

K T R I

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

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.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Wm. Rambeau Co.

Personnel

President-General Manager.....Dietrich Dirks
 Commercial Manager.....Dietrich Dirks
 Program Director.....Al Triggs
 Production Manager.....Andre Wilson
 Publicity Director.....Mary Lou Sheer
 Chief Announcer.....Frederic Taylor
 Sales Promotion.....Buzz Hassett
 Record M. C.....Buzz Hassett
 Musical Director.....Bernie Mahr
 Chief Engineer.....Will Easterly

e

K I C D

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Iowa Great Lakes
 Broadcasting Co.
 Operated By.....Ben B. Sanders
 Address.....P. O. Box 631, Spencer
 Phone Number.....45
 Transmitter Location.....North of Spencer
 on Highways 18 and 71
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service...Lang-Worth, Standard
 and Cole
 National Representative...George W. Webber

Personnel

President-General Manager...Ben B. Sanders
 Sales-Commercial Manager...Staton A. Dixon
 Sales Promotion-Merchandising
 Manager.....Staton A. Dixon
 Program Director-Record M. C..Staton A. Dixon
 Production Manager.....Staton A. Dixon
 Publicity Director.....John A. Howe
 Chief Announcer-Musical
 Director.....Wayne Ross
 Chief Engineer.....Burney B. Jones

K X E L

WATERLOO—EST. 1942

ABC

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.....5 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
 Sales Promotion and Publicity
 Director.....E. M. Gahre
 Program Director.....E. M. Owen
 Production Manager.....Emlyn Owen
 Musical Director.....George Timm
 Chief Engineer.....Don Kassner
 Record M. C.....Herb James

"STAR TIME"

Intensely interesting dramati-
 zations of personalities of
 interest to women.

Through the unique, new
 "Cue-In" technique, the sta-
 tion's local women's program
 editor participates with the
 star.

"Cue-In" localizes and per-
 sonalizes the program—15-
 minutes, transcribed.

Exclusive in Any Market

WRITE

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.



FAITHFULLY SERVING AMERICAN AGRICULTURE



At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can *you* use such whole-hearted buying response?

WIBW	IN	<i>"The Voice of Kansas"</i>	COLUMBIA'S OUTLET FOR KANSAS
	TOPEKA		
WIBW, Topeka		BEN LUDY	KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC.		General Manager	NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K V A K

ATCHISON—EST. 1939

MUTUAL

Frequency: 1450 Kc. Power 250 Watts
Owned By..... S. H. Patterson
Operated By..... S. H. Patterson
Address..... 622 Commercial Street
Phone Number..... 1420
Transmitter Location..... Winthrop, Mo.
Time on the Air..... 6:30 a.m. to midnight
News Service..... AP
Representative..... Dawn Peterson

Personnel

President-Owner..... S. H. Patterson
General Manager..... Jerry Akers
Station Manager-Merchandising
Manager..... David G. Roberts
Commercial Manager..... Leslie D. Cox
Program Director..... Joseph Kilgore
Production Manager..... Allen Manatee
Chief Announcer..... Joseph Peck
Chief Engineer..... Thomas Vance

K G G F

COFFEYVILLE—EST. 1930

ABC

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, Okla.
Time on Air..... Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation..... Coffeyville Journal
News Service..... AP
Transcription Service..... NBC Thesaurus, World
Representative..... Weed & Co.

Personnel

Owner..... Hugh J. Powell
Station Manager..... Bert H. Powell
Commercial-Sales Promotion
Manager..... Ed Spoonamore
Program Director..... Ozzie Osborne
Chief Engineer..... J. Sarto 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..... 705 Second Avenue
Phone Number..... 1100
Transmitter Location..... West Park Rd.
Time on the Air..... Unlimited
Newspaper Affiliation..... Dodge City Daily Globe
News Service..... AP
Transcription Service..... World
Representative..... Arthur H. Hagg and
Associates

Personnel

President..... J. C. Denious
Manager..... N. C. Peterson
Sales Manager..... N. C. Peterson
Program Director..... Herschell Holland
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., Inc.
Address..... 613 Merchant St.
Phone Number..... 153
Transmitter Location..... South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 7:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Services..... World

Personnel

President..... J. J. Hovorka
General Manager..... J. Nelson Rupard
Program Director..... Miriam Porter
Commercial Manager..... Wendell Elliott
Publicity-Sales Promotion..... Burton D. Harrison
Production Manager..... Larry Cotton
Chief Engineer..... Paul H. Daniels

K I U L

GARDEN CITY—EST. 1935

MUTUAL

KANSAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... F. D. Conrad
Business Address..... 509 N. Main
Phone Number..... 666
Studio Address..... 509 N. Main
Transmitter Location..... Northwest of
Garden City

For
BUYING POWER
that pays off in SALES,
Look to GREATER
KANSAS CITY

GREATER KANSAS CITY MARKET DATA

Counties and Important Cities	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income
Jackson (Mo.)	485,900	\$776,365,000
Kansas City	431,700	705,330,000
Wyandotte (Ks.)	144,500	196,114,000
Kansas City	135,000	182,250,000
Johnson (Ks.)	46,200	26,739,000
	Total	Homes With Radios
Jackson (Mo.)	\$380,370,000	133,067
Kansas City	364,500,000	112,945
Wyandotte (Ks.)	78,040,000	36,676
Kansas City	74,443,000	31,163
Johnson (Ks.)	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945.

*Reprinted with Permission



And for radio advertising that pays off in **RESULTS**, hire KCKN to deliver your sales messages to Kansas Citizens. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citizens look to KCKN for the kind of radio entertainment *they* like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

- **Contact your nearest Capper office for availabilities.**



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... **WIBW**, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
 SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3064

Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....C. P. McGregor,
 Keystone Broadcasting System, SESAC, Cole
 Representatives.....Cox & Tanz

Personnel

President.....F. D. Conard
 Station and Commercial Manager.....Al Pyatt
 Publicity Director.....Johnnie Melcum
 Chief Announcer.....Ed Watts, Jr.
 Program Director.....Ed Watts, Jr.
 Chief Engineer.....Robert W. Snyder

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KVGB, Inc.
 Address.....2103 Forest Ave.
 Phone Number.....1080
 Transmitter Location.....South Great Bend
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President.....R. C. Russell
 Vice-President and General
 Manager.....Clem Morgan
 Sales Promotion.....Perry Reed
 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 By.....Wm. Wyse & Stanley Marsh
 Operated By...The Nation's Center Broadcast-
 ing Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited Time
 News Service.....UP, AP
 Transcription Service...Lang-Worth, Standard

Personnel

President and General
 Manager.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Millard Clary

KCKN

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

MUTUAL BROADCASTING SYSTEM
 (After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....300 Waltower Bldg.
 Phone Number.....Victor 3964
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation...The Kansas City Kansas
 News Service.....AP & UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications

Personnel

President.....Arthur Capper
 General Manager.....Ben Ludy
 Station Manager.....Ellis Atteberry
 Sales-Commercial Manager.....Joe Story
 Production Manager.....George Stump
 Musical Director.....Milan Mahale
 Chief Engineer.....Max Williams



WILLIAM WYSE, President, KWBW

K W B W
HUTCHINSON

Serves 456,151
 People in Central
KANSAS

An NBC Affiliate

KFKU*

LAWRENCE—EST. 1924

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

Personnel

Station Manager..... Harold G. Ingham
 Chief Engineer..... R. P. Stringham
 *(Non-Commercial Station)

WREN

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc... Power: 5000 d., 1000 n.
 Owned-Operated By..... WREN Broadcasting
 Co. Inc.
 Address..... WREN Bldg.
 Phone Number..... 110
 Transmitter Location..... Between Lawrence,
 Kans., & Kansas City, Mo.
 Time on the Air..... 121 hours per week
 News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative..... Geo. P. Hollingbery Co.

Personnel

President..... R. C. Jackman
 General Manager..... Verl Bratton
 Chief Engineer..... Carl Bliesner

KSAC*

MANHATTAN—EST. 1924

Frequency: 580 Kc... Power: 1000 d., 500 n.
 Owned-Operated By..... Kansas State College
 Address..... College Campus
 Transmitter Location..... College Campus
 Time on the Air..... Shares time

Personnel

President..... Milton E. Eisenhower
 Dean of Division of Extension... H. Umberger
 Extension Editor..... Lisle Longsdorf
 Chief Engineer..... Bernard Holbert
 *(Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc... Power: 1000 Watts, Day
 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
 Representative..... John E. Pearson Co.

Personnel

President..... E. Victor Baxter
 Station Manager..... R. E. Wade
 Chief Engineer..... Leo Stafford

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1150 Kc... Power: 1000 Watts
 Owned-Operated By..... KSAL, Inc.
 Address..... Journal Bldg.
 Phone Number..... 100
 Transmitter Location..... State Street Rd.
 Time on the Air..... 18 hours daily,
 Sunday, 17 hours
 News Service..... AP
 Transcription Service..... NBC Thesaurus,
 SESAC, Standard
 Representative..... John E. Pearson Co.

Personnel

President..... R. J. Laubengayer
 Station and Commercial
 Manager..... Ray Y. Jenser
 Musical Director..... Barbara Lewton
 Program Director..... Grover C. Cobb, Jr.
 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..... 1035 Topeka Ave.
 Phone..... 3-2377

Studio Address.....1035 Topeka Ave.
 Transmitter Location...Seven miles west of
 Topeka
 Time on the Air.....Shares Time
 Newspaper Affiliation...Capper Publications,
 Inc.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 ..and Lang-Worth
 Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
 General Manager.....Ben Ludy
 Publicity Director.....Bob McClure
 Program Director-Production
 Manager.....Mrs. Maude Carlson
 Chief Engineer.....K. G. Marquardt
 (See Page 402)

K F H

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By.....The Radio Station
 KFH Company, Inc.
 Address.....York Eite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas
 Time on the Air.....6:00 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry & Company

Personnel

President.....John Rigby
 Vice-President-General Mgr....M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Chief Announcer.....Dave Wilson
 Program Director.....Vernon E. Reed
 Production Manager.....John Speer
 Musical Director.....Wayne Euchner
 Chief Engineer.....Amos C. Dadisman

“THE CLIFF EDWARDS SHOW”

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Get Your Share Of
**KANSAS WHEAT
INDUSTRIAL
CATTLE
OIL MONEY**



KANS-WICHITA

The NBC Station in KANSAS' No.1 Market

General Information:

KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

KANS has been in operation since September, 1936.

KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:

KANS is affiliated with the National Broadcasting Company

Program Facilities:

KANS maintains two transcription libraries — the NBC "Thesaurus" and Standard. **KANS** has both AP and UP news service day and night.

Hours on the Air:

6:30 A.M. to Midnight.

Merchandising Facilities:

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly **KANS** merchandiser mailed to most retail outlets in Wichita.

REPRESENTED NATIONALLY BY HEADLY-REED CO.
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The KANS Broad-
 casting Co.

Address Wichita
 Phone Number 4-2387
 Transmitter Location Wichita
 Time on the Air 6 a.m. to midnight
 News Service AP & UP
 Transcription Service NBC Thesaurus:
 Standard
 Representative Headley-Reed Co.

Personnel

President Herb Hollister
 General Manager Jack Todd
 Program Director Vic Rugh
 Publicity Vic Rugh
 Sales-Promotion Manager Jack Todd
 Chief Engineer Ted Heithecker

KFBI

WICHITA—EST. 1923

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Farmers and Bankers
 Broadcasting Corporation

Address 1st & Market Sts.
 Phone Number 2-1447
 Transmitter Location 42nd and Broadway
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS & UP
 Transcription Service World, Cole
 Representative George P. Hollingberry Co.

Personnel

President H. K. Lindsley
 General Manager Robert K. Lindsley
 Sales Promotion Manager D. W. McCoy
 Chief Engineer K. W. Pyle
 Sales-Publicity D. W. McCoy
 Program Director C. T. Johnson
 Musical Director F. E. Markwell

“STAR TIME”

Intensely interesting dramatizations of per-
 sonalities of interest to women.

Through the unique, new “Cue-In” tech-
 nique, the station’s local women’s program
 editor participates with the star.

“Cue-In” localizes and personalizes the pro-
 gram—15-minutes, transcribed.

Exclusive in Any Market

WRITE

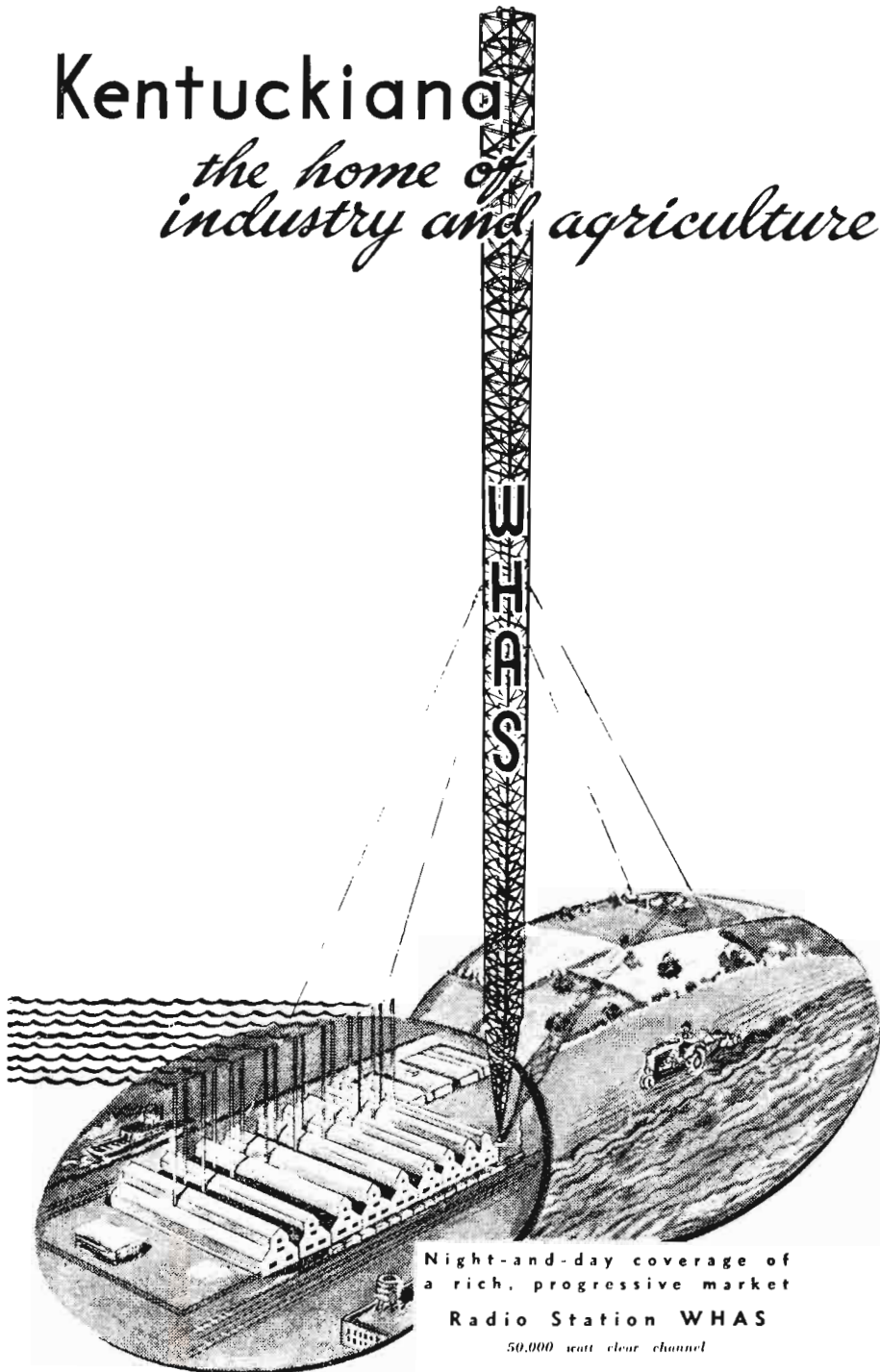
AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Kentuckiana

*the home of
industry and agriculture*



Night-and-day coverage of
a rich, progressive market

Radio Station WHAS

50,000 watt clear channel

Basic CBS

Louisville, Kentucky

KENTUCKY

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Ashland Broadcasting
 Company
 Address Box 949
 Phone Number 3010 (Ashland)
 Studio Address 20th & Front Streets, Ashland,
 Ky.; 625 - 4th Ave., Huntington, West Va.
 Transmitter Location 48th and Ohio River,
 Ashland, Ky.
 Time on the Air 6:30 a.m. to 1:05 a.m.,
 Weekdays; 7:45 a.m. to 1:05 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 and Standard
 Representative John E. Pearson Co.

Personnel

President Gilmore Nunn
 Vice-President J. Lindsay Nunn
 General Manager Joseph B. Matthews
 Commercial Manager Joseph B. Matthews
 Sales Promotion John D. Fell
 Chief Engineer Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Bowling Green Broad-
 casting Corp.
 Address Fairview & Lehman Aves.
 Phone Number 1340-1
 Transmitter Location Fairview & Lehman Aves.
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP
 Transcription Service Lang-Worth, Cole
 Representative Burn-Smith Co.

Personnel

President & Station Manager Ken D. Given
 Sales Manager Ken D. Given
 Promotion-Musical Director Helen Given
 Production Manager Joe Hicks
 Publicity Director Jaunita Britt
 Chief Announcer Joe Hamilton
 Program Director Joe Hamilton
 Chief Engineer Joe Pentecost

W F K Y

FRANKFORT

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By
 Frankfort Broadcasting Co.

Address 317 Ann St.
 Phone Number 421
 News Service AP

Personnel

President J. Sneed Yager
 Gen.-Com. Manager Clarence H. Fleming
 Program-Promotion Man. Marshall L. Peace
 *Construction Permit

W K A Y

GLASGOW

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By Glasgow Broadcasting Co.
 Address 213 S. Green St.
 *Construction Permit

W H L N

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Blanford Radio
 Company, Incorporated
 Address Main St.
 Phone Number 625
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP, AP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith Co.

Personnel

Owner-General Manager R. B. Helms
 Station Manager-Program-Publicity
 Director Stuart Odell
 Commercial Manager C. E. Wilkehart
 Chief Engineer J. Francke Fox

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 500 Watts, Day
 Owned-Operated By Henderson Broad-
 casting Co., Inc.
 Address P. O. Box 418
 Phone Number 3923
 Transmitter Location Zion Rd.
 Henderson
 Time on the Air Local sunup to local
 sundown
 News Service UP & AP
 Transcription Service NBC Thesaurus, Asso-
 ciated Music
 Representative Sears & Ayer, Helen Wood

Personnel

President Pierce E. Lackey
 General and Station Manager Hecht S. Lackey

Sales Promotion-Merchandising
 Manager.....Hecht S. Lackey
 Chief Engineer.....B. A. Smith

W H O P

HOPKINSVILLE—EST. 1939
COLUMBIA BROADCASTING SYSTEM
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hopkinsville Broad-
 casting Co., Inc.
 Phone Number.....1025, 1026
 Business Address.....9th & Main
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:05 p.m.;
 Sunday, 7a.m. to 11:05 p.m.
 News Service.....UP & AP
 Transcription Service.....World Broadcasting
 System, M. M. Cole
 Representative.....Sears & Ayer, Helen Wood

Personnel

President.....Pierce E. Lackey
 General and Commercial
 Manager.....F. Ernest Lackey
 Merchandising Manager-Chief
 Announcer.....William T. Bullington
 Program Director.....Bonnie Bessire
 Production Manager.....Charles Stratton
 Publicity Director.....Katherine Peden
 Musical Director.....Charles Melton
 Chief Engineer.....T. E. Brewer
 Record M. C.....Leo Wilson

W L A P

LEXINGTON—EST. 1934
AMERICAN BROADCASTING CO.
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp.
 Address...Radio Bldg., Walnut and Short Sts.
 Phone Numbers.....1721-22-23-70
 Transmitter Location...Mason-Headley Road
 Time on the Air.....5:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President.....Gilmore N. Nunn
 Station-Commercial Manager..Miller A. Welch
 Program Director.....Doris Holtzclaw
 Production Manager.....Henry Allin
 Publicity Director.....Fred Augsburg
 Chief Announcer.....Truman Morris
 Musical Director.....Oscar Huff
 Chief Engineer.....Sanford Helt

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.....Jeffersonville, Ind.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....INS, AP, & PA
 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 C. Patterson
 Publicity Director.....Elizabeth B. Sanders
 Chief Announcer.....Burt Blackwell
 Musical Director.....Earle Keller
 Chief Engineer.....Wilbur Hudson

W G R C

LOUISVILLE—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 8871
 Studio Addresses... Kentucky Home Life Bldg.
 Transmitter Location: Preston and Woodbine
 Streets, Louisville, Ky.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service..... Standard Radio;
 Lang-Worth
 Representative.....The Walker Co.

Personnel

President and Commercial Mgr. J. Porter Smith
 General Manager.....Charles L. Harris
 Publicity-Sales Promotion.....Harry Hunter
 Program Director.....Ward Hatcher
 Production Manager.....W. S. Lukenbill
 Chief Announcer.....Gerald R. Fordyce
 Musical Director.....J. Bertram Harmon
 Chief Engineer.....Perry Esten

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

. . . KENTUCKY . . .

Transcription Service.....World, Standard
Representative.....Edward Pety & Company

Personnel

President.....Barry Bingham
General Manager.....W. Lee Coulson
Commercial Manager.....Joe Eaton
Program Director.....Richard E. Fischer
Promotion Manager.....J. M. Wynn
Program Co-Ordinator.....Ray Shannon
Religious Co-Ordinator.....C. E. Burns
Chief Announcer.....Paul Clark
Technical Director.....Orrin W. Towner

(See Page 410)

WINN
LOUISVILLE—EST. 1940
ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Kentucky Broadcasting Corp.

Address.....10th Floor Tyler Hotel, 3rd and Jefferson Sts.

Phone Number.....Wabash 5148
Transmitter Location.....On top Tyler Hotel
Time on the Air.....6 a.m. to 12 midnight;
Sunday, 8 a.m. to 12 midnight

News Service.....AP
Transcription Service.....C. P. MacGregor & Standard

Representatives.....Broadcast Sales Co.,
Homer Griffith

Personnel

President.....Mrs. Nelle M. Kendrick
Station Manager.....Harry McTigue
Commercial Manager.....G. F. Bauer
Program Director.....M. K. McCarten
Traffic Manager.....Louise Hodapp
Continuity Director.....Nancy Russell
Chief Announcer.....Walter Murphy
Musical Director.....Claude Fraul
Record M. C.....Bill Moore
Chief Engineer.....E. G. Renn

W O M I
OWENSBORO—EST. 1938
MUTUAL

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

Address.....Owensboro
Phone Number.....420, 421

Transmitter Location.....Owensboro
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....Lang-Worth

News Service.....AP
Representative.....Burn-Smith Co.

Personnel

President.....Lawrence W. Hager
General Manager.....Hugh O. Potter

Commercial Manager.....Malcolm Greep
Sales Promotion Manager-Publicity
Director.....Hugh O. Potter
Program Director-Production
Manager.....Cliffordean Potter
Chief Engineer.....Leslie Goodaker

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.

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

Phone Numbers.....4100-1-2

Studio Address.....Taylor Bldg.

Transmitter Location.....9th and Terrell

Time on the Air.....6 a.m. to 11:30 p.m.

News Service.....UP & AP

Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
Sales Manager.....W. Prewitt Lackey
Merchandising-Production Mgr.....Gene Peak
Program Director.....Evelyn Spier Carroll
Musical Director.....Lynn Wolff
Chief Engineer.....U. C. Morris

For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS

AP!

LOUISIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By..... Alexandria Broad-
casting Co., Inc.

Address..... 505½ Johnston St.
Phone Numbers..... 3335-6
Transmitter Location..... Wardville, La.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.

News Service..... INS-AP
Transcription Service..... World
Representatives..... Weed & Co.

Personnel

President..... Walter H. Allen
General Commercial Manager..... E. R. Cappellini
Program Director..... Janet Baker Immler
Chief Announcer..... Ed Rand
Chief Engineer..... Jesse Sexton

WJBO

BATON ROUGE—EST. 1934

AMERICAN BROADCASTING CO.

LOUISIANA 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..... 6 a.m. to midnight;
Sunday, 7 a.m. to midnight

Newspaper Affiliation..... Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service..... AP, UP
Transcription Service..... World Broadcasting,
Standard
Representative..... Geo. P. Hollingsbery Company

Personnel

President..... Charles P. Manship, Jr.
General Manager..... J. R. Dabadie
Exec. V-P..... H. Vernon Anderson
Commercial-Sales Manager..... T. E. Gibbens
Program Director..... Ralph H. Sims
Production Manager..... Robert H. Searce
Chief Announcer..... Dolph Norton
Musical Director..... Joseph Searce
Chief Engineer..... Donald K. Allan

(Call Letters to Be Assigned)

BATON ROUGE*

Frequency: 1400 kc. Power: 250 Watts

Owned-Operated By..... Air Waves, Inc.
Address..... Baton Rouge, Louisiana

Personnel

Chief Executive..... Harry B. Nelson
General Manager..... Woodrow W. Hattic
*Construction Permit

KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

EVANGELINE GROUP AND

LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Evangeline Broad-
casting Company, Inc.

Business Address..... 519 Buchanan
Phone Numbers..... 336, 2062, 2101
Studio Address..... 519 Buchanan
Transmitter Location..... Scott Road
Time on the Air..... 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation..... Lafayette Daily
Advertiser

News Service..... UP
Transcription Service..... World, MacGregor

Personnel

President..... Morgan Murphy
Station Manager..... Geo. H. Thomas
Commercial Manager..... B. H. Bailey, Jr.
Sales Promotion Manager..... Franck Lee
Program Director..... Franck Lee
Production Manager..... A. B. Craft, Jr.
Chief Announcer..... Al Theriot
Chief Engineer..... B. Hillman Bailey, Jr.

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.

& LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Calcasieu Broad-
casting Co.

Address..... P. O. Box 1521
Phone Number..... 2713, 2714
Studio Address..... Majestic Hotel
Transmitter Location..... La Grange St.
Time on the Air..... 6:30 a.m. to 11:05 p.m.
News Service..... AP
Transcription Service..... World

Personnel

President..... T. B. Lanford
Station Manager..... David Wilson
Musical-Program Director..... Anna Louise Clark
Chief Engineer..... Earl C. Moses
Production Manager..... Joe Campbell
Sales-Publicity Director..... Jerry Bozeman

• • • LOUISIANA • • •

Chief Announcer.....Pelham Mills
Record M. C.....Seaman A. Mayo

K M L B

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
C.P. 1440 Kc.....C.P. 1000 Watts
Owned-Operated By.....Liner's Broadcasting
Station, Inc.

Address.....P. O. Box 1723
Phone Number.....4321
Studio Address.....Jackson & Harrison Sts.
Transmitter Location.....Millhaven Rd.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....Standard Radio,
Lang-Worth

Personnel

President.....J. C. Liner
General Manager.....J. C. Liner, Jr.
Sales Promotion Manager.....J. C. Liner, Jr.
Program Director.....Edward Peppers
Chief Engineer.....O. L. Morgan

K N O E

MONROE—EST. 1944

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business Address.....Bernhardt Bldg.
Phone Number.....912
Transmitter Location: 23rd St. Extension from
Louisville Ave., Monroe, La.

Time on the Air...6 a.m. -12 midnight, daily;
Sunday, 17 hours

Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner-President.....James A. Noe
Vice-Pres.-Gen. Mgr.....James E. Gordon
Station Manager.....Elaine C. Haas
Sales-Promotion Manager.....Ruth Surguine
Chief Engineer.....Edward R. Goodwin

(Call Letters to Be Assigned)

NEW IBERIA*

Frequency: 1240 kc.....Power: 250 Watts
Owned-Operated By

New Iberia Broadcasting Co.

Address.....New Iberia, Louisiana
*Construction Permit

W D S U

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

WDSU Offers . . .

- ★ 5,000 Watts, Delivering 20,000 Watts, In The Populated Areas Of South Louisiana-Mississippi
- ★ Occupies A Central Dialing Position
- ★ First in Daytime Listening (—Hooper)
- ★ Affiliated With the A B C Network
- ★ Emphasizes Local Programming!
- ★ Carries BOTH AP and UP News Service
- ★ New Orleans' ONLY 24-Hour Radio Station!



Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting Co.

Address Hotel Monteleone
Phone Number Raymond 7135
Transmitter Location Algiers, La.
Time on the Air 24 Hours Daily,
but Monday from 12:45 a.m. to 5 a.m.
News Service UP, AP
Transcription Service Lang-Worth, Associated
Representative John Blair Co.

Personnel

Partner & Sta. Mgr. Fred Weber
Sales Promotion Manager Jeanne Spoonmoor
Program Director Stanley Holiday
Commercial Manager Charles Price
Publicity Director Jeanne Spoonmoor
Musical Director Joseph Schramm
Chief Engineer Charles 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 Magnolia 3488-9
Transmitter Location 3617 Bruxelle St.
Time on the Air 7:00 a.m. to 12:00 midnight
News Service AP
Representative William C. Rambeau Co.

Personnel

Gen. Mgr. P. K. Ewing
Chief Engineer V. W. Bradbury

W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By James A. Noe
Operated By James E. Gordon
Address St. Charles Hotel, 211 St. Charles St.

Phone Numbers Raymond 0423-4
Transmitter Location 3915 Euphrosine St.
Time on the Air 20 hours daily
News Service AP
Transcription Service Standard Radio
Representative Joseph Hershey McGillvra

Personnel

President James A. Noe
Sta. & Com. Manager James Gordon
Program Director Beverly Brown
Publicity Director Mrs. Evelyn Batt
Chief Announcer Ray McGuire
Musical Director Mrs. Evelyn Ford
Record M. C. Freddie Hall
Chief Engineer Al C. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By WSMB, Inc.
Address 901 Canal St.
Phone Number MA 5921
Transmitter Location Algiers, La.
News Service AP
Time on the Air 7 a.m. to 12 midnight
Transcription Service

NBC Thesaurus Lang-Worth
Representative Edward Petry & Co.

Personnel

President E. V. Richards
General Manager H. Wheelahan
Chief Engineer H. G. Nebe

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 12:05 a.m.
News Service UP, AP
Transcription Service Standard Radio
and World

Representative The Katz Agency

Personnel

General Manager W. H. Summerville
Commercial Manager Louis Read
Merchandising Manager Tom Holbrook
Program Director Ed M. Hoerner
Publicity Director Martin Burke
Musical Director Irvine Vidacovich
Agricultural Director Gordon Loudon
Chief Engineer J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

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

Personnel

Owner R. M. Dean
Owner T. B. Lanford

KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS (A Partnership)
 Studio Address Commercial Bldg.
 Transmitter Location Hart Island Road
 Phone Number 3-3673
 Time on the Air 6:30 a.m. to midnight
 News Service AP, UP
 Transcription Service NBC Thesaurus; Lang-Worth, Standard
 Representative Edward Petry & Co.

Personnel

General Manager John C. McCormack
 Assistant Manager Louis R. Snyder
 Sales Promotion Manager-Publicity Director Jay Anderson
 Program Director-Production Manager Judith Lawton
 Chief Announcer Wes Jones
 Record M. C. Maurice Wenzinger
 Chief Engineer C. H. Maddox

KWKH

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.; Sundays, 6 a.m. to 1:05 a.m.
 Newspaper Affiliation The Shreveport Times
 News Service AP, UP
 Transcription Service Standard
 Representative The Branham Co.

Personnel

President John D. Ewing
 Manager Fred Ohl
 Commercial Manager J. A. Oswald
 Chief Engineer W. E. Antony
 Sales Promotion Manager James T. Briggs
 Program Director Ralph E. Matthews
 Publicity Director James T. Briggs

MAINE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRDO, Inc.
 Address 175 Water St.
 Phone Number 2285
 Transmitter Location Chelsea, Me.
 Time on the Air Unlimited
 News Service UP
 Transcription Service World
 Representatives Weed & Company
 Bertha Bannan

Personnel

President Adeline B. Rines
 Station Manager Jack S. Atwood
 Commercial Manager Walter Weightman
 Program Director Dan Kelly
 Chief Engineer Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc 1000 Watts. C.P. 5000 Watts
 Owned-Operated By Community Broadcasting Service, Inc.
 Address 57 State St.
 Phone Number 6446
 Transmitter Location Brewer, Me.
 Time on the Air 6:30 a.m. to midnight
 Transcription Service Associated Library
 Representative Adam Young, Jr.

Personnel

President and Station Manager F. B. Simpson
 Commercial Manager Guy Corey
 Program Director Harold Dorr
 Chief Engineer Walter Dickson

WLBZ

BANGOR—EST. 1926
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: Maine Broadcasting Co.
 Address: 100 Main St.
 Phone Number: 6023
 Transmitter Location: Bangor
 Time on the Air: Unlimited license
 Transcription Service: NBC Thesaurus
 News Service: UP
 Representative: Weed & Co.

Personnel

President: William H. Rines
 Station Manager: Edward E. Guernsey
 Musical Director: Norman Lambert
 Chief Announcer: Irving Hunter
 Chief Engineer: John Wibby

WCOU

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Twin City Broadcasting Co., Inc.
 Address: 223 Lisbon St.
 Phone Number: 3140
 Transmitter Location: East Ave.
 Time on the Air: 7 a.m. to midnight
 News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Forjoe & Co.

Personnel

President: Faust Couture
 Station and Commercial Manager: Oscar J. Normand
 Program Director: Norman Gallant
 Chief Announcer: Robert I. Payne
 Musical Director: Marion Payne Louisfell
 Chief Engineer: John T. Duty

WCSH

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: 2-0180
 Studio Address: Eastland Hotel,
 157 High St., Portland, Me.

Transmitter Location: Scarborough, Me.
 Time on the Air: 6:15 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service: UP & AP
 Transcription Service: NBC Thesaurus
 Representative: Weed & Co. & Bertha Bannan

Personnel

President: Adeline B. Rines
 Station Manager: William H. Rines
 Commercial Manager: Albert W. Smith
 Sales Promotion Manager: Linwood T. Pitman
 Program Director: Arthur Owens
 Publicity Director: Linwood T. Pitman
 Musical Director: Norman Ayres
 Chief Engineer: C. Fred Crandon

WGAN

PORTLAND—EST. 1937
COLUMBIA BROADCASTING SYSTEM
 Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: Portland Broadcasting System, Inc.

Address: 645a Congress St.
 Phone Number: 2-7489
 Transmitter Location: Portland
 Time on the Air: 6:30 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.

Covering
 Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine
 Serves
**LEWISTON—AUBURN
 PORTLAND**

The No. 1 and No. 2 Maine Markets
 Primary Coverage—293,937
 Radio Homes—66,230
AT LOWEST COST PER LISTENER

Represented Nationally by
 Forjoe & Company
 New York • Chicago • Philadelphia

Newspaper Affiliation ... Gannett Publishing
 Transcription Service..... Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President..... Guy P. Gannett
 Station Manager..... Creighton E. Gatchell
 Commercial Manager..... Arthur K. Atherton
 Chief Engineer..... Roger W. Hodgkins

W P O R

PORTLAND—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 kc..... Power: 250 Watts
 Owned-Operated By
 Centennial Broadcasting Co., Inc.
 Address..... Portland, Maine
 News Service..... AP

Personnel

General Manager..... Murray Carpenter
 Chief Engineer..... Roger Perry

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Aroostook Broadcast-
 ing Corporation
 Address..... 180 State St., W.
 Phone Number..... 8821
 Transmitter Location..... Caribou Rd.
 News Service UP
 Transcription Service..... World, M. M. Cole

Personnel

President..... Harry E. Umphrey
 Station-Commercial Mgr..... Harold D. Gidden
 Chief Engineer..... Lester E. Hughes

(Call Letters to Be Assigned)

WATERVILLE*

Frequency: 1490 kc..... Power: 250 Watts
 Owned-Operated By
 Dennebec Broadcasting Co.
 Address..... Waterville, Maine
 *Construction Permit

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of
 top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed
 programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



50,000 WATTS — BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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: Pikesville, Md.
Time on the Air: 5:45 a.m. to 12:35 a.m.;
Sunday, 7 a.m. to 12:35 a.m.
Newspaper Affiliation: Baltimore News-
Post, Sunday American
News Service: INS; UP & AP
Transcription Service: Standard Radio;
World Broadcasting System
Representative: Edward Petry & Co.

Personnel

Station Manager: Harold C. Burke
Sales Promotion: Jack Tappin
Musical Director: Joseph C. Miller
Chief Engineer: Richard S. Duncan

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: Unlimited
News Service: INS
Transcription Service: Lang-Worth
Representative: Paul H. Raymer Company

Personnel

President: Lewis M. Milbourne
Vice-President-Gen. Mgr.: L. Waters Milbourne
Program Director: Gordon A. Scheihing
Chief Announcer: Charles W. Purcell
Musical Director: Robert P. Iula
Chief Engineer: Martin L. Jones
(See Page 422)

W C B M

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Baltimore Broadcast-
ing Corporation

Address: North at Harford
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring
Lane

Time on the Air: 6:30 a.m. to midnight;
Sunday, 8 a.m. to midnight

News Service: INS, UP
Transcription Service: Lang-Worth
Representative: Free & Peters, Inc

Personnel

President and Commercial

Manager: John Elmer
General Manager: George H. Roeder
Program and Production: Charles A. Roeder
Chief Engineer: G. Porter Houston
(See Page 424)

W F B R

BALTIMORE—EST. 1922

AMERICAN BROADCASTING CO.

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, UP
Transcription Service: World
Representative: John Blair & Co.

Personnel

President: Robert S. Maslin, Sr.
Executive Vice-President: Hope H. Barroll, Jr.
Director of

National Sales: Andrew H. Hilgartner
Local Sales Manager: William S. Pire, Jr.
Sales Promotion Manager: William R. Dothard
Program Director: Bert Hanauer
Production Manager: Henry Hickman
Publicity Director: Robert S. Maslin, Jr.
Chief Engineer: William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned By: Maryland Broadcasting Co.
Operated By: Thomas G. Tinsley

*The Voice of
Baltimore*

W

★ **W**ATTS 5000, 600 K.C.
DAY AND NIGHT

C

★ **C**OLUMBIA
BASIC OUTLET

A

★ **A**MERICA'S
6th CITY

O

★ **O**LDEST
STATION IN
MARYLAND

PAUL H. RAYMER CO.

National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

• • • MARYLAND • • •

Address.....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Transradio
Transcription Service.....Lang-Worth:
Standard Radio & Associated
Representative.....Headley-Reed Company

Personnel

President-General Manager..Thomas G. Tinsley
Station Manager.....Helen Powers
Commercial Manager.....Robert C. Embry
Program Director-Production Manager-
Chief Announcer.....Raymond W. Baker
Publicity Director.....Mae Hughes
Musical Director.....Wallace W. Ashley
Chief Engineer.....James S. Duff
(See Pages — and 426)

•
WTBO

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cumberland
Broadcasting Co.
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air.....7 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 a.m.
News Service.....UP, AP
Transcription Service.....World Broadcasting
System

Personnel

President-General Manager..Aurelia S. Becker
Chief Engineer.....David W. Jefferies

•
WFMD

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcast-
ing Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626
Studio Addresses.....Winchester Hall,
Transmitter Location.....Frederick, Md.
Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sundays, 7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....Laurence Leonard
General & Station Manager..William E. Hardy
Sales-Merchandising Mgr....William E. Hardy

WTBO

your

Tri-STATE

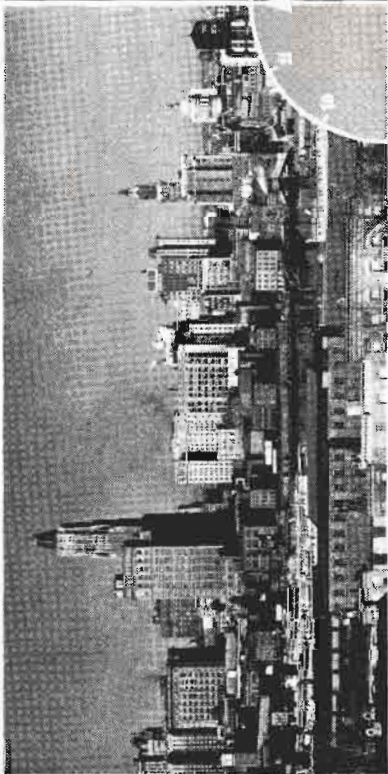
Voice



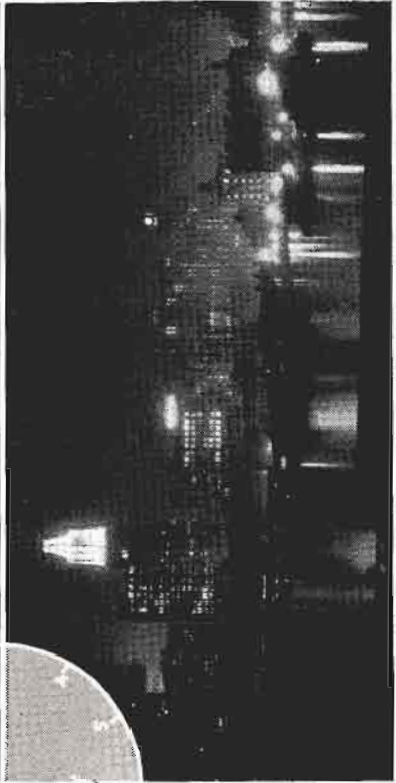
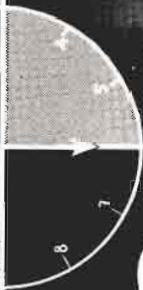
NBC

Affiliation

Cumberland, Maryland



Day and Night!



MUTUAL BROADCASTING SYSTEM

WCBM

is "Baltimore's Listening Habit"

JOHN ELMER
PRESIDENT

FREE AND PETERS, Inc.
EXCLUSIVE NATIONAL REPRESENTATIVES

GEORGE H. ROEDER
GENERAL MANAGER

MUTUAL **WJEJ** MUTUAL

HAGERSTOWN, MARYLAND

MORE PEOPLE IN THE HAGERSTOWN
AREA LISTEN TO WJEJ ANY HOUR OF
THE DAY, DAY OR NIGHT, THAN TO
ALL OTHER STATIONS COMBINED.

C. E. Hooper — Fall 1945

Index WJEJ

8 A.M.-12 N. 56.8

12 N.-6 P.M. 57.6

6 P.M.-10 P.M. 53.9

WJEJ

WESTERN MARYLAND

GREATEST ADVERTISING MEDIUM

CROVER C. CRILLEY GEORGE DIETRICH

General Manager Commercial Manager

An

Outstanding

Audience

in

Baltimore

WITH





Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Program Director-Production

Manager Millard H. Klunk
 Publicity Director William E. Hardy
 Chief Announcer Murray Goldsborough
 Chief Engineer Julius Thiel
 Record M. C. Roger Carroll

Production Manager William Paulsgrove
 Chief Announcer Glen Thomas
 Musical Director Malcolm Hutto
 Record M. C. Jimmy Riser
 Chief Engineer George W. McIntire

(See Page 425)

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
 MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Hagerstown Broad-
 casting Co.
 Address Franklin Court
 Phone Numbers 2322-23-24
 Transmitter Location Carrol Heights
 Time on the Air 7:00 a.m. to 2:00 a.m.
 Transcription Service .. Associated, Lang-Worth
 News Service AP

Personnel

Gen. Manager Grover C. Crilly
 Commercial Manager George Dietrich
 Program Director Ames Harper
 Promotion-Publicity Frank Bowers

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

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

Address Radio Park
 Phone Number Salisbury 2480-2481
 Transmitter Location .. 1 mile north of Salisbury
 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

General Manager Charles J. Truitt
 Program Director Gladys Stearns
 Commercial-Promotion Mgr. Charles J. Truitt
 Chief Engineer Peter A. Alfonsi

**A NEW ARRIVAL
 A NEW SALES-WINNER
 in the Transcription field**

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



A COWLES STATION

Serving the
Metropolitan Boston Market

•

The Nation's
3rd largest market and a must
for all advertisers

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THE KATZ AGENCY

MASSACHUSETTS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W B Z & W B Z A

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

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

Owned and 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
and NBC Thesaurus

Representative..... National Broadcasting Co.

Personnel

Chief Executive..... W. C. Evans
Station Manager..... Wilmer C. Swartley
Program Manager..... W. Gordon Swan
Production Manager..... John H. Wright
Sales Manager..... C. Herbert Massé
Sales Promotion Manager..... Lynn Morrow
Chief Engineer..... W. H. Hauser

W C O P

BOSTON—EST. 1935

ABC

Frequency: 1150 Kc. Power 500 Watts
Owned By... Massachusetts Broadcasting Corp.
Operated By..... Massachusetts Broadcasting
Corp.

Address..... Copley-Plaza Hotel

Phone Number..... COMMONwealth 1717

Transmitter Location..... Allston, Mass.

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

Newspaper Affiliation... Des Moines Register
.. and Tribune, Minneapolis Star Journal

News Service..... INS, AP, UP
Representative..... Katz Agency, Inc.

Transcription Service..... Standard Radio
and Lang-Worth

Personnel

President..... Gardner Cowles, Jr.
General Manager..... A. N. Armstrong, Jr.
Sales Manager..... Norbert O'Brien
Sales Promotion Manager... Harry D. Goodwin
Program Director..... John D. Maloy
Publicity Director..... Harry D. Goodwin
Musical Director..... Mario Mantini
Chief Engineer..... Roland C. Hale

W E E I

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

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 Park-

way, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-

days, 8 a.m. to 1:05 a.m.

News Service..... AP, UP
Transcription Service... World Broadcasting
Representative..... Radio Sales

Personnel

Station Manager..... H. E. Fellows
Assistant Manager and Director of

Programs and Sales..... Kingsley Horton

Sales Promotion Manager. Guy H. Cunningham

Production Manager..... R. G. Girardin

Publicity Director..... Marie Houlahan
Musical Director..... Frank Bell
Chief Engineer..... W. J. Stiles

W H D H

BOSTON—EST. 1929

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

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

Transmitter Location..... Saugus, Mass.
Time on the Air..... 6:30 a.m. to 12:30 a.m.;

Sunday, 7 a.m. to 12:30 a.m.

News Service..... UP and AF
Transcription Service... World Broadcasting
System, Associated Recorded Program Ser-

vice, Cole, Lang-Worth.
Representative..... Adam J. Young, Jr., Inc.



**This little budget went
to WORL, Boston**

Personnel

President.....Ralph G. Matheson
 General Manager.....John F. Manning, Jr.
 Commercial Manager.....William A. Warner
 Program Director.....Elizabeth M. Manning
 Chief Engineer.....R. G. Matheson

W M E X

BOSTON—EST. 1934

Frequency: 1510 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.....7:30 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Lang-Worth, World,
 Associated, SESAC
 Representative.....Spot Sales Co.

Personnel

Chief Executive.....Wm. S. Pote
 General Manager.....Alfred J. Pote
 Station-Commercial Manager.....Wm. S. Pote
 Sales Promotion.....Marie Mason
 Program-Musical Director.....John Kiley
 Chief Engineer.....Alfred J. Pote

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

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

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Station Manager.....John Shepard, 3rd
 Promotion Director.....James S. Powers
 Publicity Director.....Phyllis Doherty
 Sales Manager.....Linus Travers
 Program Director.....George Steffy
 Chief Engineer.....Irving B. Robinson

W O R L

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address.....216 Tremont St.
 Phone.....Liberty 4540
 Transmitter Location.....Needham, Mass.
 Time on the Air.....6:30 a.m. to Sunset
 News Service.....AP and UP
 Representative.....Forjoe & Co.

Personnel

Chief Executive.....Harold A. LaFount
 General Manager.....George Lasker
 Program Director.....Robert N. Perry
 Chief Engineer.....John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fall River
 Broadcasting Co.
 Address.....Academy Bldg.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....E. Somerset, Mass.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Newspaper Affiliation.. Fall River Herald News
 Transcription Service.. Standard Radio, World
 Representative.....Headley Reed Co.

Personnel

President-General Manager.....Melvin Lahr
 V.-P. and Treasurer.....Frank M. Headley
 Office Manager.....Philonena J. Mauretti
 Commercial-Sales Promotion
 Manager.....John Harrington
 Program Director-Production
 Manager.....Angus Bailey
 Publicity Director.....John Crowley
 Chief Engineer.....John Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.. Radio Station WEIM, Inc.
 Address.....717 Main Street
 Phone Numbers.....Fitchburg 1600-1
 Transmitter Location.....Summer St.
 Time on the Air.....6 45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 New Service.....AP
 Transcription Service.....Lang-Worth

Personnel

Operating Partner.....Milton H. Meyers
 Station Manager.....Earle G. Clement

Commercial-Sales Promotion
 Manager.....Mort Silverman, Jr.
 Chief Engineer.....Ted Kalin

Program Director-Chief
 Announcer.....H. Frederick Grebe
 Chief Engineer.....Leland F. Wheeler

W H A I

GREENFIELD—EST. 1938
 MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Haigis
 Address354 Main St.
 Phone Number.....4301
 Transmitter Location.....Woodard Rd.
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 News ServiceAP
 Transcription Service....World Broadcasting
 System
 Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
 General Manager.....James L. Spates
 Commercial-Sales Promotion
 Manager.....Horace W. Nichols
 Production-Publicity
 Director.....H. Frederick Grebe

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; Daily Hampshire Gazette (Nor-
 thampton)
 News Service.....UP
 Transcription Service....World, Associated
 Representatives.....Spot Sales, Inc.



680 Kilocycles

**5000 WATTS
 Day and Night**

**Reaching
 Nearly 2,000,000 Listeners
 in 181 Cities and Towns**

A . . . Serving New England's 3rd Largest Concentrated Audience
 B . . . Basic Station: American Broadcasting Company
 C . . . Studios: Lawrence and Lowell, Massachusetts

Nationally Represented by WEED & CO.

Personnel

President Mrs. William R. Dwight
 General Manager..... Charles N. DeRose
 Commercial-Sales Promotion
 Manager..... Patrick J. Montague
 Program Director-Chief
 Engineer..... Thomas R. Humphrey
 Publicity Director-Chief Announcer. Jay Heitin
 Musical Director..... John H. Vendell

W L A W

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Number.....Lawrence 4107
 Transmitter Location.....River Road.
 Andover, Mass.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service. Standard Radio & World
 Representative.....Weed & Company

Personnel

President, General & Station
 Manager.....Irving E. Rogers
 Sales-Commercial Manager...David M. Kimel
 Program Director-Production
 Manager.....James Mahoney
 Publicity Director.....Fred Sullivan
 Chief Engineer.....George A. Hinckley
 Record M. C.....Bob Moore

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ..Merrimac Broadcasting
 Co., Inc.
 Business Address 39 Kearney Square, Lowell
 Phone Numbers.....Lowell 8715:
 Lawrence 2-2148
 Transmitter Location: 39 Kearney Square.
 Lowell; Cregg Building, Lawrence
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service: Associated Music Pub-
 lishers
 Representative....Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
 Station Manager..... Dana W. Fitzgerald
 Sales-Sales Promotion
 ManagerHaskell Bloomberg
 Program Director-Production
 ManagerTom Clayton
 Chief Engineer.....Ralph Newton

W N B H

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sundays, 8:00 a.m. to 11:30 p.m.
 Newspaper Affiliation...New Bedford Stand-
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....William G. Rambeau,
 R. C. Foster, Boston

Personnel

PresidentBasil Brewer
 Station Manager.....Hugh R. Norman
 Sales Promotion Manager...Theo. M. Healy
 Program Director....Thomas J. Wertenbaker
 Production Manager.....Edward J. Boghosian
 Musical Director.....James Gleason
 Chief AnnouncerBill Pendergrast
 Chief Engineer.....Everett Parker

W B R K

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription ServiceLang-Worth
 Representative.....The Walker Co.

Personnel

President-Station Manager..Monroe B. England
 Station Manager.....John Parsons
 Program Director.....William Geary
 Chief Engineer.....Leonard Lavendol

W E S X

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....126 Washington St.,
 Salem, Mass.
 Phone Number.....Salem 5670
 Transmitter LocationMarblehead
 Time on the Air.....Full Time
 Transcription Service....World Broadcasting

System; Associated Music Publishers; NBC
Thesaurus
Representative... New England Radio Adv. Co.

Personnel

President Charles W. Phelan
Station Manager..... A. M. Morgan
Program Director..... Dorothy Rich
Production Manager..... Richard I. Hammond
Publicity Director..... Ed Meaney
Chief Announcer..... Bill Hubbard
Musical Director..... Lenny Powers
Record M. C..... Tom Lester
Chief Engineer..... Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WMAS, Inc.
Address..... 1757 Main St.
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air..... 7 a.m. to midnight;
Sunday, 8 a.m. to midnight

News Service UP
Transcription Service..... Associated Music
Representative..... Edward Petry & Co.

Personnel

President A. S. Moffat
General Manager..... Robert F. Donahue
Sales Manager..... Robert M. Feldman
Sales Promotion..... Robert F. Donahue
Program Director..... Turner Cooke
Musical Director..... Paul Peltier
Chief Engineer..... Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day;
500 Night
Owned-Operated By..... WSPR, Inc.
Address 63 Chestnut Street
Phone Number..... Springfield 6-2757
Transmitter Location: Union St. and Palmer
Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service AP
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.;
Bertha Bannon

Personnel

President-Station Manager.. Quincy A. Brackett
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Production Director,
Wayne Henry Latham
Sales Promotion-Publicity
Director Howard S. Keefe
Chief Announcer..... Robert A. Stroschine
Chief Engineer..... Lawrence A. Reilly

W O C B

WEST YARMOUTH—EST. 1944

AMERICAN BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By

Bristol Broadcasting Co., Inc.

Business Address..... South Sea Ave.,
West Yarmouth, Mass.

Phone Number..... Hyannis 502
Transmitter Location..... South Sea Ave.,
West Yarmouth, Mass.

Time on the Air: Sunday, 8:30 a.m. to 11:30
p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.

Representatives..... Wm. G. Rambeau Co.

Personnel

Owners..... Basil Brewer, Hugh R. Norman
General Manager..... Donald L. Sellard
Commercial Manager..... Marion Crowell
Program Director..... Don Sellers
Chief Engineer..... Everett Parker

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.... The Yankee Network,
Inc.

Address..... 34 Mechanic St.
Phone Number 2-5611

Transmitter Location..... Holden,
Massachusetts

Time on the Air: 6 a.m. to midnight; Sunday,
8 a.m. to midnight

News Service AP & INS
Transcription Service..... Associated Music
Publishers and Standard

Representative..... Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Sales Manager.....Linus Travers
 Station Manager.....H. William Koster
 Publicity Director.....James S. Powers
 Sales Promotion Manager.....Arthur Lathrop
 Chief Engineer.....Joseph Grahm

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

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;
 Sundays, 8:45 a.m. to 11:15 p.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.

Personnel

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

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned and Operated By: Worcester Telegram
 Publishing Company, Inc.

Address.....20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 a.m. to 12:05 a. m.;
 Sundays, 7:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service.....AP, Reuters
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Paul H. Raymer Co.

Personnel

President.....George F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Publicity Director.....Mitzi Kornetz
 Chief Engineer.....Elliot A. Browning

API!

For the **BEST IN NEWS**

For the

BEST IN PROGRAMS

BASED ON NEWS



Character

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America's *first* commercial radio station, WWJ offers an impressive record of "firsts" . . . reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.



NBC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — *First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WPAG

ANN ARBOR—EST. 1945

Frequency: 1050 kc. Power: 250 D.
Owned-Operated By

Washtenaw Broadcasting Co., Inc.
Address: Hutzel Bldg.
Phone Number: 2-5517
News Service: AP
Transcription Service: Standard, World
Representative: Broadcast Sales

Personnel

Chief Executive: Arthur E. Greene
General Manager: Edward F. Baughn
Commercial Manager: Howard C. Walters
Program Director: Charles Wilton
Sales Promotion: Stephen J. Filpiak
Chief Engineer: George D. Sterns

WELL

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MISSISSIPPI VALLEY NETWORK
WOLVERINE 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: Enquirer-News
Transcription Service: World
Representative: Burn-Smith Company, Inc.

Personnel

President: A. L. Miller
General Manager: D. E. Jayne
Commercial Manager: E. P. Mills
Sales Promotion: Forrest F. Owen
Chief Engineer: Earl J. Stone

WBCM

BAY CITY—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

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

Owned-Operated By: Bay Broadcasting Co., Inc.

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

Transmitter Location: Tuscola Road,
Time on the Air: 7 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: NBC Thesaurus, World
Representative: George P. Hollingbery

Personnel

President: Harley D. Peet
Gen.-Com. Manager: H. A. Giesel
Chief Engineer: Ralph H. Carpenter

WATT

CADILLAC—EST. 1945

MUTUAL-WOLVERINE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Midwestern Broadcasting Co.

Business Address: P. O. Box 219
Phone Number: Cadillac 1270
Studio Address: U. S. 131 South
Transmitter Location: Clam Lake Township
Time on Air: 7 a.m. to 11 p.m.
News Service: AP
Representative: The Walker Co.

Personnel

President-General Manager: Les Biederman
Station Manager: Richard H. Wolgast

WHDF

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL BROADCAST

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 Address: 515 Scott St., Calumet
Transmitter Location: Laurium, Michigan
Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Daily Mining Gazette
Transcription Service: World,
Lang-Worth

News Service: AP
Representative: Sears & Ayer

Personnel

President: A. L. Burgan
Exec. V.-P.: John W. Rice
Station-Commercial-Sales
Manager: Albert W. Payne
Program Director-Chief
Announcer: Earl Norden
Technical Supervisor: George L. Burgan

**"Throw Your Voice Where
It Will Do the Most Good!"**

SEPARATION CENTER



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

(Key Station of the Michigan Radio Network)

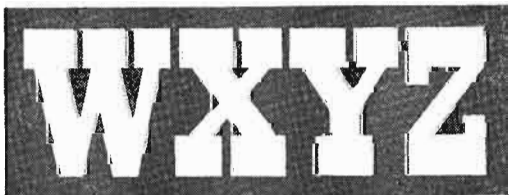
Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the

KING-TRENDLE BROADCASTING CORPORATION

1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.



W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...James F. Hopkins, Inc.
 Address.....6559 Hamilton Avenue
 Phone Number.....Trinity 2-2000
 Transmitter Location.....15555 Woodrow Wil-
 son Avenue
 Time on the Air.....24 hours a day
 News ServiceAP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Booth Radio Station, Inc.
 Address.....3100 Eaton Tower
 Phone Number.....Cadillac 7600
 Transmitter Location...7310 Woodward Ave.
 Time on the Air.....6 a.m. to 3 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

President-General Manager...John L. Booth
 Station Manager.....Hugh M. Gray
 Sales Manager.....Eric V. Hay
 Sales Promotion Manager.....Henry LaPrete
 Program Director & Production Mgr.....Doug
 Wright
 Chief Announcer.....Doug Wright
 Musical Director.....Herbert Mertz
 Publicity Director.....Mel Jerome
 Chief Engineer.....Edward Clark
 Record M. C.....Bill Randle

CLINCH *your coverage
of the vital*

**DETROIT
MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

PARLOR MAGIC



● Myrtle Labbitt's "*Homechats*," after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. "*Homechats*" is just another sample of CKLW programming that sends lis-

teners merrily off to pay cash for things on dealers' shelves. PROOF? On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "*Homechat*" show clocked *second* on the list in low net costs per inquiry . . . and, mind you, *five of the 9 stations were 50,000 watters!* How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

IN The Detroit Area, It's

CKLW

5,000 WATTS
AT 800 KC.
DAY AND NIGHT

J. E. Campeau, Managing Director

MUTUAL SYSTEM • Adam J. Young, Jr., Nat'l Rep.

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL

Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By: Western Ontario
 Broadcasting Co.
 Business Address: Guaranty Trust Bldg.,
 Windsor; Union Guardian Bldg., Detroit,
 Mich.
 Phone Numbers: 4-1155 (Windsor) Cadillac
 7200 (Detroit)
 Studio Address: Guaranty Trust Bldg.
 Transmitter Location: Sandwich, South,
 Essex County, Ontario
 Time on the Air: 6 a.m. to 4 a.m.
 News Service: UP, PN, BUP
 Transcription Service: World Broadcasting
 System; United T. S.; NBC Thesaurus
 Representative: H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U.S.A.)

Personnel

Chief Owner: Malcolm G. Campbell
 General Manager: J. E. Campeau
 Commercial Manager: Richard E. Jones
 Program Director: John Gordon
 Production Manager-Publicity: Frank Burke
 Sales Prom. Manager: Barbara MacFarland
 Traffic Manager: Margaret Pratt
 Chief Engineer: William J. Carter

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
 Owned-Operated By: WJR, The Goodwill
 Station
 Business Address: 2103 Fisher Building
 Phone Number: Madison 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location: Trenton, Mich.
 Time on the Air: 5 a.m. to 1 a.m., daily;
 Sundays, 8 a.m. to 1 a.m.
 News Service: AP, INS & UP
 Transcription Service: World Broadcasting
 System, Standard Radio, Lang-Worth
 Representative: Edward Petry & Co., Inc.

Personnel

President: G. A. Richards
 Vice-President and Gen. Mgr.: Leo Fitzpatrick
 Assistant General Manager-Sales-
 Promotion Manager: Owen F. Uridge
 Program Director: Charles G. Burke
 Publicity Director: Mark Haas
 Musical Directors: Samuel Benavie,
 Paul LaVoie

Chief Engineer Trans.: Merrill Mitchell
 Chief Engineer Studio: Andrew Friedenthal
 Chief Announcer: Franklin "Bud" Mitchell

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association
 Business Address: 630 W. Lafayette
 Phone Number: Randolph 2000
 Studio Address: 630 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Detroit, Michigan
 Time on the Air: 6 a.m. to 1 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation: The Detroit News
 News Service: UP, AP, Reuters
 Transcription Services: Standard
 Representative: George P. Hollingbery Co.

Personnel

President: W. E. Scripps
 General Manager: Harry Bannister
 Assistant Manager: Edwin K. Wheeler
 Sales Manager: Harry Betteridge
 Sales Promotion Manager: Jake Albert
 Program Director: Don F. DeGroot
 Production Manager: Don DeGroot
 Program Supervisor: Stanley Swales
 Publicity Director: Lansing M. Pittman
 Musical Director: Mischa Kottler
 Chief Engineer: Herbert F. Tank

(See Page 436)

WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation
 Business Address: 1700 Stroh Building
 Phone Number: Cherry 8321
 Studio Address: 8415 East Jefferson Ave.
 Transmitter Location: Joy Rd. and Greenfield
 Time on the Air: 6:30 a.m. to midnight
 News Service: UP and INS
 Transcription Service: Lang-Worth
 Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
 General Manager: H. Allen Campbell
 Studio Manager: H. Earl Moore
 Director of Production: Charles Livingstone

T *Twice*
as many-

**GRAND
RAPIDS**
Listeners

AS ANY OTHER STATION
Anywhere!

WOOD

No. 1 Station (5000 WATTS) with the No. 1 Network (NBC)
in the No. 1 Market in Outstate Michigan

PAUL H. RAYMER CO., Sales Representatives

• • •

MICHIGAN

• • •

Merchandising Manager...Harold S. Christian
 Publicity Director...William J. Hendricks
 Commercial Manager...James G. Riddell
 Musical Director...Philip F. Brestoff
 Chief Engineer...Charles F. Kocher
 (See Page 438)

•

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.....Full Daytime
 News Service.....AP
 Transcription Service.....Standard

Personnel

Station Manager.....Robert J. Coleman
 Program Supervisor.....Lawrence Frymire
 Chief Engineer.....Norris Grover
 *(Non-Commercial Station)

•

W D B C

ESCANABA—EST. 1941

MUTUAL—MISSISSIPPI—KBS—WOLVERINE
 Frequency: 1490 Kc.....Power: 2500 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number.....787
 Transmitter Location.....First and Ludington
 Time on the Air.....Full Daytime
 News Service.....UP

Personnel

General Manager.....Gordon H. Brozek

•

W F D F

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Flint Broadcasting Co.
 Address.....Mott Bldg.
 Business Office Studios...Mott Bldg., Flint, Mich.
 Phone Number.....2-7158
 Transmitter Location.....Bristol Road
 Time on the Air.....6 a.m. to midnight daily;
 Sundays, 7 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth and
 Standard & Thesaurus
 Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager...Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopf
 Publicity Director.....A. R. Cooper
 Sales Promotion Manager...Graham Keevil
 Chief Announcer.....Marvin Levey
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

•

W J E F

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Fetzer Broadcasting Co.
 Business Address.....P. O. Box 52
 Phone Number.....6-8512
 Studio Address.....Pantlind Hotel
 Transmitter Location.....Pantlind Hotel
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
 General Manager.....Edward H. Bronson
 Sales Manager.....John W. O'Harrow
 Sales Promotion Mgr.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Chief Announcer.....Miles Olson
 Chief Engineer.....Carl E. Lee

•

W O O D

GRAND RAPIDS—EST. 1930

NATIONAL BROADCASTING CO.

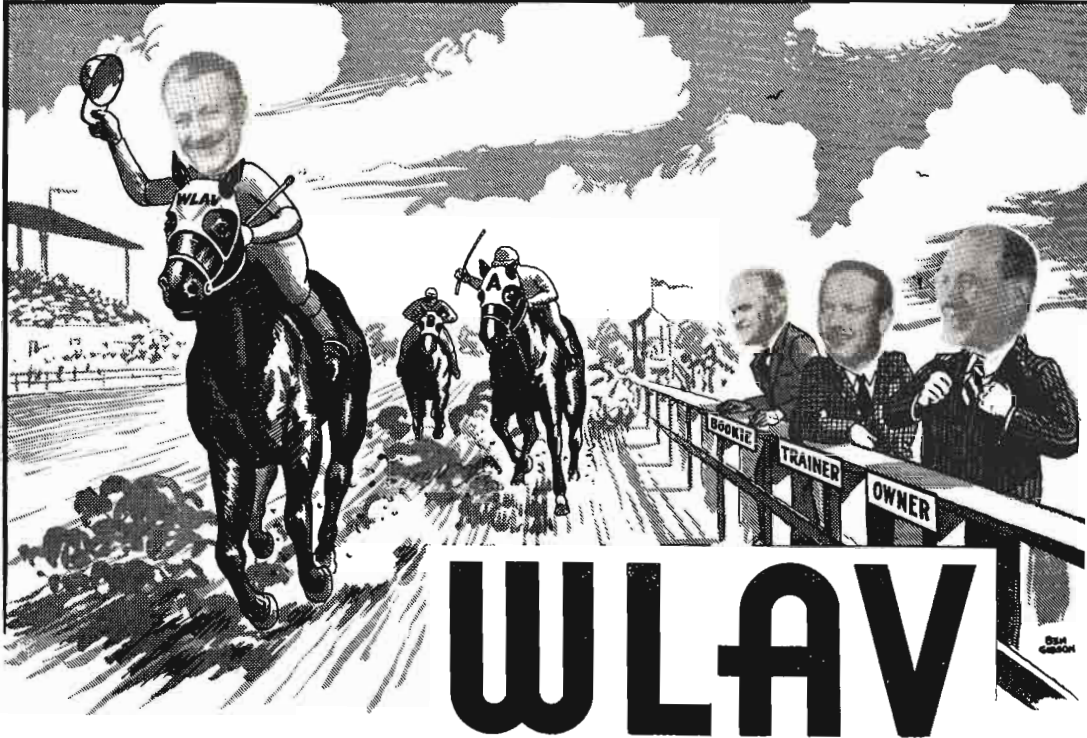
Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By...King-Trendle Broad-
 casting Corporation
 Address.....14th Floor Grand Rapids National
 Bank Building
 Phone Number.....9-4211
 Transmitter Location.....633 - 60th St.
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Lang-Worth, World.
 SECAC
 Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
 Station and Sales Manager...Stanley W. Barnett
 Sales Promotion Manager...Paul Eichhorn
 Program Director.....Sandy Meek
 Publicity Director.....Lenore Little
 Chief Engineer.....Fred W. Russell

NO FOTO-FINISH IN GRAND RAPIDS

In the "Daytime Audience Derby"



OWNED BY —Col. Len Versluis
TRAINER —Mark Woods
BOOKIE —Joe McGillvra
STABLE —A.B.C. Network

JOCKEY —Hy Steed
SIRE —Grand Daddy Rapids
DAM —Good Shows
ADDED WEIGHT —Local Production

WIN —More Periods Weekly
PLACE —113,000 Radio Homes
SHOW —Always a Good One
PRICE —More For Your \$

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR!

American Broadcasting Company's
 Station for Western Michigan.

WLAB

Key Station for the
 WOLVERINE NETWORK

THE SCORE BOARD			
	WLAB	STA. A	STA. B
DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)	90	69	4
MORNING 8:00 A.M. - NOON	33.2	21.2	8.9
AFTERNOON NOON - 6:00 P.M.	28.0	25.6	10.4
EVENING 6:00 P.M. - 10:30 P.M.	21.7	31.8	11.5
TOTAL WEEK LISTENING	26.5	27.2	10.5

Results of a Condon Survey, Inc.
 in Grand Rapids, Dec. 7-8, 1949

WLAB

Keeler Building
 Grand Rapids, Mich.

Represented Nationally by Joseph Hershey McGillvra Inc. New York — Chicago — Los Angeles — San Francisco.

W L A V

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO NETWORK
WOLVERINE

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: 6:45 a.m. to midnight
News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Program Director: Elizabeth Shuter
Musical Director: Regis Patoff
Record M. C.: Bill Whitlock
Production Manager: Joe Hooker
Chief Engineer: George Funkey

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin
Broadcasting Co., Inc.
Address: 124 E. McLeod Ave.
Phone Numbers: 20 & 21
Transmitter Location: U. S. Highway No. 2
Time on the Air: 6 a.m. to 11 p.m. daily;
Sundays, 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: World
Representative: North Central Broadcasting

Personnel

President: William L. Johnson
Station Manager: J. W. Huss
Program-Publicity-Musical
Director: Laura Johnson
Production Manager-Chief
Announcer: Don Hoover
Chief Engineer: Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM, Inc.
Address: Hotel Hayes
Phone Number: 6121

Transmitter Location: Hotel Hayes
News Service: AP
Time on the Air: 6:45 a.m. to 11:30 p.m.
Representative: Forjoe & Company

Personnel

President: Herman Radner
V.-P. & General Manager: Roy Radner
Station-Commercial Manager: William Cizek
Sales Promotion-Merchandising
Manager: Warren Augustine
Program Director-Chief
Announcer: Derwood Carn
Production Manager: Jeff Adams
Record M. C.: Jack Underwood
Chief Engineer: C. W. Wirtanen

For the

BEST IN NEWS

for the

BEST IN PROGRAMS

BASED ON NEWS

AP!

YOU MAY BE ABLE TO SURF-CAST 623 FEET* —



BUT—YOU CAN'T BEAT WKZO-WJEF FOR BROADCASTING IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they ever made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the "except" out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not us, however! For WJEF, Columbia gives 48,493 radio

homes—for WKZO, 111,022. The total is 159,515. *But the CBS mail formula gives 248,090!*

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more!?!?

* 623 feet 10 inches: record held by August F. Livois, San Francisco.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WKZO

KALAMAZOO—EST. 1923
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned By: Fetzer Broadcasting Co.
Operated By: John E. Fetzer
Business Address: Burdick Hotel
Phone Number: 3-1223
Studio Address: 7th Fl., Burdick Hotel
Transmitter Location: Parchment, Michigan
Time on the Air: 6 a.m. to 12:05 a.m.;
Sunday, 7 a.m. to 12:05 a.m.

News Service: AP
Transcription Service: World, Standard
Representative: Lewis H. Avery, Inc.

Personnel

Managing Director: John E. Fetzer
Sales-Commercial Manager: John W. O'Harrow
Sales Promotion-Merchandising
Manager: John W. O'Harrow
Program Director: Dr. Willis F. Dunbar
Chief Engineer: Carl E. Lee

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WJIM, Inc.
Address: 15th Floor, Bank of Lansing,
Bldg.
Phone Number: 2-1333-4-5
Transmitter Location: 15th Floor, Bank
of Lansing Bldg.
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Broadcast Sales Co.

Personnel

President: Harold F. Gross
Musical Director: Earle Parchman
Record M. C.: Tom Carson
Chief Engineer: Melvin Wirth

WMPC*

LAPEER—EST. 1926

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

Personnel

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

WKLA

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & KEYSTONE
Frequency 1450. Power 250 Watts
Owned & Operated By: Ludington Broadcast-
ing Co.

Address: Stearns Bldg.
Phone: 842
Transmitter Location: E. Ludington Ave.
Time on the Air: Unlimited
News Service: UP
Transcription Service: Keystone
Representatives: Burn-Smith Co.

Personnel

President-Partner: Karl F. Ashbacker
V.-P.-Partner: Grant F. Ashbacker
General Manager: Karl F. Ashbacker
Publicity-Program Director: Peter A. Mars
Chief Engineer: N. Hale Blakely
Production-Chief Announcer: Peter A. Mars

THE MICHIGAN WEST COAST GROUP

WKBZ —MUSKEGON
KEY STATION

WKLA —LUDINGTON

WTCM —TRAVERSE CITY

WATT —CADILLAC

SERVE

300,000 people in

WESTERN MICHIGAN

FOR COMBINATION RATES
WRITE

ASHBACKER RADIO CORP.
MUSKEGON—MICH.

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Royal Oak Broadcasting
 Address.....212 West Sixth Street
 Phone Numbers.....Elmhurst 65224,
 Royal Oak 0815
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News Service.....INS

Personnel

President.....George B. Hartrick
 Treasurer.....Jacob B. Sparks
 Station Manager-Commercial
 Manager.....Ellis C. Thompson
 Program Director-Production-Manager-
 Chief Announcer.....Kirk Knight
 Chief Engineer.....Jerome F. Steadley

WSAM

SAGINAW—EST. 1940
 NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address.....610 Eddy Bldg.
 Phone Number.....2-5109
 Studio Transmitter.....2745 Bay St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service...Standard Radio, World
 Representative.....Headley-Reed Co.

Personnel

President-General Mgr. Milton L. Greenebaum
 Station-Sales-Commercial
 Manager.....Robert W. Phillips
 Sales Promotion-Merchandising
 Manager.....E. A. Fairchild
 Program Director-Production
 Manager.....T. W. Austin
 Publicity Director.....E. A. Fairchild
 Chief Announcer.....Ralph Kobernat
 Musical Director.....T. W. Austin
 Record M. C.....Lee Chetek
 Chief Engineer.....Harold McCullen

WSOO

SAULT STE. MARIE—EST. 1939
 ABC—MICHIGAN RADIO NETWORK

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

Address.....107 West Portage Avenue
 Phone Number.....3000
 Transmitter Location.....U. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11:45 p.m.
 Newspaper Affiliation.....Sault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service...Standard Radio, SESAC

Personnel

President.....Stanley R. Pratt
 General Manager.....Stanley R. Pratt
 Station Manager.....Stanley R. Pratt
 Sales-Commercial Manager.....R. Y. Burnett
 Sales Promotion-Merchandising
 Manager.....R. Y. Burnett
 Program Director.....Vera Hotten
 Publicity Director.....Wilt Morley
 Chief Announcer, Record M. C....Ray Ulbrich
 Chief Engineer.....E. Kaari

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Midwestern Broad-
 casting Company
 Address.....Anderson Building
 Phone Number.....Traverse City 1150
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transmitter Location.....Elmwood Township
 Representative.....The Walker Co.

Personnel

President-General Manager...Les Biederman
 Station Manager.....R. E. Detwiler
 Program Director.....William H. Kiker
 Chief Engineer.....Drew McClay

WDMJ

MARQUETTE—EST. 1931

MUTUAL—MISSISSIPPI—KBS—WOLVERINE

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

Personnel

General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

MUTUAL—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....432 Apple Ave.
Phone Number.....26-051
Studio Address.....432 Apple Ave.
Transmitter Location... Muskegon Township
Time on the Air.....6 a.m. to 12 Midnight
News Service.....UP
Transcription Service.....Associated, SESAC & McGregor
Representative.....Joseph Hershey McGilvra

Personnel

President.....Grant F. Ashbacker
General Manager.....Grant F. Ashbacker
Station Manager.....Grant F. Ashbacker
Sales-Commercial
Manager.....Grant F. Ashbacker
Sales Promotion-Merchandising
Manager.....Grant F. Ashbacker
Program Director.....Loran A. Haney

Publicity Director.....Bill L. Bennett
Chief Announcer.....Anson Van Alstyne
Chief Engineer.....George Krivitzky

W C A R

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 ServiceINS and AP
Transcription Service.....Associated SESAC
Representatives.....Burn-Smith, McGillvra

Personnel

President and General
Manager H. Y. Levinson
Program Director.....William J. Lofbach
Chief Engineer.....Wayne N. Cook

W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Fort Huron Broadcasting Co.
Address 932 Military St.
Phone Number.....2-3151
Transmitter Location...32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service.....UP
Transcription Service.....Lang-Worth
RepresentativeGene Grant

Personnel

President-Station Manager..Harmon L. Stevens
General Manager.....Harmon L. Stevens
Sales-Commercial Manager...Robert L. Mackin
Sales Promotion-Merchandising
Manager.....V. O. Cram
Program Director-Production
Manager.....Lyle Patterson
Chief Announcer-Musical
DirectorLyle Patterson
Chief Engineer.....Leslie C. Conant

THERE IS MONEY
ON THE
GOLD COAST
OF
MICHIGAN!

---WKBZ---

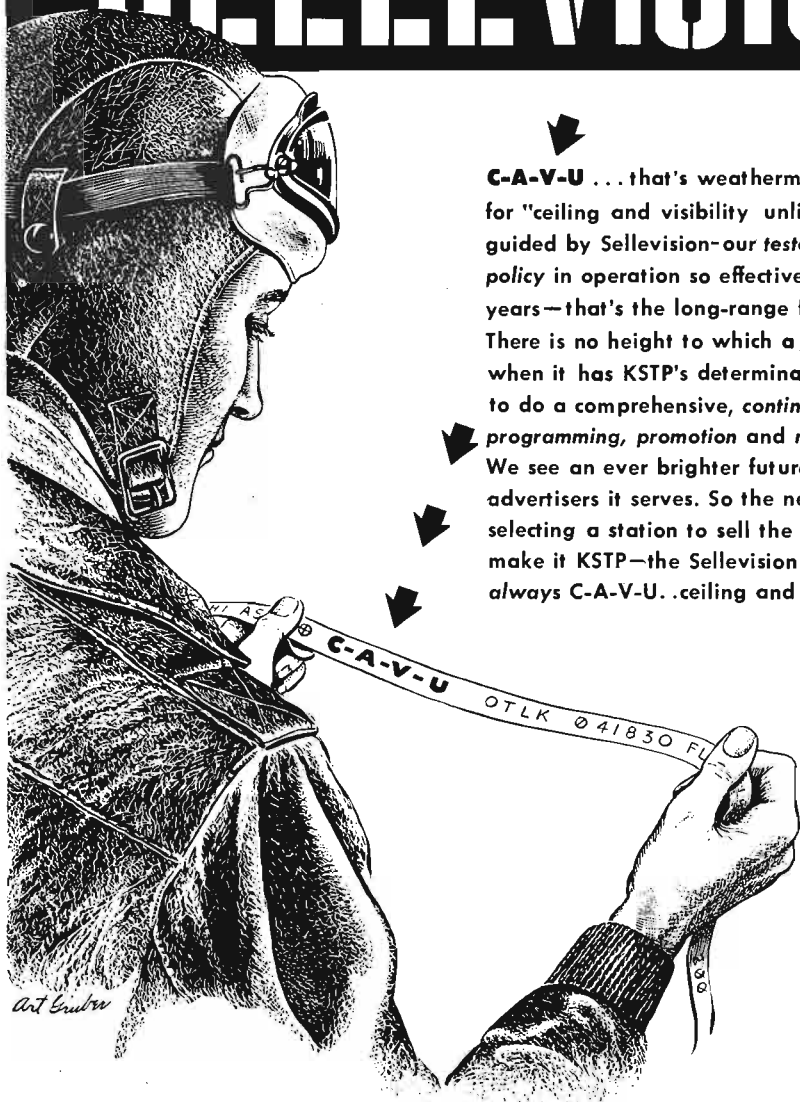
MUSKEGON MICHIGAN
MUTUAL NETWORK

SERVES
PROSPEROUS

WESTERN
MICHIGAN

National Representatives
JOSEPH HERSHEY MCGILVRA, INC.

SELLEVISION



C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellevision—our tested station *Betterment* policy in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, *continuing* job of programming, promotion and merchandising. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellevision Station—where it's always C-A-V-U. .ceiling and visibility unlimited!

50,000 WATTS — CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

MINNESOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K A T E

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.
DAIRYLAND—MISSISSIPPI—SO. MINN.
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 SESAC
Representative John E. Pearson Co.

Personnel

President and Station Manager E. L. Hayek
Assistant Station Mgr. Warner C. Tidemann
Commercial Manager E. L. Hayek
Chief Engineer Lawrence Lawson

KLIZ*

BRainerd

Frequency: 1400 kc. Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address 307 S. Eighth St.

Personnel

Owners E. Thomas O'Brien,
Mildred O'Brien Chalberg, John Chalberg,
Mabel O'Brien Smith William Graham.
*Construction Permit

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned By Red River Broadcasting Co., Inc.
Operated By Dalton LeMasurier
Address 218 Bradley Building
Phone Number Melrose 2628
Transmitter Location Foot of 63rd Ave. W.
Time on the Air 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to midnight
News Service AP
Transcription Service Lang-Worth; Standard
Representative Free & Peters, Inc.

Personnel

President-Gen. Manager Dalton LeMasurier
Commercial Manager Odin S. Ramsland
Sales Promotion and Publicity
Manager Joseph C. Cook

Program Director Don Mathers
Production Manager Joseph C. Cook
Chief Engineer R. A. Dettman

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By Head of The Lakes
Broadcasting Co.
Address WEBC Bldg.
Phone Number Melrose 2873
Transmitter Location 40th and Tower,
Superior, Wisc.
Time on the Air Unlimited License
News Service UP
Transcription Service NBC Thesaurus, World,
Cole, SESAC
Representative George P. Hollingbery

Personnel

Station Manager Walter C. Bridges
Dir. of Operations H. E. Westmoreland
Commercial Manager H. H. Dunavan
Sales Promotion-Publicity Sylvia Covet
Program Director-Production Earl Henton
Musical Director John Kleive
Chief Engineer William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By Charles L. Jaren
Address Fergus Falls
Phone Number 3986
Transmitter Location Fergus Fal's
Time on the Air Unlimited license
Transcription Service SESAC
Representative No. Central

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Head of Lakes Broad-
casting Co.
Address Androy Hotel

Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Superior (Wis.)
 Telegram
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....George P. Hollingbery Co.

Personnel

PresidentMorgan Murphy
 General Manager.....W. C. Bridges
 Station Manager.....H. S. Hyett
 Program Director.....R. E. Coe
 Chief Engineer.....Arthur Schroeder

K Y S M

MANKATO—EST. 1938

NBC

SOUTHERN MINNESOTA NETWORK
 NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Operated By..Southern Minnesota Supply Co.
 Owned.....F. B. Clements & Co.
 Address.....101 North 2nd Street
 Phone Number.....4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.

Personnel

PresidentF. B. Clements
 General Manager.....John F. Meagher
 Station-Commercial Manager..John F. Meagher
 Sales Promotion-Program
 DirectorBob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Delphine Brudellie
 Chief Announcer.....Larry Turner
 Musical Director.....Maurice Piche
 Chief Engineer.....Jim Houts

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
 Owned By.....Mae C. Young
 Operated By.....Lee L. Whiting
 Address.....Nicollet Hotel
 Phone Number.....BRidgeport 7777 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location: 7401 Wayzata Blvd., Min-
 neapolis (Route 7)
 Time on the Air.....6 a.m. to sunset, MST.
 News Service.....AP
 Transcription ServiceStandard Radio,
 Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

Owner.....Mae C. Young
 General Manager.....Lee L. Whiting
 Commercial Manager.....Lee L. Whiting
 Sales Promotion-Merchandising
 Manager.....John Wilcox
 Chief Announcer.....Richard M. Day
 Musical Director.....Irma Coffrin
 Chief Engineer.....Bernard Renk
 Program-Production
 Director.....John T. MacKnight

K U O M *

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By..University of Minnesota
 Address.....15th & Pillsbury Ave., S.E.
 Phone Number.....Main 8177
 Transmitter Location..North Cleveland Ave-
 nue & Roselawn, St. Paul
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

Station Manager.....Burton Paulu
 Chief Announcer.....Robert Boyle
 Production Manager.....Ruth Swanson
 Chief Engineer.....Berten Holmberg
 Director, Minnesota School
 of the Air.....Betty Girling
 Musical Director.....Paul Brissey
 *(Non-Commercial Station)

W T C N

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By.....Clarence T. Hagman
 Owned By.....Minnesota Broadcasting Corp.
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township
 Time on the Air.....5:30 a.m. to midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters

Personnel

President.....William J. McNally
 General Manager.....Clarence T. Hagman
 Station Manager.....Clarence T. Hagman
 Commercial Manager.....F. Van Konyneburg
 Sales Promotion Manager-Publicity
 Director.....Cliff Rian
 Program Director.....Judy Bryson
 Chief Announcer.....Jack Bell

Musical Director.....William Metchnik
 Record M. C.....Ellen Boltz
 Chief Engineer.....John M. Sherman

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.,
 Minneapolis, Minn.; Hotel Lowry, St. Paul
 Transmitter Location.....Anoka, Minn.
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth and
 Standard
 Representative.....Radio Sales

Personnel

President.....William S. Paley
 Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager-Publicity
 Director.....Carl S. Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Musical Director.....Wallace Olson
 Chief Engineer.....Hugh S. McCartney

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL 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 Address...1730 Hennepin Ave., St. Paul
 Transmitter Location.....2508 Myrtle Ave.,
 St. Paul

Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12:30 midnight
 News Service.....INS
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

Majority Stockholder.....Ralph L. Atlass
 General-Station Manager.....Norman Boggs
 Commercial Manager.....Fred F. Laws
 Sales Promotion Manager-Publicity
 Director.....Mary Bowers
 Program Director-Production
 Manager.....Bill Udell
 Chief Announcer.....Bob Bouchier
 Musical Director.....Verne Rooney
 Chief Engineers.....Gene Brautigam (Studio);
 Harvey Headen (Trans.)
 Record M. C.....Jack Thayer

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By: KVOX Broadcasting
 Co., Inc.

Address.....Comstock Hotel
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South

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

News Service.....UP
 Representatives: North Central Broadcasting
 System
 Transcription Service.....SESAC

Personnel

President.....David C. Shepard
 General-Station Manager...Manuel M. Marget
 Commercial-Sales Promotion
 Manager.....Arvid Johnson
 Program Director-Production
 Manager.....Jocelyn Birch
 Chief Announcer.....Earl Hayes
 Chief Engineer.....Harry Vose

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 - 5th Ave., Minneapolis

Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated

Personnel

President.....Dr. Clemens M. Granskov
 Director of Station.....Milford C. Jensen
 Program Director.....David Johnson
 Chief Announcer.....Wm. Lundquist
 Musical Director.....Oscar R. Overby
 Chief Engineer.....M. C. Jensen
 Record M. C.....Jerry Hansen
 *(Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

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
 Transmitter Location.....Cascade Township
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
 General and Station Manager.....L. A. Mair
 Secretary-Treasurer.....Maxine Jacobs
 Program Director-Production
 Manager.....Calvin Smith
 Publicity Director.....Walter Bruzek
 Chief Announcer.....Calvin Smith
 Chief Engineer.....Fred C. Clarke

K F A M

ST. CLOUD—EST. 1938
 NBC—NORTHWEST NETWORK
 MINNESOTA RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Address.....Weber Building
 Phone Number.....3330, 3331
 Transmitter Location.....Military Highway
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Newspaper Affiliation.....St. Cloud Times
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis

Personnel

President-General Manager.....Fred Schilplin
 Commercial Manager.....Chester W. Erickson
 Publicity Director.....Lucile Miller
 Chief Engineer.....Robert B. Witschen
 Chief Announcer-Record M. C.....Robert Wayne

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),
 Radio City (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....5 a.m. to 2 a.m.
 News Service.....AP, 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.....Miller C. Robertson
 Sales Promotion and Publicity
 Manager.....Sam Levitan
 Production Manager.....Brooks Henderson
 Public Service Director.....Dorothy Spicer
 Musical Director.....Leonard Leigh
 Farm Director.....Gary Wiegand
 Chief Engineer.....John N. Fricker

(See Page 450)

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)
 Phone Number.....Nestor 6501
 Transmitter Location.....1287 St. Anthony Ave.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President and General Mgr...Edward Hoffman
 Assistant General Mgr...Frank M. Devaney
 Commercial and Sales
 Promotion Manager.....Samuel N. Nemer

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK
 NORTHWEST NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....17th Street and Sixth Ave. South
 Phone Number.....2000
 Transmitter Location.....Virginia
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation.....Superior Telegram
 News Service.....UP
 Transcription Service.....SESAC

Personnel

Manager.....O. H. Peterson
 Chief Engineer.....William Lounsberry

K W L M

WILLMAR—EST. 1940

ABC

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Lakeland Broadcasting
 Business Address 307 W. 6th St.
 Phone Numbers 1340, 1310, 910
 Transmitter Location Foot Lake
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Representative John E. Pearson Co.

Personnel

President H. W. Linder
 General Manager H. W. Linder
 Station Manager H. W. Linder
 Sales-Commercial Manager H. W. Linder
 Sales Promotion-Merchandising
 Manager Ralph E. Shepherd
 Program Director Harland Horness
 Chief Engineer Clinton W. Knapp

K W N O

WINONA—EST. 1938

ABC—DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Address 216 Center St.
 Phone Number 3315
 Transmitter Location 831 Sarnia St.
 Time on the Air 6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Winona Republican Herald
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson Co.

Personnel

President M. H. White
 General and Commercial Mgr. L. L. McCurnin
 Station Manager L. L. McCurnin
 Promotion Manager Gordon R. Cloyway
 Production Manager Irving H. Tingley
 Record M. C. Donald Bonham
 Chief Engineer L. L. McCurnin

MISSISSIPPI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W R O X

CLARKSDALE—EST. 1944

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Birney Innes, Sr.
 Operated By Clarksdale Broadcasting Co.
 Business Address WROX Building
 Phone Number 1566
 Studio Address WROX Building
 Transmitter Location Clarksdale
 Time on the Air 6:30 a.m. to 10:30 p.m. daily;
 Sunday, 6:45 a.m. to 11 p.m.
 Newspaper Affiliation Columbus Commercial
 Dispatch
 News Service AP
 Transcription Service World, Keystone
 Representative Sears and Ayer

Personnel

President Birney Innes, Sr.
 Station Manager David M. Segal
 Sales-Commercial Manager David M. Segal
 Production Manager Carrol F. Jackson
 Publicity Director David M. Segal
 Chief Engineer Henry Fones

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Services Co.
 Address 107 So. Poplar
 Phone Number 1770
 Transmitter Location North on Highway
 No. 1
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP
 Transcription Service World, NBC Thesaurus
 Representative Sears & Ayer

Personnel

Merchandising-Production
 Manager Ben F. Rogers
 Program-Publicity Director Bob Thompson
 Chief Announcer Bill McHan
 Musical Director Ed Vincent
 Record M. C. Bill McHan
 Chief Engineer Horace S. Colby
 General Manager Emmet H. McMurry
 Commercial Manager Frank W. Baldwin

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr.
(U. S. Army Air Corps.)

Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses...Gilmer Hotel, Columbus;
Transmitter Location.....Tom Big Bee River
Bridge

Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch

News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System, M. M. Cole
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Production-Program Dir.....P. B. Hinman, Jr.
Sales-Promotion Director.....Bob McRaney
Publicity Director.....Charles Newman
Chief Announcer.....Mims Boswell, Jr.
Chief Engineer.....Holt Dyess

WCMA

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By

Corinth Broadcasting Co., Inc.
Address.....Ray Building
Representative.....Burn-Smith

Personnel

Chief Executive.....Dr. Frank M. Davis
Gen.-Com. Manager.....Aaron B. Robinson
Chief Engineer.....W. M. Essary

WGRM

GREENWOOD—EST. 1938

NBC

MISSISSIPPI NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....P. K. Ewing

Address.....222 Howard Street
Phone Numbers.....1900-1
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service.....Standard
Representative.....Wm. G. Rambeau

NOW AVAILABLE!

The **MIDSOUTH NETWORK**

WCBI — WELO — WROX

COLUMBUS
Miss.

TUPELO
Miss.

CLARKSDALE
Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE
PROGRESSIVE STATIONS

Birney Imes, Jr.
Owner

Bob McRaney
General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO PORTLAND

Personnel

President P. K. Ewing
 General-Station-Commercial
 Manager F. C. Ewing
 Sales Promotion-Merchandising
 Manager Shelton Morgan
 Program Director Grace Harris
 Chief Announcer Van Power
 Musical Director Joe Cudd
 Chief Engineer William Lewis

W G C M

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned and Operated By WGCM, Inc
 Business Address Hewes-Martin Bldg.
 Phone Number Gulfport 1111
 Studio Addresses Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location Arlington Heights
 Time on the Air 5:55 a.m. to 11:05 p.m.;
 Sundays, 7:55 a.m. to 10:15 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Sears & Ayer

Personnel

General Manager Hugh O. Jones
 Sales Manager Mrs. O. L. Owens
 Program Director-Production C. E. Vann
 Chief Engineer Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

REBEL NETWORK

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
 Transcription Service World, Thesaurus

Personnel

President and General Manager... C. J. Wright
 Commercial Manager H. L. Patterson
 Program Director Ed Jenkins
 Chief Engineer B. B. McLemore

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Lamar Life Insurance
 Company

Business Address Lamar Life Building
 Phone Numbers 2-1183 (Com'l Dept.),
 2-2641 (Studios)
 Studio Address Heidelberg Hotel
 Transmitter Location U. S. Highway No. 51
 Time on the Air 6 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative George P. Hollingbery
 Company

Personnel

General Manager Wiley P. Harris
 Chief Engineer P. G. Root

W J X N

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By Ewing Broadcasting Co.
 Address 1200 N. State St.
 Phone Number 4-8871
 News Service INS
 Transcription Service Standard
 Representative William G. Rambeau Co.

Personnel

Owners F. C. Ewing, P. K. Ewing, Jr.
 Gen.-Com. Manager Hugh M. Smith

WGCM

VOICE OF THE
 MISSISSIPPI
 GULF COAST

COVERS MISSISSIPPI'S
 SECOND MARKET

You'll get good results from WGCM because this station covers a vital growing market. For instance, last year Harrison County (Gulfport-Biloxi) led the entire state of Mississippi in Food Sales; retail sales in the WGCM area totaled more than \$130,000,000, and radio homes in the area almost doubled from 1940 to 1945. Write for schedules and rates.

WGCM

HEWES-MARTIN BLDG.
 GULFPORT, MISSISSIPPI

AMERICAN BROADCASTING COMPANY
 Sears & Ayers, National Representatives

Program Director.....Paul Simpkins
 Promotion Manager.....Dean Linville
 Chief Engineer.....Murray Ellington

WSLI
JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

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.....3-2788

Transmitter Location.....Foot of High St.

Time on the Air.....6:30 a.m. to 11 p.m.

News Service.....AP

Transcription Service.....World

Representative.....Weed & Co.

Personnel

President.....Geo. W. Covington

Secretary-Treasurer.....L. M. Sepaugh

Station Manager.....L. M. Sepaugh

Commercial Manager.....F. E. Wilkerson, Jr.

Chief Engineer.....C. A. Perkins

WAML
LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
 REBEL NETWORK

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

Address.....535½ Central Ave.

Phone Number.....288

Transmitter Location.....Ellisville Blvd.

Time on the Air.....6:30 a.m. to 11:05 p.m.;

Sunday, 7:30 a.m. to 11:05 p.m.

News Service.....AP & UP

Transcription Service.....World

Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison

General Manager.....Ward A. Coleman

Commercial Manager.....W. C. DeHority

Sales Promotion Manager-Publicity

Director.....W. A. Coleman

Chief Engineer.....Clyne Graves

Program Director-Production.....Tyler Nourse

WMB C*
MACON—EST. 1946

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

Business Address.....Macon Hotel

Personnel

President.....D. W. Gavin

*Under Construction

WSKB

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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

Business Address.....Box 111

Phone Number.....37

Studio Address.....WSKB Bldg.

Transmitter Location.....Pike County

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

News Service.....AP

Transcription Service.....Associated

Representative.....Gene Grant

Personnel

President.....Robert L. Sanders

General and Commercial

Manager.....George Blumenstock

Program Director.....Julia D. Blumenstock

Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

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

Transcription Service.....NBC Thesaurus
 Standard

Personnel

President-General Manager.....D. W. Gavin

WM O X*

MERIDIAN

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....514 Main St., Columbus, Miss.

*Construction Permit

WMIS

NATCHEZ—EST. 1941

NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Natchez Broadcasting
 Operated By.....P. K. Ewing, Jr.

Address.....City Bank & Trust Co. Bldg.

Phone Number.....580-1

Transmitter Location.....Highway No. 61, North

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

News Service.....AP

Transcription Service World
 Representative-Nat'l..... William G. Rambeau

Personnel

President..... P. K. Ewing
 General Manager-Sales-Commercial
 Manager..... P. K. Ewing, Jr.
 Program Director..... Wilna Nichols
 Chief Engineer..... George W. Wilson

WELO

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
 MID SOUTH

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Birney Imes, Jr.
 Business Address..... WELO Bldg.
 Phone..... 1242
 Studio..... WELO Bldg.
 Transmitter Location..... Highway 45
 Time on the Air..... 6 a.m. to 10:30 p.m.;
 Sunday, 7 a.m. to 10:30 p.m.
 News Service..... AP
 Transcription..... Standard, Keystone
 Representatives..... Sears & Ayers

Personnel

President-Owner..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Station Manager..... Gene Tibbett
 Sales Manager..... Bob Evans
 Merchandising Manager..... Gene Tibbett

Program Directors..... Joe Russell,
 Margaret O'Regan
 Production Manager..... Gene Tibbett
 Publicity Director..... Eugene Tibbett
 Chief Announcer..... Charley Boren
 Musical Director..... Don Whitney
 Record M. C..... Charley Boren
 Chief Engineer..... LeRoy Green

WQBC

VICKSBURG—EST. 1931

ABC

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... Delta Broadcasting
 Company, Inc.
 Address..... Hotel Vicksburg
 Phone Number..... 312
 Transmitter Location..... 2½ miles E. of
 Vicksburg
 Time on the Air..... 7 a.m. to 10:30 p.m.
 News Service..... AP
 Newspaper Affiliation..... Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service..... World Broadcasting

Personnel

President..... L. P. Cashman
 General Manager..... O. W. Jones
 Sales-Commercial Manager..... O. W. Jones
 Program Director..... Mary Van Cashman
 Chief Engineer..... C. E. Drake

**A NEW ARRIVAL
 A NEW SALES-WINNER
 in the Transcription field**

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

KSD

SAINT LOUIS

Basic Affiliate of the National Broadcasting Company

It is 225 Miles to the Nearest
Other NBC Basic Outlet

**Only Broadcasting Station in St. Louis With the
Full Service of the Associated Press**

Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

**Greatest Daytime Coverage of Any Broadcasting
Station in St. Louis**

1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
\$1,465,140,000.00 in Annual Retail Sales

**A Distinguished Broadcasting Station Recognized
Throughout Its Listening Area for Its High Standards
of Programming and Advertising Acceptance**

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater
St. Louis Market, Use

The Combination that C-L-I-C-K-S-



MISSOURI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Station-Sales Manager.....Ralph L. Hirsch
Production-Program Director....Virginia Bahn
Chief Engineer.....R. L. Hirsch
Promotion-Publicity.....R. L. Hirsch

K F R U

COLUMBIA—EST. 1925
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall,
Stephens College
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....Star Times Publish-
ing Company, St. Louis
News Service.....AP & UP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
General Manager.....Mahlon Aldridge
Program Director.....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh
Record M. C.....Dorothy Jacques

K H M O

HANNIBAL—EST. 1941
MUTUAL

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.....5:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....NBC & Cole
Representative.....John E. Pearson Co.

Personnel

General Manager-Sales Promotion
Manager.....Wayne W. Cribb
Commercial Manager.....Chris Jensen
Program-Musical Director.....Dud Dawson
Production Manager.....Maxine Dierking
Publicity Director-Record M. C...Gene Hoenes
Chief Announcer.....Bob McCoy
Chief Engineer.....Ben Parrish

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 Monroe
Phone Number.....4000
Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer

Personnel

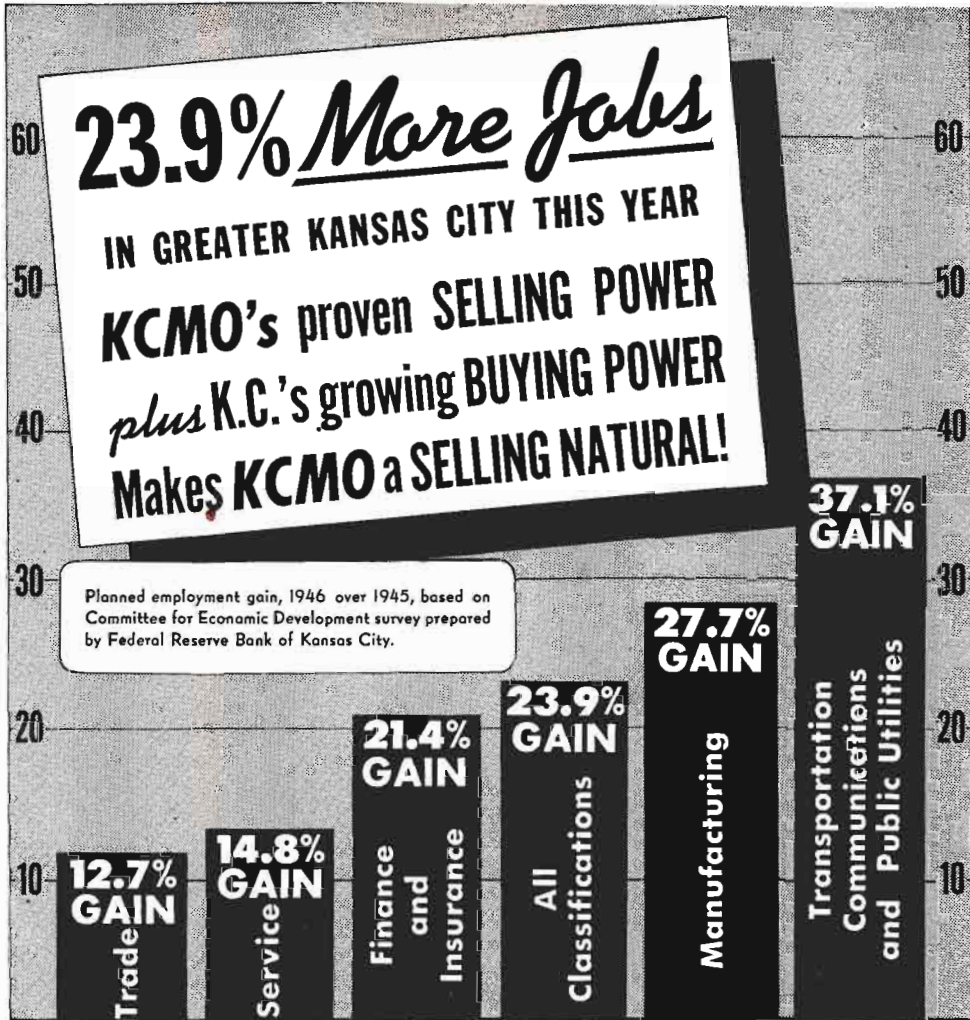
President.....R. C. Goshorn
General Manager.....R. L. Rose
Station Manager.....R. L. Rose
Commercial Manager.....R. L. Rose
Sales Promotion Manager-Publicity
Director.....Natalie LePage
Program Director.....Ray Manning
Chief Engineer.....Harold White

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
Transmitter Location.....1334 Roosevelt Ave.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Joplin Globe
Publishing Co.
News Service.....UP



KCMO is a Selling Natural in more ways than one! Lowest cost per radio family... healthy program ratings... more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

Today 5000 WATTS
COMING 50,000 WATTS DAY
10,000 WATTS NIGHT at 810 kc

BASIC STATION
AMERICAN Broadcasting Co.

Represented by
JOHN E. PEARSON

CHICAGO - NEW YORK - KANSAS CITY



Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer

Personnel

President-General Manager.....D. J. Poynor
Station Manager.....D. J. Poynor
Sales-Commercial Manager.....W. M. Clark
Sales Promotion.....Abe Radunsky
Program Director.....Martha Brown
Chief Announcer.....Charles McIntire
Musical Director.....Stella Lukens
Chief Engineer.....Richard Meek

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1480 Kc.....Power: 5000 d.:
1000 n. (C. P. 5000 n.)

Owned-Operated By.....KCMO Broadcasting
Company

Address.....1515 Commerce Building
Phone Number.....Victor 0900
Transmitter Location..Hardesty & Washington
Sts.

Time on the Air.....5 a.m. to 1 a.m.:
Sunday, 7:30 a.m. to midnight

News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative.....John E. Pearson Co.

Personnel

General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Sales Manager.....C. E. Morrill
Sales Promotion Manager.....F. C. Strawn
Program Director-Production
Manager.....James Coy
Publicity Director.....F. C. Strawn
Chief Announcer.....James Monroe
Musical Director.....Gene Moore
Chief Engineer.....Karl Troeglen

(See Page 462)

KMBC

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Broad-
casting Co.

Address.....Pickwick Hotel
Phone Number.....Harrison 2650
Transmitter Location...50th & Bellinder Road
Time on the Air.....5:30 a.m. to midnight:
Sundays, 7 a.m. to 12 midnight

News Service.....AP, UP, TP,
Transcription Service: Lang-Worth; World
Representative.....Free & Peters, Inc.

Personnel

President.....Arthur B. Church
Managing Director.....Karl R. Koerper
Director of Sales.....Sam H. Bennett
Promotion-Publicity Director...E. P. J. Shurick
Program Director.....Roderick Cupp
Chief Engineer.....A. R. Moler

(See age 464)

WDAF

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 & Sunday, 6 a.m. to 12
midnight

Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service.....Standard
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager.....Dean Fitzner
Program Manager.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

WHB

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

MISSISSIPPI VALLEY

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1181
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.

Personnel

President and Commercial
Manager.....Donald Dwight Davis
General Manager.....John T. Schilling

Why YOU Will Prosper in GREATER KANSAS CITY



© 1945... H. M. CO.

A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow's business conditions for Kansas City. Employment planned for September, 1946, compared with the employment of fall, 1945, and of 1940, is as follows:

PLANNED EMPLOYMENT INCREASE

Business Classification	% Over Fall, 1945			% Over 1940		
	Total	Men	Women	Total	Men	Women
All Classifications.....	23.9	32.6	10.3	40.5	40.2	41.0
Manufacturing.....	27.7	29.3	23.5	39.3	41.4	33.9
Trade.....	12.7	41.3	2.6*	32.0	22.5	40.5
Transportation, Communications and Public Utilities.....	37.1	40.9	27.5	88.8	62.0	246.5
Service.....	14.8	22.4	4.5	21.3	32.5	7.0
Finance and Insurance.....	21.4	85.1	12.3*	50.3	58.2	42.4

*Decrease

YOU Will Prosper on



- *First* in Programming!
- *First* in Public Service!
- *First* in Farm Service!
- *First* in Hooperatings!*

KMBC
OF KANSAS CITY
Free & Peters, Inc.

* Kansas City, Mo. and Kansas May through September, 1945

SINCE 1928—BASIC CBS STATION for MISSOURI & KANSAS

K W O C

POPLAR BLUFF—EST. 1938

**KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK**

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 7 p.m.; Sundays, 8
 a.m. to 7 p.m.
 Newspaper Affiliation....American Republic
 Daily
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.

Personnel

General Manager.....P. H. Cunningham
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

ABC

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..5:45 a.m. to midnight daily; 7
 a.m. to midnight, Sunday
 Newspaper Affiliation..St. Joseph News-Press,
 Gazette
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed Company

Personnel

PresidentBarton Pitts
 General Manager.....Barton Pitts
 Station Manager.....Barton Pitts
 Sales-Commercial Manager..Glen G. Griswold
 Sales Promotion Manager....J. Ted Branson
 Program Director-Musical
 Director.....H. H. Packard
 Production Manager.....Rollin Mabie
 Publicity Director.....J. Ted Branson
 Chief Announcer.....Dee D. Denver, Jr.
 Record M. C.....Lawrence M. Parker
 Chief Engineer.....Fred Damm

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.....World

Personnel

Director.....Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoernschild
 Program Director.....H. H. Hohenstein
 Director of Public Relations....Paul C. Barth
 Chief Engineer.....Albert Wiese

* (Non-Commercial Station)

**"SPECIAL
ASSIGNMENT"**

Exciting dramatizations based on
 the unusual stories of top-flight
 news reporters.

It's 15-minutes of *action, thrills
 and chills.*

An easy sales-winner for any spon-
 sor of transcribed programs.

Exclusive in Any Market

SEE

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.



LOOKING INTO THE PAST,

PRESENT, FUTURE

For years, KXOK has grown steadily and impressively, gaining appreciative audiences and selling important markets.

Today, KXOK's vast daytime audience covers 114 counties—the rich oil fields of central and southern Illinois; the bounteous agricultural areas of northwest Kentucky, southwest Indiana, central and eastern Missouri, and several cities throbbing with industry.

KXOK's present important standing has been gotten through top programs with all-round appeal and complete, award-winning promotional activities.

KXOK's sturdy past and present make a strong foundation for a mighty future. The "blueprints" for its future, now include the conditional FM grant and applications for television and facsimile*—and, of course, tops in programs and energetic, consistent promotional activities.

KXOK

SAINT LOUIS 1, MISSOURI

Owned and Operated by the St. Louis Star-Times

630 KILOCYCLES, 5,000 WATTS FULLTIME—

AMERICAN BROADCASTING CO.

Represented by John Blair & Co.

Offices in New York • Chicago • St. Louis • Los Angeles

San Francisco

* Soon To Be Filed

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. . . 16 miles south of St. Louis
 Time on the air. Sundays, 6 a.m. to 1 a.m.; weekdays, 5 a.m. to 1:30 a.m.
 News Service. AP, UP
 Transcription Service. Associated Music Publishers; Lang-Worth
 Representative. Radio Sales

Personnel

General and Station
 Manager. Wendell B. Campbell
 Assistant to Manager-Public Relations
 Director Jerry Hoekstra
 General Sales Manager. David V. Sutton
 Local Sales Manager. J. Soular Johnson
 Sales Promotion Manager. C. W. Doebler
 Program Director. Jack Sexton
 Production Manager. Lewis Shumate
 Publicity Director. David Moore
 Musical Director. Seth Greiner
 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. 1111 Olive St.
 Phone Number. Main 1111
 Transmitter Location. . . Twelfth and Olive Sts.
 Time on the Air. 5:30 a.m. to 12:30 a.m.; Sundays, 7 a.m. to 12:30 a.m.
 Newspaper Affiliation. St. Louis Post-Dispatch
 News Service AP
 Transcription Service. NBC Thesaurus, World
 Representative. Free & Peters, Inc.

Personnel

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

(See Page 460)

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 5000 d., 1000 n. (CP 5000)
 Owned-Operated By. Thomas Patrick, 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 midnight; Sunday, 7 a.m. to 12:15 a.m.
 News Service. AP & UP
 Transcription Service. World Broadcasting System
 Representative. Paul H. Raymer Company

Personnel

President. R. T. Convey
 Station Director. Ray E. Dady
 Assistant Director. John W. Tinnea
 Commercial Manager. V. E. Carmichael
 Merchandising Manager. Thomas E. Richter
 Program Director. Russel C. Kaiser
 Production Manager. Thad Shore
 Publicity Director. Robert J. Richardson, Jr.
 Chief Announcer. Fred Moegle
 Musical Director. Carl Hohengarten
 Chief Engineer. N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By. Star-Times Pub. Co.
 Address. 12th and Delmar Blvds.
 Phone Number. Chestnut 3700
 Transmitter Location. Horse Shoe Lake, Madison County, Ill.
 Time on the Air. 5 a.m. to 1 a.m. daily; 6 a.m. to 1 a.m. Sunday
 Newspaper Affiliation. St. Louis Star-Times
 News Service. INS, UP, Reuters
 Transcription Service. Associated Music Publishers; Standard Radio
 Representative. John Blair & Company

Personnel

President-Owner. Elzey M. Roberts
 General Manager-Station Mgr. Chet L. Thomas
 Commercial Manager. V. N. Springgate
 Sales Promotion Manager. Mauriel Medearis
 Production Manager. Elmer G. Muschamy
 Publicity Director. Ralph Gentles
 Musical Director. Emmett Schuster
 News Editor. Mahlon Aldridge
 Chief Engineer. Arthur 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 Numbers. FRanklin 5665-6-7
 Transmitter Location. 3642 Lindell Blvd.
 Time on the Air. 6 a.m. to local sunset
 News Service. INS
 Transcription Service. Standard Radio,
 Lang-Worth; World
 Representative. John E. Pearson

Personnel

President Rev. Patrick J. Holloran, S. J.
 General Manager. Nicholas Pagliara
 Sales Manager. Leonard Frankel
 Program Director. Don Lochner
 Publicity Director. Clifford Lanctot
 Chief Announcer. O. J. McQuigg
 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. Melbourne Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.
 News Service. AP
 Transcription Service. Standard Radio,
 Lang-Worth, MacGregor
 Representative. William G. Rambeau Co.

Personnel

President. L. A. Benson
 V-P, General Manager and Station
 Manager. C. W. Benson
 Commercial Manager. Kenneth Parke
 Sales Production-Merchandising. Bill Durney
 Record M. C.'s. Vern King, Ed Rutledge
 Chief Engineer. Edward Goodberlet

K D R O

SEDALIA—EST. 1939

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. . . Milton J. Hinlein d/b as
 Address. Broadway at State Fair Blvd.
 Phone Numbers. 4004, 4005
 Transmitter Location. Broadway at State
 Fair Blvd.
 Time on the Air. Unlimited
 News Service. UP
 Representative. The Walker Company

Personnel

President. Milton J. Hinlein
 General and Station Manager. . . Phoebe E. Trout
 Sales-Commercial Manager. . . William W. Davis
 Sales Promotion. William W. Davis
 Program Director. Maxine Fisher
 Chief Engineer. Wayne Pash

K G B X

SPRINGFIELD—EST. 1924

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
 Representative. George P. Hollingberry Co.

Personnel

President. Jeanne Bixby
 Station and Commercial
 Manager. J. Gordon Wardell
 Program Director. Carl Fox
 Promotion Manager. Dudley Morris
 Chief Engineer. E. Dennis White

"STAR TIME"

Intensely interesting dramati-
 zations of personalities of
 interest to women.

Through the unique, new
 "Cue-In" technique, the sta-
 tion's local women's program
 editor participates with the
 star.

"Cue-In" localizes and per-
 sonalizes the program—15-
 minutes, transcribed.

Exclusive in Any Market

WRITE

**A P R A D I O
 P R O D U C T I O N S**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

K T T S

SPRINGFIELD—EST. 1941

COLUMBIA

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 Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting
System, MacGregor

Representative.....Sears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
General-Station Manager...G. Pearson Ward
Commercial Manager.....Bob Burke
Sales Promotion Manager...G. Pearson Ward
Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.

Owned-Operated By.. Ozarks Broadcasting Co.

Address.....508 St. Louis St.

Phone Number.....1360

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

News Service.....UP

Transcription Service.....Standard

Representative.....John E. Pearson

Personnel

Chairman of Board.....Lester E. Cox
President & General Manager..Ralph D. Foster
V-P & Treasurer.....C. Arthur Johnson
Sales Manager.....Leslie L. Kennon
Sales Promotion Manager...Ralph A. Nelms
Acting Program Producer.....Lou Black
Chief Announcer.....Charles Seiford
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

MONTANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K G H L

BILLINGS—EST. 1928

NBC

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

Address.....Fifth and North Broadway
Phone Number.....2222

Transmitter Location.. 7 miles west of Billings
Time on the Air.....6 a.m. to midnight;
Sundays, 7 a.m. to midnight

News Service.....AP & UP

Transcription Service.....Standard, NBC
Thesaurus, World

Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....V. Braunberger
Sales-Commercial Manager.....Ed Yocum
Sales Promotion Manager-Chief
Announcer.....Harry Turner
Program Director.....M. V. Braunberger

Production Manager.....Frank Manzari

Publicity Director.....Maurice Enright

Musical Director.....George Heins

Chief Engineer.....Jeff Klichli

(See Page 470)

K R B M

BOZEMAN—EST. 1939

ABC—NBC

Z-BAR NET

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

Owned-Operated By..KRBM Broadcasters, Inc.

Address.....103 W. Main St.

Phone Number.....1420

Transmitter Location.....East of Bozeman

Time on the Air.....7:15 a.m. to 10:30 p.m.

News Service.....AP

Transcription Service...Lang-Worth, Keystone

Representative.....The Walker Co.

Personnel

President-General Manager...Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director.....Larry Binder
Chief Engineer.....Jack Provis

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <p style="text-align: center;">KGHL Primary Area *Population 326,777 Retail Sales \$180,033,000 Radio Homes 72,630 Source: Katz Research Bureau</p>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

K G I R

BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By K G I R, Inc.
 Address Box 1956, Butte
 Phone Number 2-2344
 Transmitter Location Butte
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service Lang-Worth;
 C. P. McGregor
 Representative The Walker Co.

Personnel

Manager Ed. B. Craney
 Station Manager-Sales Manager .. Arne Ansjon
 Sales Promotion-Merchandising
 Manager John Schile
 Program Director-Production
 Manager Mel Jass
 Chief Announcer Mel Jass
 Chief Engineer Jack Provis

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 ... 6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard Radio
 Representative Weed & Company.

Personnel

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

K P F A

HELENA—EST. 1937
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 12 midnight
 News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co., Pacific
 Northwest Broadcasters

Personnel

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

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc. 100 Watts
 Lessee A. W. Talbot
 Operated By A. W. Talbot
 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 8 a.m. to 8 p.m.
 News Service UP
 Transcription Service World

Personnel

President A. W. Talbot
 Station & General Manager .. Donald C. Treloar
 Commercial Manager Glenn E. Millhouse
 Program-Production Director .. Donald C. Treloar
 Promotion-Publicity Director .. Donald C. Treloar
 Musical Director Maurice Driscoll
 Chief Engineer, Acting Paul Johnston
 Record M. C. Paul Johnston

K R J F

MILES CITY—EST. 1941

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 World Broadcasting;
 Transcription Service ... World Broadcasting;
 Keystone Broadcasting System

Personnel

General Manager W. F. Fliinn
 Station Manager Don Tannehill
 Sales-Commercial Manager D. E. Tannehill
 Chief Announcer Robert T. Wilson
 Chief Engineer Ian Elliott

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.....6:45 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.

Personnel

President and Station Manager...A. J. Mosby
 Sales Manager.....Harry Bennett
 Publicity Director.....Bill Zietzke
 Sales Promotion.....Don Jones
 Program Director.....Lee Saunders
 Production Manager.....Mary Bertholdt
 Chief Announcer.....Sid McSloy
 Musical Director.....Ragna Phelps
 Record M. C.....George Livesey
 Chief Engineer.....Merrill Chapin

K G C X

SIDNEY—EST. 1926
 MUTUAL

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1480 Kc.....Power: 1000 Watts

Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number.....408
 Studio Address.....Suckstorff Bldg.
 Transmitter Location.....4½ miles N. E. of
 Sidney

Time on the Air.....7 a.m. to 10 p.m.
 Transcription Service.....World
 Representative.....North Central Broadcasting
 System

Personnel

President-General Manager...E. E. Krebsbach
 Station Manager-Sales-Commercial
 Manager.....E. Clair Krebsbach
 Sales Promotion-Merchandising
 Manager.....Jack Britton
 Program Director.....William J. Brady
 Chief Announcer.....Jack Britton
 Chief Engineer.....Q. V. Prochaska

NEBRASKA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K O R N

FREMONT—EST. 1939
 MUTUAL—NORTH CENTRAL
 MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Nebraska Broadcasting
 Corporation
 Address.....Pathfinder Hotel
 Phone Number.....1060
 Transmitter Location.....E. 16th St., Fremont
 Time on the Air.....6 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
 General Manager.....Lumir Urban
 Commercial Manager.....Lumir Urban
 Program Director.....Marjorie Christensen
 Chief Announcer.....Don French
 Record M. C.'s.....Jim O'Neill, Bob Lee
 Chief Engineer.....Phillip Stevens
 Sales Promotion.....Lumir Urban
 Production Director.....Bill Ross

K M M J

GRAND ISLAND—EST 1926
 ABC

Frequency 750 Kc.....Power: 1000 Watts
 Owned-Operated By.....KMMJ, Inc.
 Address.....At Cedar Division
 Phone Number.....703
 Transmitter Location.....Phillips, Nebr.
 Time on the Air.....Sunrise to Sunset
 News Service.....UP
 Transcription Service.....Standard Radio.
 SESAC, Republic, NAB Bonus
 Representative.....Headley-Reed Co.

Personnel

President.....Don Searle
 General Manager.....Wick Heath
 Asst. General Manager.....Bill Martin
 Commercial Manager.....Bill Martin
 Sales Promotion-Merchandising Manager-
 Publicity Director.....Ed Skinner
 Program Director.....Orle Kerwood
 Production Manager.....Dick Yarnell
 Farm & Public Service Director...George Kister
 Musical Director.....Jim Johnson
 Record M. C.....Raymond Kozak
 Chief Engineer.....Don Campbell

K H A S

HASTINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Nebraska
 Broadcasting Co.
 Address: Tribune Bldg.
 Phone Number: 1745-6
 Transmitter Location: Tribune Bldg.
 Time on the Air: Weekdays, 6 a.m. to
 midnight; Sundays, 8 a.m. to 9:30 p.m.
 Newspaper Affiliation: Hastings Daily Tribune
 News Service: AP
 Transcription Service: World Broadcasting
 System

Personnel

President: D. W. Clark
 Chief Executive: Fred A. Seaton
 Station-General Manager: Duane L. Watts
 Commercial Manager: Ken James
 Program-Production Manager: Herb Clark
 Chief Engineer: Duane Allison

K G F W

KEARNEY—EST. 1928

**MUTUAL
 NEBRASKA WIRELESS**

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: Lakeside
 Time on the Air: 6:30 a.m. to 10:15 p.m.
 News Service: UP
 Transcription Service: Keystone
 Representative: Sears & Ayer, Inc.

Personnel

President: Lloyd C. Thomas
 General Manager-Station-Sales
 Commercial Manager: E. Anson Thomas
 Program Director: Peg Biber
 Publicity Director: John Mitchell
 Chief Announcer: Tom Cary
 Musical Director: Norma Applegate
 Chief Engineer: Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 10000 Watts
 Owned-Operated By: KFAB Broadcasting
 Company
 Address: Sharp Bldg., Lincoln,
 Farnam Bldg., Omaha

Phone Number: 2-3214
 Transmitter Location: 17th and Holdrege Sts.
 Time on the Air: 5 a.m. to 1 a.m.
 Newspaper Affiliation: Nebraska State
 Journal, Lincoln Star
 News Service: AP & UP
 Transcription Service: Standard Radio,
 M. M. Cole
 Representative: Paul H. Raymer Co.

Personnel

General Manager: Harry D. Burke
 Station Manager: C. Earl Williams
 National Sales Manager: Robert M. Dooley
 Commercial Manager: Harry D. Burke
 Sales Promotion Manager-Publicity
 Director: Harold E. Roll
 Program Director: L. A. Miller
 Production Manager: William E. MacDonald
 Chief Announcer: Lyell Bremser
 Musical Director: Alene McKinney
 Chief Engineer: Mark W. Bullock

K F O R

LINCOLN—EST. 1924

**AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Cornbelt Broadcasting
 Corporation
 Address: Stuart Bldg.
 Phone Number: 2-6965
 Transmitter Location: 4745 Vine St.
 Time on the Air: 7 a.m. to 12 midnight; 8 a.m.
 to 12 midnight Sundays
 News Service: INS; AP
 Transcription Service: Standard Radio,
 Associated.
 Representative: Edward Petry & Co., Inc.

Personnel

President: Charles T. Stuart
 General Manager: Gordon Gray
 Station Manager: Melvin Drake
 Promotion Manager: Bill Malone
 Program Director: Ken Stuart
 Commercial Manager: W. O. Edholm
 Chief Engineer: Charles Winkler

W J A G

NORFOLK—EST. 1922

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By: Norfolk Daily News
 Business Address: Norfolk Ave. & 6th St.
 Phone Number: 432
 Studio Address: Norfolk Ave. & 6th St.
 Transmitter Location: West Koenigstein Ave.
 Time on the Air: Shares Time
 Newspaper Affiliation: Norfolk Daily News
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: The Walker Co.

Personnel

President.....Gene Huse
 General Manager.....Art Thomas
 Station Manager.....Art Thomas
 Sales-Commercial Manager.....Art Thomas
 Sales Promotion-Merchandising
 Manager.....Vernon Stedry
 Program Director-Publicity
 Director.....Hollis Francis
 Production Manager.....Hollis Francis
 Chief Announcer.....Hollis Francis
 Musical Director.....Hollis Francis
 Record M. C.....Hollis Francis
 Chief Engineer.....F. W. Weidenbach

K O D Y

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WOW,
 Inc., Omaha
 Address.....1521 West 12th St.
 Phone Number.....382
 Time on the Air.....6 a.m. until 12 midnight
 News Service.....UP and AP
 Transcription Service...Standard, Lang-Worth
 Representative.....John Blair & Co.

Personnel

President.....John J. Gillin, Jr.
 General Manager.....John Alexander
 Commercial Manager.....Joe Di Natale
 Merchandising Manager.....Jerry Wing
 Program Director.....John Alexander
 Production Manager.....Ed Launer
 Publicity Director.....Joe Di Natale
 Musical Director.....Dorothy Roberts
 Record M. C.....Dave Button
 Chief Engineer.....Beuford 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
 Transmitter Location.....2027 Dodge St.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....John K. Morrison
 General Manager.....Paul R. Fry
 Station Manager.....R. E. Welna
 Sales-Commercial Manager.....Paul R. Fry
 Sales Promotion-Merchandising

Manager.....M. K. Doyle
 Program Director.....Richard E. Welna
 Production Manager.....H. E. Bader
 Publicity Director.....M. K. Doyle
 Chief Announcer.....Dick McGann
 Musical Director.....E. S. Priesman
 Record M. C.....Charles Jackson
 Chief Engineer.....Percy Ziegler

K O I L

OMAHA—EST. 1925

ABC

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 midnight;
 Sundays, 7 a.m. to midnight
 News Service.....INS; AP
 Transcription Service.....Standard Radio.
 Associated
 Representative.....Edward Petry & Co.

Personnel

President.....Charles T. Stuart
 General Manager.....Gordon Gray
 Assistant General Manager...Harold Hughes
 Sales-Commercial Manager....W. O. Edholm
 Sales Promotion-Merchandising
 Manager.....Angus Nicoll
 Program Director-Production
 Manager.....Harold Hughes
 Publicity Director.....Angus Nicoll
 Chief Announcer.....Harry Peck
 Musical Director.....Teresa Bredar
 Record M. C.'s.....Byron Head, Lee Barron
 Chief Engineer.....C. W. Winkler

K O W H

OMAHA—EST. 1922

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Transmitter Location.....60th & Girard
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....World, Associated
 Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....B. C. Corrigan
 Musical Director.....George Johnson
 Chief Engineer.....Frank E. Shopen

WOW

OMAHA—EST. 1923
NATIONAL BROADCASTING CO.
NEBRASKA NETWORK

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station WOW, Inc.
Address: Insurance Building, 17th & Farnam
Streets
Phone Webster 3400
Transmitter Location: 5500 Kansas Ave.
Time on the Air: 5:30 a.m. to 1 a.m.
News Service: UP, Chicago Daily News
Foreign Service, AP
Transcription Service: NBC Thesaurus;
Lang-Worth; Standard
Representative: John Blair & Company

Personnel

President and General Mgr.: John J. Gillin, Jr.
Promotion Manager: Bill Wiseman
Program Manager: Lyle DeMoss
Musical Director: Morton Wells

Chief Engineer: William J. Kotera
Technical Supervisor: Joseph Herold

KGKY

SCOTTSBLUFF—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hilliard Co.
Business Address: 1517½ Broadway
Phone Number: 856
Studio Address: 1517½ Broadway
Transmitter Location: South Broadway
Time on the Air: 16 hours daily
News Service: UP
Transcription Service: Standard Radio

Personnel

President-General Manager, Station
Manager: L. L. Hilliard
Sales-Commercial Manager: R. M. Stewart
Chief Engineer: Harland Morrison

NEVADA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc. Power: 250 Watts
Owned-Operated By: Boulder City Co.
Address: P. O. Box H
Phone Number: 247
Transcription Service: World

Personnel

Chief Executive: J. Clarence Manix
Mgr.-Chief Engineer: Calvert C. Applegate

Business Address: P. O. Box 1310
Phone Number: 1400
Studio Address: El Rancho Vegas
Transmitter Location: El Rancho Vegas
Time on the Air: 6 a.m. to 11 p.m.
Transcription Service: NBC Thesaurus, World

Personnel

President-General Manager: Maxwell Kelch
Commercial Manager: Paul R. Gang

(Call Letters to Be Assigned)

ELY*

Frequency: 1230 kc. Power: 250 Watts
Owned-Operated By: Boulder City Broadcasting Co.
Address: Ely, Nevada
*Construction Permit

KENO

LAS VEGAS—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nevada Broadcast-
ing Company

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Co. of Nevada
Address: 143 Stevenson Street
Phone Number: 5106-7
Transmitter Location: County Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: The Sacramento Bee;
Modesto Bee; Fresno Bee
News Service: UP, AP
Transcription Service: NBC Thesaurus, World
Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
Station Manager: Robert L. Stoddard
Commercial Manager: George Carr

NEW HAMPSHIRE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WCNH*

CONCORD

KEYSTONE BROADCASTING SYSTEM

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

Concord Broadcasting Corp.

Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

WKXL

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....Eagle Hotel
Transmitter Location.....Concord, N. H.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 8 a.m. to midnight
News Service.....AP
Representatives..New York: Walker Company

Personnel

President.....Charles M. Dale
Vice-President-General Manager..Bert Georges
Sales Manager.....Keith Field
Chief Engineer.....Paul G. Lindsay

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 a.m. to midnight;
Sundays, 8:30 a.m. to midnight

News Service.....UP
Transcription Service.....World
Representative.....Headley-Reed Co.

Personnel

President.....Harry C. Wilder
Vice Pres. Gen. Mgr.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Howard W. Wheelock
Chief Engineer.....Ernest F. Batchelder, Jr.

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Lower Bay Road,
Sanbornton, N. H.

Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President.....Vernon Mason
General Manager.....Malcolm Jenney
Station Manager-Sales.....Martin B. Avery
Sales Promotion.....Martin B. Avery
Program-Director.....Sherwin Greenlaw
Publicity Director.....Martin B. Avery
Chief Announcer-Directo. r. Sherwin Greenlaw
Chief Engineer.....Louis C. Steady

WFEA

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned By.....H. M. Bitner
Operated By.....Melvin C. Green
Address.....286 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air.....6 a.m. to 12:05 midnight;
Sunday, 7:45 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative...Bertha Bannan, Katz Agency

Personnel

President.....Harry M. Bitner
General Manager.....Melvin C. Green
Sales-Commercial Manager..William C. Engel
Sales Promotion.....William C. Engel
Chief Announcer.....Gerald Kearney
Chief Engineer.....Reginald Schow

WMUR

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

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 a.m. to 11:30 p.m.

• • • NEW HAMPSHIRE-NEW JERSEY • • •

News Service..... AP
 Transcription Service..... World Broadcasting
 Representatives..... Weed.
 R. C. Foster & Company

Personnel

President Francis P. Murphy
 Station Manager Harvey Carter
 Commercial Manager..... Hervey Carter
 Chief Engineer..... Vincent H. Chandler

W H E B

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 Watts

Owned-Operated By..... WHEB, Inc.
 Address..... Lafayette Road, U. S.
 Highway No. 1
 Phone Number..... 4080
 Transmitter Location... Lafayette Road, U. S.
 Highway No. 1
 Time on the Air..... Daytime
 News Service..... UP, AP
 Transcription Service... NBC Thesaurus, World
 Representative..... Walker

Personnel

Owner..... Hon. Charles M. Dale
 General Manager Bert Georges
 Sales Manager Keith Field
 Chief Engineer..... Paul Lindsay

NEW JERSEY

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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
 Transmitter Location..... Whiteville Section
 Neptune, N. J.

Time on the Air..... Shares with WCAM
 News Service AP
 Transcription Service..... BMI, World
 Representative..... Spot Sales, Inc.

Personnel

President..... Walter W. Reid, Jr.
 General Manager..... Morris Scheck
 Station Manager-Program
 Director..... V. N. Scholes
 Chief Engineer..... Alphonse Bressan

W B A B

ATLANTIC CITY—EST. 1941

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

Transmitter Location: Absecon Blvd. & Beach
 Thorofare

Time on the Air..... 7 a.m. to 12:05 midnight
 Newspaper Affiliation: Atlantic City Press;
 Atlantic City Evening Union
 News Service AP

Transcription Service..... World Broadcasting
 System
 Representative..... Headley-Reed Co.

Personnel

President Albert J. Feyl
 General Manager..... Monroe L. Mendelsohn
 Station Manager..... Monroe L. Mendelsohn
 Production Manager..... Ralph Shoemaker
 Chief Engineer..... Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By..... Neptune Broad-
 casting Corporation

Business Address..... Steel Pier
 Phone Number..... 5-2188
 Transmitter Location..... Steel Pier
 Time on the Air..... 6:55 a.m. to 1 a.m.
 News Service..... UP
 Transcription Service Associated Music
 Representative..... Joseph Hershey McGillvra,
 Inc.

Personnel

President..... John J. Laux
 General Manager-Station
 Manager..... Edwin E. Kohn
 Chief Engineer..... Blair K. Thron

W S N J

BRIDGETON—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Eastern States
 Broadcasting Corp.
 Address Carll's Corner

NEW JERSEY

Phone Numbers.....Bridgeton 1600, 2353
Transmitter Location.....Carll's Corner
Time on the Air.....6:45 a.m. to midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....Elmer Wene
General Mgr.-Station Mgr.-Sales-
Commercial Mgr.....Paul Alger
Program Director-Production
Manager.....Charles D. Murray
Chief Engineer.....Francis C. Fekel

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Address.....City Hall
Phone Number.....Camden 0907
Transmitter Location...Civic Center, Camden
Time on the Air.....Shares Time
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Mack Radio Sales Co.

Personnel

Chief Executive...Mayor George E. Brunner
General Manager.....William Markwood
Sales Promotion Manager.....L. M. Maxwell
Chief Engineer.....Clarence E. Owens

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
Owned-Operated By....Atlantic Broadcasting
Co., Inc.
Business Address..29 W. 57th St., New York,
N. Y.
Phone Number.....Plaza 3-4204
Studio Addresses.....30 Journal Square;
29 W. 57th St., New York City
Transmitter Location...Washington Street
Time on the Air.....6:30 a.m. to midnight;
Sunday, 7:30 a.m. to midnight
Newspaper Affiliation...Des Moines Register
& Tribune, Cowles Broadcasting Co.
News Service.....AP & UP
Transcription Service.....Standard
National Sales Office...H. T. Ens, Jr., 29 West
57th St., N. Y. C.
Representatives.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
Exec. V-P-Station Manager...Craig Lawrence
Commercial Sales Manager....J. M. Compter
Program Director.....Chas. Baltin
Production Director.....Maurice Barrett

Sales Promotion Manager.....G. Miner
Musical Director.....Giuseppe DeLuca
Chief Engineer.....Theodore Gemp
Chief Ann-Record M. C.....Jack O'Reilly
(See Page 500)

W A A T

NEWARK—EST. 1926

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.....15 Hill St., Newark
Transmitter Location.....Kearny
Time on the Air.....24 hours daily
News Service.....UP & AP
Transcription Service.....World-Associated
Representative.Radio Advertising Co., Chicago

Personnel

Executive V. P.-General
Manager.....Irving Robert Rosenhaus
V. P. in Chg. of Sales.....A. B. Schillin
V. P. in Chg. of Nat. Sales.....Victor Bennett
Program Director.....Dale Kennedy
Chief Engineer.....Frank V. Bremer

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.....Limited

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By...Monmouth Broadcasting
Co., Inc.
Address.....63-65 Broad St.
Transmitter Location.....63 Broad St.
Time on the Air.....Show Time
Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By...North Jersey Broad-
casting Co., Inc.
Address.....7 Church St., Paterson

Phone Numbers.....Armory 3-3400 (Paterson),
 PEnn 6-2945 (New York)
 Transmitter Location.....Clifton, N. J.
 Time on the Air.....To local sunset
 News Service.....UP
 Representative.....Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
 General-Station Manager...Sidney J. Flamm
 Sales-Commercial Manager...Herman Fields
 Sales Promotion-Mdse. Mgr...Ralph Silver, Jr.
 Program Director-Production.....Ted Webbe
 Publicity Director.....Dave Golden
 Chief Engineer.....Earl Lucas

W T N J

TRENTON—EST. 1923

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.....Shares Time
 News Service.....UP

Personnel

Vice-President-General Manager..F. J. Wolff

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
 Owned By.....Elmer H. Wene
 Operated By.....Paul Alger
 Address.....35 West State St.
 Phone Number.....2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Elmer H. Wene
 General-Station Manager.....Paul Alger
 Commercial Manager.....Frank A. Wellman

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
 Owned By.....Pillar of Fire
 Address.....Zarephath
 Phone Number.....Bound Brook 223
 Transmitter Location.....Alma White College
 Time on the Air.....Shares time

Personnel

General Manager.....Ray B. White
 *(Non-Commercial Station)

ONE OF AMERICA'S BEST RADIO BUYS



COMPLETE
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... in Metropolitan
 New York ... New
 Jersey ... Northern
 Pennsylvania.

LOW COST

WPAT gives you the
 largest block of pro-
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 ing station in the metropolitan area.

WPAT } 7 CHURCH STREET
 PATERSON 1, N. J.

NEW MEXICO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K G G M

ALBUQUERQUE—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By. New Mexico Broadcast-
ing Company

Address Kimo Bldg.
Phone Number 4544
Transmitter Location Atrisco, N. M.
Time on the Air 18 hours, 5 min. daily
News Service UP
Transcription Service World Broadcasting
System, SESAC, Cole, Standard
Representative Taylor-Howe & Snowden

Personnel

President-General Manager. A. R. Hebenstreit
Sales-Commercial Manager. Jack Skillen
Sales Promotion-Merchandising

Manager. J. J. Donnelly
Program Director. Bob Van Dreil
Chief Engineer. Leonard Dodds

K O B

ALBUQUERQUE—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By. Albuquerque Broad-
casting Company

Address 418 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. SESAC, Thesaurus
Representative Free & Peters, Inc.

Personnel

President T. M. Pepperday
Manager Frank Quinn
Chief Engineer. Geo. S. Johnson

K A V E

CARLSBAD—EST. 1937

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Carlsbad Broadcast-
ing Co.

Address 800 South Canal Street
Phone Number 244
Transmitter Location La Huerta, N. M.
Time on the Air 14 hours daily
News Service UP
Transcription Service. Standard, Keystone
Representative. Howard H. Wilson Co.

Personnel

President Val Lawrence
General and Station Mgr. Norman R. Loose
Sales-Commercial Manager. Norman R. Loose
Chief Engineer. H. A. Nifong

K I C A

CLOVIS—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Hugh DeWitt Landis
Address 4th & Main

Phone Number 3
Transmitter Location Clovis
Time on the Air. Full Time
News Service UP
Transcription Service. Associated, SESAC

Personnel

Chief Executive. Hugh DeWitt Landis

K G A K

GALLUP—EST. 1945

Frequency: 1230 kc. Power: 250 Watts
Owned-Operated By. Gallup Broadcasting Co.
Address Gallup, N. M.

Personnel

Owners. Albert E. Buck, Merle H. Tucker
General Manager. Frank E. Cooke
Chief Engineer. E. L. Gemoets

K W E W

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By W. E. Whitmore
Address Hardin Hotel

Transmitter Location Hobbs
Time on the Air. 7 a.m. to 9 P.M.
News Service. UP

Personnel

President-Owner W. E. Whitmore

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Southwest Broad-
casters, Inc.

Business Address. P. O. Box 710
Phone Number 12

Studio Address.....University Ave.
 Transmitter Location.....University Ave.
 Time on the Air: 7 a.m. to 9 p.m.; Sundays,
 11 a.m. to 7 p.m.
 News Service.....UP
 Transcription Service..Standard Radio, World
 Broadcasting System, MacGregor
 Representative.....Homer Griffith Co.

Personnel

President-Station Manager...E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address.....310 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
 News Service.....UP

Personnel

Station Manager.....W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Chief Engineer.....Melvin Unger

KVSF

SANTA FE—EST. 1934

CBS

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address.....759 Cerillos Road
 Phone Number.....2020
 Transmitter Location.....Santa Fe
 Time on the Air.....7 a.m. to 11:15 p.m.;
 Sunday, 8 a.m. to 11:15 p.m.
 Transcription Service.....World
 News Service.....INS
 Representative.....Taylor-Howe-Snowden

Personnel

President.....A. R. Hebenstriet
 General and Station Manager...Ivan R. Head
 Sales-Commercial Manager...Ivan R. Head
 Sales Promotion-Merchandising...Ann Clark
 Program Director-Production
 Manager.....Tom Walton
 Chief Engineer.....B. L. Kennington

KSIL*

SILVER CITY

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By...Dorrance D. Roderick
 Address.....2201 Wyoming St., El Paso, Texas

Personnel

Owner.....Dorrance D. Roderick
 *Construction Permit

KTNM

TUCUMCARI—EST. 1941

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Tucumcari Broadcasting
 Co.
 Address.....Tucumcari
 Phone Number.....100
 Transmitter Location.....Highway 66
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service...Standard Radio, Cole
 News Service.....INS
 Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck
 General Manager.....W. J. Dickerson
 Sales-Commercial
 Manager.....W. J. Dickerson

**A NEW ARRIVAL
 A NEW SALES-
 WINNER in the
 Transcription field**

**AP RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

THIS IS WOR *in 1946*

In which one of America's great stations sums up a partial declaration of intent

IN this, our twenty-fourth year, we start again—as always—with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might TRY to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will—as always—accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

As usual, there will be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sunsplashed rooftops of a drowsy Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist

culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Oh, yes. Corn maybe; but there will be the subtle mimic, too.

People will hear the news (we're famous for it) as accurately and often as they've always heard it. Telephone lines, like gloved fingers, will reach into American cities far away and bring back what vivid events they offer. Moscow, London, Budapest, Athens, Warsaw, Paris . . . Again the oncc-dimmed but brightening voices of these and

other great cities shall enter the homes of millions.

These—VERY briefly—are some of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of honest friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946 . . . partially.



WOR . . . that power-full station at 1440 Broadway, in New York

MUTUAL

NEW YORK

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W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Adirondack Broad-
casting Co., Inc.

Address Radio Centre
Phone Number 4-4194
Transmitter Location Colonie, N. Y.
Time on the Air 7 a.m. to 2 a.m.
Newspaper Affiliation Knickerbocker News
Transcription Service Standard Radio
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith

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 4-4194

Transmitter Location Central Avenue
Time on the Air 6:45 a.m. to 1:05 a.m.
Newspaper Affiliation Knickerbocker News
News Service UP
Transcription Service Standard
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM
MUTUAL 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 11:15 p.m.
Newspaper Affiliation Auburn Citizen-
Advertiser

News Service AP
Transcription Service Standard Radio
Representative Thomas F. Clark Co., Inc.

Personnel

President William O. Dapping
General Manager Frederick L. Kessee
Sales-Commercial Mgr. Frederick L. Kessee
Program Director Elizabeth Trowbridge
Chief Announcer Robert Morgan
Musical Director Elizabeth Trowbridge
Chief Engineer Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

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 10 p.m.

News Service UP
Transcription Service NBC Thesaurus
Representative Sears & Ayer, Inc.

Personnel

President E. R. Gamble
Sales Manager Frederick R. MacLaughlin
Program Director Doris Susat
Chief Engineer Howard Cochran

W N B F

BINGHAMTON—EST. 1927

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

News Service UP
Transcription Service World Broadcasting
Representative John Blair & Co.

Personnel

President John C. Clark
General Manager-Station
Manager Cecil D. Mastin
Sales-Commercial Manager Stanley N. Heslop
Sales Promotion-Merchandising
Manager Fred Bosin

WBYN

Lots of

reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

NEW YORK

Program Director-Production
Manager..... E. Ray McCloskey
Publicity Director..... Fred Bosin
Chief Announcer..... Edwin Whittaker
Musical Director..... W. J. Gillen
Record M. C Ralph Carroll
Chief Engineer..... Lester H. Gilbert

National Representative..... The Forjoe Co.,
Chicago

Personnel

Owner..... Dorothy S. Thackrey
President..... T. O. Thackrey
General Manager..... Edgar Twamley
Station Manager..... Paul Gould
Sales-Commercial Manager... Robert Scholle
Program Director..... Murray Jordan
News & Publicity Director.... Clifford Evans
Chief Announcer..... Murray Jordan
Musical Director..... Eddy Brown
Technical Director..... Frank Knack

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc..... Power: 1000 Watts
Owned-Operated By..... WLIB, Inc.
Address 846 Flatbush Avenue
Phone Number BUckminster 7-5900
Transmitter Location..... 180 Morgan Ave.
Time on the Air..... Limited
News Service..... AP, UP, Reuters
Newspaper Affiliation..... New York Post
Transcription Service Associated Music
and World

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc... Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn,
Inc.
Address..... 1 Nevins St., Brooklyn

Specialized Programs

FOR A
LARGE GROUP OF

New Yorkers

NEW YORK'S

WLIB

CLEAR CHANNEL • 1190 ON YOUR DIAL

Phone NumberTRiangle 5-3300
 Transmitter Location.....Greenpoint, L. I.
 Time on the Air.....6:45 a.m. to midnight;
 Saturday, to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation.....Newark Evening
 News-Owner
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus,
 Associated

Personnel

President.....Edward W. Scudder
 Station-General Manager.....Otis P. Williams
 Commercial Manager.....Otis P. Williams
 Production-Program Director...William Fariss
 Publicity Director.....Mildred O'Neil
 Chief Announcer.....William Fariss
 Chief Engineer.....Peter Testan

W B B R *

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Watchtower Society
 Address124 Columbia Heights
 Phone NumberMAin 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air..... Shares time

Personnel

Manager.....M. A. Howlet
 *(Non-Commercial Station)

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 AddressHotel Statler
 Phone Number.....CLEveland 6400
 Transmitter Location.....Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to midnight
 Newspaper Affiliation.....Buffalo Evening
 News
 News ServiceAP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Program Director.....Woodrow Magnuson
 Sales-Commercial Manager....Frank W. Kelly

Production Manager.....Edward Wegman
 Publicity Director.....Haeffner
 Musical Director.....Harry Slick
 Record M. C.'s.....Cling Buehlman, Bob Smith
 Chief Engineer.....Ralph J. Kingsley

W B N Y

BUFFALO—EST. 1935

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone NumberMadison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceTransradio; AP; UP
 Transcription Service.....Associated

Personnel

Owner-General Manager....Roy L. Albertson
 Commercial Manager.....Virginia C. Fyda
 Program Director-Chief
 AnnouncerH. C. Schellenberg
 Musical Director.....Arthur Crosson
 Chief Engineer.....Thomas L. Vines

News Comes First

AT

W B N Y

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.

WEBR

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

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 1 a.m.; Sundays,
 8:30 a.m. to 1 a.m.
 Newspaper Affiliation: Buffalo Courier-Express
 News Service: AP, INS, Reuters
 Transcription Service: Lang-Worth
 Standard Radio, BMI, ASCAP
 Representative: Weed & Company

Personnel

President: Paul E. Fitzpatrick
 Station Director: Cy King
 Sales Manager: William Doerr, Jr.
 Sales Promotion-Merchandising
 Manager: William Schweitzer
 Program Director: Robert Dambach
 Production Manager: John D. Boothby
 Publicity Director: William Schweitzer
 Chief Announcer: Clare Allen
 Musical Director: Wallace McManus
 Technical Supervisor: Raymond H. Lamy
 Record M. C.: Billy Keaton

WGR

BUFFALO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: 1800 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, Cole
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Sales Manager: John A. Bacon
 Production Manager: Robert Strigl
 Publicity Director: Lillian Kirk
 Program Manager: Karl Hoffman
 Sales Promotion: R. McPherson
 Chief Engineer: Karl B. Hoffman

WKBW

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: 1800 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 Broadcast-
 ing System, Cole
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Program Dept. Manager: Karl Hoffman
 Sales Manager: John A. Bacon
 Production Manager: Robert Strigl
 Publicity Director: Ross McPherson
 Sales Promotion Manager: R. McPherson
 Chief Engineer: Karl B. Hoffman

BUFFALO *Courier EXPRESS* STATION

WEBR
Sells Buffalo

FULL COVERAGE
 AT
LOWEST COST

★
 MUTUAL NETWORK
Nationally Represented by
WEED & CO.

W E N Y
ELMIRA—EST. 1939
 NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmira Star-Gazette
 Business Address.....Mark Twain Hotel
 Phone Number5181
 Studio Address.....Mark Twain Hotel
 Transmitter Location.....Schuyler Ave.
 Time on the Air.....7 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett Co., Inc.
 News ServiceUP
 Transcription Service...World Broadcasting
 Representative.....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
 General Manager.....Dale Taylor
 Sales-Commercial Manager...Ernest F. Oliver
 Sales Promotion-Merchandising
 Manager.....Ernest F. Oliver
 Program Director.....Woodrow W. Ott
 Publicity Director.....Betty Stevens
 Chief Announcer.....Ted Hodge
 Musical Director.....Harry Springer
 Chief Engineer.....Thurlow A. Greene

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 NumberFreeport 2418
 Transmitter Location.....215 Bedell Street
 Time on the Air.....8 a.m. to 10 p.m.
 Transcription ServiceNBC Thesaurus

Personnel

President-General & Station
 Manager.....Harry H. Carman
 Sales-Commercial Manager. Harry H. Carman
 Sales Promotion-Merchandising
 ManagerA. Lavesque
 Program Director.....A. Cheesman
 Chief Announcer.....Neal Seaman
 Musical Director.....A. Cheesman
 Chief Engineer.....G. Graham
 Record M. C.....Alan Jasper

W E N T

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Sacandaga Broadcasting
 Corp.
 Address.....8 West Fulton St.
 Phone4900
 Transmitter Location.....Harrison Ave.
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription ServiceLang-Worth

Personnel

President.....George F. Bissell
 General Manager.....Dale Robertson
 Program Director.....Malcolm Weaver

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 Number3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location....Forest Home, Ithaca
 Time on the Air.....6:30 a.m. to sundown
 News ServiceUP
 Transcription Service.....World Broadcasting
 System
 Representative.....Howard H. Wilson Co.

Personnel

General Manager-Station
 Manager.....Michael R. Hanna
 Sales-Commercial Manager. H. Stilwell Brown
 Sales Promotion-Merchandising
 Manager.....Theodore T. Howes
 Program Director-Production
 Manager.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Engineer.....True McLean

W J T N

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...James Broadcasting
 Company, Inc.
 Address.....208 Hotel Jamestown Bldg.
 Phone Number7-151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air.....6 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Associated Music,
 World
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....Jay E. Mason
 General Manager-Station
 ManagerSimon Goldman
 Sales-Commercial Manager...Simon Goldman
 Sales Promotion-Merchandising
 Manager.....Alfred E. Spokes
 Program Director-Production
 Manager.....J. Ralph Carlson
 Chief Engineer.....Harold J. Kratzert

W K N Y
KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Broad. Corp.
Address601 Broadway
Phone NumberKingston 4500
Transmitter Location.....Ulster Township
Time on the Air7 a.m. to 12 midnight
News ServiceUP
Representative...Joseph Hershey McGillvra, Inc.

Personnel

President.....John J. Laux
General Manager.....John J. Laux
Station Manager.....Lou Stekete
Sales-Commercial Manager...George M. Hard
Sales Promotion-Merchandising..C. S. Middagh
Program Director.....Lou Stekete
Chief Engineer.....F. H. Bolsvert

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By.....Brockway Co.

Address.....Central Building
Phone Number.....990
Transcription Service.....SESAC, Standard
Representative.....Weed & Co.

Personnel

Chief Executive.....Harold B. Johnson
Gen.-Com. Manager.....Thomas R. McHugh
Program Manager.....James W. Higgins
Promotion Manager.....Robert Anderson
Chief Engineer.....Michael R. Yonkovig

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated ByCommunity Broad-
casting Corp.
Business Address.....14 South St.
Phone Number3119
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....8 a.m. to 11 p.m.
News ServiceAP

Personnel

President.....John Morgan Davis
Station Manager.....Theodore F. Allen
Chief Engineer.....M. Karig, Jr.

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated ByWGNV Broad-
casting Co., Inc.
Business Address161 Broadway
Phone Number4-600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown
Tranmitter Location.....Cochection Turnpike
Time on the Air.....7:30 a.m. to local sunset
Newspaper Affiliations.....Poughkeepsie
Newspapers, Inc.
News ServiceUP
Transcription Service.....Standard, Cole

Personnel

President.....Merritt C. Speldel
General Manager.....Harold W. Cassill
Chief EngineerMarvin Seines

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

For

R E S U L T S

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau
Company

About

W J T N

Jamestown, N. Y.

ABC Network

Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.

Transmitter Location: Columbia Island, New Rochelle, N. Y.

Time on the Air.....21 hours daily
 News Service.....AP, INS, UP, Reuters
 Transcription Service.....Associated Music
 Publishers; Langworth Feature Programs
 Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
 General Manager.....Arthur Hull Hayes
 Commercial Manager.....John H. Field, Jr.
 Sales Promotion Manager.....Jules Dundes
 Program Director.....G. Richard Swift
 Publicity Director.....Michael Boscia
 Manager of Studio
 Operation.....D. Gordon Graham
 Musical Librarian.....Edna Barnes
 Director of Special Events.....J. E. Doyle
 Script Editor.....Jack Hoins
 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.

Address260 E. 161st Street
 Phone NumberMElrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air...¾ time shared with WAWZ
 News ServiceAP
 Transcription Service.....Standard Radio,
 SESAC
 National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
 Vice-President-General
 Manager.....W. I. Moore
 Production Manager.....Edw. Ervin
 Program Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn
 Chief EngineerA. Solbrig



- Aim their spot shots into New York's FOREIGN LANGUAGE high-income family group.
- Use the power of WBNX to sail deep into the heart of this rich FOREIGN market!!

WBNX
 5000 WATTS DIRECTIONAL OVER NEW YORK
*America's Leading
 Foreign Language Station*

*The Population
 is Tremendous*

TIME RATES—LOW

260 E. 161st STREET
 NEW YORK 5, N. Y.
 MElrose 5-0333

WEAF

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 5:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service AP, UP, INS
Transcription Service NBC Thesaurus
Representative NBC National Spot & Local Sales

Personnel

President Niles Trammell
Manager William Gairs
Program Director DeLancy Provost
Sales Promotion-Merchandising Manager Charles Philips
Production Manager Wynn Wright
Publicity Director Marion Chapman
Chief Announcer Patrick J. Kelly
Musical Director Samuel Chotzinoff
Chief Engineer F. A. Wankel
(For additional personnel see listing of National Broadcasting Co., under Networks.)

WEVD

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.
News Service AP
Time on the Air 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays, 7 a.m. to 1 a.m.

News Service AP

Personnel

President Adolph Held
General-Station Manager Henry Greenfield
Sales-Commercial Manager Henry Greenfield
Sales Promotion-Merchandising Manager Henry Greenfield
Program-Publicity Director George Field
Chief Announcer David Niles
Musical Director Nicholas Saslavsky
Chief Engineer Charles Brown

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc. Power 10000 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 6 a.m. to midnight;
Sundays, 8 a.m. to midnight
Newspaper Affiliation N. Y. Daily Mirror,
N. Y. Evening Journal
News Service AP, INS
Transcription Service World Broadcasting
System; Standard Radio
Representative Paul H. Raymer Co.

Personnel

General Manager Hearst Radio, Inc. Leonard Kapner
General Manager-Station Manager Willard Schroeder
Publicity Director Hazel Estes
Musical Director Bert Shefter

WHN

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



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the first station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.



117-119 West 46th St., New York, N. Y.



1945 WAS WHN's
BIGGEST YEAR WITH...

GREATEST lineup of top programs and personalities

GREATEST listening audience in station's history

GREATEST array of clients . . . largest percentage of renewals

GREATEST dollar billing

SERVING AMERICA'S NUMBER ONE MARKET

WHN

REPRESENTED BY RAMBEAU

50,000 WATTS • NEW YORK
AFFILIATED WITH FREQUENCY MODULATION STATION WHNF
METRO-GOLDWYN-MAYER PICTURES AND LOEW'S THEATRES

• • NEW YORK • •

Transmitter Location East Rutherford,
N. J.

Time on the Air... 6 a.m. to 2 a.m.; Sunday, 7
a.m. to 2 a.m.

News Service..... UP, AP, Reuters
Representatives.. Wm. G. Rambeau Co., Bertha
Bannan, Boston

Personnel

Executive Director..... Herbert L. Pettet
General Manager..... Frank Roehrenbeck
Sales-Commercial Mgr..... Bertram Lebhar, Jr.
Sales Promotion-Merchandise

Manager..... Robert F. Anthony
Program Director..... Frank Roehrenbeck
Asst. Program Director..... Louis Carino
Production Manager..... Wayne Hutchinson
Publicity Director..... Jo Ranson
Chief Announcer..... William Edmonds
Musical Director..... Don Albert
Chief Engineer..... Paul Fuelling

WHOM

NEW YORK—EST. 1945

Frequency: 1480 Kc.... Power: 1000 D. 500 N.
Owned-Operated By.... Atlantic Broadcasting
Co., Inc.

Address..... 29 W. 57th St.
Phone Number..... Plaza 3-4204
News Service..... AP, UP
Transcription Service..... Standard
Representative..... The Katz Agency, Inc.

Personnel

Chief Executive..... Gardner Cowles, Jr.
General Manager..... Craig Lawrence
Commercial Manager..... Jack Compter
Program Manager..... Charles Baltin
Chief Engineer..... Theodore Gempp
(See Pages 478 and 500)

WJZ

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc..... Power: 50000 Watts
Owned-Operated By... American Broadcasting
Corp.

Address..... 30 Rockefeller Plaza
Phone Number..... Circle 7-5700
Transmitter Location.. Lodi, Bergen County, N.J.
Time on the Air..... 24 hours daily
News Service..... AP, UP & INS
Representative..... ABC Spot Sales

Personnel

Chairman of Board..... Edward J. Noble
President..... Mark Woods
Manager..... John H. McNeil
Sales Manager..... Robert Garver
Sales promotion-Merchandising
Manager-Program Director..... John Hade

**"SPECIAL
ASSIGNMENT"**

Exciting dramatizations based on
the unusual stories of top-flight
news reporters.

It's 15-minutes of *action, thrills
and chills.*

An easy sales-winner for any spon-
sor of transcribed programs.

Exclusive in Any Market

SEE

**AP RADIO
PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



570...first on the dial...
24 hours a day!

REPRESENTED BY WEED AND COMPANY

• • **NEW YORK** • •

Program Director.....Charles Barry
Publicity Director.....Don Rich
Chief Announcer.....Ray Diaz
Musical Director.....Paul Whiteman
Record MC.....Stan Shaw
Chief Engineer.....George Milne
(For additional personnel see listings under
American Broadcasting Company in network
section of this volume.)

•
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 1:05 a.m.
News Service.....AP
Representative.....Weed & Co.

Personnel

President.....Nathan Straus
Vice-President and
General Manager.....Charles Stark
Commercial Manager.....Charles Stark
V.P.-Director of News and
Publicity.....Leon Goldstein
Secretary-Treasurer.....Herman M. Stein
Sales Promotion Manager.....Howard Klarman
Studio Manager.....Charles Wilshin
Chief Announcer.....Ted Campbell
Musical Director.....Jerry Sears
Music Supervisor.....Martha Coe
Education Director.....Helen Sachs Straus
Chief Engineer.....Pierre C. Verseput

•
W N Y C *

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned and Operated By: City of New York;
Municipal Broadcasting System
Address.....Municipal Building
Phone Number.....Worth 2-5600
Transmitter Location.....10 Kent St., Brooklyn,
New York
Time on the Air.....7 a.m. to 10 p.m.
News Service.....AP

Personnel

Administrative Assistant.....J. DeProspero
Program Director.....S. N. Siegel
Production Manager.....N. Rudich
Publicity Director.....L. Supove
Chief Announcer.....T. H. Cowan
Musical Director.....H. Newman
*(Non-Commercial Station)

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

•
Exclusive in Any Market
•

WRITE

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

**A RADIO STATION
IS KNOWN FOR THE
COMPANIES IT KEEPS
AND WNEW KEEPS THE
FINEST...YEAR AFTER YEAR**

**For a real selling job in New York
City—the nation's leading adver-
tisers use—**

WNEW

1130
ON YOUR DIAL

NEW YORK 22, N. Y.

TEN THOUSAND WATTS - ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Kearney, N. J
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 Lang-Worth, World
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Sales Manager.....Herman Bess
 Program DirectorTed Cott
 Sales Promotion Manager...Wm. B. McGrath
 Assistant Publicity Director...Rhea Diamond
 Production Manager.....Jack Grogan
 Special Events.....Bill Berns
 Record M. C.'s.....Martin Block, Art Ford,
 Maurice Hart, Johnnie Dale
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 245 W.
 52nd St.; 200 W. 48th St.
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP, INS, Reuters
 Transcriptions Service....World Broadcasting
 System
 Representatives...M. L. Tyler (Boston); John
 Shelton, Alan Schroeder, Robert A. White
 (Chicago); Edward S. Townsend (San Fran-
 cisco)

Personnel

President.....Theodore C. Streibert
 Vice-President.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Program Director....Norman Livingstone, Sr.
 Production Manager.....Daniel Ehrenreich
 Director of Publicity.....Charles Oppenheim
 Director of Special Features
 and News.....Dave Driscoll

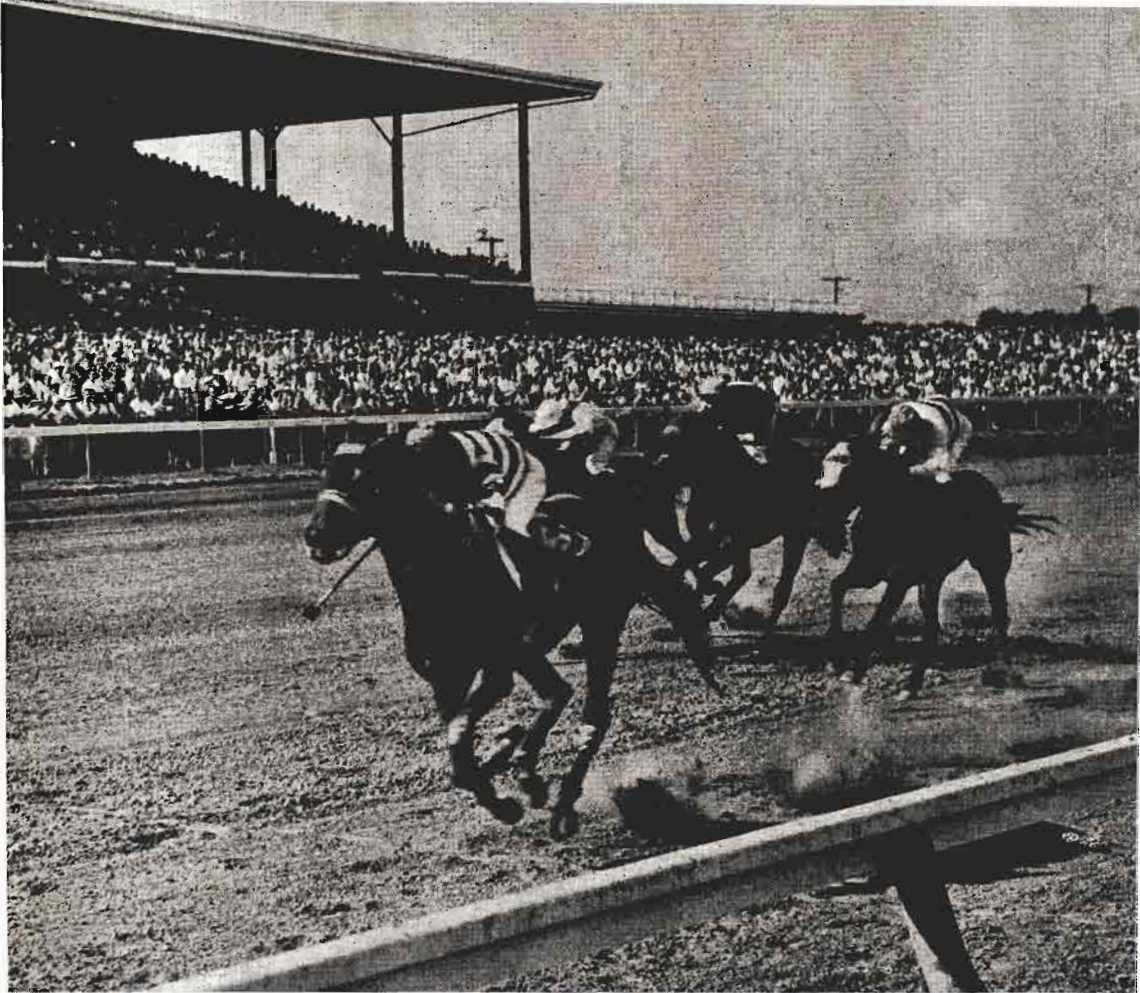
AP!

For the BEST IN NEWS

For the

BEST IN PROGRAMS

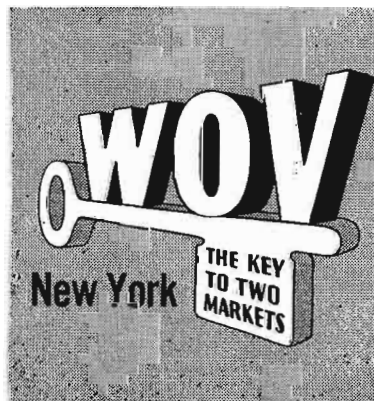
BASED ON NEWS



HOT TIP ON THE DAILY DOUBLE

CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . . the consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



NEW YORK

Chief Engineer-Secretary.....J. R. Poppele
Promotion and Advertising
DirectorJoseph Creamer
Musical Director.....Sylvan Levin
Continuity Director.....Robert Simon
Record M. C.....Barry Gray

(See Page 482)

W O V

NEW YORK —EST. 1933

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Wodaam Corporation
Address730 Fifth Avenue
Phone NumberCircle 5-7979
Transmitter Location.....Carlstadt, N. J.

Time on the Air: 7 a.m. to midnight Mon.
thru Sat.

News ServiceUP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.

Personnel

PresidentArde Bulova
General Manager-Station
Manager.....Ralph N. Well
Commercial Manager.....Ralph Nardella
Sales Promotion Manager.....Judith Vallen
Program Director.....Arnold B. Hartley
Publicity Director.....Rita Hurwick
Musical Director.....Paul Romeo
Chief Engineer.....Hillis Holt
Record M. C.....Fred Robbins

The Red Cross Needs



Your Unstinting Assistance

GIVE!

HOW ONE **WHOM** PACKAGE DELIVERS 4 PRIMARY MARKETS!

In one buy on this one station, you can assure yourself of primary audiences in four important markets.

It's the WHOM 4-Market Package—and here's what you get:

PRIMARY NO. 1—The Italian Market (549,649 foreign born).

PRIMARY NO. 2—The Polish Market (262,606 foreign born).

PRIMARY NO. 3—The Jewish Market (The Yiddish speaking portion of New York's 2,000,000 Jewish people).

PRIMARY NO. 4—Northern New Jersey (Over 2,500,000 people).

PLUS a Secondary which includes American born Italians, Poles and Jews, and other Metropolitan Area Listeners.

Whatever you may be using in Metropolitan Radio, this is one buy you should consider for really thorough penetration of these four important markets.



GET THE **FACTS** ABOUT THE FOREIGN LANGUAGE AUDIENCE AND THE **WHOM** 4-MARKET PACKAGE FROM ANY OFFICE OF THE KATZ AGENCY, INC. OR BY CALLING **WHOM**, PLAZA 3-4204