

Personnel

President.....Charles E. Wilson
 Station Manager.....Kolin Hager
 Program Manager.....A. O. Coggeshall
 Acting Sales Manager.....A. G. MacDonald
 Publicity Director.....W. T. Meenam
 Chief Engineer.....W. J. Purcell

Coverage

	Daytime	Evening
Population—Primary	1,987,400	2,571,200
Radio Homes— "	488,000	600,300
Population—Secondary	2,453,100	2,273,600
Radio Homes— "	551,300	532,900

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

WOLF

SYRACUSE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Civic Broadcasting Corp. OPER-
 ATED BY: Civic Broadcasting Corp. BUSINESS
 ADDRESS: Chimes Bldg. STUDIO ADDRESS:
 Chimes Bldg. PHONE: 2-7211. TRANSMITTER

LOCATION: Kirkpatrick and Van Rensselaer
 Sts. TIME ON THE AIR: 6:45 A.M. to 2:00
 A.M. (134½ hours weekly). NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 Standard Radio. MAINTAINS ARTISTS' BU-
 REAU.

Personnel

President-Manager.....T. S. Marshall
 Program Director.....L. W. Kaiser
 Artists' Bureau Head-Traffic Manager,
 Wynne Parrish
 Publicity Director-News Editor,
 Martin A. Burstein
 Chief Announcer.....Hamilton Woodle
 Musical Director.....Bob Riddle
 Chief Engineer.....Laurence Reilly

Coverage

	Daytime	Evening
Population—Primary	378,060	254,997
Radio Homes— "	94,300	62,891

Source: Field intensity survey; U. S. Cen-
 sus; Joint Committee.

Representative

Radio Advertising Corp.

THE ONLY STATION

IN CENTRAL NEW YORK

BROADCASTING

1. NEWS EVERY HOUR, ON THE HOUR.
2. ASCAP, BML, SESAC, PD MUSIC.
3. 19¼ HOURS PER DAY, AND
4. RATING OVER 3000 IN AUDIENCE RESPONSE EVERY WEEK.

250 WATTS
 NON-DIRECTIONAL
 1490 KC.



SYRACUSE
 NEW YORK

WFBL

SYRACUSE

NOW . . .

5000 WATTS

DAY and NIGHT

Covers far more population
and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away)
"Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."

NORWICH, N. Y. (66 miles away)
"WFBL is now our best and clearest station. No interference."

WATERTOWN, N. Y. (72 miles away)
"Since you've increased your power your reception has much improved."

CLYDE, N. Y. (44 miles away)
"I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

WFBL

SYRACUSE, N. Y.

*Member Basic Network

Columbia Broadcasting System



FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts.

OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: 124 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....S. H. Cook
 General Manager.....S. Woodworth
 Vice-President.....Robert G. Soule
 Vice-President and Sales Promotion
 Manager.....R. G. Soule
 Commercial Manager.....Charles Phillips
 Program Director.....George Perkins
 Publicity Director.....Harvey Sanderson
 Musical Director.....Thelma MacNeil Curren
 Control Room Supervisor....Walter L. Stonger
 Chief Engineer.....A. R. Marcy

Coverage

Population—Primary 841,700
 Radio Homes— " 205,800
 Population—Secondary 2,501,600
 Radio Homes— " 579,600

Source: Field intensity measurement and mail response analysis.

Representative

Free & Peters, Inc.

W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 570 Kc. POWER: 1000 watts.

OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—STUDIO ADDRESS: 224 Harrison Street. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Harry C. Wilder
 Vice-President.....Fred R. Ripley
 Program Director.....Lansing B. Lindquist
 Artists' Bureau Head.....Fred Jeske
 Chief Announcer.....Bill Rothrum
 Service Director.....Arnold Schoen
 Publicity Director.....E. R. Vadeboncoeur
 Musical Director.....Victor Miller
 Chief Engineer.....Armand Belle Isle

Coverage

Population—Primary 878,263
 Radio Homes— " 220,550
 Population—Secondary 470,015
 Radio Homes— " 121,340

Source: Station survey.

Representative

Paul H. Raymer Company

W H A Z

TROY—EST. 1922

FREQUENCY: 1330 Kc. POWER: 1000 watts.

OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

Personnel

President.....Dr. W. O. Hotchkiss
 Station Manager.....W. J. Williams
 Commercial Manager.....Miss M. Bounds
 Chief Announcer.....R. W. Schmelzer
 Sales Manager.....W. C. Stoker
 Musical Director.....A. Olin Niles
 Chief Engineer.....H. D. Harris

W T R Y

TROY

NATIONAL BROADCASTING CO.

FREQUENCY: 980 Kc. POWER: 1000 watts.

OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. PHONES: Troy 2100; Albany 2500. TRANSMITTER LOCATION: Boght Corners. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President.....Col. H. C. Wilder
 Manager.....Fred R. Ripley
 Commercial-Sales Promotion Manager.
 William A. Riple
 Program Director....W. Woodbury Carter, Jr.
 Publicity Director.....Cecil Walker
 Chief Announcer.....Al Parker
 Musical Director.....Tony Sharpe
 Chief Engineer.....A. H. Chismark

Coverage

Population—Primary 437,000
 Radio Homes— " 105,650
 Population—Secondary 834,000
 Radio Homes— " 208,520

Source: Station survey.

Representative

Paul H. Raymer Co.

WIBX

UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW YORK BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 250 watts.
OWNED BY: WIBX, Inc. OPERATED BY: Same.
BUSINESS ADDRESS: First National Bank Bldg.
PHONE: 2-2101. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Marcy, N. Y. TIME
ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;
(Sunday) 8:00 A.M. to 1:00 A.M. (128 hours
weekly). NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICES: Associated Music
Publishers. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Scott H. Bowen
Business Manager.....E. K. Johnson
Program Director-Artists' Bureau Head,
Elliott Stewart
Production Manager.....Michael Carlo
Chief Announcer.....Robert Mohaney
Public Relations.....Michael R. Hanna
Merchandising Manager.....Nathan W. Cook
Musical Director.....Walter Griswold
Chief Engineer.....J. T. Dowdell

Coverage

	Daytime	Evening
Population—Primary	223,500	223,500
Radio Homes— "	63,760	63,760
Population—Secondary	521,700	521,700
Radio Homes— "	138,710	138,710

Source: CBS Listener and Dealer Survey.

Representative

New York Office: Belmont Plaza Hotel
Chicago: Virgil Reiter & Co.

WATN *

WATERTOWN—EST. 1941

FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: Watertown Broadcasting Corp.
OPERATED BY: Watertown Broadcasting Corp.
BUSINESS ADDRESS: Watertown. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....C. Harry Righter
Treasurer.....Dean R. Richardson
Station Manager.....Kirby Ayers
Commercial Manager.....Dinny Dinsdale
*Station was licensed to operate under a
construction permit at time of going to press
and no further information was available.

WWNY *

WATERTOWN—EST. 1941

FREQUENCY: 1300 Kc. POWER: 500 watts.
OWNED BY: The Brockway Co. OPERATED
BY: The Brockway Co. BUSINESS ADDRESS:
Watertown. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: Same. TIME ON THE AIR:
Daytime license. NEWSPAPER AFFILIATION:
Watertown Times.

Personnel

President-Treasurer.....Harold B. Johnson
Chief Engineer.....Paul Lee
*Station was licensed to operate under a
construction permit at time of going to press
and no further information was available.

WFAS

WHITE PLAINS—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: Westchester Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Roger Smith Hotel. PHONE: White Plains
6400. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
Shares time with WGGB and WBRB. NEWS-
PAPER AFFILIATION: Macy-Westchester News-
papers. NEWS SERVICE: County News Bu-
reau, Associated Press. TRANSCRIPTION SER-
VICE: World Broadcasting System, Lang-
Worth.

Personnel

President.....J. Noel Macy
V.P.-Managing Director.....Frank A. Seitz
Treasurer.....William Fanning
Secretary.....Harold F. Lippold

WFAS

WESTCHESTER'S
OWN STATION

More power PLUS increased time
ADD up to more VALUABLE
"across the board" TIME STA-
TION WFAS is serving West-
chester . . . the richest county in
the United States. Use it to put
over your message.

WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives

HEADLEY-REED COMPANY

420 LEXINGTON AVENUE
NEW YORK CITY

Commercial Manager Anthony H. Francis
 Program-Musical Director Ran Kaler
 Director of Women's Programs,
 Betty Patterson
 Chief Engineer Harry C. Laubenstein

Coverage

	Daytime	Evening
Population—Primary	480,000	480,000
Radio Homes— "	122,000	122,000

Source: Field intensity survey.
Representative
 Headley-Reed Co.

W W R L

WOODSIDE—EST. 1926

FREQUENCY: 1600 Kc. POWER: 500 watts.
 OWNED BY: L. I. Broadcasting Corp. OPER-
 ATED BY: L. I. Broadcasting Corp. BUSINESS
 ADDRESS: 41-30 58th St. PHONE: NEWtown
 9-3300-1. STUDIO ADDRESS: 41-30 58th St.

TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: Part time schedule (75 hours weekly).
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: Lang-Worth, Davis
 & Schwegler.

Personnel

President-Station Manager, William H. Reuman
 Commercial-Sales Promotion Manager,
 Emil Dorer
 Program Director Dud Conolly
 Special Events Director Arthur Ford
 Chief Engineer William H. Reuman
 Office Manager Edith Dick
 Production Manager and Musical Director,
 Adolph Goebel

Coverage

	Daytime	Evening
Population—Primary	10,000,000	3,000,000

Source: Chamber of Commerce.

Representative
 Forjee & Co.

NORTH CAROLINA

Population 3,571,623

Number of Radio Homes 438,960

Number of Families 786,446

Auto Registrations 591,450

For 1940 Census data, please turn to page 269

W I S E

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
 BLUE RIDGE NETWORK
 (WFBC-WKPT-WOPI-WISE)

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: WISE Broadcasting Co. OPER-
 ATED BY: WISE Broadcasting Co. BUSINESS
 ADDRESS: Langren Hotel. STUDIO ADDRESS:
 Langren Hotel. PHONE: 1213. TRANSMITTER
 LOCATION: Same. TIME ON THE AIR: 121
 hours weekly. NEWSPAPER AFFILIATION:
 Asheville Advertiser. NEWS SERVICES: Trans-
 radio Press. TRANSCRIPTION SERVICE: Stan-
 dard Radio.

Personnel

President-Station Manager Harold Thoms
 Commercial Manager Baxter Barkley
 Program Director Bernard Macy
 Chief Engineer Ralph Kibbler

Coverage

Population—Primary	337,500
Radio Homes— "	54,843
Population—Secondary	500,500
Radio Homes— "	73,300

Source: Station survey.

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts.
 OWNED BY: Asheville Citizen-Times Co., Inc.
 OPERATED BY: Asheville Citizen-Times Co.,
 Inc. BUSINESS ADDRESS: 14 O. Henry Ave.
 (Citizens Times Bldg.). PHONE: 5500. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to
 12:00 Midnight; Sundays, 8:00 A.M. to 12:00
 Midnight. NEWSPAPER AFFILIATION: Ashe-
 ville Citizen-Times. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: Associated,
 World Broadcasting System.

Personnel

Executive Director Don S. Elias
 Commercial Manager John E. Thayer
 Program Director Robert B. Bingham
 Assistant Program Director Mardi Liles
 Promotion Manager Herman I. Mosely
 Musical Director John Eversman
 Chief Engineer Cecil Hoskins

Coverage

	Daytime	Evening
Population—Primary	321,212	214,982
Radio Homes— "	40,780	29,650
Population—Secondary	423,834	200,139
Radio Homes— "	56,052	24,170

Source: Field intensity measurement.

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1110 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System, Inc. OPERATED BY: Columbia Broad-
 casting System, Inc. BUSINESS ADDRESS:
 Wilder Bldg. PHONE: 3-8833. STUDIO AD-
 DRESS: Wilder Bldg. TRANSMITTER LOCA-
 TION: Nations Ford Road. TIME ON THE
 AIR: 5:00 A.M. to 1:00 A.M.; Sundays, 7:00
 A.M. to 12:00 Midnight. NEWS SERVICE:
 United Press. **Personnel**

President.....Wm. S. Paley
 Station Manager.....A. E. Joscelyn
 Sales Manager.....Royal E. Penny
 Sales Promotion Manager...William F. Carley
 Artists' Bureau.....CBS, N. Y.
 Program Director.....C. H. Crutchfield
 Auditor.....E. J. DeGray
 Chief Engineer.....J. J. Beloungy

Coverage

	Daytime	Evening
Population—Primary	2,698,100	971,400
Radio Homes— "	329,490	115,030
Population—Secondary ..	5,334,700	7,901,200
Radio Homes— "	599,230	968,640

Source: CBS Research Division.

Representative

Radio Sales

W S O C

CHARLOTTE—EST. 1933

NBC-MBS

SOUTHERN BROADCASTING SYSTEM
 FREQUENCY: 1240 Kc. POWER: 250 watts,
 d.; 100 watts, n. (C.P. 250 watts, n.). OWNED
 BY: Radio Station WSOC, Inc. OPERATED BY:
 Radio Station WSOC, Inc. BUSINESS AD-
 DRESS: Mecklenburg Hotel. PHONE: 7138.
 STUDIO ADDRESS: Mecklenburg Hotel (C.P.
 1925 N. Tryon St.). TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:30 A.M. to Mid-
 night (daily); 9:00 A.M. to Midnight (Sunday).
 NEWS SERVICE: Transradio Press. TRAN-
 SCRPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager...E. J. Gluck
 Commercial Manager.....W. C. Irwin
 Program Director.....C. G. Hicks
 Sales Promotion Manager....Paul W. Norris
 Chief Engineer.....L. L. Caudle

Coverage

Population—Primary	432,219
Radio Homes— "	131,181
Population—Secondary	923,123
Radio Homes— "	141,620

Source: Station survey and estimate; 1940

U. S. Census; Joint Committee.

Representative

Headley-Reed Co.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Herald-Sun Papers. OPERATED
 BY: Herald-Sun Papers. BUSINESS ADDRESS:
 138 East Chapel Hill St. PHONE: R-155. STU-
 DIO ADDRESS: 138 East Chapel Hill St. TRANS-
 MITTER LOCATION: Cole Road. TIME ON THE
 AIR: 6:30 A.M. to 12:00 Midnight; Sundays,
 8:00 A.M. to 12:00 Midnight (121 hours weekly).
 NEWSPAPER AFFILIATION: Herald-Sun pa-
 pers. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: Standard Radio. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

President.....C. C. Council
 General Manager.....J. F. Jarman, Jr.
 Commercial Manager.....C. J. Woodhouse
 Program Director-Artists' Bureau Head,
 Clay B. Daniel

Traffic Manager.....Paul Reed
 Musical Director.....Robert Stratton
 Chief Engineer.....R. A. Dalton

Coverage

	Daytime	Evening
Population—Primary	192,781	150,000
Radio Homes— "	32,871	25,871
Population—Secondary ..	247,900	176,000
Radio Homes— "	36,000	30,100

Source: Field intensity measurements; U. S.
 Census.

Representative

Howard H. Wilson Co.

W C N C

ELIZABETH CITY—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Aubrey G. McCabe and T. W.
 Aydlett d/b as Alemarle Broadcasting Co.
 OPERATED BY: Aubrey G. McCabe and T. W.
 Aydlett d/b as Alemarle Broadcasting Co.
 BUSINESS ADDRESS: Colonial Ave. PHONE:
 1370. STUDIO ADDRESS: Colonial Ave. TRANS-
 MITTER LOCATION: Parsonage St., Extension.
 TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

President-Manager.....T. W. Aydlett
 Commercial Manager.....J. E. Aydlett
 Chief Announcer.....Louis Rigsbee
 Program-Musical Director.....Paul Moyle
 Chief Engineer.....Billy Rogers

Coverage

Population—Primary	488,379
Radio Homes— "	155,250

Source: Station survey.

WFNC

FAYETTEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: W. C. Ewing and Harry Layman.
 OPERATED BY: Cumberland Broadcasting Co.
 BUSINESS ADDRESS: 114 Anderson St.
 PHONE: 4848. STUDIO ADDRESS: 114 Anderson St.
 TRANSMITTER LOCATION: Water St.
 TIME ON THE AIR: 84 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....W. C. Ewing
 Commercial Manager.....H. E. Layman
 Sales Promotion Manager.....C. D. Moore
 Program Director.....Ted Ellis
 Production Manager.....Z. V. Gwynn
 Publicity Director.....Kate Southerland
 Chief Announcer.....Marion Russell
 Musical Director.....Bob Machat
 Chief Engineer.....Frank Stewart

Coverage

Population—Primary 100,000
 Population—Secondary 150,000
 Source: Mail response analysis; Joint Committee.

WGNC

GASTONIA—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Owner.....F. C. Todd
 Manager.....Pat McSwain

Representative

Adams & Adams

WGBR

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Raleigh Highway. PHONE: 1550. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Director.....A. T. Hawkins
 Secretary-Treasurer.....V. G. Herring
 Commercial Manager.....R. L. Zealy

Program-Musical Director....Mrs. John Morris
 Publicity Director-Chief Announcer,
 Harry G. Bright
 Chief Engineer.....H. H. Lance

Coverage

	Daytime	Evening
Population—Primary	300,000	50,000
Radio Homes— "	40,000	7,000

Source: Joint Committee.

Representative

Associated Radio Sales

WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 watts.
 OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:00 A.M. to 12 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

ALWAYS
 A GOOD
 SHOW!

WBIG GREENSBORO
 NORTH CAROLINA

George P. Hollingsbery
 Co.

Nat'l Reprs.

ASK
 EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR
 "COLD FACTS"!

5000 Watts, Day 1000 Watts, Night
 Soon—5000 Watts, Unlimited



Personnel

Station and Commercial
 ManagerEdney Ridge
 Program Director.....Faye Kenyon
 Publicity Director..Virginia Wilson McKinney
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison

Coverage

	Daytime	Evening
Population—Primary	956,000	587,900
Radio Homes— "	112,300	97,200
Population—Secondary ..	2,110,000	1,644,000
Radio Homes— "	250,000	156,200

Source: Field strength survey and mail response analysis; U. S. Census.

Representative

George P. Hollingsbery Co.

W G T C

GREENVILLE—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: J. J. White. OPERATED BY:
 Greenville Broadcasting Co. BUSINESS AD-
 DRESS: Greenville. STUDIO ADDRESS: Falk-
 land Highway; Louise Hotel, Washington, N.
 C. PHONE: 3182. TRANSMITTER LOCATION:
 Falkland Highway. TIME ON THE AIR: 6:30
 A.M. to 12:00 Midnight; Sundays, 8:00 A.M.
 to 12:00 Midnight. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: Associated.
 Standard Radio. MAINTAINS ARTISTS BU-
 REAU.

Personnel

President.....J. J. White
 Station Manager.....John F. Holbrook
 Publicity Director-Artists' Bureau Head,
 Laurine D. Skinner
 Chief Announcer.....C. W. Gibbs
 Musical Director.....J. D. Simpson
 Chief Engineer.....W. G. Eberhart

Coverage

	Daytime	Evening
Population—Primary	54,466	44,100
Radio Homes— "	6,430	5,210
Population—Secondary ..	340,697	54,466
Radio Homes— "	41,070	6,430

W H K Y

HICKORY—EST. 1939

NATIONAL BROADCASTING CO.
 FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Catawba Valley Broadcasting
 Co. OPERATED BY: Catawba Valley Broad-
 casting Co. BUSINESS ADDRESS: Hickory.
 PHONE: 1195. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 115 hours weekly. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

President.....Carl V. Cline
 Station-Commercial Manager.....W. T. Hix

Program Director.....James McLendon
 Chief Engineer.....E. S. Long

Coverage

	Daytime	Evening
Population—Primary	104,050	51,635
Radio Homes— "	10,575	5,680
Population—Secondary ..	438,671	
Radio Homes— "	49,685	

Source: Field intensity survey.

W M F R

HIGH POINT—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Radio Station WMFR, Inc. OPER-
 ATED BY: Radio Station WMFR, Inc. BUSI-
 NESS ADDRESS: 156½ S. Main St. PHONE:
 4593. STUDIO ADDRESS: 156½ S. Main St.
 TRANSMITTER LOCATION: 156½ S. Main St.
 TIME ON THE AIR: Unlimited license. MAIN-
 TAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: NAB Library, Lang-Worth, C. P.
 MacGregor.

Personnel

Station Manager.....Ralph M. Lambeth
 Commercial Manager.....R. H. Whitlow

W F T C

KINSTON, NORTH CAROLINA

1230 Kc. 250 W

*"The World's Foremost
 Tobacco Center"*

W M V A

MARTINSVILLE, VIRGINIA

1450 Kc. 250 Wd. 100 Wn.

*Completely and Effectively
 covering this rich market*

Jonas Weiland, Mgr.

WFTC

KINSTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
CAROLINA BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 250 watts.
OWNED BY: Jonas Weiland. OPERATED BY:
Jonas Weiland. BUSINESS ADDRESS: 210
East King St. PHONE: 1200. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Kinston.
TIME ON THE AIR: 15 hours daily. NEWS
SERVICE: Transradio Press.

Personnel

President.....Jonas Weiland
Commercial Manager.....Don Bell
Program Director.....Ray Woodard
Chief Engineer.....Glen Neuville

Coverage

	Daytime	Evening
Population—Primary	253,000	65,000

Representative

Burn-Smith Co.

WPTF

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY
FREQUENCY: 680 Kc. POWER: 50,000
watts. OWNED BY: WPTF Radio Co. OPER-
ATED BY: WPTF Radio Co. BUSINESS AD-
DRESS: 20 East Martin. PHONE: 3007-8-9.
STUDIO ADDRESS: 20 East Martin. TRANSMIT-
TER LOCATION: Cary, N. C. TIME ON THE
AIR: 5:30 A.M. to 12:00 Midnight. NEWS SER-
VICE: United Press. TRANSCRIPTION SER-
VICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....J. R. Weatherspoon
General Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Program Director.....Graham B. Poyner
Publicity Director.....Henry Ross Nigrelli
Technical Supervisor.....Henry Hulick

Coverage

	Daytime	Evening
Population—Primary	1,337,350	802,410
Radio Homes—"	161,760	97,056
Population—Secondary	1,937,705	1,162,623
Radio Homes—"	86,873	51,123

Source: Field intensity measurements and
mail response analysis.

Representative

Free & Peters, Inc.

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM
CAROLINA BROADCASTING SYSTEM
FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: Capitol Broadcasting Co. OPER-

ATED BY: Same. BUSINESS ADDRESS: 130
S. Salisbury St. PHONE: 6411. STUDIO AD-
DRESS: 130 S. Salisbury St. TRANSMITTER
LOCATION: Davie St. Extension. TIME ON
THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays,
9:00 A.M. to 11:00 P.M. (110 hours weekly).
NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICE: Associated Music Pub-
lishers.

Personnel

President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager.....Frank Stearns
Continuity Editor.....Helen Townsend
Publicity Director.....William M. Carpenter
Chief Announcer.....J. C. Clark
Musical Director.....William M. Parker
Chief Engineer.....Stanley Brown

Coverage

	Daytime	Evening
Population—Primary	394,500	125,000
Radio Homes—"	61,000	29,000

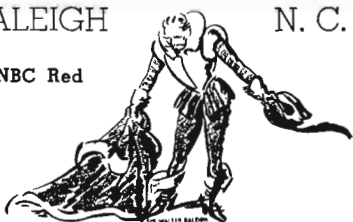
Source: Station survey.

Representative

Sears & Ayer, Inc.

RALEIGH N. C.

NBC Red



WPTF
50,000w
680 KC.

North Carolina's
No. 1
Salesman

Exclusive National Representatives
FREE & PETERS, INC.

W C B T *

ROANOKE RAPIDS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: J. Winfield Crew, Jr. OPERATED BY: J. Winfield Crew, Jr. BUSINESS ADDRESS: Roanoke Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner..... J. Winfield Crew, Jr.
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W E E D

ROCKY MOUNT—EST. 1933

NATIONAL BROADCASTING CO.
 FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner-Manager..... W. Avera Wynne
 Assistant Manager in Charge of Sales..... B. W. Frank
 Program-Production Manager, Thomas Snowden
 Chief Engineer..... I. G. Murphrey

Coverage

Population—Primary	225,246	55,000
Radio Homes—	26,650	12,000

Source: Mail response analysis; U. S. Census.

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM
 SOUTHERN BROADCASTING SYSTEM
 FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight.

Personnel

Manager..... John W. Shultz
 Commercial Manager..... F. F. Patterson
 Program Director..... Bob Van Camp
 Chief Announcer..... Earl Caton
 Chief Engineer..... James R. Yost

Coverage

Population—Primary	354,169
Radio Homes—	44,810
Population—Secondary	1,015,745
Radio Homes—	141,100

Source: Station survey; U. S. Census.

Representative

Radio Advertising Corp.

W M F D

WILMINGTON—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: Box 696. PHONE: 4840. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: Castle Hayne Rd. TIME ON THE AIR: 7:03 A.M. to 10:30 P.M.; Sundays, 10:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager..... R. A. Dunlea
 Assistant Manager..... Julia M. Johnston
 Program Director..... H. W. Lee
 Production Manager..... Gene Stokes
 Musical Director..... R. H. Bowden
 Chief Engineer..... Gerald Dreger

Coverage

Population—Primary	90,000
Radio Homes—	18,000
Population—Secondary	85,000
Radio Homes—	18,000

Source: Station survey.

Representative

Burn-Smith Co.

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM
 CAROLINA BROADCASTING SYSTEM
 FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwekler, Associated Recorded Program Service.

Personnel

President and General Manager..... H. W. Wilson
 Vice-President..... George C. McDonald
 Commercial Manager..... Allen Wanamaker
 Program Director..... Clinton Faris
 Chief Announcer-Publicity Director, Billie Steadman
 Musical Director..... Alberta Carr
 Chief Engineer..... Bill Malone

Coverage

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes— "	8,000	8,000
Population—Secondary	150,000	50,000
Radio Homes— "	22,000	8,000

Source: U. S. Census; station survey.

Representative

Sears & Ayer, Inc.

W A I R

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.
OWNED BY: C. G. Hill, George D. Walker, and S. H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Pepper Bldg. PHONE: 2-1133. STUDIO ADDRESS: Pepper Bldg. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

Personnel

General Manager George D. Walker
Commercial Manager C. G. Hill
Program-Musical Director Charles Keaton
Production Manager Rosser Fowlkes
Chief Engineer Earl Downey

Coverage

Radio Homes—Primary	111,610
Radio Homes—Secondary	275,270

Source: Mail response analysis.

Representative

International Radio Sales

W S J S

WINSTON-SALEM—EST. 1930

FREQUENCY: 600 Kc. POWER: 1000 watts.
OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus. Lang-Worth.

Personnel

President Gordon Gray
Station Manager N. L. O'Neil
Sales Manager Harold Essex
Program Director Johnny Miller
Chief Announcer Phil Cameron
Musical Director Elsie Tuttle
Chief Engineer Phil Hedrick

Coverage

	Daytime	Evening
Population—Primary	199,940	199,940
Radio Homes— "	33,470	33,470
Population—Secondary	194,220	194,220
Radio Homes— "	27,630	27,630

Source: Field intensity measurements.

Representative

Headley-Reed Co.

NORTH DAKOTA

Population 641,935

Number of Families 152,039

Number of Radio Homes 118,080

Auto Registrations 181,614

For 1940 Census data, please turn to page 270

K F Y R

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts.
OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 468. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager . . . P. J. Meyer

Station and Commercial

Manager F. E. Fitzsimonds
Program and Musical Director . . . W. R. Griffin
Publicity Director Mervin Clough
Chief Engineer Ivar Nelson

Coverage

	Daytime	Evening
Population—Primary	1,600,453	1,600,453
Radio Homes— "	305,563	305,563
Population—Secondary	985,156	985,156
Radio Homes— "	199,734	199,734

Source: Joint Committee.

Representative

John Blair & Co.

K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (105 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager... Bert Wick
Program Director.....Merle Bjork
Musical Director..... Kermit Myhre
Chief Engineer.....Richard Moritz

Coverage

	Daytime	Evening
Population—Primary	95,407	95,407
Radio Homes— "	14,708	14,708
Population—Secondary ..	200,000	200,000

Source: Field intensity measurements.

W D A Y

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
FREQUENCY: 970 Kc. POWER: 5000 watts.
OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Fargo Forum. NEWS SERVICE: Radio News Assn.; United Press, Fargo Forum.

Personnel

President and General Manager. E. C. Reineke
Commercial Manager.....B. J. Lavin
Production Manager.....David Henley
Chief Announcer and
Artists' Bureau Head.....Ken Kennedy
Publicity Director.....Bill Dean
Chief Engineer.....Julius Hetland

Coverage

	Daytime	Evening
Population—Primary	806,833	760,678
Radio Homes— "	149,510	140,000
Population—Secondary ..	487,885	381,905
Radio Homes— "	89,130	70,790

Source: Mail response analysis.

Representative

Free and Peters, Inc.

K F J M

GRAND FORKS

FREQUENCY: 1440 Kc. POWER: 1000 watts.
d.; 500 Watts, n. OWNED BY: University of

N. D. OPERATED BY: University of N. D.
BUSINESS ADDRESS: 1st Nat'l Bank Bldg.
PHONE: 1200. STUDIO ADDRESS: 1st Nat'l
Bank Bldg. TRANSMITTER LOCATION: Uni-
versity of N. D. TIME ON THE AIR: 7:00 A.M.
to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M.
NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Dalton Le Masurier
Sales Manager.....E. O. Hanson
Program Director.....Helen La Velle
Chief Engineer.....Elwin J. O'Brien

Coverage

Population—Primary	274,000
Radio Homes— "	60,200
Population—Secondary	201,700
Radio Homes— "	43,700

Source: Mail response analysis.

K R M C

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1400 Kc. POWER: 250 watts.
OWNED BY: Roberts-MacNab Co. OPERATED
BY: Jamestown Broadcasting Co. BUSINESS
ADDRESS: Midland Bldg. PHONE: 100-358.
STUDIO ADDRESS: Midland Bldg. TRANSMIT-
TER LOCATION: South of city. TIME ON THE
AIR: 6:30 A.M. to 12:00 Midnight. NEWS SER-
VICE: Transradio Press. MAINTAINS AR-
TISTS' BUREAU. TRANSCRIPTION SERVICE:
World Broadcasting System.

Personnel

President.....R. B. MacNab
Station Manager.....B. Harland Ohde
Program Director.....Verna Bekken
Chief Engineer.....Lloyd R. Amoo

Coverage

Population—Primary	238,620
Radio Homes— "	38,153
Population—Secondary	269,077
Radio Homes— "	43,566

Source: Mail survey; 1940 U. S. Census.

Representative

North Central Broadcasting System

K G C U

MANDAN—EST. 1925

FREQUENCY: 1270 Kc. POWER: 1000 watts,
d.; 500 watts, n. OWNED BY: Man-
dan Radio Association. OPERATED BY:
Mandan Radio Association. BUSINESS AD-
DRESS: 235 First St., N.W. STUDIO AD-
DRESS: Kennelly Furniture Co. Bldg., Man-
dan; Prince Hotel, Bismarck. TRANSMITTER
LOCATION: between Bismarck and Mandan on
Memorial Highway No. 10. TIME ON THE
AIR: 5:30 A.M. to 10:00 P.M.; Sundays, 12:00
Noon to 7:00 P.M. (108 hours weekly). NEWS

SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....H. C. Schulte
 Secretary.....Charles Toman, Jr.
 Manager.....J. K. Kennelly
 Chief Engineer-Assistant
 Manager.....Arne E. Anzjon
 Program-Musical Director.....Russ Kaber

Coverage

Population—Primary 107,583
 Radio Homes— " 33,350
 Population—Secondary 145,606
 Radio Homes— " 18,940
 Source: Station survey.

K L P M

MINOT—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John B. Cooley
 Station Manager.....Richard J. Schmidt
 Commercial Manager.....E. H. Cooley
 Promotion Manager.....Leslie Maurin

Representative

Furgason & Walker, Inc.

K O V C

VALLEY CITY—EST. 1936

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: 312 Fifth Ave. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 90 hours weekly.

Personnel

President.....Milton Holiday
 General Manager.....Robert E. Ingstad
 Program Director.....William Weaver
 Musical Director.....Arthur Lydell
 Chief Engineer.....Stanley Guth

Coverage

	Daytime	Evening
Population—Primary	229,476	81,265
Radio Homes— "	41,870	14,330
Population—Secondary ..	58,265	22,616
Radio Homes— "	12,930	6,376

Source: Mail count survey; U. S. Census.

Advertising

Agency

Executives

Everywhere

read Radio Daily

Regularly



**WAKR TOWERS
OVER AKRON-
THE RUBBER CAPITAL OF THE WORLD**

WAKR

AKRON

**LOCAL & NATIONAL ADVERTISERS ALREADY
RECOGNIZE ITS SELLING POWER!**

This rich market, composed of highly-paid, buy-minded employees of the great Rubber Companies and dozens of other important industries, is now WAKR's audience. With Blue Network features and lively local programs, the new WAKR literally became a favorite overnight in Akron homes. Advertisers are buying WAKR all down the line, and they're enthusiastic about the results. Tell YOUR story to Akron through WAKR!

**BASIC
N·B·C BLUE**
1000 WATTS DAY & NIGHT



STUDIOS and OFFICES
Ground Floor
FIRST CENTRAL TOWER
AKRON, OHIO

Represented by INTERNATIONAL RADIO SALES

New York
20 E. 57th St.

Chicago
326 W. Madison Ave.

San Francisco
Hearst Building

OHIO

Population 6,907,612

Number of Radio Homes 1,748,870

Number of Families 1,894,897

Auto Registrations 1,992,000

For 1940 Census data, please turn to page 271

W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1350 Kc. POWER: 5000 watts. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Meadowbrook 3211. STUDIO ADDRESSES: Talmadge; Akron. TRANSMITTER LOCATION: Rout No. 8 between Akron and Cleveland. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: Transradio Press.

Personnel

President-Station Manager... Allen T. Simmons
Sales Manager... Fred Bock
Commercial Manager-Chief Announcer.

R. B. Wilson

Program Director... H. H. Hageman
Production Manager... R. B. Wilson
Chief Engineer... John Aitkenhead

Coverage

Population—Primary 2,219,696
Radio Homes— " 524,302
Population—Secondary 1,812,893
Radio Homes— " 437,655

Source: Field intensity measurements.

Representative

George P. Hollingsbery Co.

W A K R

AKRON—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: First Central Tower. PHONE: Hemlock 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4½ miles south of Akron. TIME ON THE AIR: 132 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President-Station Manager... S. Bernard Berk
Commercial Manager... Kenneth M. Keegan
Sales Promotion Manager... V. G. Berk
Program Director... John T. Vorpe
Production Manager-Chief Announcer,

Deane S. Long

Publicity Director... Maquerite Petran
Chief Engineer... Don Dayton

Coverage

Population—
Primary and Secondary 718,000
Radio Homes—
Primary and Secondary 178,620

Representative

International Radio Sales

W J W

AKRON—EST. 1932

MUTUAL BROADCASTING SYSTEM
OHIO NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (127 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Station Manager... Bill O'Neil
Commercial Manager... R. L. Bowles
Program-Publicity Director... Bill Griffiths
Artists' Bureau Head-Musical Director,

Carl Ayers

Office Manager... Lawrence Webb
Continuity Director... Rae Carde
Chief Engineer... Gerald Roberts

Coverage

Population—Primary 658,000
Radio Homes— " 168,000
Population—Secondary 1,485,000
Radio Homes— " 380,000

Source: Station survey.

Representative

Headley-Reed Co.

W I C A

ASHTABULA—EST. 1937

FREQUENCY: 970 Kc. POWER: 1000 watts. OWNED BY: WICA, Inc. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... C. A. Rowley
 Manager..... R. B. Rowley
 Commercial Manager..... R. C. Marvin
 Program Director-Artists' Bureau Head.
 Walter W. Walrath
 Production Manager-Chief Announcer,
 A. L. Newkirk
 Musical Director..... Harold Leaman
 Publicity Director..... T. F. Sigman
 Chief Engineer..... George Gautney

Coverage

Population—Primary 601,650
 Radio Homes— " 205,030
 Population—Secondary 4,870,215
 Radio Homes— " 1,081,450
 Source: Field strength and mail response survey.

Representative

Ferguson & Walker, Inc.

W H B C
CANTON—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 Market St. PHONE: 7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... Louis H. Brush
 General Manager..... Felix Hinkle
 Commercial Manager..... Bill Kirkendale
 Program Director..... Robert Geis
 Publicity Director..... Frank Grosjean
 Chief Announcer..... Jack Nyatt
 Musical Director..... James Winger
 Traffic Manager..... Elizabeth Weeks
 Chief Engineer..... Kenneth Sliker

Coverage

Population—Primary 746,858
 Radio Homes— " 187,714
 Population—Secondary 1,079,223
 Radio Homes— " 257,500
 Source: U. S. Census; Joint Committee; Department of Commerce.

Representative

Weed & Co.

W C K Y

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1530 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS AD-

DRESS: Gibson Hotel, 5th and Walnut Sts. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M.; Sundays 8:00 A.M. to 2:00 A.M. (139½ hours weekly). NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager... L. B. Wilson
 Sales Director..... Ford Billings
 Promotion Manager..... Bev Dean
 Program Director..... Rex Davis
 Sales Promotion Manager... George H. Moore
 Traffic Manager..... O. J. Fuller
 Merchandising Director..... Thomas Mitchell
 Publicity Director..... Elmer Dressman
 Chief Announcer-Musical Director... Rex Davis
 Chief Engineer..... C. H. Topmiller
 Assistant Chief Engineer... Arthur H. Gillette

Coverage

Population—Primary 4,129,467
 Radio Homes— " 850,060
 Population—Secondary 2,289,100
 Radio Homes— " 464,733
 Source: Field strength and mail response survey.

Representative

Free & Peters, Inc.

W C P O
CINCINNATI—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

Personnel

President..... Jack Howard
 Vice President..... J. C. Hanrahan
 General Manager..... M. C. Waters
 Commercial Manager..... John P. Smith
 New Editor..... Thomas McCarthy
 Artists' Bureau Head..... E. Eppinger
 Publicity Director..... A. Stephan
 Musical Director..... Jesse Walker
 Chief Engineer..... Glen Davis

Coverage

	Daytime	Evening
Population—Primary	940,000	940,000
Radio Homes— "	202,800	202,800
Population—Secondary	1,500,000	1,500,000
Radio Homes— "	296,000	296,000

Source: Field intensity measurements; U. S. Census.

W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Tait Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays (135 hours weekly). NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

General Manager.....Hulbert Taft, Jr.
Sales Manager.....H. E. Fast
Program Director.....Brad Simpson
Publicity and Special Events
Director.....Margaret Maloney
Sales Promotion Director.....Harold Coulter
Educational Director.....Bernice W. Foley
Chief Announcer.....Lou Mason
Musical Director.....Ruth Lyons
Chief Engineer.....John Tiffany

Coverage

	Daytime	Evening
Population—Primary	1,920,000	1,049,600
Radio Homes—"	482,290	267,600
Population—Secondary	3,615,500	2,004,400
Radio Homes—"	947,590	550,390

Source: Field intensity measurements and mail response analysis.

Representative

The Katz Agency

W L W

CINCINNATI—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason, Ohio. 20 hours daily; Sundays, 18 hours. NEWS SERVICES: Associated Press, International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Powel Crosley, Jr.
Vice-President-General Manager
James D. Shouse
Sales Manager.....R. E. Dunville
Business Manager.....E. K. Bauer
Sales Service Manager.....J. E. Rudolph
Promotion Manager.....William Oldham
Program Director.....George C. Biggar
Director of Public Service Programs,
Joseph Ries

Artists' Bureau Head.....William McCluskey
Chief Announcer.....Peter Grant
News Editor.....J. N. Bailey
Publicity Director.....Cecil Carmichael
Technical Supervisor.....R. J. Rockwell

Representative

Transamerican Broadcasting and Television Corp.

(See Page 320)

W S A I

CINCINNATI—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Mt. Healthy, Ohio. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICES: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Powel Crosley, Jr.
Vice-President.....James D. Shouse
General Manager.....Dewey H. Long
Sales Manager.....A. S. Grinalds
Artists' Bureau Head.....George Biggar
Chief Announcer.....Peter Grant
Program Director.....Clair Shadwell
Production Manager.....Harold Carr
Publicity Director.....Cecil Carmichael
Musical Director.....William Stoess
Chief Engineer.....R. J. Rockwell

Representative

International Radio Sales

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....John S. McCarrens
Vice-President and Station
Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond

Merchandising and Advertising
 Manager..... Robert Greenberg
 Continuity Director..... Leslie Biebl
 Production Manager..... Al Llewelyan
 Chief Announcer..... Alun Jenkins
 Publicity Director..... Milton Hill
 Artists' Bureau Head..... Louis Rich
 News Editor..... Lee Otis
 Musical Director..... Willard Pott
 Chief Engineer..... E. L. Gove

Coverage
 Daytime
 Population—Primary 3,114,600
 Radio Homes— " 756,920

Source: U. S. Census; Joint Committee.

Representative
 Radio Advertising Corp.

WGAR

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1480 Kc. POWER: 5000 watts,
 d.; 1000 Watts. n. OWNED BY: WGAR Broad-
 casting Co. OPERATED BY: WGAR Broad-
 casting Co. BUSINESS ADDRESS: Hotel Statler.
 PHONE: Prospect 0200. STUDIO ADDRESS:
 Hotel Statler. TRANSMITTER LOCATION: 1000
 Harvard Ave., Cuyahoga Heights. TIME ON
 THE AIR: 7:00 A.M. to 1:00 A.M. (128 hours
 weekly). NEWS SERVICE: International News
 Service. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George A. Richards
 Vice President-General Manager..John F. Patt
 Assistant Manager in Charge
 of Sales.....Eugene Carr
 Local Sales Manager.....Harry Camp
 Sales Promotion Manager....Ellis VanderPyl
 Public Relations Director...Maurice Condon
 Program Director.....Carl George
 Production Manager.....David Baylor
 Chief Announcer.....Wayne Mack
 Artists' Bureau Head.....Jack Paar
 Musical Director.....Walberg Brown
 Chief Engineer.....R. Morris Pierce

Coverage
 Daytime Evening
 Population—Primary 2,221,256 1,676,774
 Radio Homes— " 539,988 409,103

Source: Field intensity measurements.

Representative
 Edward Petry & Co.

WIK

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL
 FREQUENCY: 1420 Kc. POWER: 5000 watts.
 OWNED BY: United Broadcasting Co. OPER-
 ATED BY: United Broadcasting Co. BUSINESS
 ADDRESS: 1311 Terminal Tower. PHONE:
 Prospect 5800. STUDIO ADDRESS: 1311 Termi-

nal Tower. TRANSMITTER LOCATION: Seven
 Hills. TIME ON THE AIR: 7:00 A.M. to 1:00
 A.M. (125 hours weekly). NEWSPAPER AF-
 FILIATION: Cleveland Plain Dealer. NEWS
 SERVICE: United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Lang-
 Worth.

Personnel

President.....John S. McCarrens
 Vice President and
 Station Manager.....H. K. Carpenter
 Assistant to Manager.....Robert D. Borland
 Sales Manager.....K. K. Hackathorn
 Program Director.....Russell Richmond
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biebl
 Production Manager.....Al Llewelyan
 Chief Announcer.....Alun Jenkins
 Publicity Director.....Milton Hill
 Artists' Bureau Head.....Louis Rich
 News Editor.....Lee Otis
 Musical Director.....Willard Pott
 Chief Engineer.....E. L. Gove

Coverage*

Daytime
 Radio Homes—Primary 2,983,800
 Radio Homes— " 725,000

*Evening coverage figures were unavailable
 as station went to 5000 watts after December
 1, 1940.

Source: Joint Committee.

Representative
 Radio Advertising Corp.

WTAM

CLEVELAND—EST. 1923
 NATIONAL BROADCASTING CO.
 (BASIC RED)

FREQUENCY: 1100 Kc. POWER: 50,000
 Watts. OWNED BY: National Broadcasting
 Co., Inc. OPERATED BY: Same. BUSINESS
 ADDRESS: 815 Superior Ave., N. E. PHONE:
 Cherry 0942. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Brecksville Vil-
 lage. TIME ON THE AIR: 5:59 A.M. to 1:00
 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday).
 NEWS SERVICE: United Press. Associated
 Press. International News Service. TRAN-
 SCRPTION SERVICE: NBC Thesaurus, Stand-
 ard Radio.

Personnel

President.....Niles Trammell
 Station Manager.....Vernon H. Pribble
 Sales Manager.....Howard A. Barton
 Publicity Director.....Bob Dailey
 Program Director.....Hal Metzger
 Production Manager.....Fred Wilson
 Office Manager-Auditor.....Pearl Hummell
 Musical Director.....Lee Gordon
 Chief Engineer.....S. E. Leonard

Coverage

	Daytime	Evening
Population—Primary	5,344,000	4,628,000
Radio Homes— "	1,253,600	1,103,100
Population—Secondary	6,758,800	9,702,600
Radio Homes— "	1,527,200	2,217,200

Source: NBC Statistical Department; Joint Committee; U. S. Census.

Representative

National Broadcasting Co., Inc.

W B N S

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

Personnel

President Robert H. Wolfe
 Station Manager Richard A. Borel
 Sales and Commercial Manager W. I. Orr
 Program Director Jack Price
 Musical Director Lowell Riley
 Education Director Irwin A. Johnson
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Natzger

Coverage

	Daytime	Evening
Population—Primary	645,800	573,700
Radio Homes— "	148,990	136,990
Population—Secondary	2,297,200	761,100
Radio Homes— "	498,890	153,280

Source: Field intensity measurements; Joint Committee.

Representative

John Blair & Company

W C O L

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President K. B. Johnston
 Station Manager Neal Smith

Production Manager Wallace Beavers
 Program-Publicity Director Edward Bronson
 Chief Engineer Ernest Lowe

Coverage

Population—Primary	411,823
Radio Homes— "	98,500

Source: U. S. Census.

Representative

Weed & Co.

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: United Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President John S. McCarrens
 General Manager Carl M. Everson
 Sales Manager Harry H. Hoessly
 Program-Musical Director John Agnew
 Production Manager-Artists Bureau Head,
 George L. Beebout
 Publicity Director Fred Sample
 Chief Announcer John Moses
 Chief Engineer J. E. Anderson

Coverage

	Daytime	Evening
Population—Primary	1,997,970	1,997,970
Radio Homes— "	469,830	469,830

Source: U. S. Census.

Representative

Radio Advertising Corp.

W O S U

COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 3148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press.

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Production Supervisor C. W. Pettegrew
 Program Supervisor W. F. Heimlich

Publicity Director.....H. H. Schellenger
 Musical Director.....Ann Charles
 Technical Supervisor....A. L. Hammerschmidt
 (Non-Commercial Station)

Program Director.....Lester Spencer
 Sales Promotion Manager.....John Newssock
 Chief Engineer.....Ernest L. Adams

WHIO

DAYTON—EST. 1935
 (CBS-BASIC)

FREQUENCY: 1290 Kc. POWER: 5000 watts.
 OWNED BY: Miami Valley Broadcasting Corp.
 OPERATED BY: Miami Valley Broadcasting
 Corp. BUSINESS ADDRESS: 45 S. Ludlow.
 PHONE: Adams 2261-2-3-4. STUDIO ADDRESS:
 45 S. Ludlow St. TRANSMITTER LOCATION:
 Virginia Drive & Brandt Pike. TIME ON THE
 AIR: 5:45 A.M. to 1:00 A.M. (13½ hours
 weekly). NEWSPAPER AFFILIATIONS: Day-
 ton Daily News, Springfield News, Springfield
 Sun. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: Associated Music Pub-
 lishers.

Personnel

President.....James M. Cox, Jr.
 Manager.....James Le Gate
 Commercial Manager.....D. A. Brown
 Production Manager.....Richard Belt

Coverage

	Daytime	Evening
Population—Primary	650,400	500,400
Radio Homes— "	141,170	113,430
Population—Secondary ..	4,531,500	2,139,300
Radio Homes— "	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

Representative

George P. Hollingbery Co.

WING

DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 5000 watts.
 OWNED BY: Great Trails Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Loew Theatre Bldg., 121 N. Main. PHONE:
 Adams 3288-9. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Shaker Road.
 TIME ON THE AIR: 5:45 A.M. to 1:00 A.M.
 NEWS SERVICE: Transradio Press. TRAN-
 SCRPTION SERVICE: NBC Thesaurus. MAIN-
 TAINS ARTISTS' BUREAU.

The most effective and economical way
 to sell the DAYTON MARKET is through
 the radio station that serves it best

WHIO

5000 WATTS DAYTON, OHIO BASIC CBS
 NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERY CO.

Personnel

President.....Charles Sawyer
 General Manager.....Ronald B. Woodyard
 Sales Promotion Manager.....James Cox
 Production and Program Manager,
 Ranny Daly
 Chief Announcer.....Jim Miles
 Musical Director.....Charles Reeder
 Chief Engineer.....Paul Braden

Coverage

	Daytime	Evening
Population—Primary	573,800	369,500
Radio Homes— "	146,260	92,170
Population—Secondary ..	412,346	219,345

Source: Station survey.

W L O K

LIMA—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Fort Industry Co. OPERATED
 BY: The Fort Industry Co. BUSINESS ADDRESS:
 Broadcasting Bldg., Toledo, Ohio. PHONE:
 Main 1316. STUDIO ADDRESS: Lima Trust
 Bldg. TRANSMITTER LOCATION: 1424 Rice
 Ave. TIME ON THE AIR: 7:00 A.M. to 12:00
 Midnight. NEWS SERVICE: International News
 Service. TRANSCRIPTION SERVICE: NBC
 Thesaurus, Lang-Worth. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President.....George Storer
 General Manager.....Ralph Elvin
 Program Director-Artists' Bureau Head,
 Hugh Downs
 Chief Announcer.....Crawford Taylor
 Chief Engineer.....Russell Shettler

W M A N

MANSFIELD—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Richland, Inc. OPERATED BY:
 Richland, Inc. BUSINESS ADDRESS: Ohio The-
 atre Bldg., 140 Park Ave., West. STUDIO
 ADDRESS: Ohio Theatre Bldg., 140 Park Ave.,
 West. TRANSMITTER LOCATION: Longview
 and North Main St. TIME ON THE AIR: 7:00
 A.M. to 7:00 A.M. to 10:00 P.M. NEWS SER-
 VICE: United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President.....M. F. Rubin
 Vice-President.....C. F. Burke
 Secretary.....Marie W. Vandegrift
 Treasurer.....W. M. O'Neil
 General Manager.....Orville E. Field
 Sales Manager.....I. D. Wallington
 Program-Publicity Director.....Gwen Fields
 Sales Promotion Manager.....Dave Francis
 Chief Announcer.....Gene LaValle

Musical Director.....Earl Black
 Chief Engineer.....Howard Jonard

Coverage

Population—Primary	175,076	105,000
Radio Homes— "	85,993	37,000
Population—Secondary ..	157,558	94,500
Radio Homes— "	77,403	33,300

Source: Station survey.

Representative

Headley-Reed Co.

W M R N

MARION—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: The Marion Broadcasting Co.
 OPERATED BY: The Marion Broadcasting Co.
 BUSINESS ADDRESS: WMRN Bldg. PHONE:
 2516. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: N. Main St. TIME ON THE
 AIR: 7:00 A.M. to 10 P.M. (105 hours weekly).
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: NBC Thesaurus. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President.....Robert T. Mason
 Station Manager.....Dale Robertson
 Sales Manager.....Maurice Dunlap
 Program-Publicity Director.....Russell Salter
 Chief Engineer.....Robert Morrison

Coverage

Population—Primary	91,200
Population—Secondary	250,000

Source: Field intensity measurement.

W P A Y

PORTSMOUTH—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Vee Bee Corp. OPERATED BY:
 Same. BUSINESS ADDRESS: 1009 Gallia St.
 PHONE: 1010. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 821 Chillicothe St.
 TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.;
 Sunday, 9:30 A.M. to 7:00 P.M. NEWSPAPER
 AFFILIATION: Portsmouth Times. NEWS SER-
 VICE: United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President.....Chester B. Thompson
 General Manager.....Ralph H. Patt, Jr.
 Program Director.....William Aldridge
 Chief Engineer.....Maurice Myers

Coverage

	Daytime	Evening
Population—Primary	164,000	118,000
Radio Homes— "	34,700	25,300
Population—Secondary ..	301,000	215,000
Radio Homes— "	60,600	45,200

Source: U. S. Census; Joint Committee.

Representative

Cox and Tanz



WFMJ's Studio No. 1 during a broadcast by Horace Heidt. The studio seats 200.

WFMJ

has more listeners than any other station heard in the Youngstown area.* Advertisers will assure themselves of largest audiences by choosing this popular and enterprising station in one of the nation's largest steel-making districts where every plant is working at capacity and enlarging to meet defense demands.

*Survey by Hooper-Holmes Bureau.

WFMJ

YOUNGSTOWN, OHIO

National Representatives: Headley-Reed Co.

New York ● Chicago ● Detroit ● Atlanta

W I Z E

SPRINGFIELD—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Radio Voice of Springfield, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 117 West High St. PHONE: 6121. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:00 A.M. to 12:00
 Midnight. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: Standard Radio

Personnel

Vice President-Station Manager.
 Ronald B. Woodyard
 Sales Manager..... Lou Boulette
 Program Director..... William Ratcliff
 Chief Engineer..... Arthur Martin

W S T V

STUEBENVILLE—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: The Valley Broadcasting Co.
 OPERATED BY: The Valley Broadcasting Co.
 BUSINESS ADDRESS: Exchange Realty Bldg.
 PHONE: 5200. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Altamont Heights.
 TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-
 night; Sunday, 9:00 A.M. to 12:00 Midnight.

NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Lang-Worth. MAINTAINS
 ARTISTS' BUREAU.

Personnel

General Manager..... John J. Laux
 Program Director-Artists' Bureau Head.
 John Merdian
 Publicity Director..... James Dooley
 Continuity Editor..... Val Senofsky
 News Editor-Chief Announcer..... Al Gray
 Chief Engineer..... Joseph Troesch

Coverage

Population—Primary 540,066
 Radio Homes— " 115,655
 Source: Radio Daily Major Market Study;
 Joint Committee.

W T O L

TOLEDO—EST. 1938

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Community Broadcasting Co.
 OPERATED BY: Community Broadcasting Co.
 BUSINESS ADDRESS: Penthouse, Bell Bldg.
 PHONE: Adams 3291-2. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Toledo.
 TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.,
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Associated. MAINTAINS ART-
 ISTS' BUREAU.

First Choice by 56%

WTOL is the favorite station for newscasts by the decisive margin of 56% over the next most popular station heard in the Toledo area!

4302 personal interviews were completed by a recognized independent research organization and the above fact is quoted from the sworn statement of this authority.

Listener preference, coupled with WTOL's continued low rates offers advertisers a sensational advantage. Ask for availabilities next to news!

WTOL

TOLEDO'S Friendly
 STATION ARCH. SHAWD
 Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

Personnel

President Frazier Reams
 Executive Vice-President..... Arch Shawd
 Program-Publicity..... Allan Miller
 Chief Engineer..... Frank Ridgeway

Coverage

	Daytime	Evening
Population—Primary	700,000	700,000
Radio Homes— "	179,000	179,000
Population—Secondary ..	1,250,000	1,250,000
Radio Homes— "	338,000	336,000

Source: Mail Response analysis.

Representative

Radio Advertising Corp.

W S P D

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 5000 watts.
 OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Broadcast Bldg., 136 Huron St. PHONE: Adams 3175. STUDIO ADDRESS: Commodore Perry Hotel; Broadcast Bldg. TRANSMITTER LOCATION: Oregon Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays (131 hours weekly). NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President..... George B. Storer
 V.P.-Station Manager..... J. Harold Ryan
 Commercial Manager..... E. Y. Flanigan
 Program Director..... Russell Gohring
 Promotion Manager..... Merrill N. Pheatt
 Chief Engineer..... William Stringfellow

Coverage

Population—Primary	1,203,574
Radio Homes— "	302,590
Population—Secondary	4,000,000
Radio Homes— "	1,000,000

Source: Station survey.

Representative

The Katz Agency

W F M J

YOUNGSTOWN—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: William F. Maag, Jr. OPERATED BY: Same. BUSINESS ADDRESS: 101 West Boardman St. STUDIO ADDRESS: 101 West Boardman St. TRANSMITTER LOCATION: 101 West Boardman St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, C. P. MacGregor.

Personnel

Manager..... William F. Maag, Jr.
 Program Director..... Lee Bland
 Advertising Manager..... Leonard E. Nasman
 Chief Engineer..... Frank Dieringer

Coverage

	Daytime	Evening
Population—Primary	813,150	813,150
Radio Homes— "	187,505	187,505

Source: Field strength measurements; U. S. Department of Commerce.

Representative

Headley-Reed Co.

(See Page 522)

W K B N

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

President and Gen. Mgr.. W. P. Williamson, Jr.
 Station Director..... J. L. Bowden
 National Sales Manager..... C. Alden Baker
 Local Sales Manager..... Walter Link
 Publicity and Musical Director... G. Davidson
 Production Manager..... Wayne Johnson
 Chief Engineer..... B. T. Wilkins

Coverage

Population—Primary	1,670,000
Radio Homes— "	377,600
Population—Secondary	4,946,000
Radio Homes— "	1,119,700

Source: Field strength survey.

W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

OHIO STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 48-52 North Fifth St., Lind Arcade. PHONE: 644. STUDIO ADDRESS: 48-52 North Fifth St., Lind Arcade. TRANSMITTER LOCATION: Newark Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 10:00 P.M. (119 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....George Storer
 Managing Director.....Stanton P. Kettler
 Program Director and Assistant Manager,
 Allen L. Haid
 Musical Director-Chief Announcer,
 James Minium
 Chief Engineer.....Wm. Hunt

Coverage

	Daytime	Evening
Population—Primary	214,231	185,437
Population—Secondary	52,229	52,229
Population—Secondary	295,421	190,231
Radio Homes— "	59,221	59,221

Source: Mail response survey; 1940 U. S. Census; Consumer Market Data Handbook.

Representative

John Blair & Co.

OKLAHOMA

Population 2,336,434

Number of Radio Homes 450,390

Number of Families 609,094

Auto Registrations 588,109

For 1940 Census data, please turn to page 272

K A D A

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Dr. C. C. Morris. OPERATED BY:
 Dr. C. C. Morris. BUSINESS ADDRESS: High-
 way No. 48, north of Ada. PHONE: 1212.
 STUDIO ADDRESS: Highway No. 48, north of
 Ada. TRANSMITTER LOCATION: Same. TIME
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS
 SERVICE: Transradio Press.

Personnel

Owner.....Dr. C. C. Morris
 Station and Commercial
 Manager.....James M. Griffith
 Program Director.....J. B. Cahill
 Chief Engineer.....Leiland Seay

Coverage

	Daytime	Evening
Population—Primary	225,000	150,000
Radio Homes— "	48,000	27,000

Source: U. S. Census.

Representative

Arthur H. Hagg & Associates

K V S O

ARDMORE—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Ardmoreite Pub. Co. OPERATED
 BY: Ardmoreite Pub. Co. BUSINESS ADDRESS:
 114-18 N. Washington. PHONE: 3030. STUDIO
 ADDRESS: Chickasaw and N. W. Blvd. TIME
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-
 PAPER AFFILIATION: Daily Ardmoreite. NEWS
 SERVICE: Associated Press (Non-Commercial).
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
 Station Manager.....Wilbriit Chaffin

Chief Announcer.....Paul Duncan
 Musical Director.....Dolly Dutton
 Chief Engineer.....J. H. Holmes

Coverage

	Daytime	Evening
Population—Primary	202,413	110,184
Radio Homes— "	31,668	18,243
Population—Secondary	221,559	135,721
Radio Homes— "	33,533	19,286

Source: U. S. Census; Joint Committee.

K A S A

ELK CITY—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: E. M. Woody. OPERATED BY:
 E. M. Woody. BUSINESS ADDRESS: Casa
 Grande Hotel. PHONE: 730. STUDIO AD-
 DRESS: Casa Grande Hotel. TRANSMITTER
 LOCATION: Casa Grande Hotel. TIME ON
 THE AIR: 6:00 A.M. to 10:00 P.M. (86 hours
 weekly). NEWS SERVICE: Associated Press.
 TRANSCRIPTION SERVICE: Davis & Schweg-
 ler. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Program Director-Artists' Bureau Head,
 Johnny Carman
 Publicity Director.....R. Jack Christy
 Musical Director.....F. Leon Dean
 Chief Engineer.....George Fenter

Coverage

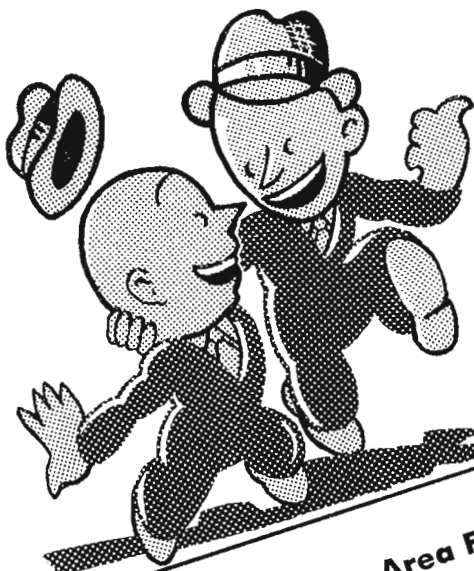
	Daytime	Evening
Population—Primary	192,772	65,515
Radio Homes— "	32,649	11,010
Population—Secondary	399,508	166,443
Radio Homes— "	66,443	33,467

Source: Mail response and field intensity surveys; 1940 U. S. Census.

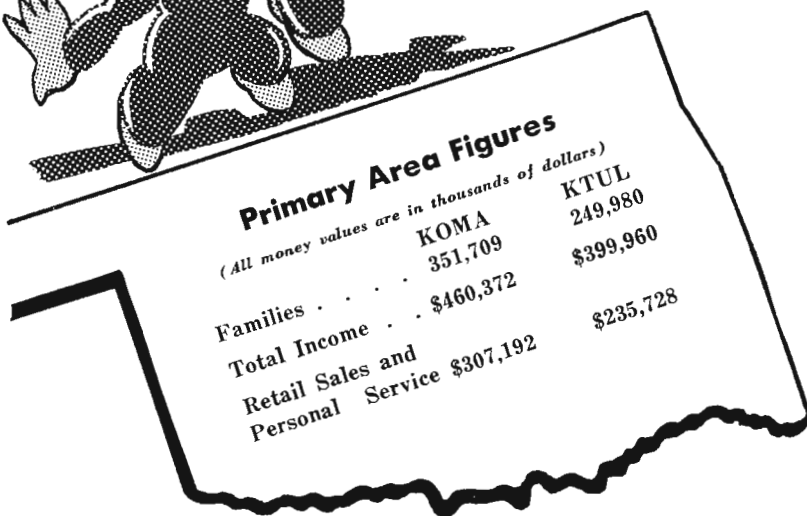
Representative

Cox & Tanz

COME AND GET IT!..



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KOMA



Tulsa
KTUL

FREE & PETERS, Inc., Exclusive National Representatives

K C R C

ENID—EST. 1926

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: Enid Radiophone Co. OPERATED BY: Enid Radiophone Co. BUSINESS ADDRESS: Willow & Kennedy Sts. PHONE: 447-8. STUDIO ADDRESS: Willow & Kennedy Sts. TRANSMITTER LOCATION: Willow & Kennedy Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....M. C. Garber
 Station Manager.....Milton B. Garber
 Sales Promotion Manager.....H. P. Hale
 Artists' Bureau Head.....Keith Painton
 Publicity Director.....Harold Baker
 Musical Director.....Mabel Waken
 Chief Engineer.....A. B. Clopton

Coverage

Population—Primary 270,700
 Radio Homes— " 44,700
 Population—Secondary 761,700
 Radio Homes— " 134,000

Source: Station survey.

Representative

Arthur Hagg & Associates

K S W O *

LAWTON—EST. 1941

FREQUENCY: 1120 Kc. POWER: 250 watts.
 OWNED BY: Willard Carver and Byrne Ross. OPERATED BY: Same. BUSINESS ADDRESS: Lawton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime license.

Personnel

Partner.....Willard Carver
 Partner.....Byrne Ross

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

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1512. PHONE: 302. STUDIO ADDRESS: Barnes Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Muskogee Daily Phoenix, Muskogee Times-Democrat. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President.....Tam Bixby, Jr.
 General Manager.....O. C. Benjamin
 Program Director.....Mark Weaver
 Chief Announcer.....Jack Black
 Chief Engineer.....Lester Harlow

Coverage

Population—Primary 371,000
 Radio Homes— " 53,000

Source: Mail response analysis.

Representative

The Branham Co.

W N A D

NORMAN—EST. 1922

FREQUENCY: 690 Kc. POWER: 1000 watts.
 OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

Personnel

Station Director.....Homer Heck
 Director of Production.....H. H. Leake
 Chief Engineer.....Clyde Farrar
 (Non-Commercial Station)

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
 OKLAHOMA METROPOLITAN LINE

FREQUENCY: 1520 Kc. POWER: 5,000 Watts. OWNED BY: KOMA, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles north of Oklahoma City. TIME ON THE AIR: 6:00 A.M. to Midnight (daily); 8:00 A.M. to Midnight (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....J. T. Griffin
 Station Manager.....Neal Barrett
 Commercial Manager.....Jack Howell
 Director of Promotion.....Raymond Ruff
 Program Director.....Jack Mitchell
 Accountant.....Marie Green
 Musical Director.....Paul Christenson
 Chief Engineer.....M. W. Thomas

Coverage

Population—Primary 351,709*
 Radio Homes— " 266,840

*Families.

Source: Mail response and field intensity survey; 1939 Consumer Market Data Handbook.

Representative

Free & Peters, Inc.

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Plaza Court Broadcasting Co.
 OPERATED BY: Plaza Court Broadcasting Co.
 BUSINESS ADDRESS: Plaza Court. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 115½ hours weekly.
 NEWS SERVICE: United Press. TRANSCRIPTION
 SERVICE: Lang-Worth, Associated, C. P.
 MacGregor, Standard Radio.

Personnel

President..... John D. Thomas
 Manager..... M. H. Bonnebrake
 Commercial Manager..... Joe Bernard
 Program Director..... Louis Hartman
 Publicity Director..... Warren Moore
 Chief Announcer..... Ted Andrews
 Musical Director..... Francis Lester
 Chief Engineer..... G. W. Brock

Coverage

	Daytime	Evening
Population—Primary	352,507	352,507
Radio Homes— "	72,511	72,511

Source: Field strength survey.

K T O K

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Oklahoma Broadcasting Co., Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 1800 W. Main. PHONE: 3-8352-3. STUDIO
 ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 8:30 A.M.
 to 12:00 Midnight. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: Standard
 Radio, Lang-Worth.

Personnel

President..... Harold V. Hough
 Station Manager..... Kenyon M. Douglass
 Program Director..... Harold Shreve
 Production Manager-Publicity Director,
 Paul Buening
 Chief Announcer..... Dale Scott
 Chief Engineer..... Bernard Tullius

Coverage

Population—Primary	561,010
Radio Homes— "	114,200

Source: Mail response survey; Joint Com-
 mittee.

Representative

Arthur H. Hagg & Associates

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 930 Kc. POWER: 5000 watts.
 OWNED BY: Oklahoma Publishing Co. OP-

ERATED BY: WKY Radiophone Co. BUSINESS
 ADDRESS: Skirvin Tower Hotel. PHONE: 3-4306.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Nine miles out on highway No. 66.
 TIME ON THE AIR: 6:00 A.M. to Midnight.
 NEWSPAPER AFFILIATIONS: The Daily Okla-
 homan, Oklahoma City Times. NEWS SER-
 VICE: Associated Press (Non-Commercial); Chi-
 cago Daily News Foreign Service. TRAN-
 SCRPTION SERVICE: NBC Thesaurus, Stand-
 ard Radio, C. P. MacGregor.

Personnel

President..... E. K. Gaylord
 Secretary-Treasurer..... Edgar T. Bell
 Station Manager..... Gayle V. Grubb
 Commercial Manager..... R. E. Chapman
 Local Sales Manager..... E. L. Colbourn
 Program Director..... Ray Buffum
 Special Events Director..... Terry O'Sullivan
 News Editor-Publicity Director..... Robert Eastman
 Traffic Manager..... Daryl McAllister
 Musical Director..... Allan Clark
 Chief Engineer..... Herman Lovell

Coverage

	Daytime	Evening
Population—Primary	1,533,392	942,547
Radio Homes— "	314,842	146,401
Population—Secondary ..	401,500	
Radio Homes— " ..	68,900	

Source: Field strength survey; mail response
 analysis; U. S. Census; Joint Committee.

Representative

The Katz Agency

K H B G

OKMULGEE—EST. 1937

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Okmulgee Broadcasting Corp.
 OPERATED BY: Okmulgee Broadcasting Corp.
 BUSINESS ADDRESS: McCulloch Bldg. PHONE:
 3646. STUDIO ADDRESS: McCulloch Bldg.
 TRANSMITTER LOCATION: 20th and S. Ok-
 mulgee Sts. TIME ON THE AIR: Unlimited
 license. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: NBC Thesaurus.

Personnel

President-Manager..... Pat Buford
 Secretary-Treasurer and Commercial
 Manager..... Lucille Buford
 Chief Engineer..... J. H. Smith

Coverage

Population—Primary	158,000
Radio Homes— "	33,200
Population—Secondary	409,500
Radio Homes— "	82,000

Source: Station survey.

W B B Z

PONCA CITY—EST. 1928

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Estate of C. L. Carrell. OPERATED

BY: Adelaide Lillian Carrell, Executrix. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director A. L. Carrell
Commercial Manager Frank J. Lynch
Program Director Bob Latting

Coverage

Population—Primary 420,000
Radio Homes— " 65,400
Source: Station survey.

K G F F

SHAWNEE—EST. 1930

NATIONAL BROADCASTING CO.
MUTUAL and OKLAHOMA NETWORK
FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICE: Associated Press.

Personnel

President Oscar Stauffer
Secretary-Treasurer and General Manager, Joseph W. Lee
Commercial Manager Weldon Stamps
Chief Announcer Frank Jackson
Publicity Director Maxine Eddy
Chief Engineer John Molloy

Coverage

	Daytime	Evening
Population—Primary	437,563	179,931
Radio Homes— "	89,250	34,040

Source: Joint Committee; U. S. Census: field intensity measurements.

Representative

Arthur H. Hagg & Associates

K O M E

TULSA—EST. 1938

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM—
OKLAHOMA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.
OWNED BY: Oil Capital Sales Corp. OPERATED BY: Oil Capital Sales Corp. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Harry Schwartz
General Manager John M. Whitney
Commercial Manager Harold Grimes
Program Director Ken Linn
Sales Promotion Manager Ray E. Sollars
Chief Engineer James F. Manship

Representative

Arthur H. Hagg & Associates

K T U L

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts.
OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: National Bank of Tulsa Bldg. PHONE: 2-3191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route No. 8, Tulsa. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President J. T. Griffin
Vice President-General Manager Wm. C. Gillespie
Commercial Manager Lawson Taylor
Promotion & Publicity Director John Esau
Program Director-Artists' Bureau Head, Jack Hoffman
Production Manager Carlyle Stevens
Chief Announcer Eddie Lyon
Musical Director Lillian Smithline
Chief Engineer Nathan Wilcox

Coverage*

Population—Primary	682,600†
Radio Homes— "	138,424†
Population—Secondary	1,321,374‡
Radio Homes— "	297,300‡

*No evening figures available; station has been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; Department of Commerce.

Representative

Free & Peters, Inc.
(See Page 526)

K V O O

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY
FREQUENCY: 1170 Kc. POWER: 50,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Philtower Bldg. PHONE: 2-2254. STUDIO ADDRESS: Philtower Bldg. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: 127 hours weekly. NEWS SERVICES: Interna-

• • • OKLAHOMA - OREGON • • •

tional News Service, United Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU. BUREAU.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager William B. Way
 Commercial Manager Willard Egolf
 Promotion Manager George Engleter
 Program Director-Artists' Bureau Head,
 Edward C. Coontz
 Chief Announcer Lou Kemper
 News Editor G. Kenneth Miller

Continuity Editor F. M. Randolph
 Director of Women's Activities, Dorothy McCune
 Musical Director Joe O'Neill
 Publicity Director Allan Page
 Chief Engineer L. W. Stinson

Coverage

Population—Primary 2,184,058
 Radio Homes— " 418,890
 Population—Secondary 2,191,598
 Radio Homes— " 437,780

Source: Joint Committee.

Representative

Edward Petry & Company

OREGON

Population 1,089,684

Number of Radio Homes 320,780

Number of Families 335,944

Auto Registrations 396,126

For 1940 Census data, please turn to page 274

KWIL

ALBANY—EST. 1940

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Central Williamette Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 15th and Elm Sts. PHONE: 870. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17 hours daily. NEWSPAPER AFFILIATION: Albany Democrat-Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President W. L. Jackson
 General Manager R. R. Cronise
 Station and Commercial Manager,
 Chet Wheeler

Program Director-Chief Announcer,
 Ben T. Weaver
 Chief Engineer Paul W. Spargo

Coverage

Population—Primary 60,000
 Population—Secondary 177,000
 Source: Station survey; 1940 U. S. Census.

KAST

ASTORIA—EST. 1935

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: 1006 Taylor Ave. PHONE: 95. STUDIO ADDRESS: 1006 Taylor Ave. TRANSMITTER LOCATION: 1006 Taylor Ave. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Astorian-Budget. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President M. R. Chessman
 Station Manager James C. Wallace
 Commercial Manager Frank E. Marrison

Representatives

Walter Biddick Co.

KBKR

BAKER—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 P.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 8:00 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Louis P. Thornton
 Resident Manager Ellwood W. Lippincott
 Sales Manager Fred H. Pelger

KBND

BEND—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager Frank H. Loggan
 Commercial Manager Chet Wheeler
 Chief Technician Gene Lovejoy

Coverage

	Daytime	Evening
Population—Primary	20,000	20,000
Radio Homes— "	4,300	4,300
Population—Secondary	15,000	15,000
Radio Homes— "	3,000	3,000

Source: U. S. Census; Joint Committee.

K O A C

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis, STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

Personnel

Director Luke L. Roberts
 Chief Engineer Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Western Radio Corp. OPERATED BY: Western Radio Corp. BUSINESS ADDRESS: Scenic Drive. PHONE: 2300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 102 hours weekly. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial and Sales Promotion Manager,
 Glenn Howell
 Program Director-Chief Announcer,
 Marvin Johnson
 Publicity Director Margaret Burnett
 Chief Engineer Paul Walden

Coverage

	Daytime	Evening
Population—Primary	20,000	16,000
Radio Homes— "	96.2%	96.2%
Population—Secondary	80,000	25,000
Radio Homes— "	96.2%	96.2%

Source: Station estimate; Joint Committee.

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM
 FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frank L. Hill & C. G. Phillips. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Frank L. Hill
 Station Manager Glenn McCormick
 Program-Publicity Director Day Foster
 Chief Announcer Dolf James
 Chief Engineer Harold Gander

Coverage

Population—Primary	95,748
Radio Homes— "	20,100
Population—Secondary	39,220
Radio Homes— "	6,239

Source: Station survey.

Representative

John Blair & Co.

K U I N

GRANTS PASS—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Redwood Highway. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Grants Pass Courier. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

Personnel

President A. E. Voorhies
 Manager John G. Bauriedel
 Production Manager Dick Thompson
 Musical Director Harold Keibel
 Chief Engineer Edward A. Malone

Coverage

	Daytime	Evening
Population—Primary	62,413	31,500
Radio Homes— "	17,770	8,600

Source: Mail response survey.

Representative

John Blair & Co.

K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President J. A. Kincaid
 Station & Commercial Manager Geo. Kincaid

Representative

John Blair & Co.

K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Harold M. Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: 1120½ Adams Ave. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....H. M. Finlay
Chief Engineer.....John Kibby

Representative

Cox & Tanz
Walter Biddick Co. (Pacific Coast)

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager.....A. Thomas Morris
Sales Manager.....Mark DeLaunay
Program-Publicity Director.....Francis Waterbury
Chief Announcer and Engineer,
Roger L. Spaugh

Coverage

Population—Primary 49,200
Radio Homes— " 12,700
Population—Secondary 114,000
Radio Homes— " 30,900

Source: Station survey.

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1440 Kc. POWER: 1000 watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....L. P. Bishop
Sales Manager.....A. A. Adler
Program Director.....Gladys La Marr
Chief Engineer.....D. H. Rees

K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to 12:00 Mid-night. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Myers
Commercial Manager.....Ted Kooreman
Director of Commercial Relations,

Harry H. Buckendahl

Sales Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

Coverage

	Daytime	Evening
Population—Primary	600,000	600,000
Radio Homes— " "	141,000	141,000
Population—Secondary	200,000	200,000
Radio Homes— " "	45,000	47,000

Source: Mail response analysis.

Representative

Free & Peters, Inc.

K B P S

PORTLAND—EST. 1923

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: LA 4195. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager.....William Allingham
Agent.....R. T. Stephens
Program Director.....Hazel Kenyon
Chief Engineer.....Fred Miller
(Non-Commercial Station)

KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
 FREQUENCY: 1190 Kc. POWER: 50,000
 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co.
 BUSINESS ADDRESS: The Oregonian Bldg.,
 6th and Alder Sts. PHONE: Atwater 2121.
 STUDIO ADDRESS: 801 Oregonian Bldg.
 TRANSMITTER LOCATION: North Portland.
 TIME ON THE AIR: (daily) 6:00 A.M. to 12:30
 P.M.; Sunday, 8:00 A.M. to 12:30 P.M. NEWS-
 PAPER AFFILIATIONS: The Oregonian. NEWS
 SERVICES: International News Service. TRAN-
 SCRPTION SERVICE: NBC Thesaurus. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Artists' Bureau Head.....Stephen M. Janik
 Sales Promotion Manager.....Paul H. Connet
 Chief Announcer.....Donald M. Kneass
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold Singleton

Coverage

	Daytime	Evening
Population—Primary	799,383	815,200
Radio Homes— "	195,210	199,743
Population—Secondary	297,952	562,325
Radio Homes— "	72,260	137,320

Source: Joint Committee; NBC Circulation figures.

Representative

Edward Petry & Co., Inc.

KGW

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE
 FREQUENCY: 620 Kc. POWER: 5000 watts.
 OWNED BY: Oregonian Pub. Co. OPERATED
 BY: Oregonian Pub. Co. BUSINESS ADDRESS:
 The Oregonian Bldg., 6th & Alder Sts. PHONE:
 Atwater 2121. STUDIO ADDRESS: 801 Ore-
 gonian Bldg. TRANSMITTER LOCATION: North
 Portland. TIME ON THE AIR: (daily) 6:00
 A.M. to Midnight; (Sunday) 8:00 A.M. to 12:00
 Midnight. NEWSPAPER AFFILIATION: The
 Oregonian. NEWS SERVICES: International
 News Service. TRANSCRIPTION SERVICE:
 NBC Thesaurus. MAINTAINS ARTISTS' BU-
 REAU.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Artists' Bureau Head.....Stephen M. Janik
 Musical Director.....Abe Bercovitz
 Sales Promotion Manager.....Paul H. Connet
 Chief Engineer.....Harold Singleton

Coverage

	Daytime	Evening
Population—Primary	922,565	724,569
Radio Homes— "	225,290	176,940
Population—Secondary	269,248	356,717
Radio Homes— "	65,750	87,110

Source: Joint Committee; NBC Circulation figures.

Representative

Edward Petry & Co., Inc.

KOIN

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 970 Kc. POWER: 5000 watts.
 OWNED BY: KOIN, Inc. OPERATED BY: KOIN,
 Inc. BUSINESS ADDRESS: New Heathman
 Hotel. PHONE: Atwater 3333. STUDIO AD-
 DRESS: New Heathman Hotel. TRANSMITTER
 LOCATION: Sylvan. TIME ON THE AIR: 6:00
 A.M. to midnight. MAINTAINS ARTISTS' BU-
 REAU. NEWSPAPER AFFILIATION: The Ore-
 gon Journal. NEWS SERVICE: United Press,
 International News Service. TRANSCRIPTION
 SERVICES: Associated Music Publishers, World
 Program Library, Lang-Worth Public Domain.

Personnel

President.....C. W. Myers
 Station Manager.....C. Roy Hunt
 Sales and Promotion Manager....C. E. Couche
 Artists' Bureau Head.....Johnnie Walker
 Director of Public Relations.....Art Kirkham
 Director of Public Affairs.....John Carpenter
 Director of Commercial Relations,

Harry Buckendahl

Program Director.....H. M. Swartwood, Jr.
 Publicity Director.....Lester Halpin
 Musical Director.....Joseph Sampietro
 Technical Director.....Louis Bookwalter

Coverage

Population—Primary	828,600
Radio Homes— "	249,240
Population—Secondary	1,197,980
Radio Homes— "	342,280

Source: Station survey.

Representative

Free & Peters, Inc.

World Broadcasting System

KWJJ

PORTLAND—EST. 1927

FREQUENCY: 1080 Kc. POWER: 1000 watts.
 OWNED BY: KWJJ Broadcasting Co., Inc. OP-
 ERATED BY: KWJJ Broadcasting Co., Inc.
 BUSINESS ADDRESS: 622 S. W. Salmon St.
 PHONE: Atwater 4393-4. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Oaks Park,
 Portland, Ore. TIME ON THE AIR: 6:00 A.M.
 to local sunset—9:00 P.M. to 3:00 A.M. NEWS
 SERVICE: United Press.

Personnel

President.....Wilbur J. Jerman
 Secretary-Treasurer & General
 Manager.....John C. Egan
 Commercial Manager.....L. D. Henderson
 Program Director.....Gerald E. Speerstra
 Production Manager.....Frank Hemingway
 Publicity Director.....Sam Taylor
 Musical Director.....Eddie McElroy
 Chief Engineer.....W. J. Jerman

Representative

Cox & Tanz

K X L

PORTLAND—EST. 1926

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: KXL Broadcasters. OPERATED
 BY: Same. BUSINESS ADDRESS: KXL Bldg.
 PHONE: Broadway 6451. STUDIO ADDRESS:
 KXL Bldg. TIME ON THE AIR: 7:00 A.M. to
 11:00 P.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICES: C. P. MacGregor,
 Lang-Worth, Standard Radio, Davis & Schweg-
 ler.

Personnel

President and General
 Manager.....T. W. Symons, Jr.
 Commercial Manager.....H. S. Jacobsen
 Program Director.....Stuart Hannon
 Chief Engineer.....Ralph Mifflin

Coverage

Population—Primary.....438,500
 Radio Homes— ".....123,900
 Source: Station estimate.

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: News Review Co. OPERATED
 BY: Same. BUSINESS ADDRESS: Hotel Ump-
 qua. PHONE: No. 4. STUDIO ADDRESS: Ho-
 tel Umpqua. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 7:00 A.M. to 10:00
 P.M. (unlimited license). NEWSPAPER AF-
 FILIATION: Roseburg News Review. NEWS
 SERVICE: Associated Press.

Personnel

President.....Harris Ellsworth
 General Manager.....M. H. Pengra
 Sales Manager-Chief Announcer....Max Frye
 Program-Musical Director....Gilbert Walters
 Production Manager.....Bill Thomas
 Chief Engineer.....Henry Chandler, Jr.

Coverage

Population—Primary.....80,843
 Radio Homes— ".....16,650
 Source: Field intensity survey; U. S. Census.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.
 FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: Oregon Radio, Inc. OPERATED
 BY: Oregon Radio, Inc. BUSINESS ADDRESS:
 633 N. Front St. PHONE: 6131. STUDIO AD-
 DRESS: 633 N. Front St. TRANSMITTER LO-
 CATION: 633 N. Front St. TIME ON THE AIR:
 6:30 A.M. to 11:30 P.M.; Sunday, 8:00 A.M.
 to 11:00 P.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President-General Manager.....H. B. Read
 Sales Promotion Manager...Earle W. Headrick
 Program Director.....Herb Johnston, Jr.
 Publicity Director.....Clarice Allport
 Chief Announcer.....Thomas Nelson
 Chief Engineer.....Albert Jacobson

Coverage

Population—Primary.....86,000
 Radio Homes— ".....17,000
 Population—Secondary.....100,000
 Radio Homes— ".....19,000
 Source: Station survey.

Representative

John Blair & Co.

260

ISSUES

A YEAR

ON THE

DESKS OF

ALL RADIO

EXECUTIVES

RADIO DAILY

PENNSYLVANIA

Population 9,900,180

Number of Radio Homes 2,262,760

Number of Families 2,514,736

Auto Registrations 2,142,282

For 1940 Census data, please turn to page 274

W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA
NETWORK

FREQUENCY: 1470 Kc. POWER: 1000 watts.
OWNED BY: Lehigh Valley Broadcasting Co.
OPERATED BY: Lehigh Valley Broadcasting Co.
BUSINESS ADDRESS: 39 N. 10th St. PHONE:
9511. NEW YORK OFFICE: 30 Rockefeller
Plaza, New York, N. Y. PHONE: Circle 7-0228.
STUDIO ADDRESS: 39 N. 10th St. TRANS-
MITTER LOCATION: North 7th St. Highway.
TIME ON THE AIR: 7:30 A.M. to Midnight.
NEWSPAPER AFFILIATIONS: Chronicle and
News, Allentown Morning Call. NEWS SER-
VICE: United Press. MAINTAINS ARTISTS'
BUREAU. TRANSCRIPTION SERVICES: World
Broadcasting System, Lang-Worth.

Personnel

General Manager.....B. Bryan Musselman
Program Director.....George Y. Snyder
Production Manager.....George DePoe
Chief Engineer.....Wm. A. McCutcheon

Coverage

Population—Primary	343,859
Radio Homes— "	61,000
Population—Secondary	917,000
Radio Homes— "	300,000

Source: Mail response analysis.

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.
OWNED BY: The William F. Gable Co. OP-
ERATED BY: The Gable Broadcasting Co. BUSI-
NESS ADDRESS: 1320 Eleventh Ave. PHONE:

MASON DIXON RADIO GROUP

*One of the Best "Spot Buys" in Radio
Every Station In A Good Market!*

WDEL Wilmington, Del.

WKBO Harrisburg, Penna.

WORK York, Penna.

WAZL Hazleton, Penna.

WGAL Lancaster, Penna.

WEST Easton, Penna.

WILM Wilmington, Del.

Address: 8 West King Street, Lancaster, Pennsylvania

Represented Nationally—PAUL H. RAYMER CO.

New York • Chicago • San Francisco • Los Angeles

• • • PENNSYLVANIA • • •

6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief Engineer.....George Burgoon
Note: Commercial department is directed by the Managing Director.

Coverage

	Daytime	Evening
Population—Primary	108,300*	108,300*
Radio Homes— "	106,870	106,870
Population—Secondary ..	450,000	450,000

* Families.

Source: Station survey; Chamber of Commerce.

Representative

Headley-Reed Co.

W C E D *

DU BOIS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Tri-County Broadcasting Co. OPERATED BY: Tri-County Broadcasting Co. BUSINESS ADDRESS: Du Bois. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Du Bois Courier Express.

Personnel

President.....H. T. Grey
Vice-President.....W. B. Ross
Secretary.....Jason S. Grey
Treasurer.....L. F. Mohnhey
Station Manager.....Ben Webster

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

W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson

Program Manager.....Wilbert Markle
Publicity Director.....Pauline Davis

Coverage

	Daytime	Evening
Population—Primary	644,620	472,263
Radio Homes— "	144,543	106,377

Source: U.S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

W E R C *

ERIE—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

Personnel

President.....Jacob A. Young
Secretary.....William P. Sengal
Treasurer.....B. Walker Sennett

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

W L E U

ERIE—EST. 1935

NBC—(BLUE)

PENNSYLVANIA NETWORK
QUAKER NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 9:45 A.M. to 12:00 P.M. (119 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Leo J. Omelian
General Manager.....V. Hamilton Weir
Program Director.....James Hamilton
Publicity Director.....Raymond Boley
Chief Announcer.....Kenneth Weber
Musical Director.....Anthony Conti
Chief Engineer.....Harold Roess

Coverage

	Daytime	Evening
Population—Primary	400,000	250,000
Radio Homes— "	100,000	62,500

Source: Station survey.

WIBG

GLENSIDE—EST. 1925

FREQUENCY: 990 Kc. POWER: 1000 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chenttenham Township, Montgomery County, Pa. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press.

Personnel

President.....Paul F. Harron
 Vice-President-Manager.....Edward D. Clery
 Secretary-Treasurer.....Katharine A. Harron
 Program Director.....Douglas Arthur
 Production Manager-Musical Director,
 Douglas Arthur
 Publicity Director.....Rupe Werling
 Chief Engineer.....John H. Henninger

Coverage

Population—Primary	3,000,000
Radio Homes— "	691,000
Population—Secondary	5,500,000
Radio Homes— "	1,330,000

Source: Station survey.

WHJB

GREENSBURG—EST. 1934

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

Personnel

President.....H. J. Brennen
 Station Manager.....George J. Podyyn
 Chief Engineer.....Walter McCoy

Coverage

Population—Primary	4,494,652
Radio Homes— "	992,110

Source: U. S. Census; Joint Committee.

Representative

William G. Rambeau Co.

WSAJ

GROVE CITY—EST. 1922

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

Personnel

President.....W. C. Ketter
 Station Manager.....H. W. Harmon
 Program Director.....Rea G. Walters
 (Non-Commercial Station)

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Station Manager.....A. K. Redmond
 Sales Promotion-Publicity
 Manager.....Dick Redmond
 Local Sales Representative....R. A. Maxwell
 Production Director.....E. K. Smith
 Chief Engineer.....R. S. Duncan

Representative

John Blair & Co.

WKBO

HARRISBURG—EST. 1927

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Executive.....Clair McCullough
 Station Manager.....C. G. Moss
 Program Director.....David Bennett

Coverage

	Daytime	Evening
Population—Primary	726,871	311,977
Radio Homes— "	145,633	66,261

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

WAZL

HAZLETON—EST. 1932
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: Hazleton Broadcasting Service, Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazleton National Bank Bldg. TRANSMITTER LOCATION: Hazleton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

Personnel

Station Executive..... Clair R. McCullough
Station Manager..... V. C. Diehm
Program Manager..... Thomas Tito
Publicity Director..... Kathryn Kahler

Coverage

	Daytime	Evening
Population—Primary	567,890	373,639
Radio Homes—"	116,813	71,015

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

WJAC

JOHNSTOWN—EST. 1925
NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.
OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

President..... Walter W. Krebs
Station Manager..... J. C. Tully
Program Director..... J. P. Foster
Chief Engineer..... Nevin Straub

Coverage

Population—Primary	211,000
Radio Homes—"	40,800
Population—Secondary	258,400
Radio Homes—"	51,400

Source: Field intensity measurements.

Representative

Headley-Reed Co.

WGAL

LANCASTER—EST. 1922
NBC (RED and BLUE)
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1490 Kc. POWER: 250 watts.
OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

Personnel

Station Executive..... Clair R. McCullough
Station Manager..... Walter Miller
Program Manager..... Ernest Stanzola
Publicity Director..... Ruth Hergenrother

Coverage

	Daytime	Evening
Population—Primary	462,144	153,229
Radio Homes—"	108,329	35,425

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

WKST

NEW CASTLE—EST. 1938
QUAKER STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 1000 watts.
OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc., BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg., New Castle; Lawrence Ave., Ellwood; Westminster College, New Wilmington. TRANSMITTER LOCATION: Old Pittsburgh Rd. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... S. W. Townsend
Station Manager..... A. W. Graham
Commercial-Sales Promotion Manager,
Herbert S. Kirk
Publicity Director..... Ray Wallace
Chief Announcer..... Carl Bates
News Editor..... Ken Eggleston
Chief Engineer..... Robert Emch

Coverage

	Daytime	Evening
Population—Primary	922,791	352,013
Population—Secondary	3,391,018	322,441

Source: U. S. Census; field intensity measurements.

W K P A

NEW KENSINGTON—EST. 1940

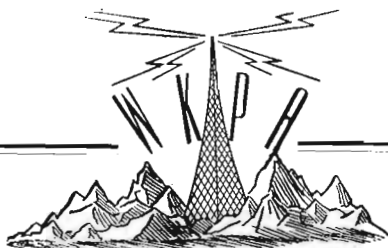
FREQUENCY: 1150 Kc. POWER: 250 watts.
 OWNED BY: Allegheny-Kiski Broadcasting Co.
 OPERATED BY: Allegheny-Kiski Broadcasting Co.
 BUSINESS ADDRESS: 810 Fifth Ave.
 PHONE: 3533. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Gassmere Heights, East Deer Township. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....C. Russell Cooper
 Station Manager.....Ed Kroen
 Program Director.....Willard Fraker
 Chief Announcer.....James Williams
 Chief Engineer.....Henry Mattingly

Representative

Cox & Tanz



Allegheny-Kiski Broadcasting Co.

NEW KENSINGTON
 PENNSYLVANIA

250 W.

Right in the Heart
 of the
 Rich Industrial
 and
 Commercial Area

U. P. News Service

W K P A

Nat. Rep. COX & TANZ

W I B G

PHILADELPHIA

(For station listing see Glenside, Pa.)

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)
 FREQUENCY: 1060 Kc. POWER: 50,000
 Watts. OWNED BY: Westinghouse Electric
 & Mfg. Co. OPERATED BY: Same. BUSI-
 NESS ADDRESS: 1619 Walnut St. PHONE:
 Locust 3760. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: RFD No. 4, Nor-
 ristown. TIME ON THE AIR: 5:00 A.M. to
 1:00 A.M. (137 hours weekly). NEWS SER-
 VICE: United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

WESTINGHOUSE RADIO STATIONS

President.....George H. Bucher
 Vice-President.....Walter Evans
 Manager of Broadcasting.....Lee B. Wailes
 Assistant to Manager of Broadcasting,
 Joseph E. Baudino
 Auditor.....Frank A. Logue
 Advertising and Publicity Manager,
 George A. Harder
 Program Supervisor.....Gordon Hawkins
 Sales Manager.....Griffith Thompson
 Director of International Shortwave Activities,
 F. P. Nelson
 Assistant to Auditor.....Francis C. Davis

KYW PERSONNEL

Station Manager.....Leslie Joy
 Program Manager.....James P. Begley
 Sales Prom.-Advertising Manager
 L. B. Beeuwkes
 Sales Manager.....B. A. McDonald
 Publicity Director.....J. A. Aull
 Plant Manager.....E. H. Gager
 Auditor-Personnel Manager.....A. H. Bates

Coverage*

*Station recently went to 50,000 watts and new coverage data was not available at time of going to press.

Representative

National Broadcasting Co.



**The only clear
channel station
covering the
Philadelphia market.
50,000 watts in
ALL directions**

WCAU

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St. PHONE: Locust 7700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 20 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station

Manager.....Dr. Leon Levy
 Commercial Manager.....Alex Rosenman
 Director of Programs.....Stan Lee Broza
 Special Events and Promotion Manager,
 Joseph T. Connolly
 Director of Copyrights.....Peggy Lowrey
 Publicity Director.....Kenneth W. Stowman
 Musical Director.....Joey Kearns
 Technical Director.....John G. Leitch

Coverage

Population—Primary 5,037,000
 Radio Homes— " 1,182,010
 Population—Secondary 3,019,400
 Radio Homes— " 642,620

Source: Station's personal interview survey.

Representatives

Robert A. Street, 485 Madison Ave., N. Y.
 Bertha Bannon (Boston)
 Virgil Reiter Co. (Chicago)
 Paul H. Raymer Co. (San Francisco
 & Los Angeles)

WDAS

PHILADELPHIA—EST. 1922

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Alexander W. Dannenbaum
 Vice-President-General Manager..P. J. Stanton
 Secretary-Treasurer & Commercial
 Manager A. W. Dannenbaum, Jr.
 Program Director.....Harold Davis
 Sales Promotion Manager.....Jerry Stone
 Musical Director.....Joseph Schribeman
 Chief Engineer.....Frank Unterberger

Coverage*

Daytime

Population—Primary 2,294,303
 Radio Homes— " 552,256
 Population—Secondary 3,201,627
 Radio Homes— " 764,582

* Station has no figures available for evening but estimates coverage is greater for evening.

Source: Field intensity survey; U. S. Census; Joint Committee.

WFIL

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)
 QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated.

For Results
 in the
 PHILADELPHIA
 MARKET
 it's
WDAS
 Philadelphia's
 only full-time
 independent station

**NEWS
 EVERY HOUR
 ON THE
 HOUR**

WFIL

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

66 $\frac{1}{3}$ % OF DAY & NIGHT

WRITE FOR
"NIGHT AND DAY"
A survey of radio listening habits
in the Philadelphia area
As reported by C. E. HOOPER, INC.

WFIL

560 ON YOUR DIAL

NBC BLUE • KEY STATION QUAKER NETWORK
REPRESENTED BY EDWARD PETRY & CO., INC.

Personnel

President.....Samuel R. Rosenbaum
 General Manager.....Roger W. Clipp
 Assistant General
 Manager.....Fred Dodge
 Sales Manager.....John E. Surrick
 Sales Promotion Manager...William E. Caskey
 Program Director.....James Allen
 Musical Director.....Norman Black
 Acting Chief Engineer.....Arnold Nygren

Coverage

Population—Primary 3,906,514
 Radio Homes— " 944,160
 Population—Secondary *5,576,177
 Radio Homes— " *1,336,760

* Including Primary Area.

Source: Field strength survey; mail response analysis.

Representative

Edward Petry & Co.

WHAT

PHILADELPHIA—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Philadelphia Record. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Philadelphia Record. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....J. David Stern
 General Manager.....Milton Laughlin
 Program Director.....Sam Serota

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 5000 watts.
 OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: Bellmawr, N. J. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P in Charge of Sales.....Edward A. Davies
 Program Director.....Murray Arnold
 Production Manager.....Edward Wallis
 Sales Promotion Manager.....Robert Horn
 Director of Sports.....Stony McLinn
 News Editor.....Edward Mayer
 Musical Director.....Joe Frassetto
 Technical Supervisor.....Clifford C. Harris

Coverage*

Population—Primary 3,130,134
 Radio Homes— " *1,784,546
 Population—Secondary 4,305,478

* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

Representative

Radio Advertising Corp.
 (See Page 544)

WPEN

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOY, New York)

FREQUENCY: 950 Kc. POWER: 5000 watts.
 OWNED BY: Wm. Penn Broadcasting Co.
 OPERATED BY: Wm. Penn Broadcasting Co.
 BUSINESS ADDRESS: 1528 Walnut St. PHONE: Pennypacker 9490, Race 4006. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Arthur Simon
 Program Director.....Thomas B. Smith
 Musical Director.....Joseph Fransoza
 Chief Engineer.....Charles Burtis

Coverage

No exact figures available at time of going to press.

(See Page 546)

WTCL

PHILADELPHIA—EST. 1925

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Foulkrod Radio Engineering Co.
 OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

Personnel

PresidentDoug. Hibbs
 General Manager.....Henry N. Cocker

KDKA

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 1020 Kc. POWER: 50,000 watts.
 OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. BUSINESS ADDRESS: 1619 Walnut St., Philadelphia. STUDIO ADDRESS: Grant Bldg. PHONE: Grant 4200. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. (117 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

IT'S HUMAN TO AIR!

ESPECIALLY, MR. ADVERTISER
WHEN YOU HAVE THE
TREMENDOUS POTENTIAL AUDIENCE

OF

7,435,612

- ✓ —61.2% RENEWALS (in 1941)
- ✓ —MUTUAL BROADCASTING SYSTEM
- ✓ —24 HOURS A DAY
- ✓ —5,000 WATTS

NOW — A "MUST" BUY IN PHILADELPHIA

Edward A. Davies
Sales Director

WIP

610 KILOCYCLES

35 South Ninth Street
Phone: Walnut 6800

Personnel

President.....G. H. Bucher
 General Manager.....James B. Rock
 Sales Manager.....W. E. Jackson
 Publicity Director.....John M. Cooper
 Program Manager.....George Heid
 Promotion Manager.....W. B. McGill
 Office Manager.....D. F. Dickson
 Chief Announcer.....Wilbur C. Sutherland
 Traffic Manager.....G. Dare Fleck
 News Editor.....Lloyd G. Chapman
 Special Events Director.....Robert Shield

Coverage

	Daytime	Evening
Population—Primary	5,803,900	5,435,800
Radio Homes—	1,233,800	1,146,000
Population—Secondary	3,997,500	17,866,900
Radio Homes—	201,600	770,200

Source: NBC Statistical Department.

Representative

National Broadcasting Co.

K Q V

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts.
 OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

Personnel

President.....H. J. Brennen
 Vice-President.....H. K. Brennen
 Secretary.....H. N. Stehman
 Station Manager.....E. S. Wasser
 Commercial & Advertising Manager.....R. M. Thompson, Sr.
 Chief Announcer.....J. Herbert Angell
 Publicity Director.....John Howard
 Chief Engineer.....Walter W. McCoy

Coverage

Radio Homes—	262,265
Source: Field intensity survey; Joint Com-	
Population—Primary	2,582,669
Radio Homes—	582,218
Population—Secondary	1,120,550

mittee.

Representative

William G. Rambeau Co.

W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1250 Kc. POWER: 5000 watts.
 OWNED BY: WCAE, Inc. OPERATED BY:

WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General
 Manager.....Leonard Kapner
 Sales Manager.....Willard Schroeder
 Sales Promotion Manager.....Jim Murray
 Chief Announcer.....Bob Donley
 Continuity Director.....Phil Davis
 Production Manager.....Dave Olson
 Program Manager.....R. Clifton Daniel
 Musical Director.....Earl Truxell
 Chief Engineer.....James Schultz

Coverage

	Daytime	Evening
Population—Primary	2,720,494	2,602,669
Radio Homes—	552,600	527,630
Population—Secondary	2,201,390	1,471,733
Radio Homes—	455,960	298,920

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

International Radio Sales

W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 watts.
 OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1459 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

Personnel

President & General
 Manager.....H. J. Brennen
 Commercial Manager.....R. M. Thompson, Sr.
 Chief Announcer.....Beckley Smith
 Publicity Director.....M. Caughy
 Musical Director & Pgm. Mgr.....Jas. Hughes
 Chief Engineer.....W. W. McCoy

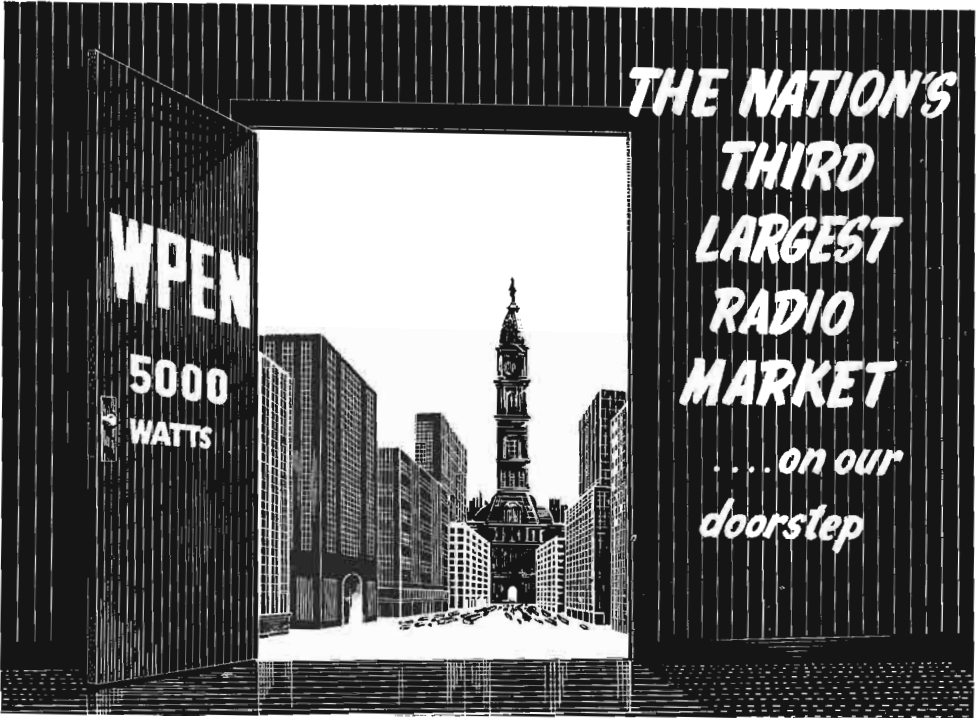
Coverage

Population—Primary	3,090,300
Radio Homes—	652,500
Population—Secondary	7,200,000
Radio Homes—	1,609,900

Source: Mail response analysis.

Representative

William G. Rambeau Co.



and a more powerful station to cover it

Philadelphia — the City of Homes — stands unique among America's metropolitan centers. More homes per square mile, more families listening for your message. Average American families who eat, sleep and BUY in Philadelphia. WPEN serves this market seven days a week, with family

programs. Meet our families and their neighbors. Buy WPEN . . . Open the doors of Philadelphia — the City of Homes.

WM. PENN BROADCASTING CO.

WPEN

Atop: 1528 Walnut Street, Philadelphia
950 on your dial

W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK
 FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Walker & Downing Radio Corp.
 OPERATED BY: Walker & Downing Radio Corp.
 BUSINESS ADDRESS: Hotel Keystone.
 PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone.
 TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 24 hours daily.
 NEWSPAPER AFFILIATION: Pittsburgh Post Gazette.
 NEWS SERVICE: International News.
 MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

Personnel

President..... Paul Block
 Vice-President..... Oliver J. Keller
 Treasurer..... Leo A. Wise
 Secretary-General Manager Frank R. Smith, Jr.
 Promotion Manager..... H. B. Trautman
 Program Director..... Walter E. Sickles
 Production Manager..... John Davis
 Artists' Bureau Head..... Marie Wilk
 Chief Announcer..... Ray Schneider
 Chief Engineer..... Henry R. Kaiser

Coverage

	Daytime	Evening
Population—Primary	1,250,000	1,000,000
Radio Homes—"	361,000	345,000

Source: Field intensity survey.

Representative

Cox & Tanz

W E U

READING—EST. 1931

NATIONAL BROADCASTING CO.
 FREQUENCY: 850 Kc. POWER: 1000 watts.
 OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co.
 BUSINESS ADDRESS: 533 Penn St. PHONE: 7335.
 STUDIO ADDRESS: 533 Penn St., and Reading Senior High School.
 TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 a.m. to local sunset.
 TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus, NAB Library, Standard Radio.

Personnel

General Manager Clifford M. Chafey
 Program Director..... Paul Breedy
 Sales Manager..... Robert Magee

Coverage

Population—Primary	1,526,900
Radio Homes—"	346,000
Population—Secondary	2,406,600
Radio Homes—"	525,700

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.
 FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co.
 BUSINESS ADDRESS: 533 Penn St. PHONE: 7336.
 STUDIO ADDRESS: 533 Penn St. and State Theatre.
 TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

Personnel

President Clifford M. Chafey
 Station Manager Raymond A. Gaul
 Sales Manager..... Arthur W. Chafey

Representative

George P. Hollingbery Co.

W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

QUAKER NETWORK

PENNSYLVANIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Union Broadcasting Co. OPERATED BY: Union Broadcasting Co.
 BUSINESS ADDRESS: Select Bldg. PHONE: 4-1148.
 STUDIO ADDRESS: Select Bldg. TRANSMITTER LO-

for **HOT** sales

USE

W A R M

MUTUAL BROADCASTING SYSTEM

SCRANTON, PENN.

"the *STATION* that is LISTENED to in
 NORTHEASTERN PENNSYLVANIA."

• • • PENNSYLVANIA • • •

CATION: 721 N. Blakely St., Dunmore, Pa.
 TIME ON THE AIR: 125 hours weekly. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

President-Station Manager... Martin F. Memolo
 Station Director... Joseph Dobbs
 Commercial Manager... George Field
 Program Director... Hal Barton
 Musical Director... Edward Cusido
 Chief Engineer... Adolph Oschmann

Coverage

Population—Primary	922,384
Radio Homes— "	118,782
Population—Secondary	1,284,000
Radio Homes— "	284,000

Source: Field intensity survey; U. S. Census;
 Joint Committee.

Representative

Furgason & Walker, Inc.

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 Kc. POWER: 1000 watts.
 d.; 500 watts, n. OWNED BY: Scranton Broad-
 casters, Inc. OPERATED BY: Scranton Broad-
 casters, Inc. BUSINESS ADDRESS: 1000 Wy-
 oming Ave. PHONE: 6296-7. STUDIO AD-
 DRESS: Administration Bldg. of International
 Correspondence Schools. TRANSMITTER LO-
 CATION: Drinker Turnpike, Dunmore, Pa.
 TIME ON THE AIR: (daily) 7:00 a.m. to 2:00
 a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS
 SERVICE: Transradio Press. TRANSCRIPTION
 SERVICE: Standard Radio.

Personnel

President..... Frank Megargee
 Station Manager..... Robert E. McDowell
 Commercial & Sales
 Manager..... Geo. D. Coleman
 Program Director..... John Groller
 Chief Announcer..... Bill Pierce
 Chief Engineer..... Kenneth R. Cooke

Coverage

	Daytime	Evening
Population—Primary	868,805	833,287
Radio Homes— "	175,813	167,665
Population—Secondary ...	1,998,123	1,605,522
Radio Homes— "	418,562	332,465

Source: Field strength survey and mail re-
 sponse analysis.

Representative

John Blair & Co.

W Q A N

SCRANTON

FREQUENCY: 910 Kc. POWER: 1000 watts.
 d.; 500 Watts, n. OWNED BY: The Scranton
 Times. OPERATED BY: The Scranton Times.

BUSINESS ADDRESS: Scranton. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: Shares Time with
 WGBl. NEWSPAPER AFFILIATION: The Scrant-
 on Times.

Personnel

Director A. J. O'Malley
 (Non-Commercial Station)

W P I C

SHARON—EST. 1938

FREQUENCY: 790 Kc. POWER: 1000 watts.
 OWNED BY: Sharon Herald Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 P. O. Box 541. STUDIO ADDRESS: Pine Hol-
 low Blvd. PHONE: 4113. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 6:00
 A.M. to local sunset. NEWSPAPER AFFILIA-
 TION: Sharon Herald. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: Associated.
 MAINTAINS ARTISTS' BUREAU.

Personnel

President & General
 Manager..... John Fahnlne, Jr.
 Vice-President..... A. W. McDowell
 Secretary-Treasurer..... George E. Heiges
 Commercial Manager..... J. T. Van Sweringen
 Program Director..... Paul Gamble
 Chief Announcer..... John C. MacDonald
 Chief Engineer..... A. C. Heck

Coverage

Population—Primary	1,327,622
Radio Homes— "	309,350
Population—Secondary	5,433,221
Radio Homes— "	1,326,017

Source: Station survey; U. S. Census; Joint
 Committee.

Representative

Howard H. Wilson Co.

W K O K

SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Sunbury Broadcasting Co.
 OPERATED BY: Sunbury Broadcasting Co.
 BUSINESS ADDRESS: 1150 N. Front St. PHONE:
 1326. STUDIO ADDRESS: 1150 N. Front St.
 TRANSMITTER LOCATION: 1150 N. Front St.
 TIME ON THE AIR: 8:00 a.m. to 9:00 p.m.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Standard Radio.

Personnel

President..... H. H. Haddon
 Secretary-Treasurer..... B. A. Beck
 Station Manager..... Melvin Lahr
 Chief Announcer..... Reg Merridew
 Program Director..... Paul Miller
 Sales Manager..... Homer Smith
 Chief Engineer..... Clif Kerstetter

Coverage

Population—Primary 141,146
 Radio Homes— " 31,725
 Source: Field intensity measurements based on 100 watts.

Representative

Cox & Tanz

W M B S

UNIONTOWN—EST. 1937
 QUAKER NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts.
 OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Fayette Title & Trust Bldg. PHONE: 800. STUDIO ADDRESS: Fayette Title Trust Bldg. TRANSMITTER LOCATION: Burgess Field. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....M. E. Slagel
 Artists' Bureau Head.....Hugh Rafferly
 Program Director.....Mary Lucius
 Production Manager.....Louis R. Bennett
 Chief Announcer.....Charles Underwood
 Publicity Director.....Bill Fields
 Musical Director.....Sullivan Sages
 Chief Engineer.....Kenneth M. Meredith

Coverage

	Daytime	Evening
Population—Primary	3,271,936	1,417,382
Radio Homes— " "	683,715	281,142

Source: Field intensity measurements; U. S. Census; Joint Committee.

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: John H. Stenger, Jr. OPERATED BY: Northeastern Pennsylvania Broadcasters, Inc. BUSINESS ADDRESS: 141 So. Main. PHONE: 3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSMITTER LOCATION: Plains Township. TIME ON THE AIR: 7:00 A.M. to 3:00 A.M. (140 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Hal Seville
 Sales and Sales Promotion Manager,
 Jones Evans
 Commercial Manager.....Norman McHugh
 Program Director-Chief Announcer,
 Ken Beghold
 Production Manager.....Richard Mawson
 Chief Engineer.....Robert Love

Coverage

	Daytime	Evening
Population—Primary	445,109	445,109
Radio Homes— " "	92,020	92,020
Population—Secondary	685,000	685,000
Radio Homes— " "	145,000	145,000

Source: Station survey.

Representative

Weed & Co.

W B R E

WILKES-BARRE—EST. 1924
 NBC-QUAKER NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 142 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Station
 Manager.....Louis G. Baltimore
 Commercial Manager.....S. R. Baltimore
 Sales Manager.....A. C. Baltimore
 Program Director.....Franklin D. Coslett
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

Coverage

	Daytime	Evening
Population—Primary	850,000	600,000
Radio Homes— " "	95%*
Population—Secondary	†	850,000
Radio Homes— " "	95%

* Of total families.

† Over one million.

Source: Chamber of Commerce; field intensity measurements.

W R A K

WILLIAMSPORT—EST. 1929
 QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 10:15 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....E. M. Case
 Vice-President.....R. T. S. Steele
 Treasurer.....W. Van Person
 Secretary-General Mgr.....George E. Joy
 Advertising Manager.....Thomas W. Metzger
 Chief Announcer.....Paul M. Breining

• • • PENNSYLVANIA-RHODE ISLAND • • •

Program Director.....Irving A. Berndt, Jr.
Office Manager.....Alys Kramer
Publicity Director.....J. W. Mackey
Chief Engineer.....Louis Persio

Coverage

	Daytime	Evening
Population—Primary	393,161	157,725
Radio Homes— "	85,505	34,308

Source: Mail count survey.

Representative

J. P. McKinney & Son

W O R K

YORK—EST. 1932

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1350 Kc. POWER: 1000 watts.
OWNED BY: York Broadcasting Co., Inc. OP-

ERATED BY: Same. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Robert Gulick
Commercial Manager.....Harold Miller
Program Director.....Otis Mørse
Publicity Director.....Wilhelmina Hollinger

Coverage

	Daytime	Evening
Population—Primary	1,860,009	409,322
Radio Homes— "	423,879	84,289

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

RHODE ISLAND

Population 713,346

Number of Families 187,795

Number of Radio Homes 173,450

Auto Registrations 186,188

For 1940 Census data, please turn to page 275

W F C I

PAWTUCKET-PROVIDENCE

—EST. 1941

FREQUENCY: 1420 Kc. POWER: 1000 watts.
OWNED BY: Pawtucket Broadcasting Co. OPERATED BY: Pawtucket Broadcasting Co. BUSINESS ADDRESS: 450 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lonsdale, R. I. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Chief
Engineer.....Howard W. Thornley
Treasurer.....Frank F. Crook
Station Manager.....W. Paul Oury
Commercial Manager.....T. F. Allen

Coverage

Population—Primary	519,496
Radio Homes— "	121,450
Population—Secondary	327,187
Radio Homes— "	77,290

Source: Field intensity measurements; Joint Committee; U. S. Census.

W E A N

PROVIDENCE—EST. 1922

NBC-MBS-YANKEE & COLONIAL

FREQUENCY: 790 Kc. POWER: 5000 watts.
OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

Personnel

PresidentJohn Shepard, III
Station & Sales Supervisor..Malcolm S. Parker
Program-Publicity Director....Rose M. Powers
Production Manager.....Donald Morton
Musical Director.....Marion Thomas
Chief EngineerHarold Tilley

Coverage

	Daytime	Evening
Population—Primary	1,091,437	662,756
Radio Homes— "	251,030	152,434

Source: Field intensity measurements.

Representative

Edward Petry & Co.

WJAR

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 920 Kc. POWER: 5000 watts.
 OWNED BY: Outlet Co. BUSINESS ADDRESS:
 Weybossett St. PHONE: Gaspee 1071. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: East Providence. TIME ON THE AIR:
 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to
 1:00 A.M. TRANSCRIPTION SERVICE: World
 Library Service. NEWS SERVICE: Local news
 service.

Personnel

President.....Mortimer L. Burbank
 Station Manager.....John J. Boyle
 Chief Engineer.....Thomas Prior

Coverage

	Daytime	Evening
Population—Primary	1,155,016	884,387
Radio Homes—"	257,360	195,330
Population—Secondary	1,321,000	202,000
Radio Homes—"	297,000	45,000

Source: Field intensity survey based on 1000
 watts power.

Representative

Weed & Co.

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts.
 OWNED BY: Cherry and Webb Broadcasting
 Co. OPERATED BY: Cherry and Webb Broad-
 casting Co. BUSINESS ADDRESS: 15 Chest-
 nut St. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Wampanoag Trail, East Provi-
 dence. TIME ON THE AIR: 130½ hours weekly.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: NBC Thesaurus.

Personnel

President.....William S. Cherry, Jr.
 Station Manager.....William T. Brush
 Commercial Manager.....Harvey Carter
 Program Director.....H. William Koster
 Publicity Director.....Albert C. Rider
 Musical Director.....Edwin F. Drew

Coverage

	Daytime	Evening
Population—Primary	1,126,000	1,034,400
Radio Homes—"	254,050	231,880
Population—Secondary	7,072,700	4,153,400
Radio Homes—"	1,604,350	945,030

Source: CBS Listening Area Study.

Representative

Paul H. Raymer Co.

NEW in New England!

W F C I

• 1,000 WATTS—FULL TIME •

A Good Buy
 in New England's
 2nd Largest Market

- PROVIDENCE
- PAWTUCKET
- WOONSOCKET
- NEWPORT

and contiguous territory
 (R. I.—Mass.—Conn.) with
 a total population of over

PAWTUCKET BROADCASTING CO., INC.

Studios & Offices: 450 Main St.

PAWTUCKET

RHODE ISLAND

1,000,000

SOUTH CAROLINA

Population 1,899,804

Number of Radio Homes 222,170

Number of Families 434,557

Auto Registrations 318,300

For 1940 Census data, please turn to page 275

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: Anderson College. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

Owner Wilton E. Hall
 Station Manager W. Ennis Bray
 Sales Promotion Manager G. Paul Browne
 Program-Musical Director Dan Ferguson
 Production Manager George Crawford
 Artists Bureau Head Edith Hall
 Publicity Director Helen Hall
 Chief Announcer Bill Coddling
 Chief Engineer Robert L. Easley

Coverage

	Daytime	Evening
Population—Primary	519,500	306,000
Radio Homes— "	57,090	30,810

Source: Station survey.

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 7611. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: Windermere, S. C. TIME ON THE AIR: Sundays—8:00 A.M. to 12:00 Midnight; daily—6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager J. M. Rivers
 Program Director Charles McMahon
 Sales Manager Roland Weeks
 Program Director Charles McMahon
 Musical Director Thomas L. Means
 Publicity Director Phil Sutterfield
 Chief Engineer J. M. Weaver

Coverage

Population—Primary	352,871
Radio Homes— "	40,000
Population—Secondary	123,899
Radio Homes— "	14,190

Source: Field intensity survey and mail response analysis.

Representative

Free & Peters, Inc.

W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts.
 OWNED BY: Atlantic Coast Broadcasting Co. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: 134 Meeting St. PHONE: 2-2961. STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily; 16 hours, Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President R. M. Manigault
 Station Manager William D. Workman, Jr.
 Commercial Manager W. P. Speight
 Program Director C. Wylie Calder
 Director of Women's Programs,

Meredith Smith
 Musical Director Kenneth Dent
 Chief Engineer D. M. Bradham

Coverage

	Daytime	Evening
Population—Primary	150,000	80,030
Radio Homes— "	22,950	15,000
Population—Secondary	180,000	100,000
Radio Homes— "	28,000	18,000

Source: Field intensity survey.

Representative

George P. Hollingsbery Co.

W C O S

COLUMBIA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: 230 Senate St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President.....A. B. Langley
 General Manager.....Roy A. Powell
 Program Director.....J. Olin Tice
 Publicity Director.....W. C. Bockman
 Chief Announcer.....Hanirick
 Musical Director.....Virginia Hook
 Chief Engineer.....Charles A. Thoman

Coverage

Population—Primary	425,916
Radio Homes— "	76,450
Population—Secondary	301,656
Radio Homes— "	61,640

Source: Station survey.

Representative

International Radio Sales

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts.

OWNED BY: The Liberty Life Insurance Co.
 OPERATED BY: The Liberty Life Insurance Co.
 BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:30 A.M. to 12:00 Midnight. Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. Frank Hipp
 Station Manager.....G. Richard Shafto
 Commercial Manager.....J. D. Saumenig
 Program Director.....Floyd D. Rodgers, Jr.
 Production Manager-Publicity Director,

Loren L. Watson, Jr.

Chief Announcer-Musical Director.. Allyn Corris
 Chief Engineer.....Scott Helt
 Chief Control Engineer.....Herbert Eidson, Jr.

Coverage

	Daytime	Evening
Population—Primary	692,585	337,575
Radio Homes— "	76,140	38,859
Population—Secondary ..	1,040,817	569,067
Radio Homes— "	389,600	58,659

Source: Field intensity and mail response analysis.

Representative

Free & Peters, Inc.

W O L S

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.

OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. PHONE: 48. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 7:00 A.M.

to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President-Station Manager.....O. Lee Stone
 Commercial-Sales Promotion Manager,

H. Russ Holt

Program Director.....Willard I. Miller
 Chief Announcer.....R. O. Dorsey
 Chief Engineer.....Robert M. Wallace

Coverage

Population—Primary	66,999
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Source: Field intensity survey.

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1339 Kc. POWER: 5000 watts.

OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 600. PHONE: 362-3. STUDIO ADDRESS: Poinsett Hotel. TRANSMITTER LOCATION: Gantt, S. C. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....B. H. Peace, Jr.
 Station Manager.....B. T. Whitmire
 Commercial Manager.....W. H. Clews
 Sales Promotion Manager.....Lee Parsons
 Program Director.....Charles Batson
 Production Manager.....Jim Reid
 Musical and Publicity Director.. James Dawson
 Chief Engineer.....W. C. Etheredge

Coverage

	Daytime	Evening
Population—Primary	887,190	954,994
Radio Homes— "	92,100	96,100
Population—Secondary ..	954,994	1,596,501
Radio Homes— "	96,100	187,800

Source: U. S. Census.

Representative

Weed & Co.

W M R C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Textile Broadcasting Co. OPERATED BY: Textile Broadcasting Co. BUSINESS ADDRESS: P. O. Box No. 1499. PHONE: 5730. STUDIO ADDRESS: 400 Mayberry St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 123 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAIN-TAINS ARTISTS' BUREAU.



He Wouldn't Tell NOBODY:

Wouldn't say a word, that Spartan youth of classic fame. Neither by word nor facial expression would he give himself away . . . just stood stoically there with the forbidden fox beneath his tunic, until the animal gnawed out his heart and he fell dawn dead! Kinda dumb, say we. For different, far wiser, today's lusty Spartan youth—WSPA!

WSPA

TELLS EVERYBODY

In Spartanburg and the Prosperous Piedmont Carolinas

Spartanburg is SOUTH CAROLINA'S No. 1 MARKET, leading all other South Carolina cities in retail sales. WSPA is a CBS regional station . . . has a favorable frequency **5000 watts day** and **1000 watts night**. Within WSPA's primary area are 650,000 persons in the high wage bracket . . . 72.9% white. Spartanburg, new home of U. S. Army cantonment with 20,000 men representing a \$1,000,000.00 monthly payroll . . . Textile mills running three shifts daily . . . Southern Railroad shops working overtime . . . Farm income to new high levels as result of bumper cotton and peach crops and produce sales to army camp. Advertise where the money is. Schedule WSPA!



Established 1929
South Carolina's FIRST Radio Station

SPARTANBURG

SOUTH CAROLINA

HOWARD H. WILSON CO. . . . National Sales Representative

Personnel

President.....Robert A. Jolly
 Station Manager.....Dan Crosland
 Commercial Manager.....Alan Wanamaker
 Program Director.....Glenn Adams
 Chief Announcer.....Bill Hinn
 Chief Engineer.....Edward Day

Coverage

Population—Primary 402,762
 Radio Homes— " 50,610
 Population—Secondary 250,124
 Radio Homes— " 27,285
 Source Station survey.

W M D F *
 GREENWOOD

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Grenco, Inc. OPERATED BY:
 Grenco, Inc. BUSINESS ADDRESS: Greenwood.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: Same. TIME ON THE AIR: Un-
 limited.

* Station was licensed to operate under a
 construction permit at time of going to press

W O R D
 SPARTANBURG—EST. 1940
 NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Spartanburg Advertising Co. OP-
 ERATED BY: Spartanburg Advertising Co.
 BUSINESS ADDRESS: 155 South Liberty St.
 PHONE: 2901. STUDIO ADDRESS: 155 Liberty
 St. TRANSMITTER LOCATION: 2½ miles north-
 east of Spartanburg. TIME ON THE AIR: 7:00
 A.M. to 12:00 Midnight. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....A. B. Taylor
 Vice-President and General Manager,
 Walter J. Brown
 Commercial Manager.....J. W. Kirkpatrick
 Program Director-Chief Announcer,
 James Waldrop
 Production Manager.....Roger Shaffer
 Publicity Director.....T. E. Horton
 Public Relations Director.....Chas. O. Hearon
 Chief Engineer.....Ralph S. Bennett

Coverage

	Daytime	Evening
Population—Primary	125,000	45,000
Radio Homes— " "	16,700	5,000
Population—Secondary	215,216	132,000
Radio Homes— " "	28,000	17,100

Representative
 Howard H. Wilson Co.

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 950 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Spartanburg
 Advertising Co. OPERATED BY: Spartanburg
 Advertising Co. BUSINESS ADDRESS: 155
 South Liberty St. STUDIO ADDRESS: 155 Lib-
 erty St. PHONE: 2900. TRANSMITTER LOCA-
 TION: 2½ miles northeast of Spartanburg.
 TIME ON THE AIR: 6:00 A.M. to local sunset.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System.
 MAINTAINS ARTISTS' BUREAU.

Personnel

President.....A. B. Taylor
 Vice President-General Manager,
 Walter J. Brown
 Commercial Manager.....Thad E. Horton
 Production Manager.....Roger Shaffer
 Program Director.....Sterling Wright
 Artists' Bureau Head-Chief Engineer,
 Ralph S. Bennett
 Public Relations Director.... Charles O. Hearon

Coverage

Population—Primary 646,000
 Radio Homes— " 79,270
 Population—Secondary 835,600
 Radio Homes— " 111,840
 Source: U. S. Census; Joint Committee.

Representative
 Howard H. Wilson Co.

W F I G

SUMTER—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Julius S. Brody. OPERATED BY:
 Julius S. Brody. BUSINESS ADDRESS: 39 Main
 St. PHONE: 39. STUDIO ADDRESS: 39 N.
 Main St. TRANSMITTER LOCATION: Highway
 76. TIME ON THE AIR: 110 hours weekly.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

Owner.....Julius S. Brody
 Station Manager.....T. Doug Youngblood
 Program Director-Chief Engineer,
 John Sherman
 Musical Director.....Graham Caddell
 Chief Engineer.....Rex Houser

Coverage

Population—Primary 128,031
 Radio Homes— " 14,250
 Population—Secondary 128,708
 Radio Homes— " 17,975
 Source: Station survey.

SOUTH DAKOTA

Population 642,961
 Number of Families 165,113

Number of Radio Homes 132,010
 Auto Registrations 193,615

For 1940 Census data, please turn to page 276

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 5000 watts.
 OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President H. C. Jewett, Jr.
 Vice-President C. H. Anderson
 Vice-President Olwin Ackley
 Treasurer J. H. McKeever
 Secretary-General Manager A. A. Fahy
 Program-Publicity Director R. Thompson Mabie
 Chief Announcer E. L. Weeks
 Chief Engineer Delbert Hunt

Coverage

	Daytime	Evening
Population—Primary	254,044	117,744
Radio Homes— "	59,080	29,436
Population—Secondary	292,400	159,642
Radio Homes— "	68,000	39,913

Source: Field intensity measurements.

Representative

Weed & Co.

K F D Y

BROOKINGS—EST. 1923

FREQUENCY: 790 Kc. POWER: 1000 watts.
 OWNED BY: South Dakota State College.
 OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M. except Sundays (9 hours weekly).

Personnel

Station Manager Jack Towers
 Chief Engineer W. H. Gamble
 (Non-Commercial Station)

K G F X

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts.

OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 351. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

Personnel

Owner and Director Ida A. McNeil
 Chief Engineer Robert H. Dye
 Population—Primary 227,086
 Radio Homes— " 43,560
 Population—Secondary 454,000
 Radio Homes— " 87,000

Source: Mail response survey.
 Cox & Tanz

K O B H

RAPID CITY—EST. 1936

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Black Hills Broadcast Co. of Rapid City. OPERATED BY: Black Hills Broadcast Co. of Rapid City. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: 2½ miles east of Rapid City. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 5:00 P.M. (101 hours weekly). MAIN-TAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President C. A. Quarnberg
 Vice-President-Managing Director, Robert J. Dean
 Commercial Manager-Publicity Director, George E. Bruntlett
 Program Director-Chief Announcer, Harry Turner
 News Editor Alvin Arnold
 Director of Women's Programs, Myrtle Robinson
 Chief Engineer M. J. Jones

Coverage

	Daytime	Evening
Population—Primary	78,400	21,600
Radio Homes— "	19,600	5,400
Population—Secondary	86,900	21,710
Radio Homes— "	20,200	3,620

Source: Joint Committee.

W C A T

RAPID CITY—EST. 1921

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: South Dakota School of Mines.
 OPERATED BY: South Dakota School of Mines.
 BUSINESS ADDRESS: E. St. Joe St. PHONE:
 1600-1. STUDIO ADDRESS: E. St. Joe St.
 TRANSMITTER LOCATION: E. St. Joe St.
 TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.
 MST. NEWS SERVICE: Associated Press (non-
 Commercial).

Personnel

President.....J. P. Connolly
 Station Manager.....C. M. Rowe
 Chief Announcer.....Roland Groethe
 Publicity Director.....Redford Dibble
 Chief Engineer.....E. E. Clark
 (Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Sioux Falls Broadcast Assoc., Inc.
 OPERATED BY: Sioux Falls Broadcast Assoc.,
 Inc. BUSINESS ADDRESS: 317 S. Phillips.
 PHONE, 757-8-9. STUDIO ADDRESS: 317 S.
 Phillips. TRANSMITTER LOCATION: 3 miles
 west of city limits. TIME ON THE AIR: 10:00
 A.M. to 12:00 Midnight; Sundays, 9:00 A.M.
 to 12:00 Midnight. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: NBC The-
 saurus, Standard Radio.

Personnel

President and Station
 Manager.....Joseph Henkin
 Vice-President-Promotion Manager,
 S. Fantle, Jr.
 Assistant Manager-Sales Director,
 George R. Hahn
 Vice-President and Program Manager,
 Morton Henkin
 Publicity Director.....Bill Rohn
 Traffic Manager.....Evans Nord
 Chief Engineer.....Max Staley

Representative

Howard H. Wilson & Co.

K S O O

SIoux FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1140 Kc. POWER: 5000 watts.
 OWNED BY: Sioux Falls Broadcasting Ass'n.,
 Inc. OPERATED BY: Same. BUSINESS AD-
 DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: 3 miles west of city limits. TIME ON
 THE AIR: 6:00 A.M. to local sunset; Sunday,
 8:00 A.M. to local sunset. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus, Standard Radio.

Personnel

President and Station
 Manager.....Joseph Henkin
 Vice-President-Promotion Manager,
 S. Fantle, Jr.
 Assistant Manager-Sales Director,
 George R. Hahn
 Vice-President and Program Manager,
 Morton Henkin
 Publicity Director.....Bill Rohn
 Traffic Manager.....Evans Nord
 Chief Engineer.....Max Staley

Coverage

Population—Primary	1,820,840
Radio Homes— "	364,110
Population—Secondary	808,882
Radio Homes— "	150,490

Source: NBC Statistical Department.

Representative

Howard H. Wilson & Co.

K U S D

VERMILLION—EST. 1922

FREQUENCY: 920 Kc. POWER: 500 watts.
 OWNED BY: University of South Dakota. OP-
 ERATED BY: University of South Dakota. BUSI-
 NESS ADDRESS: Union Bldg. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Science Bldg. TIME ON THE AIR: 17½ hours
 weekly.

Personnel

Student Director.....Ed LaGrave, Jr.
 Chief Operator.....Kenneth Relf
 Chief Engineer.....W. H. Jordan
 (Non-Commercial Station)

K W A T

WATERTOWN—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Midland National Life Insurance
 Co. OPERATED BY: Midland National Life
 Insurance Co. BUSINESS ADDRESS: Water-
 town. STUDIO ADDRESS: Watertown. TRANSMIT-
 TERS LOCATION: Same. TIME ON THE AIR:
 6:30 A.M. to 10:00 P.M. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 Davis & Schwegler.

Personnel

Station Manager.....F. L. Bramble
 Sales Manager.....Morris Wisott
 Commercial Manager.....A. R. Kant
 Program Director.....Dale E. Russell
 Chief Announcer.....W. Lowell Pitt
 Musical Director.....Dorothy Vadakin
 Chief Engineer.....Sherrill Zimmerman

Coverage

Population—Primary	236,110
Radio Homes— "	76,618

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts.
OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 443. STUDIO ADDRESS: Second and Capitol, Yankton; Orpheum Theater Bldg., Sioux City. TRANSMITTER LOCATION: Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight, daily; 7:30 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....Gardner Cowles, Jr.

Station Manager.....Robert R. Tincher
Commercial Manager.....Phil Hoffman
Program Director.....Arthur J. Smith
Sales Promotion Manager.....James G. Gies
Production Manager.....Herb Howard
Publicity Director.....Susan Taylor
Chief Announcer.....Arthur J. Smith
Musical Director.....Rex Hays
Chief Engineer.....Clifton M. Todd

Coverage

	Daytime	Evening
Population—Primary	3,917,100	1,673,900
Radio Homes— "	719,590	300,610
Population—Secondary ..	5,721,400	4,202,800
Radio Homes— "	1,240,400	889,580

Source: CBS Listening Area Study.

Representative

The Katz Agency

TENNESSEE

Population 2,915,841

Number of Radio Homes 478,730

Number of Families 713,853

Auto Registrations 421,400

For 1940 Census data, please turn to page 277

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.
OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. (124 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager. W. A. Wilson
Commercial Manager.....Walter Pritchard
Artists Bureau Head.....Mary Abell
Program Director-Chief Announcer,
Fey Rogers
Production Manager-Continuity Director,
Harry S. Hudson
Publicity Director.....Bryn Mortenson
Chief Engineer.....Robert Smith

Coverage

	Daytime	Evening
Population—Primary	186,984	50,077
Population—Secondary ..	506,108

Source: Station survey; U. S. Census; Joint Committee.

Representative

Burn-Smith Co.

W A P O

CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1150 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. TRANSMITTER LOCATION: Rossville Blvd. TIME ON THE AIR: 126 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner.....W. A. Patterson
General Manager.....R. G. Patterson
Commercial Manager.....R. N. Krepps
Program-Publicity Director...Helen Patterson
Chief Announcer.....Bob Bosworth
Musical Director.....Jimmy Johnston
Chief Engineer.....B. B. Barnes

Coverage

Population—Primary 167,500
 Population—Secondary 110,700
 Source: Station survey.

Representative

Headley-Reed Co.

W D E V

CHATTANOOGA—EST. 1941

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Joe W. Engel. OPERATED BY: Joe W. Engel. BUSINESS ADDRESS: Volunteer Life Bldg. PHONE: 6-5664. STUDIO ADDRESS: Volunteer Life Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President Joe W. Engel
 Station Manager Fred Bugg
 Commercial Manager Ovelton Maxey
 Program Director Eugene Wilkey
 Artists' Bureau Head Rachel Morton
 Chief Engineer J. V. Sanderson

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: WDO D Broadcasting Corp. OPERATED BY: WDO D Broadcasting Corp. BUSINESS ADDRESS: Hamilton National Bank Bldg. PHONE: 6-5117. STUDIO ADDRESS: Hamilton National Bank Bldg. TRANSMITTER LOCATION: Baylor School. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight (128½ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. Lang-Worth.

Personnel

President-Station Manager, Norman A. Thomas
 Commercial Manager Carter M. Parham
 Sales Promotion Manager Clifford Bowers
 Program Manager D. W. McCurdy
 Chief Announcer Chuck Simpson
 Musical Director Bob Barrett
 Chief Engineer J. C. Vessels

Coverage

Population—Primary 669,867
 Radio Homes— " 98,930
 Population—Secondary 659,682
 Radio Homes— " 89,510

Source: Mail response analysis and field intensity survey; Joint Committee.

Representative

Paul H. Raymer Company

W H U B

COOKEVILLE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHUB, Inc. OPERATED BY: WHUB, Inc. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS Cookeville. PHONE: 200. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Commercial Manager M. L. Medley
 Station Manager Bill Reeves
 Artists' Bureau Head Albert Brogdon
 Publicity Director Joe Mabry
 Musical Director Willene Huddleston
 Chief Engineer Charles R. Duke

Coverage

	Daytime	Evening
Population—Primary	108,661	65,196
Radio Homes— "	13,904	8,342
Population—Secondary	320,229	128,091
Radio Homes— "	71,162	28,464

Source: Station survey and estimate; U. S. Census; Joint Committee.

W T J S

JACKSON—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: 104-106 E. Baltimore St. PHONE: 3340. MAIN STUDIO ADDRESS: 104-106 E. Baltimore St. TRANSMITTER LOCATION: 2 miles south on Jackson Highway No. 45. OTHER STUDIOS: Union City, Milan, Humboldt, and Corinth, Miss. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Jackson Sun. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President C. E. Pigford
 Station Manager A. A. Stone
 Sales and Sales Promotion Manager,
 A. B. Robinson
 Program-Publicity Director Leslie Brooks
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Announcer Bill Winsett
 Director of Women's Programs,
 Mrs. L. C. Merwin
 Director of Religious Programs, Donald Haynes
 Chief Engineer B. C. Brummell

Coverage

Population—Primary	286,422
Radio Homes— "	54,869
Population—Secondary	188,366
Radio Homes— "	41,922

Source: Mail response analysis and field intensity survey; U. S. Census.

Representative

The Branham Company

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: WJHL, Inc. OPERATED BY: WJHL, Inc. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. and Bonny Kate Theater Bldg., Elizabethton, Tenn. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-Station Manager, W. Hans Lancaster
Business Manager.....W. Kenneth Matthews
Commercial Manager.....Ken Marsh
Program Director.....Henry Frick
Chief Engineer.....O. K. Garland

Representative

Radio Advertising Corp.

W K P T

KINGSPORT—EST. 1940
NATIONAL BROADCASTING CO.
—BLUE RIDGE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Kingsport Broadcasting Co., Inc. OPERATED BY: Kingsport Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: East Kingsport. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Kingsport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. P. Edward, Jr.
Station Manager.....Jess Swicegood
Program Director.....Steve Douglas
Production Manager.....Haden Huddleston
Chief Engineer.....Gladman W. Upchurch

Coverage

	Daytime	Evening
Population—Primary	193,621	35,036
Radio Homes— "	29,060	6,540

Source: Station survey.

Representative

Weed & Company

W B I R *

KNOXVILLE—EST. 1921
MUTUAL BROADCASTING SYSTEM
FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: J. W. Birdwell. OPERATED BY: J. W. Birdwell. BUSINESS ADDRESS: Chamber of Commerce Bldg., 616 South Gay St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Knoxville. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Manager.....J. W. Birdwell
Commercial & Sales Promotion
Manager.....John P. Hart
Program-Musical Director.....B. G. Barber, Jr.
Publicity Director.....Jean Doremus
Chief Announcer.....Joe Wheeler
Chief Engineer.....Edward W. McGinley
*Station was licensed to operate under a construction permit at time of going to press.

W N O X

KNOXVILLE—EST. 1941
COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 990 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. NEW YORK OFFICE: 230 Park Ave., New York, N. Y. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Anderson Road near Beverly. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Saturday, 5:00 A.M. to 1:00 A.M.; Sunday, 5:30 to 12:00 Midnight (133 hours weekly). NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Jack R. Howard
Vice-President-General Manager,
R. B. Westergaard
Program Director.....Lowell Blanchard
Traffic Manager.....Walter Corning
Publicity Director.....C. B. Davis
Musical Director.....Jerry Collins
Cashier-Office Manager.....William Huggins
Chief Engineer.....J. B. Epperson

Coverage

	Daytime	Evening
Population—Primary	512,344	377,590
Radio Homes— "	75,840	57,560
Population—Secondary	724,423	491,652
Radio Homes— "	90,770	61,000

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

The Branham Co.

WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 620 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holston Hills, 3 miles northeast of Knoxville. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 12:00 Midnight (132 hours weekly). NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President S. E. Adcock
 Station Manager C. H. Frazier
 Program Director John H. Reese
 Chief Engineer Joe Wofford

Coverage

Population—Primary 580,000
 Radio Homes— " 80,000
 Population—Secondary 1,000,000
 Radio Homes— " 150,000

Source: Field intensity survey and estimate; Department of Commerce; Joint Committee.

Representative

John Blair & Co.

WHBQ

MEMPHIS—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President Thos. Thompson
 Secretary-Treasurer H. B. Wooten
 General Manager E. A. Alburty
 Chief Announcer Emmett McMurray
 Sales Manager E. Pournelle
 Publicity Director Gene Carr
 Artists' Bureau Head and
 Musical Director J. M. Klaer
 Chief Engineer Weldon Roy

Coverage

	Daytime	Evening
Population—Primary	512,298	392,870
Radio Homes— "	82,400	70,000
Population—Secondary	987,900	791,450
Radio Homes— "	99,380	91,210

Source: Mail response analysis; U. S. Census; Department of Commerce.

WMC

MEMPHIS—EST. 1923

NBC—(RED)

SOUTH CENTRAL QUALITY NETWORK

FREQUENCY: 790 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Memphis Publishing Co. OPERATED BY: Memphis Publishing Co. BUSINESS ADDRESS: Goodwyn Institute. PHONE: 8-7464. STUDIO ADDRESS: Goodwyn Institute. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight; Saturday, 5:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler, C. P. MacGregor.

Personnel

General Manager H. W. Slavick
 Commercial Manager J. C. Eggleston
 Local Sales Manager William H. Fielding
 Chief Announcer Earl Moreland
 Program Manager John Cleghorn
 Musical Director Leonard McEwen
 Chief Engineer C. E. Baker

Coverage

	Daytime	Evening
Population—Primary	2,820,693	1,258,775
Radio Homes— "	399,540	189,300

Source: U. S. Census; Joint Committee; field intensity survey.

Representative

The Branham Company

WMPS

MEMPHIS—EST. 1925

NBC (BLUE)—MBS

FREQUENCY: 1460 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar (Scripps-Howard papers). TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

Personnel

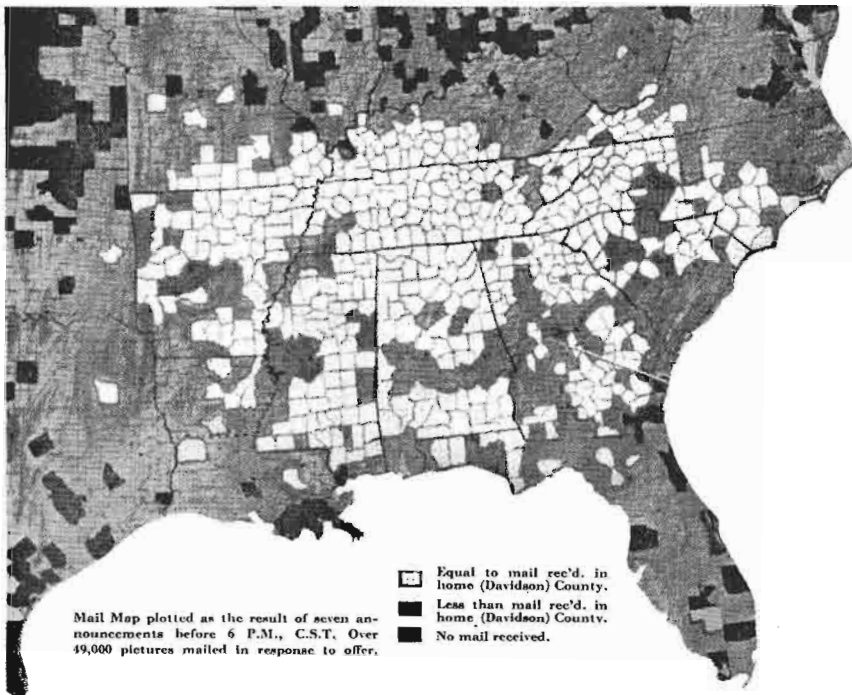
President Jack R. Howard
 Vice President-General
 Manager J. C. Hanrahan
 Program Director-News
 Editor Lawrence Trexler
 Chief Engineer J. P. Epperson

Coverage

Population—Primary	483,000
Radio Homes— "	91,700
Population—Secondary	342,400
Radio Homes— "	35,700

Source: Mail response analysis.

It's Results That Count!



What do you want your radio dollar to buy? Watts, towers, channels, talent . . . or results? If it's results you're after, then choose WSM!

Oh Yes, you'll get some watts . . . 50,000 of them (as many as any other station) on a clear channel with its large secondary. You'll get a tower, too . . . America's tallest.

But if you want results, study the above map. This is only one "success story" where a WSM advertiser got results . . . there are a lot more, and if it's *results* you're after, better send for them, today.



NASHVILLE, TENN.

HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 600 Kc. POWER: 5000 watts.
 OWNED BY: Hoyt B. Wooten d/b as WREC
 Broadcasting Service. OPERATED BY: Hoyt
 B. Wooten d/b as WREC Broadcasting Ser-
 vice. BUSINESS ADDRESS: Hotel Peabody.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Memphis. TIME ON THE AIR: 6:00
 A.M. to 12:00 Midnight. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 World Broadcasting System, Lang-Worth.

Personnel

Owner-General Manager..... Hoyt B. Wooten

Coverage

Population—Primary 2,110,900
 Radio Homes— " 348,500
 Source: Field intensity survey.

Representative

The Katz Agency

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1510 Kc. POWER: 50000 watts.
 OWNED BY: J. T. Ward. OPERATED BY:
 WLAC Broadcasting Service. BUSINESS AD-
 DRESS: Third National Bank. PHONE: 6-0161.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Dixie Highway. TIME ON THE AIR:
 6:00 A.M. to 12:00 midnight. NEWS SERVICES:
 United Press. TRANSCRIPTION SERVICES:
 World Broadcasting System, Lang-Worth. C. P.
 MacGregor.

Personnel

Owner..... J. T. Ward
 Station and Sales Manager..... F. C. Sowell
 Publicity Director..... Paul Oliphant
 Musical Director..... Charles Nagy
 Chief Engineer..... F. D. Binns

Coverage

Population—Primary 583,000
 Radio Homes— " 103,900
 Population—Secondary 468,000
 Radio Homes— " 72,900
 Source: Mail response analysis.

Representative

Paul H. Raymer Company

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: WSIX, Inc. OPERATED BY:

WSIX, Inc. BUSINESS ADDRESS: Nashville
 Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Third and
 Boscobel Sts. TIME ON THE AIR: 18 hours
 daily; Sundays, 16 hours. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICES:
 Standard Radio, C. P. MacGregor, Associated
 Music Publishers, Davis & Schwegler.

Personnel

President-Station Manager... Jack M. Draughon
 Commercial Manager..... Eugene S. Tanner
 Program Director..... Roger N. Phillips
 Publicity Director..... R. L. Chaudoin
 Chief Announcer..... Joe H. Calloway, Jr.
 Music Librarian..... Thomas J. MacWilliams
 Chief Engineer..... B. E. Porter

Coverage

Population—Primary 265,525
 Radio Homes— " 55,608
 Population—Secondary 198,220
 Radio Homes— " 32,711

Representative

Headley-Reed Co.

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.
 FREQUENCY: 650 Kc. POWER: 50,000 watts.
 OWNED BY: National Life & A. Insurance Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 National Bldg. PHONE: 6-7181. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Franklin, Tenn. TIME ON THE AIR: 127 hours
 weekly. NEWS SERVICE: International News
 Service; United Press (locally). TRANSCRIP-
 TION SERVICE: C. P. MacGregor, Lang-Worth.
 MAINTAINS ARTISTS' BUREAU.

Personnel

Executive Vice-President.... Edwin W. Craig
 Station Manager..... Harry L. Stone
 Local Sales Manager..... W. S. Dustin
 Publicity Director..... Jack Harris
 Program Director..... Jack Stapp
 Artists' Bureau Head..... Ford Rush
 Promotion Manager..... A. E. Gibson
 Audience Relations Manager, George D. Hay
 Musical Directors, Pietro Brescia, Beasley Smith
 Chief Engineer..... J. H. DeWitt, Jr.

Coverage

Population—Primary 2,399,000
 Radio Homes— " 317,900
 Population—Secondary 3,389,200
 Radio Homes— " 370,300

Source: Mail response analysis.

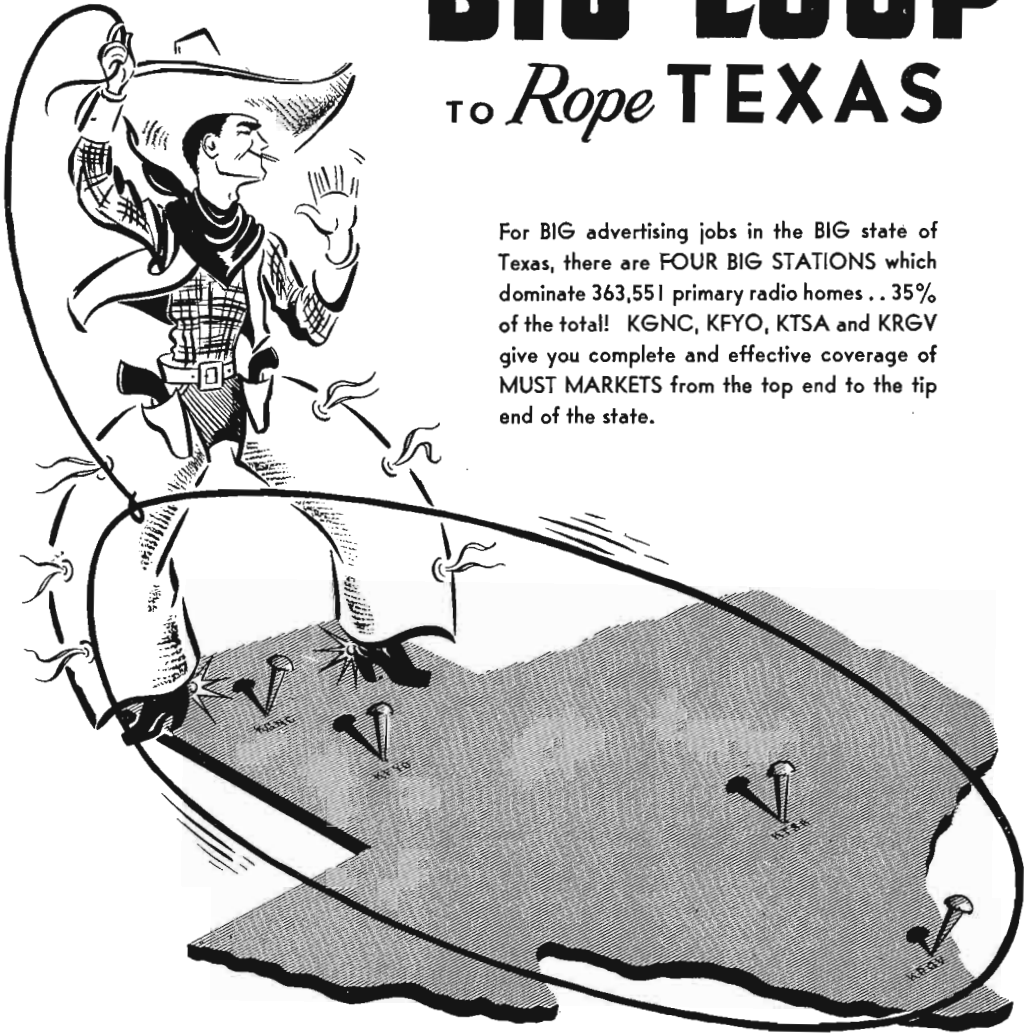
Representative

Edward Petry & Co.

IT TAKES A

BIG LOOP

TO *Rope* TEXAS



For BIG advertising jobs in the BIG state of Texas, there are FOUR BIG STATIONS which dominate 363,551 primary radio homes . . . 35% of the total! KGNC, KFYO, KTSA and KRGV give you complete and effective coverage of MUST MARKETS from the top end to the tip end of the state.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York

Chicago

Kansas City

San Francisco

TEXAS

Population 6,414,824

Number of Radio Homes 1,137,210

Number of Families 1,674,828

Auto Registrations 1,687,016

For 1940 Census data, please turn to page 278

K R B C

ABILENE—EST. 1936
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 6255 (for studio); 4030 (for transmitter). STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Ambler Ave. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: United Press, from Texas State Network. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....M. B. Hanks
Vice-President & Managing
Director.....Howard Barrett
General Manager.....Elliott Roosevelt
Secretary.....Athelene Guley
Program Director-Artists' Bureau Head,
Frank McIntyre
Chief Engineer.....Fred Hammond

Coverage

Population—Primary	273,052
Radio Homes— "	36,800
Population—Secondary	225,031
Radio Homes— "	30,500

Source: Mail response analysis.

Representative

Texas State Network

K F D A

AMARILLO—EST. 1939
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.
OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Ashland (Ky.) Independent. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

President.....Gilmore N. Nunn
General Manager.....Earl R. Strandberg

Commercial Manager.....Howard Roberson
Program Director.....Harold Kimmell
Chief Announcer.....Leonard Johnson
Musical-Publicity Director.....Audre Lipscomb
Chief Engineer.....Howard Blaker

Coverage

	Daytime	Evening
Population—Primary	156,958	90,616
Radio Homes— "	35,611	18,000
Population—Secondary	244,885	61,100
Radio Homes— "	36,260	9,767

Source: U. S. Census; Joint Committee; mail response analysis.

Representative

John H. Perry Associates

K G N C

AMARILLO—EST. 1924
NATIONAL BROADCASTING CO.
LONE STAR CHAIN

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellaire Park. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President.....O. L. Taylor
General Manager.....John Ballard
Assistant General Manager,
Raymond Hollingsworth
Merchandising Manager.....James Stanberry
Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe

Coverage

Population—Primary	315,878
Radio Homes— "	58,960
Population—Secondary	562,933
Radio Homes— "	92,890

Source: Station survey; Joint Committee.

Representative

Howard H. Wilson Co.
(See Page 564)

KNOW

AUSTIN—EST. 1923
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.
OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First and Tillery Sts. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. (114 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....H. M. Fentress
Station Manager.....Charles B. Meade
Program Director-Artists' Bureau Head,
Pat Adelman
Publicity Director.....J. Mabel Clark
Chief Announcer.....Conrad Vernon
Musical Director.....Margaret Johnson
Chief Engineer.....James Lewis

Coverage

Population—Primary	240,000
Radio Homes— "	60,000
Population—Secondary	400,000
Radio Homes— "	100,000

Source: Station survey; U. S. Census.

KTBC

AUSTIN—EST. 1939

FREQUENCY: 1150 Kc. POWER: 1000 watts.
OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified hours; 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. B. Anderson
Station Manager.....Aubrey H. Escoe
Commercial Manager.....Charles Rider
Program Director.....Fred Caldwell
News Editor-Publicity Director...Merle McMurry
Director of Women's Programs...Irene Wayne
Chief Engineer.....Harry Slife

Coverage

Population—Primary	565,000
Radio Homes— "	187,000
Population—Secondary	885,000
Radio Homes— "	120,550

Source: Station survey; Joint Committee; 1940 U. S. Census.

KFDM

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY
FREQUENCY: 560 Kc. POWER: 1000 Watts.
OWNED BY: Beaumont Broadcasting Co., Inc. OPERATED BY: Beaumont Broadcasting Co., Inc. BUSINESS ADDRESS: Beaumont. PHONE: 3882. STUDIO ADDRESS: Edson Hotel. TRANSMITTER LOCATION: Doucette and Grove Sts. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....C. W. Snider
General Manager.....C. B. Locke
Program Director.....Len Finger
Sales Promotion Manager.....Ed E. Carroll
Publicity Director.....Leon Taylor
Musical Director.....George W. Caldwell
Chief Engineer.....Leon Saye

Coverage

Population—Primary	972,629
Radio Homes— "	184,380

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

KRIC

BEAUMONT—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Mrs. J. L. Mapes
Station Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director.....Joe S. Trum
Chief Engineer.....Clements McDaniel

Coverage

	Daytime
Population—Primary	250,000
Radio Homes— "	71,400
Population—Secondary	500,000
Radio Homes— "	142,800

Source: Chamber of Commerce; station survey.

KBST

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK
FREQUENCY: 1490 Kc. POWER: 250 watts.
OWNED BY: Big Spring Herald Broadcasting

Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President Howard Barrett
 General Manager..... Elliott Roosevelt
 Station Manager..... Jack Wallace
 Program-Musical Director..... Lou Palmer
 Publicity Director..... Bill Parady
 Chief Engineer..... J. B. Casey

Coverage

Population—Primary	120,600
Radio Homes— "	16,300
Population—Secondary	100,000
Radio Homes— "	15,400

Source: Joint Committee.

Representative

Texas State Network

KNEL

BRADY—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 Watts, n. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local).

Personnel

General Manager..... G. L. Burns
 Commercial Manager..... John Sloane
 Chief Announcer..... Norris Campbell
 Chief Engineer..... Marion Crawford

Coverage

Population—Primary	129,000
Radio Homes— "	20,800
Population—Secondary	126,900
Radio Homes— "	22,300

Source: Mail response analysis.

Representative

Cox & Tanz

KGFI

BROWNSVILLE—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 106 hours weekly.

Personnel

General Manager..... E. E. "Jack" Wilson
 Commercial Manager..... Leonard W. Briggs
 Publicity-Traffic Manager..... F. R. Wilson
 Program Director..... Eloise Alexander
 Chief Announcer..... Bill Simpson
 Chief Engineer..... Willis Wilson

Representative

Cox & Tanz

KBWD *

BROWNWOOD—EST. 1941

FREQUENCY: 1350 Kc. POWER: 500 watts. OWNED BY: Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath d/b as Brown County Broadcasting Co. OPERATED BY: Brown County Broadcasting Co. BUSINESS ADDRESS: Brownwood. PHONE: 338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Brownwood Bulletin.

Personnel

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

WTAW

COLLEGE STATION—EST. 1921

FREQUENCY: 1150 Kc. POWER: 1000 watts (C.P. 1000 watts). OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station. TIME ON THE AIR: Shares daytime hours with KTBC.

Personnel

Station Manager..... E. P. Humbert
 Chief Engineer..... H. C. Dillingham
 (Non-Commercial Station)

KEYS *

CORPUS CHRISTI—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Earl C. Dunn and Charles Rossi d/b as Nueces Broadcasting Co. OPERATED BY: Nueces Broadcasting Co. BUSINESS ADDRESS: Corpus Christi. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Partners..... Charles Rossi, Earl C. Dunn
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available.

K R I S

CORPUS CHRISTI—EST. 1937
 NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 LONE STAR CHAIN

FREQUENCY: 1360 Kc. POWER: 1000 watts.
 OWNED BY: Gulf Coast Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Medical and Professional Bldg., P. O. Box
 840. PHONE: 6354. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Corpus
 Christi. NEWSPAPER AFFILIATION: Corpus
 Christi Caller-Times. NEWS SERVICE: Inter-
 national News Service. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

General Manager.....T. Frank Smith
 Commercial Manager.....William Hewes

Coverage

Population—Primary	195,800
Radio Homes— "	28,700
Population—Secondary	76,500
Radio Homes— "	8,400

Source: Mail response analysis.

Representative

The Branham Co.

K A N D

CORSICANA—EST. 1937
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Navarro Broadcasting Assn.
 OPERATED BY: Navarro Broadcasting Assn.
 BUSINESS ADDRESS: State Natl. Bank Bldg.
 PHONE: 30. STUDIO ADDRESS: State Natl.
 Bank Bldg. TRANSMITTER LOCATION: High-
 way 75. TIME ON THE AIR: 16½ hours daily.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Standard Radio.

Coverage

Population—Primary	*64,510
Radio Homes— "	39,030
Population—Secondary	*75,590
Radio Homes— "	48,310

*Families.
 Source: Field intensity measurements; esti-
 mate.

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1080 Kc. POWER: 50,000
 Watts. OWNED BY: KRLD Radio Corp. OP-
 ERATED BY: KRLD Radio Corp. BUSINESS
 ADDRESS: Adolphus Hotel. PHONE: 2-6811.
 STUDIO ADDRESS: Adolphus Hotel. TRANS-
 MITTER LOCATION: Garland. TIME ON THE
 AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER
 AFFILIATION: Dallas Times Herald. NEWS
 SERVICE: International News Service. TRAN-
 SCRIPTON SERVICE: Standard Radio.

Personnel

President.....Tom C. Gooch
 Managing Director.....J. W. Runyon
 Station & Com. Mgr.....C. W. Rembert
 Program Director.....Ruth Clem
 Production Manager.....Roy George
 Publicity Director.....Douglas Hawley
 Chief Announcer.....J. W. Crocker
 Musical Director.....Hyman Charninsky
 Chief Engineer.....R. M. Flynn

Coverage

Population—Primary	3,276,943
Radio Homes— "	537,280
Population—Secondary	6,972,379
Radio Homes— "	1,155,260

Source: Field intensity measurements; 1940
 U. S. Census.

Representative

The Branham Co.

W F A A

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY
 FREQUENCY: 820 Kc. POWER: 50,000
 Watts. OWNED BY: A. H. Belo Corp. OPER-
 ATED BY: A. H. Belo Corp. and The Dallas
 Morning News. BUSINESS ADDRESS: Santa
 Fe Bldg. PHONE: 7-9631, LD 794. STUDIO AD-
 DRESS: Santa Fe Bldg. TRANSMITTER LOCA-
 TION: Near Grapevine, Texas. TIME ON THE
 AIR: WFAA-WBAP operated continuously 5:30
 A.M. to Midnight (daily); 7:30 A.M. to Midnight
 (Sunday). NEWSPAPER AFFILIATION: The
 Dallas Morning News. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: NBC The-
 saurus, Lang-Worth. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President.....E. M. Dealey
 Managing Director.....Martin Campbell
 Station Manager.....Alex C. Keese
 Sales and Promotion Manager...Irvin Gross
 Program Director—Artists' Bureau Head,
 Ralph Nimmons
 Publicity Director.....Norval Schneringer
 Musical Director.....Karl Lampertz
 Chief Announcer.....Hal Thompson
 Chief Engineer.....Raymond Collins

Coverage*

	Daytime	Evening
Population—Primary	5,327,484	5,327,484
Radio Homes— "	805,700	805,700
Population—Secondary ..	7,259,620	7,259,620
Radio Homes— "	1,267,300	1,267,300

* Coverage increase estimate 30 per cent
 over presented figures since installation of
 vertical antenna.

Source: NBC Airea Study.

Representative

Edward Petry & Co., Inc.
 (See Page 570)

W R R

DALLAS—EST. 1920
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 5000 watts.
OWNED BY: City of Dallas. OPERATED BY:
City of Dallas. BUSINESS ADDRESS: Munici-
pal Bldg. PHONE: 3-6101. STUDIO ADDRESS:
State Fair Grounds. TRANSMITTER LOCA-
TION: Same. TIME ON THE AIR: 6:45 A.M.
to 12:00 Midnight. NEWS SERVICES: Trans-
radio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director.....Charles B. Jordan
Commercial Manager.....Dale Drake
Program Director.....Pete Teddlie
Promotion-Merchandising Manager..Hal Smith
Program-Publicity Director and
Artists' Bureau Head.....Pete Teddlie
Production Manager-Chief Announcer.

Buddy Harris
Musical Director.....Murray Lambert
Chief Engineer.....D. J. Tucker

Coverage

	Evening
Population—Primary	2,400,412
Radio Homes— "	285,600

Source: Station survey.

K D N T

DENTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: Harwell V. Shepard. OPERATED
BY: Same. BUSINESS ADDRESS: 216 Jackson
Bldg. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Highway No. 24. TIME
ON THE AIR: 15½ hours daily. NEWS SER-
VICE: United Press. MAINTAINS ARTISTS'
BUREAU.

Personnel

Owner

Harwell V. Shepard
Sales Manager.....Herman Cecil
Program Director.....Bob Syler
Chief Engineer.....B. B. Honeycutt

Coverage

	Daytime	Evening
Population—Primary	714,000	75,000
Radio Homes— "	142,880	10,000

Source: Mail and telephone response
analysis.

K F P L

DUBLIN—EST. 1924

FREQUENCY: 1340 Kc. POWER: 250 watts,
d.; 100 Watts, n. OWNED BY: C. C. Baxter. OP-
ERATED BY: C. C. Baxter. BUSINESS ADDRESS:
205 Grafton. PHONE: 183. STUDIO ADDRESS:
205 Grafton. TRANSMITTER LOCATION: One-

half mile out of city limits. TIME ON THE AIR:
Unlimited license.

Personnel

Owner.....C. C. Baxter

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 watts,
d.; 500 watts, n. OWNED BY: Dorrance D.
Roderick. OPERATED BY: Dorrance D. Rod-
erick. BUSINESS ADDRESS: 2201 Wyoming
St. PHONE: Main 2020. STUDIO ADDRESS:
2201 Wyoming St. TRANSMITTER LOCATION:
Hemmett Blvd. TIME ON THE AIR: 121½
hours weekly. NEWSPAPER AFFILIATION: El
Paso Times. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Associated.

Personnel

Owner.....Dorrance D. Roderick
Station Manager.....Merle H. Tucker
Commercial Manager.....Larry A. Harris
Program-Musical Director....H. Arthur Brown
Publicity Director.....William Jolesch
Chief Engineer.....Edward P. Talbott

Coverage

Population—Primary	172,559
Radio Homes— "	31,210

Source: Station estimate.

Representative

Howard H. Wilson Co.

K T S M

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1380 Kc. POWER: 1000 watts.
OWNED BY: Tri-State Broadcasting Co., Inc.
OPERATED BY: Same. BUSINESS ADDRESS:
P. O. Box 1976. STUDIO ADDRESS: Paso Del
Norte Hotel. PHONE: Main 3122. TRANSMIT-
TER LOCATION: First Ave., near U. S. High-
way No. 8. TIME ON THE AIR: 6:00 A.M. to
11:30 P.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICES: NBC Thesaurus.
C. P. MacGregor.

Personnel

President.....Mrs. L. E. Bredberg
General Manager.....Karl O. Wylar
Sales Manager.....Willard E. Kline
Program Director.....Roy T. Chapman
Publicity Director.....Eric Munro
Chief Engineer.....E. L. Gemoets

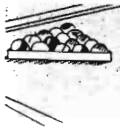
Coverage

Population—Primary	153,000
Radio Homes— "	32,500
Population—Secondary	170,000
Radio Homes— "	37,000

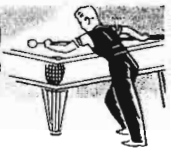
Source: Station survey.

Representative

George P. Hollingbery Co.



A Real Break for Timebuyers!



Three Stations



Two Cities



One Centralized Management



It's easier than ever now to invest your advertising dollars profitably in "America's Fastest Growing Market". WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States and KGKO, second only to its sister station in the Southwest, are jointly operated by The Fort Worth Star-Telegram and The Dallas Morning News, with a centralized sales office to assist you in placing your schedules where you'll get the most for your money. When you're thinking of Texas and Oklahoma, with millions of radio listeners with billions to spend, investigate this combination.

National Representatives

WFAA-WBAP: Edward Petry & Co., Inc.
KGKO: Free & Peters, Inc.

K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts.
OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: 1201 West Lancaster. STUDIO ADDRESS: 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122½ hours weekly). NEWS SERVICE: United Press.

Personnel

President Elliott Roosevelt
Secretary-Treasurer H. A. Hutchinson
General Manager Miss Jean Rabyor
Commercial Manager Fred L. Edwards
Program Director Helen Jane Behlke
Publicity Director Forest Clough
Musical Director George McCullough
Chief Engineer Ed L. Starnes

Coverage

Population—Primary	1,204,878
Radio Homes— "	240,600
Population—Secondary	1,468,700
Radio Homes— "	250,000

Source: Field intensity survey.

K G K O

FORT WORTH—EST. 1928

NBC—LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 watts.
OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts, Fort Worth; Santa Fe Bldg., Dallas. PHONES: Fort Worth 3-1234; Dallas 7-9631 and Central 1330. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight, daily; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram, Dallas Morning News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President Amon G. Carter
General Manager Harold V. Hough
Managing Director Martin Campbell
Station Manager George Cranston
Publicity Director Elbert Haling
Chief Announcer Frank Mills
Program Director Ed Lalley
Chief Engineer R. C. Stinson

Coverage

	Daytime	Evening
Population—Primary	1,383,488	939,260
Radio Homes— "	493,775	479,667
Population—Secondary	2,437,802	1,234,783
Radio Homes— "	187,610	30,034

Source: Joint Committee.

Representative

Free & Peters, Inc.

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: Medical Arts Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President Amon G. Carter
General Manager Harold V. Hough
Assistant General Manager George Cranston
Commercial Manager Jack Keasler
Program Director Ed Lally
Publicity Director Elbert Haling
Chief Announcer Frank Mills
Chief Engineer R. C. Stinson

Coverage

Population—Primary	5,327,484
Radio Homes— "	805,700
Population—Secondary	7,259,620
Radio Homes— "	1,267,300

Source: NBC Airea Study.

Representative

Edward Petry & Company

K L U F

GALVESTON—EST. 1922

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Geo. Roy Clough
Commercial and Sales Promotion Manager, C. V. Bracht
Program-Publicity Director H. D. Clough
Chief Engineer L. D. Clough

Coverage

	Daytime	Evening
Population—Primary	576,321	102,290

Source: Station survey.

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to Midnight (125 hours weekly). NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. P. Hobby
 Station Manager.....Kern Tips
 Program Director.....Jack McGrew
 Publicity Director.....Lois Cain
 Musical Director.....K. Burt Sloan
 Chief Engineer.....H. T. Wheeler

Coverage

Population—Primary 1,412,700
 Radio Homes— " 227,960
 Population—Secondary 386,100
 Radio Homes— " 45,400

Source: NBC Airea Study.

Representative

Edward Petry & Co.

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....B. F. Orr
 Commercial Manager.....Ray E. Bright
 Program Director.....Harry Grier
 Chief Engineer.....Tom Hiner

Coverage

Population—Primary 847,800
 Radio Homes— " 193,200
 Population—Secondary 4,702,900
 Radio Homes— " 652,700

Source: Mail response analysis and field intensity measurements.

Representative

John Blair & Company

K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. PHONE: Capitol 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

Manager.....T. F. Smith
 Program Director.....Charles Nethery
 Chief Engineer.....Gerald Chinski

Coverage

	Daytime	Evening
Population—Primary	820,581	800,539
Radio Homes— " "	127,530	124,570
Population—Secondary	284,621	420,844
Radio Homes— " "	51,380	65,730

Source: Mail response analysis; 1940 U. S. Census; Joint Committee.

Representative

The Branham Co.

K S A M

HUNTSVILLE—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Sam Houston Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....H. G. Webster
 Station Manager.....Kenneth Krug, Jr.
 Program Director-Chief Announcer,
 James Jones
 Chief Engineer.....Jack Whitley

K O C A

KILGORE—EST. 1936

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Oil Capitol Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kilgore. TIME ON THE AIR: 6:00 a.m. to 10:00 p.m. NEWSPAPER AFFILIATIONS: Kilgore Daily News.

Personnel

General ManagerRoy G. Terry

K P A B

LAREDO—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: P. O. Box 1120. STUDIO ADDRESS: 300 Loring Ave. PHONE: 1490. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Over 102 hours weekly.

Personnel

General Manager.....Mervel M. Valentine
Chief Announcer.....Dave Moody
Musical Director.....Adelaide Bunn
Chief Engineer.....Ed Schoeler

Coverage

	Daytime	Evening
Population—Primary	79,500	79,500
Radio Homes— "	15,081	15,081
Population—Secondary	45,300	20,000
Radio Homes— "	9,931	4,500

Source: Mail and phone survey; U. S. Census.

Representative

Forjoe & Company, New York

K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS: P. O. Box 607. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: 1918 Marshall-Longview Road. TIME ON THE AIR: 6:30 A.M. to 11:05 P.M.; Sunday, 7:00 A.M. to 9:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor.

Personnel

President-General Manager... James R. Curtis

Coverage

	Daytime	Evening
Population—Primary	107,117	75,050
Radio Homes— "	26,779	18,762
Population—Secondary	240,937	93,267
Radio Homes— "	60,236	23,318

Source: Field intensity measurements.

Representatives

Forjoe & Co. (New York)
Ferguson & Walker, Inc. (Chicago)
Walter Biddick Co. (Los Angeles)
F. Lacelle Williams (Atlanta)

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK
FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co.

BUSINESS ADDRESS: 914 Avenue J. PHONE: 1700-1. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 110 hours weekly. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, C. P. MacGregor.

Personnel

President.....O. L. Taylor (Amarillo)
Station Manager.....DeWitt Landis
Sales-Publicity Manager.....Bruce Collier
Program Director-Artists' Bureau Head,
R. B. McAlister
Production Manager-Chief Announcer,
Wesley Youngblood
Musical Director.....Burnie Howell
Chief Engineer.....W. H. Terry

Coverage

Population—Primary	171,696
Radio Homes— "	22,510
Population—Secondary	49,173
Radio Homes— "	5,300

Source: Field intensity survey; Joint Committee.

Representative

Howard H. Wilson Company
(See Page 564)

K R B A

LUFKIN—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: 108½ S. First St. PHONE: 272. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 35. TIME ON THE AIR: Daytime License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ben T. Wilson
Manager.....Darrell E. Yates
Commercial Manager.....Richman Lewin
Chief Announcer.....William Pharr
Chief Engineer.....Earle Pettey

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK
FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight (126 hours weekly). NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....W. H. McCumber
 Program Director.....C. A. Roark
 Director of Women's Programs.Claudine Hogan
 Publicity Director.....E. P. Helm
 Chief Announcer.....A. B. Kelley
 Chief Engineer.....Robert Harnoa

Coverage

	Daytime	Evening
Population—Primary	100,000	60,000
Radio Homes— "	30,000	22,000
Population—Secondary	156,000	100,000
Radio Homes— "	47,500	20,000

Source: Station estimate.

Representative

Cox & Tanz

KNET

PALESTINE—EST. 1936

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. PHONE: 411. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strickland Park. TIME ON THE AIR: 106 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Dr. Bonner Frizzell
 Station Manager.....John Sullivan
 Program Director.....Elizabeth Cage
 Chief Announcer.....Dennis Sullivan
 Musical Director.....Leland Adams
 Chief Engineer.....C. H. Anglin

Coverage

Population—Primary	60,000
Radio Homes— "	8,000
Population—Secondary	75,000
Radio Homes— "	15,000

Source: Station estimate.

KPDN

PAMPA—EST. 1936

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: R. C. Hoiles. OPERATED BY: R. C. Hoiles. BUSINESS ADDRESS: Box 1701. PHONE: 1100. STUDIO ADDRESS: 212 N. Ballard. TRANSMITTER LOCATION: East of city limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (99½ hours weekly). NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....R. C. Hoiles
 General Manager.....H. E. Kreiger
 Commercial Manager.....John Wells
 Sales Promotion Manager.....Bill Browne

Program Director.....Ray Monday
 Production Manager.....Elleta Bullard
 Chief Announcer.....Bob Morris
 Musical Director-Artists' Bureau Head,
 Ken Bennett
 Chief Engineer.....Herman Kreiger

Coverage

	Daytime	Evening
Population—Primary	55,308	47,012
Radio Homes— "	21,150
Population—Secondary	25,456	21,637
Radio Homes— "	7,055

Source: Station survey; U. S. Census; Joint Committee.

KPLT

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel. Mezzanine Floor. TRANSMITTER LOCATION: ¼ miles south on Texas Highway No. 24. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. (113¾ hours weekly). NEWSPAPER AFFILIATION: Paris News. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....A. G. Pat Mayse
 Station Manager.....Frank O. Meyers
 Program Director.....David Crockett
 Chief Engineer.....Weldon Jeffus

Coverage

Population—Primary	300,000
Radio Homes— "	60,000
Population—Secondary	150,000
Radio Homes— "	30,000

Source: Mail response analysis.

Representative

Texas State Network

KIUN

PECOS—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: 306 S. Cedar St. STUDIO ADDRESS: 306 S. Cedar St. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Co-Owner-General Manager... Jack Hawkins
 Co-Owner-Publicity Director... Barney Hubbs
 Chief Announcer... W. D. Martin
 Musical Director... Paul Cox
 Chief Engineer... Stanley Hall

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 watts.
 OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1500 Procter St. PHONE: 7458. STUDIO ADDRESS: 1515 Lakeshore Drive. TRANSMITTER LOCATION: 1500 Procter St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President Carl Vaughan
 Station Manager Glenn Hewitt
 Program-Publicity Director... George Morrison
 Artists' Bureau Head..... Marjorie Vickers
 Chief Announcer..... Dusty Rhodes
 Musical Director..... Jimmie Hart
 Chief Engineer..... Joe Walters

Coverage

Population—Primary 574,000
 Radio Homes— " 138,900
 Population—Secondary 1,750,000
 Radio Homes— " 337,230

Source: Station survey.

Representative

Radio Advertising Corp.

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 6715. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (11½ hours weekly). NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... H. C. Ragsdale
 Station Manager Lonnie Preston
 Commercial Manager..... Ollie Cook
 Sales Promotion Manager... Marlowe Preston
 Program-Musical Director... Lynn Bigler
 Production Manager..... Harold Von Egger
 Publicity Director..... Dorothy Kindred
 Chief Engineer..... Frank M. Jones

Coverage

Population—Primary 83,824
 Radio Homes— " 17,470
 Population—Secondary 164,888
 Radio Homes— " 12,320

K A B C

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 811 E. Myrtle St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press (via Texas State Network).

Personnel

President R. Early Wilson
 Station Manager H. C. Harvey
 Commercial Manager..... Waymond Ramsev
 Program Director..... Jerry Lee Pecht

Coverage

	Daytime	Evening
Population—Primary	465,000	465,000
Radio Homes— "	119,500	119,500
Population—Secondary	153,000	153,000
Radio Homes— "	33,700	33,700

Source: Station survey.

K M A C

SAN ANTONIO—EST. 1930

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: W. W. McAllister and Howard W. Davis d/b as Walmac Co. OPERATED BY: Walmac Company. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 319 Avenue A. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager..... Howard W. Davis
 Program Director..... A. S. Bessan
 Secretary-Treasurer..... Ruth Burleson

Coverage

	Daytime
Population—Primary	400,000

Source: Station survey.

Representative

Burn-Smith Co.

K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS:

317 Arden Grove. PHONE: Fannin 5171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Manager Eugene J. Roth
Sales Manager..... James M. Brown
Chief Engineer..... George Ing

Coverage

	Daytime
Population—Primary	350,000
Radio Homes— "	92,000

Source: U. S. Census; Chamber of Commerce.

Representative

Forjoe & Co.

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... O. L. Taylor
Station Manager..... George W. Johnson
Sales and Assistant Station Manager.
Charles Balthrope
Sales Promotion Manager..... Lew Lacey
Program Manager..... William C. Bryan
Production Manager-Chief Announcer,

Jack Mitchell
Publicity Director..... Jack Svhlchenmaier
Educational Director..... Frances Scarborough
Musical Director..... Rex L. Preis
Chief Engineer..... Wm. Egerton

Coverage

	Daytime	Evening
Population—Primary	1,680,657	1,348,676
Radio Homes— "	249,130	155,120
Population—Secondary ..	2,630,410	2,304,513
Radio Homes— "	368,433	291,150

Source: CBS Listening Study and station survey.

Representative

Howard H. Wilson Co.
(See Page 564)

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1200 Kc. POWER: 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc.

BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

Pres. & General Manager..... Hugh A. L. Halft
Chairman of Board..... G. A. C. Halft
Vice-President..... Ellis Chaney
Secretary..... George Beury
Sales Promotion & Merchandising
Manager..... Walter S. Zahrt
Program-Musical Director..... Dwight Bourn
Production Manager..... Monte Eleban
Educational Director..... Leona Bender
News Editor..... Corwin Riddell
Chief Announcer..... Pat Flaherty
Chief Engineer..... Fred Sterling

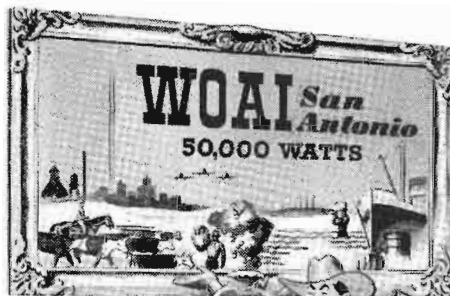
Coverage

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800
Radio Homes—Secondary	65,400	154,400

Source: Field strength survey; mail response analysis; Joint Committee.

Representative

Edw. Petry & Co., Inc.



AFFILIATE

NBC

MEMBER

TQN

Represented

Nationally

by

Edward Petry

& Co.

“Here’s

the Texas Picture!”

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Sherman; Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: 1 3/4 miles north of Sherman. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Sherman Daily Democrat. NEWS SERVICE: United Press (via Texas State Network).

Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick
Commercial Manager.....Orvin Franklin
Program Director-Chief Announcer, T. E. Perrin
Merchandising Manager.....C. Wells, Jr.
Denison Studio Manager.....B. V. Hammond
Musical Director.....Louise Cobbler
Chief Engineer.....T. E. Spellman

Coverage

Population—Primary 1,243,420
Radio Homes— " 247,470
Source: Station survey.

K X O X

SWEETWATER—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. PHONE: 2341. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George Bennett
Secretary-Treasurer & General
Manager.....Russell Bennett
Commercial Manager.....J. H. Hubbard

Coverage

Population—Primary 411,699
Radio Homes— " 45,700
Source: Mail response analysis.

K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00

midnight. (119 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Ruth Mayborn
General Manager.....Frank Mayborn
Station Manager.....Burton Bishop
Commercial Manager.....R. L. Kanatazar
Program Director.....Edwin Callaway
Chief Engineer.....Paul Shaw

Coverage

	Daytime	Evening
Population—Primary	289,543	50,030
Radio Homes— "	48,280	8,560
Population—Secondary ..	267,901	239,543
Radio Homes— "	43,880	39,720

Source: Mail response analysis; U. S. Census.

Representative

Texas State Network
Associated Radio Sales

K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 832. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Henry Humphrey
General Manager.....Cliff Tatam
Artists Bureau Head and
Traffic Manager.....Paulyne Sorsby
Program & Publicity Dir.....Thomas Dillahunty
Chief Engineer.....Harvey Robertson

Coverage

Radio Homes—Primary 30,810
Radio Homes—Secondary 58,580
Source: Station survey.

K G K B

TYLER—EST. 1931

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....W. M. Roberts
 Operator.....Jas. G. Ulmer
 General Manager.....M. E. Danbom
 Sales Promotion Manager.....Tom Shugart
 Program Director-Chief Announcer.....Al Hall
 Musical Director.....Pauline Park
 Chief Engineer.....John B. Sheppard

Coverage

	Daytime	Evening
Population—Primary	303,100	303,100
Radio Homes— "	26,500	26,500
Population—Secondary	303,021	303,021
Radio Homes— "	28,400	28,400

Source: Joint Committee; Texas Almanac.

K V W C

VERNON—EST. 1939

**MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1813 Wilbarger St. PHONE: 1048. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: 1 mile east of Vernon. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....R. H. Nichols
 Station Manager.....Ernest Mobley
 Sales Manager.....W. D. Dixon
 Commercial and Sales Promotion Manager,
 W. J. Dickerson
 Program-Musical Director.....Ray Whitworth
 Production Manager-Chief Announcer,
 Bro. Mingus
 Chief Engineer.....Herman Ridgway

Coverage

Population—Primary	208,940
Radio Homes— "	57,300
Population—Secondary	171,222
Radio Homes— "	47,420

Source: Station survey.

Representative

Texas State Network

K V I C

VICTORIA—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Radio Enterprises, Inc. OPERATED BY: Radio Enterprises, Inc. BUSINESS ADDRESS: Victoria. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Morris Roberts

W A C O

WACO—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Life Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Life Bldg. TRANSMITTER LOCATION: Amicable Life Bldg. TIME ON THE AIR: 16 hours daily (112 hours weekly). NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....S. M. Richardson
 Station Manager.....R. E. Lee Glasgow
 Chief Announcer.....Bernard Helton
 Musical Director.....Mary Holiday
 Chief Engineer.....L. H. Appleman

Coverage

Population—Primary	376,181
Radio Homes— "	44,600
Population—Secondary	226,767
Radio Homes— "	25,600

Source: Texas Almanac; Joint Committee.

K R G V

WESLACO—EST. 1926

**NBC—(RED OR BLUE)
 LONE STAR CHAIN**

FREQUENCY: 1290 Kc. POWER: 1000 watts.
 OWNED BY: KRGV, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 201 Border. PHONE: 375-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

Personnel

President.....O. L. Taylor
 Station Manager.....Ken Lowell Sibson
 Assistant Manager.....Guy W. Bradford
 Program Director.....Dick Watkins

Coverage

Population—Primary	383,909
Radio Homes— "	37,860

Source: Station survey.

Representative

Howard H. Wilson Co.
 (See Page 564)

KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Wichita Broadcasting Co. OPERATED BY: Wichita Broadcasting Co. BUSINESS ADDRESS: Harvey Snyder Bldg. PHONE: 4183. STUDIO ADDRESS: Kemp Hotel. TRANSMITTER LOCATION: 2½ miles northwest of Wichita Falls. TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night; Sunday, 8:00 A.M. to 11:00 P.M. (123 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President-Sales Manager.....Joe B. Carson

Station and Commercial Manager,

Charles E. Clough

Program Director.....Claudine French
Publicity Director.....Leslie Pierce
Traffic Manager.....Bea Montgomery
Continuity Chief.....Bedford Furr
Chief Announcer.....Dick Nauman
Musical Director.....Lucille Crouch
Chief Engineer.....John Adams

Coverage

	Daytime	Evening
Population—Primary	3,832,217	889,429
Radio Homes—	526,300	116,000

Source: Field intensity measurements; U. S. Census.

Representative

Paul H. Raymer Co.

UTAH

Population 550,310

Number of Radio Homes 126,010

Number of Families 139,580

Auto Registrations 137,875

For 1940 Census data, please turn to page 282

KSUB

CEDAR CITY—EST. 1937

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Utah Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 811. STUDIO ADDRESS: El Escalante Hotel. PHONE: 398. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Leland M. Perry
Station Manager.....Sherman T. Wright
Program-Musical Director.....Inez Corry
Chief Announcer.....Fenton Dalley
Chief Engineer.....Sherman T. Wright

Coverage

	Daytime	Evening
Population—Primary	18,000	7,500
Radio Homes—	5,500	1,500

Representative

Cox & Tanz

KVNU

LOGAN—EST. 1938

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Cache Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS:

41 S. Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Logan. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Reed Bullen

Representative

Adams & Adams

KLO

OGDEN—EST. 1924

NBC-MBS-INTERMOUNTAIN

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Ben Lomond, Ogden; McIntyre Bldg., Salt Lake City. PHONES: Ogden 84; Salt Lake City 4-1849. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kaneshville, Utah. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....A. L. Glasmann
V.P.-General Manager.....Paul R. Heilmeyer
Assistant Manager.....Merrill J. Bunnell

Sales Manager.....Sam Jones
 National Advertising Manager.....Socs N. Vratits
 Program Manager.....Ethel G. Clark
 Production Manager.....Mel Wright
 Chief Announcer.....Hal Parkes
 Chief Engineer.....W. D'Orr Cozzens

Coverage

	Daytime	Evening
Population—Primary	460,412	460,412
Radio Homes— "	112,300	112,300

Source: Field strength measurements; U. S. Census.

Representative

George P. Hollingbery Co.

KEUB

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: E. Utah Broadcasting Co.
 OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager....Jack Richards
 Chief Engineer and Announcer, Owen J. Ford

Coverage

	Daytime	Evening
Population—Primary	22,000	30,000
Radio Homes— "	6,000	7,000
Population—Secondary ..	20,000	25,000
Radio Homes— " ..	5,250	6,250

Representative

George P. Hollingbery Co.

KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Clifford A. Talboe, trustee, d/b as Citizens Voice and Air Show. OPERATED BY: Same. BUSINESS ADDRESS: 108 West Center St. PHONE: 1680. STUDIO ADDRESS: 108 West Center St. TRANSMITTER LOCATION: 17 West Second St., South. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Clifton A. Talboe
 Manager.....Arch L. Madsen
 Sales Manager.....S. G. Carter
 Commercial Manager.....Evelyn Hansen
 Program Director.....Shirl Black
 Publicity Director.....Jack Davies
 Chief Engineer.....Arch L. Madsen

Coverage

	Daytime	Evening
Population—Primary	66,226	66,226
Radio Homes— "	15,269	15,269
Population—Secondary ..	28,941	8,260
Radio Homes— " ..	6,943	1,961

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

KDYL

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.
 OWNED BY: Intermountain Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Tribune-Telegram Bldg. PHONE: 5-2991. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th West and 33rd South. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager.....S. S. Fox
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....W. E. Wagstaff
 Program Director.....Emerson Smith
 Production Manager.....George A. Provol
 Artists' Bureau Head.....John M. Woolf
 Publicity Director.....Charles S. Buck

for Results
 in the
**Intermountain
 Market**

The
**POPULAR
 Station**
 Salt Lake City

NBC
 RED
 NETWORK

National Representative
 JOHN BLAIR & CO.

Chief Announcer.....Douglas C. Gourlay
 Traffic Manager.....Craig Rogers
 Continuity Editor.....George D. Snell
 Musical Director.....By Woodbury
 Chief Engineer.....J. M. Baldwin

Coverage

	Daytime	Evening
Population—Primary	607,805	432,734
Radio Homes— "	131,460	94,650
Population—Secondary	246,076	103,920
Radio Homes— "	54,180	22,689

Source: Field intensity survey and mail count.

Representative

John Blair & Company

K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: 5-4641. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (133 hours weekly). NEWSPAPER AFFILIATION: Salt Lake Trib-

une. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Vice-President.....John F. Fitzpatrick
 Secretary.....Joseph L. Wirthlin
 Auditor.....Dan H. Vincent
 Station Manager.....Ivor Sharp
 Sales Manager.....E. J. Broman
 Commercial Manager.....Lennox Murdoch
 Production Manager.....Glenn Shaw
 Chief Announcer.....Russell Stewart
 Musical Director.....Gene Halliday
 Technical Director.....Eugene G. Pack
 Chief Engineer.....Willice E. Groves

Coverage

	Daytime	Evening
Population—Primary	844,000	1,690,800
Radio Homes— "	173,940	373,700
Population—Secondary	1,060,900	1,168,300
Radio Homes— "	2,458,400	2,619,600

Source: CBS Listening Area Study; Joint Committee.

Representative

Edward Petry & Co., Inc.

from Salt Lake City

KSL

Covers Intermountain America with 50000 Watts

CBS AFFILIATE

The on-the-spot station for more than 400,000 families who spend their money in KSL's wide market.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

KUTA

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 570 Kc. POWER: 1000 watts.
 OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: 29 S. State St. PHONE: 3-2737. STUDIO ADDRESS: 29 S. State St. TRANSMITTER LOCATION: 13th St. S. and 5th West. TIME ON THE AIR: 108 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager... Frank C. Carman
 Assistant Manager..... William B. Sears
 Program Director..... Robert A. Hansen
 Musical Director..... Paul Alexander
 Chief Engineer..... Lyle Wahlquist

Coverage

	Daytime	Evening
Population—Primary	220,000	200,000
Radio Homes— "	47,660	47,660
Population—Secondary	30,000	50,000

Source: Field strength survey; Joint Committee.

Representative

Joseph Hershey McGillvra

VERMONT

Population 359,231

Number of Radio Homes 82,540

Number of Families 92,432

Auto Registrations 92,695

For 1940 Census data, please turn to page 282

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 4880. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

Personnel

President-Treasurer..... C. P. Hasbrook
 Station Manager..... Howard J. Perry
 Program and Production Manager, H. B. Wight
 Chief Engineer..... James W. Tierney

Coverage

Population—Primary	246,700
Radio Homes— "	59,700

Source: Station survey.

Representative

Weed & Company

WSYB

RUTLAND—EST. 1930

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President P. Weiss
 Station Manager J. H. Weiss

WQDM

ST. ALBANS—EST. 1929

FREQUENCY: 1420 Kc. POWER: 1000 watts.
 OWNED BY: F. Arthur Bostwick and E. J. Regan. OPERATED BY F. Arthur Bostwick and E. J. Regan. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager..... T. F. Allen
 Production Manager..... Alec Coursey
 Chief Engineer..... Edward J. Regan

WDEV

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts.
 OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker.

BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager..... Lloyd E. Squier
Commercial and Sales Promotion Manager,
William D. Ricker

Program-Musical Director..... Mal Weaver
Chief Engineer..... Fred Hilsdale

Coverage

Population—Primary	307,847
Radio Homes— "	75,680
Population—Secondary	600,000
Radio Homes— "	150,000

Source: Mail response and field intensity survey.

Representative

Howard H. Wilson Co.

VIRGINIA

Population 2,677,773

Number of Radio Homes 413,180

Number of Families 627,550

Auto Registrations 487,900

For 1940 Census data, please turn to page 282

WCHV

CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: E. Market and 4th. PHONE: 2500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Richmond Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

Personnel

President-Station Manager. Charles Barham, Jr.
Secretary-Treasurer..... Mary Wyne
Sales Manager..... Walter Pegrum
Program Director-Chief Announcer,
Alden Aaroe
Traffic Manager..... Ed Hase
Chief Engineer..... Walter W. Gray

Coverage

Population—Primary	202,973
Radio Homes— "	30,688
Population—Secondary	268,111
Radio Homes— "	43,903

Source: Station survey.

Representative

Forjoe & Company

WBTM

DANVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS
(WLVA-WBTM-WLSL)

FREQUENCY: 1400 Kc. POWER: 250 watts, d., 100 Watts, n. OWNED BY: Piedmont

Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: Hotel Danville. PHONE: 2350. STUDIO ADDRESS: Hotel Danville. TRANSMITTER LOCATION: Danville. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M.; Sundays, 9:00 A.M. to 12:05 A.M. (123½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President..... L. N. Dibrell
Vice-President..... Edward A. Allen
Station Manager..... James L. Howe
Commercial Manager..... John M. Croft
Publicity Director..... Rosbert S. Guyer
Traffic Manager..... R. W. Cuddy
Continuity Chief..... Peter Harkins
Music Librarian..... Earl Hotaling
Program Director..... W. P. Heffernan
Chief Engineer..... Harry W. Spencer

Coverage

	Daytime	Evening
Population—Primary	268,420	* 90,000
Radio Homes— "	33,870	* 18,000

* Estimate

Source: Field intensity and mail response survey; U. S. Census; Joint Committee.

WFVA

FREDERICKSBURG—EST. 1939

FREQUENCY: 1290 Kc. POWER: 250 watts. OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericks-

burg. TIME ON THE AIR: 6:30 A.M. to local sunset.

Personnel

General Manager.....Richard F. Lewis
Commercial Manager.....L. E. Smith

Representative

Burn-Smith Co.

W S V A

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 1000 watts.
OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Hotel Beverley, Staunton. PHONES: Harrisonburg 875; Staunton 647. TRANSMITTER LOCATION: Route No. 1. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Frederick L. Allman
Secretary.....Helen K. Berry
General and Commercial Manager.....Chas. P. Blackley
Program Director.....Wendell Siler
Chief Announcer.....Charles Ballou
Continuity Director.....Helen S. Lynch
Chief Engineer.....U. L. Lynch

Coverage

Population—Primary 154,000
Radio Homes— " 21,560
Population—Secondary 503,000
Radio Homes— " 77,190
Source: Department of Commerce; mail response analysis.

Representative

Joseph Hershey McGillvra

W L V A

LYNCHBURG—EST. 1930

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

FREQUENCY: 1230 Kc. POWER: 250 watts.
OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leewood Addition. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Davis & Schwegler, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

Personnel

President.....Edw. A. Allen
Station Manager.....Philip P. Allen
Sales Manager.....Glenn E. Jackson
Sales Promotion Manager.....Carl Ogilvie

Program Director.....Eric F. Lund
Production Manager.....Claude Taylor
Chief Engineer.....Albert E. Heisen

Coverage

Population—Primary 186,000
Radio Homes— " 25,000
Source: Field intensity and mail response survey; U. S. Census; Joint Committee.

W M V A

MARTINSVILLE—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Thomas Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Martinsville Bulletin.

Personnel

Station Manager.....Jonas Weiland
(See Page 508)

W G H

NEWPORT NEWS—EST. 1928

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.
OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Warwick Hotel, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031. Newport News, 2297. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Newport News Press, Newport News Times-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Raymond B. Bottom
V.P.—General Manager.....Edward E. Bishop
Secretary-Treasurer.....W. R. VanBuren
Commercial Manager.....Edward E. Edgar
Program Director.....Gene D. Stratton
Chief Announcer.....Joel F. Wahlberg
Musical Director.....Willby Goff
Chief Engineer.....Raymond P. Aylor, Jr.
Director of Women's Programs,

Kathleen Sawyer

Special Events Manager.....Frank Vann

Coverage

	Daytime	Evening
Population—Primary	320,900	320,900
Radio Homes— "	61,750	61,750
Population—Secondary	292,700	162,500
Radio Homes— "	19,600	10,000

Source: Mail response analysis.

WTAR

NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts.
 OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glen Rock Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Davis & Schwegler, Lang-Worth.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Program & Musical
 Director.....Henry Cowles Whitehead
 Assistant Program Director.....Jeff Baker
 Sports & Special Events
 Director.....Blair Eubanks
 Commercial Traffic
 Manager.....Shirly Enright
 Production Manager.....Vaughn Bradshaw
 Sales Promotion Director...Ralph S. Hatcher
 Technical Director.....J. L. Grether

Coverage

	Daytime	Evening
Population—Primary	626,404	368,382
Radio Homes— "	113,040	63,660
Population—Secondary ..	588,000	79,600
Radio Homes— "	108,000	8,900

Source: Field intensity measurements based on 1000 watts; 1940 U. S. Census.

Representative

Edward Petry & Co.

WPID

PETERSBURG—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Sycamore St. PHONE: 1053. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 1:30 P.M. to 5:30 P.M. NEWSPAPER AFFILIATION: Petersburg Progress Index. NEWS SERVICE: Transradio Press.

Personnel

President.....R. B. Huber
 Station Manager.....Lee Chadwick
 Sales Manager.....E. B. Pickard
 Sales Promotion Manager...Richard Godsey
 Program Director.....Ben Miller
 Production Manager.....Frank Facenda
 Chief Announcer.....Edward Burch
 Chief Engineer.....Herb Powell

Coverage

Population—Primary	139,856
Radio Homes— "	27,518
Population—Secondary	418,883
Radio Homes— "	78,050

Source: Field intensity survey; Chamber of Commerce.

WMBG

RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1380 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 3301 West Broad St. PHONE: 5-8611. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staples Mill Road and Broad St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President & Station
 Manager.....Wilbur M. Havens
 Secretary.....C. H. Woodward
 Treasurer.....Wilfred H. Wood
 National Sales and Promotion Manager,
 R. E. Mitchell

BUY SEVEN SPOTS FOR THE PRICE OF THREE

Seven 1 minute spots—night-time rate— on WMBG—the Red Network outlet in Richmond—cost \$105.00—or \$15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost \$105.00—or \$35.00 each.

WMBG offers you the Red Network audience—5,000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of \$20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Repr.—John Blair Co.
 Basic Red Network Supplementary May Be Purchased Independent of Any Group

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

Chief Announcer.....Jack Hooper
 Program Director.....Garnett Tate
 Local Sales Manager.....Wm. Filer
 Production Manager.....J. F. Skannell
 Musical Director.....J. Yellen
 Chief Engineer.....Willfred H. Wood

Coverage

	Daytime	Evening
Population—Primary	441,000	278,000
Radio Homes— "	98,900	91,200
Population—Secondary ..	290,000	288,000
Radio Homes— "	76,890	71,000

Source: Department of Commerce; Joint Committee.

Representative

John Blair & Co.

WRNL

RICHMOND—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 910 Kc. POWER: 1000 watts.
 OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Richmond

SOMETHING TO CROW ABOUT!



We have moved to another swell spot on the dial . . . now located at 910 Result St., in Richmond, Va.

WRNL

News Leader, Richmond Times-Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President.....John Stewart Bryan
 Vice-President.....Dr. D. S. Freeman
 Secretary-Treasurer.....Tennant Bryan
 Station Manager.....E. S. Whitlock
 Production Manager.....G. Mallory Freeman
 Assistant Production Manager..Newton Smyth
 Artists' Bureau Head.....Graham Oliver
 Chief Engineer.....Walter S. Selden

Representative

Edward Pety & Co.

WBBL

RICHMOND—EST. 1924

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Grace Covenant Presbyterian Church (M. A. Sifton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 10:55 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

Personnel

Station Manager.....M. A. Sifton
 Chief Engineer.....J. A. Steere

Coverage

	Daytime
Population—Primary	150,000
Radio Homes— "	50,000

Source: Station estimate.
 (Non-Commercial Station)

WRVA

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1140 Kc. POWER: 50,000 watts.
 OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Richmond, 9th & Grace St. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Edgeworth, Henrico County, Va. TIME ON THE AIR: 5:30 A.M. to Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Langworth, Davis & Schwegler.

Personnel

General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Public Relations Director.....W. R. Bishop
 Program Service Manager.....Irvin Abeloff
 Publicity Director.....William L. Willis
 Musical Director.....E. D. Naff
 Special Events Production

Manager.....Ira L. Avery
 Chief Engineer.....D. C. Woods

VIRGINIA

Coverage

Population—Primary 1,215,880
 Evening
 Radio Homes— " 213,810

Source: Field strength measurements; mail response analysis; coincidental telephone surveys; U. S. Census.

Representative

Paul H. Raymer Company

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 5000 watts, OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Roanoke. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....J. P. Fishburn



How Ya Doin' in Roanoke?

Sidewalk salesmen have their points, but there's a far better way of getting attention for your product here in the rich, responsive Roanoke area! And that's via the air-waves of WDBJ! You see, this market of more than two-and-a-half million people (who spend over \$400,000,000 at retail a year!) depends largely on WDBJ for clear radio reception!

If that sounds like wishful thinking, we'll be happy to send you the proof!

WDBJ

ROANOKE, VIRGINIA



Owned and Operated by the TIMES-WORLD CORP.
 CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Station Manager.....Ray P. Jordan
 Commercial Manager.....Frank D. Kesler
 Program-Publicity Director.....Jack Weldon
 Production Manager.....Paul Reynolds
 Artists' Bureau Head &

Musical Director.....Mary Henson
 Chief Engineer.....J. W. Robertson

Coverage

	Daytime	Evening
Population—Primary	320,200	133,300
Radio Homes— "	47,860	26,880
Population—Secondary ..	2,212,900	924,800
Radio Homes— "	261,300	109,990

Source: CBS Listening Area Study.

Representative

Free & Peters, Inc.

W S L S

ROANOKE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

FREQUENCY: 1490 Kc. POWER: 250 watts.

OWNED BY: Roanoke Broadcasting Corp. OPERATED BY: Roanoke Broadcasting Corp. BUSINESS ADDRESS: Shenandoah Life Bldg. PHONE: 9227. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATION: Roanoke Times-World. NEWS SERVICE: Transradio.

Personnel

President Paul C. Buford
 Station Manager.....James H. Moore
 Commercial Manager.....Frank E. Koehler
 Program Director.....Fred C. Johnstone
 Publicity Director.....Hunton Downs
 Chief Announcer.....Joe Ripley
 Musical Director.....John Kirk
 Chief Engineer.....Philip Briggs

Coverage

	Daytime	Evening
Population—Primary	132,436	112,057
Radio Homes— "	25,219	22,120
Population—Secondary ..	220,828	163,941
Radio Homes— "	37,320	29,968

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

W L P M

SUFFOLK—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Suffolk Broadcasting Corp. OPERATED BY: Suffolk Broadcasting Corp. BUSINESS ADDRESS: 105 Bank St. STUDIO ADDRESS: 105 Bank St. TRANSMITTER LOCATION: Richmond Highway. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager.....Fred L. Hart
 Commercial Manager.....Robert Wasdon
 Program Director.....Ken Given
 Production Manager.....Bill Brown
 Publicity Director.....Elizabeth Griggs
 Sales Promotion Manager...Margaretta Smith
 Chief Announcer.....Don Smith
 Musical Director.....Ken Beavers
 Chief Engineer.....Jack Siegal

Coverage

	Daytime	Evening
Population—Primary	150,000	80,000
Radio Homes— "	77,560	77,560
Population—Secondary ..	300,000	200,000

Source: Station survey.

Representative

Sears & Ayer, Inc.

WASHINGTON

Population 1,736,191

Number of Radio Homes 502,780

Number of Families 534,237

Auto Registrations 564,800

For 1940 Census data, please turn to page 284

K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

PACIFIC BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: KXRO, Inc. OPERATED BY:
 KXRO, Inc. BUSINESS ADDRESS: P. O. Box
 1120. PHONE: Aberdeen 4098 and 4099.
 STUDIO ADDRESS: 207 East Market St.
 TRANSMITTER LOCATION: Finch Farms.
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
 (Daily); 8:30 A.M. to 11:00 P. M. (Sunday).
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

President.....Harry R. Spence
 Commercial Manager.....Fred G. Goddard
 Program Director.....Edith Garrett
 Production Manager.....Art Lindsay
 Publicity Director.....Elmer Holmberg
 Chief Announcer.....W. M. McGoffin
 Home Economics Director....Ruth Poindexter
 News Editor.....John Forbes
 Musical Director.....Stan Spiegle
 Chief Engineer.....W. M. McGoffin

Coverage

	Daytime	Evening
Population—Primary	85,346	85,346
Radio Homes— "	21,300	21,300
Population—Secondary ..	39,866	19,933
Radio Homes— " ..	13,950	6,975

Source: MBS Survey.

Representative

John Blair & Company

K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: KVOS, Inc. OPERATED BY:
 KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg.
 PHONE: 4200-1627-34. STUDIO ADDRESS:
 KVOS Bldg. TRANSMITTER LOCATION: 900
 Roeder Ave. TIME ON THE AIR: 6:00 A.M. to
 11:00 P.M. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICES: Lang-Worth, C.
 P. MacGregor.

Personnel

President.....Rogan Jones

Coverage

Population—Primary	117,767
Radio Homes— "	22,200

Source: Mail response analysis.

Representative

John Blair & Co.

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1470 Kc. POWER: 1000 watts.
 OWNED BY: Central Broadcasting Corp.
 OPERATED BY: Central Broadcasting Corp.
 BUSINESS ADDRESS: Kela Bldg. PHONE:
 Chehalis 721—Centralia 721. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 7:00 A.M. to 12:00
 Midnight. NEWS SERVICE: Transradio Press.
 United Press. TRANSCRIPTION SERVICE:
 Lang-Worth, Davis & Schwegler.

Personnel

General Manager.....J. Elroy McCaw
 Commercial Manager.....Joseph Chytil
 Sales Promotion Manager.....Sam Norin
 Program Director.....Vincent Voegele
 Chief Announcer.....Carl Tucker
 Chief Engineer.....Arnold Werner

Coverage

Radio Homes—Primary 28,000
 Radio Homes—Secondary 22,500

Source: Mail response analysis.

Representative

John Blair & Company
 Romig Fuller (Seattle)

K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Everett Broadcasting Co. OPERATED BY: Everett Broadcasting Co. BUSINESS ADDRESS: 300 Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: Everett. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager.....Lee E. Mudgett
 Commercial Manager.....W. F. Knehr
 Program-Musical Director.....P. A. Mudgett
 Musical Director.....Maynard Bordsen
 Chief Engineer.....Floyd Steele

Coverage

Population—Primary 123,800
 Radio Homes— " 33,900

Source: Mail response analysis.

Representative

John Blair & Co.

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Twin City Broadcasting Corp. OPERATED BY: Twin City Broadcasting Corp. BUSINESS ADDRESS: National Bank Commerce Bldg. PHONE: 1-500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: 6:55 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press. United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

PresidentArt Campbell
 Station Manager.....Ralph R. Bryan
 Sales Manager.....Leonard Franklin

Commercial Manager.....Todd Atkinson
 Program Director.....Ross Snyder
 Production Manager.....Bill Cunningham
 Publicity Director-Traffic Manager,

Thelma Bryan

Musical Director.....Dorothy Atkinson
 Chief Engineer.....Larry Curd

Coverage

Population—Primary 135,000
 Radio Homes— " 33,000
 Population—Secondary 102,347
 Radio Homes— " 27,296

Representative

John Blair & Co.

K G Y

OLYMPIA—EST. 1921 (non-Comm.)
 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING
 SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: Capitol Park Bldg. PHONE: 5000. STUDIO ADDRESS: Capitol Park Bldg. TRANSMITTER LOCATION: Capitol Park Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press. Transradio Press.

Personnel

President-Station Manager.....Tom Olsen
 Sales Manager.....J. Harris Dorr
 Program Director.....Brockett Hiley
 Production Manager.....Theresa K. Olsen
 News Editor.....Sam Crawford
 Chief Engineer.....John H. Thatcher

Coverage

Population—Primary 303,400
 Radio Homes— " 86,300

Source: Mail response analysis.

Representative

Burn-Smith Co.

K W S C

PULLMAN—EST. 1921

FREQUENCY: 1250 Kc. POWER: 5000 watts.
 OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 77½ hours weekly.

Personnel

President.....E. O. Holland
 Station Manager.....Kenneth E. Yeond
 Production Director.....Allen Miller
 Chief Engineer.....Hugo L. Libby
 (Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Evergreen Broadcasting Corp.
 OPERATED BY: Evergreen Broadcasting Corp.
 BUSINESS ADDRESS: Smith Tower. PHONE:
 Seneca 2056. STUDIO ADDRESS: Smith Tower.
 TRANSMITTER LOCATION: Smith Tower.
 TIME ON THE AIR: 57 hours weekly. TRAN-
 SCRPTION SERVICE: Standard Radio.

Personnel

President.....Walter Wyckoff
 Commercial Manager.....R. S. Diwnie
 Program-Publicity Director.....A. B. Fuller
 Chief Announcer.....J. J. Shawcroft

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 10,000 watts.
 OWNED BY: Queen City Broadcasting Co.
 OPERATED BY: Queen City Broadcasting Co.
 BUSINESS ADDRESS: Cobb Bldg. PHONE:
 Seneca 1500. STUDIO ADDRESS: Cobb Bldg.
 TRANSMITTER LOCATION: Vashon Maury
 Island, Chautauqua, Wash. TIME ON THE
 AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday,
 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICES:
 World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
 Station Manager.....H. J. Quilliam
 Assistant Business Manager...Loren B. Stone
 Business Manager.....Loren B. Stone
 Program Director.....Tommy Thomas
 Sales Manager.....J. A. Morton
 Chief Announcer.....Maurice Rider
 Publicity Director.....Bill Mosher
 Chief Engineer.....James Hatfield

Coverage

	Daytime	Evening
Population—Primary	1,137,800	1,315,500
Radio Homes—"	261,300	295,303
Population—Secondary	1,033,400	1,379,600
Radio Homes—"	244,280	307,480

Source: CBS Listening Area study (based on 1000 watts).

Representative

Free & Peters, Inc.

KJR

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)
 NORTHWEST TRIANGLE

FREQUENCY: 1000 Kc. POWER: 10000 watts.
 OWNED BY: National Broadcasting Co. OP-
 ERATED BY: Fisher's Blend Station, Inc.
 BUSINESS ADDRESS: Skinner Bldg. PHONE:
 Elliott 5890. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: 2600 26th Ave.,
 S. W. West Waterway. TIME ON THE AIR:
 (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00
 A.M. to 11:00 P.M. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Sales Promotion Manager...Charles A. Baillie
 Public Relations Director.....Peter Lyman
 Publicity Director.....Dick Keplinger
 Chief Announcers..Homer Pope, Bennett Fisher
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes—"	213,800	213,800
Population—Secondary	118,100	118,100
Radio Homes—"	20,900	20,900

Source: Mail and field intensity surveys;
 U. S. Census; Joint Committee.

Representative

Edward Petry & Co., Inc.

KOL

SEATTLE—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Seattle Broad-
 casting Co. OPERATED BY: Same. BUSINESS
 ADDRESS: Northern Life Tower. PHONE: Main
 2312. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: 1110 West Florida. TIME
 ON THE AIR: 6:00 A.M. to 12:00 Midnight,
 daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICES: Standard Radio, Lang-Worth, C. P.
 MacGregor.

Personnel

Manager.....Archie Taft
 Commercial Manager.....Oliver A. Runchey
 Program Director.....Wheeler Smith
 Publicity-Continuity Director.....Fair Taylor
 Dramatic Director.....Arnold Morgan
 Traffic Manager.....Grace Larsen
 Musical Director.....Don Isham
 Chief Engineer.....Perry Lind

Coverage

	Daytime	Evening
Population—Primary	1,010,000	1,010,000
Radio Homes—"	271,010	271,010

Source: Field strength measurements and
 mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

K O M O

SEATTLE—EST. 1925
NBC (PACIFIC COAST RED)
NORTHWEST TRIANGLE

FREQUENCY: 950 Kc. POWER: 5000 watts.
OWNED BY: Fisher's Blend Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. West Waterway. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 Mid-night. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial & Advertising
Manager.....H. M. Feltis
Program Director.....W. W. Warren
Publicity News Director.....Dick Keplinger
Public Relations Director.....Peter Lyman
Sales Promotion Manager.....Charles A. Bailie
Traffic Manager.....Virginia Murray
Auditor.....J. B. Henley
Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes—"	213,800	213,800
Population—Secondary	99,900	99,900
Radio Homes—"	17,200	17,200

Source: Mail and field intensity surveys;
U. S. Census; Joint Committee.

Representative

Edward Petry & Co., Inc.

K R S C

SEATTLE—EST. 1926

FREQUENCY: 1150 Kc. POWER: 1000 watts.
OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 2939 Fourth St. PHONE: Main 0110. STUDIO ADDRESS: 2939 Fourth St. TRANSMITTER LOCATION: 2939 Fourth St. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor, Associated Music Publishers, Davis & Schwegler.

Personnel

President.....P. K. Leberman
Station Manager.....Robt. E. Priebe
Commercial Manager.....R. C. Fuller
Program Director.....Ted Bell
Publicity Director.....E. B. Rivers
Musical Director.....Jack Meves
Chief Engineer.....George A. Freeman

Coverage

Population—Primary 735,200
Radio Homes— " 204,900
Source: Field strength survey.

Representative

Radio Advertising Corp.

K T W

SEATTLE—EST. 1920

FREQUENCY: 1250 Kc. POWER: 1000 watts.
OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

Personnel

Pastor and Station
Manager.....Dr. M. A. Matthews
Chief Announcer.....Gene Freeman
Musical Director.....Mrs. C. R. Foss
Chief Engineer.....James S. Ross
(Non-Commercial Station)

K X A

SEATTLE—EST. 1928

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: Bigelow Bldg. TRANSMITTER LOCATION: S. Alaskan Way and Atlantic St. TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

Personnel

President.....R. F. Meggee
Station Manager.....Florence Wallace
Program Director.....J. Jackson Latham
Publicity Director.....Darwin Solseth
Chief Engineer.....Maurice M. McMullen

Representative

Burn-Smith Co.

K F I O

SPOKANE—EST. 1922

FREQUENCY: 1150 Kc. POWER: 100 watts.
OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. PHONE: Main 3400. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President & Manager.....Arthur L. Smith
 Commercial Manager.....B. E. Woolston
 Program Director.....G. Longmeier
 Chief Announcer.....Robert Plummer
 Chief Engineer.....C. T. Strong

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 920 Kc. POWER: 5000 watts.
 OWNED BY: Symons Broadcasting Co., Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Symons Bldg. PHONE: Main 1218. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Route 3, Box 100. TIME ON THE AIR: (Daily)
 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00
 A.M. to 12:05 P.M. (106½ hours weekly). NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: Lang-Worth, NAB Library, Standard
 Radio, Davis & Schwegler.

Personnel

President.....T. W. Symons, Jr.
 General Manager.....Arthur L. Bright
 Program Manager.....R. W. Brazeal
 Chief Announcer.....John L. Mallow
 Musical Director.....James B. Clark
 Chief Engineer.....George Langford

Coverage

	Daytime	Evening
Population—Primary	506,100	523,500
Radio Homes—	103,350	106,120
Population—Secondary	726,800	279,800
Radio Homes—	179,170	60,410

Source: CBS Listening Area study (based on 1000 watts).

Representative

The Katz Agency

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
 FREQUENCY: 1510 Kc. POWER: 10000 watts.
 OWNED BY: Louis Wasmer. OPERATED BY:
 Louis Wasmer. BUSINESS ADDRESS: Radio
 Central Bldg. PHONE: M 5383. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Lidgewood & Rowan. TIME ON THE AIR:
 Full Time License.

Personnel

Station Manager.....Louis Wasmer
 Assistant Manager.....Harvey Wixson

Coverage

Population—Primary	232,700
Radio Homes—	84,600
Population—Secondary	103,200
Radio Homes—	24,900

Source: Mail response analysis.

Representative

Edward Petry & Company

K H Q

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN

NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts.
 OWNED BY: Louis Wasmer, Inc. OPERATED
 BY: Louis Wasmer, Inc. BUSINESS ADDRESS:
 Radio Central Bldg. PHONE: M-5383. STU-
 DIO ADDRESS: Radio Central Bldg. TRANS-
 MITTER LOCATION: 4105 S. Regal St. TIME
 ON THE AIR: 6:30 A.M. to 12:00 midnight;
 Sunday, 8:00 A.M. to 12:00 midnight. NEWS
 SERVICE: Transradio Press. TRANSCRIPTION
 SERVICE: NBC Thesaurus and has Studio Re-
 cording Equipment.

Personnel

President.....Louis Wasmer
 Station Manager.....Harvey Wixson
 Chief Announcer.....Harry Lantry
 Musical Director.....Earl Shinkoskey
 Chief Engineer.....A. G. Sparling

Coverage

Population—Primary	742,352
Radio Homes—	186,322

Source: Mail analysis and field strength survey.

Representative

Edward Petry & Co., Inc.

K M O

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000
 watts. OWNED BY: Carl E. Haymond.
 OPERATED BY: Carl E. Haymond. BUSI-
 NESS ADDRESS: 914½ Broadway. PHONE:
 Main 4144. STUDIO ADDRESS: 914½
 Broadway. TRANSMITTER LOCATION: 1½
 miles east of Tacoma on Tacoma-Seattle High-
 way. TIME ON THE AIR: 6:00 A.M. to 12:00
 Midnight; Sunday, 8:00 A.M. to 11:00 P.M.
 (123 hours weekly). NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICES: Lang-
 Worth, Davis & Schwegler; C. P. MacGregor.

Personnel

Owner-General Manager... Carl E. Haymond
 Station Manager.....J. A. Murphy
 Commercial Manager.....Roscoe A. Smith
 Traffic Manager.....Jack Clark
 Chief Announcer.....Charles Foll
 Musical Director.....Marion Kay
 Auditor.....Paul F. Benton
 Program Director.....Dick Ross
 Chief Engineer.....Joe Kolesar

Coverage

Population—Primary 253,235
 Radio Homes— " 73,069
 Population—Secondary 739,220
 Radio Homes— " 213,260

Source: Mail response analysis; Joint Committee.

Representative

John Blair & Company
 Romig C. Fuller & Associates (Washington)

KVI

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 570 Kc. POWER: 5000 watts.
 OWNED BY: Puget Sound Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 W. R. Rust Bldg. PHONE: BR. 4211 (Tacoma);
 Ma. 1171 (Seattle). STUDIO ADDRESS: W. R.
 Rust Bldg., Tacoma; Olympic Hotel, Seattle.
 TRANSMITTER LOCATION: Vashon Island.
 TIME ON THE AIR: 6:00 A.M. to Midnight;
 Sunday, 8:00 A.M. to 12:00 Midnight (124 hours
 weekly). NEWSPAPER AFFILIATION: Tacoma
 News Tribune. NEWS SERVICE: Associated
 Press (non-commercial). TRANSCRIPTION SER-
 VICE: C. P. MacGregor.

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager Earl T. Irwin
 Sales Promotion Director Elvin E. Evans
 Program Director Dorothy Doernbecher
 Publicity Director Vincent Daniel
 Traffic Manager Louise Receconi
 Musical Director Jane Powers
 Chief Engineer William Haase

Coverage

	Daytime	Evening
Population—Primary	1,327,500	980,900
Radio Homes— "	300,380	231,530
Population—Secondary	1,650,100	1,262,000
Radio Homes— "	358,800	282,420

Source: CBS Listening Study (based on 1,000 watts).

Representative

George P. Hollingbery Co.

KVAN

VANCOUVER—EST. 1939

FREQUENCY: 910 Kc. POWER: 250 watts.
 OWNED BY: Vancouver Radio Corp. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 Evergreen Hotel. PHONE: 150, 771. STUDIO
 ADDRESS: Evergreen Hotel. TRANSMITTER
 LOCATION: 2915 Fruit Valley Road. TIME ON
 THE AIR: Daytime License. NEWSPAPER AF-
 FILIATION: Clark County Sun, Vancouver Sun.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Standard Radio.

Personnel

President-General Manager Walter L. Read
 Vice-President D. Elwood Caples
 Commercial Manager S. W. McReady
 Chief Engineer Paul W. Spargo

Coverage

Population—Primary 420,000
 Radio Homes— " 114,250
 Population—Secondary 600,000
 Radio Homes— " 196,423

Source: Field intensity survey.

KUJ

WALLA WALLA—EST. 1928

FREQUENCY: 1420 Kc. POWER: 1000
 watts. OWNED BY: KUJ, Inc. OPERATED
 BY: KUJ, Inc. BUSINESS ADDRESS:
 2nd and Rose Sts. PHONE: 1230. STUDIO
 ADDRESS: 2nd and Rose Sts. TRANSMITTER
 LOCATION: 2nd and Rose Sts. (C.P. U. S.
 Highway No. 410 and Sudbury Rd.). TIME ON
 THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SER-
 VICE: United Press. TRANSCRIPTION SER-
 VICE: World Broadcasting System, Lang-
 Worth, Associated.

Personnel

President and General
 Manager H. E. Studebaker
 Assistant General Manager ... G. S. Studebaker
 Commercial Director Jerry Jensen
 Advertising Director Norval Armes
 Publicity Director Birney Blair
 Chief Announcer Jimmie Nolan
 Musical Director Roy Dorr
 Chief Engineer Milton MacLafferty

Coverage

	Daytime	Evening
Population—Primary	60,000	100,000
Radio Homes— "	22,500	37,000
Population—Secondary	110,000	150,000
Radio Homes— "	35,000	67,000

Source: Field intensity survey; U. S. Cen-
 sus (based on 1000 watts).

Representative

John Blair & Co.

KPQ

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING
 COMPANY

PACIFIC BROADCASTING CO.
 FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Wescoast Broadcasting Co. OP-
 ERATED BY: Wescoast Broadcasting Co.
 BUSINESS ADDRESS: KPQ Bldg. PHONE: 45
 and 875. STUDIO ADDRESS: KPQ Bldg. TIME
 ON THE AIR: 6:30 A.M. to 11:00 P.M. (Daily);
 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SER-
 VICE: Transradio Press.

Personnel

President Rogan Jones
 Station and Commercial
 Manager Cole Wylie
 Chief Announcer..... Pat Hayes
 Chief Engineer..... E. E. Wylie

Coverage

Population—Primary 74,500
 Radio Homes— " 19,000
 Source: Mail response analysis.

KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 1000 watts.
 OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash.

TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-
 night; Sunday, 8:00 A.M. to 12:00 Midnight
 (124 hours weekly). NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICES: Lang-
 Worth, Davis & Schwegler.

Personnel

President..... Carl E. Haymond
 Resident Station Manager..... J. A. Murphy
 Commercial and Sales Promotion Manager,
 Harrison A. Miller
 Program Director..... William Murphy
 Publicity Director..... P. W. Wick
 Chief Announcer..... Charles Foster
 Musical Director..... Maryalce Adkins
 Chief Engineer..... H. B. Murphy

Coverage

	Daytime	Evening
Population	210,000	168,900
Radio Homes	49,875	40,536

Source: Mail response analysis; 1940 U. S. Census.

Representative

John Blair & Company

WEST VIRGINIA

Population 1,901,974

Number of Radio Homes 336,670

Number of Families 445,686

Auto Registrations 295,510

For 1940 Census data, please turn to page 285

WJLS

BECKLEY—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Joe L. Smith Jr. OPERATED BY:
 Joe L. Smith Jr. BUSINESS ADDRESS: WJLS
 Bldg., Main St. PHONE: 2700. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Teel Road. TIME ON THE AIR: 6:00 A.M. to
 10:00 P.M., daily; 9:00 A.M. to 8:30 P.M.,
 Sunday (107½ hours weekly). NEWS SER-
 VICE: Transradio Press, United Press. TRAN-
 SCRPTION SERVICE: NBC Thesaurus, Davis
 & Schwegler.

Personnel

Station Manager..... Joe L. Smith Jr.
 Assistant Manager..... Charles Armentrout
 Program Director..... Kathryn Riddick
 Chief Announcer..... Jay O'Reilly
 Auditor..... V. Z. Cooper
 Continuity Director..... James Burke
 Chief Engineer..... Al Ginkle

Coverage

	Daytime	Evening
Population—Primary	217,394	176,237
Radio Homes— "	40,470	32,890
Population—Secondary ..	234,922	102,717
Radio Homes— "	43,610	19,410

Source: 1930 U. S. Census; Joint Committee.

Representative

Associated Radio Sales

WHIS

BLUEFIELD—EST. 1928

FREQUENCY: 1440 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: Daily Tele-
 graph Printing Co. OPERATED BY: Daily
 Telegraph Printing Co. BUSINESS ADDRESS:
 621 Commerce St., Bodell Bldg. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Harry Heights. TIME ON THE AIR: 5:00 A.M.
 to 11:00 P.M. NEWSPAPER AFFILIATION:
 Bluefield Daily Telegraph, Sunset News. NEWS
 SERVICE: Associated Press. TRANSCRIPTION
 SERVICE: World Broadcasting System, Lang-
 Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... H. I. Shott
 Manager..... J. Lindsey Alley
 Program Director..... Stuart Odell
 Production Manager..... Barnes Nash
 Artists' Bureau Head..... Melvin Barnett
 Publicity Director..... Bill Blake
 Chief Announcer..... James Clark
 Musical Director..... Gibson Morrissey
 Chief Engineer..... P. T. Flanagan

Coverage

Population—Primary	559,295
Radio Homes— "	97,560
Population—Secondary	321,610
Radio Homes— "	51,550

Source: Mail response analysis.

Representative

The Katz Agency

W C H S

CHARLESTON—EST. 1927
CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1016 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Kanawha Country Club Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Program Director.....James C. Keeffe
Local Commercial Mgr.....H. C. Wright

Coverage

	Daytime	Evening
Population—Primary	1,186,628	*140,670
Radio Homes— "	244,986	142,230
Population—Secondary .	580,805	*168,794
Radio Homes— "	131,737	163,700

* Families.

Source: Department of Commerce.

Representative

The Branham Co.

W G K V

CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1016 Lee St. PHONE: 37-541. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Coal Branch Heights. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (118 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....W. A. Carroll
Managing Director.....R. F. Sowers
Sales Promotion Manager...Charles Williams
Production Manager.....J. B. Matthews
Chief Announcer.....Alloy Gerard

W B L K

CLARKSBURG—EST. 1937
NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: 444½ West Pike St. PHONE: 3040. STUDIO ADDRESS: 444½ West Pike St. TRANSMITTER LOCATION: Glen Elk, Clarksburg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
General Manager.....G. C. Blackwell
Program-Musical Director....Don McWhorter
Chief Announcer.....Charles T. Snowdon
Bookkeeper.....Joy Wilfong
Chief Engineer.....C. S. Clemans

Coverage

Population—Primary	*51,136
Radio Homes— "	49,520
Population—Secondary	*45,242
Radio Homes— "	42,050

* Families.

Source: U. S. Census.

Representative

The Branham Co.

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 3:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George B. Storer
Station & Sales Manager.....O. J. Kelchner
Office Manager.....R. C. Warden
Program Manager & Chief
Announcer.....Howard Wolfe
Production Manager.....Joe Edison
Continuity Editor.....C. Swiger
Publicity Director.....Pat Moran
Musical Director.....Henry Gruner
Chief Engineer.....Roy Heck

Coverage

	Daytime	Evening
Population—Primary	1,235,500	763,000
Radio Homes— "	258,190	163,240
Population—Secondary	1,142,500	690,762
Radio Homes— "	241,260	152,670

Source: Sales Management.

Representative

John Blair & Company

•
W S A Z

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 929½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 929½ 4th Ave. TRANSMITTER LOCATION: Burlington, Ohio. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Huntington Herald-Dispatch, Huntington Advertiser. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General

Manager John A. Kennedy
 Commercial Manager Mike Layman
 Program Director William J. Adams
 Chief Announcer Bob Drexler
 Musical Director Frank Knutti
 Chief Engineer Russell Banks

Coverage

Population—Primary	909,961
Radio Homes— "	184,766
Population—Secondary	1,363,610
Radio Homes— "	604,904

Source: Station survey; Chamber of Commerce.

•
W L O G

LOGAN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Kanada St. PHONE: 761. TRANSMITTER LOCATION: Kanada St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (102 hours weekly). NEWSPAPER AFFILIATION: Logan Banner. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President Clarence H. Frey
 General Manager C. E. Vann
 Commercial and Sales Promotion Manager
 Chief Announcer Fred Parsons
 Musical Director and Director of

Women's Programs Quinnelle Vann
 Chief Engineer Bernard H. Bopp

Coverage

Population—Primary	67,756
Radio Homes— "	10,870

Source: Mail response survey.

•
W A J R

MORGANTOWN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: West Virginia Radio Corp. OPERATED BY: West Virginia Radio Corp. BUSINESS ADDRESS: 440-446 Spruce St. PHONE: 9488. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Ave. and Summers St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Morgantown Dominion-News and Post. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President H. C. Greer
 Station Manager C. H. Murphey
 Program Director Jon Goerss
 Musical Director Elsie Thomas
 Chief Engineer R. C. Spence

•
W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 7:00 a.m. to 11:05 p.m., daily; 9:00 a.m. to 11:05 p.m., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President John A. Kennedy
 Station Manager Abe Rauch
 Commercial Manager Audra Archer
 Sales Manager Roland Marshall
 Program Director Carl Loose
 Musical Director Sarah L. Heermans Heck
 Chief Engineer William Sodaro

Coverage

	Daytime	Evening
Population—Primary*	33,915	31,575
Radio Homes— "	32,380	30,250
Population—Secondary*	125,086	82,909
Radio Homes— "	119,250	79,870

* Families.

Source: Joint Committee.

Representative

The Branham Co.

W B R W

WELCH—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: McDowell Service Co. OPERATED BY: McDowell Service Co. BUSINESS ADDRESS: 10 Riverside. PHONE: 818. STUDIO ADDRESS: 10 Riverside. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President J. W. Blakely
 Station Manager.....Harold McWhorter
 Program-Musical Director..... Joe J. Herget
 Production Manager-Chief Announcer,
 Gordon Redding
 Publicity Director.....Harold Haught
 Chief Engineers... Tom Phillips, George Yazell

Coverage

Population 117,536*
 *Radio equipped population.
 Source: Station survey.

W K W K *

WHEELING—EST. 1941

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Community Broadcasting, Inc. OPERATED BY: Community Broadcasting, Inc. BUSINESS ADDRESS: Wheeling. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Joe L. Smith
 Vice-President.....Mary E. Meadows
 Secretary-Treasurer.....Hulett C. Smith
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W W V A

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50000 watts. OWNED BY: West Virginia Broadcasting Corp. OPERATED BY: West Virginia Broadcasting Corp. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: 5:30 A.M. to between 8:30 P.M. and 2:00 A.M. daily; 7:00 A.M. to between 9:00 P.M. and 2:00 A.M.,

Sundays. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

Personnel

President.....George B. Storer
 Managing Director.....George W. Smith
 Production Manager.....Paul J. Miller
 Program Director.....William L. Thomas
 Chief Engineer.....Glenn G. Boudy

Coverage

	Daytime	Evening
Population—Primary	3,051,400	1,356,400
Radio Homes— "	523,310	238,740
Population—Secondary ..	6,145,300	4,537,100
Radio Homes— "	1,272,800	890,450

Source: Columbia Listening Area Study.

Representative

John Blair & Company

W B T H

WILLIAMSON—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Mountaineer Hotel Bldg. PHONE: 1241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 104 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President.....G. W. Taylor
 Station Manager.....Combs Blanford, Sr.
 Program Director-Artists' Bureau Head,
 Eddie Wikehart
 Publicity Director-Chief Announcer,
 Mark Williams
 Sales Promotion Manager.....R. Taylor
 Office Manager.....Alice Shein
 Special Events Director.....H. Rhodes
 Musical Director.....Freda Wikehart
 Chief Engineer.....J. Francke Fox, Jr.

Coverage

	Daytime	Evening
Population—Primary	85,700	25,140
Radio Homes— "	16,800	6,250
Population—Secondary ..	135,150	28,300
Radio Homes— "	27,330	7,100

Source: Station estimate; 1930 U. S. Census.

WISCONSIN

Population 3,137,587

Number of Radio Homes 687,320

Number of Families 823,929

Auto Registrations 832,780

For 1940 Census data, please turn to page 286

W H B Y

APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.

OWNED BY: WHBY, Inc. OPERATED BY:

WHBY, Inc., subsidiary of St. Norbert College.

BUSINESS ADDRESS: Bellin Bldg., Green Bay,

Wisc. and Grand Chute Island, Appleton.

STUDIO ADDRESS: Grand Chute Island.

PHONE: Appleton 1161. TRANSMITTER LO-

CATION: Grand Chute Island. TIME ON THE

AIR: 8:00 a.m. to 9:30 p.m. MAINTAINS ART-

ISTS' BUREAU. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: World Broadcast-

ing System, Standard Radio.

Personnel

Managing Director.....Rev. James A. Wagner

Sales Manager.....Haydn R. Evans

Commercial Manager.....J. L. Gallagher

Chief Engineer.....George Merkle

Coverage

Population—Primary 200,000

Radio Homes— " 45,000

Population—Secondary 370,000

Radio Homes— " 79,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W A T W

ASHLAND—EST. 1940

ARROWHEAD BROADCASTING SYSTEM

WJMS-WATW LINE

FREQUENCY: 1400 Kc. POWER: 250 watts.

OWNED BY: WJMS, Inc. OPERATED BY: Up-

per Michigan-Wisconsin Broadcasting Co., Inc.

BUSINESS ADDRESS: Northern State Bank

Bldg. PHONE: 1420. STUDIO ADDRESS: North-

ern State Bank Bldg. TRANSMITTER LOCA-

TION: 1½ miles south of Ashland on Highway

No. 13. TIME ON THE AIR: 7:00 A.M. to 10:00

P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS

SERVICE: United Press. TRANSCRIPTION

SERVICE: Standard Radio.

Personnel

Vice President-General Manager,

Noel C. Ruddell

Commercial Manager.....John D. Hubbard, Jr.

Program Director.....Ruth Wright

Chief Engineer.....R. L. Johnson

Coverage

	Daytime	Evening
Population—Primary	50,000	40,000
Radio Homes— "	12,500	10,000
Population—Secondary ..	18,000	15,000
Radio Homes— " ..	5,000	4,000

Source: Mail response analysis; U. S. Census.

Representative

Bogner & Martin

W E A U

EAU CLAIRE

FREQUENCY: 1070 Kc. POWER: 5000 watts,

d.; 1000 watts, n. OWNED BY: Central Broad-

casting Co. OPERATED BY: Central Broad-

casting Co. BUSINESS ADDRESS: 203 S. Bar-

stow St. PHONE: 6149. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: 26th and

Crescent. TIME ON THE AIR: 6:00 A.M. to

Los Angeles sunset. NEWSPAPER AFFILIA-

TION: Superior Evening Telegram, Eau Claire

Leader. NEWS SERVICE: United Press. TRAN-

SCRIPTION SERVICE: World Broadcasting Sys-

tem, C. P. MacGregor.

Personnel

President.....W. C. Bridges

Manager.....John J. Stack

Chief Announcer.....James J. Hulwi

Chief Engineer.....Charles B. Persons

Coverage

	Daytime
Population—Primary	600,000
Radio Homes— "	50,000

Source: Station Survey.

Representative

George P. Hollingbery Co.

K F I Z

FOND-DU-LAC—EST. 1922

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Reporter Printing Co. OP-

ERATED BY: Reporter Printing Co. BUSINESS

ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO

ADDRESS: 18 W. 1st St. TRANSMITTER LO-

CATION: 18 W. 1st St. TIME ON THE AIR:

8:00 A.M. to 10:00 P.M.; Sunday, 6:00 A.M.

to 7:00 P.M. NEWSPAPER AFFILIATIONS:

Fond-du-Lac Commonwealth Reporter. NEWS

SERVICE: United Press. TRANSCRIPTION SER-

VICE: Standard Radio.

Personnel

President A. H. Lange
 Station Manager..... Lucille Fairbanks
 Sales William E. O'Brien
 Chief Announcer..... Don Marshall
 Chief Engineer..... Wendell S. Meyers

Coverage

Population—Primary 259,266
 Radio Homes— " 49,750

Source: Mail response analysis; Joint Committee.

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts.
 OWNED BY: WHBY, Inc. OPERATED BY:
 WHBY, Inc., subsidiary of St. Norbert College.
 BUSINESS ADDRESS: Bellin Bldg. PHONE:
 Adams 1, Adams 2. STUDIO ADDRESS: Bellin
 Bldg. TRANSMITTER LOCATION: W. De Pere.
 TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-
 night; Sunday, 8:00 A.M. to 12:00 Midnight
 (124 hours weekly). MAINTAINS ARTISTS'
 BUREAU. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

President..... Rev. James A. Wagner
 Station Manager..... Haydn R. Evans
 Sales Manager..... Bill Hines
 Commercial Manager..... Val Schneider
 Program Director..... Al Michel
 Production Manager..... Johnnie Olson
 Artists' Bureau Head..... D. E. Lent
 Chief Announcer..... Stan Stewart
 Musical Director..... Herman Daumler
 Chief Engineer..... Wallace J. Stangel

Coverage

Population 548,422
 Radio Homes 108,290

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W C L O

JANESVILLE—EST. 1930

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Gazette Printing Co. OPERATED
 BY: Same. BUSINESS ADDRESS: 200 E. Mil-
 waukee St. PHONE: 2500. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: 3843 Oak-
 hill Ave. TIME ON THE AIR: 16 hours daily.
 NEWSPAPER AFFILIATION: The Janesville
 Daily Gazette. NEWS SERVICE: Associated
 Press. MAINTAINS ARTISTS' BUREAU. TRAN-
 SCRPTION SERVICE: Standard Radio.

Personnel

President Sidney H. Bliss
 General Manager..... James F. Kyle
 Sales Promotion Manager, Charles W. Brannen

Production Manager..... Lyell Ludwig
 Publicity Director..... Paul Ruhle
 Program Director-Chief Engineer.. Hester Kyler

Coverage

	Daytime	Evening
Population—Primary	61,081	61,081
Population—Secondary ..	280,000	280,000

Source: Department of Commerce.

W K B H

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 5000 watts.
 OWNED BY: WKBH, Inc. OPERATED BY:
 WKBH, Inc. BUSINESS ADDRESS: Radio
 Building, 409 Main St. PHONE: 450. STUDIO
 ADDRESS: Radio Building, 409 Main St. TRANS-
 MITTER LOCATION: R.F.D., La Crosse. TIME
 ON THE AIR: 120 hours weekly. NEWS SER-
 VICE: United Press. TRANSCRIPTION SER-
 VICE: World Broadcasting System, Standard
 Radio.

Personnel

President and Station
 Manager..... Otto M. Schlachach
 Commercial Manager..... Ed Cunniff
 Chief Announcer..... Ray Plamadore
 Program Director..... Bernice Callaway
 Musical Director..... Gene Mendez
 Chief Engineer..... Al Leeman

Coverage

	Daytime	Evening
Population—Primary	259,800	209,900
Radio Homes— "	53,440	49,990
Population—Secondary ..	587,500	646,400
Radio Homes— "	116,630	132,470

Source: CBS Listening Area Study.

Representative

Howard H. Wilson Co.

W H A

**MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)**

FREQUENCY: 970 Kc. POWER: 5000 watts.
 OWNED BY: University of Wisconsin. OPER-
 ATED BY: University of Wisconsin. BUSI-
 NESS ADDRESS: Madison. PHONE: Badger
 580. STUDIO ADDRESS: Radio Hall, U. of W.
 Campus. TRANSMITTER LOCATION: Fish
 Hatchery Road. TIME ON THE AIR: 8:00 A.M.
 to local sunset.

Personnel

Director..... H. B. McCarty
 Program Director..... William G. Harley
 Production Manager..... Gerald Gartell
 Script Editor..... Joyce Jaeger
 Public Relations Director..... H. A. Engel
 Musical Director..... Frederick Fuller
 Chief Operator..... John Stuehl
 (Non-Commercial Station)

W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 110 East Main St. PHONE: Fairchild 8800. STUDIO ADDRESS: 110 East Main St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

Personnel

President.....William T. Evjue
 Secretary-Treasurer.....Tom C. Bowden
 Vice-President.....A. M. Brayton
 Business Manager.....W. E. Walker
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Perssion
 Chief Engineer.....Norman Hahn

Coverage

	Daytime	Evening
Population—Primary	577,400	129,900
Radio Homes—	134,280	30,250
Population—Secondary	950,000	250,000
Radio Homes—	221,000	58,100

Source: Field intensity survey; U. S. Census.

Representative

Reynolds-Fitzgerald, Inc.

W O M T

MANITOWOC—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 9:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....F. M. Kadow
 Commercial Manager.....Arthur Blake
 Program Director.....Fred Hessler
 Chief Engineer.....W. F. Dubin

Coverage

	Daytime	Evening
Population—Primary	125,000	125,000
Radio Homes—	36,000	36,000
Population—Secondary	40,000
Radio Homes—	8,000

Source: U. S. Census.

W M A M

MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts. OWNED BY: M. & M. Broadcasting Co. OPERATED BY: M. & M. Broadcasting Co. BUSINESS ADDRESS: 400 Wells St. PHONE: 570. STUDIO ADDRESS: 400 Wells St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunrise to local sunset, daily; 7:00 A.M. to local sunset, Sundays (77 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....W. E. Walker
 General Manager.....M. F. Chapin
 Program-Musical Director.....P. F. Skinner
 Chief Announcer.....Howard Emich
 Chief Engineer.....Werner Schwartz

Coverage

Population—Primary	179,690
Radio Homes—	35,090

Source: Station estimate.

Representative

Reynolds-Fitzgerald, Inc.

W I G M *

MEDFORD—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: George F. Meyer. OPERATED BY: George F. Meyer. BUSINESS ADDRESS: Medford. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner.....George F. Meyer
 Station Manager.....Waldemar C. Porsow
 Chief Engineer.....Nathan Williams

*Station was licensed to operate under a construction permit at time of going to press and reported that operations would not be started until May, 1941.

W E M P

MILWAUKEE—EST. 1935

WISCONSIN BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 710 N. Plankinton Ave. TRANSMITTER LOCATION: 710 N. Plankinton Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....Glenn D. Roberts
 Station Manager.....C. J. Lanphier
 Program Director.....Chas. La Force