

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned-Operated By...Interstate Broadcasting
 Company, Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location...Maspeth, Long Island,
 N. Y.
 Time on the Air...7 a.m. to 12:05 midnight; Sun-
 days, 8:30 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News ServiceAP
 Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.

Personnel

Chairman of the Board...Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Vice-Chairman.....Julius Ochs Adler
 Vice-PresidentNicholas Roosevelt
 Secretary.....Godfrey N. Nelson
 Treasurer.....Orvil E. Dryfoos
 V.-P. in Charge of Sales.....Hugh K. Boice
 Asst. V.-P. Charge of Sales...Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Eleanor Hurley
 Chief Announcer.....Albert Grobe
 Musical Consultant.....Abram Chasins
 ConductorLeon Barzin
 Chief Engineer.....Russell Valentine
 (See Page 292)

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421
 Transmitter Location.....Lockport & Military
 Roads
 Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service....Lang-Worth; Stan-
 dard Radio; Associated; World; SESAC
 RepresentativeHeadley-Reed Company

Personnel

President.....Alanson C. Deuel
 General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program Director.....Robert Manning
 Production Manager.....John M. Whitney
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription ServiceKeystone
 RepresentativeWalker Co.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 General-Station Manager....Harold J. Frank
 Sales Promotion-Merchandising
 ManagerHarry Keavin
 Program Director-Production
 ManagerAlex Blake
 Publicity Director-Musical
 Director.....Flo Beach Rowe
 Record M. C.....Johnny Kay
 Chief Engineer.....Clifford W. Moore

W H D L

OLEAN—EST. Tupper Lake, 1928

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...WHDL, Inc.
 Business Address.....19 Exchange National
 Bank Building
 Phone Number.....Olean 4149
 Studios Address.....619 Exchange National
 Bank Building
 Transmitter Location.....Allegany, N. Y.
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJ. P. McKinney & Son

Personnel

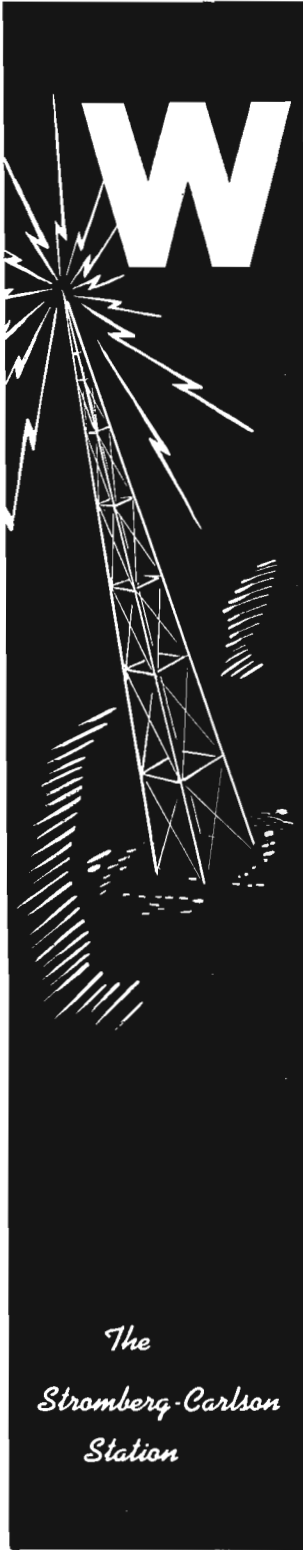
President.....E. B. Fitzpatrick
 General Manager.....Thomas L. Brown
 Sales Manager.....Fred G. Meyer, Jr.
 Chief EngineerT. J. Gill

W M F F

PLATTSBURG—EST. 1934

ABC—CHAMPLAIN


Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Plattsburg Broadcast-
 ing Corporation
 Address.....153 Margaret St.
 Phone Number1600




W


H A M

Your Western New York Salesman

Covers not Rochester alone, but  counties

with all of their prosperous farms  all the



busy trading centers where they do their shopping . . .

 the well-to-do homes surrounding busy

factories where seasonal lay-offs are things

they only read of.  A big time market respon-

sive to WHAM-appeal  as proved by audience

surveys  and by measured mail response. 

Your best buy for plus coverage in a plus market.

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative: George P. Hollingbery Co.

ROCHESTER, NEW YORK

*The
Stromberg-Carlson
Station*

Transmitter Location.....Boynnton Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 8 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative..Joseph Hershey McGilvra, Inc.

Personnel

President.....George F. Bissell
 Station Manager.....Jan King
 Commercial Manager-Merchandising
 Manager.....Joel Scheler
 Program Director-Production
 Manager.....William Chambers
 Publicity Director.....Catherine Walsh
 Chief Announcer.....William Waits
 Chief Engineer.....Jack Nazak

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Poughkeepsie News-
 papers, Inc.
 Address.....The Nelson House
 Phone Number.....6-800
 Transmitter Location.....The Nelson House
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President.....Merritt C. Spedel
 General Manager.....Harold W. Cassill
 Production Manager-Chief
 Announcer.....Harold Hennig
 Chief Engineer.....Marvin S. Seimes

W H A M

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By.....Stromberg-Carlson
 Company
 Business Address.....111 East Avenue
 Phone Number.....Stone 1862
 Studio Address.....111 East Ave.
 Transmitter Location.....Victor, New York
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System, RCA
 Representative...Geo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
 General Manager.....John H. Lee
 Sales Manager.....J. W. Kennedy, Jr.
 Sales Promotion Manager.....Truman Brizee

Program Director.....Chas. Siverson
 Production Manager.....Syl Novelli
 Musical Director.....Eugene Zacher
 Publicity Director.....Truman Brizee
 Chief Announcer.....Dean Harris
 Record M. C.....George Hafner
 Chief Engineer.....Kenneth Gardner

W H E C

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....WHEC, Inc.
 Address.....40 Franklin St.
 Phone Number.....Stone 1320
 Transmitter Location.....979 Mt. Read Blvd.
 Time on the Air.....6:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News Service.....AP
 Transcription Service.....Associated Music &
 Standard
 Representative.....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager.....L. C. Wheeler
 Program Director.....William J. Adams
 Production Manager.....Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Engineer.....Bernard C. O'Brien

W S A Y

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 Main St.
 Phone Number.....Stone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat. to 1 a.m.; Sun., 2 a.m. to 12:30 a.m.
 News Service.....INS

Personnel

President-Chief Engineer &
 Station Manager.....Gordon P. Brown
 Sales Manager.....E. J. Walz
 Sales Promotion Manager.....Ralph Palmer
 Publicity Director.....Harland Evans
 Record M. C.....Louis Fabien
 Chief Engineer.....Gordon Brown

W N B Z

SARANAC LAKE—EST. 1937
AMERICAN BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
 Owned-Operated By ...Upstate Broadcasting Corporation
 Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

Owned-Operated By.....General Electric Company
 Address1 River Road
 Phone Number3-2121
 Transmitter Location.....South Schenectady
 Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative...National Broadcasting Co.; NBC Spot Sales

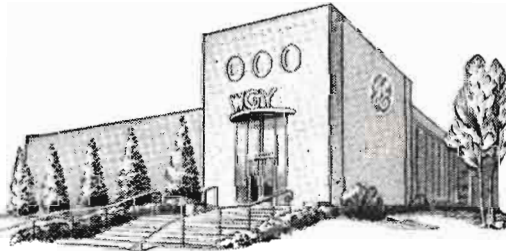
Personnel

V-P & Manager of Broadcasting...R. S. Peare
 Asst. Manager Broadcasting.....B. J. Rowan
 Station Manager.....Kolin Hager
 Sales-Commercial Manager.....Kolin Hager
 Asst. Sales-Commercial ManagerAlexander MacDonald
 Sales & Station Promotion ManagerJeanne Weller
 Program Director.....A. O. Coggeshall
 Asst. Program Planning & CreationEarle Pudney
 Press Relations.....W. T. Meenam
 Musical Leaders...Frank Glenn, Edward Rice
 Station Engineer.....W. J. Purcell

W G Y

SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts



NO OTHER STATION

In the Great Northeast OFFERS YOU LOCALLY ORIGINATED PROGRAMS FOR SO LARGE A LISTENING AUDIENCE

Music, drama, variety . . . programs which meet the needs and listening habits of every age group in 63 counties in central and eastern New York and western New England . . . a rich metropolitan area . . . a vast market created by WGY, the ONLY station which can combine all this into ONE coverage area.

W G Y

For Power, Programming, and Prestige
 50,000 Watts—NBC—24 Years of Service
 Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC Schenectady, New York
 WGY-274

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Western Gateway
 Broadcasting Corp.
 Address.....Plaza Theater Bldg.
 Phone Number.....Schenectady 3-3622
 Transmitter Location...Campbell & Rice Rds.,
 Rotterdam, N. Y.
 Time on the Air....6:45 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeHelen Wood

Personnel

President.....Winslow P. Leighton
 General-Station Manager...George R. Nelson
 Sales-Commercial Manager..George R. Nelson
 Sales Promotion.....Cecil Woodland
 Program Director-Production..Edward F. Flynn
 Publicity Director.....Rosemary Cramb
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number 2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service AP
 Transcription Service.....Standard,
 NBC Thesaurus
 RepresentativeEdward Petry & Co., Inc.

Personnel

PresidentFrank C. Revoir
 V-P, General Manager.....William T. Lane
 Sales Manager-Merchandising
 ManagerAaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Jan Costley
 Musical Director.....Thelma MacNeil Curren
 Chief Engineer.....Charles Brannen
 Production Manager.....Bruce Rector

“THE CLIFF EDWARDS SHOW”

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

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

WRITE

AP RADIO PRODUCTIONS

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

WAGE
 SYRACUSE, N. Y.
DOMINATES
 Central New York!
 FIRST CHOICE OF TOP NATIONAL ADVERTISERS
 WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
 1 Kw. on 620 Kc.
 Represented by the Edward Petry Co.

More Listeners for you in Central New York

✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.

✓ Check the following facts on WFBL as the best medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York.

WFBL is the only radio station with a separate agricultural studio.

WFBL is the only radio station that provides an early morning live talent show.

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945.

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate an 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL

Syracuse, N.Y.



**MEMBER OF 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-Operated By.....Onondaga Radio
 Broadcasting Corporation
 Business Address.....433 S. Warren St.
 Phone Number.....2-1147
 Studio Address.....Onondaga Hotel
 Transmitter Location.....Collamer, N. Y.
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....INS, UP
 Transcription Service.....World Broadcasting
 System
 Representative.....Free & Peters

Personnel

President.....Oscar F. Soule
 Vice-President-General
 Manager.....Samuel Woodworth
 V.-P.-Treasurer.....Robert G. Soule
 V.-P.-Commercial Manager.....Charles Phillips
 Program Director.....James Deline
 Publicity Director.....James E. Moore
 Production Manager.....Raymond Gantter
 Chief Announcer.....Ronald Curtis
 Musical Director.....Donald Anderson
 Chief Engineer.....Alfred C. Marcy

W O L F

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 Address.....Chimes Building
 Phone Number.....2-7211
 Transmitter Location.....Van Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to midnight
 Transcription Service.....Standard
 Representative.....The Walker Co.

Personnel

President-General Manager...T. S. Marshall
 Station Manager-Program Director-
 Production Manager.....Hamilton Woodie
 Sales-Commercial Manager.....Daniel Dwyer
 Sales Promotion-Merchandising
 Manager.....Daniel Dwyer
 Publicity Director.....Eleanor Merz
 Musical Director.....Norman Messervey
 Chief Engineer.....Tom Crimmins

W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central New York
 Broadcasting Corporation
 Address.....Kemper-Syracuse Bldg.
 Phone Number.....3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air....6 a.m. to 1 a.m.; Sunday, 8
 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service: Associated Recorded
 Program Service; Lang-Worth & Standard
 Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
 Vice-President.....E. R. Vadeboncoeur
 Sales Manager.....W. R. Alford, Jr.
 Promotion-Merchandising
 Manager.....Irene Underwood
 Program Director.....Bill Rothrum
 Continuity Chief.....Ray Servatius
 Publicity Director.....Irene Underwood
 Chief Announcer.....Herb Carneal
 Musical Director.....Murray Bernthal
 Chief Engineer.....G. Armand Belle Isle

(See Page 508)

W H A Z

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Rensselaer Poly-
 technic Institute
 Address.....110 Eighth St.
 Phone Number.....Troy 6810
 Transmitter Location.....110 Eighth St.
 Time on the Air.....6:30 p.m. to midnight,
 Monday only

Personnel

President.....L. W. Houston
 General Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Program Director.....A. O. Niles
 Chief Announcer.....R. Schmelzer
 Chief Engineer.....H. Harris

W T R Y

TROY—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By.....Troy Broadcasting
 Co., Inc.

YOU CAN

Buy

WSYR
 Square Deal Station
 Syracuse, N. Y.
 NBC 570 KC.

and

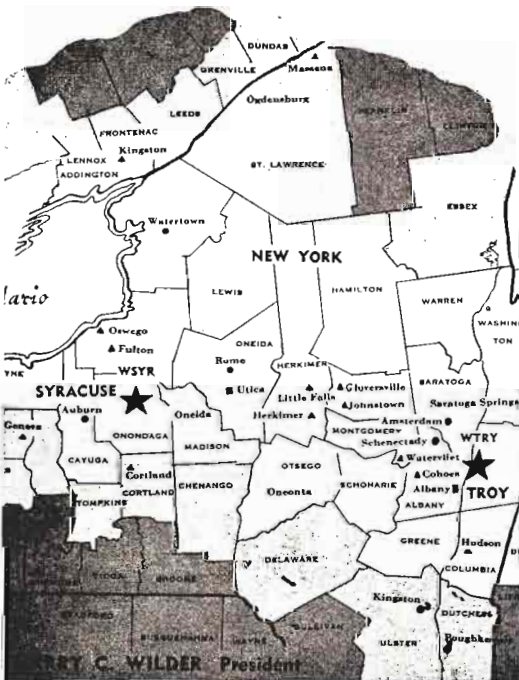
WTRY
 Square Deal Station
 Albany, Troy
 Schenectady, N. Y.
 ABC 980 KC.

Combined

for primary coverage of Urban retail sales greater than the 10th United States city

— plus —

more than 1,000,000 potential listeners in rural areas and small towns



**NO ONE STATION COVERS THIS AREA!
 NO OTHER COMBINATION COVERS
 SO MUCH FOR SO LITTLE!
 AVAILABLE AS A SPOT UNIT OR A
 TWO STATION NETWORK**

Ask your Raymer man

COMBINED MARKET DATA FOR WSYR-WTRY

	Primary	Secondary	Total
Population	1,900,997	1,257,191	3,158,188
Families	526,781	337,983	864,764
Radio Homes	480,000	307,560	787,560
Total Retail Stores	30,412	19,152	49,564
Sales, \$	735,851	485,768	1,221,619
Food Stores	9,328	5,744	15,072
Sales, \$	188,781	126,642	315,423
General Mds. Stores	679	509	1,188
Sales, \$	87,539	50,531	138,070
Filling Stations	4,329	2,993	7,322
Sales, \$	47,147	32,507	79,654
Drug Stores	796	490	1,286
Sales, \$	20,406	13,931	34,337
Other Stores	15,280	9,416	24,696
Sales, \$	391,978	262,157	654,135

All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units). All other data from sixteenth decennial Census of United States, 1940. Wartime increases not included.

	Number of Farm Families	Value of Farms, \$
Primary	61,109	313,402,384
Secondary	47,349	292,773,543
Total	108,458	606,175,927
Total N. Y. State	153,238	947,073,893

NEW YORK

Address 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location.....Colonie, N. Y.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 8 a.m. to midnight
News Service UP
Transcription Service World Broadcasting
System; Lang-Worth; Standard
Representative.....Paul H. Raymer Co.;
Bertha Bannon, Boston

Personnel

President.....Col. H. C. Wilder
General Manager.....William A. Riple
Station Manager.....Woodbury Carter, Jr.
Program Director.....E. W. Rossell
Promotion-Publicity Director...Edward Walker
Musical Director and
Production Manager.....E. Rossell
Commercial Manager.....John Sutphen
Chief Engineer.....Albert Chismark
Record MC.....Don Jarvis

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIBX, Inc.
Address.....187 Genessee St.
Phone Number2-2101
Transmitter Location....Schuyler St., Marcy,
N. Y.
Time on the Air.....6 a.m. to 1 a.m.;
Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....INS & UP
Transcription Service....World Broadcasting
System
New York Sales Office.....39 E. 63rd St.
Helen Wood, Commercial Manager
Representatives.....Walter Biddick Co.
(West Coast); Bertha Bannon Boston)

Personnel

President-General Manager..Margaret Bowen
National Sales-Merchandising
ManagerN. W. Cook
Program Director.....Elliott Stewart
Production Manager.....Michael Carlo
Publicity Director.....N. W. Cook
Musical Director.....Walter Griswold
Chief Engineer.....J. T. Dowdell
(See Page 510)

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

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

Owned-Operated By.....Watertown Broad-
casting Corporation

Business Address.....118 Washington St.
Phone Number.....Studios 2424
Studio Address118 Washington St.
Transmitter Location118 Washington St.
Time on the Air.....7 a.m. to 12:20 a.m.
News ServiceAP
Transcription ServiceStandard Radio
Representatives.....Sears & Ayers

Personnel

President.....G. H. Righter
General Manager.....G. H. Righter
Sales Promotion-Merchandising
Manager.....G. H. Righter

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway
Company
Address.....Hotel Woodruff, Public Square
Phone Number.....4-120
Transmitter Location.....Ives St. Extension
Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sunday, 8 a.m. to 12:05 a.m.
Newspaper Affiliation....Watertown Daily
Times
News ServiceUP
Transcription Service....World Broadcasting
RepresentativeWeed & Co.

Personnel

PresidentHarold B. Johnson
General Manager-Commercial
Manager.....Louis Sciff, Jr.
Station Manager.....Thomas E. Martin
Sales Promotion-Merchandising
ManagerGlenn Doull
Program Director-Production
Manager.....Earl R. Kelly
Publicity Director.....Glenn Doull
Chief Announcer.....Charles Pierce
Musical Director.....Ward Hamilton
Chief Engineer.....Maynard B. Davis
Record M. C.....Anderson Ward

From Cradle to College

WHEN the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N.Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

SINCE 1938, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

"Youth Presents" Variety Show,
Drama and Music Saturdays 8:30 P.M.
"Wizard and Witch of Quiz" Saturdays 9:30 A.M.
"Young America Speaks" Mondays 4:30 P.M.
"Cavalcade of Choirs" Fridays 4:45 P.M.

DURING 1945, an additional program was conceived—called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

HERE is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica—2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.



UTICA, N.Y.



THEN AGAIN, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of \$500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work!" The contest was eminently successful and the winner is now attending Syracuse University.

ANOTHER FEATURE of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).

JUST ANOTHER PROGRAM IN THE PUBLIC INTEREST

OTHER PROGRAMS IN THE PUBLIC INTEREST HAVING WON FOR WIBX 5 NATIONAL AWARDS:

W. B. LEWIS, BILLBOARD, PEABODY AND VARIETY

(FOR STATION LISTING SEE PAGE 509)

WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address Roger Smith Hotel
 Phone Number White Plains 6400
 Transmitter Location..... Roger Smith Hotel
 Time on the Air..... Unlimited license
 News Service..... AP
 Transcription Service World Broadcasting
 System; AMP
 Representative Headley-Reed Co.

Personnel

President.....J. Noel Macy
 V-P-Managing Director.....Frank A. Seitz
 Commercial Manager.....T. Eugene Duffy
 Program-Musical Director.....Ran Kaler
 Chief EngineerF. A. Seitz

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
 Owned-Operated By Long Island Broad-
 casting Corporation
 Address..... 41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription ServiceAssociated

Personnel

President and General
 ManagerWilliam H. Reuman
 Station and Sales Manager.....Edith Dick
 Program Director.....Fred Barr
 Musical Director.....Lou Cole
 Chief Announcer.....Lou Cole
 Chief Engineer.....Joseph Franz, Jr.
 Production Manager.....Gene Flanagan
 Record M. C.'s.....Edwin Bronner,
 Lou LaFrance, Sid Torin

WFAS...

*"Six Weeks in
 Westchester..."*

Do you know that in 1945, WFAS pro-
 grammed a total of 1021 hours of live
 Westchester features? These included News,
 Civic, Religious, War Effort, Educational and
 other categories. That's the equivalent of
 more than six weeks, 7 days a week, 24
 hours a day! This blends the 'local interest'
 appeal with WFAS' 10 year policy of fine
 music. (More than 2300 hours in '45). All
 of it adds up to results for WFAS advertisers.
 So much so that better than 70% of them
 renewed in the last 12 months!

WFAS in Westchester

Roger Smith Hotel
 White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

WWRL NEW YORK

LOW COST PROGRAMMING
 THAT SELLS IN
 NEW YORK'S
 HIGH COST MARKET

ASSOCIATED PRESS NEWS
 STANDARD & ASSOCIATED
 LIBRARIES

1600

**"THE HIGH SPOT
 ON THE DIAL"**

W B T

CHARLOTTE

ROLLING 50,000 WATTS ACROSS THE
SOUTHEAST'S RICHEST MARKET—THE CAROLINAS

NO

RADIO STATION

COMBINATION OF RADIO STATIONS

NEWSPAPER

COMBINATION OF NEWSPAPERS

CAN DUPLICATE THIS COVERAGE

W B T



The South's Pioneer Station

CHARLOTTE · 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
New York · Chicago · Los Angeles · St. Louis · San Francisco · Atlanta

NORTH CAROLINA

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

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned By Radio Station WISE, Inc.
Address 100 College St.
Phone Number 1213
Transmitter Location 100 College St.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service INS, AP
Transcription Service NBC Thesaurus
National Representative Burn-Smith Co.;
Harry E. Cummings

Personnel

Pres.-Gen. Mgr.-Station Mgr. Harold H. Thomas
Commercial Manager C. Fred Rabell
Promotion Manager Nina F. Williams
Chief Engineer Madeline Hollerith
Record m.c. Harry Varner

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Operated By Asheville Citizen-
Times Co., Inc.
Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air: 6:30 a.m. to 12:05 a.m. daily;
7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation Asheville Citizen-
Times
News Service AP & UP
Transcription Service Associated, Lang-Worth
Representative Katz Agency

Personnel

Executive Director Don S. Elias
Commercial Manager James A. Hagan
Sales Promotion-Merchandising
Manager-Program Director Lee Chadwick
Production Manager William F. Melia
Chief Engineer Cecil Hoskins

(Call Letters to Be Assigned)

ASHEVILLE*

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Community Broad-
casting Co.

Address Asheville, N. C.
* Construction Permit.

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Alamance Broad-
casting Company, Inc.
Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West
Front Street Extension)
Time on the Air 5:30 AM to local sunset
News Service UP; AP
Transcription Service Standard Radio;
Lang-Worth, Cole

Personnel

Gen.-Mgr.-Station Mgr. E. Z. Jones
Sales-Commercial Manager Roy Springer
Sales Promotion-Merchandising
Manager John Francis O'Farrell
Program Director Jack Hankins
Production Manager William Sandefur
Publicity Director Jack O'Farrell
Chief Announcer Jack Hankins
Chief Engineer Berry Tysor
Record m.c.'s Al Nelson, Charles Slate

WAYS

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By Inter-City Advertising Co.
Address 120 E. Third St.
Phone Numbers 37173 (office)
Transmitter Location Oakdale
Road, Highway 16
Time on the Air 6 a.m. to 1 a.m.;
Sunday, 7 a.m. to 1 a.m.
News Service AP
Transcription Service Lang-Worth; Standard
Representative Weed & Co.

Personnel

President George W. Dowdy
General Manager Walter H. Goan
Program Director J. Norman Young
Chief Engineer Paul T. Absher

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
 Owned-Operated By . . . Southeastern Broadcast-
 ing Co., Greensboro, N. C.
 Business Address Wilder Building
 Phone Number 3-8833
 Transmitter Location 9 miles southeast of
 Charlotte
 Time on the Air 5 a.m. to 1:05 a.m.,
 Sundays, 7 a.m. to 1:05 a.m.
 News Service UP; AP
 Transcription Service Lang-Worth
 Representative Radio Sales, Inc.

Personnel

President J. M. Bryan
 Gen.-Station Mgr. Charles H. Crutchfield
 Sales Manager Royal Penny
 Business Manager E. J. DeGray
 Program Director Larry Walker
 News Editor, Director of Special Events

Jack Knell

Farm Director Grady Cole
 Publicity Director Frances Coiner
 Musical Director Clarence Ethers
 Chief Engineer M. J. Minor

(See Page 512)

W S O C

CHARLOTTE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Station WSOC, Inc.
 Address 1925 N. Tryon Street
 Phone Number 7138
 Transmitter Location 1925 N. Tryon Street
 Time on the Air 6 a.m. to midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 Standard Radio, M. M. Cole
 Representative Headley-Reed Company

Personnel

Pres.-Gen.-Station Mgr. Earle J. Gluck
 Com.-Sales Promotion-Merchandising
 Manager W. C. Irwin
 Program Dir.-Prod. Mgr. Ron Jenkins
 Pub. Dir.-Chief Announcer Don McSwain
 Musical Director Don Sheldon
 Record M. C. Dewey L. Drum
 Chief Engineer L. L. Caudle, Jr.

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Wayne Nelson
 Business Address Concord
 Phone Number 2271
 Transmitter Location Highway 29A, 1½ miles
 west of Concord
 Time on the Air Daytime license
 News Service UP & AP
 Transcription Service Standard Music.
 Keystone
 Representative Thomas F. Clark Co.

Personnel

Owner Wayne Nelson

W D N C

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Durham Radio
 Corporation
 Address 138½ Chapel Hill Street
 Phone Number R-155
 Transmitter Location Forest Hills,
 Near Durham
 Time on the Air 6:35 a.m. to 1:05 a.m.,
 Sundays, 8 a.m. to 1:05 a.m.
 Newspaper Affiliation Herald-Sun Papers
 News Service AP & UP
 Transcription Service Standard
 Representative Howard H. Wilson Company

Personnel

President C. C. Council
 General and Commercial
 Manager L. F. Jarman
 Sales Pro.-Mer.-Manager J. Frank Jarman
 Program Director L. C. Johnson
 Office Manager Sue Taylor
 Publicity Director Mrs. Dennis Johnson
 Record m.c. George Dinnick
 Chief Engineer Walter S. Hill

W C N C

ELIZABETH CITY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Albemarle Broadcasting
 Co.
 Address Colonial Ave.

• • • NORTH CAROLINA • • •

Phone Number 1400-1472
 Transmitter Location City Limits
 Time on Air 7 a.m. to 11 p.m.;
 Sundays, 8 a.m. to 11 p.m.
 Transcription Service World Broadcasting
 System
 Representative Burn-Smith Co.

Personnel

President Edd Harris
 Station Manager Edd Harris
 Commercial Manager Bob Moore
 Publicity-Program Director Don Pierce
 Chief Engineer C. Ross Askey
 Chief Announcer Jim Turner

•
W F N C

FAYETTEVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Cape Fear
 Broadcasting Co.
 Address 114 Anderson St.
 Phone Number 4848
 Transmitter Location N. Water St.
 Time on the Air 16½ hours daily
 News Service UP
 Transcription Service Lang-Worth

Personnel

Station Manager W. C. Ewing
 Commercial Manager Paul Moyle
 Program Director-Chief
 Announcer Ray Woodard
 Chief Engineer L. E. Small

•
W G N C
GASTONIA—EST. 1939
 ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By F. C. Todd
 Address 168-170 Main St.
 Phone Number 732
 Transmitter Location Gastonia
 Time on the Air 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service McGregor, Cole
 Representative Cox & Tanz

Personnel

Owner F. C. Todd
 Manager Pat McSwain
 Commercial Manager F. C. Abernathy
 Program Director Earl Holder
 Chief Engineer W. C. Groves, Jr.

W G B R

GOLDSBORO—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

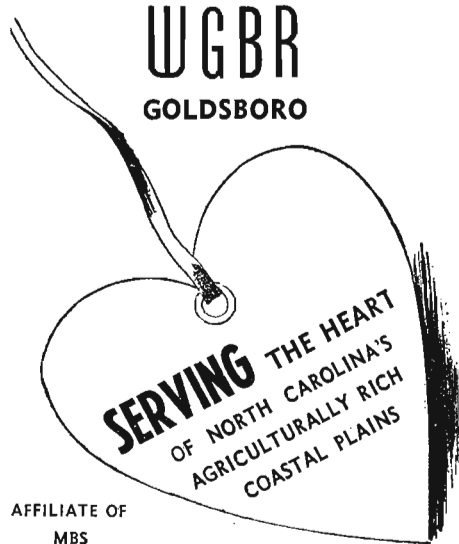
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Eastern Carolina Broad-
 casting Corp.
 Business Address P. O. Box 1024
 Phone Number 1550-51
 Studio Address Borden Bldg.
 Transmitter Location Goldsboro-Raleigh
 Highway
 Time on the Air 6:30 a.m. to midnight,
 Sundays, 8:30 a.m. to midnight
 News Service AP
 Transcription Service World, NBC Thesaurus
 Representative The Walker Co.

Personnel

President A. T. Hawkins
 General Manager Harry G. Bright
 Sales Manager Leland B. Nelson
 Program Director John Gay Britt
 Publicity Director Grace Carroll
 Chief Announcer Hal Grant
 Chief Engineer Daniel B. Trueblood
 Office Manager Marietta G. MacFarland
 Merchandising Mgr. Prod. Mgr. John Randolph
 Musical Director John Gay Britt

W G B R

GOLDSBORO



AFFILIATE OF
 MBS

and TOBACCO NETWORK

Represented by The Walker Co.

W G B R

"Eastern Carolina's Number One Station"
 HARRY G. BRIGHT, Gen. Mgr.

GOLDSBORO

NORTH CAROLINA

W B I G

GREENSBORO—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By . . . North Carolina Broad-
casting Co., Inc.
Business Address Box 1807
Phone Numbers 6125, 6126, 6127
Studio Address O. Henry Hotel
Transmitter Location Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service AP
Transcription Services: . . . World Broadcasting
System; NBC Thesaurus
Representative George P. Hollingbery Co.

Personnel

General and Station Manager . . . Edney Ridge
Com.-Sales Manager Gilbert M. Hutchison
Sales Pro.-Mer. Mgr. Adelaide J. Bernard
Program Director-Prod. Mgr. Wally Williams
Publicity Director Margaret Leonard
Chief Announcer W. E. Jackson, Jr.
Musical Director Margaret Banks
Record m.c. Bob Jones
Chief Engineer Earl Allison

W G B G

GREENSBORO—EST. 1942
ABC

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By . . . Greensboro Broad-
casting Co.
Business Address Ashe St. Extension
Phone Number 3-3631
Transmitter Location Ashe St. Extension
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service Lang-Worth
National Representative Burn-Smith Co.

Personnel

President Ralph M. Lambeth
General and Station Mgr. . . Ralph M. Lambeth
Commercial-Sales Promotion and Mer-
chandising Manager L. O. Hutchins
Program Director-Production Manager-
Chief Announcer Stan Conrad
Publicity Director J. R. Marlowe
Chief Engineer James Stewart



"The PRESTIGE
STATION of the
CAROLINAS"



famed
for
Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reprs.*

W G T C

GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Greenville Broadcasting Co.
 Operated By J. J. White
 Address Falkland Highway
 Transmitter Location Falkland Highway
 Time on the Air Unlimited Time
 News Service UP
 Transcription Service Long-Worth, World,
 M. M. Cole
 Representative The Walker Co.

Personnel

President Julian J. White
 General and Station Mgr. Billy S. Hodges
 Sales-Commercial Manager Carl J. McKinney
 Sales Pro-Mer-Manager Carl J. McKinney
 Chief Engineer James H. Mayo
 Record m. c. Max Ross

W H N C

HENDERSON, N. C.—EST. 1945
MUTUAL BROADCASTING SYSTEM

Frequency: 890 Kc. Power: 250 Watts
 Owned-Operated By Henderson Radio Corp.
 Address 219 S. William St.
 Phone Number 736-925
 Transmitter Location U. S. 1, 2 miles north
 Time on the Air Sun-up to Sun-down
 News Service AP
 Transcription Service World, Lang-Worth,
 Cole, Keystone

Personnel

President S. S. Stevenson
 Vice Pres.-General Manager Nathan Frank
 Station-Commercial Manager Nathan Frank
 Chief Engineer Lewis Hiland

W H K Y

HICKORY—EST. 1939
ABC

Frequency: 1290 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address Radio Bldg.
 Phone Number 1195-6
 Transmitter Location 2½ miles SE of Hickory
 Time on the Air 6:15 a.m. to midnight
 News Service UP
 Transcription Service World
 Representative Howard H. Wilson

Personnel

President Carl V. Cline
 Gen. and Station Manager Edmund S. Long
 Sales-Commercial Manager Frank Haitheox

Sales Pro-Mer. Mgr. Edmund S. Long
 Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935
ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio Sta. WMFR, Inc.
 Address 164 S. Main St.
 Phone Number 4593
 Transmitter Location 164 S. Main St.
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 National Representative Burn-Smith Co.

Personnel

President H. M. Lambeth
 General-Station Manager H. M. Lambeth
 Sales-Commercial Manager Pat Taylor
 Chief Engineer R. P. Boyd

W F T C

KINSTON—EST. 1936
ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Jonas Weiland
 Address 210 East King St.
 Phone Number 4111
 Transmitter Location Kinston, N. C.
 Time on the Air 6:15 a.m. to 11:30 p.m.
 News Service AP
 Representative Burn-Smith Company

Personnel

General Manager Bob Bingham
 Sales Manager Baldwin Harper
 Continuity Director Mary D. Dudley
 Production Director Chic Wingate
 Chief Announcer Ben Taylor
 Publicity Director Eleanor Snow
 Chief Engineer Herman Ards

(Call Letters to Be Assigned)
LEXINGTON*

Frequency: 1190 Kc. Power: 250 Watts
 Owned-Operated By Davidsons County
 Broadcasting Co.
 Address Lexington, N. C.

Personnel

Owners Omar G. Hilton, Greeley N. Hilton
 * Construction Permit:

(Call Letters to Be Assigned)
LUMBERTON*

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Robeson Broadcasting
 Co.
 Address Lumberton, N. C.

* Construction Permit.

NORTH CAROLINA

W H I T

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Coastal Broadcasting Co.
Address U. S. Highway No. 17, South
Phone Number 1450
Transmitter Location U. S. Highway No. 17
Time on the Air Full Time License
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.

Personnel

Pres. Station & Gen. Mgr. Louis N. Howard
Sales Prom.-Mer. Mgr. Thomas E. McCaffrey
Chief Engineer David E. Hardison

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts
Owned-Operated By WPTF Radio Co.
Address Insurance Bldg.
Phone Number 8311
Transmitter Location Cary, N. C.
Time on the Air 6 a.m. to midnite, Sun. 8 a.m.
to midnight
News Service AP: UP
Transcription Services NBC Thesaurus, World,
Cole, Standard
Representative Free & Peters

Personnel

President J. R. Weatherspoon
General Manager Richard H. Mason
Sales Manager Ollie L. Carpenter
Director of Adver. & Prom. R. W. Youngsteadt
Program Dir.-Prod. Manager Graham Poyner
Chief Engineer Henry Hulick, Jr.

W J N C

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts
Owned By Jacksonville Broadcasting Co.
Operated By Louis N. Howard and
Ellis Howard
Business Address Box 367, Highway 24
Studio Address Highway 24
Transmitter Location Highway 24
Time on the Air Full Time License
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.

Personnel

President-Owner Louis N. Howard
Station-Commercial Manager Lester L. Gould



No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!



With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS • NBC
RALEIGH, N. C.

FREE & PETERS, INC., *National Representatives*

W R A L

RALEIGH—EST. 1939

**MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Broadcasting
Company
Address.....130 S. Salisbury Street
Phone Number.....6411
Transmitter Location.....S. Davie St.
Time on the Air.....6:30 a.m. to 11 p.m., EWT
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager.....B. G. Robertson
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address.....251 Roanoke Avenue
Phone Number.....R-855-1
Transmitter Location.....10th Street Extension
Time on the Air.....7 a.m. to midnight;
Sunday, 9 a.m. to midnight
News Service.....UP
Transcription Services.....Keystone, World
National Representative.....Burn-Smith

Personnel

President-General Manager.....S. E. Crew
Station-Commercial Manager.....A. L. Drew
Promotion-Publicity Director.....Jesse Helms
Production-Musical Director.....Doyle Satterthwaite
Chief Engineer.....C. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Business Address.....Box 752
Phone Number.....Rocky Mount 1420
Transmitter Location.....Rocky Mount
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....World, Standard

Personnel

Owner-Manager.....W. Avera Wynne
Sales-Commercial Manager.....Jack L. Cummings
Prog. Director-Chief Announcer.....Bill Holm
Chief Engineer.....Issac G. Murphrey

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcast-
ing Corp.

Business Address.....P. O. Drawer 920
Phone Number.....2121-2
Transmitter 1200

Studio Address.....Yadkin Hotel, Salisbury
Transmitter Location.....Statesville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World
Representative.....Burn-Smith Co.

Personnel

President-General Manager....Bryce P. Beard
Station Manager-Sales-Com-Manager
Mrs. Katherine F. Fisher
Program Director.....Betty Gill
Prod. Mgr.-Chief Announcer...Earl J. Caton, Jr.
Chief Engineer.....Carl B. Watson

(Call Letters to Be Assigned)

SHELBY*

Frequency: 730 Kc.....Power: 250 D.
Owned-Operated By..Western Carolina Radio
Corp.

Address.....P. O. Box 200
* Construction Permit.

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

AP!

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this
WASHINGTON ★
IS IN
NORTH
CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over \$175,000,000. **We want you to know** . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over \$100,000,000 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs. Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina — and this "as good as gold" . . . market.

WRRF
930 Kc. 1800 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJUE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

W R R F

WASHINGTON—EST. 1942
AMERICAN BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By . . . Tar Heel Broadcasting System, Inc.
Address Bank of Washington Bldg.
Phone Number 403
Transmitter Location . . . 1 mile south on U. S. 17
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service NBC Thesaurus
National Representative Forjoe & Co.

Personnel

President W. R. Roberson, Sr.
Gen.-Station Manager W. R. Roberson, Jr.
Sales Manager T. H. Patterson
Program Director Mary Miller
Promotion Manager T. H. Patterson
Record m. c. Bill O'Connell
Publicity Director Ben Roebuck
Chief Engineer George Martin

•
(Call Letters to Be Assigned)

WHITEVILLE*

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Whiteville Broadcast- ing Co., Inc.
Address Whiteville, N. C.
* Construction Permit.

W M F D

WILMINGTON—EST. 1935
AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned by WMFD
Operated by Richard Austin Dunlea
Business Address P. O. Box 696
Phone Number Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location Castle Hayne Road
Time on the Air 7:30 a.m. to 11 p.m.
News Service UP
Transcription Service World
Representative Burn-Smith Company

Personnel

Owner-General Mgr. B. A. Dunlea
Commercial Manager Claud O'Shields
Sales Promotion Shirley Beasley
Chief Engineer E. I. Herring

•
(Call Letters to Be Assigned)

WILMINGTON*

Frequency: 1340 Kc. Power: 250 Watts
Owned By General Newspapers, Inc.
Address Wilmington, N. C.
* Construction Permit.

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by . . . Penn Thomas Watson
Address P. O. Box 976, Wilson
Phone Numbers 2188, 2189
Transmitter Location Wilson
Time on the Air 6:30 a.m. to 11:15 p.m.;
News Service UP
Transcription Service Lang-Worth, World,
Keystone, M. M. Cole.
Representative The Walker Co.

Personnel

Owner P. T. Watson
General Manager Allen Wannamaker
Commercial Manager Robert B. Brunson
Chief Engineer William H. Malone

W A I R

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . . WAIR Broadcasting Co.
Address Pepper Bldg.
Phone Number 2-1133
Transmitter Location Reynolda, N. C.
Time on the Air 8 a.m. to midnight
News Service AP
Transcription Service World Broadcasting
Representative The Walker Company

Personnel

Gen. and Station Manager . . George D. Walker
Commercial Manager C. G. Hill
Sales Promotion Manager . . . Ruth Pitts
Chief Engineer Lee King

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 690 Kc. Power 5000 Waats
Owned-Operated By . . . Piedmont Publishing Co.
Address 419-421 N. Spruce St.
Phone Number 4141
Transmitter Location RFD No. 1
Time on the Air Full Time License
Newspaper Affiliation: Winston-Salem Journal;
Twin City Sentinel
News Service UP
Transcription Service Standard, Lang-Worth
Representative Headley-Reed Co.

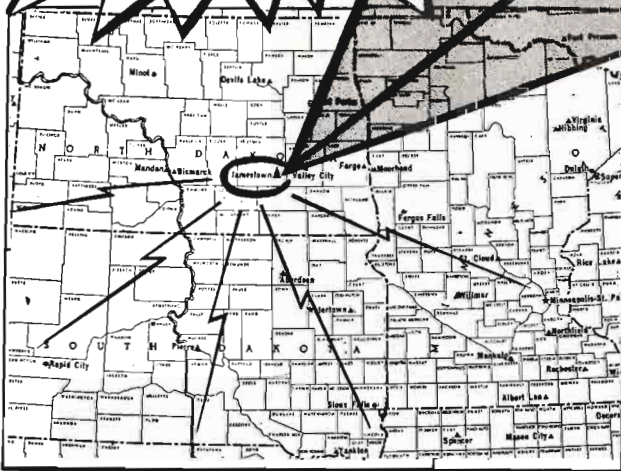
Personnel

President Gordon Gray
General Manager Harold Essex
Sales-Commercial Manager . . . Harry B. Shaw

NEW POWER!

**ADDED
"SALES"
PUNCH!**

KSJB
JAMESTOWN, N.D.



NOW-
5000 WATTS
AT 600 KC

**BLANKETING NORTH DAKOTA,
SOUTH DAKOTA, AND
NORTH WESTERN MINNESOTA**

Your sales messages will be delivered to greater audiences through specialized programming to the consumers in the rich agricultural area.

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH

**Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System**

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.

**Empire State Building
Longacre 3-4874**

CHICAGO 1, ILL.

**360 North Michigan Avenue
Central 4894**

ST. PAUL 1, MINN.

**E-622 First National Bank Building
Cedar 8579**

NORTH DAKOTA

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

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Meyer Broadcasting Company
Address: 320 Broadway
Phone Number: 468
Transmitter Location: Menoken, N. Dak.
Time on the Air: 6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News Service: UP
Transcription Service: Standard
Representative: John Blair & Company

Personnel

President-General Manager: P. J. Meyer
Station and Commercial Manager: F. E. Fitzsimonds
Promotion Director-Chief: Announcer: Cal Culver
Chief Engineer: Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KDLR, Inc.
Address: 1025 Third St.
Phone Number: 1090
Transmitter Location: East end 4th Street
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: World Broadcasting, SESAC
Representative: North Central Broadcasting System

Personnel

President and Station Manager: Bert Wick
Program Director: Robert Raynor
Chief Engineer: Richard Moritz

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.

Address: Black Building
Phone Number: 5357
Transmitter Location: West of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation: Fargo Forum
News Service: UP & AP
Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

President: E. C. Reineke
General Manager: B. J. Lavin
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Program Director: Ken Kennedy
Production Manager: Dave Henley
Publicity Director: M. Gregerson
Chief Announcer: Howard Nelson
Musical Director: Lester Estenson
Chief Engineer: Julius Hetland

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000
Owned-Operated By: University of North Dakota
Address: Woodworth Hall, University Campus
Phone Number: 2800
Transmitter Location: University Campus
Time on the Air: 3 p.m. to 5 p.m. daily

Personnel

President: John C. West
Station Manager: Donald J. Robertson
Chief Announcer: Dean Winkler
Program Director: Fay Lufkin
Chief Engineer: Arnold Petrich
(Non-Commercial Station)

KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Dalton Le Masurier
Address: First National Bank Building
Phone Number: 1200
Transmitter Location: University of North Dakota Campus
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

President-General Mgr. . . . Dalton Le Masurier
 Commercial Manager Elmer Hanson
 Chief Announcer Jack French
 Chief Engineer Arnold Petrich

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 250 Watts Day,
 100 Watts Night (C. P. for 5000 Watts Day
 and Night)

Owned-Operated By. Jamestown Broadcasting
 Company, Inc.

Business Address Midland Building
 Phone Numbers 100; 358
 Transmitter Location Southwest Jamestown
 Time on the Air 6 a.m. to midnight
 News Service AP & UP
 Transcription Service Standard
 Representative North Central Broadcasting
 System

Personnel

President L. J. McNeil
 General Manager Lloyd R. Amoo
 Commercial Manager Alfred C. Berry
 Sales Prom.-Publicity Dir. Florence Ptunam
 Chief Engineer Lloyd R. Amoo

(See Page 522)

K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 250 Watts
 Owned-Operated By. Mandan Radio Associa-
 tion, Inc.

Business Address 200 3rd Ave., N.W.
 Phone Number 631
 Transmitter Location South East of Mandan
 Time on the Air 5 a.m. to 11 p.m.
 Transcription Service Lang-Worth
 Representative North Central Broadcasting
 System

Personnel

President W. S. Russell
 Gen. Mgr.-Station Mgr. M. J. Reichert
 Sales-Commercial Manager M. J. Reichert
 Sales Promotion-Mer. Mgr. M. J. Reichert
 Program Director Mert Bushee
 Chief Engineer LeRoy Gunderson

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
 Owned By Minot Broadcasting Co.
 Operated By John B. Cooley
 Business Address 118 S. Main St.
 Phone Number 1267
 Studio Address 118 S. Main St.
 Transmitter Location Three miles southeast of
 Minot

Time on the Air 6:30 a.m. to midnight,
 Sunday 7:30 a.m. to midnight

News Service UP
 Transcription Service World Broadcasting
 System

Representative The Walker Company

Personnel

President John B. Cooley
 General Manager John B. Cooley
 Station Manager C. W. Baker
 Sales-Commercial Manager E. H. Cooley
 Sales Promotion-Merchandising
 Manager E. H. Cooley
 Program-Director-Production
 Manager Jack Helling
 Publicity Director Lillian Aardahl
 Chief Engineer C. W. Baker

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

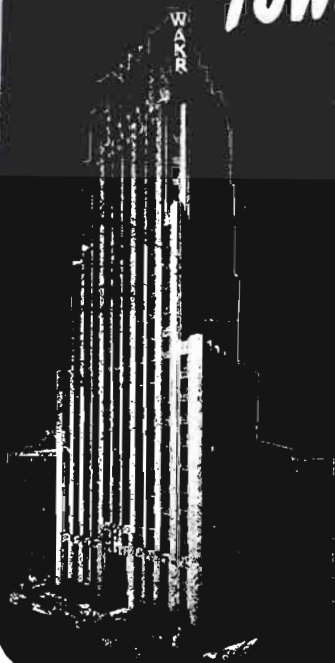
Frequency: 1490 Kc. Power: 250 Watts
 Owned KOVC, Inc.
 Operated By KOVC, Inc.
 Address 312 Fifth Ave.
 Phone Number 408
 Transmitter Location 312 Fifth Ave.
 Time on the Air 6 a.m. to 10:30 p.m.
 News Service UP
 Representative North Central

Personnel

President-General and Station
 Manager Robert E. Ingstad
 Commercial Manager Robert E. Ingstad
 Sales-Promotion-Merchandising
 Manager William Weaver
 Program Director William Weaver
 Production Manager Florence Fisher
 Chief Announcer-Record m. c. Bill Weaver
 Musical Director Art Lydell
 Chief Engineer Kermit Holm

WAKR

TOWERS OVER AKRON



A B C Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives

OHIO

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

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Allen T. Simmons
 Business Address Box 830
 Phone Number Meadowbrook 3211
 Studio Address Tallmadge, Ohio
 Transmitter Location . . State Route No. 8, North
 of Akron
 Time on the Air 6 a.m. to 1:05 a.m.
 News Service UP & Trans.
 Transcription Service Standard Radio &
 Lang-Worth
 Representative Geo. P. Hollingbery Co.

Personnel

Owner-Manager Allen T. Simmons
 Ass't. Manager Robert Wilson
 Sales-Commercial Manager Fred C. Bock
 Sales Promotion-Merchandising . . Robert Wass
 Program Director Harold Hageman

Production Mgr.-Publicity Secret Williams
 Chief Announcer Harold Hageman
 Chief Engineer John L. Wildermuth

W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Power: 1000 Watts
 Owned-Operated By . . . United Broadcasting Co.
 Address 51 West State St.
 Phone BL 7101
 Transmitter Location Akron-Peninsula Rd.
 Time on the Air 8 a.m. to Pacific Sunset
 Sign Off
 Newspaper Affiliation . . Cleveland Pain Dealer
 News Service AP
 Transcription Service World
 Representative Radio Advertising Co.

Personnel

President Sterling Graham
 Gen. and Station Manager R. W. Richmond
 Sales Manager J. H. Harrington



640 K.C. • 1000 WATTS

UNITED BROADCASTING COMPANY

Operators of WHK, Cleveland, WHKK, Akron; WHKC, Columbus

Represented by

RADIO ADVERTISING CO.

Pride of the Rubber Empire



Population:
2,749,400

Retail Sales:
\$1,761,368,000

Effective Buying Income:
\$3,876,992,000

AKRON OHIO CBS BASIC AFFILIATE

Owner-Manager: Allen T. Simmons

National Rep.: Geo. P. Hollingbery Co.

Sales Promotion-Merchandising
 Manager J. H. Harrington
 Program Director-Production
 Manager L. F. Heinrich
 Publicity Director T. S. Federhar
 Chief Engineer James S. Hill

WAKR

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc. Power: 5000 watts
 Owned-Operated By...Summit Radio Corporation
 Address.....First Central Tower
 Phone Number.....HEMlock 6151
 Transmitter Location
 Swarts Road, RFD, South Akron
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays, 7 a.m. to 1 a.m.
 News Service.....AP & UP
 Transcription Service.....NBC Thesaurus,
 Standard, Associated
 RepresentativeWeed & Co.

Personnel

President-Station Manager...S. Bernard Berk
 Commercial Manager....Kenneth M. Keegan
 Sales Promotion Manager.....V. G. Berk
 Program Director.....Coleman Scott
 Musical Director.....Stanley Schultz
 Chief Engineer.....George V. Paul
 (See Page 525)

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By.....WICA, Inc.
 Address.....221 Center St.
 Phone Numbers1211-1311
 Studios.....221 Center St., Ashtabula; State
 Transmitter Location..Ashtabula-Jefferson Rd.
 Time on the Air 6:45 to local sunset
 News ServiceUP
 Transcription ServiceWorld
 Representative.....The Walker Co.

Personnel

General Manager R. B. Rowley
 Station Manager W. W. Walrath
 Commercial Manager D. W. Fassett
 Sales Promotion Manager D. W. Fassett
 Program Director-Publicity
 Director A. B. Newkirk
 Chief Announcer J. L. Sheldon
 Musical Director Mary Pavolino
 Chief Engineer H. R. Johnson

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 1000 Watts
 Owned By Ohio Broadcasting Co.
 Operated By Radio Station WHBC
 Address.....550 Market Avenue, South
 Phone Number 7-166
 Transmitter Location Broad Ave. Ext. N.W.
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays, 9 a.m. to 1 a.m.
 Newspaper Affiliation....Brush-Moore News-
 papers, Inc.
 News Service.....AP & UP
 Transcription Service World, SESAC
 Representative.....Burn-Smith Co., Inc.

Personnel

Owner Brush-Moore Newspapers Inc.
 Director of Radio Eugene Carr
 Station Manager William I. Hershey
 Commercial Manager Robert C. Fehlman
 Sales Promotion Manager...Charles Erbland
 Program Director-Musical
 Director Martin Alexander
 Chief Engineer Kenneth Stiker

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 kc. Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Address Hotel Gibson, 5th & Walnut
 Streets
 Phone Number Cherry 6565
 Transmitter Location..near Crescent Springs,
 Ky.
 Time on the Air: .. 5 a.m. to 1 a.m.; Sundays
 7 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 World
 RepresentativeFree & Peters

Personnel

President and General Manager..L. B. Wilson
 Executive Vice-President....Kenneth Church
 Sales-Commercial Manager...Kenneth Church
 Local Sales ManagerGeorge H. Moore
 Production Manager Bill Dawes
 Publicity Director John Murphy
 Chief Engineer C. H. Topmiller
 Record m. c's. Sid Ten Eyck, Lou Kent,
 Tom Moore, Don Lewis.

WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 2000 Watts
 Owned-Operated By.....Scripps-Howard
 Radio Inc.
 Address.....3800 Carew Tower Bldg.

Phone NumberMAIn 3314
Transmitter Location...Daylight Building, 623
East 6th St.
Time on the Air 24 hours daily
Newspaper Affiliation: The Cincinnati Post;
Scripps-Howard Newspapers
News Service UP
Transcription Service..... Standard Radio
Lang-Worth; Associated Music Publishers

Personnel

President.....Jack Howard
V.-P. & Gen. Mgr..... M. C. Watters
Ass't. Station Manager John Patrick Smith
Commercial Manager Evelyn Eppinger
Sales Promotion Mgr.....John Patrick Smith
Program-Publicity Director-Production
Manager Glenn Clark Miller
Chief Announcer Earl Corbett
Musical Director Eugene T. Hoctor
Chief Engineer Glen Davis

WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc.. Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati
Times-Star Co.
AddressHotel Alms

Phone NumberWoodburn 0550
Transmitter LocationHotel Alms
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.
Newspaper Affiliation..The Cincinnati Times-
Star
News ServiceAP, UP
Transcription Service.... Lang-Worth, Standard
RepresentativeThe Katz Agency

Personnel

President Hulbert Taft
General Manager.....H. E. Fast
Sales Manager..... U. A. Latham
Sales Promotion Joel W. Stovall
Program Director Lew Kent
Merchandising Manager Ed E. Hale
Chief Announcer Bob Neal
Production Manager Bob Neal
Publicity Director Carl Press
Musical Director Bob Snyder
Chief Engineer George A. Wilson

WLW

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address 140 W. Ninth St.

WKRC

**ONLY Cincinnati Radio Station with a
consistent YEAR-BY-YEAR INCREASE
in Share-of-Audience since 1941**

550

KILOCYCLES

Nationally Represented by
THE KATZ AGENCY

BASIC

CBS

Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP
 Transcription Service.....World Broadcasting
 System

Personnel

Vice-President in Charge of
 Broadcasting.....James D. Shouse
 Vice President and Gen. Mgr....R. E. Dunville
 Sales Manager.....Harry Mason Smith
 Director of Promotional Activities..M. N. Terry
 Director of Sales Promotion.....R. J. Savage
 Program Director.....Eldon A. Park
 Production Manager.....Chester Herman
 Publicity Director.....A. E. Scheffer
 Chief Announcer.....Chester Herman
 Musical Director.....Milton Weiner
 Chief Engineer.....R. J. Rockwell

W S A I

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned By.....Field Enterprises, Inc.
 Operated By.....Buckeye Broadcasting Co.
 Address.....115 E. Fourth St.
 Phone Number.....Cherry 6056
 Transmitter Location.....Near Mt. Healthy,
 Ohio

Time on the Air...19 hours, Mon.-Sat.; Sun.,
 17 hours.

News Service....AP & UP, Chicago Sun Wire
 Transcription Service.....NBC Thesaurus
 Representative.....Louis H. Avery, Inc.

Personnel

President.....Marshall Field
 General Manager.....Robert M. Sampson
 Sales Manager.....W. R. Christian
 Program Director.....James Leonard
 Musical Director.....Burt Farber
 Chief Engineer.....Wm. E. Symons
 Publicity Director.....Dorothy Wortman

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.;
 n. 5000

Owned-Operated By.....The WGAR Broad-
 casting Company

Address.....Hotel Statler
 Phone Number.....Prospect 0200
 Transmitter Location..Broadview & Atkins Rd.,
 Brecksville, Ohio

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP

Transcription Service...Lang-Worth, Standard
 Representative...Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
 Vice President-General Manager..John F. Patt
 Assistant Manager.....Carl George
 Commercial Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....David Baylor
 Production Manager.....Wayne Mack
 Musical Director.....Walberg Brown
 Chief Announcer.....Reg Merridew
 Chief Engineer.....R. Morris Pierce
 Publicity Director.....Manuel Eisner

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned By.....Cleveland Plain Dealer
 Operated By.....United Broadcasting Co.
 Address.....1311 Terminal Tower
 Phone Number.....PProspect 5800
 Transmitter Location...Seven Hills Village
 Time on the Air.....6:45 a.m. to 1 a.m.
 Newspaper Affiliation....Cleveland Plain
 Dealer

News Service.....AP, Reuters
 Transcription Service..Lang-Worth, Associated.
 BMI

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

Personnel

General Manager.....K. K. Hackathorn
 Sales Manager.....Robert DeTehon
 Program Director.....C. M. Hunter
 Merchandising Manager.....Sue Cornelius
 Chief Announcer.....Garde Chambers
 Publicity Director.....Saul Glantz
 Production Manager.....Albert Shambarger
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany
 Record m. c.....Hugh Collins

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....WJW, Inc.

Address.....WJW Building, Playhouse
 Square

Phone Number.....SUperior 0101
 Transmitter Location...North Royalton, Ohio

Time on the Air.....Full time
 News Service.....UP, TP

Transcription Service.....Standard
 Representative.....Headley-Reed Co.

Personnel

President and General
 Manager.....William M. O'Neil

Commercial Manager.....W. J. Sylvester
 Sales Promotion and Merchandising
 ManagerBen Stiller
 Program DirectorEdward N. Palen
 Chief EngineerGerold G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
 Owned-Operated By...National Broadcasting
 Co.

Business Address ...815 Superior Ave., N.E.
 Phone NumberCherry 0942
 Transmitter LocationBrecksville, Ohio
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.

News Service.....UP; AP
 Transcription ServiceNBC Thesaurus;
 Standard Radio
 Representative Donald Stratton

Personnel

PresidentNiles Trammell
 General Manager Varmon H. Pribble
 Station Manager Vernon H. Pribble
 Commercial Manager Harold Gallagher
 Sales Promotion Manager Howard Barton
 Program Director Hal Metzger
 Publicity Director Victor Liston
 Chief Engineer S. Edwin Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By Radioho, Inc.
 Address33 North High Street
 Phone NumberAdams 9265
 Transmitter Location1035 Barnett Rd.
 Time on the Air...6 a.m. to 1 a.m. daily; 8 a.m.
 to 1:05 a.m. Sunday

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

Personnel

President.....Robert H. Wolfe
 Gen. and Station Manager...Richard A. Borel
 Sales-Commercial Manager W. I. Orr
 Sales Promotion Manager...Jerome R. Reeves
 Program Director Geer Parkinson
 Production Manager Chester S. Long
 Publicity Director Jerome R. Reeves
 Chief Announcer Russell Canter
 Musical Director Geer Parkinson
 Record m. c.....Irwin A. Johnson
 Chief Engineer Lester H. Naizger

W C O L

COLUMBUS—EST. 1934

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone NumberMain 4581
 Transmitter Location.....33 North High St.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sundays 7:30 a.m. to 1 a.m.

News Service.....INS & AP
 Transcription Service.....World; Lang-Worth
 Representative Headley-Reed Company

Personnel

Owner.....L. A. Pixley
 General and Station Manager Jack Kelly
 Sales Commercial Manager Jack Kelly
 Publicity and Merchandising
 Manager Howard Donohoe
 Continuity Director Frank Tate
 Production Manager Al Albinger
 Chief Engineer Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Broad-
 casting Co.

Address22 East Gay St.
 Phone NumberAdams 1101
 Transmitter Location.....901 Obetz Road
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper AffiliationCleveland Plain
 Dealer

News Service UP
 Transcription Service.....Lang-Worth, Cole
 RepresentativeRadio Advertising Corp.

Personnel

PresidentSterling Graham
 General Manager.....Carl M. Everson
 Commercial and Sales Promotion
 ManagerHarry H. Hoessly
 Program Director-Production
 ManagerJohn Moses
 Publicity Director.....Juanita Wilcox
 Chief AnnouncerBernard J. Sweeney
 DirectorAbram Ruvinsky
 Chief Engineer.....William C. Minor
 Record m. c.....Budd Sweeney

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Ohio State University
 Business AddressColumbus
 Phone Numbers: University 3148; Extension
 711-2, 579

Studio Address Campus
 Transmitter Location: University Golf Course,
 Worthington Road
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director William H. Ewing
 Publicity Director H. K. Schellenger
 Chief Operator C. H. Boehnker
 *(Non-Commercial Station)

WHIO

DAYTON—EST. 1935
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By .. Miami Valley Broadcast-
 ing Corporation
 Business Address 45 South Ludlow Street
 Phone Number ADams 2281
 Transmitter Location Hempstead Road
 Time on the Air 18½ hours daily

Newspaper Affiliations: Dayton Daily News;
 News Service UP, INS.
 Transcription Service .. Standard Radio & World
 Representative George P. Hollingbery Co.
 Reprs. for South .. Harry Cummings, Jacksonville,
 Fla.

Personnel

President James M. Cox, Jr.
 General Manager Robert Moody
 Sales Manager Arthur H. Tomsett
 Sales Promotion Manager .. Garland V. Baldwin
 Program Manager Lester G. Spencer
 Production Director Don Wayne
 Publicity Director Stan Mouse
 Musical Director Henry Lange
 Chief Announcer Sigel A. Roush
 Chief Engineer Ernest L. Adams

WING

DAYTON—EST. 1939

ABC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By .. Great Trails Broadcasting
 Corporation
 Address 121 North Main Street

WHIO DAYTON, O.

**TELL
 SOUTHWESTERN
 OHIO
 your sales message**

and having projected expansion plans amounting to more than \$50 million!
 Dayton and Montgomery County voters recently passed levies and bond issues to finance a unified capital improvement program amounting to \$28 million!
 Tell your sales story through WHIO Dayton, the local station with the largest listening audience, plus complete, reliable local news coverage: UP, INS, PA.

5000 WATTS BASIC CBS

WHIO

- 11 YEARS SERVING THE DAYTON AREA
- G. P. HOLLINGBERY COMPANY, Representatives
- HARRY E. CUMMINGS, Southeastern Representative

Phone Number.....ADams 3288-89-80
 Transmitter Location.....Shaker Road
 Time on the Air.....5:45 a.m. to 1:05 a.m.,
 Sundays 6:45 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Weed & Company

Personnel

President.....Charles Sawyer
 General Manager.....John Pattison Williams
 Station and Sales Manager.....F. G. Dykstra
 Merchandising Manager.....Mrs. Ruth Krause
 Musical Director.....Charles G. Reeder

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Findlay Radio Company
 Business Address.....500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio & Keystone, Cole.

Personnel

Owner-General Manager.....Fred R. Hover
 Sales Manager.....M. C. Clark
 Production Director.....Joanne Lewis
 Sales Promotion.....Dick Davis
 Chief Engineer.....Edgar Smith

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone.....4664
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Herbert G. Pabst
 Executive Director.....Don Ioset
 Sales Manager.....Joe True
 Chief Engineer.....Andrew Bruck

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.
 OHIO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone.....93161
 Transmitter Location.....1424 Rice Ave.
 Time on the Air.....6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service.....AP
 Transcription Service.....Standard
 Representatives.....Headley Reed

Personnel

President.....George B. Storer
 Vice-President & Gen. Mgr.....J. Harold Ryan
 Station-Sales Manager.....R. G. Elvin
 Production-Program Director.....Edgar C. Ulrick
 Chief Engineer.....Darrell J. Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location.....Corner Longview Ave.
 and No. Main St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Broadcast Sales Co.

Personnel

Owner.....M. F. Rubin
 General Manager.....J. M. O'Hara
 Program Director.....Robert B. Christopher
 News Editor.....Robert Horn
 Chief Engineer.....W. E. Morrison

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Marietta Broadcasting
 Co.
 Address.....St. Clair Block
 * Construction Permit.

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Parkersburg Sentinel
 Co.
 Address.....519 Juliana St., Parkersburg, W. Va.

Personnel

Chief Executive.....Howard L. Chernoff
 * Construction Permit.



Louis Bromfield addresses annual Marion Chamber of Commerce Banquet.



Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.



W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.



W-M-R-N covers the Little Brown Jug Futurity whose lush \$40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.



The Friendly Neighbor to 200,000 OHIOANS

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio.

On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost \$200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

REMEMBER . . .

When You Buy Time On

W - M - R - N

You Buy

SALES RESULTS!



AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:

Broadcast Sales Company
280 Madison Avenue
New York City

Broadcast Sales Company
360 N. Michigan Avenue
Chicago, Illinois

Gene Grant & Company
1651 Cosmo Street
Hollywood, California

W M R N

MARION—EST. 1940
ABC
OHIO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By: The Marion Broadcasting Company
Operated By: R. T. Mason
Address: North Main Street
Phone Number: 3226-7
Transmitter Location: North Main Street
Time on the Air: 16 hours, 15 min. daily
News Service: UP
Transcription Service: NBC Thesaurus.

Personnel

President-Station Manager: Robert T. Mason
Commercial Manager: Geo. A. Speese
Sales Manager: George A. Speese
Program Director: L. T. Marsh
Publicity Director: Ray Oviatt
Musical Director: Bob Dell
Record m. c.: Eric Paige
Chief Engineer: Joe Peters

W P A Y

PORTSMOUTH—EST. 1935
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Brush-Moore Newspapers
Address: 1009 Gallia St.
Phone Number: 1010
Transmitter Location: 1009 Gallia St.
Time on the Air: 7 a.m. to midnight; Sundays, 7:30 a.m. to midnight.
Newspaper Affiliation: Portsmouth Times
News Service: AP & UP
Transcription Service: Lang-Worth & BMI

Personnel

President: Louis H. Brush
General and Station Manager: Paul Wagner
Sales-Commercial Manager: G. F. Boyd
Sales Promotion-Merchandising Manager: Robert K. Kuhn
Program Director: H. W. Apel
Publicity Director: Robert H. Kuhn
Chief Announcer: Edward Sagraves
Musical Director: Dorothy Page
Chief Engineer: Maurice L. Myers
Record m. c.: Carl Sunkel

W I Z E

SPRINGFIELD—EST. 1940
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Voice of Springfield, Inc.
Address: 115 West High Street
Phone Number: 4955

Transmitter Location: Springfield
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP & AP
Transcription Service: Lang-Worth, Standard
Representative: Weed & Co.

Personnel

President: Charles Sawyer
General and Station Manager: Adna Karns
Sales-Commercial Manager: Adna Karns
Program Director: Arthur L. Martin
Production Manager: Bob Terry
Publicity Director: Sarah Zahm
Musical Director: Jim Newman
Chief Engineer: Victor L. Bushong

W S T V

STUEBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
VICTORY

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Valley Broadcasting Company
Business Address: Exchange Realty Building
Phone Number: 2-6265-66-67
Transmitter Location: Altamont Heights
Time on the Air: 6:45 a.m. to 1:15 a.m.
News Service: UP

AP RADIO PRODUCTIONS

OFFERS FOUR OUTSTANDING SHOWS TRANSCRIBED

"Sports Star Special"
"Star Time"
"Special Assignment"
"The Cliff Edwards Show"

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE EACH SHOW
A SALES WINNER

Ask about the unique, new
"Cue-In" technique.

Transcription Service Thesaurus
 Representative.. Joseph Hershey McGillvra, Inc.

Personnel

General and Commercial Mgr... John J. Laux
 Sales Promotion-Merchandising
 Manager John L. Merdian
 Production Manager-Assl.
 Manager John L. Merdian
 Production Manager and Assistant
 Program Director George H. Wilson
 Publicity Director and Local News
 Editor Harry Cochran
 Chief Announcer George H. Wilson
 Musical Director Thomas Arim
 Chief Engineer Joseph M. Troesch

Transmitter Location: Oregon Road, East Toledo
 Time on the Air..... 6 a.m. to 1 a.m.
 News Services..... AP, INS, UP
 Transcription Service..... NBC Thesaurus &
 Lang-Worth
 Representative..... The Katz Agency

Personnel

President..... George B. Storer
 Vice President..... J. Harold Ryan
 Managing Director..... E. Y. Flanigan
 Sales Promotion Manager..... W. F. Shannon
 Program Director..... Robert B. Evans
 Chief Engineer Studio..... Frank M. Hilbert
 Chief Engineer Transmitter... Edward L. Goon

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc..... Power: 5000 Watts
 Owned-Operated By... The Fort Industry Co.
 Address... Broadcast Building, 136 Huron St.
 Phone Number..... ADams 3175

WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By.. The Community Broad-
 casting Company
 Address Bell Building
 Phone Number..... ADams 3291

SHAKE HANDS WITH

"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets .

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

National Representative: Joseph Hershey McGillvra, Inc. New York • Chicago • Los Angeles • San Francisco



WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 EDDIE KOHN, MGR.
 ABC NETWORK

WJPA

WASHINGTON, PA.
 BOB KLIMENT, MGR.
 MUTUAL

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL



Big BOX-OFFICE in Toledo

WTOL shows in Toledo are big box-office . . . every day and every night. Locally owned, locally operated . . . the station plays to an audience with a first-hand understanding of what its particular audience most enjoys. Local interest. Plus national prestige. Local merchants prefer and use WTOL. Its local wallop offers a great opportunity for national advertisers to tie in for results.

WTOL

"Toledo's Friendly Station"

Basic ABC Network

Arch Shawd, General Manager

Representatives: Radio Advertising Co.

1926-1946

Twentieth Anniversary Year*



IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown—WKBN. The leading purchasing power of this third largest U. S. Steel Center is revealed conclusively by available statistics... total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

Represented by
PAUL H. RAYMER COMPANY


As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

AFFILIATE
COLUMBIA BROADCASTING SYSTEM

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc



* WKBN delivered its first broadcast to Youngstown ear-phones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.

Transmitter Location.....Bell Building
 Time on the Air.....Unlimited license
 News Service.....UP & AP
 Transcription Services..Associated Music Pub-
 lishers; World.
 Representative.....Radio Advertising Corp.

Personnel

President.....Frazier Reams
 Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Sales Promotion Manager....Henry Morgan
 Program Director-Production
 Manager.....Karl Nelson
 Publicity Director...Charlotte Van Rensselaer
 Musical Director.....Dorothy Diller
 Chief Engineer.....John Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....2nd National Bank Building
 Phone Number.....4490
 Time on the Air.....6:45 a.m. to 12 midnight
 Transmitter Location..710 Main Avenue, S. W.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Sales Promotion Manager...Emerson J. Pryor
 Program Director-Production
 Manager.....Lynn E. Gifford
 Publicity Director.....Emerson J. Pryor
 Chief Engineer.....Robert V. Kinney

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
 National Advertising Manager.....Phil Wood
 Program Director.....William Crooks
 Business Manager.....Leonard Nasman
 Musical Director.....Ronald Richards
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....UP
 Transcription Services...World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
 Station-Commercial Manager....J. L. Bowden
 Sales Promotion Manager.....Foster Harmon
 Program Director.....Gene Trace
 Production Manager.....Gene Trace
 Publicity Director.....Foster Harmon
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address....North Fifth St., Lind Arcade Bldg.
 Phone Number.....8000
 Transmitter Location.....Newark Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....George Storer
 General Manager.....Allen L. Haid
 Sales Manager.....J. Robert Kerns
 Program Director-Production
 Manager.....Howard George
 Chief Engineer.....William Hunt

OKLAHOMA

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

K A D A

ADA—EST. 1934

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Dr. C. C. Morris
Address 207 First Nat'l Bank Bldg.
Phone Number 1212
Transmitter Location North Broadway
Time on the Air 6:30 a.m. to 11 p.m.;
Sundays, 7 a.m. to 11 p.m.
News Service AP
Representative Taylor Howe Snowden

Personnel

Owner Dr. C. C. Morris
General Manager James M. Griffith
Commercial Manager LeRoy W. Moses
Chief Engineer Harold Walker

K V S O

ARDMORE—EST. 1935

AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Business Address Hotel Ardmore
Phone Number 3030
Studio Address Hotel Ardmore
Transmitter Location Chickasaw & North-
west Blvd.
Time on the Air Unlimited License
Transcription Service SESAC, World
Newspaper Affiliation Daily Ardmoreite
News Service AP
Representative Taylor Howe Snowden

Personnel

General Manager Albert Riesen
Commercial Manager Gene Calley
Musical Director Dolly Dutton
Chief Engineer John Malloy

K W O N

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bartlesville Broadcasting
Co.
Business Address Union Natl. Bank Bldg.
Phone Number 1400
Studio Address Union National Bank
Bldg.

Transmitter Location Highway U.S. 75
Time on the Air 6:30 a.m. to 11 p.m.
News Service AP

Personnel

President-General Manager J. Fred Case
Commercial Manager John Collins
Sales Promotion Henry H. Heerman
Program Director Keith Upson
Chief Engineer E. Dallas Degraffenreid

K A S A

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc Power 100 Watts
Owned-Operated By Southwest Broadcast-
ing Co.
Address Casa Grande Hotel
Phone Number 730
Transmitter Location Casa Grande Hotel
Time on the Air Full time
News Service UP
Transcription Service Standard
Representative Gene Grant

Personnel

President L. J. Preston
Supervisor F. E. Mayhew
Program Director John Carmen
Chief Engineer G. M. Patterson

K C R C

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By Enid Radiophone Co.
Business Address Broadway Tower
Phone Number 447
Transmitter Location 318 E. Willow
Time on the Air 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation Enid Morning News;
Enid Daily Eagle
News Service AP
Transcription Service Standard
Representative Taylor-Howe-Snowden

Personnel

President Mrs. Lucy M. Garber
General Manager Milton B. Garber
Station Manager Lucien D. Lindsey
Sales Promotion Hugh J. Finnerty
Program Director Marjorie Studer
Chief Engineer Murray Coleman

K S W O

LAWTON—EST. 1941
MUTUAL

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By
Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number.....3413
Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News ServiceUP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Sales Promotion-Merchandising
Manager.....John W. Guffey
Program Director.....Kathleen Burkett
Publicity Director.....Jeanne Dryden
Chief EngineerW. E. Billington

K B I X

MUSKOGEE—EST. 1936
ABC

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address.....Barnes Bldg.
Phone Number303
Studio AddressBarnes Building
Transmitter LocationBarnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskogee Daily
Phoenix & Times Democrat
News ServiceAP
RepresentativeTaylor-Howe-Snowden

Personnel

President-General Manager....Tams Bixby, Jr.
Station ManagerPaul A. Bruner
Sales-Commercial Manager..Mary D. Robinson
Program DirectorMarcia King

K T M C*

McALESTER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting
Co.
AddressAldridge Hotel

Personnel

Owners.....C. E. Wilson, P. D. Jackson
* Construction Permit.

W N A D*

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By...University of Oklahoma
Business Address...Faculty Exchange, Norman
Phone Number900; Station No. 124
Studio AddressMemorial Union Bldg.
Transmitter Location.....1140 Jenkins Ave.
Time on the Air.....Daytime License
News ServiceAP

Personnel

General ManagerJohn W. Dunn
Production ManagerJim Newman
Musical DirectorJack Bowers
Chief EngineerJack Boyer
*(Non-Commercial Station).

K O C Y

OKLAHOMA CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broad-
casting Co.
AddressPlaza Court
Phone Number.....3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6 a.m. to 12 midnight,
Sunday 7 a.m. to midnight.
News ServiceAP
Transcription ServiceAssociated Music
Publishers; Standard Radio; NBC Thesaurus
RepresentativeThe Walker Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial ManagerGeorge Tarter
Sales Promotion-Merchandising
ManagerL. O. Peak
Program Director-Production
ManagerPaul H. Buening
Chief EngineerGeorge W. Brock

K O M A

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By.....KOMA, Inc.
AddressBiltmore Hotel

Phone Number2-3291
 Studio Address.....24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air.....18 hours daily
 News Service UP
 Transcription Service.....World Trans. Service,
 Standard, Cole.
 Representative.....Free & Peters

Personnel

President John Griffin
 General Manager Kenyon Brown
 Sales-Commercial Manager.....J. J. Bernard
 Sales Promotion-Merchandising
 Manager Webster L. Benham, Jr.
 Program Director Bill Bryan
 Production Manager Allan Page
 Publicity Director Kenneth Harris
 Chief Announcer Bob Duren
 Musical Director Mickey Reynolds
 Chief Engineer Morris W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned by.....O. L. "Ted" Taylor
 Operated By Radio Station KTOK
 Business Address.....2004 Apco Tower
 Studio Address.....1800 West Main
 Phone Number 3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative Taylor-Howe-Snowden;
 Homer Griffith

Personnel

President.....O. L. "Ted" Taylor
 General Manager Alex Keese
 Station Manager.....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Publicity Director Eva Alexander
 Program Director Harold Shreve
 Musical Director Jerre Cammack
 Chief Engineer.....Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.

Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location.....Highway No. 66
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News Service AP
 Transcription Service.....Standard Library,
 Associated
 RepresentativeThe Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Commercial Manager.....Ralph Miller
 Promotion Manager.....Tom Rucker
 Chief EngineerHerman Lovell

K H B G

OKMULGEE—EST. 1937

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 Address McCulloch Bldg.
 Phone Number 3646
 Transmitter Location Okmulgee
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Keystone
 Representative Sears & Ayer

Personnel

President-Manager Pat Buford
 Commercial-Sales Promotion Manager
 Lucille Buford
 Program-Production DirectorNova Clarke
 Chief Announcer Lowell Clark
 Chief Engineer J. H. Smith, Jr.

W B B Z

PONCA CITY—EST. 1927

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number 3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP

Personnel

Managing Director A. L. Carrell
 Sales Manager.....L. C. McKenney

Program Director Don Chadd
 Publicity Director Bill C. Maugans
 Chief Engineer N. J. DeFrancesco

Chief Engineer Roy Brown
 Record MC Etta May Avery

K G F F

SHAWNEE—EST. 1930
 AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Stauffer Publications
 Operated By KGFF Broadcasting Co.
 Address Aldridge Hotel
 Phone Number 4390
 Transmitter Location Shawnee Country Club
 Time on the Air 6:30 a.m. to 12 midnight
 Newspaper Affiliation Stauffer Publications
 News Service AP
 Representative Taylor Howe Snowden

Personnel

President Oscar Stauffer
 General Manager Maxine Eddy
 Commercial Manager H. S. Henderson
 Promotion-Publicity Director Zaida Porter
 Production-Program Director Roy J. Bowman
 Chief Announcer Roy J. Bowman
 Chief Engineer Salvatore Ricciotti

K T U L

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Broadcasting Company, Inc.
 Address National Bank of Tulsa Bldg.
 Phone Number 2-3191
 Studio Address National Bank of Tulsa Bldg.
 Transmitter Location Turley, Okla.
 Time on the Air 5:45 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service World Broadcasting; Thesaurus, Standard.
 Representative Free & Peters

Personnel

President J. T. Griffin
 General Manager John Esau
 Sales Mgr.-Merchandise Mg. L. A. Blust, Jr.
 Program Dir.-Production Mgr. Karl Janssen
 Publicity Director George Ketcham
 Chief Announcer Jack Morris
 Musical Director Glenn Hardman
 Chief Engineer Robert E. Snider

K O M E

TULSA—EST. 1938
 ABC

MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Oil Capital Sales Corp.
 Operated By Harry Schwartz
 Address Radio Bldg., 910 S. Boston
 Phone Number 3-4121
 Transmitter Location 3904 S. Newport
 Time on the Air Unlimited
 News Service AP
 Transcription Service Standard & Lang-Worth
 National Representative Taylor-Howe-Snowden

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Nat'l Adv. Manager and
 Counselor Fred Schwartz
 Sales Promotion-Publicity
 Manager Mary Corkill
 Program Director Dick Campbell
 Continuity Director Ann Fountain
 Musical Director Alfred Fox
 Chief Announcer Bill Farley

K V O O

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By Southwestern Sales Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
 News Service INS
 Transcription Service Standard Radio; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President W. G. Skelly
 Vice President-General
 Manager William B. Way
 Commercial Manager Gustav Brandborg
 Publicity-Sales Promotion Manager,
 W. T. McClarin
 Program-Production Director F. M. Randolph
 Chief Engineer L. W. Stinson

KEEP PACE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.

• Oregon is the largest timber-producing state in the nation • The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States • Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

KGW... RADIO'S MAINLINE TO NORTHWEST MARKETS

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD FITZ & CO., INC.

OREGON

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

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

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

Business Address: 15th and Elm Streets
Phone Number: 870
Transmitter Location: 15th and Elm Streets
Time on the Air: 6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight

Newspaper Affiliation: Albany Democrat
Herald

News Service: UP
Transcription Service: Standard Radio, Cole
Representative: John Keating

Personnel

President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
General Station Manager: Chet Wheeler
Commercial Manager: Hal Byer
Sales Promotion-Merchandising Manager:

John Blake
Program-Publicity Director: John Wray
Production Manager: Bob Reinholdt
Chief Announcer: Paul Danielson
Record m. c.: Bob Nissen
Chief Engineer: Bill Hansen

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Broadcasting Co.
Address: 404 Commercial St.
Phone Number: 95
Transmitter Location: 1006 Taylor Avenue
Time on the Air: 7 a.m. to 12 midnight
Newspaper Affiliation: Astorian-Budget
News Service: AP
Transcription Service: Standard Radio
Representatives: Walter Biddick, John Keating

Personnel

Station Manager: L. E. Parsons
Commercial Manager: E. H. Johnson
Chief Engineer: James M. Titus

KBKR

BAKER—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Inland Radio, Inc.
Address: 1st and Court Streets
Phone Number: 140
Transmitter Location: Baker
Time on the Air: Unlimited
News Service: UP
Transcription Service: World
Representative: W. S. Grant Co.

Personnel

Owners: Marshall E. Cornett, Lee W. Jacobs
General & Station Manager: Lee W. Jacobs
Sales-Commercial Manager: Lee W. Jacobs
Sales Promotion Manager: Ken Lockwood
Program Director: Grace Baer
Production Manager-Musical Director:
Bud Stuart
Chief Engineer: Sidney Williams

KBND

BEND—EST. 1938

MUTUAL
DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Bend Bulletin
Address: 1147 Wall St.
Phone Number: 848
Transmitter Location: 1147 Wall St.
Time on the Air: 7 a.m. to 10:30 p.m.
Newspaper Affiliation: Bend Bulletin
News Service: UP
Transcription Service: Lang-Worth

Personnel

President: Robert W. Sawyer
General and Station Manager: Frank H. Loggan
Sales-Commercial Manager: William Barton
Sales Promotion-Merchandising Manager:
William Barton
Program Director: Ellen Hammond
Chief Engineer: Wallace Guthrie

KOAC*

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned by: State of Oregon
Operated By: Oregon State College
Address: Corvallis, Oregon
Phone Number: 526
Studio Address: Corvallis
Transmitter Location: Granger
Time on the Air: 10 a.m. to 10 p.m.
News Service: UP

Personnel

President.....Frank Jenkins
 General Manager.....Marshall H. Pengra
 Station Manager.....H. J. Chandler
 Sales & Promotion Manager.....Max J. Frye
 Chief Engineer.....Gilbert E. Walters

K L B M

LA GRANDE—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....La Grande
 Phone Number.....220
 Transmitter Location.....One mile east of La Grande
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio; Keystone
 Representative.....W. S. Grant Co.

Personnel

President.....Marshall E. Cornett
 General Manager.....Lee W. Jacobs
 Station-Commercial Manager.....Gordon L. Capps
 Program Director.....Ken Lillard
 Chief Engineer.....Sidney Williams

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Kooos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to Midnite, Sundays.
 7 a.m. to Midnite
 News Service.....UP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....John Keating

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station & Commercial Manager.....Hal Shade
 Office Manager.....Lucy Johnson
 Musical Director.....Margaret McCoy
 Chief Engineer.....Robert L. Spaug

K M E D

MEDFORD—EST. 1928

KEYSTONE BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 Address.....Ross Lane
 Phone Number.....4000
 Studio Address.....Ross Lane
 Transmitter Location.....Ross Lane
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Owner-General Manager.....Mrs. W. J. Virgin
 Commercial Manager.....Art Adler
 Program Director.....Gladys LaMarr
 Chief Engineer.....Dave Rees

K S R V*

ONTARIO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....First & Court Sts., Baker, Ore.
 * Construction Permit.

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Western Radio Corp.
 Operated By.....V. B. Kenworthy
 Address.....Box 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....7 a.m. to 10:15 p.m.; Sundays,
 9 a.m. to 9:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President-General Manager
 V. Barney Kenworthy
 Station-Commercial Manager.....Paul E. Walden
 Asst. Commercial Rep.....Ted A. Smith
 Program-Production Director.....Keith Larkin
 Chief Engineer.....Robert M. Eaton

KALE

PORTLAND—EST. 1932
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
Owned By.....Journal Publishing Company
Operated By.....KALE, Inc.
Business Address.....9th & Taylor Sts.
Phone Number.....Br. 3484
Studio Address.....9th & Taylor Sts.
Transmitter Location.....Near Sylvan, Ore.
Time on the Air.....5:45 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....Associated Music
Publishers, Standard, Cole
Representative.....John Blair & Co.

Personnel

President.....P. L. Jackson
General and Station Manager
Charles E. Couche
Commercial Manager.....Norman A. Davis
Sales Promotion-Merchandising Manager
Norman A. Davis
Acting Production Manager.....Earl Gunn
Publicity Director.....Leith F. Abbott
Chief Announcer.....Willis Ross
Musical Director.....Alan Uhless
Chief Engineer.....A. E. Richmond

KBPS*

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By.....School District
No. 1
Business Address.....Benson Polytechnic
School
Phone Number.....La 4195
Transmitter Location.....Benson Polytechnic
School
Time on the Air.....Shares time

Personnel

General Manager.....Mary E. Gilmore
Agent.....R. T. Stephens
*(Non-Commercial Station)

KEX

PORTLAND—EST. 1926
ABC

Frequency: 1190 Kc. Power: 5000 Watts
Owned-Operated By.....Westinghouse Radio
Stations, Inc.
Business Address.....815 S. W. Yamhill
Phone Number.....Broadway 5653
Studio Address.....1011 S. W. 6th
Transmitter Location...North Portland, Oregon

Time on the Air.....6 a.m. to 1 a.m., Sundays,
7 a.m. to 1 a.m.
News Service.....INS; UP
Transcription Service.....World
Representative.....Paul H. Raymer Co.

Personnel

President.....George H. Bucher
General Manager.....J. B. Conley
Station Manager.....Charles S. Young
Commercial Manager.....R. E. Rudolph
Program Director.....Eldon Campbell
Production Manager.....Melvin Bailey
Publicity Director.....Betty Hill
Musical Director.....George Bruns
Chief Engineer.....T. T. Ely

KGW

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.....The Oregonian Pub-
lishing Company
Business Address.....1011 S. W. 6th Ave.
Phone Number.....Be 6364
Studio Address.....1011 S. W. 6th Ave.
Transmitter Location.....Faloma, Ore.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC
Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....H. Quenton Cox
Sales Manager.....J. N. Wassan
Program Director.....Homer Welch
Production Manager.....Thomas Swafford
Publicity Director.....Thelma Agosti
Chief Announcer.....Frank Coffin
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold S. Singleton

KOIN

PORTLAND—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....Atwater 3333
Studio Address...New Heathman Hotel Bldg.
Transmitter Location: Sylvan near Canyon Road
Time on the Air.....6 a.m. to Midnight
News Services.....INS; UP; AP
Transcription Services: World Program Library;
Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President.....C. W. Myers
 Station & General Manager
 .. Harry H. Buckendahl
 Sales Promotion Manager.....Marc Bowman
 Charles E. Couche
 Program Director.....H. M. Swartwood, Jr.
 Production Manager.....Ted W. Cooke
 Chief Announcer.....Lou Gillette
 Publicity Director.....Enoch Squires
 Musical Director.....Owen Dunning
 Chief Engineer.....Louis Sumner Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter Location.....Oaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 National Representative.....Burn-Smith Co.

Personnel

President.....Wilbur J. Jerman
 General & Station Manager.....John C. Egan
 Sales-Commercial Manager...L. D. Henderson
 Sales Promotion-Merchandising Manager
 Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....John C. Egan
 Chief Engineer.....Harold C. Singleton

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
 Owned By.....KXL Broadcasters
 Address.....Orpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location...82nd St. & Sunnyside,
 Clackamas District
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative.....Pacific N. W., Walker

Personnel

President.....Frances R. Symons
 Station and Commercial
 Manager.....H. S. Jacobson

Program-Production

Director.....Frederick Eichhorn III
 Chief Engineer.....H. H. Schoolfield, Jr.

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number.....4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News Service.....AP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Chief Announcer.....Lon Hunt
 Musical Director.....Max Dick
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

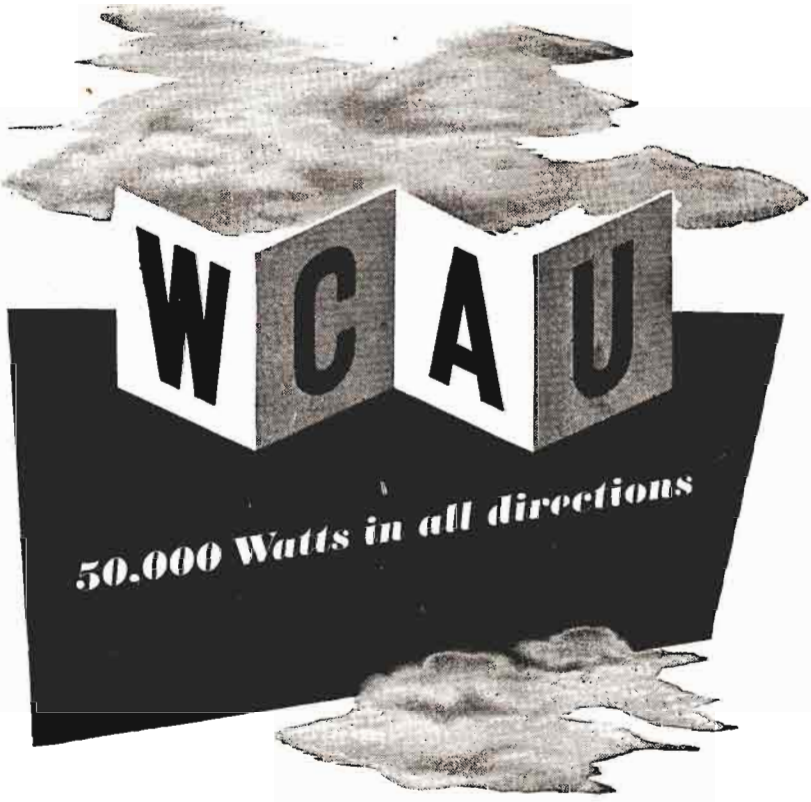
SALEM—EST. 1932

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP and AP
 Transcription Service.....Lang-Worth
 Representative.....Homer Griffith Co.

Personnel

President-General Manager
 Glenn E. McCormick
 Station Manager.....F. F. Fischer
 Commercial-Sales Promotion
 Manager.....Robert Fischer, Jr.
 Production-Program Director.....Wes McWain
 Publicity Director.....Woody Slater
 Chief Engineer.....Clyde Carlton



CBS Affiliate
PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

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

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc. Power: 500 Watts
Owned-Operated By: Lehigh Valley
Broadcasting Co.

Address: 39-41 N. Tenth St.
Phone Number: 9511
Transmitter Location: Old Catasauqua Rd.
Time on the Air: 7 a.m. to 1 a.m.,
Sundays 8 a.m. to 1 a.m.

Newspaper Affiliation: Allentown Call
Publishing Co.

News Service: AP, UP
Transcription Services: World Broadcasting
System

Representative: Headley-Reed Co.

Personnel

President: J. C. Shumberger, Sr.
Gen. and Station Mgr.: B. Bryan Musselman
Program Director: George Y. Snyder
Tech. Supervisor: Reuel H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (Lessee)

Address: 1320-32 11th Avenue
Phone Number: 6467
Transmitter Location: 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air: 7:15 a.m. to midnight
News Service: AP
Transcription Service: World Broadcast-
ing System; Langworth

Representative: Headley-Reed Co.

Personnel

President: George P. Gable
Managing Director: Roy Thompson
Program Director: Dorothy Jones
Chief Engineer: George Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK

Frequency: 680 Kc. Power: 250 Watts
Owned By: Butler Broadcasting Co.
Operated By: David H. Rosenblum

Address: 357 N. Main St.
Phone Numbers: 4701-2
Transmitter Location: Butler
Time on the Air: 7 a.m. to Sundown
News Service: UP
Transcription Service: World Broadcasting
Representative: Farjoe & Co.

Personnel

President-Station Manager-General Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Dir.-Prod. Mgs.: Edward Browning Jr.
Chief Engineer: Paul F. Rex

(Call Letters to Be Assigned)

CLEARFIELD*

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Airplane & Marine
Instruments, Inc.

Address: Clearfield, Pa.
* Construction Permit.

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Broad-
casting Co., Inc.

Address: 80 North Park Place
Phone Number: 1700
Transmitter Location: 80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.
Newspaper Affiliation: DuBois Courier
Express

News Service: UP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGilvra

Personnel

President: Col. H. T. Gray
General Manager: Jason S. Gray
Station Manager: Les Ryder
Commercial-Promotion
Manager: Les Ryder
Program Director: Virginia Wade
Production Manager-Chief
Announcer: Virginia Wade
Publicity-Musical Director: Les Ryder
Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broad-
casters, Inc.
Address516 Northampton St.
Phone Number 6131
Transmitter Location..... Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager Eugene Bethman
Technical DirectorJ. E. Mathiot

WLEU

ERIE—EST. 1935

ABC-MUTUAL
PENNSYLVANIA NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting
Corporation
Address.....Commerce Building, 12th and
State Streets
Phone Numbers.....23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....6 p.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General
ManagerV. Hamilton Weir
Sales Promotion Wiles Hallock
Production Manager Thomas Fleming
Commercial Manager V. Hamilton Weir
Chief Announcer Wiles Hallock

WEST
EASTON, PENNSYLVANIA
PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
and agricultural area of the LEHIGH VALLEY
with a population exceeding 300,000.
The Steel and Cement Center of the East. A market
worthy of your consideration.

NBC—MUTUAL
National Representative: **RADIO ADVERTISING CO.**

Record m. c. Ronald Graham
 Program Director Ronald Graham
 Musical Director Anthony Conti
 Chief Engineer Clarence Baker

W E R C
 ERIE

NBC-PENNSYLVANIA NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Presque Isle Broad-
 casting Co.
 Address 121 West 10th St.
 Phone Number 26-918
 Transmitter Location 121 West 10th St.
 Time on the Air 6 a.m. to 1 a.m. daily
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth & World
 Representative Weed & Co.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Frank R. Proudfoot
 Program Director J. J. Young
 Chief Announcer James Dewart
 Musical Director Milton Munn
 Record m. c. John Louthier
 Chief Engineer L. W. Cooke

W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House
 Address 128 N. Pennsylvania Ave.
 Phone Number Greensbrug 3740
 Transmitter Location 128 N. Pennsylvania
 Ave.
 Time on the Air 7 a.m. to sunset
 News Service UP
 Transcription Service Lang-Worth

Personnel

President H. J. Brennen
 Station & Commercial Manager... G. J. Podyyn
 Chief Engineer Lyle L. Allen

W S A J*

GROVE CITY—EST. 1921

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Broad and Main Sts.
 Phone Number 763
 Transmitter Location Hall of Science
 Time on the Air 4 hours per week

Personnel

Station Manager Dr. H. W. Harmon
 Program Director R. G. Walters
 Chief Announcer Thomas Martin
 Musical Director Stanley J. Seiple
 Chief Engineer Dale O. Smock
 *(Non-commercial station)

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Harrisburg Broadcasting Co.
 Operated By Herbert Kendrick
 Business Address 112 Market St.
 Phone Number 2-3456
 Studio Address Blackstone Bldg.
 Transmitter Location Blackstone Bldg.
 Time on the Air 6 a.m. to 1 a.m.,
 Sun., 7 a.m. to 1 a.m.

News Service AP
 Transcription Service NBC Thesaurus
 Representative Weed & Co.

Personnel

Partners Herbert Kendrick, G. L. Hash
 General Manager Herbert Kendrick
 Commercial Manager R. A. Maxwell
 Sales Promotion James Denbow
 Program Director Stanley Schultz
 Publicity Director Cecelia McAlicher
 Chief Announcer Ernest Mark
 Chief Engineer H. G. Schlegal

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WHP, Inc.
 Address 216 Locust St.
 Phone Number 4-3211
 Transmitter Location Harrisburg-Hershey
 Highway (4 miles from Harrisburg)
 Time on the Air 6 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday
 News Service UP & AP
 Representative John Blair & Company

Personnel

General and Commercial
 Manager A. K. Redmond
 Sales Promotion-Merchandising
 Manager Beatrice M. Pottelger
 Program-Publicity Director... Dick Redmond
 Production Manager John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger

W K B O

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcast-
ing Corp.
Address31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....6:30 a.m. to 1 a.m.
News Service UP
Transcription Service World Broadcasting
System
Representative Paul H. Raymer Co.

Personnel

Station Executive..... Clair McCullough
Station Manager..... C. G. Moss
National Sales Manager..... J. Robert Gullick
Program Director..... Lewis Munnell
Chief Engineer..... J. E. Mathiot

W A R D *

JOHNSTOWN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Central Broadcasting
Co., Inc.
AddressJohnstown, Pa.
* Construction Permit.

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
AddressTribune Annex
Phone Number 24-361
Transmitter Location.....Tribune Building
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation.....Johnstown Tribune
News Service UP
Transcription Service.....NBC Thesaurus
RepresentativeHeadley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial-Promotion Manager...J. P. Foster



the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevin Straub

W A Z L
 HAZLETON—EST. 1932

NBC—MBS
 MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Broadcast-
 ing Service
 AddressHazleton National Bank Bldg.
 Phone Number 1488
 Transmitter LocationHazleton National
 Bank Bldg.
 Time on the Air..... 6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service.....NBC Thesaurus
 RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
 General and Station Manager... V. C. Diehm
 National Sales Manager.....J. Robert Gulick
 Program Manager.....Don Murray
 Technical Director.....J. E. Mathiot

W D A D

INDIANA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number1780
 News ServiceAP
 Transcription ServiceStandard

Personnel

Chief Executive.....Paul Short
 General-Commercial Mgr.....Sam Collins
 Chief Engineer.....Vincent J. Sullivan

W G A L

LANCASTER—EST. 1922

NBC—MBS

MASON-DIXON GROUP
 TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByWGAL, Inc.
 Business Address8 West King St.
 Phone Number5259

Sell Your Product in
 Pennsylvania's Booming
 Hard Coal Region

WAZL
HAZLETON

The only station with blanket coverage in
 an area which has an annual payroll of
 over \$55,000,000—practically all spent right
 in the territory.



National Representative: RADIO ADVERTISING CO.

Transmitter Location.....8 West King St.
 Time on the Air.....6:55 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
 Station Manager.....Walter O. Miller
 National Sales Manager.....J. Robert Gulick
 Program Manager.....Ernest Stanzola
 Technical Director.....I. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

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

Business Address.....Monument Square
 Phone Number.....757
 Studio Address.....Hotel Coleman
 Transmitter Location.....Lewistown Heights
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Transcription Service.....Standard
 News Service.....UP
 Representative.....Burn-Smith Co.

Personnel

Vice-President.....J. S. Woods
 General Manager.....Thomas W. Metzger
 Sales-Commercial Manager.....Rita McCoy

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
 VICTORY NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business Address.....Cathedral Bldg.
 Phone Number.....5050
 Studio Address...Cathedral Bldg., New Castle
 Transmitter Location

Savannah Center Church Road
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Weed & Co.

Personnel

President-General Mgr.....S. W. Townsend
 Station-Commercial Manager...A. W. Graham
 Program Director.....A. W. Graham
 Sales Promotion.....D. Daughtry
 Chief Engineer.....Robert Emch
 Record MC.....Charles Wilson

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Allegheny-Kiski
 Broadcasting Co.

Address.....810 Fifth Avenue
 Phone Number.....New Kensington 3534
 Transmitter Location.....Glassmere, Pa.
 Time on the Air.....7 a.m. to local sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Roy Ferree

Personnel

President.....Russell Cooper
 Gen. and Station Mgr.Edward J. Kroen
 Sales-Commercial Manager..Edward J. Kroen
 Sales Promotion-Merchandising
 Manager.....Roy E. Ferree
 Program Director-Production
 Manager.....Jack Craddock
 Publicity-Musical Director,
 Chief Announcer.....Jack Craddock
 Chief Engineer.....W. W. Neeley
 Record m. c.....Edward J. Kroen

W K R Z*

OIL CITY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Kenneth Edward
 Rennekamp

Address.....Veach Bldg.
 Phone Number.....228
 Transcription Service.....World

Personnel

Owner.....Kenneth E. Rennekamp
 General Manager.....Alan Stepping
 Commercial Manager.....J. Walton
 Program Director.....Olivia T. Rennekamp
 Sales Promotion.....George Hein
 Chief Engineer.....Russell E. Shettler
 * Construction Permit.

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.

Address.....1619 Walnut Street
 Phone Number.....LOcust 3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air.....Full time
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 Representative.....National Broadcasting Co.

• PENNSYLVANIA •

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman A. W. Robertson
 President George H. Bucher
 Vice-President Walter Evans
 Engineering Manager Dwight A. Meyer
 Sales Manager B. A. McDonald
 Advertising Manager W. B. McGill
 Manager Public Relations George A. Harder
 Program Supervisor Gordon Hawkins

KYW PERSONNEL

Station Manager Leslie Joy
 Program Manager James P. Begley
 Sales Manager A. H. McCall, Jr.
 Sales Promotion Manager W. Y. E. Rambo
 Chief Engineer Irvin N. Eney

WCAU

PHILADELPHIA—EST. 1922
 COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1210 Kc. Power: 50000 Watts
 Owned-Operated By WCAU Broadcast-
 ing Company

Address 1622 Chestnut Street
 Phone Number Locust 7700
 Transmitter Location ... Moorestown Township,
 New Jersey

Time on the Air 5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.

News Service AP, Reuters, Transradio
 Transcription Service ... World Broadcasting
 Representative Bertha Bannan (Boston);
 Virgil Reiter & Co. (Chicago); Paul H. Ray-
 mer Co (Pacific Coast), Harold Davis, New
 York

Personnel

President, Station and General

Manager Dr. Leon Levy
 Commercial Manager Alex Rosenman
 Sales Promotion Manager Robert N. Pryor
 Director of Programs Stan Lee Broza
 Production Managers Horace Feyhl,
 Harry Ehrhart, Harry McIlvain.
 Publicity Director Joseph Connolly
 Record m. c. Mac McGuire
 Musical Director Elliott Lawrence
 Acting Chief Engineer George Lewis

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WDAS Broadcasting
 Station, Inc.

Address 1211 Chestnut Street
 Phone Number Locust 7400
 Transmitter Location Woodside Park
 Time on the Air ... 7 a.m. to 12 midnight daily;
 9 a.m. to midnight Sunday

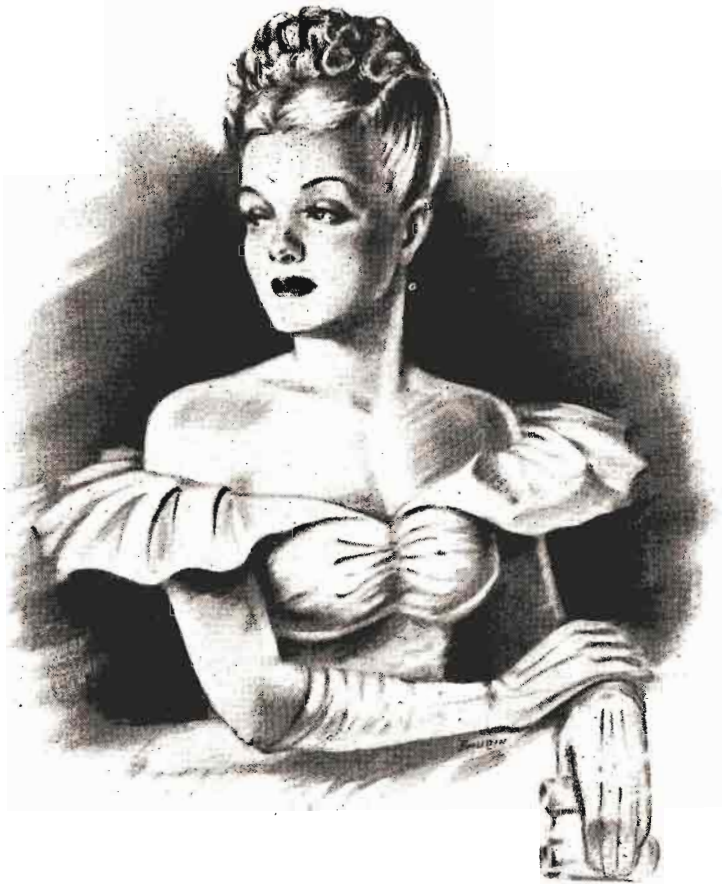
Coverage

... in Philadelphia



WDAS

covers the largest
 cross-section of the
 buying public in the
 Philadelphia area
 ... at lowest cost.



Distinguished

Broadcasting Stations, like people, develop individual characteristics. Each in its own way creates a definite impression. However, one because of marked differences, soon distinguishes itself from all others. In a person, that mark of distinction is personality; in a broadcasting station it is programming, promotion and service in the public interest.

WFIL's alert programming continues to build wider listening acceptance, its hard-hitting promotion follow-through is constantly gaining new advertisers and its public service to the community is universally recognized. Truly in Philadelphia, the nation's third largest market, WFIL is distinguished.

...WFIL 560 — 260

PHILADELPHIA'S ABC AFFILIATE

Represented Nationally By THE KATZ AGENCY

558

• • • PENNSYLVANIA • • •

News ServiceAP
 Transcription Service...Lang-Worth & World,
 SESAC
 Representatives.....Forjoe & Co.

Personnel

President ... Alexander W. Dammannbaum, Sr.
 Gen. and Station Manager.....P. J. Stanton
 Commercial-Sales Promotion-Merchandising
 Manager Charles Stahl
 Program Director-Chief
 Announcer Michael Deegan
 Production Manager Gil Morris
 Publicity Director P. J. Stanton
 Musical Director Anthony Luizzi
 Chief Engineer Frank Unterberger

•
WFIL

PHILADELPHIA—EST. 1922

ABC

QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 Owned By.....Lit Bros.
 Operated By....WFIL Broadcasting Company
 Address Widener Building
 Phone Number Rittenhouse 6900
 Transmitter Location..... 63rd St. & Passyunk
 Time on the Air 5:45 a.m. to 1 a.m.
 News Service INS, AP & UP
 Representative The Katz Agency, Inc.

Personnel

President and General
 Manager Roger W. Clipp
 Ass't. Gen. Mgr. Kenneth W. Stowman
 Ass't. Station Mgr.....William B. Caskey
 Sales-Commercial Manager... John E. Surrick
 Sales Promotion-Merchandising
 Manager Malcolm MacPherson
 Program Director Jack Steck
 Production Manager John D. Scheuer, Jr.
 Publicity Director William A. Farren
 Musical Director Felix Meyer
 Chief Engineer Louis E. Littlejohn

•
WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By....Independence Broad-
 casting Company
 Address....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone Number Lombard 2390
 Transmitter Location....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News ServiceAP
 Representative Helen Wood

Personnel

Pres.-General Manager William A. Banks
 Station Manager Dolly Banks
 Sales-Commercial Mgr....William A. Banks
 Publicity Director Steve Small

•
WIBG

PHILADELPHIA—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 990 Kc.....Power: 10000 Watts
 Owned-Operated By.....Seaboard Radio
 Broadcasting Corporation
 Business Address.....1423-25 Walnut Street
 Phone Number Rittenhouse 2300
 Transmitter Location.....Conshohocken, Pa.
 Time on the Air.....5:30 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service....NBC Thesaurus
 National Representative....Adam J. Young, Jr.

Personnel

President.....Paul F. Harron
 General-Commercial
 Manager Edward D. Clery
 Sales Promotion-Production
 Manager Rupe Werling
 Program Director Douglas Arthur
 Chief Engineer John H. Henninger

“SPORTS STAR SPECIAL”

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called “Cue-In.” “Cue-In” localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.



We Gave Them THE BIRD ...and they Liked it!

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUE-BIRD" and it's selling BIG!

*More proof of the fact that they
want what they hear on WIP!*

★ ★ ★

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS



Represented Nationally by GEO. P. HOLLINGBERRY CO.

www.americanradiohistory.com

W I P

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By....Pennsylvania Broad-
 casting Company, Inc.

Address 35 South 9th Street
 Phone Number.....WAlnut 6800
 Transmitter Location.....Bellmawr, N. J.
 Time on the Air.....24 hours daily
 News ServiceAP; UP
 Transcription ServiceWorld Broadcasting
 System
 Representative.....George P. Hollingberry

Personnel

President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales..Edward A. Davies
 Promotion Director Ralph H. Minton
 Program Director Murray Arnold
 Production Manager Boyd W. Lawlor

Publicity Director Samuel Elber
 Special Events & Educational
 Director Sam Serota
 Musical Director Joseph Frassetto
 Technical Supervisor.....Clifford C. Harris
 Chief Engineer James M. Tisdale

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Foulkrod Radio Eng.
 Address4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport
 4310

Transmitter Location.....Rowlandville, Pa.
 Time on Air Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
 General ManagerHenry N. Cocker

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

Scoop!

WPEN-FM GETS ROOF RIGHTS TO PHILADELPHIA'S HIGHEST COMMERCIAL BUILDING!

Philadelphians expect a lot of *The Evening Bulletin*, America's largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of roof rights to Philadelphia's tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!

950
WPEN
 258
WPEN-FM

THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
 New York • Chicago • Detroit • Atlanta
 San Francisco • Los Angeles

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By....Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number PENnypacker 9490
 Transmitter Location

Columbia Ave. & Race Sts.

Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation...The Evening Bulletin
 News Service AP
 Transcription Service.....NBC, Thesaurus,
 Associated
 Representative Headley-Reed Co.

Personnel

General Manager.....G. Bennett Larson
 Ass't. General Manager Ed Obrist
 Promotion-Publicity Director....John J. Kelly
 Program Director Ed Obrist
 Production Manager Norman Land
 Musical Director Joseph Frazzosa
 Chief Engineer Charles Burtis
 Record m. c.'s Joe Grady, Bill Drury

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...Allegheny Broadcasting
 Corp.

Address 196 Union Trust Bldg.

Phone Number.....Atlantic 6802

Studio.....Chamber of Commerce Bldg.

Transmitter Location.....1459 Crane Rd.

Time on the Air.....6:45 a.m. to 12:30 a.m.,
 Sundays, 7 a.m. to midnite.

News ServiceUP

Transcription Service.....Lang-Worth; Stan-
 dard Radio

Representative Weed & Co.

Personnel

Vice-Pres.-General Manager....G. S. Wasser
 Commercial Manager James Murray
 Sales Promotion Manager-
 Publicity Director Ben Edson
 Program Director Ben Kirk
 Record m. c. Al Noble

HERE'S PITTSBURGH... IN THE BAG!



KQV is tailor-made for selling Pittsburgh—gives you concentrated, strong sales-producing coverage at favorable cost, backed by heads-up local cooperation and steady, aggressive promotion. If you want more proof that KQV is your best Pittsburgh radio buy, let us show you steadily growing listener ratings and new account lists.

(Basic Mutual-1410 KC-1000W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



WWSW
believes in balance

... A balance that favors public service more than any other 250-watt station in the country.

... Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

... WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW

Some WWSW Public Service Programs—

Junior Town Meeting
Let's Explore Music
OPA Round Table
Major League Baseball
Radio News Reel
Composer's Clinic
Football Games
Meet Your Neighbor
Foreign Policy Ass'n.
National Achievement Club
Professional Hockey
Basketball, Golf
Something About a Soldier
Golden Hour
Deshon Hospital Diary
Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company

K D K A

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....Grant Bldg.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Standard Radio,
 Thesaurus
 Representative...National Broadcasting Co.

Personnel

President.....George H. Bucher
 Gen. & Station Manager..Joseph E. Baudino
 Sales-Commercial Manager..George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Publicity Director.....Lee Curran
 Musical Directors.....Bernie Armstrong,
 Aneurin Bodycombe.
 Chief Engineer.....T. C. Kenney

W C A E

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.,
 Sundays, 8:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun
 Telegraph
 News Service.....INS; AP
 Representative.....The Katz Agency, Inc.

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Sales Promotion-Merchandising
 Manager.....John Wilkoff
 Program Director.....Ben Muros
 Production Manager.....John Lehan
 Musical Director.....Baron Elliott
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House
 Address.....1406 Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree, Pittsburgh
 Time on the Air.....7:30 a.m. to 12:30 a.m.,
 Sundays, 9 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....H. J. Brennan
 General Manager.....H. Kenneth Brennan
 Comptroller.....H. H. Stehman
 Sales Promotion-Mdse Mgr.....H. K. Brennan
 Program Director.....James Hughes
 Publicity and Traffic.....Marian Caughey
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farjoe & Company

Personnel

President-Station Manager, Gen. Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Program Director.....Fred Joyner
 Publicity Director.....Jane Schultz
 Chief Announcer.....David Tyson
 Chief Engineer.....Henry R. Kaiser

(Call Letters to Be Assigned)
POTTSVILLE*

Frequency: 1360 Kc.....Power: 500 D.
 Owned-Operated By.....Pottsville Broadcast-
 ing Co.
 Address.....304 W. Bacon St.

Personnel

President-General Manager.....A. V. Tidmore
 * Construction Permit.

W E E U

READING—EST. 1931

ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Berks Broadcasting Co.
 Business Address 533 Penn St.
 Phone Number 7335-6-7
 Studio Address 533 Penn St.
 Transmitter Location Sinking Springs, Pa.
 Time on the Air 7 a.m. to local sunset
 Transcription Service Lang-Worth; Standard Radio
 News Service UP
 Representative George P. Hollingbery Co.

Personnel

President George J. Feinberg
 General Manager J. M. Nassau
 Sales-Commercial Manager Robert G. Magee
 Sales Promotion-Merchandising Manager Robert G. Magee
 Program Director Joseph M. Nassau
 Production Manager James Lynch
 Publicity Director Virginia Thren
 Chief Engineer Harold E. Schearer

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Reading Broadcasting Co.
 Business Address 533 Penn St.
 Phone Number 7335
 Studio Address 533 Penn St.
 Transmitter Location 9 So. 6th St.
 Time on the Air 7:30 a.m. to 12 midnight daily; 8:30 a.m. to midnight Sunday
 News Service UP
 Transcription Service NBC Thesaurus
 Representative William G. Rambeau Co.

Personnel

President Raymond A. Gaul
 General Manager Raymond A. Gaul
 Sales Manager Arthur W. Chafey
 Promotion-Mdse. Mgr. Arthur W. Chafey
 Program Director-Production Manager John C. Jackson
 Chief Engineer Edward A. Gurtowski

W A R M

SCRANTON—EST. 1940

ABC

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

Address Select Bldg.
 Phone Number 4-1148
 Transmitter Location O'Neill Hiway
 Dunmore, Pa.
 Time on the Air 6:45 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC, Thesaurus, Cole, Standard
 Representative George P. Hollingbery Co.

Personnel

President & Station Mgr. Martin F. Memolo
 Commercial & Promotion Manager William M. Dawson
 Program Director Kenneth Beghold
 Publicity Director Lenore Levy
 Musical Director Kenneth V. Beghold
 Chief Engineer Adolph Oschmann

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Scranton Broadcasters, Inc.
 Business Address 1000 Wyoming Ave.
 Phone Number 6296
 Studio Address 1000 Wyoming Ave.
 Transmitter Location Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air 7 a.m. to 12:30 a.m.
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 National Representative

Personnel

President Frank Megargee
 General Manager George D. Coleman
 Station Manager Robert E. McDowell
 Sales-Commercial Manager George D. Coleman
 Sales Promotion-Merchandising Manager George D. Coleman
 Program Director Frank Monaghan
 Production Manager Dave Griffiths
 Chief Engineer Kenneth R. Cooke

W Q A N*

SCRANTON

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By The Scranton Times
 Address Scranton
 Transmitter Location Scranton
 Time on the Air Shares time with WGBI
 Newspaper Affiliation The Scranton Times
 *(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sharon Herald
Broadcasting Company

Business Address.....P. O. Box 541
Phone Numbers.....4113, 4114
Studio Address.....Pine Hollow Blvd.
Transmitter Location.....Pine Hollow Blvd.
Time on the Air.....Sunrise to sunset
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representative.....Howard H. Wilson
Company

Personnel

President & General
Manager.....John Fahnline, Jr.
Commercial Manager.....J. T. Van Sweringen
Program Director.....W. Paul Gamble
Publicity Director.....Evelyn Keller
Chief Announcer.....Harold Smith
Chief Engineer.....A. C. Heck

W M A J

SATE COLLEGE—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Broadcaster, Inc.
Address.....Glennland Bldg.
Phone Number.....4445
News Service.....AP
Transcription Service.....Thesaurus

Personnel

Chief Executive.....R. J. Kennard
General Manager.....William K. Ulerich
Commercial Manager.....Robert L. Wilson
Program Director.....Robert G. Walter
Chief Engineer.....Henry Kearney

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcast-
ing Corp.

Address.....1150 N. Front St.
Phone Number.....1325
Transmitter Location.....1150 N. Front St.
Time on the Air.....7:30 a.m. to 11 p.m.,
Sundays, 8 a.m. to 5 p.m.

News Service.....UP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Cox & Tanz

Personnel

President-Owner.....H. H. Haddon
General Manager.....Basse A. Beck

Station Manager.....Homer R. Smith
Program Director.....Paul L. Miller
Chief Announcer.....Ernest F. Lukens
Chief Engineer.....John W. Keller, Jr.

W M B S

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Fayette Broadcast-
ing Corp.

Address.....Fayette Title and Trust Bldg.
Phone Number.....800
Transmitter Location.....Burgess Field
Time on the Air.....6:45 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus &
Standard
National Representative.....Radio
Advertising Co.

Personnel

President and Station
Manager.....Joseph C. Burwell
Commercial Manager.....Harry Burwell
Sales Promotion-Merchandising
Manager.....Harry C. Burwell
Program Director-Production
Manager.....Sullivan Sages
Publicity Director.....Marian Johnston
Chief Announcer.....Robert L. Cumley
Musical Director.....Sullivan Sages
Chief Engineer.....William J. Henzly
Record m. c.....Robert L. Cumley

W J P A

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM

QUAKER NETWORK

PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Washington Broad-
casting Company

Address.....George Washington Hotel
Phone Number.....4870
Transmitter Location.....North Strabane Township
Time on the Air.....7 p.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....Lang-Worth, Thesaurus
National Representative.....Joseph Hershey
McGillvra, Inc.

Personnel

President.....John Laux
Gen. and Station Manager.....Robert F. Kliment
Sales Promotion-Merchandising
Manager.....W. Ray Booth
Program Dir.-Record m. c.....Kieran W. Balfe
Publicity Director.....W. Ray Booth
Musical Director.....Patricia B. Phillips
Chief Engineer.....Anthony Elia

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Numbers 3-0196-7-8
 Transmitter Location Plains Two
 Time on the Air.....7 a.m. to midnight
 News Service UP
 Transcription Service..... Associated, SESAC
 RepresentativeBurns Smith

Personnel

President-Station Manager...John Stenger, Jr.
 General ManagerA. W. Grebe
 Commercial Manager.....Jones Evans
 Production Manager .. John H. A. Stenger, III
 Program Director.....John H. A. Stenger, III
 Musical Director Phil Cusick
 Publicity Director.....John Stenger, 3rd
 Chief EngineerJohn Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923
 NATIONAL BROADCASTING CO.
 PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Louis G. Baltimore
 Address62 So. Franklin Street
 Phone Number..... 33101
 Transmitter Location . Third Avenue, Kingston,
 Pa.
 Time on the Air.....7 a.m. to 1 a.m.
 News Service AP
 Transcription ServiceStandard Radio

Personnel

President & Sta. Manager...Louis G. Baltimore
 Commercial Manager.....A. C. Baltimore
 Program Director.....James McCarthy
 Sales Promotion Manager...Stanley H. Smiley
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

SITUATED IN

North East Pennsylvania

The Station That Has the Best in

Sports—News—Music and Public Service Programs

W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.
 Owner and Licensee

North East Pennsylvania's Oldest Station

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-6116
 Transmitter Location..1561 West Fourth Street
 Time on the Air.....7:30 a.m. to midnight
 Newspaper Affiliation....Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
 General Manager George E. Joy
 Office Manager Helen McKenna
 Commercial Manager J. Wright Mackey
 Program Director Nancy Person
 Production Manager...Irving A. Berndt, Jr.
 Chief Announcer Leon E. Kelly
 Chief Engineer Louis N. Persio

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By....Susquehanna Broad-
 casting Co.
 Address R. D. No. 5, York
 Phone Number2676
 Transmitter Location.....R. D. No. 5, York
 Time on the Air.....Daytime License
 News Service AP
 Transcription Service....World Broadcasting
 System

Personnel

President.....Louis J. Appell
 Exec. V. P.-Sta. Mgr.....Walter J. Rothensies
 Commercial Manager-Sales
 Promotion Manager Sydney Robbins
 Program Director-Production
 Manager Otis Morse
 Publicity Director Sydney Robbins
 Chief Announcer-
 Record m. c.....William Stewart
 Musical Director Harold Shutz
 Chief Engineer Willis Weaver

TAKE MORE "TIME"!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



PENNSYLVANIA

W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number..... 6629
Transmitter Location..West Manchester Town-
ship, Pa.
Time on the Air.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative..... Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
Station Manager Harold E. Miller
National Sales Manager....J. Robert Gulick
Program Director Arthur Weeks
Chief Engineer J. E. Mathlot

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

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach
a market with 835,000 population,
213,000 radio families and more than
\$408,000,000 retail sales—all in their
Primary Area—not covered by any
other station. Write—Main Office:
8 West King Street, Lancaster, Pa., or

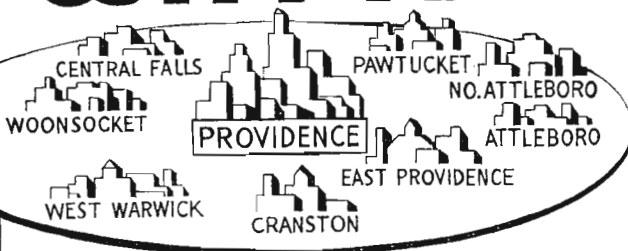
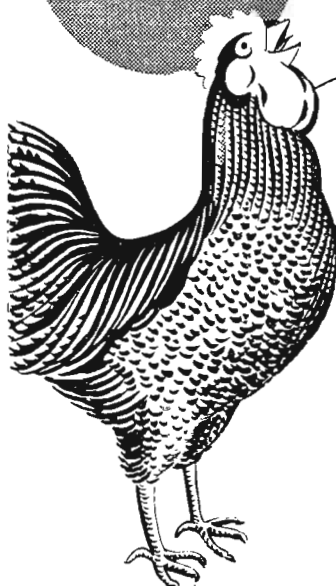
Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WE'RE CROWING HAPPILY about the Construction Permit,
now granted, that early in 1946 will shower down

5000
WATTS



SATURATING 9 BIG COMMUNITIES
in a 15 MILE RADIUS
—and scores of others well beyond!

Early in 1946 we'll be pouring advertisers' stories
—yours, we hope—in intensified volume into this
compact, densely-populated, RICH region; the
kind of an area that time-buyers build reputations
on and sales-managers dream about!

CONSULT YOUR SR&D FOR RHODE ISLAND'S BEST BUY!



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, Gen. Mgr.

Representatives: THE KATZ AGENCY

571

... and in New England, too

it's CBS

covering the no. 2 market

in this rich area, means

WPRO

PROVIDENCE

5000 WATTS

BASIC CBS

630 KC.

RHODE ISLAND

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

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing Co.

Business Address.....450 Main Street
Phone Number..... Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air.....5:55 a.m. to 1 a.m. daily;
7:55 a.m. to 1 a.m. Sundays.

News ServiceAP
Transcription ServiceStandard Radio
Representative The Katz Agency

Personnel

President.....Howard W. Thornley
General Manager Wallace A. Walker
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical DirectorArthur Paquette
Chief EngineerGilbert Johnson

(See Page 571)

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.Power: 5000 Watts
Owned-Operated By....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.

Time on the Air.....Unlimited License
News ServiceAP
Transcription Service.....World Broadcasting
System

RepresentativeWeed & Company,
Bertha Bannan

Personnel

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

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 790 Kc.Power: 5000 Watts
Owned-Operated By.....The Yankee Net-
work, Inc.

Address Crown Hotel
Phone Number DEXter 1500
Transmitter Location... East Providence, R. I.
Time on the Air 6 a.m. to 1 a.m.
News Service Reuters, AP & INS
Representative.....Edward Petry Co., Inc.

Personnel

PresidentWm. H. O'Neil
General Manager.....John Shepard, 3rd
Station Manager Joe Lopez
Sales Promotion-Merchandising
Manager James S. Powers
Program Director Rose M. Powers
Production Manager Don W. Morton
Publicity Director Phyllis Doherty
Musical Director Carl Tatz
Chief Engineer Harry Tilley

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.Power: 5000 Watts
Owned-Operated By.....Cherry & Webb
Broadcasting Company

Address15 Chestnut Street
Phone Number.....Plantations 9776
Transmitter Location... East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
8 a.m. to 12 midnight

News ServiceAP; UP
Transcription Service.....NBC Thesaurus,
Lang-Worth

Representatives.....Paul H. Raymer Company,
R. C. Foster & Co.

Personnel

General Manager.....Fred R. Ripley
Program Director.....Morton I. Blender
Chief Engineer.....John V. Ferr

SOUTH CAROLINA

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

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address: Anderson College
Studio Address: Anderson College, S. C.
Phone Numbers: 800, 1444
Transmitter Location: Anderson College
Time on the Air: Unlimited
Newspaper Affiliation: Anderson Independent;
Daily Mail
News Service: INS
Transcription Service: C. P. MacGregor; World
Broadcasting System; also Lang-Worth
Representative: Burn-Smith

Personnel

Owner: Wilton E. Hall
General and Station Manager: J. D. McCoy
Sales-Commercial Manager: G. Paul Browne
Sales Promotion-Merchandising Manager:
G. Paul Browne
Program Director-Chief Announcer:
Randall Davidson
Production Manager: J. D. McCoy
Publicity Director: G. Paul Browne
Chief Engineer: Randall Davidson

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: John M. Rivers
Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World, SESAC
Representative: Free & Peters

Personnel

President-Station Manager: J. M. Rivers
Commercial Manager: Roland Weeks
Program Director: Russ Long
Publicity: Annemie Heineman
Musical Director: Adrian Munzell
Chief Engineer: Wilbur Albee

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By: Atlantic Coast
Broadcasting Company
Business Address: 133 Church St.
Phone Number: 2-2961
Studio Address: 133 Church St.
Transmitter Location: St. Andrews Parish
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Charleston Evening
Post Publishing Co.
News Service: AP
Transcription Service: Thesaurus
Representative: George P. Hollingbery

Personnel

President: Edward Manigault
General and Station Manager:
Robert E. Bradham
Commercial Manager: C. Wylie Calder
Merchandising Manager: A. Franz Witte, Jr.
Program Director: B. Walter Huffington
Chief Engineer: D. M. Bradham

WCOS

COLUMBIA—EST. 1939

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Carolina Broadcasting
Corp.
Address: 1202 Main St.
Phone Number: 25601
Transmitter Location: 200 Senate St.
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: Howard Wilson

Personnel

President: H. F. Kinscey
General Manager: W. C. Bochman
Sales-Commercial Manager: C. W. Burdsal
Sales Promotion-Merchandising Manager:
Dorothy Sligh
Program Director: Moody McElveen
Production Manager: Bernard Moses
Chief Announcer: David Campbell
Chief Engineer: Harry L. Clippard
Record m.c.: Malcolm Rast



**WFBC
dominates
GREENVILLE**

South Carolina's Best Market!

1st in sales
in population
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	\$69,487,000	\$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

*There are 397,210 persons within 30 miles of WFBC's transmitter.
(Department of Commerce figures by counties)

WFBC

**GREENVILLE
SOUTH CAROLINA**

*"Textile Center
of the South"*

NBC ★ 5000 WATTS



W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News
Piedmont Co.

Address Poinsett Hotel
Phone Number 362; 363
Transmitter Location Gannt, S. C.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Greenville News;
Greenville Piedmont

News Service UP
Transcription Service NBC Thesaurus
Representative Lew Avery Co.,
B. Frank Cook (Atlanta, Ga.)

Personnel

President Roger C. Peace
Commercial Manager Robert Glass
Program-Production Director Alice Wyman
Promotion Director Dr. Nicholas P. Mitchell
Chief Engineer W. C. Etheredge

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Grenco, Inc.
Address P. O. Box 868

Phone Number 4300
Studio-Transmitter Location Willson St.
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard Radio, World

Personnel

President Douglas Featherstone
General Manager Dan Crosland
Commercial-Promotion Manager Ralph Norman
Publicity Director Vivian Chiles
Chief Engineer Harold C. Spengler

(Call Letters to Be Assigned)

HARTSVILLE*

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Hartsville Broadcast-
ing Co.

Address Hartsville, S. C.
* Construction Permit

W R H I

ROCK HILL—EST. 1944

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By York County
Broadcasting Co.

Address Rock Hill National Bank Bldg.
Phone No. 294
Time on Air 6:30 a.m. to 10:30 p.m.
Transmitter Location East Black St. Ext.
Transcription Service World
News Service AP

Personnel

General Manager James S. Beatty, Jr.
Station Manager William C. Beatty
Sales Manager George P. Cobb
Chief Engineer James S. Beatty, Jr.

W O R D

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Spartanburg Adv.

Address 291 E. Main St.
Phone Number 875-6
Transmitter Location Drayton, S. C.
Time on the Air 6 a.m. to 1 a.m.; Sundays,
7:30 a.m. to 1 a.m.

News Service AP
Transcription Service NBC Thesaurus

Personnel

Co-Owners J. M. Bryan, Smith Davis
General and Station Manager Frank R. Knutti
Sales-Commercial Manager Frank R. Knutti
Sales Promotion John C. Carrington
Program Director Harold B. Shaw
Publicity Director Zara Jane Smith
Record m.c. Ace Rickenbacker
Chief Engineer Francis I. Hart

W S P A

SPARTANBURG—EST. 1929

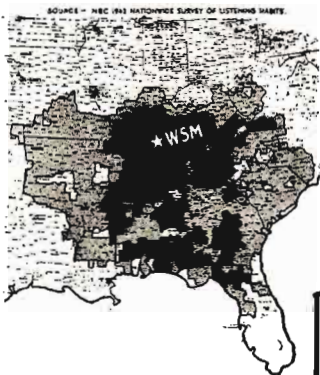
COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Spartanburg Ad-
Address 224 E. Main St.

Phone Number 2900
Transmitter Location Route 5
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Transcription Service World
Representative George P. Hollingbery Co.

Personnel

President A. B. Taylor
Vice Pres.-Gen. Mgr. Walter J. Brown
Station Manager Roger A. Shaffer
Production-Program Director Edwin J. McGrath
Commercial Manager Guy Vaughan, Jr.
Promotion-Publicity Sterling W. Wright
Record m.c. Cliff Gray
Chief Engineer Harold Beckholt



1 MEDIUM... 5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



HARRY STONE, Gen. Mgr.
DEAN R. UPSON, Comm. Mgr.
EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE

TENNESSEE

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

WLAR*

ATHENS

Frequency: 1450 Kc.....Power: 250 Watts
Owner-Operated By. Athens Broadcasting Co.
Address 33 N. Jackson St.
Phone Number 398

Personnel

Chief Executive Lowell F. Atterburn
General-Promotion Mgr.... C. Clayton Redfern
* Construction Permit

WRÖW*

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By. Athens Broadcasting Co.
Address. 105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners..... R. O. Hardin, Verna S. Hardin
* Construction Permit

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.

TENNESSEE VALLEY NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By. Radiophone Broadcasting
Station WOPI, Inc.

Address 310 State St.
Phone Number WOPI (5280)
Transmitter Location.... Old Abingdon Pike,
Washington County, Va.

Time on the Air..... 6 a.m. to 12:05 a.m.
News Service AP
Transcription Service..... World, Cole
Representative Burn-Smith Company

Personnel

President and General Manager. W. A. Wilson
Commercial Manager..... R. L. Russell
Production-Program Director..... Fey Rogers
Promotion-Publicity Director.... Angela Bezek
Chief Engineer..... Robert Smith

WAGC*

CHATTANOOGA

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By. Tennessee Valley Broad-
casting Co.

Address 702 Cherry St.
News Service AP

Personnel

Owners..... Gordon W. Gambill, Hurbert M.
Martin, Humphrey B. Heywood, R. T. Rus-
sell.
* Construction Permit

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned By..... WAPO Broadcasting Service
Address Read House
Phone Number 6-6141

Transmitter Location..... Pineville Road
Time on the Air.... 5:30 a.m. to 12 midnight.
Sunday, 6:30 a.m. to midnight.

News Service AP
Transcription Service..... NBC, Thesaurus,
Associated, Cole.

Representative Headley-Reed Company

Personnel

Chief Executive R. G. Patterson
General and Station Manager.. R. G. Patterson
Sales-Commercial Manager... Helen Patterson
Sales Promotion-Merchandising
Manager Helen Patterson
Program Director..... Louise Walsh
Production-Publicity Director.. Helen Patterson
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... WDEF
Address Volunteer Bldg.
Phone Number 6-5664
Transmitter Location..... Volunteer Bldg.
Time on the Air..... Unlimited
News Service UP
Transcription Service..... Standard Radio
Representative Weed & Co.

Personnel

President Joe W. Engel
General Manager Frank S. Lane
Commercial Manager..... Ken Flenniken
Chief Engineer..... B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By..... WDO D Broadcasting Corp.
Operated By..... Earl W. Winger,
Norman A. Thomas.

Address.... Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location Baylor School
Time on the Air: 5:30 a.m. to 12:05 Midnigh

News Service UP
 Transcription Service World
 Representative Paul H. Raymer Co.

Personnel

Co-Owners.....Earl W. Winger,
 Norman A. Thomas
 General Manager.....Earl W. Winger
 Commercial Manager.....Carter M. Parham
 Chief Engineer.....Julius V. Vessels

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. Kleeman
 Address Clarksville
 Phone Number 499
 Transmitter Location Martin St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service AP
 Transcription Service World
 Representative.....Cox & Tanz

Personnel

OwnerWm. Kleeman
 General and Station Manager..W. E. Williams
 Chief Engineer Gene Penticost

W B A C

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Robert W. Rounsaville
 AddressFike Bldg.
 Phone Number62
 News Service UP

Personnel

Owner-General Mgr...Robert W. Rounsaville
 Commercial Manager..Mrs. R. W. Rounsaville
 Program-Promotion Mgr....David P. McLain
 Chief Engineer.....William F. Lange

W K R M *

COLUMBIA

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Middle Tennessee
 Broadcasting Co.

AddressColumbia, Tenn.
 * Construction Permit

W H U B

COOKEVILLE—EST. 1940

**COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address East Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street

Time on the Air.....6 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service..Keystone Broadcasting
 System

RepresentativeCox & Tanz

Personnel

President-Chief Owner.....M. L. Medley
 Chief EngineerHerbert Beasley

(Call Letters to Be Assigned)

DYERSBURG*

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

AddressDyersburg, Tenn.
 * Construction Permit

W B E J *

ELIZABETHTON

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

AddressP. O. Box 829

Personnel

Owners.....Robert W. Roundsaville,
 George M. Clark
 * Construction Permit

(Call Letters to Be Assigned)

GREENVILLE*

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

AddressGreenville, Tenn.
 * Construction Permit

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company

Address.....104 West Baltimore St.
 Phone Number 3340
 Transmitter LocationHighway 45

Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Jackson Sun
 News ServiceUP

Transcription Service.....Standard Radio
 RepresentativeThe Branham Company

Personnel

President.....A. A. Stone
 Station-Commercial Manager..A. B. Robinson
 Chief EngineerRobert Gordon

W J H L

JOHNSON CITY—EST. 1938

ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WJHL, Inc.

Business Address 412 S. Roan St.
 Phone Number WJHL
 Studio Address 412 S. Roan St.
 Transmitter Location 2 miles N. W. of
 Johnson City
 Time on the Air 6 a.m. to 12 midnight
 News Service UP & AP
 Transcription Service Lang-Worth, Cole
 Representative Howard H. Wilson

Personnel

President Hanes Lancaster
 Chief Engineer O. K. Garland

•
W K P T

KINGSPORT—EST. 1940
 NATIONAL BROADCASTING CO.
 TENNESSEE VALLEY

DANIEL BOONE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co.
 Address Radio Center
 Phone Number WKPT
 Transmitter Location Kingsport
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth;
 Standard Radio, Thesaurus
 Representatives Burn-Smith Co.;
 Harry Cummings

Personnel

President C. P. Edward, Jr.
 General Manager Jess Swicegood
 Chief Engineer Gladman W. Upchurch

•
W B I R

KNOXVILLE—EST. 1941
 ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WBIR, Inc.
 Address 406 W. Church St.
 Phone Number 4-3321
 Transmitter Location Brooks Road &
 Wilder Place
 Time on the Air Unlimited
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson

Personnel

Pres. Gen. Mgr. Gilmore N. Nunn
 Station-Commercial Manager John P. Hart
 Sales Promotion-Merchandising
 Manager John P. Hart
 Program Director-Production
 Manager Charles D. DeVois
 Chief Engineer J. Rex Horton

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Scripps-Howard
 Radio, Inc.
 Address 110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location Anderson Road near
 Knoxville
 Time on the Air 5 a.m. to 1 a.m.
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service Standard Radio; Lang-
 Worth
 Representative The Branham Company

Personnel

President Jack R. Howard
 General Manager R. B. Westergaard
 (On leave)
 Station-Commercial Manager O. L. Smith
 Sales Promotion-Publicity
 Director Owen J. Remington
 Program Dir.-Production William T. Trotter
 Chief Engineer John L. Cole, Jr.

•
W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned By Stuart Broadcasting
 Operated By S. E. Adcock
 Business Address 531 S. Gay St.
 Phone Number 2-7111
 Studio Address 531 S. Gay St.
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 World, M. M. Cole
 Representative John Blair & Co.

Personnel

Owner S. E. Adcock
 Commercial Manager C. H. Frazier
 Chief Engineer James N. Gilbert

•
W G A P *

MARYVILLE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Gateway
 Broadcasting So.
 Address 3806 N. Broadway, Knoxville,
 Tenn.

Personnel

Owners George Burne Smith,
 V. H. McLean
 * Construction Permit

W H B Q

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Broadcasting Station
WHBQ, Inc.

Address: Hotel Gayoso
Phone Number: 8-6868
Transmitter Location: 46 Neely St.
Time on the Air: 6 a. m. to midnight
News Service: AP
Transcription Service: M. M. Cole, Standard
Representative: William G. Rambeau Co.

Personnel

General and Station Manager: E. A. Alburty
Commercial Manager: E. Pournelle
Sales Promotion-Merchandising: E. A. Alburty
Chief Engineer: W. M. Roy
Record m. c.'s: Ralph Burge, Gordon Lawhead

W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Memphis Publishing
Co.

Business Address: P. O. Box 311
Phone Number: 8-7464
Studio Address: Third & Madison Ave.
Transmitter Location: Thomas Road
Time on the Air: Unlimited
Newspaper Affiliation: Memphis Pub. Co.
News Service: UP
Transcription Service: NBC Thesaurus;
Lang-Worth; Standard

Representative: The Branham Co.

Personnel

President: John H. Sorrells
General Manager: H. W. Slavick
Commercial Manager: J. C. Eggleston
Local Sales Manager: Cliff Goodman
Chief Engineer: E. C. Frase, Jr.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Hoyt B. Wooten
d/b as WREC Broadcasting Service

Address: Hotel Peabody
Phone Number: 5-1313
Transmitter Location: Radio Center
Time on the Air: 5:30 a. m. to midnight
News Service: UP
Transcription Service: World Broadcasting
System; Lang-Worth

Representative: The Katz Agency

Personnel

Owner-General Manager: Hoyt B. Wooten
Commercial Manager: Hollis R. Wooten
Program-Publicity Director: Roy Wooten
Production Manager: Frank J. Keegan
Chief Engineer: S. D. Wooten, Jr.

W M P S

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WMPS, Inc.
Address: Columbian Tower, 62 North
Main Street

Phone Number: 5-2721
Transmitter Location: 1690 South Lau-
derdale

Time on the Air: 6 a. m. to midnight
Newspaper Affiliation: Memphis Press-
Scimitar

News Service: UP AP
Transcription Service: Standard Radio;
Associated

Representative: Broadcast Sales (East),
Howard H. Wilson (West)

Personnel

V. P.-General Manager: H. R. Krelstein
Promotion-Publicity: M. J. Vosse
News Editor: M. Wathen
Chief Engineer: Joe Deaderich
Record m. c.: Brooks Read

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc. Power: 50000 Watts
Owned By: J. T. Ward, d/b as WLAC Broad-
casting Service

Operated By: WLAC Broadcasting Ser-
vice

Address: Third National Bank Bldg.
Phone Number: 6-0161
Transmitter Location: Dickerson Road

Time on the Air: 5:45 a. m. to midnight
News Service: UP

Transcription Service: World Broadcasting
System

Representative: Paul H. Raymer Co.

Personnel

Owner: J. T. Ward
General Manager: F. C. Sowell, Jr.
Commercial Manager: T. B. Baker, Jr.
Chief Engineer: F. D. Binns

W S I X

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: WSIX, Inc.
Address: Nashville Trust Building



*You Can
Carve Turkey
in TEXAS
with "T.S.N."*

*... Because "T.S.N."
is close to the
people of Texas ...*

Surveys bear out the fact that the folks in the "Texas State Network" area listen more hours of the day to their nearby home-town "T.S.N." stations because of the top quality programs being fed their stations by "Mutual" and "A.B.C." . . . and, Texas folks listen to these strategically located stations because these grand programs are delivered with less interference. Good programs . . . easy listening . . . makes "T.S.N." a good buy!

Remember, when you get away from the four major markets in Texas (which accounts for only 17.3% of the population) you are in the small communities and rural area which make up 82.7% of Texas radio listeners. "T.S.N." serves all four major TEXAS CITIES, plus 12 other important Texas towns.

The "T.S.N." market covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas . . . a total population of 5,063,876 with \$1,435,980,000 in Retail Sales.

Buy "T.S.N." for Texas

TEXAS STATE NETWORK STATIONS

KFJZ—Fort Worth

WRR—Dallas

KRRV—Sherman

KPLT—Paris

KCMC—Texarkana

KFRO—Longview

WACO—Waco

KTEM—Temple

KTHT—Houston

KNOW—Austin

*KABC—San Antonio

*KMAC—San Antonio

KRLH—Midland

KBST—Big Spring

KRBC—Abilene

KGKL—San Angelo

KBWD—Brownwood

*Only one station included.

THE TEXAS STATE NETWORK

1201 WEST LANCASTER ★ FORT WORTH 1, TEXAS

WEED & COMPANY

National Representative

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO • HOLLYWOOD

TENNESSEE-TEXAS

Phone Number 5-5431
 Transmitter Location.....McGavock Pike
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager.....Eugene S. Tanner
 Program Manager.....Ottis Roush
 Technical Advisor.....Dr. Fred Schumann

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.. The National Life and
 Accident Insurance Co.
 Business Address....Seventh Ave. & Union St.

Phone Number 6-7181
 Studio Address.... Seventh Avenue and Union
 Street

Transmitter Location: Calendar Road, William-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air.....19 hours daily; Sundays,
 17 hours

News Service AP; INS
 Transcription Service Associated Music
 Publishers, Lang-Worth, World
 Representative Edward Peiry & Co., Inc.

Personnel

General Manager.....Harry Stone
 Sales-Commercial Manager..Winston S. Dustin
 Sales Promotion-Merchandising
 Manager Albert E. Gibson
 Program Director.....Jack Stapp
 Publicity Director.....Albert E. Gibson
 Chief Announcer.....Ottis Devine
 Musical Director.....Beasley Smith
 Acting Chief Engineer.....George Reynolds
 (See Page 580)

TEXAS

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

K R B C

ABILENE—EST. 1936

ABC

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Reporter Broad-
 casting Company

Address Abilene
 Phone Number 6255
 Transmitter Location 341 Ambler Avenue
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....Abilene Reporter-
 News

News Service AP
 Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
 General and Station Manager..Howard Barrett
 Sales Manager.....A. C. Etter
 Sales Promotion-Merchandising Manager
 Forest Lane
 Program Production Mgr.....Jack Wallace
 Chief Engineer.....J. B. Casey

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Amarillo Broad-
 casting Corporation

Address 109 East 5th St.
 Phone Number 5343
 Transmitter Location.....109 East 5th St.
 Time on the Air.....18 hours daily, 17 hours
 Sunday
 News Service.....UP

Personnel

President Gilmore Nunn
 Station-Sales Promotion Manager
 H. P. Roberson
 Commercial Manager.....J. R. Moore
 Program Director.....Bonnie Bennett
 Chief Engineer.....Sanford Helt

K G N C

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
 Owned By..... Plains Radio Broadcasting Co.
 Operated By..... KGNC
 Address.... Radio Building, 8th & Harrison
 Phone Number 4242
 Transmitter Location Bellaire Park
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to midnight

Newspaper Affiliations: Amarillo Daily News;
 Amarillo Globe; Lubbock Avalanche Journal
 News Service.....AP & UP
 Transcription Service.....NBC Thesaurus,
 Standard, Lang-Worth, M. M. Cole

Representative... Taylor Howe Snowden, Radio Sales

Personnel

President Gene Howe
 General Manager..... O. L. Taylor
 Station Manager... Raymond D. Hollingsworth
 Sales Manager..... Aubrey Jackson
 Sales Promotion-Merchandising Manager
 Jack Cauthen
 Program Director..... Robert Watson
 Chief Engineer..... W. H. Torrey

KVET*
 AUSTIN

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Operated By..... Austin Broadcasting Co.
 Address 1901 Dillman St.
 * Construction Permit

KNOW

AUSTIN—EST. 1924
 AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By Frontier Broadcasting Company, Inc.
 Address..... Capitol Nat'l Bank Bldg.
 Phone Number 2-6213
 Transmitter Location ... Fifth & Tillery Streets
 Time on the Air..... 6 a.m. to 12 midnight
 News Service AP
 Representative Weed & Co.

Personnel

President..... H. M. Fentress
 Station Manager..... Hardy C. Harvey
 Commercial Manager..... Marion H. Coleman
 Chief Engineer..... James Lewis

KTBC

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc..... Power: 1000 d.; 250 n.
 Owned-Operated By..... Radio Station KTBC
 Address Brown Bldg.
 Phone Number 2-2424
 Transmitter Location Dallas Highway
 Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service..... UP, INS, AP
 Transcription Service World
 Representative Taylor-Howe-Snowden

Personnel

President..... Claudia T. Johnson
 General-Station and Sales Manager
 Pat Adelman
 Sales-Promotion Mds'e. Mgr..... Jim Turner
 Program Director..... Jim Turner
 Chief Engineer..... Leland Seay

KFDM

BEAUMONT—EST. 1924
 ABC

Frequency: 560 Kc..... Power: 1000 Watts
 Owned-Operated By... Beaumont Broadcasting Corp.
 Address..... P.O. Box 2950
 Phone Number 3883
 Transmitter Location Cor. Doucette & Grove Streets
 Time on the Air..... 6 a.m. to midnight; Sundays, 7 a.m. to 12 Midnight
 News Service..... UP & AP
 Transcription Service..... NBC Thesaurus, Standard
 Representative Taylor-Howe-Snowden

Personnel

President..... C. W. Snider
 General-Commercial Manager..... C. B. Locke
 Sales Promotion Manager..... H. Caldwell
 Production Manager-Publicity Director
 H. Caldwell
 Chief Engineer..... L. M. Sanders

PLAYING TO 340,000 FOLKS
 EFFECTIVE INCOME: \$344,681,000



The rich Sabine Area of Texas

COVERING

**BEAUMONT
 ORANGE
 PORT ARTHUR**

AMERICAN BROADCASTING CO., INC.

560 Kc. 1,000 Watts

Represented by

TAYLOR-HOWE-SNOWDEN

Radio Sales

K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location..... 130 Wall Street
 Time on the Air..... 6 a.m. to 12:05 a.m.
 Newspaper Affiliation.... Beaumont Enterprise,
 Beaumont Journal
 News Service AP
 Transcription Service.... World Broadcasting,
 Cole
 Representative The Branham Company

Personnel

President..... Mrs. J. L. Mapes
 General and Station Manager..... Jack Neil
 Sales-Commercial Manager..... G. L. Kirk
 Record m.c..... Roy Dickson
 Chief Engineer..... Arthur Kay

K B S T

BIG SPRING—EST. 1936

ABC

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By..... Big Spring Herald
 Broadcasting Company
 Address 702 Johnson Street
 Phone Number 1500
 Transmitter Location .. 1¼ miles northeast
 of town
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service AP
 Representative..... John E. Pearson Co.

Personnel

General-Station-Sales-Commercial Manager
 Boyd Kelley
 Program-Publicity Director..... Mina Taylor
 Production Manager..... Robert Bradbury
 Chief Announcer..... William B. Foreman
 Chief Engineer..... Andrew M. Jones

K N E L

BRADY—EST. 1935

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By G. L. Burns
 Business Address..... 106 No. Blackburn St.
 Phone Number 77
 Transmitter Location..... East Brady, Texas
 Time on the Air..... 8 a.m. to 10 p.m.
 Transcription Service Keystone
 Representative Keystone

Personnel

President, General & Station Manager
 G. L. Burns
 Sales-Commercial Manager..... G. L. Burns
 Sales Promotion-Merchandising Manager
 G. L. Burns

Program Director, Production Manager
 Howard Sparks
 Chief Announcer..... Howard Sparks
 Chief Engineer..... David Gattis

K V A L

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned by..... Radio Station KEW, Ltd.
 Operated By..... T. Frank Smith
 Address Gulf Bldg.
 Phone Number..... Capitol-6151
 Transmitter Location Brownsville
 Time on the Air..... 6 a.m. to Midnight
 News Service AP
 Representative..... Free & Peters

Personnel

General Manager..... T. Frank Smith
 Station Manager..... Roy Suber
 Commercial Manager..... Bill Bennett
 Promotion-Publicity..... Glenn Horton
 Chief Engineer..... Robert Bush

K B W D

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1380 Kc. Power: 1000 d.; 500n
 Owned-Operated By..... Brown County
 Broadcasting Co.
 Address 800 Hawkins Street
 Phone Numbers 2401-2402
 Transmitter Location..... Williams Ranch Road,
 1½ miles N. Brownwood
 Time on the Air..... 6:00 a.m. to 11 p.m.; Sun-
 day, 7:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service Standard
 Representative..... The Walker Co.

Personnel

President-General Manager... Wendell Mayes
 Commercial Manager..... Ingram S. Roberts
 Sales Promotion..... F. T. Wilson
 Chief Announcer..... Jack Beckett
 Musical Director..... Pat Brinkley
 Record m.c..... Howard Edwards
 Program-Publicity Director..... Pat Brinkley
 Production Manager..... Pat Craig
 Chief Engineer..... A. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By... A. & M. College of Texas
 Address College Station
 Phone Number 4-6724

Transmitter Location College Station
 Time on the Air..... Sun-up to Sun-down
 News Service AP
 Transcription Service World

Personnel

President of A & M College.....Gibb Gilchrist
 General Manager
 G. Byron Winstead, Dir. Information & Pub.
 Program Director.....G. Byron Winstead
 Production Manager
 Cecil Beardon, Radio Assistant
 Chief Announcer.....Cecil Beardon
 Chief Engineer.....Frank J. Sosolik

•
K E Y S

CORPUS CHRISTI—EST. 1940
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By Partnership
 Operated By Nueces Broadcasting Co.
 Address Center Theater Bldg.
 Phone 2-7411
 Transmitter..... Cantwell Lane
 Time on the Air..... 6 a.m. to 12 Midnight
 News Service UP
 Transcription Service World
 Representative Forjoe Co.

Personnel

Station Manager.....Fred Burr
 Sales-Commercial Manager...Kelly Wofford
 Chief Engineer.....Harold Griffith

•
K R I S

CORPUS CHRISTI—EST. 1937
 NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 Address Robert Driscoll Hotel
 Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air..... Unlimited License
 Newspaper Affiliation..... Caller-Times
 News Service AP
 Representative Free & Peters

Personnel

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

•
K W B U

CORPUS CHRISTI—EST. 1943
 ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned & Operated By.. Century Broadcasting
 Address.....912 Commerce St., Dallas, Texas
 Phone Riverside 8431

Transmitter Location Gregory.
 Time on the Air..... Daytime License
 News Service AP
 Representatives..... The Branham Co.

Personnel

President.....Carr P. Collins
 General Manager.....Carr P. Collins, Jr.
 Station, Commercial Manager..Homer Hogan
 Sales Promotion-Merchandising Manager
 Maydell Wallace
 Program Director, Production Manager
 J. E. Sellers
 Publicity Director.....Maydell Wallace
 Chief Engineer.....Nestor Cuesta, Jr.

•
K A N D

CORSICANA—EST. 1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Business Address Corsicana
 Phone Number 141
 Transmitter Location..... Corsicana Highway
 No. 5
 Time on the Air..... 6 a.m. to Midnight
 News Service UP
 Transcription Service RCA

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

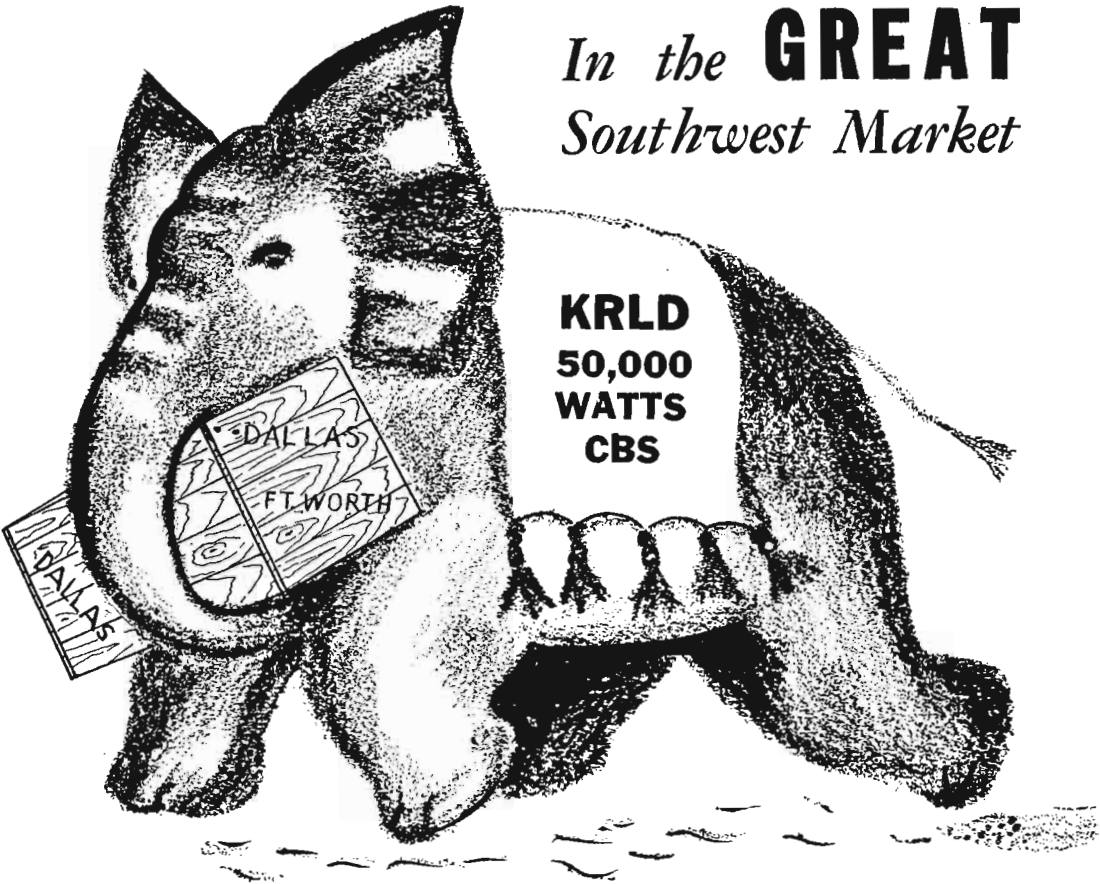
**A P R A D I O
 P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

In the **GREAT**
Southwest Market

KRLD
50,000
WATTS
CBS



KRLD *Is Your Best Buy*
Day or Night

KRLD

The Times Herald Station

STUDIOS

Dallas

Fort Worth

50 kw., 1080 kc. Represented by the Brabham Company

590

Personnel

President J. C. West
General Manager Aubrey H. Escoe
 Station, Commercial and Sales
Promotion Manager A. H. Escoe
Program-Publicity Director A. H. Escoe
Production Manager A. H. Escoe

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....**Power:** 1000 Watts
Owned-Operated By Sky Broadcasting Service
Address 11th Floor, Hotel Stoneleigh
Phone Number C-6193
Transmitter Location Bruton Road
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service Associated Music

Personnel

President-General Manager A. L. Chilton
Commercial Manager R. G. Terrill

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....**Power:** 50000 Watts
Owned By KRLD Radio Corp.
Operated By Dallas Times-Herald
Address Hotel Adolphus
Phone Number Central 6811
Transmitter Location Garland, Texas
Time on the Air 5:30 a.m. to 1 a.m.
Newspaper Affiliation Dallas Times-Herald
News Service INS & AP
Transcription Service Standard Radio
Representative The Branham Co.

Personnel

President J. W. Runyon
General Manager C. W. Rembert
Ass't Manager James W. Crocker
Commercial Manager William A. Roberts
Sales Promotion Manager J. W. Crocker
Program Director Roy George
Publicity Director Douglas Hawley
Chief Announcer Meador Lowrey
Musical Director Hyman Charninsky
Chief Engineer Roy-Flynn

W F A A

DALLAS—EST. 1922

**NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK**

Frequency: 820 Kc.....**Power:** 50000 Watts
Owned-Operated By A. H. Belo Corp.,
 publisher of The Dallas Morning News
Business Address Commerce & Lamarr Sts.
Phone Central 2451
Studio Address Santa Fe Bldg. Penthouse

Transmitter Location Grapevine, Texas
Time on the Air 5:30 a.m. to 12 midnight;
 Sat., 5:30 a.m. to 1 a.m.

Newspaper Affiliation Dallas Morning News
News Service UP, Reuters
Transcription Service NBC Thesaurus;
 Lang-Worth

Representative Edward Pety & Co.

Personnel

President E. M. Dealey
General Manager Martin Campbell
Asst. Managers

Ralph M. Nimmons, Raymond Collins
National Sales Manager Keith Baldwin
Program Supervisor Ralph K. Maddox
Publicity Director Mrs. Wilbur Douglas
Musical Director Karl Lambertz
Chief Engineer Paul Barnes
Record m.c. Jimmie Jeffries

W R R

DALLAS—EST. 1920

**MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1310 Kc.....**Power:** 5000 Watts
Owned-Operated By City of Dallas
Address Municipal Radio Bldg., State Fair
 Grounds

Phone Number Tenison 3-6101
Transmitter Location White Rock Lake
Time on the Air 6 a.m. to Midnight
News Service AP
Representative Weed & Co.

Personnel

General & Station Manager Charles B. Jordan
Commercial Manager Dale Drake
Sales Promotion Manager-Program Director

Pete Teddlie
Traffic Manager Louise Cobler
Publicity Director Jerry Doggett
Chief Announcer-Record m.c. Buddy Harris
Musical Director Jimmy Thornhill
Chief Engineer D. J. Tucker

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By Harwell V. Shepard
Address Kimbrough Building
Phone Number 276

Transmitter Location Highway No. 24
Time on the Air Unlimited license
News Service UP
Transcription Service Thesaurus

Personnel

General Manager Harwell V. Shepard

Beauty Fans Buy!

Happy Sponsors Know That Beauty's Farm Friends Buy Merchandise . . .

Here's Proof That *Powerful WBAP* Sells the Rural Buyers of the Great Southwest!



Layne Beauty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Radio Farm Directors.

A SPONSOR SAYS:

" . . . it seems from all of the evidence to be doing a very good job for us over your station " (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a m program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also what you say about American Fence is so have used many miles of it. P S Please send me one of your Farm and Ranch Handbooks and oblige! (This is an example of what we mean by 'Beauty Fans Buy'")

A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map " (Beauty could . . . would and did!)

FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:

"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.

50,000 WATTS - 820 KILOCYCLES

WBAP

SINCE MAY 1922 - CLEARED CHANNEL

Owned and Operated By
THE FORT WORTH STAR-TELEGRAM
AMON G. CARTER, President
Fort Worth 2, Texas

Represented by *Edward Petry Co.*

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Dorrance D. Roderick
 Address: 2201 Wyoming St.
 Phone Number: Main 2020
 Transmitter Location: Hammett Boulevard
 Time on the Air: Unlimited License
 Newspaper Affiliation: El Paso Times
 News Service: AP
 Transcription Service: Associated
 Representative: Howard H. Wilson Co.,
 Taylor-Howe, Snowden

Personnel

Owner: Dorrance D. Roderick
 Station Manager: Val Lawrence
 Commercial Manager: Cecil L. Trigg
 Chief Engineer: Edward P. Talbott

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Tri-State Broadcast-
 ing Co.

Address: Paso Del Norte Hotel
 Phone Number: Main 3122
 Transmitter Location: Ascarate, Tex.
 Time on the Air: Unlimited
 News Service: UP
 Transcription Service: NBC Thesaurus;
 C. P. MacGregor

Representative: George P. Hollingbery Co.

Personnel

President: Frances W. Bredburg
 General-Station Manager: Karl O. Wyler
 Commercial Manager: Willard L. Kline
 Sales Promotion: Roy T. Chapman
 Program Director: Virgil C. Hicks
 Production Manager: Conrey Bryson
 Chief Engineer: Kenneth J. Walton

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: Tarrant Broadcast-
 ing Company

Address: 1201 West Lancaster
 Phone Number: 3-3474
 Transmitter Location: Birdville, Texas
 Time on the Air: 5:30 a.m. to 1 a.m.
 News Service: AP & UP
 Representative: Weed & Company

Personnel

President-General Manager: Gene L. Cagle
 Station Manager: Gene L. Cagle
 Commercial Manager: Clyde Pemberton

Sales Promotion Manager: L. Roy Duffy
 Program-Production Director: Russ Lamb
 Publicity Director: Forrest W. Clough
 Chief Announcer: John D. Hopkins
 Record m.c.: Jimmie Lowe
 Musical Director: Frances Kay
 Chief Engineer: Truett Kimzey

See Page 594

K G K O

FORT WORTH—EST. 1928

AMERICAN BROADCASTING CO.

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned By: Carter Publications,
 Inc. & A. H. Belo Corp.

Operated By: Ft. Worth Star-Telegram and
 Dallas News

Addresses: Medical Arts Bldg., Ft. Worth;
 Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)

Transmitter Location: Arlington, Texas
 Time on the Air: 6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News

News Service: AP
 Transcription Service: World; Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
 General Manager: E. M. Dealey
 Managing Director: Martin Campbell
 Fort Worth Manager: George Cranston
 Dallas Manager: Martin Campbell
 Fort Worth Program Director: Ed Lally
 Dallas Program Director: Ralph Maddox
 Chief Engineer: R. C. Stinson
 Chief Engineer, Dallas: Raymond Collins

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned By: Carter Publications, Inc.

Operated By: Ft. Worth Star-Telegram
 Address: Medical Arts Bldg.

Phone Number: 3-1234
 Transmitter Location: Grapevine, Texas

Time on the Air: (Shares time with WFAA,
 Dallas)

Newspaper Affiliation: Ft. Worth Star-
 Telegram

News Service: AP
 Transcription Service: WBS, Cole, Lang-Worth

Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
 General Manager: Harold V. Hough
 Station Manager: George Cranston
 Sales-Commercial Manager: Jack Pritchett

Cover This
Half Billion
Dollar TEXAS
Market with



KFJZ

5000 WATTS
1270 KC



KFJZ Market Data

Population 1,487,000

Native White	1,291,000
Families	409,097
Retail Outlets	19,873
Retail Sales	\$499,303,000
Food Stores	5,606
Food Store Sales	\$19,233,000
Drug Stores	817
Drug Store Sales	\$22,013,000
Gen. Mds. Stores	745
Gen. Mds. Sales	\$87,746,000
Apparel Stores	715
Apparel Sales	\$26,865,000
Lbr. & Hdw. Stores	921
Lbr. & Hdw. Sales	\$32,639,000

Serving TEXAS Most Important Market

KFJZ is located in the heart of the rich North-Central part of Texas and is serving a million and a quarter people who have a half billion dollar purchasing power. KFJZ is serving a very progressive section of the Southwest that is "paying-dividends" in the post-war era.

Key Outlet for Mutual

KFJZ's tremendous audience has been attracted by a well balanced schedule of local shows and the Cream of Mutual's Humorous, Musical and Dramatic programs, interspersed with Mutual's great array of Ace News Analysts. KFJZ is Mutual's Key Outlet for Texas.

PROGRAM FACILITIES

KFJZ has a complete staff of veteran writers, production men, announcers and talent who produce shows locally that "sell" the Southwest. Wire Recorder for on the scene events . . . Remote broadcast facilities . . . Latest in transcription equipment.

NEWS & SPORTS

KFJZ being recognized as the news and sports station of this area . . . naturally KFJZ has Texas' most popular reporters in Zack Hurt (sports) and Porter Randall (news).

KFJZ is a MUST on any schedule planned to cover the Fort Worth trade area.
KFJZ . . . FORT WORTH . . . SERVES ONE OF THE SOUTHWEST'S MOST IMPORTANT INDUSTRIAL AND AGRICULTURAL AREAS.

MAIL PULL

KFJZ has hit the "jack-pot" time after time for advertisers who wanted to "check" their program and KFJZ's pulling power. One advertiser received 1572 requests from one cold announcement at 6:45 A. M. . . . heard from 198 Texas towns and 14 other states.

TIME ON AIR

KFJZ is serving the people of this area 18½ hours a day—Monday through Saturday, 5:30 A. M. to 1:00 A. M., on Sunday 5:30 A. M. to Midnight. KFJZ is a listening habit of the people in this important market.

National Representative

Weed and Company

New York . Detroit . Chicago . Boston . San Francisco . Hollywood

Sales Promotion-Merchandising Manager
 Jack Pritchett
Program Director.....Ed. Lally
Production Manager.....A. M. Woodford
Publicity Director.....Kathryn Barnes
Chief Announcer.....Frank Mills
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

K L U F

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....The KLUF Broad-
 casting Co.

Business Address.....60th & Broadway
Phone Number.....6676
Studio Address.....60th & Broadway
Transmitter Location.....60th & Broadway
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau

Personnel

President.....Geo. Roy Clough
General-Commercial Manager...L. D. Clough
Chief Engineer.....L. D. Clough

(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Truett Kimzey
Address.....3951 Belford Court,
 Fort Worth, Texas
 * Construction Permit

K G B S

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.**Power:** 250 Watts
Owned-Operated By.....Harbenito Broad-
 casting Company, Inc.

Business Address.....P. O. Box 711
Phone Number.....1400
Studio Address:.....
 State Highway No. 83 between Harlingen
 and San Benito, Texas
Transmitter Location.....Same
Time on the Air.....6:30 a.m. to 12 Midnight
News Service.....AP
Transcription Service.....Associated
Representative.....The Walker Co.

Personnel

President.....McHenry Tichenor
Manager.....Troy McDaniel
Commercial Manager.....Dave Bennett
Chief Engineer.....Sherman L. Spencer

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....**Power:** 5000 Watts
Owned By.....Houston Printing Corp.
Operated By.....Houston Post
Address.....Lamar Hotel
Phone Number.....Fairfax 7101
Transmitter Location.....Deepwater, Texas
Time on the Air.....Unlimited
Newspaper Affiliation.....Houston Post
News Service.....AP
Transcription Service.....NBC Thesaurus,
 Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President.....W. P. Hobby
General Manager.....Kern Tips
Program Director.....Jack McGrew
Chief Engineer.....H. T. Wheeler

K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....Texas Star Broadcast-
 ing Co.

Address.....Southern Standard Bldg.
Phone No......Capitol 6246
Transmitter Location.....315 N. Ennis St., Houston
Time on the Air.....Full time

Personnel

President.....Roy Hofheins
Station Supervisor.....Ted Hills
Commercial-Promotion Mgr....Francis Gilbert
Chief Engineer.....Louis I. Jelly

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....**Power:** 50000 Watts
Owned-Operated By.....Houston Chronicle
 Pub. Co.

Address.....Texas & Travis Sts.
Phone Number.....Preston 2211
Studio Address.....Rice Hotel
Transmitter Location.....Cedar Bayou, Texas
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Houston Chronicle
News Service.....UP
Transcription Service.....World Broadcasting
Representative.....John Blair & Co.

Personnel

General Manager.....B. F. Orr
Commercial Manager.....Ray E. Bright
Production-Program Director.....Harry Grier
Merchandising Mgr......George H. McCormick
Chief Engineer.....Tom Hiner

K X Y Z

HOUSTON—EST. 1930
AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated by Harris County
 Broadcast Co.

Address Gulf Building
 Phone Number Capitol 6151
 Transmitter Location Deepwater, Texas
 Time on the Air 24 hours
 News Service AP
 Representative Free & Peters, Inc.

Personnel

President M. Tilford Jones
 Manager T. F. Smith
 Production-Program Director Charles Nethery
 Commercial Manager Wm. F. Bennett
 Chief Engineer Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By W. J. Harpole & J. C. Rothwell
 Operated By J. C. Rothwell
 Address Walker County Fairgrounds
 Phone Number 666
 Transmitter Location Walker County
 Fairgrounds
 Transcription Service Keystone
 Time on the Air Unlimited
 News Service AP
 Representative Cox and Tanz

Personnel

Owner W. J. Harpole & J. C. Rothwell,
 partnership
 Gen. and Station Manager J. C. Rothwell
 Sales-Commercial Manager J. B. McShan
 Sales Promotion-Merchandising
 Manager J. B. McShan
 Chief Engineer Sam Love

K O C A

KILGORE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Broad-
 casting Assn.
 Address 102½ East North St.
 Phone Number 616
 Transmitter Location Cor. Rose & Martin Sts.
 Time on the Air 6 a.m. to 10 p.m.
 News Service AP
 Transcription Service Keystone,
 McGregor, M. M. Cole
 Representative Thomas F. Clark Co., Inc.

Personnel

President-General Manager Roy G. Terry
 Station-Sales-Commercial Mgr. H. A. Degner

Sales Promotion-Merchandising
 Mgr. Lewis B. Christie
 Program Director-Chief
 Announcer John E. Andrews
 Chief Engineer Albert F. Mason, Jr.

K P A B

LAREDO—EST. 1938

MUTUAL-KEYSTONE-TEXAS STATE

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

Laredo Broadcasting Co.

Business Address Hamilton Hotel
 Phone Number 2124
 Transmitter Location 300 Loring Ave.
 Time on the Air 7 a.m. to 11 p.m.
 Representative Joseph Hershey McGilvra

Personnel

President Howard W. Davis
 General Manager Mrs. Doane Chapman
 Chief Engineer Hulan K. Smith

K F R O

LONGVIEW—EST. 1934

ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview
 Business Address P. O. Box 792
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway

Time on the Air 7 a.m. to 11 p.m.
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System
 Representative Burn-Smith Co.

Personnel

President James R. Curtis

K F Y O

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Plains Radio
 Broadcasting Co.

Address 914 Avenue J
 Phone Number 5567
 Transmitter Location 2312 Fifth St.
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation Lubbock Avalanche-
 Journal

News Service AP & UP
 Transcription Service Associated, Cole
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 Representative Taylor-Howe-Snowden

Personnel

President Gene A. Howe
 General Manager O. L. Taylor
 Station Manager DeWitt Landis
 Sales-Commercial Manager Rex Webster
 Sales Promotion-Merchandising
 Manager Laretta Dailey
 Program Director DeWitt Landis
 Production Manager Bob Ruckel
 Chief Engineer W. S. Bledsoe

K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Red Lands Broadcast-
 ing Association
 Business Address Lufkin
 Phone Number 272
 Studio Address Lufkin
 Transmitter Location Lufkin
 Time on the Air Unlimited license
 News Service UP-AP
 Transcription Service Standard Radio;
 Keystone
 Representative Cox & Tanz

Personnel

President Ben T. Wilson
 Manager Darrell E. Yates

K C R S

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Scharbauer Estate
 Business Address 117 S. Loraine St.
 Phone Number 1080-1
 Studio Address 117 So. Loraine St.
 Transmitter Location U. S. Highway 80,
 (1½ miles west of Midland)
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service SESAC

Personnel

Administrator of Estate Millard Eldson
 Station Manager J. M. McDonald
 Commercial Manager Gladys L. McDonald
 Chief Engineer Jack Cecil

K N E T

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 100 Watts
 Owned By Palestine Broadcasting
 Corp.

Operated By B. A. Laurie
 Address Municipal Bldg.
 Phone Number 411
 Transmitter Location Strickland Park
 Time on the Air 7 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service Standard Radio;
 Representative Walker Co.

Personnel

President-Station-General
 Manager Bill Laurie
 Sales-Commercial Manager Arch Dougan
 Sales Promotion-Merchandising
 Manager Mrs. Emo Laurie
 Production Manager Bill Laurie
 Publicity Director Mrs. B. A. Laurie
 Chief Announcer E. B. Myers III
 Chief Engineer Bill Laurie
 Technical Supervisor Gene Kintz
 Record m. c. Gene Myers, Marvin Crain

K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1340 Wc. Power: 250 Watts
 Owned By R. C. Holles
 Operated By Pampa News
 Business Address Box 901
 Phone Number 1106
 Studio Address 212 North Ballard
 Transmitter Location East of city limits
 Time on the Air 7:30 a.m. to 10:30 p.m.
 Newspaper Affiliation Pampa News
 News Service AP
 Transcription Service World Broadcasting

Personnel

Chief Executive Jack Hanna
 Station-Commercial Manager John Michel
 Auditor H. McBee
 Sales Promotion-Merchandising
 Manager B. E. Price
 Program Director Ken Bennett
 Publicity Director B. E. Price
 Chief Engineer Douglas E. Smith

K P L T

PARIS—EST. 1936

ABC

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By North Texas Broad-
 casting Company
 Address Gibraltar Hotel
 Phone Number 1124-5

Transmitter Location: 2¼ miles south on Texas Highway No. 24
 Time on the Air... 6 a.m. to midnight,
 Sundays 7 a.m. to midnight
 News ServiceAP

Personnel

President.....A. G. Pat Mayse
 General-Station Manager.....Ernest T. Jones
 Publicity Director.....Geneva Slakey
 Chief Engineer.....C. L. Thompson
 Record m. c.....Jimmy Mercer

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K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney H. Hubbs
 Address: KIUN Bldg., 306 South Cedar Street
 Phone Number.....21
 Transmitter Location.....North of city
 Time on the Air.....7 a.m. to 9 p.m.
 News Service.....AP
 Transcription Service.....Keystone, Cole
 Representative.....Homer Griffith Co.

Personnel

Co-Owner-General Manager....Jack Hawkins
 Commercial Manager.....Donald R. Brooks
 Program Director.....Louise Hawkins
 Chief Announcer.....Jack Dunn
 Chief Engineer.....Harry Boehnemann

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K V O P

PLAINVIEW—EST. 1944

Frequency: 1400 Kc.....Power: 250 Watts
 Owned and Operated By: W. J. Harpole and
 J. C. Rothwell
 Address.....111 West 6th Street
 Phone Number.....1400
 Transmitter Location.....Wayland College
 Grounds
 Time on the Air.....6:30 a.m. to 9 p.m.
 News Service.....AP
 Transcription Service.....Standard

Personnel

President-General Manager....W. J. Harpole
 Station-Commercial Manager....Wm. T. Kemp
 Program-Production Manager..James E. Stanton
 Publicity Director.....W. J. Harpole
 Chief Announcer.....Al Turner
 Musical Director.....Joyce Taylor
 Chief Engineer.....Carl Cook
 Record m. c.....Keith Lloyd

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By.....Port Arthur College
 Address.....1515 Lakeshore Dr.
 Phone Number.....7458
 Studio Address.....1515 Lakeshore Drive
 Transmitter Location.....1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to midnight
 News Service.....AP & INS
 Transcription Service.....Standard Radio,
 World, McGregor, BMI Sup.
 Representative.....Joseph Hershey McGillvra

Personnel

President.....J. W. Williams
 Acting Manager.....Marjorie R. Vickers
 Sales-Commercial Manager..George Croucher
 Sales Promotion-Merchandising
 Manager.....Walter LaForge, Jr.
 Program Director.....Corinne Enos
 Traffic Manager.....Margaret Brieske
 Publicity Director.....Cecilia Quick
 Chief Announcer.....Gordon Baxter, Jr.
 Musical Director.....Walter LaForge, Jr.
 Chief Engineer.....Glenn Boatright
 Record m. c.....Claude Pinell

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K G K L

SAN ANGELO—EST. 1928

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....AP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 General and Station
 Manager.....Lewis O. Selbert
 Commercial Manager.....Myrl Stein
 Program Director-Production
 Manager.....Jean Nettleton
 Chief Announcer.....Julian Hill
 Chief Engineer.....Frank Jones
 Record m. c.....William Crable

K A B C
SAN ANTONIO—EST. 1926
 ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Alamo Broadcasting
 Co.
 Address.....223 Milam Bldg.
 Phone NumberFannin 3126
 Transmitter Location.....Bandera Highway
 Time on the Air.....5 a.m. to 12:25 a.m.

Personnel

President.....R. Early Willson
 Station Manager.....Charles W. Balthrope
 Ass't Manager.....Bill Michaels
 Audience Promotion-Merchandising
 Manager W. Poundstone Jackson
 Program Director George T. Case
 Chief Announcer Alec Chesser
 Musical Director Nola Reid
 Chief Engineer Paul Wolf

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K C O R*
SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
 Owned-Operated By.....Raoul A. Cortez
 Address..National Bank of Commerce Bldg.
 News ServiceAP
 * Construction Permit

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K M A C
SAN ANTONIO—EST. 1930
 MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Howard W.
 Davis, d/b as The Walmac Company
 Operated By.....Howard W. Davis
 Address.....Nat'l Bank of Commerce Bldg.
 Phone NumberCathedral 6211
 Transmitter Location.....Avenue B
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceINS
 Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
 Station Manager.....Patt McDonald
 Sales Promotion-Merchandising
 Manager Tony Bessan

Program Director.....Tony Bessan
 Production Manager.....Melba Flemming
 Chief Engineer.....Ed E. Case
 Record m. c.....Marvin Broyles

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K O N O
SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene J. Roth, d/b as
 Mission Broadcasting Company
 Address317 Arden Grove
 Phone Numbers.....Fannin 5171-2-3
 Transmitter Location.....317 Arden Grove
 Time on the Air.....18 hours daily
 News Service AP
 Transcription Service..Lang-Worth, M. M. Cole
 RepresentativeForjoe & Company

Personnel

Owner.....Eugene J. Roth
 General & Station Manager..James M. Brown
 Program Director.....Stanley A. Cox
 Chief Announcer.....Ray Hunt
 Chief Engineer.....George Ing



San Antonio's *Only*
 ENGLISH-SPANISH *Radio Station*

National manufacturers can cash-in on the tremendous buying power of the Spanish speaking population of San Antonio and trade territory. Station KCOR features programs directed to this great listening audience . . . broadcast both in English and Spanish. Rate card on request.

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 CALCASIEU BLDG. — SAN ANTONIO, TEXAS



KILOCYCLES • 1000 WATTS

K T S A

SAN ANTONIO—EST. 1927
CBS—LONE STAR CHAIN

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Sunshine Broadcasting
Company

Address Gunter Hotel
Phone Number Garfield 1251
Transmitter Location St. Hedwig Road
Time on the Air 6 a.m. to 12:05 a.m.
News Service AP & UP
Transcription Service Lang-Worth:
NBC Thesaurus, SESAC
National Sales Office Address: Taylor-Howe-
Snowden Group, Tower Petroleum Bldg.,
Dallas, Texas
Representative Taylor-Howe-Snowden

Personnel

President Gene A. Howe
General & Station Manager G. W. Johnson
Sales-Commercial Manager Rex L. Preis
Sales Promotion-Merchandising
Manager Charles D. Lutz
Program Director George Lee Marks
Chief Engineer W. G. Egerton

W O A I

SAN ANTONIO—EST. 1922
NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. Power: 50000 Watts
Owned-Operated By Southland Industries,
Inc.

Address 1031 Navarro Street
Phone Number Garfield 4221
Transmitter Location Selma, Texas
Time on the Air 5:30 to 12 midnight
News Service AP, INS, UP
Transcription Service Standard
Representative Edward Petry & Co., Inc.

Personnel

Pres. & General Manager Hugh A. L. Halff
Commercial Manager Cecil K. Beaver
Sales Promotion Fred A. Peery
Program Manager Harold Carr
Publicity Director Rosemary Walker
Production Manager Monte Kleban
Chief Announcer Harold H. Carr
Chief Engineer Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By Red River Valley
Broadcasting Corporation
Addresses 421 N. Crockett St.; Fannin &
Owing Sts., Denison, Texas.

Phone Numbers . . 201 (Sherman); 423 (Denison)
Transmitter Location Highway 75 (between
Sherman and Denison)
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service World, Standard
Representative Advertising Time Sales Co.

Personnel

President G. H. Wilcox
General Manager L. L. Hendrick
Chief Engineer T. E. Spellman
Denison Studio Manager B. V. Hammon, Jr.
Sales Promotion Hugh Harling
Program Directors Doris Matlock, Doris
Kretzinger

K X O X

SWEETWATER—EST. 1939
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Sweetwater Radio
Operated By Mr. J. S. McBeath
Address P. O. Box 570
Phone Number 2341
Transmitter Location Highway No. 70
Time on the Air 6:30 a.m. to 8:05 p.m.
News Service UP
Transcription Service NBC Thesaurus &
Keystone, M. M. Cole

Personnel

President J. S. McBeath
General-Station-Commercial Manager,
Program Director-Chief Announcer,
Zeb Williams
Publicity Director Zeb Williams
Chief Engineer George W. Dotson

K T E M

TEMPLE—EST. 1936
ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bell Broadcasting
Co., Inc.
Business Address Kyle Hotel Bldg.
Phone Number 5252
Studio Address Kyle Hotel
Transmitter Location 1/10 mile north of city
Time on the Air 7 a.m. to 11 p.m.
News Service UP
Transcription Service Cole

Personnel

General Manager Frank W. Mayborn
Station Manager Burton Bishop
Commercial Manager Charles Whitesides, Jr.
Sales Promotion-Merchandising
Manager Burton Bishop
Chief Engineer Paul Shaw