

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Program-Publicity Director.....Ed Paul

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location.....2756 Pine Grove Ave.
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to 7 p.m.

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denmark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
 News Service.....UP

Personnel

President.....Emil Denmark
 Manager.....Frank J. Kotnour
 Program Director.....William P. Brady
 Publicity Director.....Serena Notari
 Chief Engineer.....Chester Lewicki

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Merchandise Mart
 Phone Number.....Delaware 1900
 Transmitter Location.....Tinley Park, Ill.
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to 1 a.m.; Saturdays, 3-6:30 p.m. and 12 midnight to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.

News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus, Standard Radio

Representative.....Spot Sales

Personnel

President.....Mark Woods
 V-P—Central Div. Mgr.....E. R. Borroff
 Program Manager.....James Stirton
 Advertising and Sales Promotion Manager.....E. J. Huber

Chief Announcer.....Gene Rouse
 Publicity Director.....Anthony J. Koelker
 Production Manager.....Maurice Wetzel
 Sales Manager.....Gil Berry
 Continuity Editor.....L. J. Edgely
 Director of Public Service Programs,
 William E. Drips

Sales Traffic Manager.....Robert Ewing
 Chief Engineer.....E. C. Horstman

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Oak Leave Broadcasting Station, Inc.

Address.....14 N. Western Ave.
 Phone Number.....Seeley 8066
 Transmitter Location.....Ashburn (Chicago)
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription Service.....Associated Music Publishers
 Representative.....Forjoe & Co.

Personnel

President-Owner.....Gene T. Dyer
 Station Manager.....John A. Dyer
 Commercial Manager.....Arnold B. Hartley
 Sales Promotion Manager.....M. E. Clemens
 Program Director.....Robert Miller
 Chief Engineer.....George Bush

W G N

CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
 Owned-Operated By.....WGN, Inc.
 Address.....441 N. Michigan Ave.
 Phone Number.....Superior 0100
 Transmitter Location.....Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:35 a.m.; Saturdays, 5:30 a.m. to 2:05 a.m.; Sundays, 8 a.m. to 1:35 p.m.

Newspaper Affiliation.....The Chicago Tribune
 News Service.....AP, UP, Chicago Tribune
 Transcription Service.....World Broadcasting System; Associated Music Publishers

Representative.....WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager.....William A. McGuineas
 Program Director.....Kenneth W. MacGregor
 Sales Promotion Manager.....Ben H. Berentson
 Publicity Director.....Dale O'Brien
 News Editor.....Tom Foy
 Farm Director.....Holland Engle
 Musical Director.....Henry Weber
 Chief Engineer.....George Lang



CONFIDENCE

THE AERIALIST lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment.

The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and home-spun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

HERRICK H. BYLEN
President
GLENN SANDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts

Koy
PHOENIX
550
KILOCYCLES

KTUC
TUCSON
1400 Kilocycles
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
 Owned-Operated By.....WJJD Incorporated
 Address.....230 North Michigan Ave.
 Phone Number.....STate 5466
 Transmitter Location.....Desplaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 News Service.....AP
 Representative.....John E. Pearson Co.

Personnel

President.....Ralph L. Atlass
 Vice-President.....H. Leslie Atlass
 Sales Promotion Manager.....Fred Reed
 Commercial Manager.....Art Haare
 Musical Director.....Kennedy Nelson
 Chief Engineer.....Walter Myers

W I S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By...Agricultural Broadcast-
 ing Co.
 Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location.....Tinley Park, Ill.

Time on the Air: 3 a.m. to 3 p.m. and 6 p.m.
 to 8 p.m.; Saturdays, 3 a.m. to 3 p.m. and
 6 p.m. to Midnight; Sundays, 8 a.m. to 12
 Noon and 7 to 8 p.m.

News Service.....AP, UP, Transradio
 Newspaper Affiliation.....Prairie Farmer Pub-
 lishing Co.
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 Treasurer.....George Cook
 Station Manager.....Glenn Snyder
 Commercial Manager.....Charles F. Freeman
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion
 Director.....Don Kelley
 Farm Program Director.....Arthur C. Page
 Sales Service Manager.....Carl Sutphin
 Continuity Director.....R. E. Broholm
 News Editor.....Julian Bentley
 Educational Director.....Harriet Hester
 Production Manager.....Al Boyd
 Musical Director.....Phil Kalar
 War Program Director.....Harry Templeton
 Chief Engineer.....Thomas L. Rowe

W I N D
 CHICAGO

(For station listing see Gary, Ind.)

CARRYING THE

biggest SCHEDULE FOR THE

largest local CHICAGO

ADVERTISER.

*Check our availabilities
 for any schedule.*

W J J D

20,000 WATTS • CHICAGO

NEWS...

... every hour on the hour 24 hours a day.

NEWS...

... 44 broadcasts daily.

NEWS...

... the No. 1 news service in the nation's No. 2
 market

... even if you are not in the market for NEWS,
 you are in the market for the big audience it
 builds.

W·I·N·D

5000 WATTS • 560 KC • FULL TIME

Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices

130 North Michigan Avenue, Chicago, Ill.

WMAQ

Top Flight Programs

CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago—the first station in the second largest market in the United States.

- | | |
|-------------------------|----------------------|
| ★ Jack Benny | ★ Horace Heidt |
| ★ Bing Crosby | ★ March of Time |
| ★ Kay Kyser | ★ Carnation Hour |
| ★ Charlie McCarthy | ★ Kaltenborn |
| ★ Aldrich Family | ★ Tommy Dorsey |
| ★ Baby Snooks | ★ Great Gildersleeve |
| ★ Red Skelton | ★ Doctor I. Q. |
| ★ Mr. District Attorney | ★ Ma Perkins |
| ★ Rudy Vallee | ★ Pepper Young |
| ★ Truth or Consequences | ★ Right to Happiness |
| ★ Eddie Cantor | ★ Upton Close |
| ★ Bob Hope | ★ Light of the World |
| ★ Fibber McGee | ★ Mary Marlin |
| ★ Abbott and Costello | ★ Helpmate |
| ★ Abie's Irish Rose | ★ News of the World |
| ★ Fitch Bandwagon | ★ Guiding Light |
| ★ Information Please | ★ Vic and Sade |

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS • 670 KILOCYCLES
REPRESENTED NATIONALLY BY NBC OFFICES IN
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

WMAQ

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts
Owned-Operated By

National Broadcasting Co., Inc.

Address: 222 North Bank Drive
Phone Number: Superior 8300
Transmitter Location: Elmhurst, Ill.
Time on the Air: 6:00 a.m. to 1 a.m.
News Service: AP, INS, UP
Transcription Service: NBC Thesaurus,
Standard Radio
Representative: National Broadcasting Co.

Personnel

President: Niles Trammell
V-P, WMAQ Mgr.: Harry C. Kopf
Division Engineer: Howard C. Lutgens
Supervisor of Music Library: D. A. Marcotte
Night Manager: H. D. Livezey
Special Events Director: Kenneth D. Fry
Station Relations Mgr.: A. W. Kanev
Chief Announcer: William Kephart
Publicity Director: William Ray
Continuity Editor: William Murphy
Production Manager: Charles Urquhart
Sales Manager: Oliver Morton
Business Manager: John F. Whalley
Program Manager: Jules Herbeuex
Advertising and Sales Promotion Manager:
Emmons C. Carlson
Musical Director: Roy Shield
Director of Public Service Programs:
Judith Waller

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc. Power: 5000 Watts
Owned-Operated By: The Moody Bible
Institute of Chicago

Address: 153 Institute Place
Phone Number: Michigan 1570
Transmitter Location: Addison, Ill.
Time on the Air: Limited time with WBT: 75½
to 102½ hours weekly
News Service: UP
Transcription Service: Standard Radio,
World Broadcasting System

Personnel

Vice-President: H. Coleman Crowell
Program Director: Rev. Wendell P. Lovell
Publicity Director: Russell Hitt
Chief Engineer: A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WSBC
Address: 2400 Madison St.

Phone Number: Seeley 8066
Transmitter Location: 2400 Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service: AP
Transcription Service: Associated Music
Publishers
Representative: Forjoe & Co.

Personnel

President-General Manager: Gene T. Dyer
Station Manager: John A. Dyer
Commercial Manager: A. C. Perkins
Sales Promotion Manager: M. V. Baker
Program Director: Herbert Rudolph
Musical Director: Dean Remick
Chief Engineer: William Shank

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHFC, Inc.
Address: 6138 W. Cermak Road
Phone Number: Lawndale 8228, Cicero 4305
Transmitter Location: 6138 W. Cermak Road
Time on the Air: Unlimited license (17 hrs.
daily)
News Service: UP

Personnel

President: R. W. Hoffman
Manager: M. E. Clifford
Chief Announcer: Wm. H. Scott
Chief Engineer: George M. Ives, Jr.

WDAN

DANVILLE—EST. 1938

Frequency: 1490 Kc. Power: 250 Watts
Owned By: Northwestern Publish-
ing Co.
Operated By: Danville Commercial News
Address: 202 W. Hazel St. (Hotel
Wolford)
Phone Number: 1700
Transmitter Location: 1500 N. Washington
Avenue
Time on the Air: 7 a.m. to 10:15 p.m.
Newspaper Affiliation: Danville Commer-
cial News
News Service: UP
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

General Manager: E. C. Hewes
Station Manager: Francis A. Higgins
Commercial Manager: Guy F. Kitchen
Program Director: Cody Noble
Production Manager: Carl Noble
Chief Announcer: Bud Gillie
Chief Engineer: Ted Magin
Publicity Director: Cody Noble
Musical Director: Honore Ronan

W S O Y

DECATUR—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Commodore Broad-
 casting, Inc.
 Address: 351-357 No. Main St.
 Phone Number: 5371-2
 Transmitter Location: 1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 11:15 p.m.; Sundays,
 7:30 a.m. to 11:15 p.m.
 Newspaper Affiliation: Decatur Herald.
 Decatur Review
 News Service: AP
 Transcription Service: Standard Radio; World
 Broadcasting System; Keystone Broadcast-
 ing System
 Representative: Sears & Ayer, Inc.

Personnel

President: F. W. Schaub
 General Manager: Edward Lindsay
 Sales Manager: Charles F. Bruce
 Program Director: Easter Straker
 War Program Director: Jim Christensen
 Production Manager: Edgar C. Deffenbaugh
 Artists Bureau: Jack Carson
 Musical Director: Mary Kreie
 Chief Engineer: M. H. Stuckwish

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Mississippi Valley
 Broadcasting Co., Inc.
 Address: Broadview Hotel, 5th and Broadway
 Phone Number: East 4390
 Transmitter Location: Broadview Hotel, 5th
 and Broadway
 Time on the Air: 6:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service: INS
 Representative: Sears & Ayer

Personnel

General Manager: Carlin S. French
 Commercial Manager: Ed Paro
 Sales Promotion Manager: Jack Norwine
 Program Director: Agnes Mites
 Production Manager: Vernon King
 Publicity Director: Michael Henry
 Musical Director: William Hart
 Chief Engineer: Thos. R. McLean

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Galesburg Broad-
 casting Co.
 Address: Hill Arcade
 Phone Number: 4626 Main
 Transmitter Location: Hill Arcade
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Sears & Ayer

Personnel

General Manager: Rollin B. Laughner, Jr.
 Program Director-Traffic Manager: Nan Harris
 Chief Announcer: Jerome Kreanling
 Chief Engineer: Dale King

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harrisburg Broad-
 casting Company
 Address: 100 East Poplar St.
 Phone Number: 28
 Transmitter Location: 100 East Poplar St.
 Time on the Air: 6 a.m. to 10 p.m.
 News Service: UP

Personnel

Station Manager: I. M. Taylor
 Sales Promotion Manager-Chief Announcer,
 Lindle Moore
 Program-Musical Director: Virginia Crane
 Production Manager-Publicity Director
 Harold Cook
 Chief Engineer: Joseph R. Tate

W J P F

HERRIN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Orville W. Lyerla
 Address: Herrin
 Phone Number: 382 and 383
 Transmitter Location: Herrin
 Time on the Air: 6 a.m. to 10:15 p.m.
 News Service: UP
 Transcription Service: Standard Radio

Personnel

President: Orville W. Lyerla
 Station Manager: Charles R. Cook
 Program Director: Fred Reinhardt
 Production Manager: Pat Price

W L D S

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By: Stephenson, Edge & Korsmeyer
 Address: Illinois Theater Bldg.
 Phone Number: 1180
 Transmitter Location: 1½ miles east of Jacksonville
 Time on the Air: Daytime license
 News Service: UP
 Transcription Service: Standard Radio
 National Representative: Howard H. Wilson Co.

Personnel

General Manager: Edgar Parsons
 Commercial Manager: Pat O'Halleran
 Production Manager: Edgar Parsons
 Chief Announcer: Ken Lambert
 Chief Engineer: Gerald Cassens

W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WCLS, Inc.
 Address: 601 Walnut St.
 Phone Number: Joliet 4761
 Transmitter Location: Joliet
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service: Associated Music Publishers

Personnel

President: Walter Ashe
 Station Manager: Robert M. Holt

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 500 d.; 1000 n.
 Owned-Operated By: Peoria Broadcasting Company
 Address: 200 Alliance Life Bldg.
 Phone Number: 7133
 Transmitter Location: Highway No. 29, halfway between Peoria and Pekin
 Time on the Air: 5:45 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: Free & Peters, Inc.

Personnel

President and Manager: Edgar L. Bill
 National Sales Manager: Hugh K. Boice, Jr.
 Promotion Manager: Lee Adams
 Program Director: Vernon Nolte

War Program Director: Fred Leo
 Continuity Director: William Wright
 Farm Editor: Emill Bill
 Musical Director: Robert Black
 Chief Engineer: Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Illinois Broadcasting Corp.
 Address: W.C.U. Bldg., 510 Main St.
 Phone Number: 6200
 Transmitter Location: Quincy Gardens
 Time on the Air: 6 a.m. to 12:05 a.m.
 News Service: AP; UP
 Transcription Service: Associated Music Publishers
 Representative: The Katz Agency

Personnel

President: W. Emery Lancaster
 General Manager: C. Arthur Fifer
 Commercial Manager: W. J. Rothschild
 Program Director: Jack Sexton
 Traffic Director: Zoula Gatewood
 Musical Director: Edythe Raye
 Chief Engineer: Francis Wentura

PA HELPS

STATION SALES

PA, through its Station Relations Department, helps its affiliated stations sell by acquainting national advertisers with the special news and feature scripts on the special

AP Radio News Wire.

W R O K

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d. 500 n.
Owned-Operated By... Rockford Broadcasters, Inc.

Address... News Tower
Phone Number... Main 5632
Transmitter Location... Kilburn Ave. Rd.
Time on the Air... 6 a.m. to midnight
Newspaper Affiliation... Rockford Morning Star, Rockford Register Republic
News Service... UP
Transcription Service... Standard Radio
Representative... Headley-Reed Co.

Personnel

President... Ruth Hanna Simms
Managing Director... James Rodgers
General Manager... Walter Koessler
Sales Promotion Manager... William R. Traum
Program Director... Morey Owens
Continuity Director... Florence Lovejoy Shugars
Musical Director... Lorna Lane
Chief Engineer... Thomas C. Cameron

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By... Rock Island Broadcasting Co.

Business Address... 1800 Third Ave.
Phone Number... 917, 918 and 919
Studio Addresses... 1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.
Transmitter Location... 23rd Ave. and 52 St., Moline, Ill.

Time on the Air... 6 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight.
Newspaper Affiliation... The Rock Island Argus
News Service... AP, UP
Transcription Service... Standard Radio, Lang-Worth
Representative... Howard H. Wilson Company

Personnel

President... John W. Potter
Vice-President-General Manager... L. C. Johnson
Commercial Manager... Maurice Corken
National Sales Manager... Ted Arnold
Program Manager... J. Woodrow Magnuson
Publicity Director... Don Wright
Sales Promotion Manager... Ted Arnold
Chief Engineer... R. J. Sinnett

ROCKFORD

Retail Sales Highest in History!
Great Machine Tool Center!
Location of Camp Grant!
Population Up 10%!

W R O K

1000 W.

MUTUAL

OWNED AND OPERATED BY THE
NATIONAL REPRESENTATIVES

ROCKFORD CONSOLIDATED NEWSPAPERS, INC.
HEADLEY-REED COMPANY

W C B S

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Operated By: WCBS, Inc.
 Address: 523 E. Capital
 Phone Number: 9855
 Transmitter Location: 2200 S. 6th
 Time on the Air: 18 hrs. daily
 News Service: AP
 Representative: Sears & Ayer, Inc.

Personnel

Station Manager: Jack Heintz
 War Program Director: Lyle Munson
 Sales Promotion-Publicity Director: John J. Corrigan
 Musical Director: John Gell
 Chief Engineer: Harold L. Dewing

W T A X

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: WTAX, Inc.
 Business Address: 204 Reisch Bldg.
 Phone Number: 2-4441
 Studio Address: 117-119 S. 5th St.
 Transmitter Location: 117-119 S. 5th St.
 Time on the Air: 17½ hours daily
 News Service: UP
 Transcription Service: Associated Music Publishers
 Representative: The Foreman Company

Personnel

President and Manager: Jay A. Johnson
 Program Director: Gladys McGrew

W D Z

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By: W D Z Broadcasting Company
 Address: Star Building
 Phone Number: 98 and 153
 Transmitter Location: Intersection of U. S. Highways 36 and 45
 Time on the Air: Daytime license
 Transcription Service: Lang-Worth
 Representative: Howard H. Wilson Co.

Personnel

President: E. L. Bill
 Station and Sales Manager: Clair B. Hull

W I L L

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 d.
 Owned-Operated By: University of Illinois
 Business Address: Urbana
 Phone Number: 7-2400 and 7-2616
 Studio Address: Gregory Hall
 Transmitter Location: 1 mile south on First St. Road, Champaign, Ill.
 Time on the Air: 6:30 a.m. to local sunset
 Newspaper Affiliation: Daily Illini (student newspaper)
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

Director: Jos. F. Wright
 Program Director: Frank E. Schooley
 Publicity Director: Art Wildhagen
 Chief Announcer: Paul Bolman
 Musical Director: Lanson F. Demming
 Production Director: Nat H. Erwin
 Chief Engineer: A. James Ebel
 (Non-Commercial Station)

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Anderson Broadcasting Corp.
 Business Address: Citizens Bank Bldg.
 Phone Number: 7791
 Studio Address: 1110 Meridian St.
 Transmitter Location: 1110 Meridian St.
 Time on the Air: 7 a.m. to 7 p.m.
 News Service: UP
 Transcription Service: Standard Radio

Representative: Hal Holman Co.

Personnel

President-General Manager: L. M. Kennett
 Commercial Manager: John R. Atkinson
 Chief Engineer: L. F. Podhaski

W T R C

ELKHART—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Truth Publishing Co., Inc.
 Address: Hotel Elkhart

Phone Number 948
 Transmitter Location . . . Oakland Avenue and
 Mishawaka Road
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper Affiliation . . . Elkhart Daily Truth
 News Service AP
 Transcription Service World; Standard
 Radio; Keystone
 Representative Burn-Smith Company, Inc.

Personnel

President C. D. Greenleaf
 General Manager R. R. Baker
 Commercial Manager Paul Upson
 Program-Musical Director Ethel Geiss
 Chief Engineer Kenneth Singleton

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Evansville On The
 Air, Inc.

Address 519 Vine St.
 Phone Number 2-1171
 Transmitter Location Evansville
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System
 Representative Weed & Co.

Personnel

Secretary-Treasurer
 and General Manager Clarence Leich

W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Evansville On The
 Air, Inc.

Address 519 Vine St.
 Phone Number 2-1171
 Transmitter Location Evansville
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System
 Representative Weed & Co.

Personnel

General Manager Clarence Leich

W G L

FORT WAYNE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Westinghouse Electric Mfg. Co.
 Operated By Westinghouse Radio Stations, Inc.
 Business Address 925 So. Harrison St.
 Phone Number A-2136
 Studio Address Westinghouse Building

Transmitter Location Westinghouse Building
 Time on the Air 6:30 a.m. to 12 Midnight
 News Service UP
 Transcription Service World Broadcasting;
 Standard Radio
 Representative NBC Spot Sales

Personnel

Vice-President Walter Evans
 Station Manager J. B. Conley
 Commercial Manager Paul E. Mills
 Auditor Kenneth Foellinger
 Sales Promotion Mgr. Jack O'Mara
 Program Director Eldon Campbell
 Production Director Carl Vandagriff
 Chief Announcer J. Howard Ackley
 Chief Engineer Alva E. Smith

W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned By Westinghouse Electric & Mfg. Co.
 Operated By Westinghouse Radio Stations, Inc.
 Address 925 So. Harrison St.
 Phone Number A-2136
 Transmitter Location Routes 30 and 33
 (Junction)

Time on the Air 5:30 a.m. to 1 a.m.
 News Service UP
 Transcription Services World Broadcasting;
 Standard Radio

Representative National Broadcasting Co.

Personnel

Vice-President Walter Evans
 Station Manager J. B. Conley
 Commercial Manager Paul E. Mills
 Auditor Kenneth Foellinger
 Program Director Eldon Campbell
 Production Manager Carl Vandagriff
 Sales Promotion Mgr. Jack O'Mara
 Chief Announcer J. Howard Ackley
 Continuity Supervisor H. C. Woehrmeyer
 Musical Director Jeanne Brown
 Chief Engineer Alva E. Smith

W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc. Power: 5,000 Watts
 Owned-Operated By Johnson-Kennedy
 Radio Corp.

Business Address 504 Broadway
 Phone Number Gary 9191
 Studio Addresses 504 Broadway;
 230 N. Michigan Blvd., Chicago

Transmitter Location Black Oak, Indiana
 Time on the Air 24 hours daily
 News Service AP; INS
 National Sales Office Address 230 N. Michi-
 gan Blvd., Chicago, Ill.

Representative Foreman Company

Personnel

President Ralph L. Atlass
 Resident Dee O. Coe
 Sales Manager..... John T. Carey
 Program Director..... Fred Willson
 Continuity Director..... Florence Folsom
 Musical Director..... Reba Jane Chapman
 Chief Engineer..... Victor H. Voss

WJOB

HAMMOND—EST. 1924

Frequency: 1230 Kc..... Power: 100 Watts
 Owned By O. E. Richardson.
 Fred L. Adair, Robert C. Adair
 Operated By..... Radio Station WJOB
 Address..... 449 State St.
 Phone Number..... Hammond 9800
 Transmitter Location..... 449 State St.
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service..... UP
 Representative..... Cox & Tanz

Personnel

Station Manager..... O. E. Richardson
 Commercial Manager..... Robert C. Adair
 Sales Promotion Manager..... Stanley C. Davis
 Program Director..... Howard Dunavan
 Chief Announcer..... Charles Sharpless
 Musical Director..... J. Gibbs Spring
 Chief Engineer..... Stanley Strousberg

WJWC

HAMMOND—EST. 1942

Frequency: 1520 Kc..... Power: 5000 Watts
 Owned-Operated By..... Hammond-Calumet
 Broadcasting Corporation
 Business Address: 165 North Michigan Ave.,
 Chicago, Ill.
 Phone Number..... Dearborn 8600
 Studio Addresses: 5935 S. Hohman Ave.; 165
 N. Michigan, Chicago, Ill., 400 W. Madison
 St., Chicago, Ill.
 Transmitter Location... 137 & Pochman Aves.
 Time on the Air..... 6 a.m. to 12:30 a.m.
 News Service..... UP, AP
 Transcription Service... Standard, Associated
 National Representative... Free & Peters, Inc.

Personnel

President..... John W. Clarke
 Station Manager..... William R. Cline
 (This station suspended operation on Feb-
 ruary 9, 1943.)

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Operated By..... WFBM, Inc.

Address 48 Monument Circle
 Phone Number..... Lincoln 8506
 Transmitter Location... 2 miles northeast of
 Millersville, Indiana
 Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service..... AP; INS
 Transcription Service..... Associated Music
 Publishers
 Representative..... The Katz Agency

Personnel

President H. M. Bitner, Sr.
 Station Manager..... Harry M. Bitner, Jr.
 Commercial Manager... William F. Kiley, Jr.
 Chief Announcer..... Lyle Ludwig
 Program Director..... F. O. Sharp
 Musical Director..... Walter H. Reuleaux
 Chief Engineer..... Harold Holland

WIBC

INDIANAPOLIS—EST. 1938
 MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc... Power: 5000 d.; 1000 n.
 Owned-Operated By ... Indiana Broadcasting
 Corp.
 Address 350 N. Meridian St.
 Phone Number..... Lincoln 2305
 Transmitter Location... Northwest of
 Indianapolis
 Time on the Air..... 5 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President..... H. G. Wall
 General Manager..... O. J. Kelchner
 Commercial Manager..... J. J. Flanigan
 Program Director..... Felix Adams
 Production Manager... Jon Arthur
 Director of Rural Programs..... Bill Tabor
 Musical Director-Artists' Bureau
 Head Lester Huff
 Chief Announcer..... Howard Wolfe
 Traffic Manager..... Jo Ann Shea
 Chief Engineer..... Harry Adams

WIRE

INDIANAPOLIS—EST. 1926
 NATIONAL BROADCASTING CO.

Frequency: 1430 Kc..... Power: 5000 Watts
 Owned-Operated By ... Indianapolis Broad-
 casting, Inc.
 Address Claypool Hotel
 Phone Number..... Riley 1541-2-3-4
 Transmitter Location... 44th & Ralston Road
 Time on the Air..... 6:30 a.m. to midnight
 News Service..... AP; UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Bill Dean
 Musical Director.....Harry Bason
 Chief Engineer.....Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By.....Capitol Broadcasting
 Corporation
 Address.....Board of Trade Building
 Phone Number.....Market 6345
 Transmitter Location.....Post Road and Rawls
 Ave.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday, 7 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
 Station Manager.....Robert E. Bausman
 Production Manager.....William Frost
 Program Director.....Robert Latting
 Chief Announcer.....Robert Merryman
 Musical Director.....Eddie Hanson
 Chief Engineer.....Stokes Gresham, Jr.

W K M O

KOKOMO—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Kokomo Broadcast-
 ing Co.
 Address.....400 North Main St.
 Transmitter Location.....Kokomo
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

President-Commercial
 Manager.....Dr. Charles K. Boyajian

W A S K

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Transmitter Location.....No. River Road,
 West Lafayette
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP

Personnel

President.....O. E. Richardson
 Station Manager.....J. Gibbs Spring
 Sales Manager.....Vernon Boylson
 Chief Announcer.....William Warren
 Chief Engineer.....Russell Lewis

W L B C

MUNCIE—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....P. O. Box 271
 Phone Number.....4403
 Studio Address: U. S. Highway, S. E. of
 Muncie
 Transmitter Location.....Same
 Time on the Air.....5:30 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Forjoe & Co.

Personnel

Owner-Station Manager.....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Sales Manager.....Wm. F. Craig
 Chief Announcer.....Mike Modlin
 Chief Engineer.....Maurice Crain

W G R C

NEW ALBANY (LOUISVILLE, KY.)

EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Northside Broadcasting
 Corp.
 Business Address: Kentucky Home Life Bldg.;
 Louisville, Ky.
 Phone.....Wabash 3343
 Studio Addresses: Kentucky Home Life Bldg.;
 Louisville, Ky.
 Transmitter Location: Silver Creek Road, near
 New Albany
 Time on the Air.....7 a.m. to midnight
 News Service.....AP; Transradio
 Transcription Service.....Standard Radio;
 Associated Music Publishers; Lang-Worth
 Representatives.....Burn-Smith Co.;
 Walter Biddick Co.

Personnel

President and Manager.....S. A. Cisler
 Commercial Manager.....J. Porter Smith
 Sales Promotion Manager.....Harry Hunter
 Production Manager.....George Losey
 Musical Director.....Jack Curran
 Chief Engineer.....Perry Esten
 Traffic-Continuity Director.....David Wilburn
 News Editor.....Stanley Babington

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By: Knox Radio Corp.
 Address: 225 N. 8th St.
 Phone Number: 1434
 Transmitter Location: North Richmond
 Time on the Air: Unlimited License
 Transcription Service: Lang-Worth; Keystone
 Broadcasting System

Personnel

President: William O. Knox

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: South Bend Tribune
 Address: 225 W. Colfax Ave.
 Phone Number: 3-6161
 Transmitter Location: 5 miles south of South
 Bend on Ironwood Road
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.
 Newspaper Affiliation: South Bend Tribune
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Paul H. Raymer Co.

Personnel

President: F. A. Miller
 Station Manager: Franklin D. Schurz
 Commercial Manager: R. H. Swintz
 Program Director-Chief: Marc Boyden
 Announcer: Neal B. Welch
 Musical Director: Harlan Hogan
 Chief Engineer: Paul Mangus

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Banks of the Wabash,
 Inc.
 Address: 303 South Sixth Street
 Phone Number: Crawford 3394
 Transmitter Location: First St. and Peyton
 Ave.
 Time on the Air: 6:45 a.m. to 12 midnight
 News Service: UP
 Transcription Service: World Broadcasting
 System; Langworth
 Representative: Weed & Company

Personnel

General Manager: George M. Jackson
 Sales Promotion Manager: M. K. Barry
 Program Director: Leo Baxter
 Chief Engineer: Don Aldrich

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Vincennes Newspapers,
 Inc.
 Studio Address: Grand Hotel
 Business Address: 320 Busseron St.
 Phone Number: 787-788
 Transmitter Location: US 41, north of Vincennes
 (1/2 mile)
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 8 a.m. to 10 p.m.
 Newspaper Affiliation: Vincennes
 Sun-Commercial
 News Service: UP
 Transcription Service: Lang-Worth, World
 Broadcasting System
 Representative: John E. Pearson Co.

Personnel

Vice-President-General
 Manager: Howard N. Greenlee
 Station Manager: Victor H. Lund
 Commercial-Sales Promotion
 Manager: Richard B. Harris
 Program Director-Chief
 Announcer: Emmett Jackson
 Publicity Director: Victor H. Lund
 Musical Director: Mrs. J. W. Shoemaker

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Purdue University
 Address: Hall of Music, Lafayette
 Phone Number: 6076
 Transmitter Location: 6 miles south of La-
 fayette
 Time on the Air: 10 a.m. to 10 p.m.
 News Service: AP
 Transcription Service: Standard Radio

Personnel

Business Manager: John W. Ditamore
 Program Director: Gilbert D. Williams
 Production Manager: C. H. Wahl
 Publicity Director: Stew Wolfe
 Chief Engineers: Howard Eckert, Earl Stout

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc. Power: 5000 Watts
Owned-Operated By: Iowa State College
Address: Service Building
Phone Number: 2500; Extension 281
Transmitter Location: Service Building
Time on the Air: Local sunrise to local sunset
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Charles E. Friley
Director: W. I. Griffith
Production Manager: Dick Hull
Publicity Director: R. W. Beckman
Chief Announcer: Lee Gibson
News Editor: Sid Stone
Musical Director: Howard Chase
Chief Engineer: L. L. Lewis
(Non-Commercial Station)

K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By: Boone Biblical College
Business Address: 924 West Second Street
Phone Number: 1119-W
Transmitter Location: 924 West Second St.
Time on the Air: Daytime License

Personnel

Manager: Lois Crawford
Chief Announcer: Anne Reiffenstein
Musical Director: Opal Hartung
War Program Director: Josephine Griffin
Chief Engineer: Paul R. Huntsinger
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Burlington Broadcasting Co.
Address: National Bank Bldg.
Phone Numbers: 680; 681
Transmitter Location: National Bank Bldg.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
Newspaper Affiliation: Burlington Hawkeye Gazette
News Service: UP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

President-General Manager: G. B. McDermott
Program-Musical Director: Mary Mangold

War Program Director: Layton Hurst
Publicity Director: Mary Weaver
Chief Announcer: Boise Butterfield
Chief Engineer: Kirby Smith

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS

THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Iowa Broadcasting Company

Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo

Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)

Transmitter Location: Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation: Des Moines Register and Tribune

News Services: AP; UP
Transcription Service: Davis & Schwegler;

Lang-Worth; World Broadcasting System; BMI

Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
V.-P. and General Manager: S. D. Quarton
Commercial Manager:

W. B. Quarton (Cedar Rapids)
Don Inman (Waterloo)

Merchandising Manager: Leo F. Cole
Program Director: Douglas B. Grant

Production Manager-Chief
Announcer: Benne Alter

Farm Editor: Archie E. Stockwell
Production Manager (Waterloo):

Howard Roberts

Publicity Director: L. Von Linder
Musical Director: Maureen Canavan

Chief Engineer: Charles F. Quentin

K R O S

CLINTON—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clinton Broadcasting Corp.

Business Address: Jacobsen Bldg.
Phone Number: 448

Studio Address: Jacobsen Bldg.
Transmitter Location: Jacobsen Bldg.

Time on the Air: Unlimited License
News Service: UP

Transcription Service: Standard Radio
Representative: Spot Sales, Inc.

Personnel

Principal Owner..... W. S. Jacobsen
 General Manager..... Morgan Sexton
 Program Director..... Jack Hubbard
 War Program Director..... Lucille DeLeers
 Musical Director..... Margery Meinert
 Chief Engineer..... Gilbert Andrew

W O C

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tri-City Broadcasting
 Company

Address..... 1000 Brady Street
 Phone Number..... 2-3521
 Transmitter Location..... 1000 Brady Street
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)

News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative..... Free & Peters, Inc.

Personnel

President..... Col. B. J. Palmer
 General Manager..... J. Buryl Lottridge
 Commercial Manager..... L. O. Fitzgibbons
 Program Director..... Mark Russell
 Production Manager..... Jack Paulsen
 Chief Engineer..... Ray Stauffer

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Luther College
 Business Address..... 600 Leiv Eiriksson Drive
 Phone Number..... 690
 Studio Address..... C. K. Preus Gymnasium
 Transmitter Location..... C. K. Preus Gymnasium
 Time on the Air..... 7:30 a.m. to local sunset

Personnel

President..... Dr. O. J. H. Preus
 Station Manager..... Kenneth L. Berger
 Publicity Director..... M. Lore
 Musical Director..... Donald Gjerdrum
 Chief Engineer..... O. M. Eittrim
 (Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Operated By..... Iowa Broadcasting
 Company

Address..... 715 Locust St.
 Phone Number..... 3-2111
 Transmitter Location..... S. E. 22nd & Park
 Ave.

Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

Newspaper Affiliation..... Des Moines Register
 and Tribune
 News Service..... AP; UP
 Transcription Service..... Standard Radio,
 Lang-Worth
 Representative..... The Katz Agency

Personnel

President..... Gardner Cowles, Jr.
 Station Manager..... Craig Lawrence
 Program Director..... Ed Linehan
 Sales Promotion Manager..... John Drake
 Publicity Director..... Mary Little
 Chief Engineer..... Paul Huntsinger

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
 THE COWLES STATIONS

Frequency: 1460 Kc..... Power: 5000 Watts
 Owned-Operated By..... Iowa Broadcasting
 Company

Address..... 715 Locust Street
 Phone Number..... 3-2111
 Transmitter Location..... S.E. 22nd & Park
 Avenue

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

Newspaper Affiliation..... Des Moines Register
 and Tribune

News Service..... AP; UP
 Transcription Service..... Standard Radio;
 Lang-Worth

Representative..... The Katz Agency

Personnel

President..... Gardner Cowles, Jr.
 Station Manager..... Craig Lawrence
 Program Director..... Ed Linehan
 Sales Promotion Manager..... John Drake
 Publicity Director..... Mary Little
 Chief Engineer..... Paul Huntsinger

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc..... Power: 5000 Watts
 Owned-Operated By..... Central Broadcasting Co.
 Business Address..... 914 Walnut St.
 Phone Number..... 3-7147

Studio Addresses..... 914 Walnut St.; Shrine
 Auditorium

Transmitter Location..... Mitchellville, Iowa
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Services..... INS; UP
 Transcription Services..... NBC Thesaurus; BMI
 Representative..... Free & Peters, Inc.

Personnel

President..... B. J. Palmer
 V.P. & Station Manager..... J. O. Maland
 Sales Manager..... Hale Bondurant
 Merchandising Director..... Harold Fulton

Publicity Director..... Woody Woods
 Program Director..... Harold Fair
 Continuity Director..... Mary Nolan
 Public Relations Director..... Ralph Evans
 Musical Director..... Don Hovey
 Technical Director..... Paul A. Loyet

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned By..... Telegraph-Herald
 Operated By..... Fred Woodward
 Address..... 8th and Bluff
 Phone Number..... 1603
 Transmitter Location..... East Dubuque, Ill.
 Time on the Air..... Unlimited license
 Newspaper Affiliation..... Telegraph-Herald
 News Service..... AP
 Transcription Services..... Langworth;
 Standard Radio
 Representative..... John Pearson

Personnel

President..... Fred Woodward
 Station Manager..... K. S. Gordon
 Commercial Manager..... W. J. Binkley
 Program Director..... Paul Skinner
 Chief Engineer..... Stan Beck

W K B B

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Sanders Bros. Radio
 Station
 Address..... Hotel Julien
 Phone Number..... 572
 Transmitter Location... R. R. No.2, Dubuque,
 Iowa
 Time on the Air..... 6:30 a.m. to 12 Midnight;
 Sundays, 8 a.m. to 12 Midnight
 News Service..... INS
 Transcription Service..... Associated Music
 Publishers
 Representative..... Spot Sales, Inc.

Personnel

President..... Walter E. Klauer
 Station Manager..... James D. Carpenter
 Program Director..... Gleason E. Kistler
 Publicity Director-Chief Announcer,
 L. Vaughn Gayman
 Chief Engineer..... Leonard Carlson

K V F D

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Northwest Broad-
 casting Co.

Address..... 912 First Ave. South; Warden
 Bldg.
 Phone Number..... Walnut 3761
 Transmitter Location..... Fort Dodge RFD
 Time on the Air..... 6 a.m. to Midnight
 News Service..... UP
 Representative..... Burn-Smith Co.

Personnel

President-General Manager..... Edward Breen
 Program Director..... Dick Gifford
 Chief Announcer..... Glenn Goodwin
 Chief Engineer..... Dave Sinclair

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By..... The State University of
 Iowa
 Address..... Radio Bldg.
 Phone Number..... 2111-237
 Transmitter Location..... Two miles west of
 Iowa City
 Time on the Air..... 8 a.m. to 10 p.m.
 News Service..... AP

Personnel

Station Director..... Carl H. Menzer
 Program Director..... Pearl B. Broxam
 Chief Engineer..... S. J. Ebert
 (Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Marshall Electric
 Company
 Address..... 1603 West Main Street
 Phone Number..... 3361
 Transmitter Location: 2 miles northwest of
 Marshalltown
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 11 a.m. to 7:00 p.m.
 News Service..... UP
 Transcription Service..... C. P. MacGregor;
 Lang-Worth
 Representative..... The Walker Company

Personnel

President and Station Manager..... Earl Peak
 Commercial Manager..... E. W. Thompson
 Program Director..... O. L. Russell
 Chief Engineer..... Alfred Urbashich

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc..... Power: 5000 Watts
 (C.P. 5000 Watts)
 Owned-Operated By..... Mason City Globe
 Gazette Co.

Address.....200 North Federal Avenue
 Phone Number.....2800
 Transmitter Location.....Highway 18, west
 of Mason City
 Time on the Air.....6 a.m. to 12 p.m.
 Newspaper Affiliation.....Mason City Globe
 Gazette
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
 Commercial Manager.....Herbert Ohrt
 Assistant Manager.....Leo Born
 Program Director.....Merritt Milligan
 Publicity Director.....Wade Patterson
 Chief Engineer.....Roger Sawyer

K B I Z

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. D. Falvey
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6 a.m. to 11 p.m.:
 Sunday, 8 a.m. to 11 p.m.

News Service.....UP
 Transcription Services.....Standard Radio

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial-Sales Promotion Manager.....
 Em Owen
 Program Director-Production Manager.....
 Harry Colman
 Musical Director.....John Elliott
 Chief Engineer.....August P. Wendt

K F N F

SHENANDOAH—EST. 1926

Frequency: 920 Kc.....Power: 1000 d., 250 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....407 Sycamore St.
 Phone Number.....1 PBX
 Transmitter Location.....407 Sycamore St.
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 10 p.m.

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Henry Field
 Station Manager.....T. F. Stubbs
 General Manager.....John Nicholson
 Production Manager.....Al Staas
 Musical Director.....Perry Douthit
 Chief Engineer.....Earl Blakesley

K M A
 SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Broadcasting Co.
 Address.....Lowell and Elm Streets
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Sales Manager.....A. W. Ramsay
 Program Director.....Paul Brunner
 Continuity Director.....Doris Murphy
 Traffic Manager.....Evalyn Saner
 Musical Director.....Mabel McFarland
 Chief Announcer.....Russ Davis
 War Program Director.....Owen Saddler
 Chief Engineer.....Ray Schroeder

K S C J

SIOUX CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....5500 Floyd River Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program Director.....Larry Coke
 Chief Announcer.....Larry Coke
 Director of Education.....Elizabeth Sammons
 Musical Director.....Miriam Corkhill
 Chief Engineer.....Alvin H. Smith

K T R I

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Sioux City Broadcasting
 Company

Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Sioux City Tribune
 News Service.....UP
 Transcription Service.....Associated Music Pub-
 lishers
 Representative.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer..Al Triggs
 Production Manager.....Andrew Boque
 Publicity Director.....Bud LaGrave
 Musical Director.....Bernie Mahr
 Chief Engineer.....Earl Huss

K I C D

SPENCER—EST. 1942

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting Co.

Address.....Spencer
 Phone Number.....45
 Transmitter Location.....Spencer
 Time on the Air.....6 a.m. to 12 p.m.
 News Service.....PA
 Transcription Service.....Lang-Worth
 National Representative.....Hal Holman

Personnel

Station Manager.....Lawrence W. Andrews
 Commercial Manager.....Lyle W. Nolan

Production Manager.....Leo G. Rasmussen
 Chief Engineer.....Hewitt D. Grotewohl

KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Insurance Bldg.
 Phone Number.....3371
 Transmitter Location.....Dysart
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard
 National Representative.....John Blair & Co.

Personnel

President-General Manager.....Joe Du Mond
 Commercial Manager.....A. J. Du Mond
 Program Director.....L. D. Barnhart
 Studio Supervisor.....Joe Rockhold
 Farm Editor.....Hugh Muncy
 News Editor.....George Cromeens
 Continuity.....Don Moore
 Musical Director.....Les Hartman
 Chief Engineer.....Don Kassner

KANSAS

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K V A K

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned By.....Latenser Broadcasting Co.
 Operated By.....Paul Roscoe
 Address.....622 Commercial Street
 Phone Number.....1420

Transmitter Location.....Winthrop
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Broadcasting System

Personnel

President.....J. L. Tennant
 Sales Promotion-Station Manager..Paul Roscoe
 Commercial Manager.....Bill Peltzer
 Program Director.....Frank Wiziarde
 War Production Director.....Dottie Taylor
 Production Manager.....Jerry Gilman
 Artists Bureau.....Virginia Blair
 Chief Engineer.....Charles Giles

K G G F

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc.....Power: 1000 d.; 500 n.

Owned-Operated By.....Hugh J. Powell
 Address.....8th and Elm
 Phone Number.....147
 Transmitter Location.....South Coffeyville
 Newspaper Affiliation.....Coffeyville Journal
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....John E. Pearson Co.

Personnel

Owner.....Hugh J. Powell
 General Manager.....Melvin Drake
 Program Director-Chief Announcer.....

Dick Campbell
 Production Manager-Musical Director,
 Ozzie Osborne
 Publicity Director.....Anna Marie McGrath
 Chief Engineer.....J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
 Owned-Operated By.....Dodge City Broad-
 casting Co.

Address.....Globe Bldg.
 Phone Number.....1340
 Transmitter Location.....West Park St.
 Time on the Air.....8 a.m. to 8 p.m.

Newspaper Affiliation Dodge City Daily Globe
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Arthur H. Hagg and Associates

Personnel

President.....J. C. Denious
 Business Manager.....N. C. Petersen
 Commercial Manager.....Betty Denious
 Program Director.....Herschell Holland
 Chief Announcers.....Dick Hamilton,
 Bruce Deck
 Chief Engineer.....Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Emporia Broadcast-
 ing Co.
 Address.....613 Merchant St.
 Phone Number.....153, 154
 Transmitter Location.....South Emporia
 Time on the Air: 6:28 a.m. to 12:13 a.m.;
 Sunday, 7:28 a.m. to 12:03 a.m.
 News Service.....INS
 Representative.....Sears & Ayer

Personnel

President.....S. B. Warren
 Station Manager.....J. Nelson Rupard
 Sales Promotion Manager.....Burton Harrison
 Program Director.....Miriam Porter
 Production Manager.....Larry Cotton
 Chief Announcer.....Duane Tucker
 Chief Engineer.....Harold E. Davis

K I U L

GARDEN CITY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....Garden City Broadcasting Co.
 Operated By.....F. D. Conard
 Business Address.....404 N. Main
 Phone Number.....666
 Studio Address.....404 N. Main, Warner Terrace
 Transmitter Location.....Warner Terrace
 Time on the Air.....7 a.m. to 7 p.m.
 News Service.....UP
 Transcription Service.....C. P. McGregor,
 Keystone Broadcasting System

Personnel

President.....F. D. Conard
 Station Manager.....Al Pyatt
 Program Director-Chief Announcer.....Lloyd Evans
 Chief Engineer.....Henry McClintock

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....H. T. Townsley
 Address.....2103 Forest Ave.
 Phone Number.....1080, 1081
 Transmitter Location.....South Great Bend
 Time on the Air.....Unlimited
 News Service.....AP; UP
 Transcription Service.....Lang-Worth

Personnel

Owner.....H. T. Townsley
 General Manager.....Clem Morgan
 Program Director.....Ray Beals
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nation's Cen-
 ter Broadcasting Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....6:45 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....William Wyse
 Commercial Manager.....Vernon Minor
 Program Director.....Herbert Clark
 Chief Engineer.....Millard Clary

K C K N

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

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation.....The Kansas City Kansan
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Capper Publications

Personnel

President.....W. A. Bailey
 Vice-President-General Manager.....
 Ellis Atteberry
 Sales Promotion Manager.....Bette Averill
 Program Director.....Al Christy
 Publicity Director.....Doris Bales
 Chief Announcer.....George Stump

This is WIBW



"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I felt the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you **are** their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW

IN
TOPEKA

"The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

Director of Continuity.....Icie Johnson
 War Program Director.....Ellis Atteberry
 Musical Director.....Ruth Royal
 Chief Engineer.....Bernard Maltby

KFKU

LAWRENCE—EST. 1924

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN

Personnel

Director.....Harold G. Ingham
 (Non-Commercial Station)

WREN

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.

Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kansas
 Time on the Air.....17 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
 Sales Promotion-Program Director.....Will Yearout
 Chief Announcer.....Millard Ireland
 Chief Engineer.....Carl Bliesner

KSAC

MANHATTAN—EST. 1924

Frequency: 580 Kc. Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 of Agriculture and Applied Science

Address.....College Campus
 Phone Number.....Office, 2236; Station, 3395
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
 Station Manager.....H. Umberger
 Program Director.....L. L. Longsdorf
 Production Manager-Publicity Director,
 Lowell Treaster
 Musical Director.....William Lindquist
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.

Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location.....Pittsburg, Kans.
 Time on the Air.....Daytime License
 News Service.....INS
 Transcription Service.....World Broadcasting
 System

Representative.....The Walker Company

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales and Promotion Manager.....Marcell Stewart
 Publicity Director.....Don Taylor
 Program Director.....Ralph E. Wade
 Chief Announcer.....Lou Martin
 Musical Director.....Leota Taylor
 Chief Engineer.....W. L. Brown

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By.....KSAL, Inc.
 Address.....201 West Iron

Phone Number.....100, 101, and 423
 Transmitter Location.....West State St.
 Time on the Air: 6 a.m. to 12 midnight (125
 hours weekly)

Newspaper Affiliation.....Salina Journal
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth

Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Program Director.....R. C. Atherton
 Musical Director.....Al Thompson
 Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.

Business Address.....Box 119
 Phone.....3-2377
 Studio Address.....1035 Topeka Blvd.
 Transmitter Location.....Seven miles west of
 Topeka

KFBI

1070 KILOCYCLES

★ *The Influential Wichita Station*

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON
GENERAL MANAGER



RALPH VARNUM
ASSISTANT MANAGER and
MERCHANDISING DIRECTOR



TED JOHNSON
PROGRAM DIRECTOR

REPRESENTED:
NATIONALLY BY
HOWARD H. WILSON CO.

Time on the Air: 5 a.m. to midnight (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12 midnight
 Newspaper Affiliation... Capper Publications, Inc.
 News Service.....UP, AP
 Transcription Service.....Standard Radio, Lang-Worth
 Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
 Publicity Director.....Charles Hill
 Artists' Bureau Head.....Maudie Shreffler
 War Program Director.....Kathryn Young
 Chief Engineer.....Karl Troeglen

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The KANS Broadcasting Co.
 Address.....Hotel Lassen
 Phone Number.....4-2387
 Transmitter Location.....Wichita
 Time on the Air.....6:30 a.m. to midnight
 Transcription Service.....NBC Thesaurus: Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Herb Hollister
 General Manager.....Jack Todd
 Program Director.....Grenville Darling
 Musical Director.....Raymond Shelley
 Supervising Engineer.....Carl Hall

KFBI

WICHITA—EST. 1923

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Farmers and Bankers Broadcasting Corporation
 Address.....First and Market Sts.
 Phone Number.....2-1447
 Transmitter Location.....42nd and Broadway
 Time on the Air.....24 hours daily
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
 General Manager.....Ray Linton
 Program Director.....Ted Johnson
 Sales Promotion Manager.....Ralph Varnum
 Musical Director.....Zeke Williams
 Publicity Director.....R. L. Mc Elhiney
 Technical Director.....K. W. Pyle

KFH

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Radio Station KFH Company, Inc.
 Address.....York Rite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita, Kansas
 Time on the Air.....5:30 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP-PA
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry & Company

Personnel

Vice-President-General Mgr...M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Program Director.....Vernon E. Reed
 Chief Announcer.....Eddy McKean
 Traffic Manager.....Lella Hull
 Accountant.....Winnifred Walker
 Musical Director.....Guy Snyder
 Chief Engineer.....Amos C. Dadisman

PA WAS

TWO YEARS

AHEAD

*with the first, regular
 24-hour radio news
 wire.*



W H A S

L O U I S V I L L E

50,000

W A T T S • 8 4 0 K C

BASIC CBS

R E P R E S E N T E D B Y

E D W . P E T R Y & C O . I N C .



KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C M I

ASHLAND—EST. 1935
MUTUAL—SOUTHERN NETWORK
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Ashland Broadcasting Company

Addresses... WCM I Bldg., Ashland, Ky.;
Radio Center, Huntington, W. Va.; First Nat'l Bank Building, Ironton, Ohio
Phone Number... 3010 (Ashland), 28358 (Huntington), 678 (Ironton)

Transmitter Location... 48th St. and Ohio River, Ashland, Ky.

Time on the Air... 6:30 a.m. to 12 midnight
Newspaper Affiliation... Ashland Daily Independent

News Service... UP
Transcription Service... Standard Radio
Representative... John H. Perry Associates

Personnel

President... Gilmore Nunn
Treasurer and General Manager

Warren G. Davis

Commercial Manager (Ashland)... A. E. Tyler
Commercial Manager (Huntington)

L. D. Newman

Program-Publicity Director... Dallas Wyatt
Production Manager and Chief Announcer

John Wymer

Chief Engineer... Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Bowling Green Broadcasting Co.

Address... 801 Fairview Ave.
Phone Number... 1340
Transmitter Location... 801 Fairview Ave.
Time on the Air... Unlimited license
Transcription Service... Standard Radio

Personnel

President-General Manager... Rayburn R. Rose

W H L N

HARLEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts
Owned-Operated By... Blanford Radio Company, Incorporated

Address... South Main St.
Phone Number... 625
Time on the Air... 6:30 a.m. to 9 p.m.;
Sunday, 7 a.m. to 10 p.m.

News Service... UP
Transcription Service... Lang-Worth, Standard,
World Broadcasting System, Keystone

Personnel

President-General Manager... R. B. Helms
Commercial Manager... Eddie Whitehart
Program Director-Chief Announcer,

Vernon Nunn

Musical Director... Freida Whitehart
Chief Engineer... Max Cockley

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 250 Watts
Owned-Operated By... Paducah Broadcasting Co.

Address... Zion Road, R No. 3
Phone Number... 3923
Transmitter Location... Southeast of Henderson

Time on the Air... Local sunup to local sundown

News Service... UP
Transcription Service... NBC Thesaurus, C. P. MacGregor, Associated Music
Representative... Sears & Ayer, Inc.

Personnel

President-General Manager... Pierce E. Lackey
Station Manager... Hecht S. Lackey
Program Director... Freda Lemon
Chief Announcer... Marvin Walker, Jr.
Chief Engineer... Edwin L. Robb

W H O P

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Paducah Broadcasting Co.

Business Address... Garnett Bldg.
Phone Number... 1025, 1026
Studio Address... Route 68 (1½ miles northwest of Hopkinsville and Garnett Bldg.)

Transmitter Location... Cadill Pike
Time on the Air... 6 a.m. to 9:30 p.m.

News Service... UP
Transcription Service... World Broadcasting System, Associated Music Publishers, C. P. MacGregor

Representative... Sears & Ayer

Personnel

President... Pierce E. Lackey
General Manager... F. Ernest Lackey
Program-Musical Director... Bonnie Bessire
Chief Engineer... Lynton R. Lemond

W L A P

LEXINGTON—EST. 1934

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... American Broadcasting Corp. of Kentucky
 Address... Radio Bldg., Walnut and Short Sts.
 Phone Number... 1721
 Transmitter Location... Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
 News Service... UP
 Transcription Service... Standard Radio
 Representative... John H. Perry Associates

Personnel

President-General Mgr... Gilmore N. Nunn
 Vice-President... J. Lindsay Nunn
 Station Director... Ted Grizzard
 Commercial Manager... Ed Willis
 Program Director... Lowry Kohler
 War Program Director... Phil Sutterfield
 Musical Director... Eddie Harrison
 Chief Engineer... Sanford Holt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By... WAVE, Incorporated
 Address... 334 E. Broadway
 Phone Number... Wabash 6543
 Transmitter Location... Hamburg Pike, Jeffersonville, Ind.
 Time on the Air... 6 a.m. to 12 midnight
 News Service... INS
 Transcription Service... NBC Thesaurus, Lang-Worth
 Representative... Free & Peters, Inc.

Personnel

President... Major Geo. W. Norton, Jr.
 Station Manager... Nathan Lord
 Commercial Manager... James F. Cox
 Program Director... George Patterson
 Chief Announcer... H. Burt Blackwell
 Musical Director... Earle Keller
 Chief Engineer... Wilbur E. Hudson

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc. Power: 50000 Watts
 Owned-Operated By... Courier-Journal and Louisville Times Company
 Address... 300 West Liberty St.
 Phone Number... Wabash 2211
 Transmitter Location... R. R. No. 2, Anchorage, Kentucky
 Time on the Air... 24 Hours Daily
 Newspaper Affiliation... Courier-Journal and Louisville Times

News Service... AP, UP
 Transcription Service... Associated Music Publishers, Lang-Worth, Standard
 Representative... Edward Petry & Company

Personnel

Owner... Barry Bingham
 Executive Manager... W. Lee Coulson
 Commercial Manager... Joe Eaton
 Program Manager... Robert L. Kennett
 Sales Promotion Manager... Neil D. Cline
 Production Manager... T. Dudley Musson
 Office Manager... J. H. Callaway
 Agricultural Coordinator... John Merrifield
 Musical Director... Robert Hutsell
 Chief Engineer... D. C. Summerford

W I N K

LOUISVILLE—EST. 1942

Frequency: 1080 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Mid-America Broadcasting Corp.
 Address... Louisville
 Time on the Air... Unlimited license

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

W I N N

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Kentucky Broadcasting Corp.
 Address... 10th Floor Tyler Hotel, 3rd and Jefferson Sts.
 Phone Number... Wabash 4126, 4127
 Transmitter Location... On top Tyler Hotel
 Time on the Air... 6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight
 News Service... PA; Transradio
 Transcription Service... C. P. MacGregor
 Representative... Spot Sales, Inc.

Personnel

President... D. E. Kendrick
 Station Manager... L. L. Jaquier
 Commercial Manager... G. F. Bauer
 Program Director... M. K. McCarten
 Publicity Director... Charles Pettinger
 Chief Announcer... Jack Lee Alexander
 Musical Director... Stuart Brooks
 Chief Engineer... Wayne J. Hatchett

W O M I

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Owensboro Broadcasting Co.
 Address... Owensboro

KENTUCKY-LOUISIANA

Phone Number... 420, 421
Transmitter Location... Owensboro
Time on the Air... 7 a.m. to 10:35 p.m.
News Service... AP
Transcription Service... Standard Radio;
Keystone Broadcasting System

Personnel

President... Lawrence W. Hager
General Manager... Hugh O. Potter
Commercial-Sales Promotion Director,
Malcolm Greep
Program Director... Cliffordean Potter
Chief Engineer... Leslie Goodaker

WPAD

PADUCAH—EST. 1930

Frequency: 1450 Kc... Power: 250 Watts

Owned-Operated By... Paducah Broadcast-
ing Co.

Business Address... Taylor Bldg., 4th and
Broadway

Phone Number... 4100
Studio Address... Taylor Bldg.

Transmitter Location... 9th and Terrell
Time on the Air... 6 a.m. to 11:30 p.m.

News Service... UP
Transcription Service... Associated Music

Publishers, World Broadcasting System, C.
P. MacGregor

Representative... Sears & Ayer

Personnel

President & General Mgr... Pierce E. Lackey

Sales Manager... Prewitt Lackey

Program Director-Chief Announcer... Gene Peak

Chief Engineer... James Grant

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1240 Kc... Power: 250 Watts

Owned-Operated By... Alexandria Broad-
casting Co., Inc.

Address... 505 Johnston St.

Phone Number... 3335

Transmitter Location... Upper Fourth St.

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

News Service... INS

Transcription Service... Standard Radio

Personnel

President... Walter H. Allen

Station Manager... W. J. Dickerson

Sales Manager... Edgar Cappellini

Sales Promotion Manager... Joe Smith

Program Director... Byron Dowty

Musical Director... Doris Gates

Chief Engineer... Jesse R. Sexton

Newspaper Affiliation... Baton Rouge State-
Times, Baton Rouge Morning Advocate

Transcription Service... World Broadcasting
System

Representative... Geo. P. Hollingsbery Company

Personnel

President... Chas. P. Manship, Jr.

Vice-Pres. & Gen. Mgr... H. Vernon Anderson

KVOL

LAFAYETTE—EST. 1935

Frequency: 1340 Kc... Power: 250 Watts

Owned-Operated By... Evangeline Broad-
casting Company, Inc.

Business Address... 300 Jeerson St.

Phone Number... 353, 1280, 2062

Studio Address... Jefferson St., Evangeline
Hotel

Transmitter Location... Scott Road
Time on the Air: 7 a.m. till 10 p.m. (87 hours
weekly)

Newspaper Affiliation... Lafayette Advertiser
Gazette

News Service... UP

Transcription Service... Standard Radio

Personnel

President... Morgan Murphy

Station Manager... Geo. H. Thomas

Commercial Manager... R. A. Escudier

Program Director-Chief Announcer

Allison J. Therist

Publicity Director... Lela A. Turner

Chief Engineer... Hillman Bailey

WJBO

BATON ROUGE—EST. 1934

BLUE NETWORK

Frequency: 1150 Kc... Power: 5000 Watts

Owned-Operated By... Baton Rouge Broad-
casting Co., Inc.

Address... 444 Florida St.

Phone Number... 5271-2

Transmitter Location... Roosevelt Road

Time on the Air... Unlimited license

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Calcasieu Broadcasting Co.
 Address: Majestic Hotel
 Phone Number: 2713, 2714
 Transmitter Location: La Grange St.
 Time on the Air: Unlimited license

Personnel

President: T. B. Lanford

K M L B

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Liner's Broadcasting Station, Inc.
 Address: Frances Hotel
 Phone Number: 4321
 Transmitter Location: Millhaven Rd.
 Time on the Air: Unlimited license
 Transcription Service: Standard Radio.
 Lang-Worth

Personnel

President-General Manager: J. C. Liner, Jr.

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WDSU, Inc.
 Address: Hotel Monteleone
 Phone Number: Raymond 7135
 Transmitter Location: Gretna, Ill.
 Time on the Air: 7 a.m. to midnight;
 Sunday, 8 a.m. to midnight

News Service: UP; INS
 Transcription Service: C. P. MacGregor
 Representative: Weed & Co.

Personnel

President: Joseph H. Uhalt
 General Manager: P. K. Ewing
 Sales Promotion Manager: R. R. Harqis
 Program Director: Stanley Holiday
 Production Manager: S. R. Rosenbaum
 Musical Director: E. Meloche
 Chief Engineer: C. L. Whitney

W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Charles C. Carlson
 Address: 540 Audubon Building
 Phone Number: Raymond 5060
 Transmitter Location: 3617 Bruxelle St.
 Time on the Air: Unlimited license

Transcription Service: C. P. MacGregor

Personnel

President-General Mgr.: Charles C. Carlson

W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: WNOE, Inc.
 Address: St. Charles Hotel, 211 St. Charles St.
 Phone Number: Raymond 0423
 Transmitter Location: 3915 Euphrosine St.
 Time on the Air: 24 hours daily
 News Service: AP, UP
 Transcription Service: Standard Radio

Personnel

President: James A. Noe
 Vice-President-General Mgr.: James Gordon
 Program Director: Beverly Brown
 Production Manager: Beverly Brown
 Chief Engineer: Ellis Trepeginer

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Address: Maison Blanche Bldg.
 Phone Number: MA 5920
 Transmitter Location: Algiers, La.
 Time on the Air: Unlimited license
 Transcription Service: NBC Thesaurus;
 Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
 General Manager: H. Wheelahan

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
 Owned-Operated By: Loyola University
 Address: Roosevelt Hotel
 Phone Number: Raymond 2194-5-6-7
 Transmitter Location: Kenner, La.
 Time on the Air: 5 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard Radio
 Representative: The Katz Agency

Personnel

General Manger: W. H. Summerville
 Commercial Manager: Larry Baird
 Merchandising Manager: A. M. Roberts
 Program Director: Edward Hoerner
 Production Manager: Jack Simpson
 Publicity Director: Paul Ott
 Musical Director: Irving Vidacovitch
 Chief Engineer: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712
Phone Number: 6171-2
Studio Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6 a.m. to midnight
News Service: INS
Transcription Service: BMI, Lang-Worth

Personnel

President: R. M. Dean
General Manager: T. B. Lanford
Station Manager: G. V. Wilson
Station Director: Elizabeth Alford
Chief Engineer: R. M. Dean

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Tri-State Broadcasting System, Inc.
Studio Address: Commercial Bldg.
Transmitter Location: Dixie Gardens Road
Phone Number: 2-8711
Time on the Air: 6:30 a.m. to midnight
Newspaper Affiliation: The Shreveport Times

Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Sales Promotion Manager-Program Director: B. G. Robertson
Chief Engineer: C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
Owned-Operated By: International Broadcasting Corp.
Studio Address: Commercial Building
Transmitter Location: Near Dixie, La.
Phone Number: 2-8711
Time on the Air: 5 a.m. to 1:05 a.m.
Newspaper Affiliation: The Shreveport Times
News Service: AP, UP
Transcription Service: World Broadcasting, Lang-Worth
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Sales Promotion-Publicity Director: B. G. Robertson
Program Director: Fred Ohl
Chief Engineer: W. E. Antony

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: WRDO, Inc.
Address: 175 Water St.
Phone Number: 2285
Transmitter Location: 341 Water St.
Time on the Air: 7:30 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Weed & Company

Personnel

President: Adeline B. Rines

Station-Commercial Manager: Jack S. Atwood
Program Director-Chief Announcer: Donald Powers
Chief Engineer: Harold T. Dinsmore

W A B I

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
(C. P. 910 Kc., 5000; S. A. 910 Kc., 250)
Owned-Operated By: Community Broadcasting Service, Inc.
Address: 57 State St.
Phone Number: 6447-6446
Transmitter Location: Wilson St., Brewer, Me.

Time on the Air.....Unlimited license
 Transcription Service.....Associated Library
 Representative.....R. C. Foster

Personnel

President.....F. B. Simpson
 Station Manager.....Alec Robertson

W L B Z

BANGOR—EST. 1926

MUTUAL BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 1000 d., 500 n.
 (C. P. 5000 Watts)

Owned-Operated By..Maine Broadcasting Co.
 Address.....100 Main St.
 Phone Number.....6023
 Transmitter Location.....Outer Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.

Personnel

General Manager.....Thompson L. Guernsey

W C O U

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Co., Inc.

Address.....223 Lisbon St.
 Phone Number.....3140-3141
 Transmitter Location.....East Ave.

Time on the Air.....18 hours per day
 News Service.....UP

Transcription Service.....Standard Transcrip-
 tion Library

Representative.....Forjoe & Co.

Personnel

President.....Jean B. Couture
 Station Manager-Treasurer.....Faust Couture
 Commercial-Sales Promotion

Manager.....J. C. Libby
 Program-Publicity Director...Warner Paulsen
 Chief Announcer.....Fred Preble
 Musical Director.....Bertrand Cote
 Chief Engineer.....John T. Duty

W C S H

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.

Business Address.....157 High St.
 Phone Number.....Portland 3-9667
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.

Transmitter Location.....Scarboro, Me.
 Time on the Air: 6:15 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative..Weed & Co. & Bertha Bannan

Personnel

President.....Adeline B. Rines
 Station Manager.....William H. Rines
 Commercial Manager.....Caleb Paine
 Sales Promotion Manager...Frederick W. Cole
 Program Director.....Nancy King
 Chief Announcer.....Arthur Owens
 Musical Director.....Waldo Harwood
 Chief Engineer.....G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.

YANKEE **WCOU** MUTUAL

LEWISTON-AUBURN

\$ E L L \$

MAINE'S RICHEST AND
 LARGEST INDUSTRIAL
 MARKET

C. E. HOOPER SURVEY

INDEX	WCOU	A	B	C	7 OTHERS
8:00 A.M.- 12:00 N.	56.0	32.4	5.6	3.7	2.3
12:00 N.- 6:00 P.M.	52.9	35.8	5.2	3.1	3.0
6:00 P.M.- 10:30 P.M.	55.7	25.1	10.9	2.9	5.4

**WCOU DOMINATES
 AND DELIVERS
 CENTRAL MAINE**

REP.: FORJOE & COMPANY

Address Columbia Hotel
 Phone Number 2-7489
 Transmitter Location Near Portland
 Time on the Air Unlimited license
 Newspaper Affiliation ... Gannett Publishing
 Co.
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-Treasurer Guy P. Gannett
 General Manager Creighton E. Gatchell
 Commercial Manager Arthur A. Atherton
 Program Manager Richard E. Bates
 Chief Engineer Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930
KEYSTONE BROADCASTING SYSTEM
 Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Aroostook Broadcast-
 ing Corporation
 Address Northern National Bank Bldg.
 Phone Number 8821
 Transmitter Location ... Northern National Bank
 Bldg.
 Time on the Air: 11 a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.

Personnel

General Manager H. B. Diller

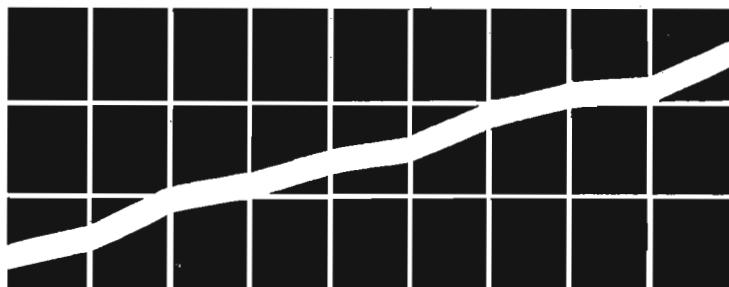
PA HELPS STATION SALES

*PA, through its Station Relations
 Department, helps its affiliated stations sell
 by acquainting national advertisers with the
 special news and feature scripts on the special*

AP *Radio News Wire.*

in **Baltimore:**

WHEN YOU BUY WBAL



YOUR SALES GO UP



NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W B A L

BALTIMORE—EST. 1925
NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By Hearst Radio, Inc.
Address Lexington Bldg.
Phone Number Lexington 4900
Transmitter Location Reisterstown, Md.
Time on the Air 24 hours daily
News Service INS; UP
Transcription Service Standard Radio;
World Broadcasting System
Representative Edward Petry & Co.

Personnel

Station Manager Harold C. Burke
Sales Manager Leslie H. Peard, Jr.
Program Director Edward Harvey
Publicity Director Dorothy Schmitt
Musical Director George Yeatman
Chief Engineer Gerald W. Cooke

W C B M

BALTIMORE—EST. 1924
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Baltimore Broadcast-
ing Corporation
Address North at Hartford
Phone Number University 8400
Transmitter Location 1100 East Cold Spring
Lane
News Service INS
Transcription Service Lang-Worth
Representative Spot Sales, Inc.

Personnel

President and Commercial Mgr. John Elmer
Vice-President J. Purdon Wright
Treasurer J. Lawrence Schanberger
General Manager Geo. H. Roeder



COVERAGE

★ The Blue Network—WCBM combination completely covers the entire Baltimore area effectively at a cost which allows for additional time expenditures because of a lower rate.

★ Investigate all Baltimore Stations and then compare with what WCBM offers!



John Elmer,
President
Geo. H. Roeder,
Gen. Manager

WCBM

National Representatives:
SPOT SALES, INC.
New York—Chicago
San Francisco

BALTIMORE'S BLUE NETWORK OUTLET

• • MARYLAND • •

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts

Owned-Operated By: The Monumental Radio Company

Address: 811 West Lanvale St.

Phone Number: Madison 7220-1-2-3-4

Transmitter Location: Park Heights Avenue, Extended

Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service: INS

Transcription Service: Lang-Worth, C. P. MacGregor

Representative: Paul H. Raymer Company

Personnel

President: Lewis M. Milbourne

Vice-President-General

Manager: L. Waters Milbourne

Program Directors: Gordon A. Scheihing, George L. Filling

Musical Director: Robert P. Iula

Chief Engineer: Martin L. Jones

W F B R

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc. Power: 5000 Watts

Owned-Operated By: Baltimore Radio Show, Inc.

Business Address: 10 East North Ave.

Phone Number: Mulberry 1300

Studio Address: Radio Center

Transmitter Location: Waterview Ave.

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

News Service: AP, INS

Transcription Service: Associated Music Publishers, C. P. MacGregor

Representative: John Blair & Co.

Personnel

President: Robert S. Maslin, Sr.

Executive Vice-President: Hope H. Barroll, Jr.

Commercial Manager: Andrew H. Hilgartner

Local Sales Manager: William S. Pire, Jr.

Sales Promotion Manager: C. Nelson Baker

Program Director: Bert Hanauer

Production Manager: Henry Hickman

Publicity Director: Robert S. Maslin, Jr.

Musical Director: Jos. Imbroglio

Chief Engineer: William Q. Ranft

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts

Owned By: Maryland Broadcasting Co.

Operated By: Thomas G. Tinsley, 2nd

Address: 7 E. Lexington St.

Phone Number: Lexington 7808-9-10-11

????

**NO GUESSWORK
HERE!**

For 14 Years

WTBO

**HAS PROVIDED
SATISFACTION—
PLUS!**

RENEWAL

**Records Prove it — and
Take the ???? Out of
Cumberland Area Cov-
erage.**

WTBO

**CUMBERLAND, MD.
FOR RESULTS!**

Natl. Reps.:

SPOT SALES, INC.

MARYLAND

Transmitter Location.....1230 Curtain St.
 Time on the Air.....24 hours a day
 News Service.....AP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
 Assistant Station Manager.....Helen Powers
 Commercial Manager.....George S. Shaffer
 Program Director-Chief Announcer
 Raymond W. Baker
 Traffic Manager.....Dena Bores
 Personnel Manager.....Grace W. McQuade
 Accountant.....Harry F. Baumann
 Musical Director.....Wallace W. Ashley
 Night Manager.....Ralph Beauchamp
 Chief Engineer.....James Duff

W T B O

CUMBERLAND—EST. 1929

Frequency: 820 Kc.....Power: 250 Watts
 Owned-Operated By.....Associated Broadcast-
 ing Corporation
 Address.....31 Frederick St.
 Phone Number.....Cumberland 298 and 299
 Transmitter Location.....Fort Hill, Cumberland
 Time on the Air: Sunrise to sunset, Dallas,
 Texas
 News Service.....AP, UP
 Transcription Service.....World Broadcasting
 System
 Representative.....Spot Sales, Inc.

Personnel

President-General Manager..Aurelia S. Becker
 Commercial-Sales Promotion Manager,
 G. P. Richards
 Program Director-Chief Announcer
 Stewart W. Phillips
 Publicity Director.....Ina Lee Eichner
 Chief Engineer.....L. Edward Pamphilon

W F M D

FREDERICK—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Operated By.....Monocacy Broadcast-
 ing Company
 Business Address.....Winchester Hall
 Phone Number.....Frederick 1626, 1627
 Studio Addresses.....Winchester Hall,
 Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,
 Westminster, Md.
 Transmitter Location.....Frederick, Md.
 Time on the Air: 6:30 a.m. to 10:15 p.m.;
 Sundays, 7:30 a.m. to 10:15 p.m.

News Service.....Transradio
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System
 Representative.....Burn-Smith Company, Inc.

Personnel

President.....Major Laurence Leonard
 Vice-President and General Manager,
 A. V. Tidmore
 Commercial Manager.....G. G. White
 Program Director.....James F. Crist
 Chief Engineer.....A. V. Tidmore

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
 ATLANTIC COAST NETWORK-MARYLAND
 COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Hagerstown Broad-
 casting Co.
 Address.....Franklin Court
 Phone Number.....2323
 Transmitter Location.....Carroll Heights
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....Transradio
 Representative.....Spot Sales, Inc.

Personnel

Chief Executive.....Grover C. Crilly
 National Sales Manager.....H. A. Seville
 Commercial Manager.....Clarence Myers
 Program Director.....Amos Harper
 Director of War Programs.....Bernice Crilly
 Chief Engineer.....George W. McIntire

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
 ATLANTIC COAST NETWORK-MARYLAND
 COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Peninsula
 Broadcasting Co.
 Address.....Radio Park
 Phone Number.....Salisbury 2480-2481
 Transmitter Location.....Radio Park
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
 8:25 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....John W. Downing
 General Manager.....Charles J. Truitt
 Assistant Program Director.....Jane Allen
 Chief Announcer.....Lonnie Starr
 Musical Director.....Russell Yohe
 Chief Engineer.....Peter A. Alfonsi

WCOP

**WHAT'S WHAT
IN Boston**

*Week AFTER Week
WCOP's
influence is getting
More and More
POWERFUL!*

WCOP, Boston's key station of the Atlantic Network, is the most economical testing station in the East.

WCOP, a constructive force in the life of Boston, plans, produces and merchandises advertisers' programs.

WCOP makes programs pay a profit; that's why more and more accounts are using WCOP more and more.

WCOP gives advertisers more dollar for dollar, because it has grown so fast in sales and audience.

WCOP, Boston's family station, does a full time job, whether it's a spot or a full hour program.

WCOP, chockful of Boston success stories, has sold everything from magazines to mattresses, bread to bonds.

WCOP DEFINITELY BELONGS TO BOSTON YOU CAN GET ITS LISTENERS DEFINITELY TO BELONG TO YOU!

WCOP BELONGS ON YOUR Schedule

COPLEY PLAZA HOTEL • BOSTON



MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1030 Kc. Power: 50000 (WBZ), 1000 (WBZA)

Owned By... Westinghouse Electric & Mfg. Co. Operated By... Westinghouse Radio Stations, Inc.

Addresses... Hotel Bradford, Boston; Hotel Kimball, Springfield

Phone Number... Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)

Transmitter Locations... Hull, Mass. (WBZ), Springfield, Mass. (WBZA)

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

News Service... AP, UP
Transcription Service... Standard Radio
Representative... National Broadcasting Co.; Weed & Co.

Personnel

President... Geo. H. Bucher
Station Manager... C. S. Young
Program Manager... W. Gordon Swan
Production Manager... John H. Wright
Sales Manager... Frank R. Bowes
Sales Promotion Manager... Harry D. Goodwin
Publicity Director... George W. Slade
Chief Announcer... Carmen Caruso
Musical Director... Avner Rakov
Plant Manager... F. M. Sloan (WBZ)
Plant Manager... H. E. Rondol (WBZA)

WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts

Owned By... American Broadcasting Corp.
Operated By... Massachusetts Broadcasting Co.

Address... Copley-Plaza Hotel
Phone Number... Commonwealth 1717
Transmitter Location... Off Speedway, Brighton, Mass.

Time on the Air... 18 hours daily

News Service... INS
Transcription Service... Standard Radio
Representative... Headley-Reed Co.

Personnel

President... Harold A. Lafount
General Manager... A. N. Armstrong, Jr.
Assistant Manager... Ashley L. Robinson
Program-Musical Director... Lou Walker
Production Manager... Frances Lescoe
Chief Announcer... Russell Oilhaus
Artists' Bureau Head... Eleanor Kane
Chief Engineer... Roland C. Hale

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By... Columbia Broadcasting System

Business Address... 182 Tremont St.
Phone Number... HUBbard 2323

Studio Address... 182 Tremont St.
Transmitter Location... Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service... AP, UP
Transcription Service... World Broadcasting System, Lang-Werth Feature Programs
Representative... Radio Sales

Personnel

Station Manager... H. E. Fellows
Sales Manager... Kingsley Horton
Sales Promotion Manager... Guy H. Cunningham
Production Manager... R. G. Girardin
Program Director... L. G. del Castillo
War Program Director... F. H. Garrigus
Publicity Director... Marie Houlihan
Chief Announcer... C. H. Dickerman
Accountant... J. J. Murray
Musical Director... Francis E. Bellizia
Chief Engineer... W. J. Stiles

WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By... Matheson Radio Co., Inc.

Address... Hotel Touraine, 62 Boylston St.
Phone Number... Hancock 0900

Transmitter Location... Saugus, Mass.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service... UP
Transcription Service... World Broadcasting System, Associated Recorded Program Service

Representative... George P. Hollingbery Co.

Personnel

President... A. E. Matheson
General Manager... John J. Matheson
Sales Manager... R. G. Matheson
Program Director... A. J. Friend
Chief Engineer... R. G. Matheson

WMEX

BOSTON—EST. 1934

Frequency: 1500 Kc. Power: 5000 Watts

Owned-Operated By Northern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number..... Commonwealth 3900
 Transmitter Location..... Quincy, Mass.
 Time on the Air..... Unlimited license
 Transcription Service..... Lang-Worth
 Representative..... Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director... John E. Reilly
 Managing Director-Chief
 Engineer Alfred J. Pote

W N A C

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEMS
 YANKEE NETWORK

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Operated By: The Yankee Network.
 Inc., 21 Brookline Ave.
 Phone Number COMMonwealth 0800
 Transmitter Location. Squantum, Quincy, Mass.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service INS
 Transcription Service..... Associated
 Representative..... Edward Pety & Co., Inc.

Personnel

President John Shepard, 3rd
 Vice-President..... Robert Bartley
 Executive Vice-President..... Linus Travers
 Merchandising and Promotion
 Director James S. Powers
 Program Director..... Eleanor Geer
 War Program Director..... Robert T. Bartley
 Production Director..... George Steffy
 Editor of News Service..... Robert Myers
 Musical Director..... Francis J. Cronin
 Chief Engineer Irving B. Robinson

W O R L

BOSTON—EST. 1937

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address: Myles Standish Hotel, 610 Beacon
 Street
 Phone Number Commonwealth 5100
 Transmitter Location Needham, Mass.
 Time on the Air. Local sunrise to local sunset
 News Service UP

Personnel

President Harold A. Lafount
 General Manager..... George Lasker
 Assistant Manager..... Ashley L. Robinson
 Publicity Director..... Robert Sanford
 Program-Musical Director..... Robert N. Perry
 Chief Engineer John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Operated By: Doughty & Welch Elec-
 tric Co.
 Address..... 102 S. Main St.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location..... So. Somerset
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service INS
 Transcription Service..... Standard Radio
 Representative..... The Walker Co.,
 R. C. Foster Co.

Personnel

President and Station Manager. Wm. T. Welch
 Secretary and Assistant Treasurer,
 Philly J. Maurette
 Program Director..... Josephine Y. Welch
 Commercial Manager..... Leonard C. Cox
 Chief Announcer..... Angus Bailey
 Chief Engineer John C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Ruben E. Aronheim
 Address 717 Main Street
 Phone Number..... Fitchburg 1600
 Transmitter Location... Luenburg-Fitchburg line
 Time on the Air..... 7 a.m. to 12:05 a.m.
 New Service..... AP
 Transcription Service..... Lang-Worth
 National Representative..... Burn-Smith Co.

Personnel

President Ruben E. Aronheim
 General Manager..... Milton H. Meyers
 Commercial Manager..... W. Warren Teskey
 Program Director..... Ken Houseman
 War Program Director..... Joan Shirley
 Publicity Director..... Bob Reynolds
 Musical Director..... Richard Tucker
 Chief Engineer Theodore Kalln

W H A I

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... John W. Haigis
 Address 354 Main St.
 Phone Number..... 4301
 Transmitter Location..... Woodard Rd.
 Time on the Air..... Unlimited License
 Transcription Service..... World Broadcasting
 System; BMI
 Representative Burn-Smith Co.

MASSACHUSETTS

Personnel

Owner.....John W. Haigis
 Manager.....James L. Spates
 Commercial-Sales Promotion
 Manager.....Horace W. Nichols
 Program-Musical Director..Warren Greenwood
 Chief Announcer.....Gordon Lewis
 Chief Engineer.....James L. Spates

Sales Promotion-Publicity Director
 Nellie M. Wozniak
 Program Director.....Thomas R. Humphrey
 Production Manager-Chief Announcer
 Ward Gardner
 Musical Director.....Jay Heitin
 Chief Engineer.....Thomas Humphrey

W H Y N

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Hampden-Hampshire
 Corporation
 Business Address.....180 High Street
 Phone Numbers.....8238, 8239
 Studio Addresses: 180 High Street; 80 Main
 Street, Northampton; Canal Street, South
 Hadley Falls
 Transmitter Location...Canal St., South Hadley
 Falls, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation....Holyoke-Transcript
 Telegram
 News Service.....UP
 Transcription Service.....Associated
 Representatives.....Bertha Bannon

Personnel

President.....Mrs. William R. Dwight
 Commercial Manager....Patrick J. Montague

W L A W

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Numbers..Lawrence 4107, 4108 & 4109
 Transmitter Location..River Road, Andover,
 Mass.
 Time on the Air: 6 a.m. to 1 a.m. (19 hours);
 Sunday, 8 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Thesaurus
 Representative.....The Katz Agency, Inc.

Personnel

President-General Manager..Irving E. Rogers
 National Sales Director.....David G. Jones
 Local Sales Director.....David M. Kimel
 Program Director.....John D. Maloy
 Chief Announcer.....Fred P. Laffey
 Continuity Director.....Irene F. Morgan
 Chief Engineer.....George A. Hinckley



TWO MILLIVOLT
AREA

HALF MILLIVOLT
AREA

POPULATION, 1940
(U. S. CENSUS)

2,834,430

4,033,282

RADIO HOMES, 1940
(CALCULATED BY N. A. B.)

704,261

1,002,348

Columbia's Voice in Northern New England

Nat. Rep.: The Katz Agency, Inc.

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: Lowell, 250
Watts d. 100 Watts n.; Lawrence, 100 Watts

Owned-Operated By Merrimac Broadcasting
Co., Inc.

Business Address 39 Kearney Square, Lowell

Phone Numbers Lowell 8715;

Lawrence 2-2148

Studio Addresses Rex Center, Lowell;
Cregg Building, Lawrence

Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence

Time on the Air: 6:25 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

News Service INS

Transcription Service: Associated Music Pub-
lishers

Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat

Station Manager Robert F. Donahue

Commercial Manager Haskell Bloomberg

Program Director Thomas Clayton

News Editor Fred Simmonds

Chief Engineer Ralph Newton

W E S X

MARBLEHEAD—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: North Shore Broadcasting
Company

Business Address 126 Washington St.,
Salem, Mass.

Phone Numbers Salem 5670; Lynn 2-0550

Studio Addresses: 126 Washington St.; 341
Union Street, Lynn

Transmitter Location Marblehead

Time on the Air Unlimited license

Transcription Service World Broadcasting
System; Associated Music Publishers; C. P.
MacGregor

Representative R. C. Foster & Co.

Personnel

President Charles W. Phelan

General Manager Van D. Sheldon

W N B H

NEW BEDFORD—EST. 1921

MUTUAL-YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: E. Anthony & Sons,
Incorporated

Business Address 588 Pleasant St.

Phone Number 8-5228

Studio Address 588 Pleasant Street

Transmitter Location Crow Island,

New Bedford Harbor

Time on the Air: 7:30 a.m. to 11:30 p.m.;

Sundays, 8:30 a.m. to 11:30 p.m.

Transcription Service NBC Thesaurus

Representatives: Burn-Smith Company; R. C.
Foster

Personnel

Station Manager Hugh R. Norman

Commercial Manager Raymond D. Markey

Program Director Donald L. Sellers

Publicity Director-News Editor Earle D. Wilson

Chief Engineer Irving Vermilya

W B R K

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Monroe B. England

Address 8 Bank Row

Phone Number 2-1553

Transmitter Location 1100 East St.

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

News Service UP

Representative Burn-Smith Co.

Personnel

President-Station Manager Monroe B. England

Station Manager John Parsons

Program Director Leonard Lavendol

Sales Promotion Manager Robert Burbank

Chief Engineer Leonard Lavendol

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By WMAS, Inc.

Address Hotel Charles

Phone Number 7-1414

Transmitter Location Pynchon Park

Time on the Air 7 a.m. to midnight

News Service INS

Transcription Service Associated Music;
C. P. MacGregor

Representative Edward Petry & Co.

Personnel

President A. S. Moffat

General Manager A. W. Marlin

Program Director H. M. Feine

Chief Announcer Roland Dumas

Chief Engineer Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 500 Watts

Owned-Operated By WSPR, Inc.

Address 63 Chestnut Street

Phone Number Springfield 6-2757

• • •
MASSACHUSETTS
• • •

Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager...Quincy A. Brackett
Treasurer.....Lewis B. Breed
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Publicity Director,
Wayne Henry Latham
Chief Engineer.....Lawrence A. Reilly

W O C B

WEST YARMOUTH-HYANNIS

EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.
Business Address.....South Sea Avenue,
West Yarmouth, Cape Cod, Mass.
Phone Number.....Hyannis 1697
Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....Transradio
Representative.....Bertha Bannon

Personnel

Station Manager.....H. M. Alleman
Commercial Manager.....A. S. Wasser
Publicity Director.....F. B. Blake
Chief Engineer.....L. D. Trefry

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By...The Yankee Network, Inc.
Address.....21 Brookline Ave
Phone Number.....COMMONwealth 0800
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service.....INS
Transcription Service.....Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President.....John Shepard, 3rd
Vice-President.....Robert Bartley

Executive Vice-President.....Linus Travers
Station Supervisor-Sales
Manager.....Dorothy Robinson
Merchandising and Promotion Director,
James S. Powers
Merchandising.....F. Carleton McVarish
Special Events.....Fred McLaughlin
Program Director.....Eleanor Geer
Production Director.....George Steffy
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson

W O R C

WORCESTER—EST. 1925

BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....A. F. Kleindienst
Address.....65 Elm Street
Phone Number.....5-3101
Transmitter Location.....Auburn, Mass.
Time on the Air.....7 a.m. to 12 midnight
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

Owner.....A. F. Kleindienst
Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned By: Worcester Telegram Publishing Company, Inc.
Operated By: Worcester Telegram and Evening Gazette
Address.....18-20 Franklin Street
Phone Number.....5-4321
Transmitter Location.....Holden, Mass.
Time on the Air.....6:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service.....AP
Transcription Service.....World Broadcasting System; Associated
Representatives.....Paul H. Raymer Co.; Bertha Bannon

Personnel

Vice-President-General
Manager.....George F. Booth
Director.....Edward E. Hill
Commercial Manager.....Herbert L. Krueger
Production-Program Director.....David H. Harris
Publicity Director.....Mitzi Kornetz
War Program Director.....Eleanor Parmer
Special Events Director.....Box Dixon
Chief Announcer.....Philip Brook
Musical Director.....Jean Wilkins
Chief Engineer.....Elliot A. Browning

DETROIT'S *First* STATION



Detroit—America's Greatest Armament Market—With
a Population Increase of 336,000 Since April, 1940!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

**NBC Basic
Network**

**Associate Station
W45D-F.M.**

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Federated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers: 5655; 7166

Transmitter Location: Michigan National Bank Bldg.

Time on the Air: Unlimited license

Newspaper Affiliation: Battle Creek Enquirer-News

Transcription Service: Associated Music Representative: Burn-Smith Company, Inc.

Personnel

President: A. L. Miller
General Manager: D. E. Jayne

W B C M

BAY CITY—EST. 1928

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Bay Broadcasting Company, Inc.

Address: Wenonah Hotel
Phone Numbers: Bay City 7551-7552

Transmitter Location: Tuscola Road, Hampton Township

Time on the Air: 7 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service: NBC Thesaurus; Representative: George P. Hollingbery

Personnel

President: Harley D. Peet
General Manager: H. A. Giesel
Sales Promotion Manager: A. F. Huebner
Program Director: Frank Catto
Musical Director: Lionel H. DeRemer
Chief Engineer: Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address: Community Bldg., Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 889

Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton

Transmitter Location: Laurium, Michigan

Time on the Air: 7:30 a.m. to 10 p.m.

Newspaper Affiliation: Daily Mining Gazette (Houghton; Evening News Journal, Calumet)

News Service: AP

Transcription Service: World Broadcasting System, Standard Radio; Lang-Worth; Keystone Broadcasting System

Representative: Sears and Ayer, Inc.

Personnel

President: A. L. Burgan
Vice-President-General

Manager: John W. Rice

Commercial Manager: Albert W. Payne

Program Director: Earl Nordeen

Technical Supervisor: George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: James F. Hopkins, Incorporated

Address: 6559 Hamilton Avenue

Phone Number: Trinity 2-2000

Transmitter Location: 15555 Woodrow Wilson Avenue

Time on the Air: Unlimited license

Transcription Service: Associated Music Publishers; World Broadcasting System

Representative: Forjoe & Company

Personnel

President-Station Manager: James F. Hopkins

Commercial Manager: A. H. Crogan

Program Director: Sybil Krieghoir

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.

Address: 31st and 34th Floor, Eaton Tower

Phone Number: Cadillac 7600

Transmitter Location: 7310 Woodward Ave.

Time on the Air: 20½ hours daily

News Service: INS; PA

Transcription Service: NBC Thesaurus

Representative: Burn-Smith Co.

Personnel

President-General Manager: John L. Booth

Vice-President: W. W. Booth

Treasurer-Auditor: Hugh M. Gray

Secretary-Personnel

Manager: Meril A. Lindbloom

Sales Manager: Mike Kent

Merchandising Manager: Michael Jachimski

Continuity: Avis Lennon

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MICHIGAN

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Publicity Director.....M. Brachman
 Traffic Manager.....M. Clubb
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward Clark

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
 Owned-Operated ByWJR, The Goodwill
 Station

Business Address.....2103 Fisher Building
 Phone Number.....Madison 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location.....Wyandotte, Mich.
 Time on the Air.....Unlimited license
 Transcription Service....World Broadcasting
 System: Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....G. A. Richards
 Executive Vice-President and General
 Manager.....Leo Fitzpatrick
 Vice-President.....John Patt

Business Address.....1700 Stroh Building
 Phone Number.....Cherry 8321
 Studio Address....14th floor Maccabees Bldg.
 Transmitter Location.....15500 Joy Road
 Time on the Air.....6:30 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard Radio;
 Associated Music
 Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
 Vice-President.....John H. King
 Secretary-General
 Manager.....H. Allen Campbell
 Assistant Commercial Manager,
 James G. Riddell

Sales Promotion, Advertising and
 Publicity.....Lambert B. Beeuwkes
 Studio Manager.....H. Earl Moore
 Director of Production...Charles Livingstone
 Merchandising Manager...Harold S. Christian
 News Editor.....Felix Holt
 Chief Announcer.....Jack McCarthy
 Traffic Manager.....Irene Donnelly
 Musical Director.....Benny Kite
 Chief Engineer.....Vern C. Alston

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By: EveningNews Association
 Business Address.....615 W. Lafayette
 Phone Number.....Randolph 2000
 Studio Address.....624-30 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Michigan

Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....The Detroit News
 News Service.....UP
 Transcription Services.....Lang-Worth;
 Standard Radio

Representative.....George P. Hollingsbery Co.

Personnel

General Manager.....Harry Bannister
 Assistant Manager.....Edwin K. Wheeler
 Business Manager.....Forrest Wallace
 Sales Manager.....Harry Betteridge
 Sales Promotion Manager.....Jake Albert
 Program Supervisor.....James Eberle
 Program Director.....Don F. DeGroot
 Production Manager.....Ernest Ricca
 Musical Director.....Mischa Kottler
 Chief Engineer.....Herbert F. Tank

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Business Address.....East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location.....Campus
 Time on the Air.....7 a.m. to 7 p.m.
 News Service.....AP; INS; UP
 Transcription Service.....Lang-Worth;
 Standard Radio

Personnel

Station Manager.....Robert J. Coleman
 Production Manager.....Ray J. Stanley
 Chief Announcer.....Tom Waber
 Chief Engineer.....Norris Grover
 (Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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

Address.....First and Ludington Streets
 Phone Number.....787
 Transmitter Location.....First and Ludington
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio

Personnel

Secretary-Treasurer-General
 Manager.....Gordon H. Brozek

W X Y Z

DETROIT—EST. 1930

**BLUE NETWORK—MICHIGAN RADIO
 NETWORK—BLUE NETWORK**

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation

W F D F

FLINT—EST. 1922

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Flint Broadcasting Co.
 Address: Union Industrial Bldg.
 Phone Number: 2-7158
 Transmitter Location: Bristol Road
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: INS
 Transcription Service: Lang-Worth
 Representative: Burn-Smith, Inc.

Personnel

Managing Director: Howard M. Loeb
 Commercial Manager: F. S. Loeb
 Program Director: Adrian R. Cooper
 Production Manager: Elmer Knopf
 Publicity Director: H. M. Loeb
 Chief Announcer: James Cleaver
 Musical Director: William Geyer
 Chief Engineer: Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Leonard A. Versluis
 Address: Keeler Building, 6 Fountain St.
 N.E.

Phone Number: 6-5461
 Transmitter Location: 6 Fountain St., N.E.
 Time on the Air: Unlimited license
 News Service: INS
 Transcription Service: Standard Radio
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner: Leonard A. Versluis
 Station Manager: Hy M. Steed
 Program Director: Kathryn Mordo
 Musical Director: Frann Weigle
 Chief Engineer: Raymond Plank

WOOD-WASH

GRAND RAPIDS—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broad-
 casting Corporation
 Address: 16th Floor Grand Rapids National
 Bank Building
 Phone Number: 9-4211
 Transmitter Location: Town Line Road, 4 miles
 south of Grand Rapids
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service: UP
 Transcription Service: Associated Music
 Publishers; Lang-Worth
 Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
 Station and Sales Manager: Stanley W. Barnett
 Merchandising Manager: Paul Elchhorn
 Program Director: Sandy Meek
 Production Manager: Carl S. Hester
 Publicity Director: T. Wilcox Putnam
 Chief Engineer: Fred W. Russell

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

LAKE SUPERIOR NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Upper Michigan-Wiscon-
 sin Broadcasting Co., Inc.

Address: 124 E. McLeod Ave.
 Phone Number: 20
 Transmitter Location: U. S. Highway No. 2 &
 Douglas Boulevard

Time on the Air: 6 a.m. to 12 midnight
 News Service: AP; UP
 Transcription Service: Associated Music
 Publishers

Representative: Sears & Ayer, Inc.

Personnel

President: William L. Johnson
 Station Manager: J. W. Huss
 Commercial Manager: Ray D. Williams
 Program Director: Harold Ladin
 Chief Engineer: August Jarvi

W I B M

JACKSON—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WIBM, Inc.
 Address: 228 West Michigan Avenue
 Phone Number: 6121
 Transmitter Location: 228 West Michigan
 Avenue

Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Standard Radio
 Representative: Forjoe & Company

Personnel

President: Herman Radner
 Vice-President and Station
 Manager: Roy Radner
 Sales Promotion Manager: William Cizek
 Program-Musical Director: Wilbur Dunn
 Chief Engineer: C. W. Wirtanen

WKZO

KALAMAZOO-GRAND RAPIDS
EST. 1923

COLUMBIA BROADCASTING SYSTEM
Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....WKZO, Incorporated
Operated By.....John E. Fetzer
Business Addresses: Burdick Hotel (Kalamazoo); Herpolsheimer Co. (Grand Rapids)
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
Transmitter Location....Parchment, Michigan
Time on the Air: 7 a.m. to 11:30 p.m.; Saturday, 7 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative....Free & Peters, Incorporated

Personnel

President-General Manager...John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program-Publicity Director.....Paul H. Aurandt
Production Manager.....Hooper White
Chief Engineer.....Carl E. Lee

WJIM

LANSING—EST. 1934

BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJIM, Inc.
Address.....City National Building
Phone Number.....2-1333-4-5
Transmitter Location...City National Building
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service...Associated Recorded Program Service

Personnel

President-General Manager..Harold F. Gross
Program Director.....Bob Innes
Director of Women's Programs..Judy Holiday

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Gospel Church of Lapeer
Address.....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Shares Time

Personnel

President-Station
Manager.....Frank S. Hemingway
(Non-Commercial Station)

WDMJ

MARQUETTE—EST. 1931

KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address.....146 W. Washington
Phone Number.....616
Transmitter Location....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
Transcription Service...World Broadcasting System

Personnel

President.....Frank J. Russell, Jr.
General Manager.....Gordon H. Brozek

WKBZ

MUSKEGON—EST. 1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....424 Apple Ave.
Phone Number.....26-051
Studio Address.....424 Apple Ave.
Transmitter Location...Muskegon Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service...World Broadcasting System; Lang-Worth; C. P. MacGregor
Representative.....Burn-Smith Co.

Personnel

President-Station
Manager.....Grant F. Ashbacker
Commercial Manager.....William C. Wester
Sales Promotion Manager...Loran A. Haney
Program-Musical Director...Frank Lynn
Production Manager.....Bill Bennett
Publicity Director.....Edward Denkema
Chief Announcer.....Al Vredeveld
Office Manager.....Clara Brown
Chief Engineer.....Geo. Krivltzky

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By...Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number.....Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan

Time on the Air: Local sunrise to local sunset
 News Service INS
 Transcription Service... Lang-Worth Features;
 Standard Radio
 Representative.....The Foreman Company

Personnel

General Manager..... H. Y. Levinson
 Commercial Manager..... Monte Meyer
 Accountant..... Jernah Pearl
 Administrative Secretary..... Cloman Pipe
 Chief Engineer..... Wayne N. Cook

W H L S

PORT HURON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Harmon LeRoy Stevens
 and Herman LeRoy Stevens (Port Huron
 Broadcasting Co.)

Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Ave.

Time on the Air: 7 a.m. to 11:30 p.m. Sundays,
 8 a.m. to 11:30 p.m.

News Service..... UP
 Transcription Service.....Keystone Broad-
 casting System; Associated Music
 Representative.....Hal Holman Co.

Personnel

President-Station Manager...Harmon L. Stevens
 Commercial Manager.....Robert Mackin
 Sales Promotion Manager..... V. O. Cram
 Publicity Director..... Helen Nelson
 Musical Director-Chief Announcer
 Lyle Patterson
 Chief Engineer.....Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Royal Oak Broadcasting
 Company

Address..... 212 West Sixth Street
 Phone Numbers.....Elmhurst 6524; Royal
 Oak 0815

Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan

Time on the Air.....24 hours daily
 News ServiceINS

Personnel

President.....G. B. Hartick
 Business Manager.....E. C. Thompson
 Program Director-Chief
 Announcer.....Kirk Knight
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By...Saginaw Broadcasting
 Co.

Business Address.....2745 Bay St.
 Phone Number.....2-5109
 Studio Address.....2745 Bay St.
 Transmitter Location.....2745 Bay St.
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,
 8 a.m. to 11 p.m.

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President-Commercial Manager,
 Milton L. Greenbaum
 Program Director.....Janice Widmoyer
 Chief Engineer.....Simon Maruszian

W S O O

SAULT STE. MARIE—EST. 1939

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By...Hiawathaland
 Broadcasting Co.

Address.....West Portage Avenue
 Phone Number.....2642
 Transmitter Location.....U. S. Highway No. 2
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

General Manager.....Stanley R. Pratt

W T C M

TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Midwestern Broad-
 casting Company

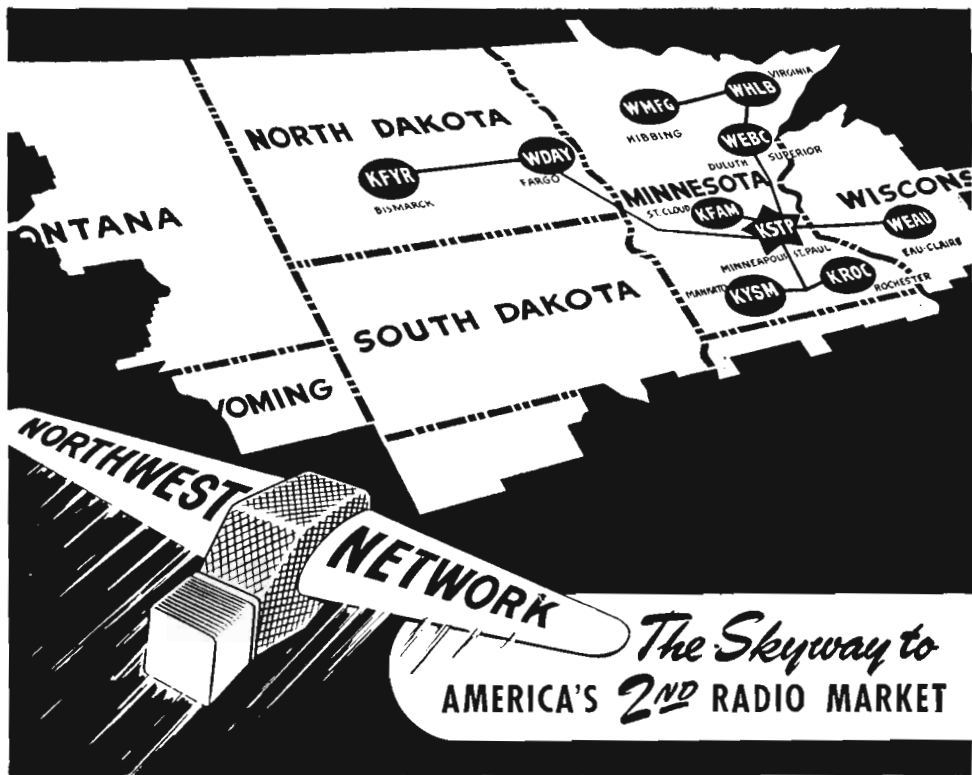
Address.....Anderson Building
 Phone Number.....Traverse City 1150
 Transmitter Location...Elmwood Township-Lee-
 lanau County, Michigan

Time on the Air.....Unlimited License
 News Service.....AP
 Transcription Service.....Standard Radio;
 Lang-Worth

Representative.....Hal Holman Co.

Personnel

President.....Les Biederman
 Acting Manager.....Drew McClay
 Sales Manager.....Bud Hicks
 Program Director.....Don Mullen
 Chief Engineer.....Drew McClay



FOR TEST OR TESTED CAMPAIGNS! Here are ten *diversified* markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And *sell* this market the Northwest Network *can!*

Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the Northwest Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing
 WHLB Virginia • KROC Rochester • KYSM Mankato • KFAM Saint Cloud
 WEAU Eau Claire • WDAY Fargo • KFJR Bismarck

Represented Nationally by Edward Petty & Co. • Executive Offices: Radisson Hotel, Minneapolis

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Albert Lea Austin
Broadcasting Company
Address 332 So. Broadway
Phone Number 2338
Transmitter Location 332 So. Broadway
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service World Broadcasting
System
Representative Foreman & Company

Personnel

President and Station Manager E. L. Hayek
Assistant Station Manager-Director of War
Programs Warner C. Tidemann
Commercial Manager Tom H. Lathrop
Program Director-Chief
Announcer Robert C. Paulson
Chief Engineer Lawrence Lawson

Owned-Operated By Head of Lakes
Broadcasting Co.
Address WEBC Bldg.
Phone Number Melrose 2873
Transmitter Location 40th and Tower,
Superior, Wisc.
Time on the Air 6:25 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus
Representative George P. Hollingsbery
Co.

Personnel

President Morgan Murphy
Station Manager Walter C. Bridges
Commercial Manager Thomas W. Gavin
Sales Promotion Manager
Herbert H. Sonnenberg
Program Director-Production Manager
Jerry Deane
Publicity Director Elinor Barney
Musical Director John Kleive
Chief Engineer William Lounsberry

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By Red River Broadcasting
Co., Inc.
Address 218 Bradley Building
Phone Number Melrose 2628
Transmitter Location Foot of 63rd Ave. W.,
Duluth, Minn.
Time on the Air 6:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News Service Transradio
Transcription Service Lang-Worth; Standard
Radio
Representative Free & Peters, Inc.

Personnel

President-Station Manager Dalton LeMasurier
Commercial Manager Odin S. Ramsland
Sales Promotion Manager Bea Lade
Program Director Gilbert Fawcett
Chief Engineer Robert A. Dettman

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By Charles L. Jaren
Address Fergus Falls
Phone Number 3986
Transmitter Location Fergus Falls
Time on the Air Unlimited license

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Head of Lakes Broad-
casting Co.
Address Androy Hotel
Phone Number 1150
Transmitter Location Androy Hotel
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Representative George P. Hollingsbery Co.

Personnel

President Morgan Murphy
Station Manager H. S. Hyett
Chief Engineer William Lounsberry

W E B C

DULUTH—EST. 1924

BLUE NETWORK-NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
Frequency: 1320 Kc. Power: 5000 Watts

HOOPER OR CROSSLEY SURVEYS WERE NOT AVAILABLE

Manchester Biscuit Co.
DIVISION OF UNITED BISCUIT COMPANY OF AMERICA QUALITY BISCUITS SINCE 1900
Fargo, North Dakota

John W. Boler, General Manager
 1000 Commodore Hotel
 St. Paul, Minnesota

Dear Mr. Boler:

It seems to me this is a swell time to write this letter expressing our thoughts in connection with our program being carried on the several stations affiliated with the North Central group.

The two offers which have, so far, been featured on your stations have enjoyed an outstanding success. Almost if demonstrated. We hope you are as pleased with the result so far as we are.

We recently held our annual sales meeting here in Fargo. You will be interested to know that every man within the listening radius of any of the stations that carry our show was lavish in his praise for the program and enthusiastic over final results.

I believe your organization and each station carrying the program can be justly proud of the job you have done on Waldorf Crackers.

Yours very truly
 MANCHESTER BISCUIT COMPANY

By **A. M. Dargan**
A. M. Dargan
 Sales Manager

NCBS AFFILIATED STATIONS

WL0L	— Minneapolis, St. Paul Minn
WDSM	— Duluth, Superior Minn, Wis.
KVOX	— Fargo, Moorhead N. D., Minn.
KATE	— Albert Lea, Austin Minn.
KWNO	— Winona Minn.
KGDE	— Fergus Falls Minn.
KWLM	— Willmar Minn.
KGCU	— Bismarck, Mandan N. D.
KLPM	— Minot N. D.
KDLR	— Devils Lake N. D.
KSJB	— Jamestown N. D.
KABR	— Aberdeen S. D.
WEAU	— Eau Claire Wis.
WJMJ	— Marquette Mich.
WDBC	— Escanaba Mich.
KWFD	— Fort Dodge Iowa
WATW	— Ashland Wis.
WJMS	— Ironwood Mich.
WHDF	— Calumet-Houghton Mich.
WMFG	— Hibbing Minn.
WHLB	— Virginia Minn.
KILO	— Grand Forks N. D.
WIBA	— Madison Wis.

SOME agencies and advertisers felt the stations had to have 50 kw and/or a low frequency, plus top Hooper and CAB rated shows to proceed or follow, or they wouldn't buy time! However, some did buy and were very happy to know that their choice was indeed economical and were well satisfied with excellent results. NCBS stations proved this to the advertiser via mail response, with boxtops included, which we believe is better proof of a station's sales ability than telephone surveys or house-to-house calls would indicate

Seven NCBS stations pulled over 18,000 pieces of mail in a thirteen-week campaign for the Manchester Biscuit Company. In every letter there was a boxtop from a package of Waldorf Crackers. We publish herein copies of letters from the client and the agency to clarify our boast. It proves beyond doubt that NCBS stations give the best results at the lowest costs per thousand radio homes.

Lever Brothers have used NCBS stations for the past two and one-half years for campaigns for Swan Soap and Vimms Vitamin Tablets, with very satisfactory results. General Mills have consistently used NCBS stations for the past two years, and recently, one of their agencies (Blackett-Sample-Hummer) cited twenty-five stations in the United States, from a large number of stations being used, as having done an outstanding job and brought excellent returns on an eight-day test offer. Three NCBS stations were among the twenty-five top stations listed.

NCBS is located in the heart of the wheat belt and the richest agricultural area in the United States. Millions of dollars worth of livestock are raised, and millions of dollars in farm products are grown throughout the north central states and the Red River Valley, giving the farmers millions to spend

Retail purchases in the north central states last year \$2,186,631,000
Total population served by North Central stations 6,284,815
Total radio homes 1,571,203

The North Central States are known as "Bread Basket of the World" and "Number One in Dairy Products." The bread that America bakes, as well as the butter that's spread on it, comes from North Central states. Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life!

Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the United States located in South St. Paul.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

John W. Boler, President

K Y S M

MANKATO—EST. 1938

BLUE NETWORK—NBC

SOUTHERN MINNESOTA NETWORK

NORTHWEST NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: F. B. Clements & Company

Address: 101 North 2nd Street
Phone Number: 4673
Transmitter Location: Belgrade Hill—North Mankato, Minn.

Time on the Air: 19 hours daily
News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Foreman Company

Personnel

President: F. B. Clements
General Manager: John F. Meagher
Sales Promotion Manager: Rolf Julsrud
Program-Production Manager: Bill Walker
Continuity Director: Jeanne Kimball
Music Librarian: Mary Olivera
Musical Director-Artists Bureau Head: Maurice Piche
Chief Engineer: James Houts

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.

Business Address: 625 Second Avenue So.
Phone Number: Main 1202
Studio Addresses: 625 Second Avenue So.; Hotel Lowry, St. Paul

Transmitter Location: Anoka, Minn.
Time on the Air: 24 hours daily
News Service: AP; UP
Representative: Radio Sales

Personnel

General Manager: A. E. Joscelyn
Assistant General Manager-Program Director: Al Sheehan
Sales Promotion Manager: Sam H. Kaufman
Educational Director: Max Karl
Office Manager: Emmett Heerd
Musical Director: Wallace Olson
Chief Engineer: Hugh S. McCartney

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owner-Operated By: Dr. George W. Young
Address: Nicollet Hotel
Phone Number: BRidgeport 7777 (Mpls.); Midway 6363 (St. Paul)

Transmitter Location: Waysata Blvd., Minneapolis (Route 7)

Time on the Air: 6 a.m. to sunset, MST.
News Service: AP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

Owner and General Manager: Dr. George W. Young
Commercial Manager: Lee L. Whiting
Sales Promotion Manager: Jerome H. Fischbein
Director of War Programs: Gertrude Faue

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: University of Minnesota
Address: Eddy Hall, University of Minnesota
Phone Number: Main 8177, Ext. 419, 821, 822
Transmitter Location: North Cleveland Avenue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)

News Service: UP

Personnel

Manager: Burton Paulu
Program Director: Betty T. Girling
Production Manager: Edward Wegener
Chief Announcer: Mel Nelson
Chief Engineer: Burton Holmberg
(Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Independent Merchants Broadcasting Co.

Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul

Transmitter Location: 2508 Myrtle Ave., St. Paul

Time on the Air: 6 a.m. to 12 midnight; Saturdays, 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12 midnight

News Service: INS
Transcription Service: Associated Music Publishers

Representative: The Foreman Company

Personnel

President: C. J. Winton, Jr.
General Manager: H. E. Westmoreland
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Lynn Meyer
Program Director: John Hirschboeck
Sports Director: Harry McTigue
News Editor: Melvin Nelson
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautlgam
Technical Advisor: Ogden Prestholdt

WE'RE STRIKING UP the BRAND!



NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.



Represented Nationally by Edward Petry & Co.

W T C N

MINNEAPOLIS—EST. 1934
BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned By: Minneapolis Daily Times & St. Paul
 Dispatch-Pioneer Press
 Operated By: Minnesota Broadcasting Cor-
 poration
 Address: Wesley Temple Building
 Phone Numbers: Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press; Minneapolis Daily Times
 News Service: AP
 Transcription Service: Associated Music
 Publishers
 Representative: Free & Peters

Personnel

President: W. F. Johns
 Station Manager: C. T. Hagman
 Commercial Manager: F. Van Konyneburg
 Program Director: Robert DeHaven
 Publicity Director-Traffic Manager: Judy Bryson
 Musical Director: Frank Zdarsky
 Chief Engineer: Myron Fleming

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924
NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
 Owned-Operated By: KSTP, Inc.
 Address: Hotel Saint Paul (St. Paul),
 Hotel Radisson (Minneapolis)
 Phone Number: Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location: County Road C and
 Highway 61
 Time on the Air: 24 hours daily
 News Service: UP,
 Radio News Association
 Transcription Service: NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative: Edward Petry & Company

Personnel

President-General Mgr.: Stanley E. Hubbard
 Vice-President-Assistant Mgr.: K. M. Hance
 Sales Manager: Ray C. Jenkins
 Program Director: Corinne Jordan
 Sales Promotion Manager: Sam Levitan
 Publicity Director: Joseph O. Meyers
 Farm Editor: Hugh Aspinwall
 News Editor: John Versteate
 Artists' Bureau Head: David Stone
 Musical Director: Leonard Leigh

W M I N

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WMIN Broadcasting
 Company
 Address: 1287 St. Anthony Ave.
 (St. Paul), 200 Hodgson Bldg. (Minneapolis)
 Phone Number: Nestor 6501 (St. Paul),
 Atlantic 6293 (Minneapolis)
 Transmitter Location: 1287 St. Anthony Ave.
 Time on the Air: 6 a.m. to 12:30 a.m.; Satur-
 days, 6 a.m. to 1 a.m.
 News Service: AP
 Transcription Service: Standard Radio
 Representative: William G. Rambeau Co.

Personnel

President and General Mgr.: Edward Hoffman
 Sales Promotion Manager: Samuel N. Nemer
 Program-Publicity Director: Marilyn Powell
 Production Manager-Chief Announcer:
 Frank Devaney
 Musical Director: Lillian Jones
 Chief Engineer: Warren Fritze

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc. Power: 250 Watts
 Owned By: KVOX Broadcasting Co., Inc.
 Operated By: North Central Broadcasting
 System
 Address: Comstock Hotel
 Phone Number: 3-1523
 Transmitter Location: 14th St. and 12th Ave.,
 South

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight
 News Service: UP
 Representatives: North Central Broadcasting
 System

Personnel

President: John Boler
 Station Manager: M. M. Marget
 Commercial Manager: M. M. Marget
 Program Director: Arvid Johnson
 Chief Engineer: Dick Noble

W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc. Power: 5000 Watts
 Owned-Operated By: St. Olaf College
 Business Address: St. Olaf College
 Phone Number: Northfield 770
 Studio Addresses: St. Olaf College,
 408 So. Fourth St., Minneapolis
 Time on the Air: 7:30 to Sunset, Shared
 with WLB

Personnel

President..... L. W. Boe
 Director..... Martin Hegland
 Station Manager..... M. C. Jensen
 Program Director..... David Johnson
 Musical Director..... Oscar Overby
 Chief Engineer..... O. W. Haldorsen
 (Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK

NBC—SOUTHERN MINNESOTA NETWORK
 MINNESOTA RADIO NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Southern Minnesota
 Broadcasting Co.

Address..... 100 First Ave. Building
 Phone Number..... 3924, 3925
 Transmitter Location... Highway 52, Cascade
 Township

Time on the Air: 6:30 a.m. to 12:30 a.m.;
 Sundays, 8 a.m. to 12:30 a.m.

News Service..... UP
 Transcription Service

Standard Radio; NBC Thesaurus
 Representative..... Radio Advertising Corp.

Personnel

President..... Agnes P. Gentling
 Secretary..... Maxine Jacobs
 Station Manager..... Gerald H. Wing
 Commercial Manager..... Lew Potter
 Program Director..... Cal Smith
 Chief Engineer..... Fred C. Clark

K F A M

ST. CLOUD—EST. 1938

BLUE NETWORK

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By... The Times Publishing
 Co.

Address..... Weber Building
 Phone Number..... 3330, 3331
 Transmitter Location... Military Highway
 Time on the Air..... 6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation... St. Cloud Times
 News Service..... UP

National Sales Office (Northwest Network)
 Ray C. Jenkins, Radison Hotel, Minneapolis,
 Minn.

Representative (Northwest Network)
 Edward Petry & Co.

Personnel

President-General Manager... Fred Schilplin
 Commercial Manager... Martin F. Lindemann
 Promotion Manager-Program Director

Lucile Miller
 Production Manager..... Hubert Warner
 Chief Engineer..... Robert B. Witschen

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK

Frequency 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Head of the Lakes
 Broadcasting Co.

Address..... WHLB Bldg.
 Phone Number..... 2000
 Transmitter Location... 16th and Sixth Ave.
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service..... UP
 Representative..... George P. Hollingbery Co.

Personnel

President..... W. C. Bridges
 Station Manager..... Greg Rouleau
 Program Director..... Greg Rouleau
 Chief Engineer..... Wayne Kestila

K W L M

WILMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Lakeland Broadcasting
 Company

Business Address..... Willmar, Minn.
 Phone Numbers..... 1340, 1310, 910
 Studio Address..... Willmar War Memorial
 Auditorium

Transmitter Location... Foot Lake
 Time on the Air..... 6 a.m. to 12 midnight
 Transcription Service... World Broadcasting
 System

Representative..... North Central Broadcasting
 System

Personnel

President-General Manager... H. W. Linder
 Program Director..... Willard Linder
 Production Manager..... Earl Henton
 Montevideo Studio Manager... Gil Frayseth
 Redwood Falls Studio Manager Mrs. Gerretson
 Chief Engineer..... Verne Baumgartner

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Winona Radio Service
 Address..... 216 Center St.

Phone Number..... 3314
 Transmitter Location... 831 Sarnia St.
 Time on the Air..... Unlimited license
 Newspaper Affiliation... Winona Republican-
 Herald

Transcription Service... Standard Radio

Personnel

President..... M. H. White
 General Manager..... L. L. McCurnin

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C B I

COLUMBUS—EST. 1940

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Birney Imes, Jr.
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses.....Gilmer Hotel, Columbus;
Ritz Theatre, West Point
Transmitter Location.....1st and Main Sts.
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch
News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Program-Production Manager.....Bill McHan
Director of War Programs—Women's
Programs.....Jane Burrous
News Editor.....John Brinn
West Point Studio Director.....Madge Moore
Chief Engineer.....Maxell Williams

W J P R

GREENVILLE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....John R. Pepper
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway
No. 1
Time on the Air.....7 a.m. to 9 p.m.;
Sundays, 9 a.m. to 6 p.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers; Keystone Broadcasting System

Personnel

Owner.....John R. Pepper
Director.....Bert Ferguson
Commercial Manager.....Frank W. Baldwin
Program Director.....Bob Thompson
Publicity Director.....Sallie Kellner
Musical Director.....Rosie Mock
Chief Engineer.....R. L. Lee

W G R M

GREENWOOD—EST. 1938

MUTUAL BROADCASTING SYSTEM—
NATIONAL BROADCASTING SYSTEM—
MISSISSIPPI NETWORK—KEYSTONE
BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....North Greenwood
Time on the Air.....7 a.m. to 10 p.m.
Transcription Service.....Keystone Broadcasting
System
Representative.....Sears & Ayer, Inc.

Personnel

President.....P. K. Ewing
Station-Commercial Manager.....F. C. Ewing
Program Director.....Herb Abramson
Production Manager.....M. L. Henderson
Chief Announcer.....Billy Hand
Chief Engineer.....Gordon Clark

W G C M

GULFPORT—EST. 1929

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....WGCM, Inc.
Operated By.....Hugh O. Jones
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg.
(Gulfport); Tivoli Hotel (Biloxi)
Transmitter Location.....Arlington Heights
Time on the Air.....7 a.m. to 10 p.m.;
Sundays, 10:30 a.m. to 8:30 p.m.
News Service.....INS
Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
Sales Promotion-Production Manager
Dell Crosby
Program Director-Chief Announcer
Larry Holmes
Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting
Co.
Address.....302 Hemphill St.

Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....UP
 Representative.....Sears & Ayer

Personnel

President and General Manager... C. J. Wright
 Program Director-Production
 Manager.....John T. Orr

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By....Lamar Life Insurance
 Company
 Business Address.....Lamar Life Building
 Phone Numbers.....2-1183 (Adv. Dept.),
 2-2641 (Studios)

Studio Address.....Heidelberg Hotel
 Transmitter Location....U. S. Highway No. 51
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor

Representative.....George P. Hollingbery
 Company

Personnel

Station Manager.....Wiley P. Harris
 Commercial and Advertising Manager,
 Allen Lacy, Jr.
 Program-Musical Director... Maurice Thompson
 Publicity Director.....Pat Halverson
 Chief Engineer.....P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By....Standard Life Broad-
 casting Co.

Address.....Robert E. Lee Hotel,
 P. O. Box 1847

Phone Number.....3-2789
 Transmitter Location....Foot of High St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....Geo. W. Covington
 Station Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager... Maurice Wray
 Program Director.....Ward Coleman
 Chief Announcer.....Roy Weinedel
 Chief Engineer.....C. A. Perkins

W A M L

LAUREL—EST. 1935

**NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI NETWORK**

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By....New Laurel Radio
 Station, Inc.

Address.....535½ Central Ave.
 Phone Number.....288
 Transmitter Location....Washington Road
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....D. A. Matison
 Station and Commercial Mgr....H. M. Smith
 Sales Promotion Manager... Granville Walters
 Program Director.....Frank Holfield
 Bookkeeper.....Sue Wilby
 Chief Engineer.....Bruce Dennis

W S K B

McCOMB—EST. 1939

Frequency: 1230 Kc....Power: 250 Watts
 Owned-Operated By...McComb Broadcasting
 Corp.

Business Address.....Box 111
 Phone Number.....37
 Studio Address.....McColgan Hotel
 Transmitter Location....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System

Personnel

President.....Robert L. Sanders
 General Manager.....George Blumenstock
 News Director.....Charles White McGehee
 Program Director.....Julia D. Blumenstock
 Chief Announcer.....John Thompson, Jr.
 Musical Director.....Mrs. B. L. Mathis
 Chief Engineer.....Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

**COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI NETWORK**

Frequency: 910 Kc....Power: 1000 Watts
 Owned-Operated By...Mississippi Broadcast-
 ing Co., Inc.

Address.....Threefoot Building
 Phone Number.....1042
 Transmitter Location...Highway No. 45 North
 Time on the Air.....7 a.m. to 11:30 p.m.
 News Service.....UP

Personnel

General Manager.....D. W. Gavin
 Program-Musical Director... Mrs. D. W. Gavin

W M I S

NATCHEZ—EST. 1941
MISSISSIPPI NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By..... Natchez Broadcasting Co.
Operated By..... P. K. Ewing, Jr.
Address..... City Bank & Trust Co. Bldg.
Phone Number..... 1515
Transmitter Location... Highway No. 61, North
Time on the Air..... 7 a.m. to 9 p.m.
News Service..... INS
Transcription Service..... C. P. MacGregor

Personnel

President..... P. K. Ewing
Station Manager..... P. K. Ewing, Jr.
Commercial Manager..... B. O. Pennington
Program Director-Chief Announcer... James Day
Production Manager..... Norman Lawrence
Publicity Director..... Myra Boudreaux
Artists Bureau Head..... Marjorie Marx
Chief Engineer..... Thos. Patterson

W Q B C

VICKSBURG—EST. 1931
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By..... Delta Broadcasting
Company, Inc.
Address..... Hotel Vicksburg
Phone Number..... 312
Transmitter Location..... 2½ miles S. E. of
Vicksburg
Time on the Air..... 11 to 12 hours daily
Newspaper Affiliation... Vicksburg Evening
Post; Vicksburg Morning Herald
News Service..... AP
Transcription Service..... World Broadcasting
System

Personnel

President..... L. P. Cashman
Station Director..... O. W. Jones
Chief Announcer..... Loren Miller
Chief Engineer..... C. E. Drake

MISSOURI

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285*

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By..... Oscar C. Hirsch
Operated By..... Oscar C. Hirsch Battery &
Radio Co.
Address..... 324 Broadway
Phone Number..... 2104, 2105
Transmitter Location..... 3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 8 a.m. to 9 p.m.
News Service..... UP
Transcription Service..... Standard Radio,
Lang-Worth
Representative..... John E. Pearson

Personnel

President-General Manager... Oscar C. Hirsch
Sales Manager..... Ralph L. Hirsch
Program Director..... Virginia Bahn

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Star Times Publishing
Company
Address..... Ninth and Elm Sts.
Phone Number..... 4141-42

Transmitter Location... 1200 East Broadway
Time on the Air..... 7:15 a.m. to 11 p.m.;
Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation... Star Times Publish-
ing Company
News Service..... AP, INS, UP
Transcription Service..... NBC Thesaurus
Representative..... Weed & Company

Personnel

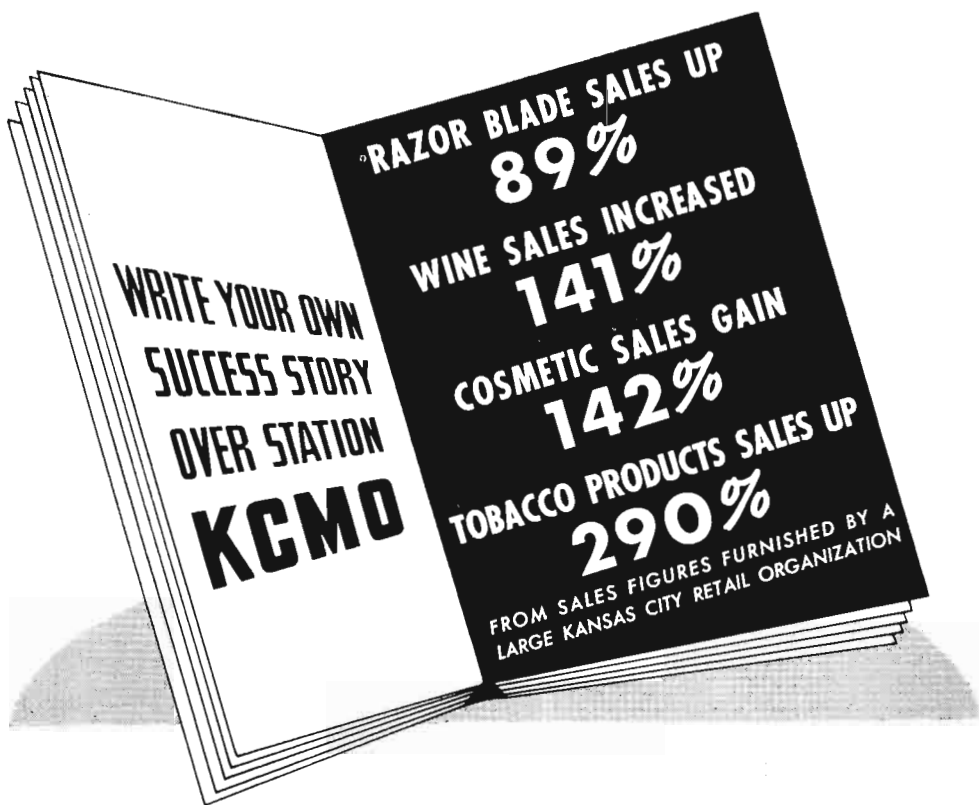
President..... Elzey Roberts
Station Manager..... C. L. Thomas
Business Manager..... E. R. Welden
Program Director..... Foster H. Brown, Jr.
Commercial Manager..... J. W. Roth
Production Manager..... Harold Douglas
Chief Announcer..... Harold Douglas
Chief Engineer..... Robert Haigh

K H M O

HANNIBAL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Courier Post Publish-
ing Co.
Address..... 102½ S. Main St.
Phone Number..... 3450-51
Transmitter Location..... Lindell Ave.
Time on the Air..... 6 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.



These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly.

KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You Can get complete details and a list of availabilities from any McGillvra office.

NATIONAL REPRESENTATIVE:
JOSEPH HERSHEY MCGILLVRA

BASIC BLUE NETWORK



Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....E. L. Sparks
General Manager.....W. Earl Dougherty
Production Manager.....U. S. (Scotty) Smith
Musical Director.....George Lacey
Chief Engineer.....Warren E. McFadden

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Tribune Printing Co.
Business Address.....210 Munroe
Phone Number.....4000
Studio Address.....St. Mary's Blvd.
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune
Transcription Service....World Broadcasting
System; Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Roge

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3
Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-
Herald
News Service.....UP
Transcription Service....World Broadcasting
System
Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poynor
Commercial Manager.....Bob Burke
Program Director.....Margaret Houston
Continuity Editor.....June Darby
Production Manager-Musical Director
Stella Lukens
News Editor.....Rob Roy Ratcliff
Chief Announcer.....Charles McIntire
Artists Bureau Head.....Abe Radunsky
Chief Engineer.....Richard Meek

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....KCMO Broadcasting
Company
Address.....1515 Commerce Trust Building
Phone Number.....Victor 0900
Transmitter Location.....10th and Hardesty
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated Music
Publishers,
Representative...Joseph Hershey McGillvra

Personnel

President.....T. L. Evans
General & Sales Manager.....Jack Stewart
Business Manager.....C. E. Breazeal
Program Director.....Dorothy Stewart
Production Managers.....Kenneth Heady,
Margaret Hillias
Publicity-Sales Promotion Manager
Dave Brown
News Editor.....James Munroe
Musical Director.....Leigh Croven

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated ByMidland Broad-
casting Co.
Address Pickwick Hotel
Phone NumberHarrison 2650
Transmitter Location...50th & Belinder Road
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
News Service.....AP; UP
Transcription Service: Lang-Worth; World
Broadcasting System
RepresentativeFree & Peters, Inc.

Personnel

PresidentArthur B. Church
Managing Director.....Karl R. Koerper
Director of SalesSam H. Bennett
Promotion-Publicity Director....Frank Barhyt
Merchandising-Research
DirectorMark N. Smith
Program Director.....Don Macon
Director of War Programs.....Gene Dennis
Production Manager.....Fran Heyser
Chief Announcer.....Gordon Haywood
Studio Director.....Kenneth Krahl
Artists Bureau Head...James W. McConnell
Musical Director.....P. Hams Flath
Chief Engineer.....A. R. Moler

KSD

CONTINUED
Leadership
in **ST. LOUIS**

KSD is the dominant news coverage station in St. Louis.

This is of first importance in war time. KSD is the only station in St. Louis with full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

KSD has a greater daytime population coverage area than any other St. Louis station.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

HOLLYWOOD

W D A F

KANSAS CITY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By...The Kansas City Star
 Company
 Address.....1729 Grand Ave
 Phone Number.....Harrison 1200
 Transmitter Location.....82nd and Mission
 Road, Johnson County, Kans.
 Time on the Air: Daily ex. Sunday, 6 a.m. to
 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation...The Kansas City Star
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
 Station Manager.....H. Dean Fitzner
 Assistant Manager.....V. S. Batton
 Commercial Manager...R. Gardner Reames
 Program Manager.....Harry J. Kaufmann
 Chief Announcer.....Henry Carroll
 Chief Engineer.....Joseph A. Flaherty

W H B

KANSAS CITY—EST. 1922
MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
 Owned-Operated By...WHB Broadcasting Co.
 Address.....Scarritt Building
 Phone Number.....Harrison 1161
 Transmitter Location.....North Kansas City
 Time on the Air.....Daytime license

Personnel

President.....Donald Dwight Davis
 Station Manager.....John T. Schilling

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....A. L. McCarthy,
 O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
 tion K W O C
 Address.....1801 North Main St.
 Phone Number.....1310
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 Newspaper Affiliation.....Poplar Bluff Daily
 American Republic
 News Service.....AP

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....P. H. Cunningham
 Production Manager.....William R. Tedrick
 Chief Announcer.....Joe Roman
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924
BLUE NETWORK

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....Schneider Building,
 7th and Felix Streets
 Phone Number.....4-0813
 Transmitter Location.....5½ miles North
 Northeast of St. Joseph
 Time on the Air.....24 hours daily
 Newspaper Affiliation...St. Joseph News-Press,
 St. Joseph Gazette
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative...Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
 Nat'l Advertising Manager...Glen G. Griswold
 Publicity-Promotion Manager...J. Ted Branson
 Program Director.....Harry Packard
 Chief Engineer.....Fred H. Damm

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location.....Lemay Ferry and
 Baumgartner Roads
 Time on the Air.....Unlimited license
 News Service.....AP, Transradio, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales

Personnel

General Manager.....Merle S. Jones
 Assistant Manager.....Arthur Casey
 Sales Manager.....Wendell B. Campbell, 2nd
 Public Events Director.....Jerry Hoekstra
 Program Director.....Blaine Cornwell
 Continuity Editor.....Charles Barnhart
 Accountant.....Robert F. DeVoe
 Radio Sales Representative...Carter Ringlep
 Publicity Director.....William Zalkin
 Chief Engineer.....Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Pulitzer Publishing
 Company
 Address.....Twelfth and Olive Sts.
 Phone Number.....Main 1111
 Transmitter Location...Twelfth and Olive Sts.
 Time on the Air.....5:30 a.m. to 12:30 a.m.

Newspaper Affiliation.....St. Louis Post-Dispatch
 News ServiceAP
 Transcription Service.....NBC Thesaurus, Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)
 Owned-Operated By.....Thomas Pairick, Inc.
 Address...Hotel Chase, Lindell & Kingshighway
 Phone Number.....Rosedale 3210
 Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 News Service.....UP; Reuters
 Transcription Service.....World Broadcasting System
 Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
 Station Director.....Ray E. Dady
 Sales Manager.....V. E. Carmichael
 Chief Announcer.....Martin Bowin
 Program Director.....John Tinnea
 Publicity Director.....Sue McCaslin
 Musical Director.....Richard Hayes
 Chief Engineer.....N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Star-Times Publishing Company
 Address.....12th and Delmar Blvds.
 Phone Number.....CHestnut 3700
 Transmitter Location.....Horse Shoe Lake, Madison County, Ill.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....St. Louis Star-Times
 News Service.....INS; UP
 Transcription Service.....Associated Music Publishers; Standard Radio
 Representative.....Weed & Company

Personnel

Sales Manager.....Clarence G. Cosby
 Promotion Manager.....Robert A. Seat
 Program Director.....C. L. Thomas
 Publicity Director.....Harry K. Renfro
 Chief Engineer.....Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
 Owned-Operated By...The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Number.....FRanklin 5665
 Transmitter Location.....3642 Lindell Blvd.
 Time on the Air.....Local sunrise-to-sunset
 News Service.....INS
 Transcription Service.....Standard Radio, Lang-Worth; Associated Music Publishers
 Representative.....John E. Pearson

Personnel

President.....Rev. H. B. Crimmins, S.J.
 General Manager.....Nicholas Pagliara
 Program Director.....Don Lochner
 Production Manager-Publicity
 Director.....Mark Thompson
 Musical Director.....Ralph Stein
 Chief Engineer....Brother George Rueppel, S.J.

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Missouri Broadcasting Corp.
 Address.....Melbourne Hotel
 Phone Number.....Jefferson 8403
 Transmitter Location...Grand & Lindell Blvds.
 Time on the Air: 7 a.m. to 11:30 p.m.; Saturdays, 7 a.m. to 2 p.m.; Sundays, 8:30 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio, C. P. MacGregor, Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President and General Manager,
 Lester A. Benson
 Vice-President.....Clarence W. Benson
 Commercial Manager.....David Pasternak
 Sales Promotion Manager...Claude C. Rock
 Program Director.....Neil Norman
 Publicity Director.....Mel Kampe
 Musical Director.....Allister Wylie
 Chief Engineer.....Chal H. Stoup

K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
 Owned By.....Evangelical Lutheran Synod of Missouri, Ohio and other states
 Operated By...Board of Control of Concordia Seminary
 Address.....801 DeMun Ave.
 Phone Number.....DELmar 3030
 Transmitter Location.....801 DeMun Ave.

Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

Station Manager.....Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoernschild
 Accountant-Office Manager..William C. Krato
 Director of Continuity.....L. Kenn Zank
 Musical Director.....Theodore Hoelty-Nickel
 Sports Editor.....Kenn Lawrence
 Chief Engineer.....Carl H. Meyer

K D R O

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Albert S. and Robert A.
 Drohlich d/b Drohlich Bros.
 Address.....2100 W. Broadway
 Phone Numbers.....4004, 4005, 4006
 Transmitter Location.....2100 W. Broadway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service..Keystone Broadcasting
 System

Personnel

Station-Commercial Manager
 Robert A. Drohlich
 Promotion Manager.....Albert S. Drohlich
 Program Director.....William Davis
 Chief Announcer.....Milton Dickey
 Chief Engineer.....Bing G. Wong

K G B X

SPRINGFIELD—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By..Springfield Broadcasting
 Co.
 Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....Bolivar Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus.
 Standard Radio
 Representative.....John E. Pearson

Personnel

President.....Tams Bixby, 2nd
 General Manager.....Ralph D. Foster
 National Sales Manager.....Leslie L. Kennon

Local Sales Manager.....J. Gordon Wardell
 Promotion Manager...M. Wayland Fullington
 Program Director.....Terry Moss
 Director of War Programs...Ralph A. Nelms
 Production Manager.....C. R. Black
 Chief Engineer.....Fritz Bauer

K T T S

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.
 Time on the Air: 6 a.m. to 12:02 a.m.; Sundays,
 7 a.m. to 12:02 a.m.
 News Service.....INS
 Transcription Service.....World Broadcasting
 System
 Representative..Howard H. Wilson Company

Personnel

President.....J. H. G. Cooper
 Station Manager.....G. Pearson Ward
 Commercial Manager.....Marvin Ward
 Program Director.....Frank McAtee
 Musical Director.....Frank Snipe
 Chief Engineer.....Frank L. Barker

K W T O

SPRINGFIELD—EST. 1933

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By..Ozarks Broadcasting Co.
 Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....James River Club
 Road and Highway M
 Time on the Air.....5 a.m. to midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President and Station Mgr....Ralph D. Foster
 National Sales Manager.....Leslie L. Kennon
 Local Sales Manager.....J. Gordon Wardell
 Sales Promotion
 Manager.....M. Wayland Fullington
 Program Director.....Terry Moss
 Director of War Programs...Ralph A. Nelms
 Production Manager.....C. R. Black
 Chief Engineer.....Fritz Bauer

MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K G H L

BILLINGS—EST. 1928

BLUE NETWORK—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.

Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

President: C. O. Campbell
Station Manager: Ed Yocum
Sales Promotion Manager: E. E. Cooney
Program Director: M. V. Braunberger
Publicity Director: Lear Mucoy
Chief Engineer: Jeff Kiichli

K R B M

BOZEMAN—EST. 1939

BLUE NETWORK—NBC

Z-BAR NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KRBM Broadcasters, Inc.
Address: Baxter Hotel

Phone Number: 1420
Transmitter Location: East of Bozeman
Time on the Air: 8 a.m. to 10 p.m.
News Service: UP
Transcription Service: Lang-Worth, Davis & Schwegler

Representative: The Walker Co.

Personnel

President: R. B. MacNab, Jr.
Station Manager: Ernest A. Neath
Commercial Manager: M. E. Dunn
Program Director: L. L. Sterling
Chief Engineer: Jack Provis

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.

Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: KGIR, Inc.
Address: Butte

Phone Number: 22-3-44
Transmitter Location: Butte
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Lang-Worth;

C. P. MacGregor

Representative: The Walker Co.

Personnel

Manager: Ed. B. Craney

K F B B

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: Buttrely Broadcast, Inc.
Address: 605 First National Bank Building

Phone Number: 4377, 4378
Transmitter Location: 4½ miles west of Great Falls

Time on the Air: 7 a.m. to 11 p.m., Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus, Standard Radio

Representative: Weed & Company.

Personnel

President: F. A. Buttrely
General Manager: Joseph P. Wilkins
Program Director: LeRoy Stahl
Chief Engineer: Wilbur Myhre

K P F A

HELENA—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Peoples Forum of the Air
Address: 1306 Eleventh Ave.

Phone Number: 1240
Transmitter Location: Helena

Time on the Air: 8 a.m. to 11 p.m.
News Service: UP

Transcription Service: Lang-Worth, NAB
Representative: The Walker Co.

Personnel

President: Barclay Craighead
Station Manager: K. O. MacPherson
Chief Engineer: R. D. Martin

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc. 1000 Watts (C.P. 1460 Kc.; 1000 Watts)

Owned-Operated By: Donald C. Treloar
Address: 203 - 1st Ave. E.
Phone Number: 332 (Office), Rural 3220 (Transmitter)

Transmitter Location: 2½ miles south of Kalispell, on Highway No. 93

Time on the Air: 7 a.m. to 10 p.m.
News Service: UP

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....K. W. Montgomery
 Program-Musical Director.....Don Treloar
 Chief Engineer.....Donald Gorman

K R J F

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Studio Address.....U. S. Highway No. 212
 Transmitter Location.....U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star
 News Service.....AP
 Transcription Service.....World Broadcasting;
 C. P. MacGregor; Keystone Broadcasting
 System

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....R. D. Wilson
 Chief Engineer.....H. W. Panchot

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....132 W. Front St.
 Phone Number.....2155
 Transmitter Location.....Highway No. 10

Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 News Service.....UP
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager.....A. J. Mosby
 Assistant Manager-Program Director,
 James Alden Barber
 Sales Manager.....Soc Vratil
 Publicity Director.....John J. Campbell
 News Editor.....Bill Strothman
 News-Publicity Director.....John J. Campbell
 Educational Director.....Ruth G. Schleber
 Accountant.....Rogna Phelps
 Traffic Manager.....Esther Christian
 Chief Engineer.....Fred U. Wamble

K G C X

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....Sidney, Mont.
 Phone Number.....408
 Studio Address.....Sucksdorf Bldg.
 Transmitter Location.....4½ miles N. E. of
 Sidney

Time on the Air.....7 a.m. to 8:15 a.m.
 Transcription Service.....Standard Radio

Personnel

President-Station Manager.....E. E. Krebsbach
 Commercial Manager.....Milton J. Severson
 Chief Announcer.....Mel King
 Musical Director.....Ronald W. Cook
 Chief Engineer.....Otto E. Moates

NEBRASKA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K O R N

FREMONT—EST. 1939

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

Address.....Pathfinder Hotel
 Phone Number.....1060, 1061
 Transmitter Location.....1 mile east of Fremont
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
 Legal Counsel.....A. C. Sidner
 General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....Jack Luther

Program Director.....Clarice Allport
 Chief Announcer.....William Talbot
 Chief Engineer.....Lee Gustavson

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc.....Power: 1000 Watts
 Owned-Operated By.....KMMJ, Inc.
 Address.....315½ North Locust St.
 Phone Number.....703
 Transmitter Location.....Phillips, Nebr.
 Time on the Air.....Local sunrise to sunset
 News Service.....UP
 Transcription Service.....Standard Radio; BMI
 Representative.....Headley-Reed Co.

Personnel

President-General Manager..... Don Searle
 Business Manager..... Wick Heath
 Commercial Manager..... Bill Martin
 Program Director-Chief Announcer,
 George Kister
 Production Manager..... Dutch Woodward
 Chief Engineer..... D. Swanson

K H A S

HASTINGS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nebraska
 Broadcasting Co.
 Address.....Tribune Bldg.
 Transmitter Location.....Tribune Bldg.
 Time on the Air.....7 a.m. to 7 p.m.
 Newspaper Affiliation.....Hastings Daily Tribune
 News Service.....AP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....Fred A. Seaton
 Station Manager.....Duane L. Watts
 Program Director-Chief Announcer
 Max Brown
 Chief Engineer.....Duane B. Allison

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Nebraska
 Broadcasting Corporation
 Address.....Federal Annex Bldg.
 Phone Number.....Executive office, 23541,
 Program Dept., 31551
 Transmitter Location.....South Central Ave.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....E. Anson Thomas
 Sales Promotion Manager.....Carl Argabrite
 Program Director-Chief Announcer
 Harold Clark
 Production Manager.....Maurice Wenzinger
 Publicity Director.....Maxine Selover
 Office Manager.....Betty Bishop
 Farm Editor.....Arnold Kloxen
 Chief Engineer.....Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 10000 Watts
 Owned-Operated By.....KFAB Broadcasting
 Company

Address.....Hotel Lincoln
 Phone Number.....2-3214
 Transmitter Location.....17th and Holdrege Sts.
 Time on the Air.....5 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

Station Manager.....W. Judson Woods
 Commercial Manager.....Arthur J. Weaver
 Sales Promotion Manager.....Harry Walsh
 Auditor-Office Manager.....Paul L. Dodd
 Program Director.....Earl Williams
 Production Manager.....Orth Wells
 Publicity Director.....Naomi Wood
 Continuity Head.....L. A. Miller
 Traffic Manager.....Clara Rehn
 Music Librarian.....Alene McKinney
 Chief Engineer.....Mark Bullock

K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Cormbelt Broadcasting
 Corporation
 Address.....Hotel Lincoln
 Phone Number.....2-3214
 Transmitter Location.....4745 Vine St.
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....Don Searle
 Station Manager.....Jud Woods
 Commercial Manager.....Arthur J. Weaver
 Promotion Manager.....Harry Walsh
 Auditor-Office Manager.....Paul L. Dodd
 Publicity Director.....Naomi Wood
 Continuity Head.....L. A. Miller
 Traffic Manager.....Clara Rehn
 Musical Director.....Edward E. Perrigo
 Chief Engineer.....Mark Bullock

W J A G

NORFOLK—EST. 1922

Frequency: 1090 Kc.....Power: 1000 Watts
 Owned-Operated By.....Norfolk Daily News
 Business Address.....116 N. 4th St.
 Phone Number.....432
 Studio Address.....Hotel Norfolk
 Transmitter Location.....West Koenigstern Ave.
 Newspaper Affiliation.....Norfolk Daily News
 News Service.....AP

Transcription Service.....Lang-Worth
 Representative.....The Walker Co.

Personnel

President.....Gene Huse
 Station Manager.....Art Thomas
 Chief Announcer.....Jay Baumann
 Musical Director.....Harold Keine
 Chief Engineer.....Frank Weidenbach

K G N F

NORTH PLATTE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Great Plains Broad-
 casting Co.

Address.....1521 West 12th St.
 Phone Number.....295
 Time on the Air.....7 a.m. until local sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor,
 Lang-Worth
 Representative.....The Walker Co.

Personnel

President and Station Mgr.....W. I. LeBarron.
 Program Director.....Genevieve Eaves
 War Program Director.....Ernie Jaeggi
 Chief Engineer.....J. B. Eaves

K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

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

Address.....2027 Dodge Street
 Phone Number.....Jackson 8282
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President.....John K. Morrison
 Station Manager.....Marie Maher
 Business Manager.....Paul R. Fry
 Chief Announcer.....Dayton E. Heckman
 Chief Engineer.....Richard Wina

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central States Broad-
 casting Co.

Address.....Omaha National Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location.....Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.

Newspaper Affiliation.....Lincoln Star,
 Nebraska State Journal

News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co.

Personnel

General Manager.....Don Searle
 Sales Manager.....Arthur J. Weaver
 Merchandising Manager.....Harry Walsh
 Program Director-Production Manager
 Harold Hughes
 Musical Director.....Kermith Trimble
 Chief Engineer.....Mark Bullock

K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World Herald
 Business Address.....15th and Farnam Sts.
 Studio Address.....World Herald Bldg.
 Transmitter Location.....Northwest of Omaha
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....Frank E. Shopen
 Commercial Manager.....Louis A. Smith
 Production Manager-Publicity Director
 Ken Stuart
 Chief Engineer.....F. E. Shopen, Jr.

W O W

OMAHA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WOW, Inc.
 Address.....Insurance Building, 17th & Farnam
 Streets

Phone.....Webster 3400
 Transmitter Location.....56th & Kansas Avenue
 Time on the Air.....24 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; BMI; C. P. MacGregor
 Representative.....John Blair & Company

Personnel

Station Manager.....John J. Gillin, Jr.
 Promotion Manager.....Bill Wiseman
 Personnel Director.....William Ruess
 Program-Commercial Manager.....Harry Burke
 Production Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman
 Director of News and Special
 Events.....Ray Clark
 Sports Editor.....Tom Dailey
 Musical Director.....Morton Wells
 Chief Engineer.....Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
 Operated By: Hilliard Co.
 Business Address: 1517 Broadway
 Phone Number: 856

Studio Address: 1517 Broadway; Alliance Hotel, Alliance Nebr.
 Transmitter Location: South Broadway
 Time on the Air: Unlimited license
 Transcription Service: NBC Thesaurus; Standard Radio

Personnel

President and Station Manager: L. L. Hilliard
 Vice-President-Commercial Manager: R. M. Stewart

NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K E N O

LAS VEGAS—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Nevada Broadcasting Company
 Business Address: P. O. Box 1310
 Phone Number: 1400
 Studio Address: El Rancho Vegas
 Transmitter Location: El Rancho Vegas

Time on the Air: 8 a.m. to 10 p.m.
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Homer Owen Griffith

Personnel

President-Station Manager: Maxwell Kelch
 Commercial Manager: Goodloe McDowell
 Program Director: Ralph O. Dow

PA ORIGINATED

*the extra service of the
 only press association*

Station Relations

Department.

K O H

RENO—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 1000 Watts
 Owned By: The Bee Incorporated
 Operated By: McClatchy Broadcasting Company
 Address: 143 Stevenson Street
 Phone Number: 5106-07
 Transmitter Location: County Road, Sparks, Nevada
 Time on the Air: 6:45 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: The Sacramento Bee; Modesto Bee; Fresno Bee
 News Service: UP
 Transcription Service: Associated Music Publishers
 National Sales Office: Walter Davison, 366 Madison Ave., New York, N. Y.
 Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
 Station Manager-Chief Engineer: Hewitt Kees
 Sales Manager: Merrill Inch
 Program Director: Merle Snider
 Production Manager: Robert Regent

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: WKNE Corporation
Address: 17 Dunbar St.
Phone Number: Keene 2080
Transmitter Location: Stanhope Ave.
Time on the Air: 6:30 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

President: Harry C. Wilder
Station Manager: David Carpenter
Commercial Manager: Richard G. Bath
Program Director: Robert M. Peebles
Publicity-Continuity Director: Evelyn Howe
Chief Announcer: Ozzie Wade
Chief Engineer: Howard Ayer

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Northern Broadcasting Company
Address: 653 Main Street
Phone Number: Laconia 501
Transmitter Location: Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7:30 a.m. to 11:15 p.m.;
Sundays, 8 a.m. to 11:15 p.m.
News Service: AP
Transcription Service: NBC Thesaurus

Personnel

President: Vernon Mason
General Manager: Earle Clement
Program Director-Chief Announcer: Sherwin Greenlaw
Director of Women's Activities: Marie Forsberg
Chief Engineer: Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK

Frequency: 1370 Kc. Power: 5000 Watts

Owned-Operated By: N. H. Broadcasting Co.

Address: Carpenter Hotel, 323 Franklin St.
Phone Number: 7970; 7520

Transmitter Location: Merrimack, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President: Mrs. Henry P. Rines
Station Manager: David F. Shurtleff
Commercial Manager: Frank Betten
Sales Promotion Manager: Frederick Cole
Program Director-Production Manager: Don Caswell

Chief Announcer: Norman Bailey
Musical Director: Roger Barrett
Chief Engineer: Reginald A. B. Schow

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Radio Voice of New Hampshire, Inc.

Address: 1819 Elm Street
Phone Number: 2090-2091

Transmitter Location: Front Street
Time on the Air: 6:30 a.m. to 12 midnight

News Service: AP
Transcription Service: Associated Music Publishers

Representative: Joseph Hershey McGillvra; R. C. Foster & Company

Personnel

President: Francis P. Murphy
Sales Manager: Warren Brewster
Sales Promotion-Publicity Director: Edwin Gott
Program Director: Phyllis Borden
Production Manager-Musical Director: Bert Colter

Chief Announcer: Armand La Pointe
Chief Engineer: Vincent H. Chandler

184,245 Buyers

DEPEND UPON

W H E B

for

Primary DAYTIME Coverage

1940 Census Shows
\$108,613,000
Retail Sales
(1942 'way up!)

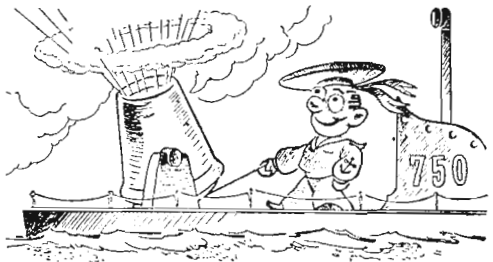
- All of these buyers are clustered within 27 miles of

Portsmouth, N. H.

- \$61,000,000-Plus Annual Navy Yard Payroll Alone!

W H E B

- THE WALKER CO.
New York City
- BERTHA BANNAN
Boston



BERT GEORGES, General Manager

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By: WHEB, Inc.
 Address: Lafayette Road, U. S.
 Highway No. 1
 Phone Number: 2670
 Transmitter Location: Lafayette Road, U. S.
 Highway No. 1
 Time on the Air: 6 a.m. to hour after local
 sunset; Sundays, 7:45 a.m. to hour after
 local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: The Walker Company;
 Bertha Bannon

Personnel

President: R. G. LeTourneau
 General Manager: Bert Georges
 Business Manager: Martin Gunther
 Program Director: Winslow Bettinson
 Production Manager-Publicity
 Director: Dal Wyant
 Chief Announcer: Keith Boss
 News Editor: Carl Reed
 Talent Director: Bill Waters
 Bookkeeper: Alice Marr
 Continuity Director: Bob Athearn
 Musical Director: Katherine Gunther
 Chief Engineer: Paul Lindsay

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: Radio Industries
 Broadcast Company, Inc.
 Business Address: 4 Convention Hall
 Phone Number: Asbury Park 1911-4682
 Studio Address: 8-10-12 North Promenade
 Convention Hall
 Transmitter Location: W. Bangs Avenue,
 Neptune, N. J.
 News Service: Local News; Christian Science
 Monitor News

Transmitter Location: Absecon Blvd. & Beach
 Thorofare
 Time on the Air: 7 a.m. to 12 midnight
 Newspaper Affiliation: Atlantic City Press;
 Atlantic City Evening Union
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Headley-Reed Co.

Personnel

President: Albert J. Feyl
 Station-Business Manager:
 Monroe L. Mendelsohn
 Program Director: Ralph Shoemaker
 Chief Engineer: Earle Godfrey

Personnel

President: George S. Ferguson
 Station Manager: V. N. Scholes
 Technical Advisor: Thomas F. Burley, Jr.
 Program Director: Ruth Brown
 Chief Announcer: Phillip O'Farrell
 Musical Director: G. H. Scott
 Chief Engineer: Gordon Shaw

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Neptune Broad-
 casting Corporation
 Business Address: Steel Pier
 Phone Number: 52188
 Transmitter Location: Steel Pier
 Time on the Air: 7:30 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Associated Music
 Publishers
 Representative: Burn-Smith Company, Inc.

Personnel

President-General Manager: Edwin E. Kohn
 Program Director: Edgar A. Sweet
 Musical Director: Franklin Leary
 Chief Engineer: Blair K. Thron

W B A B

ATLANTIC CITY—EST. 1939
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Press-Union Publishing
 Co.
 Business Address: 1900 Atlantic Ave.
 Phone Number: 5-1111
 Studio Address: Absecon Blvd. and Beach
 Thorofare



WAAT
NEW JERSEY'S *First* STATION
970 ON THE DIAL
ON THE AIR 24 HOURS A DAY—

NEWARK EVENING NEWS—NEW JERSEY'S LEADING NEWSPAPER
PRESENTS NEWS ON THE HOUR, EVERY HOUR

DOLLAR FOR DOLLAR — THE BEST BUY*
IN AMERICA'S FOURTH LARGEST MARKET

Write, Wire, or Phone Mitchell 2-6400
Executive and Sales Office: 15 Hill St., Newark, N. J.

*Pulse of New York Surveys

W S N J

BRIDGETON—EST. 1937
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Eastern States
 Broadcasting Corp.
 Address: Bridgeton
 Phone Number: Bridgeton 1600
 Transmitter Location: Near Bridgeton
 Time on the Air: Unlimited license
 Transcription Service: C. P. MacGregor; Lang-
 Worth

Personnel

President-Manager: Howard S. Frazier
 Commercial Manager: Ovelton Maxey

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: City of Camden
 Address: City Hall
 Phone Numbers: Camden 0907-4523-9000
 Transmitter Location: Civic Center, Camden
 Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;
 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2
 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5
 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;
 Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,
 2 to 5 p.m., 9 to 12 midnight; (No time Sat-
 urday)

News Service: AP
 Transcription Service: Standard Radio

Personnel

Chief Executive: Mayor George E. Brunner
 Station Manager-Chief Engineer: Clarence E. Onens
 Sales Promotion Manager: L. M. Maxwell
 Program Director: Elizabeth Renner
 Production Manager-Chief Announcer: Harry Fleetwood
 Publicity Director: William Markward

W A A T

JERSEY CITY—NEWARK—EST. 1920
NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: Bremer Broad-
 casting Corporation
 Address: 11 Hill St., Newark
 Phone Number: Mitchell 2-6400
 Studio Address: Hotel Douglas, Newark
 Transmitter Location: Kearny
 Time on the Air: 24 hours daily
 News Service: UP

Transcription Service: World Broadcasting
 System
 Representative: William G. Rambeau Co.

Personnel

Executive Vice-President-General Manager: Irving Robert Rosenhaus
 Vice-President in Charge of Sales: A. B. Schillin
 Vice President in Charge of National Sales: Victor Bennett
 Program Director: Jay Stanle
 Director War Activities: Roland Trenchard
 Production Manager: Lee Stewart
 Traffic Manager: Grace Reese
 Comptroller: Theodre Elkins
 Assistant Sales Director: E. S. Lennon
 Musical Director: Gus Steck
 Technical Supervisor: Frank V. Bremer

TELESCRIPTS

*Widely sponsored,
 are available only on
 the special AP Radio
 News Wire.*

WE *Must* BE GOOD

to Turn in a Performance like This!

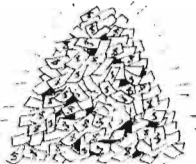


We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'?

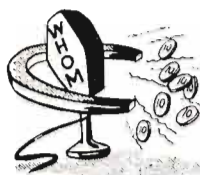
From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of \$1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over 40 times the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was \$141.11 . . . or *three times* the Federal Reserve average for the coun-

\$1,553,675



try. (One affluent listener toddled in and shelled out \$5200 cold cash!) That means one thing: our listeners have *confidence* in us!



Want MORE Startling Statistics? . . . We've *plenty* . . . For instance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge of jack that totalled over \$10,000 in no time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience is gainfully employed, and has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.



This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

THE BEST SELLER TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

New York Office and Studios—29 West 57th Street; Joseph Lang, Manager

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing Corporation
 Business Address... 29 W. 57th St., New York,
 N. Y.
 Phone Number..... Plaza 3-4204
 Studio Addresses... 2870 Hudson Boulevard;
 29 W. 57th St., New York City
 Transmitter Location..... Washington Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 11:15 p.m.
 News Service..... AP; INS
 Transcription Service..... Lang-Worth; BMI

Personnel

President..... Paul F. Harron
 General Manager..... Joseph Lang
 Assistant Manager..... West W. Wilcox
 Commercial-Sales Promotion
 Manager..... J. M. Compler
 Program Director-Production Manager
 Jack Kelsey
 Director of War Programs..... Charles Baltin
 Chief Announcer..... William Fender
 Publicity Director..... Fred Coll
 Musical Director..... Joseph DeLuca
 Chief Engineer..... Allison Burnham

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.
 Owned-Operated By..... May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location..... Newark
 Time on the Air..... Sundays A.M. and P.M.

Personnel

President-General Manager.. James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... North Jersey Broad-
 casting Co., Inc.
 Addresses..... 115 Ellison St.,
 Paterson; 1060 N. Broad St., Newark
 Phone Numbers... Armory 4-3400 (Paterson);
 Mitchell 2-2122 (Newark)
 Transmitter Location..... Clifton, N. J.
 Time on the Air..... To local sunset
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers

W P A T

"ON YOUR DIAL AT 93"

—for Metropolitan Coverage...

Call or Write:

SIDNEY J. FLAMM
 Paramount Bldg.

1501 Broadway
 PENNSYLVANIA 6-2945

National Sales Office.....1060 N. Broad St.,
Newark
New York Office.....1501 Broadway

Personnel

President.....James V. Cosman
Vice-President and General Manager
 Sidney J. Flamm
Commercial Manager.....A. Lewis King
Program Director.....Ted Webbe
Publicity Director.....Alma F. Graef
Chief Announcer.....Stephen Ellis
Chief Engineer.....Earl F. Lucas

W B R B

RED BANK—EST. 1932

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Monmouth Broad-
casting Co.
Address.....63 Broad St.
Phone Number.....980
Transmitter Location.....Red Bank
Time on the Air Shares Time with WFAS,
WGBB

Personnel

President.....Thomas F. Burley, Jr.

PA ORIGINATED

the first news association

Press Relations Department

for the sole purpose of

promoting its affiliated

stations.

W T N J

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address.....416 Bellevue Avenue
Phone Number.....8149
Transmitter Location: Lincoln Point, Morris-
ville, Pa.
Time on the Air: 7 a.m. to 10:30 a.m., Mon.
thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.;
Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.
to 8 p.m.

News Service.....UP
Transcription Service: Langworth; C. P. Mac-
Gregor; Davis & Schwegler
Representative.....Joseph Hershey McGillvra

Personnel

Vice-President-General Manager...F. J. Wolff
Commercial Manager.....H. M. Gebert
Sales Promotion Manager.....Dave Rolontz
Program Director.....Walter Lewis
Director of War Programs...Marian Marshall
Production Manager.....Louis Jerome
Chief Announcer.....Robert Carrol
Chief Engineer.....Edward P. Knowles

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Trent Broadcast Corp.
Address.....35 West State St.
Phone Number.....6289
Transmitter Location.....Yardley, Pa.
Time on the Air.....Unlimited license

Personnel

President.....Charles Quinn
Executive Vice-President-Station
 Manager.....A. Harry Zoog
Program Director.....Milton T. March
Chief Engineer.....Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By.....Pillar of Fire
Operated By.....Alma White College
Address.....Zarephath
Phone Number.....Bound Brook 223
Transmitter Location..Alma White College,
Zarephath
Time on the Air.....Shares time

Personnel

President.....Bishop Alma White
Vice-President-Secretary-
 Co-Manager.....Arthur K. White
Vice-President-Co-Manager...Ray B. White
Chief Engineer.....N. L. Wilson
(Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

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

Address Kimo Theatre B'dg.
Phone Number 4544
Transmitter Location Atrisco
Time on the Air: 6 a.m. to 12 midnight
News Service Transradio: UP
Transcription Service World Broadcasting System

Personnel

President A. R. Hebenstreit
Station Manager Harry Burdick
Sales Promotion Manager Jack Gurley
Program Directors
Baxter Gamble; David M. Segal
Musical Director-Chief
Announcer Wendell Barcroft
Chief Engineer Leonard Dodds

K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By... Albuquerque Broadcasting Company

Address 420 West Gold Avenue
Phone Number 4411
Transmitter Location Alameda, New Mexico
Time on the Air: 6 a.m. to 12 midnight
News Service INS, AP
Transcription Service NBC Thesaurus
Representative Free & Peters, Inc.

Personnel

President T. M. Pepperday
Manager Frank Quinn
Program Director Van Haften
Women's Editor Mary Hickox
Musical Director Bud Nelson
Chief Engineer Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Carlsbad Broadcasting Co.

Address 800 South Canal Street
Phone Number 244
Transmitter Location La Huerta, N. M.
Time on the Air 7 a.m. to 9 p.m.
News Service UP

Personnel

Station Manager Jack Hawkins
Commercial Manager Jack Evans
Chief Announcer Bob Shackelford
Chief Engineer David O. Crouch

K I C A

CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by DeWitt Landis
Address 321 Main St.

Phone Number 3
Transmitter Location 10th at Hillcrest Park
Time on the Air 7 a.m. to 8 p.m.
News Service UP
Transcription Service Associated Music Publishers: C. P. MacGregor; Keystone Broadcasting System
Representative Forjoe & Co.

Personnel

President-Owner DeWitt Landis
Station-Commercial Manager Lee Biggs
Sales Promotion-Production Manager
Grady Maples
Salesman Leola Randolph, S. A. Harral
Chief Engineer Vernon Hughes

K W E W

HOBBS—EST. 1938

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By W. E. Whitmore
Address Hardin Hotel
Transmitter Location Hobbs
Time on the Air Unlimited license
Transcription Service C. P. MacGregor, Standard Radio; Keystone Broadcasting System

Personnel

President-Owner W. E. Whitmore
General Manager Chet L. Gonca

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Southwest Broadcasters, Inc.

Business Address P. O. Box 710
Phone Number 83
Studio Address 1/2 mile east of Las Vegas
Transmitter Location
1/2 mile east of Las Vegas
Time on the Air: 7 a.m. to 8 p.m.; Sundays,
11 a.m. to 6:30 p.m.
News Service INS
Transcription Service Standard Radio

Personnel

President-Station Manager... E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Spanish Department Manager,
 Henry R. Tafoya, Jr.
 Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address310 N. Richardson Street
 Phone Number 288
 Transmitter Location 511 W. 16th Street
 Time on the Air 6:30 a.m. to 9 p.m.
 Transcription Service C. P. MacGregor
 RepresentativeTanz & Cox

Personnel

President-Station Manager ... W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Program Director-Chief Announcer
 Jack Whiteman
 Chief Engineer Melvin Unger

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address759 Cerillos Road
 Phone Number 2020
 Transmitter Location Santa Fe
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System: C. P. MacGregor

Personnel

President A. R. Hebenstrief

KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Krasin-Krutzner
 Broadcasting Co.
 Address Tucumcari
 Phone Number 192
 Transmitter Location Tucumcari
 Time on the Air Shares Time
 Transcription Service..... Standard Radio
 Representative Cox & Tanz

WOKO

CBS

WABY

MUTUAL

*For low-cost coverage and control of
 the purse strings of the Albany Area—
 where the buying power is 18% above
 national average.*

The RADIO CENTRE STATIONS

Albany — Troy — Schenectady

New York

National Representatives: J. P. McKinney & Son

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Adirondack Broadcasting Co., Inc.

Address Radio Centre
Phone Number 4-4194
Transmitter Location Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.

Newspaper Affiliation Knickerbocker News
News Service Transradio
Transcription Service Standard Radio
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith
Assistant Manager Deuel Richardson
Sales Manager Harry Goldman
Sales Promotion Manager Paul Heisler
Program Director Johnny Lee
Musical Director Carl Miller
Chief Engineer James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By WOKO, Inc.
Address Radio Centre
Phone Number 4-4193
Transmitter Location Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation Knickerbocker News
News Service Transradio
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith
Assistant Manager Deuel Richardson
Sales Manager Harry L. Goldman
Sales Promotion Manager Paul Heisler
Program Director Johnny Lee
Musical Director Carl Miller
Chief Engineer O. A. Sardi

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WMBO, Inc.
Address Metcalf Building, 141 Genesee St.
Phone Number 433
Transmitter Location Corner York and Division Streets

Time on the Air 8 a.m. to 8 p.m.
Newspaper Affiliation Auburn Citizen-Advertiser
News Service AP
Transcription Service Standard Radio

Personnel

President William O. Dapping
Station Manager Frederick L. Keesee
Musical Director Dorothy Bolin
Publicity Director Florence Bond
Chief Engineer Herbert House

W B T A

BATAVIA—EST. 1940

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

Address 90 Main Street
Phone Numbers 715; 716; 2100
Transmitter Location Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 9 p.m.

News Service UP
Representative Bogner and Martin

Personnel

President Edmund R. Gamble
Station Manager Joseph M. Ryan
Sales Manager Frederick R. MacLaughlin
Program Director Richard Driscoll
Chief Announcer Clive Dill
Chief Engineer Howard Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By Wylie B. Jones
Advertising Agency

Address Arlington Hotel
Phone Number Binghamton 2-3461
Transmitter Location Ingraham
Time on the Air Unlimited
News Service UP
Transcription Service World Broadcasting
National Sales Office Address 366 Madison Avenue, New York, N. Y.

Representative John Blair & Co.

Personnel

President John C. Clark
General Manager Cecil D. Mastin
Sales Promotion Manager Ewing Hawkins
Program Director E. Ray McCloskey
Production Manager Walter Roberts
Musical Director Donald Grey
Chief Engineer Lester H. Gilbert

• • NEW YORK • •

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn,
Inc.

Address: 132 W. 43rd St., N. Y. C.; 1 Nevins
St., Brooklyn

Phone Number... BRyant 9-3773; TRiangle 5-3300

Transmitter Location..... 583 Meserole St.

Time on the Air..... 7 a.m. to 1 a.m.

News Service AP; INS

Personnel

Acting-General Manager... William Norins

Program Director..... Norman H. Warembud

Publicity Directors..... L. Goldin, A. Ford

Chief Announcer Alan Stratton

Office Manager..... Vivian Murgia

Musical Director..... Lee Grant

Chief Engineer..... Peter Testan

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By... Watchtower Bible &
Tract Society, Inc.

Address 124 Columbia Heights

AP

THRU

PA

W
B
Y
N

NEWS
EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.



NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

WILLIAM NORINS
Gen. Mgr.

Executive Offices
132 W. 43rd ST., NEW YORK

Phone Number MAin 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air..... Shares time

Personnel

Manager.....Andrew K. Wagner
 (Non-Commercial Station)

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc..... Power: 1000 Watts
 Owned-Operated By..... WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number..... INgersoll 2-1300
 Transmitter Location..... Newtown Creek
 Time on the Air: Daytime to one hour past
 local sunset
 News Service UP
 Transcription Service Associated Music
 National Sales Office... RKO Bldg., New York
 National Representative..... The Walker Co.

Personnel

President Elias Godofsky
 Sales Manager..... Robert M. Scholle
 Sales Promotion Manager..... Louis Berne
 Program Director..... Paul Gould
 Acting Production Manager.... Roger Wayne

Continuity Director..... Joan Sack
 Publicity Director Walter Kaner
 Chief Announcer Murray Jordan
 Musical Director Waldo Mayo
 Chief Engineer..... Arthur Faske

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... WBEN, Inc.
 Address Hotel Statler
 Phone Number..... Cleveland 6400
 Transmitter Location..... Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation..... Buffalo Evening
 News
 News Service..... PA; UP
 Transcription Service..... NBC Thesaurus;
 Langworth
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Edward H. Butler
 Vice-President..... A. H. Kirchofer
 Station Manager..... Edgar H. Twamley
 Commercial Manager ... C. Robt. Thompson
 (SEE PAGE 290)

*The Popular Classics
 with a blend of the Modern...and NEWS*

WLIB gives New York what it likes BEST and wants MOST. The POPULAR CLASSICS WITH A BLEND OF THE MODERN and news... the kind of programs that keep Metropolitan New York, New Jersey, Connecticut radios tuned to 1190 ALL DAY, EVERY DAY!

WLIB has attained a prominent place in New York's press. Rave notices, reviews, and program listings recognize WLIB's unique program policy. And...

WLIB has already firmly established itself among New York's keenest LOCAL advertisers, who check results, *must get* results and BUY results. Alert national advertisers are following the parade to WLIB.

STILL
 Maintaining New York's
LOWEST
 RATE for Effective Cov-
 erage of the huge Met-
 ropolitan buying market

RKO BUILDING, NEW YORK, Chicago Representative—The WALKER CO.

NEW YORK'S WLIB 1190
 Clear Channel
 on your dial
 "THE VOICE OF LIBERTY"

Director of Public Service
 Programs Charles T. Harrell
 Director of Sports Jim Wells
 Director of Women's
 Programs Margaret Wilkinson
 Publicity Director Joe Haefner
 Musical Director Danny Brittain
 Chief Engineer Ralph J. Kingsley

W B N Y
 BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Roy L. Albertson
 Address 485 Main Street
 Phone Number Madison 4000
 Transmitter Location 154 Eagle Street
 Time on the Air: 7 a.m. to 2 a.m.; Sundays,
 9 a.m. to 12 midnight
 News Service Transradio; AP
 Representative William G. Rambeau Co.

Personnel

Owner and General
 Manager Roy L. Albertson
 Commercial Manager-Program
 Director Virginia C. Fyda
 Musical Director Arthur Crosson
 Chief Engineer Thomas L. Vines

News Comes First

at

W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press and Associated Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

W E B R
 BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WEBR, Inc.
 Address 23 North Street
 Phone Number Lincoln 7133
 Transmitter Location Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation Buffalo Courier-Express
 News Service UP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative Weed & Company

Personnel

President Paul E. Fitzpatrick
 Station Director C. Robert Thompson
 Sales Manager William Doerr, Jr.
 Sales Promotion Manager Albert H. Zink
 Program Director Peter Krug
 Chief Engineer Raymond Lamy

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Buffalo Broadcasting
 Corp.
 Address Rand Bldg.
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 6 a.m. to 2 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Sales Manager John A. Bacon
 Chief Engineer Karl B. Hoffman

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By Buffalo Broadcasting
 Corp.
 Address Rand Building
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 24 hours daily
 News Service UP
 Transcription Service World Broadcast-
 ing System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry

Program Director.....Herbert C. Rice
 Sales Manager.....John A. Bacon
 Sales Promotion Manager.....R. McPherson
 Chief Engineer.....Karl B. Hoffman

W E N Y
 ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmira Star-Gazette
 Business Address.....201 Baldwin St.
 Phone Number.....5181
 Studio Address.....Mark Twain Hotel
 Transmitter Location.....Schuyler Ave.
 Time on the Air: 7:30 a.m. to 2 a.m.; Sundays,
 9 a.m. to 2 a.m.
 Newspaper Affiliation..Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service.....UP
 Transcription Service...World Broadcasting
 Representative.....J. P. McKinney & Son

Personnel

Director.....Dale L. Taylor
 Sales Manager.....Joseph M. Cleary
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Woodrow Ott
 Chief Engineer.....Thurlo A. Greene

W L A N*

ENDICOTT—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 (with 2 amplifiers)
 Owned-Operated By.....Thomas J. Watson
 Address.....Endicott
 Time on the Air.....Unlimited license
 *Station had a construction permit at pres-
 time and no further information was available.

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....H. H. Carman
 Address.....44 So. Grove Street
 Phone Number.....Freeport 2418
 Transmitter Location.....215 Bedell Street
 Time on the Air.....Shares time
 Transcription Service.....NBC Thesaurus

Personnel

Owner and General Manager...H. H. Carman
 Commercial Manager.....Neal Seaman
 Chief Engineer.....Robert Milos

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
 Owned-Operated By.....Cornell University

Business Address.....Ithaca Savings Bank
 Phone Number.....3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location....Forest Home, Ithaca
 Time on the Air.....6:15 a.m. to sundown.
 New Orleans
 News Service.....UP
 Transcription Service...World Broadcasting
 Representative.....Joseph Hershey McGillvra

Personnel

Station Manager.....Michael R. Hanna
 Commercial Managers....H. Stilwell Brown,
 Bernard F. Goodrich
 Sales Promotion Manager..Theodore T. Howes
 Program Director.....Joseph A. Short
 Chief Engineer.....True McLeans

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...James Broadcasting
 Company, Inc.
 Address.....208 Hotel Jamestown Bldg.
 Phone Number.....7-151

For

RESULTS

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**Radio Advertising
 Corporation**

About

W J T N

Jamestown, N. Y.

Blue Network

Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service UP
Transcription Service Associated Music
Publishers
Representative Radio Advertising Cor-
poration

Personnel

President Jay E. Mason
Vice-President-General
Manager Simon Goldman
Promotion Manager-Program
Director A. E. Spokes
Publicity Director Catherine Lindstrom
Musical Director George Pileeger
Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Kingston Broadcasting
Corp.
Address Governor Clinton Hotel
Phone Number Kingston 4500
Transmitter Location... Plainfield St., Ulster
Township
Time on the Air..... 7 a.m. to 11 a.m.
News Service INS
Transcription Service... Keystone Broadcasting
System
Representative William G. Rainbeau Co.

Personnel

President Benjamin F. Feiner, Jr.
Acting General Manager... B. F. Feiner, Jr.
Commercial Manager... George S. McGinley
Merchandising Manager... George Rosenberg
Chief Engineer M. S. Seimes

W A L L

MIDDLETOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Community Broad-
casting Corp.
Business Address 14 South St.
Phone Number Middletown 6050
Transmitter Location... 229 Monhagen Ave.
Time on the Air..... 8 a.m. to midnight
News Service INS
Transcription Service... Keystone Broadcasting
System

Personnel

Co-Presidents Elsie & Martin Karig, Sr.
Station Manager Martin Karig, Jr.
Commercial Manager... Kathryn Haines
Sales Promotion Manager... James Abel, Jr.
Program Director..... Fred Germain, Jr.
Chief Announcer..... Stan Kramer
Musical Director..... Robert E. Lee

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By WGNV Broad-
casting Co., Inc.
Business Address 161 Broadway
Phone Number 4600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown
Transmitter Location... Chochection Turnpike,
Newburgh, N. Y.
Time on the Air... Local sunup to local sunset
Newspaper Affiliation: Speidel Newspapers,
Inc.; Poughkeepsie New Yorker
Transcription Service... World Broadcasting
System

Personnel

President Merritt C. Speidel
Station Manager Harold W. Cassill
Program Director..... Richard Crans
Chief Announcer..... Stanley F. Carey
Musical Director Jane Welch
Chief Engineer John Bondy

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts
Owned-Operated By... Columbia Broadcasting
System, Inc.
Business Address..... 485 Madison Avenue
Phone Number..... Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E.
52nd St.; 1697 Broadway; 799 Seventh
Ave.; 251 W. 45th St.; 254 W. 54th St.
Transmitter Location: Columbia Island, New
Rochelle, N. Y.
Time on the Air: 24 hours daily
News Service..... AP; INS; UP
Transcription Service... Associated Music
Publishers; Langworth Feature Programs
Representative Radio Sales

Personnel

President William S. Paley
General Manager Arthur Hull Hayes
Commercial Manager... Beverly M. Middleton
Sales Promotion Manager... Jules Dundes
Program Director..... George Allen
Publicity Director..... George Crandall
Sales Service Manager... Stanley H. Pulver
Manager of Program
Operations G. Richard Swift
Chief Engineer Henry Grossman
(For additional personnel see listing of
Columbia Broadcasting System, Inc., under
networks.)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By... WBNX Broadcasting Co., Inc.
 Address 260 E. 161st Street
 Phone Number MELrose 5-0333
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air: Daily, 13½ hrs.; Sunday, 10½ hrs.
 News Service INS
 Transcription Service..... Standard Radio
 National Representative..... Forjoe & Co.

Persomel

President..... A. L. Haskell
 Vice-President-General Manager. W. C. Alcorn
 Secretary & Commercial Manager. W. I. Moore
 Production Manager..... Edw. Ervin
 Program Director..... Frank Johnson
 Publicity Office Davis-Lieber
 Musical Director..... Fred Mendelsohn

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts

Owned-Operated By National Broadcasting Co.

Address 30 Rockefeller Plaza
 Phone Number Circle 7-8300
 Transmitter Location..... Port Washington, N. Y.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 News Service AP; INS; UP
 Transcription Service..... NBC Thesaurus, Standard Radio
 Representative... NBC National Spot & Local Sales

Persomel

President..... Niles Trammell
 Station Manager..... S. D. Gregory
 Assistant Manager..... delancey Provost
 Program Manager..... Wynn Wright (NBC Eastern Division Program Manager)
 Promotion Manager..... Shirley F. Woodell
 Press Representative..... Leighton Blood
 Farm Director..... Merton Emmert
 Sales Manager... William O. Tilenius (Asst. Manager NBC Natl. Spot Sales)
 Director of War Programs..... William Burke Miller
 Chief Announcer..... Patrick J. Kelly
 Musical Director..... Frank Black
 Chief Engineer..... F. A. Wankel

W

B

5000 Watts, 1380 Kc.

Directional Antennae

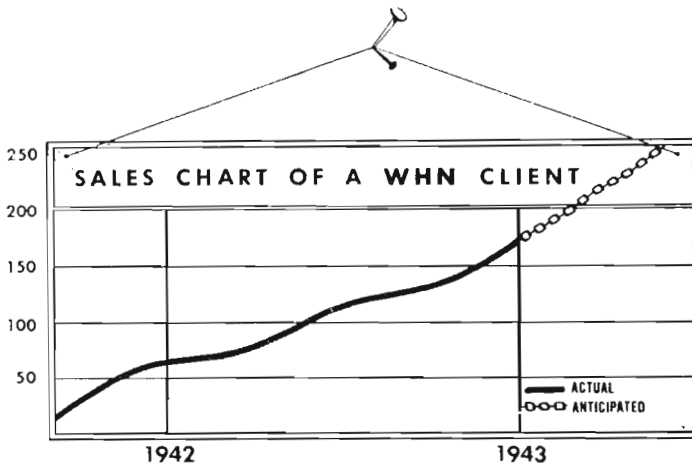
Blankets

Metropolitan New York

The Most Intimate and Effective Sales Approach to America's Largest Markets.

N

X NEW YORK



THE PRIME REASON...

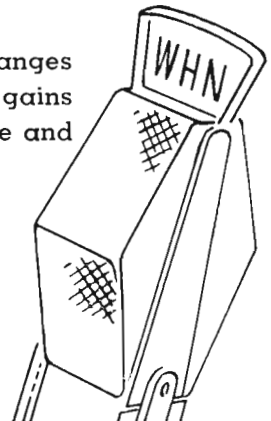
More food advertisers...known to be among the shrewdest of buyers of radio time...spent more money on **WHN** in 1942 than ever before. This is glowing testimony to results brought by **WHN's** 50,000 watts, to a strong clear signal in an area housing 12% of the U. S. population, to **WHN's** delivery of extensive audiences... to **WHN's** programs.

For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices... all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943...with marketing shifts and product changes... you have reason to hold, consolidate...increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get **prime results**.



In 1942 WHN welcomed 17 new food advertisers... 11 new drug and toilet goods advertisers... to its ever-expanding list of distinguished clients. 89 new clients "discovered" the power of WHN.



WHN - New York - 50,000 Watts - 1050 K. C.

1540 Broadway, Bryant 9-7800 • Chicago Office: 360 N. Michigan, Randolph 5254

W E V D

NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Debs Memorial
 Radio Fund, Inc.
 Address 117 West 46th Street
 Phone Number BRyant 9-2360
 Transmitter Location Maspeth, L. I., N. Y.
 Time on the Air: 7 a.m. to 10 a.m., 12 noon
 to 6 p.m. and 8 p.m. to 4 a.m.; no schedule
 Monday night

Personnel

Chairman of Board Adolph Held
 Managing Director Henry Greenfield
 Chief Announcer David Niles
 Program Director George Field
 Musical Director Nicholas Saslavsky
 Chief Engineer Charles Brown

W H N

NEW YORK—EST. 1922

Frequency: 1050 Kc. Power: 50000 Watts
 Owned-Operated By Marcus Loew Book-
 ing Agency
 Address 1540 Broadway
 Phone Number BRyant 9-7800
 Transmitter Location East Rutherford,
 N. J.
 Time on the Air 6 a.m. to 2 a.m.
 News Service UP; AP
 Chicago Office 360 N. Michigan

Personnel

Director Herbert L. Pettey
 Station Manager Frank Roehrenbeck
 Program Manager Fred Raphael
 Production Manager Maurice Barrett
 Comptroller Jacques Van Straten
 Publicity Director A. Mike Vogel
 Sales Promotion Manager Herbert S. Chason
 Night Manager Allan Zeo
 Musical Director Don Albert
 Chief Engineer Paul Fuelling

WEVD

5000 WATTS
 1330 KILOCYCLES

**NEW YORK'S
 STATION OF
 DISTINCTIVE
 FEATURES**

IN
 ENGLISH
 JEWISH
 ITALIAN

Henry Greenfield
 Managing Director

117 West 46th St., New York

AP NEWS FOR RADIO

*is available
 exclusively through*

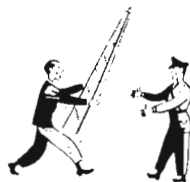
PRESS ASSOCIATION, INC.
 50 ROCKEFELLER FLAZA
 NEW YORK, N. Y.



GOOD LISTENING AT ANY POWER!

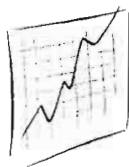
Because the War Department urgently needed radio equipment WINS volunteered its new 50,000 watt transmitter for war service.

Though happy to be patriotic, we couldn't suppress a quiet tear at this sudden blow to all our big-power planning.*



But our tear soon turned to a smile.

For it seemed that advertisers wanted WINS, with or without.



Thus this was our final score for '42:

NATIONAL ADVERTISER BILLING	UP	62.49%
LOCAL ADVERTISER BILLING	UP	9.25%
NEW ADVERTISERS		65

...which all seems to prove that WINS is good listening at any power



the new
wins

1000 ON YOUR DIAL

New York's Fastest Growing Station

*WINS WILL, OF COURSE, OPERATE ON 50 KW. AS SOON AS WAR ENDS
WINS • 28 West 44th Street, New York City • Bryant 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Hearst Radio, Inc.
 Address 28 West 44th Street
 Phone Number BRyant 9-6000
 Transmitter Location Lyndhurst, N. J.
 Time on the Air Unlimited License
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News Service INS
 Transcription Service World Broadcasting
 System; Standard Radio
 National Representative Free & Peters, Inc.

Personnel

President (Hearst Radio, Inc.) Charles B. McCabe
 Station Manager Cecil H. Hackett
 Program Director John T. Adams
 Traffic Manager Hazel Bowers
 Chief Announcer Bill Harding
 Musical Director Henry Sylvern
 Chief Engineer Paul Von Kuntz

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

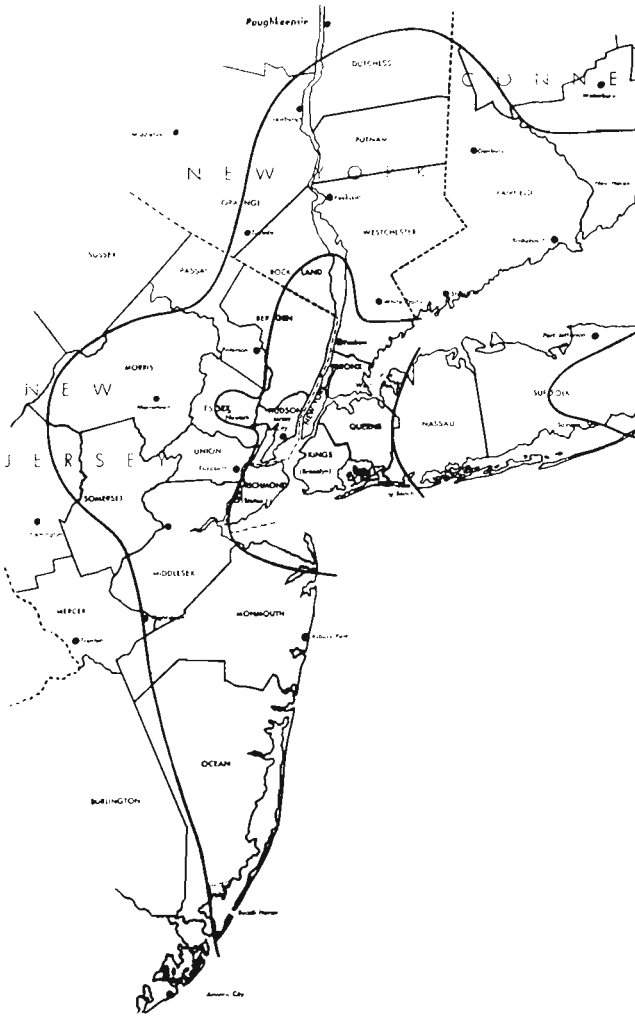
Frequency: 770 Kc. Power: 50000 Watts
 Owned-Operated By Blue Network
 Co., Inc.
 Address 30 Rockefeller Plaza
 Phone Number Circle 7-5700
 Transmitter Location Bound Brook, N. J.
 Time on the Air 24 hours daily
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus
 Representative Blue Network Co., Inc.

Personnel

President Mark Woods
 Manager John H. McNeil
 Sales Promotion
 Manager Thomas B. Ellsworth
 Program Director Charles Barry
 Production Manager Harry Frazee
 Publicity Director John D. McTigue
 Chief Announcer Ray Diaz
 Night Manager George Hayes
 Musical Director Joseph Rines
 Chief Engineer George Milne
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

**PA WAS
 TWO YEARS
 AHEAD**

with the first, regular 24-hour radio news wire.



FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL
570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list
WMCA programs . . . more than twice as many
as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air..... 6:45 a.m. to 1:15 a.m.
 News Service AP
 Representative.....Weed & Co.

Personnel

OwnerEdward J. Noble
 PresidentE. E. Anderson
 Treasurer-General Manager.....C. N. Priaulx
 Assistant Secretary-Treasurer,
 H. L. Morgan, Jr.
 Vice-President in Charge
 of Sales.....Charles Stark
 Sales Promotion Manager.....Lucy I. Towle
 Program Director.....Garrett E. Hollihan, Jr.
 Chief Announcer.....Joseph A. O'Brien
 Director of News & Publicity...Leon Goldstein
 Musical Director.....Jerry Sears
 Chief Engineer.....Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned ByCity of New York
 Operated ByMunicipal Broadcasting
 System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location.....10 Kent St., Brooklyn,
 New York
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP; INS

Personnel

Director.....M. S. Novik
 Chief Announcer.....T. H. Cowan
 Publicity Director.....Jack Goodman
 Musical Director.....Herman Neuman
 (Non-Commercial Station)

•
W A A T
 (See New Jersey)

PA ORIGINATED

the extra service of the only press association

Station Relations Department.

FIRST IN NEW YORK

- . . . more LISTENERS than any other *independent station in all surveys.*
- . . . more NATIONAL ADVERTISERS than any other *independent station.*
- . . . more money spent on WNEW than on any other *independent station.*

BUT LAST IN NEW YORK

- . . . in cost per thousand families reached.

WNEW

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented nationally by John Blair & Company

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By.....Greater New York
 Broadcasting Corporation

Address..... 501 Madison Avenue

Phone Number Plaza 3-3300

Transmitter Location..... Belleville Turnpike,
 Kearney, N. J.

Time on the Air: 24 hours a day—seven days
 a week

News Service **AP**

Transcription Service World Broadcasting
 System

Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager Bernice Judis
 Sales Manager Herman Bess
 National Sales Manager..... Walter Duncan
 Sales Promotion Manager..... John Fistere
 Research Director..... Sidney Fishman
 Special Events and Publicity Director,
 Jack Banner
 Production Head..... William McGrath
 Assistant to Manager..... Dorothy Andrews
 Auditor Aaron Goldenberg
 Assistant Publicity Director..... Lillian Zatt
 Music Clearance Director James Rich
 Sales Traffic Director..... May Clifford
 Program Traffic Director..... Vita Kane
 Chief Announcer John Jaeger
 Musical Director..... Merle Pitt
 Chief Engineer M. J. Welner

TELESCRIPTS

... A PA INNOVATION

are complete scripts cued for music or sound

AP

effects, and moved

on the special

Radio Wire.

WIDELY SPONSORED FROM
 COAST TO COAST

W O R

**NEW YORK—EST 1922
MUTUAL BROADCASTING SYSTEM**

Frequency: 710 Kc. Power: 50000 Watts
 Owned-Operated By: Bamberger Broad-
 casting Service
 Business Address: 1440 Broadway
 Phone Number: Pennsylvania 6-8600
 Studio Addresses: 1440 Broadway; 214 W.
 42nd Street
 Transmitter Location: Carteret, N. J.
 Time on the Air: 24 hours daily; Sundays.
 7:45 a.m. to 2 a.m.
 News Service: AP; Transradio; UP;
 General News Ticker (Sports)
 Transcription Service: WOR Electrical
 Transcription & Recording Service
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President: Alfred J. McCosker
 Vice president and general
 manager: Theodore C. Streibert
 Vice-President in Charge of
 Program Operations: Julius F. Seebach, Jr.
 Vice-President in charge
 of Sales: Rufus C. Maddux
 Sales Manager: Eugene S. Thomas
 Commercial Program Manager: Albert Ross
 Production Manager: Arthur Whiteside
 Director of Publicity: Richard Pack
 Director of Special Features and News,
 Dave Driscoll
 Chief Engineer-Secretary: J. R. Poppele
 Director WOR Artists Bureau: Nat Abramson
 Director of Sales Promotion: Joe Creamer
 Musical Director: Alfred Wallenstein
 Continuity Director: Robert Simon

For Up-To-The-Minute

**POPULATION AND RADIO HOMES STATISTICS AND DATA
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please turn to Pages 227-285



NETWORK INFORMATION

Please turn to Pages 289-321



FEDERAL COMMUNICATIONS COMMISSION

Please turn to Pages 193-205



NATIONAL ASSOCIATION OF BROADCASTERS

Please turn to Pages 898-910

**No idea
backed
by the
sound of
WOR
has ever
failed to
get results!**



HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR's and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR NEW YORK
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By: Interstate Broadcasting
 Company, Inc.

Address: 730 Fifth Avenue
 Phone Number: Circle 5-5566
 Transmitter Location: Maspeth, Long Island,
 N. Y.

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight

News Service: AP

Transcription Service: World Broadcasting
 System; Associated Music

Representative: The Foreman Company

Personnel

President: John V. L. Hogan

Executive Vice-President: Elliott M. Sanger

Vice-President in Charge of Sales,

Hugh K. Boice

Sales Promotion Manager: Norman S. McGee

Program Director: Eleanor N. Sanger

Publicity Director: William R. Sears

Chief Announcer: Albert Grobe

Musical Director: Eddy Brown

Chief Engineer: Russell Valentine

AP

**NEWS FOR
 RADIO**

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

**A TALE
OF TWO MARKETS**
...and one important
radio station

Two markets are served by
WOV...both vast...both rich...
both responsive.

The first consists of the two
million Italian-speaking
Americans in the Metropolitan
area who listen to WOVI dur-
ing the day...a market containing
more Italian radio homes than
ALL the radio homes in Pittsburgh,
Buffalo and Cincinnati combined
...the largest Italian-
language market in the world!

WOVI's second market is Metropoli-
tan New York itself...2,917,000
radio homes within WOVI's night-
time area who listen to such
outstanding English programs as
Alan Courtney and the "1280
Club"...Hans Jacob...Pan
Americana...and many others.

But the important thing about
these two markets is
the low cost at which you
can reach them over WOVI.

Why not take out your
typewriter and send us or
Joe McGillvra a letter
today!



Source:
Walter P. Burn & Associate
U. S. Census, 1940

WOVI FOR VICTORY
NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATION

W O V

NEW YORK —EST. 1933
ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By... Wodaam Corporation
 Address 730 Fifth Avenue
 Phone Number Circle 5-7979
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News Service UP
 Transcription Service..... Associated Music
 Publishers
 National Representative

Joseph Hershey McGillvra, Inc.

Personnel

Station Manager..... Ralph N. Weil
 Commercial Manager..... Ralph Nardella
 Publicity Manager..... Herbert Landon
 Sales Promotion Manager..... H. Samuels
 Program Director..... C. A. Porreca
 Production Manager..... James Capozucchi
 Artists' Bureau Director..... Syd Leipzig
 Musical Director..... Paul Romeo
 Chief Engineer..... Hillis W. Holt

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By... The Niagara Falls
 Gazette Publishing Company
 Address Hotel Niagara
 Phone Number 8421
 Transmitter Location..... Lockport & Military
 Roads
 Time on the Air..... Daytime license
 Newspaper Affiliation..... Niagara Falls
 Gazette
 News Service UP
 Transcription Service..... Lang-Worth; Stan-
 dard Radio; C. P. MacGregor; Associated
 Music
 Representative Headley-Reed Company

Personnel

General Manager..... Earl C. Hull
 Commercial Manager..... Richard G. Robbins
 Program Director..... Ruth Prindle
 Musical Director..... Ernie Whistler
 Musical Advisor..... Harold Bradley
 Chief Engineer..... Robert Wilson

W S L B

OGDENSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... St. Lawrence Broad-
 casting Corp.
 Address 2315 Knox St.
 Phone Number Ogdensburg 500

Transmitter Location..... 2315 Knox St.
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... NBC Thesaurus
 Representative DeLisser, Inc.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager..... Harold J. Frank
 Sales Promotion Manager..... Jack Paige
 Program Director..... Harold Gilman
 Musical Director..... Flo Beach Rowe
 Chief Engineer..... Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928;
Olean, 1934

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... WHDL, Inc.
 Business Address: 601-619 Exchange National
 Bank Building
 Phone Numbers..... Olean 4149; Transmitter,
 Olean 7597
 Studio Address: 601-619 Exchange National
 Bank Building
 Transmitter Location..... Alleghany, N. Y.
 Time on the Air..... 7 a.m. to midnight
 Newspaper Affiliation..... Olean Times
 Herald
 News Service UP
 Transcription Service..... Standard Radio
 Representative J. P. McKinney & Son

Personnel

President..... E. B. Fitzpatrick
 Station Manager..... Thomas L. Brown
 Program Director..... Virgil C. Booth
 Chief Engineer..... Karl Haberman

W M F F

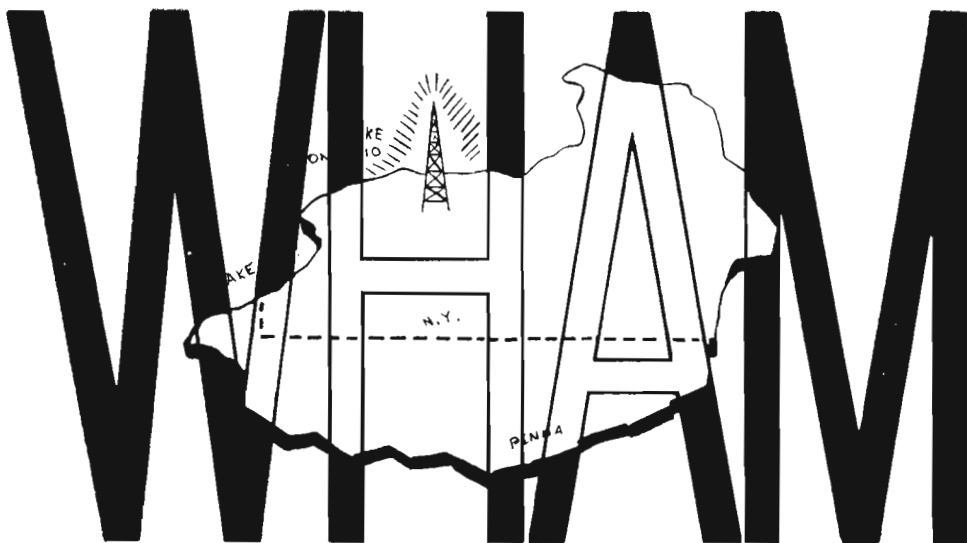
PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Plattsburg Broad-
 casting Corporation
 Address 153 Margaret St.
 Phone Number 1600
 Transmitter Location..... Boynton Ave.
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,
 8 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... C. P. MacGregor
 Representative..... George P. Hollingbery Co.

Personnel

President-Station Manager... George F. Bissell
 Commercial Manager..... Joel H. Schier
 Program Director..... Jack Tierney
 War Program Director..... Earl Sharland
 Chief Engineer..... Jack Nazak



For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . plus . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

WHAM
ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co. 50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with The Blue Network, Inc. and the National Broadcasting Co.

"The Stromberg-Carlson Station"