALOOSA—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByJames R. Doss, Jr.
 Address.....First National Bank Bldg.
 Phone Number.....4464-65
 Transmitter Location.....Jug Factory &
 Greensboro Roads
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 7:30 a.m. to 10 p.m.
 News Service.....INS
 Transcription Service...World Broadcasting
 System
 Representative.....Headley-Reed Co.,

Personnel

Manager.....J. Ed. Reynolds
 Program-Musical Director Wilhelmina Quarles
 Production Manager-Chief
 Announcer.....Alfred Owen
 Chief Engineer.....Fred James

FOR VICTORY



BUY
 UNITED
 STATES
 SAVINGS
 BONDS
 AND STAMPS

WJRD
TUSCALOOSA

*A Sweet
 Combination
 in*
ALABAMA

WJLD
BESSEMER

245,095 Primary Area

459,930 Primary Area

A COMBINED PRIMARY OF 705,025 IN ALABAMA

YOUR "MUST" BUYS FOR ALABAMA SALES

JAMES R. DOSS, Jr.
 Owner, WJRD

J. ED. REYNOLDS
 Manager



James R. Doss, Jr.

J. LESLIE DOSS, Owner
 WJLD

DOSS BROADCASTING SERVICE

ARIZONA

For Latest U. S. Census, Population and Retail Trade Data
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K W J B

GLOBE—EST. 1938

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Bartley T. Sims,
d/b Sims Broadcasting Co.
Business Address: Globe
Phone Number: Globe 41
Studio Address: Hotel Globe
Transmitter Location: 1 Mile South on
County Road
Time on the Air: 8 a.m. to 10 p.m.
News Service: UP

Personnel

Owner-Manager: Bartley T. Sims
Commercial Manager: Frank Redfield
Sales Production Manager: Emma Henderson
Program Director-Chief
Announcer: Al Stein
Publicity Director: Emma Henderson
Musical Director: Elgin McCarty
Chief Engineer: Jordan Priester

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Central Arizona
Broadcasting Co.
Address: 811 Main St.
Phone Number: Jerome 88
Transmitter Location: 811 Main St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Prescott Evening
Courier
Transcription Service: Keystone;
C. P. MacGregor

Personnel

President: Della Tovrea Stuart
Manager: Howard Kuhn
Program Director-Chief
Announcer: Walter Wagoner
Women's-Publicity Director: Marian Kuhn
Chief Engineer: Wayne Fernyhough

K S U N

LOWELL—EST. 1933

ARIZONA NETWORK

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

Personnel

President: James S. Maffeo
Station & Commercial Mgr. Carleton W. Morris
Sales Manager: Gerald O'Brien
Program Director: Esther Morris
Production Manager: Melvin Cody
Publicity Director: William Cody
Chief Engineer: David C. Karbach

K O Y

PHOENIX—EST. 1919

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Salt River Broadcasting
Company
Address: 936 North Central Avenue
Phone Number: 4-4144
Transmitter Location: 12th St. & Camel-
back Rd.
Time on the Air: 6 a.m. to 12 midnight
News Service: Press Association; Transradio
Transcription Service: World Broadcasting
System
Representative: John Blair & Co.

Personnel

President: Burrige D. Butler
Station-Commercial Manager: John A. Reilly
Chief Announcer: Joe Dana
Program Director: Jack Williams
Production Manager: Dan Cubberly
Women's Program Director: Grace Mehren
Farm Editor: Ernest Douglas
Publicity Director: Les Mawhinney
Musical Director: Alfred Becker
Chief Engineer: Robert Thompson

K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: M. C. Reese
Business Address: First National
Bank Bldg.
Phone Number: 3-3197
Studio Address: 24th Ave. & Buckeye Rd.
Transmitter Location: 24th Ave. &
Buckeye Rd.
Time on the Air: Unlimited License
News Service: INS
Transcription Service: Associated
Music Publishers

Personnel

Executive Manager: M. C. Reese
Commercial Manager: Dell Crosby
Publicity Director: Sharon Stanford
Musical Director: M. C. Reese, Jr.
Chief Engineer: Howard Seitz

K T A R

PHOENIX—EST. 1922

BLUE NETWORK—NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KTAR Broadcasting Company
 Business Address 711 Heard Building
 Phone Number 4-4161
 Studio Address Atop the Heard Building
 Transmitter Location 36th St. & East Thomas Road
 Time on the Air 6:30 a.m. to 12 midnight
 Newspaper Affiliation Arizona Republic and Phoenix Gazette
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus, Standard Radio Library and Langworth
 Representative Paul H. Raymer Co.

Personnel

President Sam Kahan
 General Manager Dick Lewis
 Commercial Manager J. R. Heath
 Sales Promotion Manager T. M. Pennington
 Program Director J. Howard Pyle
 Production Manager James Creasman
 Publicity Director Francis Connolly
 Chief Announcer A. C. Anderson
 Office Manager B. R. Fulbright
 Plant Superintendent Harold Haughawout
 Traffic Manager Frank Little
 Artists' Bureau Head Lucile Bomar
 Musical Director Paul Giroux
 Chief Engineer A. C. Anderson

K Y C A

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southwest Broadcasting Company
 Address East Gurley
 Phone Number 244
 Transmitter Location East Gurley
 Time on the Air Unlimited License
 Newspaper Affiliation Arizona Republic and Gazette (Phoenix)
 News Service AP; INS; UP; PA
 Transcription Service NBC Thesaurus
 Representative Paul Raymer Co.

Personnel

President Albert Stetson
 Commercial Manager Carey Allen
 Publicity Director Roberta Pfister
 Chief Announcer W. C. "Bill" Broadgate
 Artists' Bureau Marie Leger
 Musical Director Earl Friis
 Chief Engineer-Production Mgr. John R. Quinn

K G L U

SAFFORD—EST. 1938

BLUE NETWORK

ARIZONA BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Gila Broadcasting Company
 Address 6th Ave. & Relation St.
 Phone Number 15
 Transmitter Location 6th Ave. & Relation St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
 News Service INS: UP
 Transcription Service Standard Radio
 Representatives Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President Louis F. Long
 General Manager Paul Merrill
 Sales Promotion Manager Paul Plumlee
 Program Director August Brieske
 Publicity Director-Chief
 Announcer Lester McBride
 Musical Director Willard Shoecraft
 Chief Engineer Herbert Hartman

K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Tucson Broadcasting Co., Inc.
 Business Address P. O. Box 390
 Phone Number 5800-5801
 Studio Address Broadway at Tyndall
 Transmitter Location Broadway at Tyndall
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Transcription Service World Broadcasting System
 Representative John Blair & Co.

Personnel

President Ralph W. Bilby
 Station Manager John C. Merino
 Sales Manager Victor Gillard
 Program Director Ralph W. Langley
 Production Manager Tom Hotchkiss
 Musical Director Keith Loftfield

K V O A

TUCSON—EST. 1928

BLUE NETWORK—NBC

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By: Arizona Broadcasting Company, Inc.
 Business Address P. O. Box 2911

Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air.....5:55 a.m.-11 p.m.
 Newspaper Affiliation.....Arizona Republic
 News Service.....AP, INS, UP
 Transcription Service.....NBC Thesaurus, BMI
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams
 Commercial Manager.....S. H. Schaffer
 Program Director.....Andrew White
 Chief Engineer.....R. H. Holsclaw

K Y U M

YUMA—EST.1940

BLUE NETWORK-NBC

ARIZONA BROADCASTING CO.

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

Owned-Operated By..Yuma Broadcasting Co.
 Business Address.....Post Office Box 352
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location..19th Avenue and 1st St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 11 p.m.

News Service.....AP, INS, PA, UP
 Transcription Service.....NBC Thesaurus,
 Standard Library
 Representative.....Paul H. Raymer Co.

Personnel

President.....John H. Huber
 General Manager.....Harper M. Phillips
 Program Director.....Irene Belzer

ARKANSAS

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K L C N

BLYTHERVILLE—EST. 1923

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fred O. Grimwood
 Address.....218 W. Walnut St.
 Phone Number.....1000
 Transmitter Location.....Highway No. 18,
 Armorel, Ark.
 Time on the Air.....6 a.m. to local sunset
 News Service.....Transradio
 Transcription Service: Keystone Broadcasting
 System

Personnel

President.....Fred O. Grimwood
 Station Manager.....Cleo Garner
 Sales Promotion Manager.....Harold Sudbury
 Program-Musical Director.....L. T. Moore, Jr.
 Production Manager.....Braswell Van Tress
 Publicity Director.....Denton M. Neal
 Chief Announcer.....Tom Reeder
 Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Enterprises, Inc.
 Business Address: 312 Exchange Building
 (Post Office Box 610)
 Phone Number.....1314

Studio Address.....Country Club Colony
 Transmitter Location....Country Club Colony
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....INS
 Transcription Service..Standard Library Service
 Representative.....Joseph Hershey McGillvra

Personnel

President.....R. E. Meinert
 Station Manager.....F. E. Bolls
 Program Director.....H. T. MacDonough
 Chief Announcer.....Ewing Canaday

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwestern
 Hotel Co.
 Address.....Goldman Hotel
 Phone Number.....4106
 Transmitter Location.....Albert Pike &
 Kelley Highway
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio; Associated Music Pub-
 lishers

Personnel

President.....John A. England
 Station Manager.....Dorothy A. Gibson
 Commercial Manager.....Jimmie Barry

K F F A

HELENA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Helena Broadcasting Co.
 Address: 215 York St.
 Phone Number: Main 59
 Transmitter Location: 215 York St.
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 7:45 a.m. to 10 p.m.
 News Services: UP
 Transcription Service: NBC Thesaurus

Personnel

President-General Manager: Sam Anderson
 Program Director-Chief Announcer: Bob Lee
 Musical Director: Rosalind Mundt
 Chief Engineer: J. C. Warren

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency: 1090 Kc.
 Power: 10,000 d.; 5000 n.
 Owned-Operated By: Hot Springs Chamber
 of Commerce
 Address: 135 Benton Street
 Phone Number: 1160-1161
 Transmitter Location: Country Club, Malvern
 Road
 Time on the Air: 18 hours per day
 News Service: AP
 Transcription Service: Standard Radio
 Representative: John Blair & Co.

Personnel

Chairman, C. of C. Radio Board: C. L. Brenner
 Station Manager: Hub Jackson
 Chief Engineer: J. Clinton Norman

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Clyde E. Wilson & How-
 ard A. Shuman
 Address: 819½ Central
 Phone Number: 412
 Transmitter Location: 819½ Central
 Time on the Air: 6 a.m. to 12 midnight
 Transcription Service: NBC Thesaurus

Personnel

Co-Owners: C. E. Wilson, H. A. Shuman
 Chief Announcer: Ward Hatcher
 Commercial Manager: Frank Rough

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM
 ARKANSAS NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned By: Regional Broadcasting Co.
 Operated By: Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number: 597
 Transmitter Location: 2 miles east of Jonesboro
 Time on the Air: 6 a.m. to 10 p.m.
 News Service: AP, INS, Transradio, UP

Personnel

President-General Manager: J. P. Beard
 Program Director: Thomas Cox
 Production Manager: Veda Beard

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
 ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.
 Address: Radio Center, 114 E. Capitol
 Phone Number: 2-1841, LD 224
 Transmitter Location: Northeast of North Little
 Rock
 Time on the Air: 6 a.m. to 11 p.m.
 News Service: INS
 Transcription Service: Standard
 Representative: Edward Petry & Co.

Personnel

President: T. H. Barton
 V.P. and Gen. Mgr.: G. E. Zimmerman
 Commercial Manager: C. K. Beaver
 Program-Musical Director: Paul Godt
 Publicity Director: Julian Haas
 Chief Announcer: Joe Hogan
 Chief Engineer: Dan Winn

K G H I

LITTLE ROCK—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Arkansas Broadcasting
 Company
 Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number: 9166
 Transmitter Location: Gazette Building
 Time on the Air: 6 a.m. to 11 p.m., Mondays
 through Fridays; 6 a.m. to 1 a.m., Satur-
 days; 7 a.m. to 10 p.m., Sundays
 Newspaper Affiliation: Arkansas Gazette
 Transcription Service: Standard Radio

Personnel

President: A. L. Chilton
 Station-Commercial Manager: S. C. Vinsonhaler

Sales Promotion-Program Mgr... Dorothy Weise
 Chief Announcer..... Sam Woodall
 Chief Engineer..... K. F. Tracy

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 (C.P. 1010 Kc.; 10000 d.)

Owned-Operated By...Arkansas Broadcasting
 Company

Business Address.....P. O. Box 550
 Phone Number.....LD 132

Studio Address(es)...Gazette Building, 3rd &
 Louisiana Streets

Transmitter Location.....Adjacent to North
 Little Rock, Arkansas

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 11:30 p.m.

Newspaper Affiliation.....Arkansas Gazette
 News Service.....UP

Transcription Service..NBC Thesaurus; World
 Transcription System

Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
 General Manager.....S. C. Vinsonhaler
 Sales Promotion Manager.....P. E. Denton
 Program-Publicity Director.....Fred Schmutz
 Production Manager.....R. E. Rivers
 Musical Director.....Tommy Scott
 Chief Engineer.....K. F. Tracy

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By... Universal Broadcasting
 Corporation

Address505½ Main St.
 Phone Number721

Transmitter Location.....505½ Main St.
 Time on the Air.....7 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....C. P. MacGregor

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Elter
 Program DirectorEmma McLeod
 Chief Announcer.....John Thompson

K U O A

SILOAM SPRINGS—EST. 1923

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....KAOA Incorporated

Business Address.....Siloam Springs
 Phone Number77

Studio Addresses...Siloam Springs; Guisinger
 Building, Fayetteville

Transmitter Location.....Siloam Springs
 Time on the Air.....6 a.m. to Local Sunset

News ServiceUP
 Transcription Service... World Broadcasting
 System

RepresentativeThe Walker Company

Personnel

Chairman of Board.....John E. Brown
 President.....Richard Hodges
 Station Manager.....Storm Whaley
 Sales ManagerCalen Gilbert
 Program Director.....Elnora Gilbert
 Production Manager-Chief
 AnnouncerRalph Kennedy
 Fayetteville Studio Director.....Ross Gibson
 Chief Announcer.....Cecil E. Smith

CALIFORNIA

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K E R N

BAKERSFIELD—EST. 1932

BLUE NETWORK—NBC

CALIFORNIA RADIO SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...McClatchy Broadcasting
 Co.

AddressElks Bldg.
 Phone Number8-8431

Transmitter Location.....Ming & Oak Sts.
 Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation McClatchy Newspapers
 News ServiceINS

Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

President.....Guy C. Hamilton
 Station Manager.....Robert L. Stoddard
 Commercial Manager.....Walt Lynn
 Program-Publicity Director.....Jim Grebe
 Office Manager.....Vyvian Rinker
 Traffic Manager.....Lucille Farnsworth
 Chief EngineerVerne Shatto

K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By: Pioneer Mercantile Co.
 Business Address: 20th & Eve Streets
 Phone Number: 8-8581
 Studio Address: 307½ East 21st St.
 Transmitter Location: 307½ East 21st St.
 Time on the Air: 18 hours daily
 News Service: UP
 Transcription Service: World Broadcasting System; NBC Thesaurus

Personnel

President: F. G. R. Schamblin
 Station Manager: L. A. Schamblin
 Program Director: C. C. Sturm
 Production Manager-Publicity Director: Harold Carlock
 Musical Director: Roy Bailey
 Women's Program Director: Marian De Ceu
 Chief Engineer: L. P. Jarvis

K R E

BERKELEY—EST. 1922

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

Personnel

President-Station Manager: Arthur Westlund
 Sales Promotion-Program Manager: Don Hambly
 Chief Announcer: Robert Hambly
 Musical Director: Harrold S. Hawley

K M P C

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Operated By: KMPC, The Station of the Stars, Inc.
 Address: 9631 Wilshire Boulevard
 Phone Numbers: BRadshaw 2-4411; CRestview 6-6211
 Transmitter Location: 1418 E. 81st St., Los Angeles, Calif.
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated; Langworth
 Representative: Paul H. Raymer Co.

Personnel

President: G. A. Richards
 Vice-President: Leo Fitzpatrick
 Vice-President: John Patt
 V.-P., General Manager: Robert O. Reynolds
 Sales Promotion Manager: Bill Anderson
 Program Director: Alan Cameron
 Production Manager: Lou Huston
 Traffic Manager: Joseph Towner
 Chief Announcer: Owen Babbe
 Musical Director: Rex Carey
 Chief Engineer: Lloyd Sigmon

K H S L

CHICO—EST. 1935

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Golden Empire Broadcasting Co., Inc.
 Address: 4th & Broadway Sts.
 Phone Number: Chico 237-8
 Transmitter Location: Hooker & Madrone Aves.
 Time on the Air: 7 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight
 News Service: Don Lee Press Bureau

KMPC

★ *The Station of the Stars* ★
 Beverly Hills—Los Angeles

One of the Nation's
 Most Powerful
INDEPENDENT
 Stations

10,000

Watts Power

National Representative

Paul H. Raymer Co.

Transcription Service.....Standard Radio
 National Sales Office.....580 Market St.,
 San Francisco
 Representative.....W. S. Grant

Personnel

PresidentHugh McClung
 Station Manager.....M. F. Woodling
 Commercial Manager.....Karl Jezler
 Sales Promotion Manager.....Donald Victor
 Program Director.....Oscar B. Sundberg
 Publicity Director.....Raymond Goodloe
 Chief Announcer.....Donald Nelson
 Musical Director.....Jo Ann Evans
 Chief Engineer.....Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Valradio, Inc.
 Address793 Main St.
 Phone Number1103
 Transmitter LocationEl Centro
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription ServiceStandard Radio

Personnel

Station ManagerKen Thornton

K I E M

EUREKA—EST. 1935

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated ByRedwood Broadcast-
 ing Co., Inc.
 Business AddressBox 43
 Phone Number93
 Studio Address.....Vance Hotel Eureka Inn
 Transmitter Location.....McFarland Tract
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceINS; UP
 Transcription Service.....World Broadcasting
 System; C. P. MacGregor; Langworth
 Representative.....John Blair & Co.

Personnel

Station Manager.....William B. Smullin
 Sales Promotion Manager...Charles Pendleton
 Program Manager.....Paul Corbin
 Musical Director.....James Fasullo
 Religious Director..Rev. Charles H. Hudson
 Office Manager.....George E. Thompson
 Traffic ManagerBetty Matthias
 Education Director.....Earl Roberts
 Engineers..Alvar Olson & William R. Rambo

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...KARM, The George
 Harm Station
 Address1333 Van Ness Ave.
 Phone Number4-2966
 Transmitter Location...Van Ness & Allu-
 vial Avenues
 Time on the Air.....6 a. m. to 12 midnight
 News ServiceINS
 Transcription ServiceStandard Radio
 RepresentativeFree & Peters, Inc.

Personnel

Vice-President-General
 ManagerClyde F. Coombs
 Commercial-Sales Promotion
 ManagerDon C. Robbins
 Program Director.....Jaime del Valle
 Publicity Director-Chief
 AnnouncerDean Metcalf
 Musical Director.....E. Ducklow
 Chief Engineer.....John Scales

K F R E

FRESNO—EST. 1941

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....J. E. Rodman
 Address.....T. W. Patterson Bldg.
 Phone Number.....4-5001
 Transmitter Location.....Clinton & First Sts.
 Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP
 Transcription Service.....Associated Music
 Publishers
 Representative.....John Blair & Co.

Personnel

OwnerJ. E. Rodman
 Station Manager.....Paul R. Bartlett
 Business Manager.....Robert L. Stoddard
 Publicity Director.....Martha Tyler Cram
 Chief Engineer.....Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.
 CALIFORNIA RADIO SYSTEM

Frequency: 580 Kc.....Power: 5,000 Watts
 Owned-Operated By..McClatchy Broadcasting
 Co.
 AddressVan Ness & Calaveras
 Phone Number.....3-6277
 Transmitter Location.....Ventura & Fowler
 Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 8 a. m. to 12 midnight

Newspaper Affiliation.....The Fresno Bee
(McClatchy Newspapers)
News Service.....UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Humboldt Greig
Representative.....Paul H. Raymer Co.

Personnel

President.....Guy Hamilton
Station Manager.....Keith Collins
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Commercial Manager.....Howard Lane
Office Manager.....Margaret Vogelsang
Special Events Director.....Hal Brown
Musical Director.....Coyle Chambers
Chief Engineer.....Irving Dickinson

K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting
System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air: Local sunrise to local sunset
News Service.....UP

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters
Program Director-Chief Announcer.....Lee
MacArthur
Chief Engineer.....John Tutt

K F O X

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Nichols & Warinner, Inc.
Operated By.....Hal G. Nichols
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location.....220 E. Arnhem Street
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio,
Langworth Transcription Service; C. P. Mac-
Gregor

Personnel

President.....Hal G. Nichols
Commercial Manager.....Lawrence W. McDowell
Publicity Director.....John T. Hughes
Chief Engineer.....Lawrence W. McDowell

K G E R

LONG BEACH—EST. 1925

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcast-
ing Corp.

Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So.
Olive, Los Angeles
Transmitter Location.....San Francisco St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....Transradio
Transcription Service: World Broadcasting Sys-
tem, Standard Radio, Lang-Worth

Personnel

President-Gen'l Manager...C. Merwyn Dobyms
Commercial Manager.....John A. Dobyms
Business Manager.....Tom Hunter
Sales Manager.....Don Alderman
Program Director.....Helene Smith
Manager, Los Angeles Studios.....Lee Wynne
Production Manager.....Iola Josephson
Chief Engineer.....Jay Tapp

K E C A

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Operated By.....Same
Address.....141 North Vermont Avenue
Phone Number.....FAirtax 2121
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service: Standard Radio, C. P.
MacGregor, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Earle C. Anthony
General Manager.....Harrison Holliday
Commercial and Sales Manager...Clyde Scott
Sales Promotion Manager.....E. D. Pederson
Program Manager.....Glan Heisch
Musical Director.....Claude Sweeten
Production Manager.....John I. Edwards
Farm & Public Relations Director.....Bernard
N. Smith
Editor.....Jose Rodriguez
Auditor.....Ernest Felix
Special Events Supervisor...Jimmy Vandiveer
Continuity Editor.....Volney Cunningham
Chief Engineers.....Curtis Mason,
H. L. Blatterman

K F A C

LOS ANGELES—EST. 1932

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

Personnel

President..... E. L. Cord
 General Manager..... Calvin J. Smith
 Program Director..... Van des Autels
 Publicity Director..... Edith Reback
 Musical Director..... Don Otis
 Chief Engineer..... H. W. Anderson

K F I

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location..... Buena Park, Calif.
 Time on the Air.....5:58 a.m. to 12 midnight
 News Service.....UP
 Transcription Service: Standard Radio, C. P.
 MacGregor, Lang-Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....Harrison Holliday
 Sales Manager.....Clyde Scott
 Sales Promotion Manager..... E. D. Pederson
 Program Manager.....Glan Heisch
 Production Manager.....John I. Edwards
 News Editor.....Jose Rodriguez
 Farm & Public Relations
 Director.....Bernard N. Smith
 Auditor.....Ernest Felix
 Special Events Supervisor...Jimmy Vandiveer
 Continuity Editor.....Volney Cunningham
 Musical Director.....Claude Sweeten
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

K F S G

LOS ANGELES—EST. 1923

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

Personnel

President.....Aimee Semple McPherson
 Station Manager.....Phil Kerr
 Chief Engineer.....Myron Kluge

something **NEW** has been
CULTIVATED
 in the **3rd** major market

It's the biggest county in the United States as far as agricultural wealth goes, yet no station in Southern California ever put forth any particular effort to serve these 15,000 Los Angeles County farmers.

But that's all been changed since **KFI** rolled up its Clear Channel sleeves and went to work really putting out the kind of farm programs the growers wanted. From what we hear, we've done real well, and not only do our nearby neighbors dial daily for these informative broadcasts, but more than a few of the 100,000 other growers in the eleven western states make **KFI** a daily dialing habit.

Yes, we've cultivated an important field in the Nation's 3rd Major Market and we're **K**-eping **F**-armers **I**-nformed every day with *Western Agriculture*, *National Farm and Home Hour*, *Noon Farm Reporter*, *Nightly Frost Warnings*, plus all the other weekly farm features.

So now, in addition to being the station "most people listen to most" in Los Angeles city, **KFI**, all 50,000 watts of it, is also the voice of the farm in these parts as well.

*the west coast's only
 clear channel station*

K F I

owned and operated by
 EARLE C. ANTHONY, INC.
 LOS ANGELES

Memo to Radio Daily:

"Facts can stand repetition so please duplicate our ad of last year in this year's Annual." H. M.



K F W B, Hollywood's own station, carries *more local business than any other station* in the greater Los Angeles area—this is as it should be:—

★ **BECAUSE** Warner Bros.' experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ **BECAUSE** KFWB's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ **BECAUSE** KFWB has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a *real opportunity to merchandise his show*;

★ **BECAUSE** KFWB's 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ **BECAUSE** KFWB's position on the dial places it right in the center of the greatest activity.

. . .

WARNER BROS.

KFWB

LOS ANGELES, CALIF.

Harry Maizlish, Gen. Mgr.

5833 Fernwood Avenue
HOLLYWOOD, CALIF.

National Sales Representative:

WILLIAM G. RAMBEAU COMPANY

K F V D

LOS ANGELES

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

Personnel

President-Station Manager: Franke Burke
 Commercial Manager: F. J. Smalley, Jr.
 Program Dir.-Chief Announcer: Howard Gray
 Publicity Director: Toni Reeder
 Chief Engineer: John A. Smithson

K F W B

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address: 5833 Fernwood Ave.
 Phone Number: Hempstead 5151
 Transmitter Location: Baldwin Hills, Culver City
 Time on the Air: 130 hours weekly
 News Service: INS
 Transcription Service: Associated Music Pub-
 lishers
 Representative: William G. Rambeau Co.

Personnel

President: L. J. Halper
 General Manager: Harry Maizlish
 Commercial Manager: Jack O. Gross
 Chief Announcer: Harry Hall
 Production Manager: Manning Ostroff
 Musical Director: Leon Leonardi
 Chief Engineer: Harry Myers

K G F J

LOS ANGELES—EST. 1926

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

Personnel

Manager: Ben S. McGlashan
 Assistant Manager: H. Duke Hancock

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Business Address: 5515 Melrose Ave.
 Phone Number: HOLLYWOOD 8111
 Transmitter Location: Venice Blvd. & La
 Cienega
 Time on the air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 12 midnight
 News Service: AP, INS
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

President: Thomas Lee
 Vice-President and
 General Manager: Lewis Allen Weiss
 Assistant Manager: Willet H. Brown
 General Sales Manager: Wilbur Eickelberg
 Television Director: Harry Lubcke
 Program Director: Van C. Newkirk
 Commercial Manager: Sydney Gaynor
 Publicity Director: Mark Finley
 Musical Director: Dave Rose
 Chief Engineer: Frank Kennedy

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: KMTR Radio Corp.
 Address: 1000 Cahuenga Blvd.
 Phone Number: Hillside 1161
 Transmitter Location: 1000 Cahuenga Blvd.
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: Radio News Reel
 Transcription Service: Lang-Worth; Standard
 Radio; BMI
 Representative: Burn-Smith Co.

Personnel

General Manager: Kenneth O. Tinkham
 Musical Director: Salvatore Santaella

K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By: Columbia Broadcasting
 System, Inc.
 Address: 6121 Sunset Blvd.
 Phone Number: HOLLYWOOD 1212
 Transmitter Location: Columbia Park, Tor-
 rance, Calif.
 Time on the Air: 4:45 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.
 News Service: AP; INS; UP

Transcription Service.....Associated Library Service
 Representative.....Radio Sales

Personnel

General Manager...Donald W. Thornburgh
 Pacific Coast Sales Manager...Arthur J. Kemp
 Sales Manager (KNX).....Harry W. Witt
 Director of Network Sales...William E. Forbes
 Assistant Manager, North California
 Office.....Charles S. Morin
 Sales Promotion Manager...George L. Moskovics
 Merchandising & Sales Service
 Manager.....E. W. Buckalew
 Radio Sales Representative...Roger K. Huston
 CBS Western Program Director Charles Vanda
 Pacific Coast Program Director Russ Johnston
 Commercial Program Manager...Hal M. Hudson
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Fox Case
 Publicity Director.....Hollister Noble
 Traffic Manager.....Allan N. Cormack
 Auditor.....Charles D. Ryder, Jr.
 Assistant Program Director.....Ben Paley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Continuity Chief.....Paul Pierce
 Production Manager.....Edith Todesca
 Sound Effects Chief.....Alfred Span
 Traffic Manager.....Allan N. Cormack
 Managing News Editor.....Clinton Jones
 Director of Education...Frances Farmer Wilder

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc....Power: 2500 d.; 500 n.
 Owned-Operated By.....Radio Broadcasters, Incorporated
 Operated By.....Frank P. Doherty
 Business Address.....519 Title Insurance Bldg.,
 433 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Addresses.....312 Spring Arcade Bldg.;
 541 So. Spring St.
 Transmitter Location...1100 Glendale Blvd.
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

President.....Frank P. Doherty
 General Manager.....John A. Driscoll
 Studio Manager & Program Director
 Howard R. Bell
 Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City
 Broadcasters, Inc.
 Address.....State Theatre Building
 Phone Numbers.....2080; 2081

Transmitter Location...Riverside Ave. 2 miles
 south of Marysville
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation...Marysville Appeal-
 Democrat

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

President.....Horace Thomas
 Station Manager.....Harry E. Browne
 Commercial Manager.....Paul McConnell
 Sales Promotion Manager.....Earl Wright
 Program Director.....William Carberry
 Chief Engineer.....John G. Gould

K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1080 Kc. (C.P. 1490 Kc. full-time)
 Power: 250 Watts
 Owned-Operated By...Merced Broadcasting
 Company
 Business Address.....P. O. Box 662
 Phone Numbers.....1430; 1431
 Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air...Local Sunrise to Local Sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 National Sales Office.....580 Market St.,
 San Francisco
 Representative.....W. S. Grant

Personnel

General Director.....Hugh McClung
 Station Manager.....David S. Ballou
 Commercial Manager.....Gordon Heater
 Sales Promotion Manager...John Wittenmeier
 Program Director.....Mel Marshall
 Chief Announcer.....Erwin Dold
 Publicity Director.....Viola Gary
 Chief Engineer.....William Musladin

K T R B

MODESTO—EST. 1934

Frequency: 860 Kc....Power 250 (C.P. 1000)
 Owned-Operated by...KTRB Broadcasting Co.
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio Addresses...McHenry & Sylvan Aves.;
 Norwegian Ave. 1/2 mile east of McHenry
 Transmitter Location...Norwegian Ave.
 News Service.....UP
 Transcription Service.....BMI; Lang-Worth;
 Sons of the Pioneers

Personnel

President-Station Manager...Wm. H. Bates, Jr.
 Commercial Manager.....Doug McCreary
 Program Director.....Cecil Lynch
 Publicity Director-Chief
 Announcer.....Warren Cato
 Chief Engineer.....Wayne Berthold

K D O N

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Monterey Peninsula
 Broadcasting Co.
 Business Address 275 Pearl St.
 Phone Number: Monterey 8501
 Studio Addresses ... 275 Pearl St.; 137 Mon-
 terey St., Salinas; Casa del Rey Hotel;
 Santa Cruz
 Transmitter Location Municipal Wharf
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation ... Monterey Peninsula
 Herald; Salinas Newspapers, Inc.
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Paul H. Caswell
 Station Manager Howard V. Walters
 Sales Promotion Manager ... Billee Wheelock
 Program Director Jack Eliassen
 Chief Engineer Omer Wright

K L S

OAKLAND—EST. 1921

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

Personnel

Station Manager S. W. Warner
 Commercial Manager F. W. Morse
 Program Director C. de Costa
 Publicity Director Mary Dorr
 Chief Engineer R. C. Butler

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By ... Tribune Building Co.
 Address ... Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number Templebar 6000
 Transmitter Location Oakland
 Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
 days, 12 noon to 11 p.m.
 Newspaper Affiliation Oakland Tribune
 Transcription Service World Broadcasting
 System

Personnel

Manager Preston D. Allen
 Musical Director M. Jay Goodman

K R O W

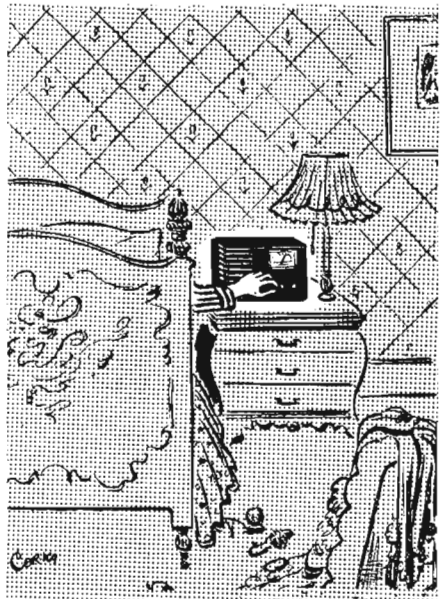
OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 (C.P. 5000 Watts)

Owned-Operated By ... Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number Glencourt 6774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 12½ hours weekly
 News Service INS
 Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager Carl Nissen
 Sales Promotion Manager Ad Fried
 Program Director Keith Kerby



"Now, let's get the 11 o'clock news on KROW"

KROW

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland
 National Representatives: FREE & PETERS, INC.

Production Manager.....Scott Weakley
 Publicity Director.....Mercedes Prosser
 Musical Director.....Edward House
 Chief Engineer.....C. E. Downey

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc.....Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address...1401 South Oak Knoll Rd.
 Phone Number...RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood
 Transmitter Location: Lexington Gallatin Rd.,
 El Monte, Calif.
 Time on the Air.....18 hours daily
 News Service.....INS
 Transcription Service: C. P. MacGregor; Lang-
 Worth

Personnel

President.....J. Frank Burke
 Station Manager.....Loyal K. King
 Commercial-Sales Promotion
 Manager.....John L. Akerman
 Program Director.....C. H. Leinhaas
 Publicity Director.....Fern Cardon
 Chief Announcer.....Gordon Burke
 Musical Director.....J. Newton Yates
 Chief Engineer.....John A. Smithson

K P P C

PASADENA—EST. 1924

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

**RADIO
 EXECUTIVES
 READ
 RADIO
 DAILY
 REGULARLY**

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

Personnel

Chairman, Bd. of Trustees.....S. B. Marston
 Station Manager.....C. Franklin Ward
 Chief Announcer.....Vincent Parsons
 Program-Musical Director.....Leon Hall
 Chief Engineer.....N. V. Parsons
 (Non-Commercial Station)

K W K W *

PASADENA—EST. 1941

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern California
 Broadcasting Co.
 Address.....1010 East Green St.
 Time on the Air.....Daytime license

Personnel

President-Treasurer.....Marshal S. Neal
 Vice-President.....Lee A. Ragan
 Secretary.....H. H. Cooper
 *Station had construction permit at time
 of going to press and no other information was
 available.

K V C V

REDDING—EST. 1936

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.
 Business Address.....P. O. Box 559
 Phone Number.....1646, 1647
 Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Will Grant
 National Sales Office: 580 Market St., San
 Francisco

Personnel

President.....Hugh McClung
 Station Manager.....Ralph R. Bryan
 Commercial Manager.....Karl Krueger
 Sales Promotion Manager.....A. J. Krisik
 Program Director.....Bud Martin
 Production Manager.....
 Musical Director.....Frank Johnstone
 Auditor.....Thelma Bryan
 Chief Announcer-Chief Engineer...Pat O'Brien

K P R O

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

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

Business Address: 3401 Russell St., American National Bank Bldg., San Bernardino
Phone Number: Riverside 6290, San Bernardino 5157

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

Transmitter Location: 3401 Russell St.
Time on the Air: 6 a.m. to 1 a.m.
News Service: INS, Transradio
Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

Personnel

President-General Manager: W. L. Gleeson
Commercial Manager: H. A. Polite
Program Director: Barton Bachmann
Production Manager: Bill Holmes
Publicity Director: Grant Holcomb
Office Manager: Jayne Stout
Chief Engineer: Norman Dewes

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK—CALIFORNIA
RADIO SYSTEM

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

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

Transmitter Location: Yola County
Time on the Air: 5:30 a.m. to 12 midnight

Newspaper Affiliation: Sacramento Bee
News Service: UP

Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel

Vice-President: G. C. Hamilton
Station & Business Manager: Howard Lane
Sales Promotion Manager: R. L. McDowell
Program Director: George Breece
Production Manager: Lawrence Robertson
Sales Manager: Leo Ricketts
Musical Director: George Breece
Chief Engineer: Norman D. Webster

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Royal Miller

THE RICHEST PEOPLE
IN THE WORLD
Live in the Valley
of Paradise .

K P R O

1000 watts

Unlimited time

RIVERSIDE, CAL.



The richest people in the world is right—over one-half million of them. The per capita wealth is \$1928.00, which is a record in itself. Here in the Valley of Paradise are real people living in an "EDEN PARADISE" with real money and the zestful desire to get the most out of living in a climate that is beyond comparison. In addition, manufacturing, military population, and an average tourist population of 177,000 daily within the primary service area of KPRO, the only regional station serving the "Valley of Paradise", in Southern California. Transmitter and offices, Riverside, California.

HOWARD H. WILSON COMPANY—
REPRESENTATIVES

Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location....65th St. at 14th Ave.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Edward S. Townsend Co.

Personnel

President-Owner.....Royal Miller
 Station Manager.....Will Thompson, Jr.
 Sales Manager.....D. E. Lundy
 Sales Promotion Manager.....Rex Bowen
 Program Director.....Garland Schuler
 Production Manager.....Roger Hunt
 Auditor.....Bert T. Nevielle
 Woman's Program Director...Martha Morton
 Musical Director.....Evangeline Baker
 Chief Engineer.....Milton Cooper

K F X M

SAN BERNARDINO—EST. 1929
 MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the air: 5 a.m. to 12 midnight except
 Wednesday and Sunday; Wednesdays, 5
 a.m. to 7 p.m. and 9:30 p.m. to 12 midnight;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

Partners.....J. C. & E. W. Lee
 Station Manager.....George A. Burns
 Commercial Manager.....Maury A. Vroman
 Program Director.....Lowell Smith
 Production-Publicity Director.. Bill Thompson
 Chief Announcer.....Paul Lynde

K F M B

SAN DIEGO—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Worcester Broad-
 casting Corp.
 Address.....Pacific Square
 Phone Number.....Main 2114
 Transmitter Location.....Spreckles Bldg.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Transradio
 Representative.....Homer Owen Griffith

Personnel

President-Station Manager,
 Warren B. Worcester

Commercial-Sales Promotion
 Manager.....Ed Cunniff
 Program Director.....Joe S. Walters
 Traffic Manager.....Claire Louise Miller
 Auditor.....Walter Kretchmer
 Continuity Director.....Iris Baldrige
 Copy Editor.....Lorraine Packard
 Chief Engineer-Publicity Director,
 Leslie G. Hewitt

K F S D

SAN DIEGO—EST. 1926
 BLUE NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airfan Radio
 Corporation, Ltd.
 Address.....U. S. Grant Hotel,
 326 Broadway
 Phone Number.....Franklin 6353
 Transmitter Location.....326 Broadway
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager..Thomas E. Sharp
 Commercial-Sales Promotion
 Manager.....John Babcock
 Program Director.....Leah McMahon

K G B

SAN DIEGO—EST. 1931
 MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 (C.P. 5000)
 Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1012 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....1012 First Ave.
 Time on the air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....S. W. Fuller
 Commercial-Sales Promotion
 Manager.....William A. Evans
 Production Mgr. Publicity Dir.....David Titus
 Program Director.....James Dillon
 Chief Announcer.....Jack Bailey
 Office Manager.....Louise Kaufman
 Musical Director.....George Bacon
 Chief Engineer.....Verne Milton

K F R C

SAN FRANCISCO—EST. 1924
MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1000 Van Ness Avenue
 Phone Number.....Prospect 0100
 Transmitter Location.....1000 Van Ness Ave.
 Time on the air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Station Manager.....William D. Pabst
 Commercial Manager.....Ward D. Ingram
 Program Director.....Ben Harkins
 Production Manager.....Mel Venter
 Sales Promotion Manager.....Boyd Rippey
 Chief Announcer.....Bob Bence
 Sales-Traffic Manager.....Enes Canata
 Publicity Director.....Pat Kelly
 Musical Director.....Cy Trobbe
 Chief Engineer.....Jim McArdle

K G O

SAN FRANCISCO—EST. 1924
BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Oakland
 Time on the Air: 6 a.m. to midnight; Sunday,
 7:30 a.m. to midnight
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler

Personnel

Station Manager.....William B. Ryan
 Sales Manager.....Walter Davidson
 Sales Promotion Manager.....J. G. Paltridge
 Program Director.....Robert Dwan
 Auditor.....Joan Peterson
 Continuity Director.....Harry Mayhorn
 Production Manager.....Forrest Barnes
 Chief Announcer.....Berton Bennett
 Sales Traffic Manager.....Lola Camaches
 Program Traffic Manager.....Eleanor Higby
 Station Engineer.....T. B. Palmer

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....Julius Brunton & Sons Co.

Operated By.....Ralph B. Brunton
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....4170 Pine Street
 Time on the Air: Sunday through Friday,
 10 p.m. until local sunset; Saturday, 11:30
 p.m. until local sunset
 News Service.....INS; UP
 Transcription Service.....Standard; Lang-Worth-
 C. P. McGregor
 Representative...William G. Rambeau Co.

Personnel

General Manager.....Ralph B. Brunton
 Manager.....E. P. Franklin
 Program Director.....H. H. Wickersham
 Musical Director.....Ross Snyder

K P O

SAN FRANCISCO—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Broadcasting
 Company
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air: 6 a.m. to midnight; Sunday,
 7 a.m. to midnight
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler
 Representative...William E. Shea (National
 Broadcasting Co.)

Personnel

Station Manager.....A. E. Nelson
 Sales Manager.....Alfred Crapsey
 Program Director.....Robert Seal
 Director of News and Special events
 Don F. Martin
 Director of Public Service.....Leonard Gross
 Auditor.....A. G. Diederichs
 Publicity Director.....Kay Barr
 Continuity Director.....Byron Mills
 Traffic Manager.....Robert Sandstrom
 Chief Announcer.....Floyd Farr
 Sales Traffic Manager.....Fay Pattee Smith
 Program Traffic Manager.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925
CALIFORNIA RADIO SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1355 Market St.

POPULARITY—RESULTS—SERVICE

KYA

SAN
FRANCISCO

*Ask
Anyone*

5000 Watts Day
1000 Watts Night
1260 KC.

or in

NEW YORK • CHICAGO • SAN FRANCISCO
SPOT SALES, INCORPORATED

SAN FRANCISCO

KYA Manager, *Harold H. Meyer* • Hearst Building

Time on the Air.....21 hours daily
 News Service.....INS; UP
 Representative.....Radio Advertising Corp.

Personnel

President.....S. H. Patterson
 Station Manager.....Lou Keplinger
 Program Director.....Vic Paulsen
 Publicity Director.....Les Mallory
 Chief Engineer.....Mel Williams

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By...The Associated Broad-
 casters, Inc.
 Address.....140 Jessie Street,
 Palace Hotel Bldg.
 Phone Number.....Garfield 4700
 Transmitter Location.....Islais Creek
 Time on the Air.....Unlimited License
 News Service.....AP; INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Company

Personnel

President.....W. I. Dunn
 General Manager.....Lincoln Dellar
 Commercial Manager.....Haan J. Tyler
 Program Director.....R. W. Dumm
 Sales Promotion Manager..Isabel Goldthwaite
 Publicity Director.....Austin Fenger
 Musical Director.....Dick Aurandt
 Chief Engineer.....R. V. Howard

K Y A

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

Frequency: 1260 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Hearst Radio, Inc.
 Address...Hearst Bldg., 3rd & Market Sts.
 Phone Number.....DOuglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sunday, 7:30 a.m. to 12 midnight
 Newspaper Affiliation.....San Francisco
 Examiner
 News Service.....INS
 Transcription Service..Associated Music Pub-
 lishers; Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....C. B. McCabe
 General Manager.....Harold Meyer
 Sales Promotion Manager..J. Clarence Myers
 Program Director.....Dean Stewart
 Chief Announcer.....Hal McIntyre
 Musical Director.....George Nylicek
 Chief Engineer.....Paul C. Schulz

K Q W

SAN JOSE—EST. 1912

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pacific Agricultural
 Foundation, Limited
 Business Address.....San Jose; Palace Hotel
 San Francisco
 Phone Numbers.....Ballard 2616 (San Jose),
 YU 1700 (San Francisco)
 Studio Addresses...87 E. San Antonio St.,
 San Jose; Palace Hotel, San Francisco
 Transmitter Location....Alviso, California
 Time on the Air....6:15 a.m. to 12 midnight
 News Service.....INS; UP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Sales Promotion Manager.....Charles Reed
 Production Manager.....Lee Wood

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Christina M. Jacobson
 Operated By...The Valley Electric Company
 Business Address.....851 Higuera Street
 Phone Number....San Luis Obispo 1100-1101
 Studio Address.....Mt. View & Hill Streets
 Transmitter Location...Roosevelt Highway—
 1½ miles north of San Luis Obispo
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

Owner.....Christina M. Jacobson
 Manager.....Les Hacker
 Sales Promotion Manager...Joe Shuttleworth
 Program Director.....Aram Rejebian
 Chief Announcer.....William Griffin
 Chief Engineer.....Earl Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1480 Kc.....Power: 250 Watts
 Owned-Operated By.....The Voice of the
 Orange Empire, Inc., Ltd.
 Business Address.....307 North Broadway
 Phone Number.....4901-R
 Studio Address.....2825 West 5th St.
 Transmitter Location...2825 West 5th St.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Transcription Service..... C. P. MacGregor
 Representative..... John Blair & Co.

Personnel

President and General Manager,
 Ernest L. Spencer
 Vice-President..... C. P. MacGregor
 Sales Manager..... Puck Wendling
 Sales Promotion Manager-Chief
 Announcer..... Jim Lyons
 Program Director-Chief
 Engineer..... Wallace S. Wiggins
 Production Manager..... Bruce Buell

K D B

SANTA BARBARA—EST. 1929
MUTUAL—DON LEE BROADCASTING
SYSTEMS

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

Don Lee Broadcasting System

Address..... 17 East Haley
 Phone Number..... Santa Barbara 4131
 Transmitter Location..... 17 East Haley
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

News Service..... AP; INS; UP
 Transcription Service... World Broadcasting
 System

Representative John Blair & Co.

Personnel

President..... Thomas S. Lee
 Station Manager..... Dan J. Donnelly
 Commercial Manager-Chief

Announcer Jack Temple
 Sales Promotion-Program

Manager Dick Douglas
 Musical Director..... Stella Holloway
 Chief Engineer..... William A. Crabbe

K T M S

SANTA BARBARA—EST. 1937
BLUE NETWORK
CALIFORNIA RADIO SYSTEM

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

Address De LaGuerra Plaza
 Phone Number..... 6111
 Transmitter Location..... Goleta, Calif.
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

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

News Service..... AP; INS
 Transcription Service..... NBC Thesaurus
 Representative..... Paul H. Raymer Co.

Personnel

Manager Charles A. Storke
 Commercial-Asst. Manager... Louis F. Krdeck
 Ventura Studio Manager..... James Fox

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc..... Power: 1000 Watts
 Owned By..... E. L. Finley

Operated By Wilt Gunzendorfer
 Business Address..... 457 Mendocino Ave.
 Phone Number 110
 Studio Addresses..... 457 Mendocino Ave.,
 Casa de Vallejo Hotel, Vallejo

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

Newspaper Affiliation: Press Democrat; Santa
 Rosa Republican; Times Herald and Evening
 Chronicle (Vallejo, Calif.)

News Service..... AP; INS; UP
 Transcription Service..... NBC Thesaurus;
 World Broadcasting System

National Sales Office..... Mills Building,
 San Francisco

Personnel

President E. L. Finley
 Manager..... Wilt Gunzendorfer
 Program Director..... Gordon Brown
 Vallejo Studio Manager..... Larry Hayes
 Traffic Manager..... Elizabeth Roberts
 Publicity Director..... Mike Pardee
 Chief Engineer..... Howard McCauley

K G D M

STOCKTON—EST. 1926

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

Address 517 E. Market
 Phone Number..... 4-4551

Transmitter Location... S.E. 3 miles on 99 hiway
 Time on the Air.... 4:45 a.m. to local sunset

News Service..... INS
 Transcription Service... World Broadcasting
 System

Representative..... John Blair & Co.

Personnel

Owner E. F. Peffer
 Manager..... E. Smith
 Program Director..... Donald J. Ralph
 Musical Director..... Lillian Best
 Chief Engineer..... Fred Eilers

K W G

STOCKTON—EST. 1921

BLUE NETWORK—CALIFORNIA RADIO
SYSTEM

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

Address Hotel Wolf
 Phone Number 2-2727

Transmitter Location Weber & E Sts.
 Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliation McClatchy News-
papers, Inc.
News Service UP
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President Guy C. Hamilton
Station & Sales Manager George Ross

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc. Power: 5,000 Watts
Owned-Operated By Tulare-Kings Counties
Radio Associates
Business Address Post Office Box 511
Phone Number 575
Studio Addresses 1¼ miles southwest of
Visalia; Hotel Fresno, Fresno
Transmitter Location 1¼ miles southwest
of Visalia, California
Time on the Air 5:30 a.m. to 12 midnight
News Service AP
Transcription Service World Broadcasting
System; C. P. MacGregor
Representative Spot Sales, Inc.

Personnel

General Manager Chas. A. Whitmore
Station Manager Chas. P. Scott
Sales Manager Stanley P. Simpson

Program Director Charles Foll
Musical Director Gerry Erwin
Chief Engineer Bert Williamson

K H U B

WATSONVILLE—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
Owned By John P. Scripps
Operated By E. H. Calder
Business Address P. O. Box 349
Phone Number 1700-1
Studio Addresses: 2 miles North of Watson-
ville; Franciscan Hotel, Salinas
Transmitter Location: 2 miles North of Wat-
sonville
Time on the Air 7 a.m. to 10 p.m.
Newspaper Affiliation: Watsonville Register-
Pajaronian; Watsonville Morning Sun
News Service UP
Transcription Service World Broadcasting
System; BMI
Representatives: Forjoe & Co., Walter Biddick
Co. (West Coast)

Personnel

President John P. Scripps
Station Manager E. H. Calder
Commercial Manager George Barringer
Program-Musical Director Hal O'Donnell
Publicity Director Berni Campbell
Chief Engineer Fred Clapp

COLORADO

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 216*

K G I W

ALAMOSA—EST. 1929

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By E. L. Allen
Address Alamosa
Phone Number 26
Transmitter Location East Alamosa
Time on the Air Shares time with K1DW

Personnel

Owner E. L. Allen

K V O R

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By Out West Broad-
casting Company
Address Antlers Hotel
Phone Number Main 278
Transmitter Location Platte Avenue
(east of city limits)

Time on the Air: 6:45 a.m. to 11:30 p.m.; Sat-
urdays, 6:45 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative The Katz Agency

Personnel

President E. K. Gaylord
Station Manager Dudley Tichenor
Program Director Zelle Wade
Musical Director Ruth Rummelhart
Chief Engineer H. C. Strang

K F E L

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Eugene P. O'Fallon,
Inc.
Address Albany Hotel
Phone Number KEystone 0178
Transmitter Location 5350 West 20th Ave.

Time on the Air....24 hours daily (silent for maintenance 1:30 to 5:30 a.m. on Mondays only)

News Service.....AP; Transradio
Transcription Service World Broadcasting System; Standard Radio; Lang-Worth; C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President-Station Manager...Gene O'Fallon
DirectorFrank Bishop
Local Commercial Manager.....Holly Moyer
Program Promotion Manager.....Pierce Addis
Traffic ManagerCecil Seavey
Production Manager.....Jean Ruth
Chief AnnouncerHerb Trackman
Publicity Director.....Rowena Blair
News Manager.....Bill Welsh
AuditorC. M. Switzer
Chief EngineerCharles Hastings

K I Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

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

AddressShirley Savoy Hotel
Phone NumberMain 4271

Transmitter Location....Englewood, Colorado
Time on the Air: 5 a.m. to 1 a.m.; (20 hours daily)

News ServiceINS
Transcription Service.....Associated Music Publishers

RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh B. Terry
Commercial Manager.....Fred C. Mueller
Sales Promotion Manager.....Elmer Fondren
Program Director.....Derby Sproul
News Editor.....Fred D. Fleming
Musical Director.....Les Weelens
Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated ByF. W. Meyer
Address.....1626 Stout Street
Phone Number.....Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....19 hours per day
News ServiceUP
Transcription Service.....Standard Radio
RepresentativeRadio Advertising Corporation

IN 1942...
KFEL NEWS SERVICE
ADDS ASSOCIATED PRESS

in 1931 ... Consolidated Press Leased Wire
Since 1934 ... TRANSRADIO PRESS SERVICE
AND NOW ... AP RADIO WIRE!



Managed by Gene O'Fallon
Represented by John Blair & Co.

Personnel

President-Station Manager.....F. W. Meyer
 Sales Promotion Manager.....A. G. Meyer
 Program Director.....Patricia Burns Kidder
 Chief Announcer.....Vernon Hiner
 News Editor.....Ben Bezoff
 Musical Director.....Jack Donovan
 Chief Engineer.....Robert Lewis

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.Power: 50,000 Watts
 Owned by.... The General Electric Company
 Operated By..National Broadcasting Company
 Address1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air: 5:15 a.m. to 1 a.m.; Sun-
 day, 7 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Representative ..National Broadcasting Co.

Personnel

President, General Electric.... Charles Wilson
 President, National Broadcasting,

Niles Trammell

General Manager.....Lloyd E. Yoder
 Commercial Manager...James R. MacPherson
 Auditor-Office Manager....Dale L. Newbold
 Traffic Manager.....H. M. Loucks
 Program Director.....Clarence C. Moore
 Artists Bureau Head.....Duncan McColl
 Production Manager.....Don F. Martin
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.Power: 1000 Watts
 Owned-Operated By..... Pillar of Fire
 Address1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location..Bellevue Junior College,
 Westminster, Colo.
 Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30
 p.m. and 6:30 to 8:30 p.m., Tuesdays,
 Thursdays and Saturdays; 7:15 to 9 a.m.,
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-
 days, Wednesdays and Fridays; Sundays,
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to
 4 p.m. and 6 to 8:45 p.m.

Personnel

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

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.Power: 1000 Watts;
 (C. P. 5000 Watts)
 Owned-Operated By: Colorado Radio Corp.
 Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter LocationNorth of Denver
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President and General Manager..W. D. Pyle
 Station & Commercial Manager...T. C. Ekrem
 Program Director.....J. E. Finch
 Publicity Director.....B. H. Stanton
 Chief AnnouncerJoe E. Finch
 AuditorJ. N. Hile
 Assistant Program Director...Vince W. Corbett

K I U P

DURANGO—EST. 1935

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By..San Juan Broadcasting
 Co.
 Address2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service...BMI; Keystone Broad-
 casting System; Metro.

Personnel

Station Manager.....Raymond M. Beckner

K F X J

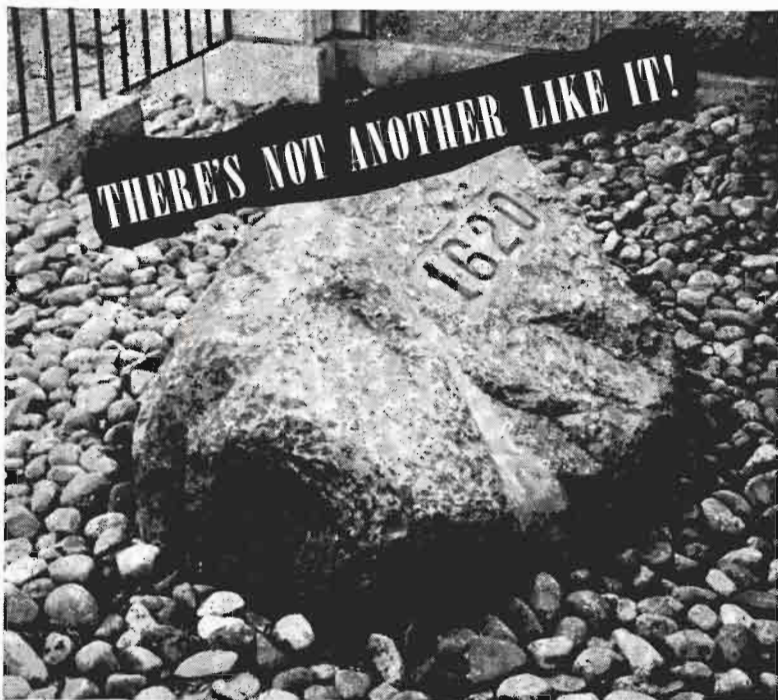
GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 920 Kc.Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.
 AddressLa Court Hotel
 Phone Number..Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air: 6:45 a.m. to midnight; Sun-
 days, 8:15 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...World Broadcasting
 System
 RepresentativeWalker Company

Personnel

President-General Manager.....Rex Howell
 Sales and Sales Promotion
 ManagerBruce Izaacson
 Program-Traffic Director.....Mildred Fuller
 Production Manager.....Ken Gorsuch
 Chief Engineer.....Noel Vaughn

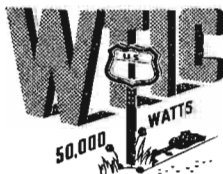


THIS unpretentious stone with its simple but significant inscription has no counterpart in all the world. Plymouth Rock is a symbol of opportunity today just as it was in 1620 when our forefathers leaped ashore on the rocky New England Coast to build a new life for themselves.

New England is still the land of opportunity. Its buying income, especially in Southern New England, is now (as always) far above the national average*. These people have money to spend, and wise national advertisers are finding that out.

Acquaint them with your product through WTIC. Back up your sales message with the prestige and dependable service which has made WTIC this section's "listening habit." For richness of opportunity combined with power of coverage

THERE'S NOT ANOTHER LIKE IT!



* Sales Management, December 1, 1941

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

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

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Mid-Western Radio Corporation
 Address: 620 - 8th Ave.
 Phone Number: Greeley 450-451
 Transmitter Location: Hoover Park,
 Highway 85 North of Greeley
 Time on the Air: Approximately 90 hours
 weekly
 News Service: UP
 Representative: The Walker Company

Personnel

President-Station Manager: Francis Price
 Program Director: Dorothy Baldwin MacClary
 Production Manager: Charles W. Lang
 Chief Announcer: W. B. MacClary
 Chief Engineer: George Pogue

K O K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The Southwest Broad-
 casting Company
 Business Address: La Junta
 Studio Address: U. S. Highway No. 50
 Transmitter Location: U. S. Highway No. 50
 Time on the Air: 6:30 a.m. to 10 p.m.
 News Service: Radio News Assn.
 Transcription Service: Standard Radio;
 Keystone Broadcasting System

Personnel

Station Manager: Leonard E. Wilson
 Commercial Manager: Francis Malouff
 Program Director: Helen Roberts
 Chief Announcer: James R. Bennett
 Chief Engineer: Leonard E. Wilson

K I D W

LAMAR—EST. 1922

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By: The Lamarr Broad-
 casting Co.
 Business Address: 129 West Elm St.
 Phone Number: 18
 Transmitter Location: Lamar
 Time on the Air: Shares time with KGIW

Personnel

General Manager: C. R. Anderson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By: Curtis P. Ritchie
 Address: Pueblo Savings & Trust Co.
 Building
 Phone Number: 3877
 Transmitter Location: U. S. Highway No. 87
 Time on the Air: Unlimited license
 Transcription Service: World Broadcasting
 System
 Representative: Howard H. Wilson Co.

Personnel

Owner: Curtis P. Ritchie
 Station Manager: J. H. McGill
 Commercial Manager: Maxson L. Bevens
 Program Director: Fred Amos

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Elmer G. Beehler
 Address: Fleming Road
 Phone Number: 679
 Transmitter Location: Sterling
 Time on the Air: Shares time

Personnel

Owner: Elmer G. Beehler

CONNECTICUT

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 217

W I C C

BRIDGEPORT (New Haven)—
 EST. 1926

BLUE NETWORK—MBS

YANKEE—COLONIAL NETWORKS

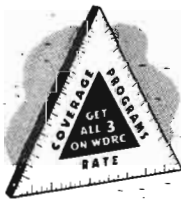
Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated by: The Yankee Net-
 work, Inc.

Business Address: 1241 Main St.
 Phone Number: 6-1121
 Studio Address: Stratfield Hotel; 1110
 Chapel Street, New Haven
 Transmitter Location: Pleasure Beach,
 Bridgeport
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service: Yankee-Colonial Network
 Representative: Edward Peiry & Co., Inc.



This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: **When you advertise in Connecticut's Major Market, use WDRG in Hartford. You get all three on WDRG—coverage, programs, rate!**

BASIC CBS HARTFORD



WDRG

CONNECTICUT'S PIONEER BROADCASTER

President..... John Shepard, 3rd
 VP-Station Operation..... R. L. Harlow
 VP-Sales & Production..... Linus Travers
 VP-Engineering..... Paul A. DeMars
 Station Manager..... Joseph Lopez
 Sales Manager..... Norman Whittaker
 Sales Promotion Manager..... James S. Powers
 Merchandising Manager..... F. C. McVarish
 Publicity Director and

Program Director..... Florence Ballou
 Musical Director..... Gus Meyers, Jr.
 Chief Engineer..... George Keich

W N A B

BRIDGEPORT—EST. 1941

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

Time on the Air: 6:30 a.m. to midnight; Sun-
 days, 9 a.m. to midnight

News Service..... AP

Transcription Service..... Langworth

Personnel

Owner..... Harold Thomas
 Station Manager..... Levon Thomas
 Commercial-Sales Promotion
 Manager..... Ken Thomas
 Program Director..... Winslow Porter
 Production Manager..... Jack Dolby
 Chief Announcer..... Harry Osborne
 Musical Director..... Johnny Montgomery
 Chief Engineer..... Gard Ray

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc..... Power: 5000 Watts

Owned-Operated By..... WDRC, Inc.

Address..... 750 Main St.

Phone Number..... 7-1188-9

Transmitter Location..... Blue Hills Ave.,
 Bloomfield, Conn.

Time on the Air: 6 a.m. (unlimited license)

News Service..... UP

Transcription Service..... Associated

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

Personnel

President and Station

Manager..... Franklin M. Doolittle
 Commercial and Advertising

Manager..... Wm. F. Malo

Program Director..... Walter B. Haase

Publicity Director..... Jack Zaiman

Chief Announcer..... Ray Barrett

Musical-Educational Director,
 Sterling V. Couch

Public Service Counselor Rev. Charles Graves

Chief Engineer..... Italo Martino

W T H T

HARTFORD—EST. 1936

MUTUAL — COLONIAL

Frequency: 1230 Kc..... Power: 250 Watts

Owned-Operated By..... Hartford Times, Inc.

Address..... 983 Main St.

Phone Number..... 2-0237

Transmitter Location..... 983 Main St.

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

Newspaper Affiliation..... Hartford Times

News Service..... AP

Transcription Service..... Lang-Worth

Representative..... J. P. McKinney & Son

Personnel

President..... Francis S. Murphy

Station Manager..... C. Grover DeLaney

Program Director..... Frederick E. Bieber

Production Manager..... Stuart Wayne

Publicity Director..... Sereno B. Gammell

Chief Announcer..... John S. Lloyd

Musical Director..... Charlotte Gregory

Chief Engineer..... Richard K. Blackburn

W T I C

HARTFORD—EST. 1925

NBC—YANKEE NETWORK

Frequency: 1080 Kc..... Power: 50,000 Watts

Owned-Operated By..... The Travelers Broad-
 casting Service Corporation

Address..... 26 Grove Street

Phone Number..... 2-3181

Transmitter Location..... Avon, Connecticut

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

News Service..... AP; INS; Transradio

Transcription Service..... World Broadcasting
 System; Lang-Worth Feature Programs;

BMI Bonus Transcriptions

Representative..... Weed & Company

Personnel

Station Manager..... P. W. Morency

Sales Manager..... Walter Johnson

Sales Promotion Manager..... F. Clancy

Program Director..... Thomas C. McCray

Production Manager..... Paul Lucas

Chief Announcer..... Philip Becker

News Editor..... Tom Eaton

Transcription Librarian..... Larry Kenfield

Music Librarian..... John DeLisa

Musical Director..... Moshe Paranov

Plant Manager..... H. D. Taylor

W N B C

NEW BRITAIN-HARTFORD

EST. 1935

BLUE NETWORK

Frequency: 1410 Kc..... Power: 5000 Watts

Owned-Operated By..... State Broadcasting
 Corporation

• • • **CONNECTICUT** • • •

Business Address 54 Pratt St. (Hartford)
 Phone Number Hartford 7-9131
 Studio Address 54 Pratt St., Hartford;
 272 Main St., New Britain
 Transmitter Location Newington, Conn.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed Company

Personnel

President Patrick J. Goode
 General Manager Richard W. Davis
 Program Director Ralph Kanna
 Commercial Manager Laurence C. Edwardson
 Chief Announcer Jack Lacy
 Traffic Manager Crean Patterson
 Musical Director Maurice Sechtman
 Chief Engineer Rogers B. Holt

W E L I

NEW HAVEN—EST. 1935

MBS-YANKEE & COLONIAL NETWORKS
 Frequency: 960 Kc. Power: 1,000 d.; 500 n.
 Owned-Operated By City Broadcasting
 Corporation
 Address 221 Orange Street
 Phone Number 8-1133



NEW HAVEN COUNTY'S OWN STATION!

147,000 Homes—
 Potential audience of 350,000 listeners
 who earn \$150,000,000.

WELI—the most talked of and listened to
 station in New Haven area.

IT WOULD BE WORTH YOUR WHILE
 to get the facts about
 WELI's rich audience.
 WELI's responsive audience.

1000 W. DAY • 960 KC. • 500 W. NITE

NEW HAVEN **WELI** CONNECTICUT

Mutual — Yankee and Colonial networks
 National Representatives—Wm. G. Rambeau Co.

Transmitter Location Hamden, Conn.
 Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System Library
 Representative William G. Rambeau Co.

Personnel

President Patrick J. Goode
 Manager James T. Milne
 Artists' Bureau Head Marion Reynolds
 Program Director Charles H. Wright
 Publicity Director Vincent E. Palmeri
 Musical Director Marion Reynolds
 Chief Engineer J. Gordon Keyworth

W N L C

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Thames Broadcasting
 Corporation
 Address Mohican Hotel
 Phone Number New London 4900
 Transmitter Location Winthrop Point
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8:30 a.m. to 12 midnight
 Representatives Burn-Smith, Inc. and
 R. C. Foster

Personnel

President R. L. Morey
 Station Manager G. J. Morey
 Commercial and Advertising
 Manager Ivon B. Newman
 Program Director Len W. Stevens
 Publicity Director-Chief
 Announcer Ted Hodge
 Musical Director Richard Benvenuti
 Chief Engineer Walter J. Tucker, Jr.

W S S R

STAMFORD—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Stephen R. Rintoul
 Address 270 Atlantic St.
 Phone Number 4-7575
 Transmitter Location Lindstrom Rd., Ship-
 pan Point, Conn.
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

Owner Stephen R. Rintoul
 Station Manager Slocum Chapin
 Program Director Bill Voss
 Chief Engineer John Reilly

WATR

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc.Power: 1000 Watts
 Owned-Operated By.....WATR Co., Inc.
 Address.....71 Grand St.
 Phone Number.....3-5161
 Transmitter Location.....Baldwin Avenue
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....Transradio

Personnel

President-Station Manager....Harold Thomas
 Commercial & Advertising.....Sam Elman
 Program Director.....James Parker
 Chief Announcer.....John Loias
 Publicity Director.....Foy Clark
 Musical Director.....Edith Lacci
 Chief Engineer.....Harold Thomas

WBR Y

WATERBURY - NEW HAVEN

CBS

Frequency: 1590 Kc.Power: 1000 Watts;
 Owned-Operated By.....American Re-
 publican, Inc.
 Addresses136 Grand St., Waterbury;
 152 Temple St., New Haven
 Transmitter Location.....N. W. of Waterbury
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Waterbury Ameri-
 can; Waterbury Republican
 News Service AP
 Transcription Service NBC Thesaurus
 Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
 Station Manager.....E. J. Frey
 Program Director.....Jack Henry
 Commercial Manager....Murray L. Grossman

DELAWARE

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 217*

WDEL

WILMINGTON—EST. 1932

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc.Power: 5000 Watts
 Owned-Operated By.....WDEL, Inc.
 Address.....10th & King Sts.
 Phone Number.....7268
 Transmitter Location....Governor Printz Blvd.

Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
 Station Manager.....J. Gorman Walsh
 Program Manager.....Harvey Smith
 Publicity Director.....Charles Collins

W D E L

A strongly-founded, well justified and energetically maintained reputation for better programs—programs that listeners LIKE—makes WDEL a sure-fire buy to cover thriving Delaware and populous, productive sections of Pennsylvania, Maryland and New Jersey.

5000 WATTS

1150 KC.

NBC BASIC RED NETWORK

WILM

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

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Broadcasting
Co.
Address 920 King St.
Phone Number 7268

Transmitter Location... Governor Printz Blvd.
Time on the Air..... 7 a.m. to 1 a.m.
News Service..... UP
Transcription Service.... NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager..... J. Gorman Walsh
Program Manager..... Carl Anthony
Publicity Director..... Henry Sholly

DISTRICT OF COLUMBIA

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218*

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number..... Republic 8000
Time on the Air..... 131 hours per week
News Service INS
Transcription Service..... Standard Radio

Personnel

President-Station Manager.. Lawrence J. Heller
Commercial Manager..... Paul L. Heller
Program Director..... George J. Gow
Production Manager-Chief

Announcer Sam Lawder
Publicity Director..... Kay Ford
Continuity Director..... Jack Creamer
Musical Director..... Bob Callahan
Chief Engineer..... Ralph E. Cannon, Jr.

Program Director..... Richard Linkrout
Publicity Director..... James Hurlbut
Auditor Harry R. Crow
Chief Announcer..... Hugh Conover
Musical Director Paul Kain
Chief Engineer..... Clyde Hunt

WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
Owned By.. The Evening Star Broadcasting Co.
Operated By..... The Blue Network Co.
Address 724-14th St., N.W.
Phone Number..... Republic 4000
Transmitter Location... Cedar Lane, Bethesda,
Md.

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

Newspaper Affiliation.. Washington Evening
Star

News Service AP; INS; UP
Transcription Service..... NBC Thesaurus;
Associated; Standard Radio; Langworth
Representative... National Broadcasting Co.

Personnel

Vice-President Frank M. Russell
General Manager..... K. H. Berkeley
Assistant Manager Carleton D. Smith
Assistant Manager..... Fred Shawn
Sales & Advertising Manager.. John H. Dodge
Sales Promotion Manager..... Hugh Higgins
Publicity Director..... William Neel
Chief Announcer..... Bryson Rash
Auditor R. G. Coldenstroth
Chief News Editor..... Thomas Knode
Radio-Recording Manager E. William Young
Night Supervisor..... Ross Filion
Musical Director..... Morgan Baer
Chief Engineer..... A. E. Johnson

WJSV

WASHINGTON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By.. Columbia Broadcasting
System

Address 817 Earle Bldg.
Phone Number..... Metropolitan 3200
Transmitter Location..... Wheaton, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7:30 a.m. to 1 a.m.

News Service..... AP; UP
Transcription Service... World Broadcasting
System; BMI; Langworth
Representative Radio Sales

Personnel

General Manager..... A. D. Willard Jr.
Commercial Manager... William D. Murdock
Sales Promotion Director..... John Heiney

W O L

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM

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

Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air: 24 hours daily except 1 a.m. to 6:30 a.m. Mondays

News Service Transradio; UP
Transcription Service Lang-Worth; Standard Radio; Associated Transcription Service
Representative Spot Sales, Inc.

Personnel

President Mrs. LeRoy Mark
Vice-President-General

Manager W. B. Dolph
Sales Manager James Fishback
Sales Promotion Manager Charles Zurhorst
Program Director Madeline Ensign
Production Manager-Chief

Announcer Frank Blair
Publicity Director Walter Compton
Traffic Manager Lillian Ruppert
Continuity Director Loretta Kealy
Bookkeeper William Wallace
Musical Director Larry Geraghty
Chief Engineer H. H. Lyon

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Broadcasting Company

Address 724 - 14th St., N. W.
Phone Number Republic 4000
Transmitter Location RFD No. 1, Hyattsville, Maryland

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

News Service AP; INS; UP
Transcription Service NBC Thesaurus, Associated, Standard Radio, Langworth
Representative National Broadcasting Co.

Personnel

Vice-President Frank M. Russell
General Manager K. H. Berkeley
Assistant Manager Carleton D. Smith
Assistant Manager Fred Shawn
Sales & Advertising Manager John H. Dodge
Sales Promotion Manager Hugh Higgins
Publicity Director William Neel
Chief Announcer Bryson Rash
Auditor R. G. Goldenstroth
Chief News Editor Thomas Knode

Radio-Recording Manager E. William Young
Night Supervisor Ross Filion
Musical Director Morgan Baer
Chief Engineer A. E. Johnson

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.

Address 1000 Connecticut Ave.
Phone Number National 7203
Transmitter Location 61 Pierce St., N.E.
Time on the Air 6:00 a.m. to 12:00 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Burn-Smith Co.

Personnel

President Stanley H. Horner
General Manager Edwin M. Spence
Program Director Norman Reed
Chief Announcer Ray Morgan
Musical Director Larry Hendricks
Chief Engineer U. L. Lynch

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



Washington's Only 24 Hour Station
1000 WATTS ☆ 1260 KC.
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

The Nation's Playground

MIAMI BEACH

~ FLORIDA ~

AND

WKAT

GIVE YOU
THE MARKET WHERE
PEOPLE WITH MONEY
SPEND THEIR VACATIONS

•

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK

FLORIDA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: W. Wright Esch
Address: 126½ Magnolia Ave.
Phone Number: 91
Transmitter Location: 126½ Magnolia Ave.
News Service: Transradio
Time on the Air: 7 a.m. to 12 midnight;
Sundays, 8 to 10 p.m.
Transcription Service: Associated Music
Publishers: Lang-Worth
Representative: John H. Perry Associates

Personnel

Owner: W. Wright Esch

W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts
Owned by: Ralph A. Horton
Operated by: Radio Station WFTL
Address: 2700 S. Andrews Ave.
Phone Number: 1300-01; 1799
Transmitter Location: 2700 S. Andrews Ave.
Time on the Air: 7:00 a.m. to 2:00 a.m.
News Service: UP
Transcription Service: Standard Radio;
Associated Music Publishers

Personnel

Owner: Ralph A. Horton
General Manager: R. M. Tigert
Commercial-Sales Promotion Manager:
Irvin F. Duddleson
Production Manager: Fred Temple
Chief Announcer: Joe Ford
Artists' Bureau Head: Ruth Tanksley
Musical Director: Justine Bruce
Chief Engineer: Joe L. Stewart

W F T M

FORT MEYERS—EST. 1940

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Fort Meyers Broad-
casting Co.
Address: 51 East First St.
Phone Number: 818
Transmitter Location: 51 East First St.

Time on the Air: 7 a.m. to 11 p.m.
Transcription Service: Associated Music
Publishers

Personnel

President-Station Manager,
William E. Bennis, Jr.

W R U F

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 850 Kc. Power: 5,000 Watts
Owned by: State of Florida
Operated by: University of Florida
Address: University of Florida
Phone Number: 1000, Branch 55
Transmitter Location: Campus, University of
Florida
Time on the Air: Limited to Sunset in Denver,
Colo.
News Service: UP
Transcription Service: World Broadcasting
System; Langworth
Representative: Burn-Smith Co., Inc.

Personnel

Director: Garland Powell
Commercial Manager: John H. Sheely
Program Director: Alvin Flanagan
Publicity Director: Sam Founts
Office Manager: John L. Berry
Chief Announcer: Otis Boggs
Musical Director: Elizabeth Tew
Chief Engineer: Albert Moreno

Unassigned*

JACKSONVILLE—EST. 1942

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp.
Address: Jacksonville
Transmitter Location: Jacksonville
Time on the Air: Unlimited license

Personnel

President: James R. Stockton
Vice-Presidents: Ernest D. Black, E. G. McKenzie
Secretary-Treasurer: Robert R. Feagin

*Station had a construction permit at pres-
time and no further information was available.

W J A X

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
Owned, Operated By...City of Jacksonville, Fla.
Address1 Broadcast Place
Phone Number5-5821
Transmitter Location...Hyde Park Country Club
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.,
Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief
Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Musical Director.....Frank Morris

W J H P

JACKSONVILLE—EST. 1940
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By.....The Metropolis Co.

W J A X

JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC
RED NETWORK

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast

Address500 Laura St.
Phone Number.....5-7610
Transmitter Location....Read and Alamo Sts.
Time on the Air.....18 Hours Daily
Newspaper Affiliation...Jacksonville Journal
News Service.....AP
Transcription Service.....World Broadcasting
System
RepresentativeJohn H. Perry Associates

Personnel

PresidentJohn H. Perry
Station Manager.....H. G. Wells, Jr.
Sales Manager.....I. M. Koger
Program Director.....Jack Rathbun
Publicity Director.....Speed Veal
Chief Announcer.....Bob Caffey
Musical Director.....Fred Maurie
Chief Engineer.....B. Hayford

W M B R

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned, Operated By...Florida Broadcasting
Company
Address118 West Adams St.
Phone Number5-4387
Transmitter Location....Vines and Mass. Ave.
Time on the Air...6:30 a.m. to 12:00 midnight
News Service.....UP
RepresentativePaul H. Raymer Co.

Personnel

President-Station ManagerFrank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Program Director-Chief Announcer
Charles M. Stone
Production Manager.....Jim Murray
Chief Engineer.....H. B. Greene

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned, Operated By...Lake Region Broad-
casting Co.
Address1412 East Lime St.
Phone Number.....2127
Transmitter Location....1412 East Lime St.
Time on the Air...7:00 a.m. to 12:00 midnight
News ServiceUP
RepresentativeThe Foreman Co.
President-Personnel Manager...Brad Eidmann
President-Station Manager.....Brad Eidmann
Sales Promotion Manager.....Priscilla Adair
Program Director.....Tom Mathews
Chief Announcer-Musical Director...Bert Berry
Chief Engineer.....Roger Jenkins

W Q A M

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 1000 Watts
(C.P. 5000 d.)

Owned-Operated.....Miami Broadcasting Co.
Address.....Postal Bldg.
Phone Number.....26121
Transmitter Location..Biscayne Bay at 14th St.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....Transradio; UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....John Blair & Co.

Personnel

President and General Manager
Fred W. Borton
Advertising Manager.....Norman MacKay
Program Manager.....Hazel McGuire
Sales Manager.....Fred Mizer
Chief Engineer.....Ralph Nulsen

W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

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

Personnel

Owner.....A. Frank Katzentine
General Manager.....John C. McCloy
Sales Manager.....Alex Campbell, Jr.
Business Manager.....C. A. Wampler
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

W T M C

OCALA—EST. 1939

BLUE NETWORK

Frequency: 1490 Kc. Power 100 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address.....P.O. Box 831
Phone Number.....128; 129
Studio Address.....Henry and Anthony Sts.
Transmitter Location...1 Broadcast Place
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service...Standard Radio
Representative.....John H. Perry Associates

Personnel

President.....John T. Alsop, Jr.
General Manager.....Hal Davis

Commercial Manager.....Helen Davis
Program Director.....Lester Weil
Production Manager.....Eihel London
Musical Director.....King Cole
Chief Engineer.....W. P. Callahan

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By...Orlando Broadcasting
Co., Inc.

Business Address.....563 N. Orange Ave.
Phone Number.....6181
Studio Address.....Ft. Gatlin Hotel
Transmitter Location..Dubsread Country Club
Time on the Air...6:30 a.m. to 12:05 a.m.;
Sundays, 7:00 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service...World Broadcasting
System
Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager
Col. George C. Johnston
National Sales-Sales Promotion Manager
W. G. McBride
Program Director.....Violet D. Osborne
Production Manager.....Charles Batchelder
Publicity Director.....Rosaland Briggs
Local Advertising Manager.....J. M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hazelwood, Inc.
Business Address.....P. O. Box 1991
Phone Number.....8163-8164
Studio Address.....Angebilt Hotel
Transmitter Location...Near Orlando
Time on the Air...6:30 a.m. to 12:00 midnight
News Service.....INS
Transcription Service...NBC Thesaurus
Representative.....John Blair & Co.;
Harry E. Cummings

Personnel

President-General Manager
George A. Hazelwood
Commercial-Sales Promotion Manager
Robert C. Wilbur
Chief Engineer.....Russell H. Bennett

W D L P

PANAMA CITY—EST. 1940

Frequency: 1230 Kc. Power: 250 d., 100 n.



A WAR MESSAGE
to
ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee

each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win.
2. It gives every American wage earner the opportunity for financial participation in National Defense.
3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
4. It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis.
5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
6. It helps your employees provide for their future.

Make Every Pay Day • BOND DAY

U. S. Defense BONDS ★ STAMPS



Owned-Operated By.....Panama City Broad-
casting Co., Inc.

Address.....First and Mercer Sts.

Phone Number.....777

Transmitter Location...First and Mercer Sts.

Time on the Air.....102 hours weekly

News Service.....AP

Transcription Service.....World Broadcasting
System

Representative.....John H. Perry Associates

Personnel

President.....P. A. Roll

Station Manager.....Braden Ball

Commercial Manager.....DeWitt Lamb

Chief Engineer.....Floyd E. Steele

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.

Owned-Operated By...Pensacola Broadcasting
Company

Address.....San Carlos Hotel

Phone Number.....4111

Transmitter Location...Pensacola Bay Bridge

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

Sundays, 8:00 a.m. to 12:00 midnight

Newspaper Affiliation.....Pensacola News-
Journal

News Service.....AP

Transcription Service.....Standard Radio

Representative.....John H. Perry Associates

Personnel

President.....John H. Perry

General Manager.....Irving F. Welch

Commercial-Production Manager...Lyall Barnett

Publicity Director.....Charles Sullivan

Musical-Continuity Director.....Ray Rogers

Chief Engineer.....G. E. Mead

W F O Y

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

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

Owned-Operated By.....Fountain of Youth
Properties, Inc.

Address.....Fountain of Youth Park

Phone Number.....1400

Transmitter Location.....Fountain of Youth
Gardens

Time on the Air.....7:00 a.m. to 11:00 p.m.

News Service.....UP

Representative.....Paul H. Rayner Co.

Personnel

President-Station Manager..Glenn Marshall, Jr.

Sales Manager.....Frank King

Commercial Manager.....John H. Cummins

Program Director.....Frankie Collyer

Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc.....Power: 5000 Watts

Owned-Operated By..City of St. Petersburg,

Address.....Recreation Pier

Phone Number.....4747-4748

Transmitter Location..Bayview near Tampa,

Time on the Air.....6:30 a.m. to 1 a.m.

News Service.....AP; UP

Transcription Service.....Associated Music

Representative.....Weed & Company

Personnel

Station Manager.....Louis J. Link

Sales Manager.....Jerry Wigley

Sales Promotion Manager...Jerry Whittington

Program Director-Chief Announcer, Fred Daiger

Production Manager.....Maurice Hayes

Public Relations Director.....Joe Frohock

Musical Director.....Edith Ginn

Chief Engineer.....Tom Herrin

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power 1000 d.; 500 n.

Owned-Operated By..Pinellas Broadcasting Co.

Address.....35th Ave. and 4th St., N.

Phone Number.....8108

Transmitter Location...35th Ave. and 4th St.,
North

Time on the Air.....6:30 a.m. to 12:05 a.m.

Newspaper Affiliation...St. Petersburg Times

News Service.....INS; UP

Transcription Service.....World Broadcasting

Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Opoyntr

Vice-President-General Manager,

Russell S. Stratton

Station Manager.....Bob Wilbur

Program Director.....George W. Bartlett

Chief Engineer.....Marion Gulick

W S P B

SARASOTA—EST. 1939

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....WSPB, Inc.

Business Address.....Sarasota

Phone Number.....2541

Studio Addresses...Sarasota; Bradenton, Fla.

Transmitter Location...Ringling Isle, Sarasota

Time on the Air.....7 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....World Broadcasting

Personnel

President-Station Manager...Frank S. Lane

Commercial Manager.....John Browning

Chief Engineer.....John Buning

W T A L

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

Frequency: 1340 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Florida Capitol Broad-
casters, Inc.

Business Address: P. O. Box 989
Phone Number: 2160; 2161-W
Studio Address: Thomasville Highway
Transmitter Location: Thomasville Highway
Time on the Air: 7 a.m. to 11 p.m.
Newspaper Affiliation: Highlands County
Pilot: Scenic Highlands Sun (Avon Park,
Fla.)

News Service: UP
Transcription Service: BMI

Personnel

President: Gilbert Freeman
Station Manager: William C. Wyatt
Program Director: Mary Charles Findley
Chief Engineer: William A. Snowden, Jr.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: Tampa Times Company
Business Address: 114 North Franklin Street
Phone Number: M 1818
Studio Address: 12th Floor, Tampa Terrace
Hotel

Transmitter Location: Forest Hills Country
Club Area

Time on the Air: 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Tampa Daily Times
News Service: AP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

President: David E. Smiley
Vice-President: Ralph Nicholson
Sales Promotion Manager: Joseph F. Smiley
Station Manager: L. S. Mitchell
Program Director: Kenneth W. Skelton
Musical Director: M. E. Plattner
Chief Engineer: William Pharr Moore

W F L A

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

ORANGE NETWORK

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Tampa Tribune
Address: WFLA Bldg., 500 Jackson St.
Phone Number: Tampa H 1828-1829
Transmitter Location: East Entrance, Davis
Causeway, Columbus Drive

Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Tampa Tribune
News Service: UP

Transcription Service: NBC Thesaurus
Representative: John Blair & Co.;
Harry Cummings

Personnel

President: S. E. Thomason
Station Manager: W. Walter Tison
Local Sales Manager: Bert Arnold
Musical Director: Frank Grasso
Chief Engineer: Joe Mitchell

W J N O

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

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

Representative: Weed & Co.

Personnel

President: Marshall Heminway
General Manager: Stephen Willis
Program Director: Vernon Crawford
Chief Engineer: John Moore

A cosmopolitan audience
with metropolitan tastes

served by the only
station programmed
to fit this unique
self-contained market.

W J N O

"The Voice of the Palm Beaches"

West Palm Beach, Florida

AFFILIATED WITH THE
COLUMBIA BROADCASTING SYSTEM

DEFENSE DOLLARS ARE INVADING ATLANTA, COLUMBUS & ALBANY



Today, these already rich markets are experiencing increases in every classification of business, payrolls, retail sales, building . . . increases from 30% and more over last year. Atlanta, Columbus and Albany all are invaded by defense dollars. You cover these markets thoroughly with WATL, WRBL and WGPC.

ATLANTA

Served by WATL (MBS)

Metropolitan area population up from 442,294 to 471,000. Cobb County airport a \$400,000 project. \$700,000 enlargement of Candler Field, Atlanta's main airport. 55,000 manufacturing workers (20.2% above year ago). Payrolls up 30%. 10,000 new telephones in service. Large military payroll. 98,710 radio homes, 134,972 families, 516,564 people. WATL is the news station of Atlanta.

COLUMBUS

Served by WRBL (CBS)

With a total coverage area of 522,175. WRBL covers 121,000 radio families and 63,000 homes. Fort Benning, adjacent to Columbus, has . . . monthly payroll of \$4,000,000 . . . its officers and men trade almost exclusively in Columbus. Over \$16,000,000 has been spent in construction work for Fort Benning, a bonus factor in addition to the WRBL area \$80,000,000 retail sales.

ALBANY

Served by WGPC (CBS)

Population up about 5000 since 1940, giving WGPC a potential 236,682 audience. \$4,500,000 project—200 defense housing units just completed or planned . . . 6000 new jobs! Retail sales in Albany area now approximate \$20,000,000 yearly. Department store sales up 25%. Motor traffic up 33-1/3%. WGPC primary area has 25,540 radio homes, 56,334 families, southwest Georgia's oldest radio station.

Represented by SPOT SALES, INC.

WATL
ATLANTA

WRBL
COLUMBUS

WGPC
ALBANY

GEORGIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 219

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address ...2½ miles north of Albany on Dixie
Highway

Phone Number..... 1590
Transmitter Location.....Dixie Highway
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Standard Radio
Representative...Burn-Smith Co.; Frank Cook

Personnel

PresidentH. T. McIntosh
General ManagerEdward J. Lord
Commercial Manager.....Mac Tallman
Program Director.....Larry Rothman
Publicity Director.....Kenneth Pryce
Chief Announcer.....Larry Rothman
Bookkeeper(Miss) Billie Barry
Chief EngineerNoel Martin

W G P C

ALBANY—EST. 1923

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Albany Broadcasting Co.
Operated By.....J. W. Woodruff, Sr.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff, Sr.
General ManagerJ. W. Woodruff, Jr.
Station-Commercial Manager.....A. T. Spies
Program Director - Chief
Announcer.....Jesse F. Teasley
Production Manager-Musical
DirectorMarvin C. Loring
Women's News Editor.....Helen Holley
Chief Engineer.....George Farris

W G A U

ATHENS—EST. 1938

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

Phone Number 1741
Transmitter Location Bobbin Mill Road
Time on the Air.....7 a.m. to 12 midnight
Transcription ServiceStandard Radio

Personnel

Manager-Chief EngineerM. C. Gorman
Program Director..... Bill Evans

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 1480 Kc. Power: 1000 d.; 500 n.;
(C. P. 590 Kc.; 5000 Watts)
Owned-Operated By ..Liberty Broadcasting
Corp.

Address.....Western Union Bldg.
Phone Number.....MAIn 5101
Transmitter Location.....Clifton Road
Time on the Air.....6 a.m. to 12 midnight
News ServiceUP
Transcription Service.....Associated Music
Publishers
RepresentativeJohn Blair & Co.

Personnel

PresidentGeorge B. Storer
General Manager.....Don Ioset
Sales Manager.....Maurice C. Coleman
Program Director.....Lee Bennett
Publicity Director.....Norma Flynn
Chief Announcer.....Joe Hill
Chief Engineer.....Cliff Hanson

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....J. W. Woodruff tr/
as Atlanta Broadcasting Co.

Business AddressP. O. Box 1744
Phone NumberWalnut 4377
Studio Address26 Cain St.
Transmitter Location26 Cain St.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
News Service UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff
Station Manager-Chief
EngineerJ. M. Comer, Jr.
Commercial-Sales Promotion
ManagerRichard T. Allen
Program DirectorJacquelyn Jones
Production ManagerEvelyn Pollack



"THE VOICE OF THE SOUTH"

today . . . more than ever before
. . . is pledged to operation

★ IN THE ★ PUBLIC INTEREST

A Greater Audience!

A Greater Opportunity!

A Greater Service!



WSB

ATLANTA, GEORGIA

Licensed March 15, 1922

750 KC. - 50,000 WATTS

National Representatives , **EDWARD PETRY & CO., INC.**

Publicity Director Jerome Elliott
 Accountant M. M. Rokenbrodt
 Musical Director Cliff Cameron

WGST

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
 Owned By Georgia Institute of
 Technology

Operated By Southern Broadcasting
 Stations, Inc.

Address Forsyth Bldg.

Phone Number Walnut 8441

Transmitter Location Cheshire Bridge Rd.

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

News Service AP
 System ;BMI

Transcription Service World Broadcasting
 Representative The Katz Agency

Personnel

President-Station Manager C. H. Calhoun

Treasurer P. J. Wilhite

National Sales-Promotion

Manager Frank Gaither

Program Director John Fulton

Production Director Don Naylor

Musical Director Lola Wallace

Chief Engineer Ben Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By The Atlanta Journal
 Company

Address Biltmore Hotel

Phone Numbers Hemlock 1045-1046-1047;

Hemlock 5200; Walnut 5050

Transmitter Location Tucker, Ga.

Time on the Air 5 a.m. to 2 a.m.

Newspaper Affiliation The Atlanta Journal

News Service AP; PA; UP

Transcription Service Standard Radio

Representative Edward Petry & Co.

Personnel

President James M. Cox

Manager J. Leonard Reinsch

Sales Manager John M. Outler, Jr.

Program Director Roy A. McMillan

Production Manager Marcus Bartlett

Sales Promotion Manager Lorin Myers

Artists' Bureau Head Harrison Kimball

Publicity Director Ralph Williams

Farm Director Bill Prance

Continuity Editor Al Flanagan

Transcription Editor Hubert Batey

Studio Production Manager Elmo Ellis

Musical Directors Perry Pechtel,

Earl Landis

Chief Engineer C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The Twin States Broad-
 casting Company

Address Augusta

Phone Number 2-2692-3-4

Transmitter Location Sand Bar Ferry Road

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Newspaper Affiliation The Augusta Herald

News Service PA

Transcription Service C. P. MacGregor; As-
 sociated; Keystone Broadcasting System

Representative Headley-Reed Company

Personnel

President F. Frederick Kennedy

General Manager J. B. Fuqua

Commercial Manager W. R. Link

Sales Production Manager Florence Thompson

Program Director-Chief

Announcer John Lindsay

Chief Engineer Jack Joplin

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1940 Kc. Power: 250 Watts
 (C. P. 1480 Kc.; 5000 Watts)

Owned-Operated By Augusta Broadcasting
 Company

Address 10th & Broad Streets

Phone Numbers 2-8805, 8806, 8807

Transmitter Location Buena Vista Ave.,

North Augusta, S. C.

Time on the Air 18 hours daily

News Service UP

Transcription Service NBC Thesaurus

Representative Burn-Smith Company, Inc.

Personnel

President Arthur Lucas

Station Manager W. R. Ringson

Sec. & Treas. F. J. Miller

Commercial Manager Thurston Bennett

Program Director Louis T. Rigdon

Publicity Director Charles Pointel, Jr.

Musical Director Paul Reed

Chief Engineer Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

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

Address Brunswick

Phone Number 1500

Transmitter Location St. Simons Island

Causeway

Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....Alma W. King
 General Manager.....Kenneth E. White
 Program Director-Chief
 Announcer.....Thomas S. Gilchrist
 Chief Engineer.....Robert M. Henley

W G A A

CEDARTOWN—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Northwest Georgia Broad-
 casting Co.
 Operated By.....R. W. Rounsaville
 Address.....West Theater Bldg.
 Phone Number.....777-778
 Transmitter Location.....Cave Spring Rd.
 Time on the Air.....16 hours daily
 News Service.....AP
 Transcription Service.....Keystone Broad-
 casting System
 Representative.....Cox & Tanz

Personnel

President.....O. C. Lam
 Vice-President-General
 Manager.....R. W. Rounsville
 Program-Musical Director.....Bill Shannon
 Publicity Director.....Dorothy Holt
 Chief Announcer.....Bob Corley
 Chief Engineer.....Denzil Pulley

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Columbus Broadcasting
 Company
 Operated By.....J. W. Woodruff, Jr.
 Address.....1420 Second Avenue
 Phone Number.....4300
 Transmitter Location.....15th Ave. & 30th St.
 Time on the Air: 6 a.m. to 1:30 a.m.; Sundays,
 8 a.m. to 1:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Sr.
 Executive Manager.....J. W. Woodruff, Jr.
 Station Manager-Program
 Director.....James A. Davenport
 Commercial Manager.....W. S. Massie
 Publicity-Musical Director.....Gertrude Handley
 Chief Announcer.....J. B. Gibney
 Continuity Director.....Anice Wismer
 Traffic Manager.....Sue Amon
 Chief Engineer.....Wilfred T. Siddle

W M J M

CORDELE—EST. 1940

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By.....Cordell Dispatch Pub-
 lishing Company
 Address.....Cordell
 Phone Number.....666
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....6:45 a.m. to 10 p.m.
 Newspaper Affiliation.....Cordell Dispatch
 Transcription Service.....C. P. MacGregor;
 Keystone Broadcasting System
 Representative.....Associated Radio Sales

Personnel

President-General Manager.....James S. Rivers
 Commercial Manager.....Gaines Brewster
 Program Director.....Willard Belote
 Chief Announcer-Musical
 Director.....Robert C. Lay
 Chief Engineer.....Clayton Lee

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Dalton Broadcasting
 Corp.
 Address.....111 Pentz St., Kenemer Bldg.
 Phone Number.....Dalton 684
 Transmitter Location.....River Bend Rd.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Cox & Tanz

Personnel

President.....H. C. Kenemer
 Secretary-Treasurer and General
 Manager.....Don Spencer
 Program Director-Chief
 Announcer.....G. A. McPherson
 Production Manager.....Dave Achor
 Chief Engineer.....W. C. Roberts

W G G A

GAINESVILLE—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Gainesville Broad-
 casters
 Address.....Athens Road
 Phone Number.....1600; 1601
 Transmitter Location.....Athens Road
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 Newspaper Affiliation.....Gainesville Eagle
 News Service.....AP

Personnel

General Manager.....Charles Smithgall
 Sales Promotion Manager.....John Pearce
 Program Director.....Ed. Godfrey

Publicity Director.....Nancy Thompson
 Chief Announcer.....Haywood Pearce, 3rd
 Chief Engineer.....L. H. Christian

WKEU

GRIFFIN—EST. 1934

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Radio Station WKEU
 AddressGriffin Hotel
 Transmitter LocationGriffin Hotel
 Time on the Air.....C. P. Unlimited license
 Transcription ServiceC. P. MacGregor
 RepresentativeSears & Ayer, Inc.

Personnel

ManagerA. W. Marshall, Jr.

WLAG

LA GRANGE—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...LaGrange Broadcasting
 Company

Address303 Broome St.
 Phone Number.....1700
 Transmitter Location.....La Grange
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 Newspaper Affiliation.....LaGrange Daily
 News

News ServiceUP

Personnel

PresidentRoy C. Swank
 Vice-President-Secretary.....Willis J. Davis
 Treasurer.....Arthur E. Edge, Jr.
 General Manager.....Edwin Mullinax
 Program Director.....John Boggess
 Chief Engineer.....James Hudson

WBML

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Middle Georgia
 Broadcasting Company

AddressFirst National Bank Building
 Phone Number.....2728
 Transmitter Location...8th & Mulberry Streets
 Time on the Air.....Unlimited License
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

PresidentErnest D. Black
 General ManagerRobert R. Feggin
 Business Manager.....Charles W. Pittman
 Commercial Manager.....Alfred Loew
 Merchandising Manager.....William Doster
 Program Director.....Mary Hester Richardson
 Chief Announcer.....Gene Marshall
 Women's Editor.....Betty Gray
 Musical Director.....Jim Williams

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By...Southeastern Broad-
 casting Company, Inc.

Address606 Cherry St.
 Phone Number.....3131, 3132, 3133
 Transmitter Location.....Forsyth Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight

News Service.....INS
 Transcription Service....World Broadcasting
 System; Lang-Worth

RepresentativeThe Katz Agency

Personnel

President, General Manager...E. K. Cargill
 Commercial-Sales Promotion

ManagerFrank Crowther
 Sec'y-Treas.-Publicity Director..Wilton E. Cobb
 Program Director.....Allie V. Williams
 Production ManagerWalter Graham
 Chief Announcer.....Marion P. Bragg
 VP-Chief Engineer.....George P. Rankin, Jr.

WMGA

MOULTRIE—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Frank R. Pidcock, Sr.
 AddressMoultrie

Phone Number.....999
 Transmitter Location.....Moultrie
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 8 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

OwnerFrank R. Pidcock
 ManagerJohn F. Pidcock
 Commercial Manager.....Jack Murray
 Program Director.....Jackie Stringfellow
 Chief Announcer.....Jack Cox
 Chief Engineer.....James Wilder

WRGA

ROME—EST. 1929

GEORGIA SPORT NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Rome Broadcasting
 Corp.

AddressNational City Bank Building
 Phone Number.....6589
 Transmitter Location...National City Bank
 Bldg.

Time on the Air: 6 a.m. to 11:05 p.m.; Sun-
 days, 8 a.m. to 11:05 p.m.

News ServiceUP

Personnel

President John W. Quarles
 Station Manager-Treasurer... Happy Quarles
 Sales Manager..... Price Selby
 Commercial Manager..... Mather Payne
 Program Director..... Jimmy Kirby
 Chief Engineer..... R. L. Starr

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 AddressLiberty National Bank Building
 Phone Number.....5600; 3-4554
 Transmitter Location..President St., 1 mile East
 of Savannah
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 RepresentativeGeorge P. Hollingbery
 Company

Personnel

President.....Arthur Lucas
 Vice-President-General
 Manager.....Harben Daniel
 Commercial-Sales Promotion
 Manager.....N. W. Brandon
 Program Director.....Ganus Scarborough
 Production Manager-Musical
 Director.....Electa Robertson
 Chief Engineer.....Meredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By ..Savannah Broadcasting
 Company
 Address.....516 Abercorn Street
 Phone Number.....20127
 Transmitter Location.....Louisville Road
 Time on the Air: 6:30 to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representative.....The Katz Agency

Personnel

President.....W. T. Knight, Jr.
 Treasurer.....Esther Sherouse
 Vice-President.....S. P. Driscoll
 National Sales Manager.....G. S. Brown
 Local Sales Manager.....Ben Williams
 Sales Promotion Manager.....Bill Smart
 Program Director.....Weldon Herrin
 Chief Announcer.....Al Evans

Traffic Manager-Artists' Bureau
 Head.....Dolores Bussey
 Musical Director.....Dwight J. Bruce
 Chief Engineer.....James Reynolds Donovan

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Address.....117 Remington Avenue
 Phone Number.....909
 Transmitter Location..117 Remington Avenue
 Time on the Air: 7 a.m. to 10:30 p.m., Sun-
 days, 9 a.m. to 3 p.m.
 News Service.....UP

Personnel

Station Manager.....H. Wimpy
 Commercial Manager.....Charles Lawton
 Chief Engineer.....James W. Poole

W R L C

TOCCOA—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. G. LeTourneau
 Address.....1200 Prather Bridge Road
 Phone Number.....1751
 Transmitter Location..1200 Prather Bridge Rd.
 Time on the Air.....17 hours daily
 News Service.....AP
 Transcription Service.....Lang-Worth; BMI
 RepresentativeJoseph Hershey McGillvra

Personnel

Owner.....R. G. LeTourneau
 General Manager.....Bert Georges
 Commercial Manager.....Harold H. Marler
 Assistant & Program Manager..Virgle E. Craig
 Bookkeeper.....Grace Shirley
 Chief Engineer.....H. C. Lindahl

W G O V

VALDOSTA—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Address.....E. Park Ave.
 Phone Numbers.....1420; 1421
 Transmitter Location.....E. Park Ave.
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service...World Broadcasting
 System

Representative.....Associated Radio Sales

Personnel

Owner.....E. D. Rivers
 Business and General
 Manager.....J. J. Mangham, Jr.
 Sales Promotion Manager-Program
 Director.....Marion Harmon
 Chief Announcer.....Art Creamer
 Chief Engineer.....L. C. McCall

WAYX

WAYCROSS—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Address620 Plant Avenue
 Phone Number 965
 Transmitter Location Waycross
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper AffiliationWaycross Journal-
 American
 News Service UP
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeAssociated Radio Sales

Personnel

PresidentJack Williams
 Station Manager- Chief Engineer,
 John I. Tobola
 Commercial ManagerJack Harder
 Program-Director-Chief
 AnnouncerJack Helmken
 Artists' Bureau HeadHazel Rogers
 Musical Director.....Kenneth Zeliff

WDAK

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Valley Broadcasting
 Company
 Address..... General Tyler Hotel
 Phone Numbers.....173; 193
 Transmitter Location.....General Tyler Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 12 midnight
 News ServiceINS
 Transcription Service.....Associated Music
 Publishers

Personnel

PresidentL. J. Duncan
 General Manager.....Ted R. Woodard
 Program Director-Chief
 AnnouncerPerry Elliott
 Chief Engineer.....James G. Cobble

RADIO DAILY

IS RECEIVED AND READ
 BY IMPORTANT
 RADIO EXECUTIVES
EVERYWHERE

5 Days
 Each
 Week



52 Weeks
 Each
 Year

IDAHO

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 222

K I D O

BOISE—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By...C. G. Phillips & Frank Hill, d/b
Boise Broadcasting Station

Operated By.....C. G. Phillips
AddressHotel Boise
Phone Numbers.....660; 661
Transmitter Location...4½ miles northwest of
City

Time on the Air: 6 a.m. to 11 p.m.; Sundays,
9 a.m. to 10:30 p.m.

News Service.....UP
Transcription Service...World Broadcasting
System
Representative.....John Blair & Company

Personnel

Station Manager.....C. G. Phillips
Sales Promotion Manager..Boyd Braithwaite
Program Director-Chief

AnnouncerBilly Phillips
General Office Manager.....Bonnie Scotland

Traffic Manager.....Catherine Scotland
Sales Promotion Manager.....Clete Lee
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

K I D

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.

Owned-Operated By.....KID Broadcasting
Co.

AddressKID Building
Phone Number4
Transmitter LocationAmmon Road
Time on the Air.....Unlimited license

Personnel

President and General Manager,
J. W. Duckworth

K R L C

LEWISTON—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building

K I D O

Boise



NBC - Red Network
Blue Network

IDAHO'S
Metropolitan Station

Serves

46%

of Idaho's Total
Retail Sales

JOHN BLAIR & CO., Nat. Reps.

Phone Number..... 1950
 Transmitter Location.....Lewiston Orchards
 Time on the Air:6:30 a.m. to 10 p.m.; Sun-
 days, 12 noon to 7:15 p.m.
 News ServiceUP
 Transcription Service...World Broadcasting
 System; Langworth Feature Programs; C. P.
 MacGregor
 RepresentativeJohn Blair & Company

Personnel

OwnerH. E. Studebaker
 Station Manager.....Donald A. Wike
 Commercial Manager.....R. A. Klise
 Chief Announcer.....David Peterson
 Chief Engineer.....Milton MacLafferty

KFXD

NAMPA—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Frank E. Hurt
 Business Address....1024 Twelfth Ave., South
 Phone Number1200
 Studio Addresses: 1024 Twelfth Ave., South;
 8th & Granite Sts., Caldwell, Ida.; 809 Main
 St., Boise, Ida.
 Transmitter Location..1024 Twelfth St., South
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 8:30 a.m. to 6 p.m.
 News ServiceUP
 Transcription Service: NBC Thesaurus; C. P.
 MacGregor; Lang-Worth

Personnel

Owner and Station Manager...Frank E. Hurt
 Commercial Manager.....Doyle Cain
 Program Director.....Elaine Fisher
 Chief Engineer.....Edward Hurt

KSEI

POCATELLO—EST. 1926

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 930 Kc..Power: 1000 d.; 250 n.
 Owned-Operated By..... Radio Service
 Corporation
 Address Pocatello
 Phone Number960
 Transmitter Location..... Pocatello
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..Lang-Worth; Davis &
 Schwegler
 Representatives.....The Walker Co.;
 Homer Owen Griffith

Personnel

President O. P. Soule
 Vice-Pres.-General Manager..Henry H. Fletcher
 Program Director.....Ruthe A. Fletcher
 Publicity Director.....Olive M. Leeney
 Chief Announcer.....Harold A. Sparks
 Chief Engineer.....Henry H. Fletcher

KTFI

TWIN FALLS—EST. 1928

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Broadcasting
 Corp.
 AddressRadio Bldg.
 Phone Number..... 2400
 Transmitter Location.....Highway No. 30,
 west of Twin Falls
 Time on the Air:6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 News Service.....Transradio; UP
 Transcription Service: NBC Thesaurus; Lang-
 Worth; Davis & Schwegler
 Representative.....The Walker Co.

Personnel

President O. P. Soule
 Vice-Pres.-Gen. Manager...John E. Gardner
 Commercial Manager.....Jay Spracher
 Program Director.....F. M. Gardner
 Production Manager-Chief
 AnnouncerCharles Crabtree
 Publicity Director.....Tom Ivory
 Musical Director.....Will E. Wright
 Chief Engineer.....Franklin V. Cox

KWAL

WALLACE—EST. 1939

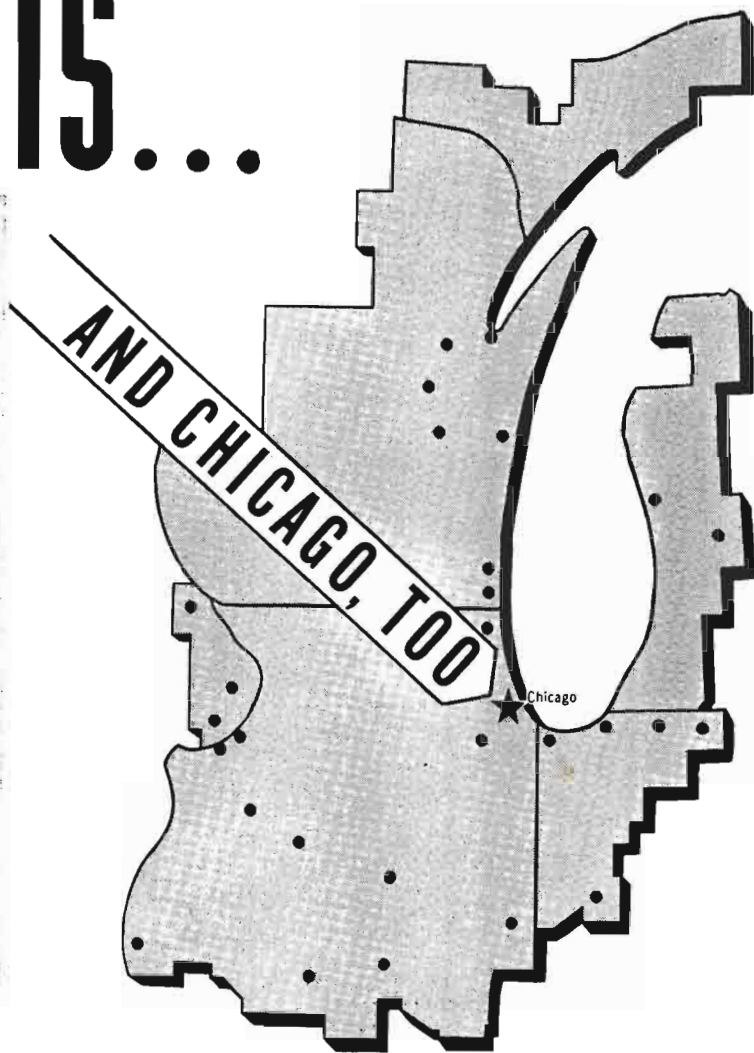
Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Silver Broadcasting Co.
 Address.....319 Civic Center Bldg.
 Phone Number..... 330
 Transmitter Location..... Wallace
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service NBC Thesaurus; Stan-
 dard Radio

Personnel

General Manager.....R. G. Binyon
 Station Manager.....William M. Bruner
 Program Director.....Howard Olson
 News Editor.....E. Camy
 Continuity Editor.....R. Smith
 Chief Engineer..... William M. Bruner

ALL THIS...

Green Bay, Wisconsin
Appleton, Wisconsin
Oshkosh, Wisconsin
Fond du Lac, Wisconsin
Sheboygan, Wisconsin
Muskegon, Michigan
Grand Rapids, Michigan
Madison, Wisconsin
Racine, Wisconsin
Kenosha, Wisconsin
Dubuque, Iowa
Waukegan, Illinois
Rockford, Illinois
Elgin, Illinois
Aurora, Illinois
Clinton, Iowa
Davenport, Iowa
Moline, Illinois
Rock Island, Illinois
Elkhart, Indiana
South Bend, Indiana
Michigan City, Indiana
Gary, Indiana
Joliet, Illinois
Galesburg, Illinois
Peoria, Illinois
Bloomington, Illinois
Lafayette, Indiana
Danville, Illinois
Quincy, Illinois
Decatur, Illinois
Springfield, Illinois



When you use

WMAQ

Yes, sir, more people in these 32 important centers—in addition to Chicago—listen to WMAQ than to any other Chicago station, according to a recent survey. Information about these important trading centers will be sent you upon request.

WMAQ—CHICAGO—SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

**New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood**

THE STATION MOST PEOPLE LISTEN TO MOST