

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	311
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	309
WSIX	Nashville, Tenn.	1210	250	523
WSJS	Winston-Salem, N. C.	1310	250	470
WSKB	McComb, Miss.	1200	100	425
WSLB	Ogdensburg, N. Y.	C.P. 1370	250	456
WSLI	Jackson, Miss.	1420	250	425
WSM	Nashville, Tenn.	650	50000	523
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	
			C.P. 5000	393
WSNJ	Bridgeton, N. J.	1210	250	439
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	465
WSOO	Sault Ste. Marie, Mich.	C.P. 1200	250 d., 100 n.	417
WSOY	Decatur, Ill.	1310	250 d., 100 n.	368
WSPA	Spartanburg, S. C.	920	1000	515
WSPB	Sarasota, Fla.	1420	250 d., 100 n.	349
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	
			C.P. 5000	485
WSPR	Springfield, Mass.	1140	500	410
WSTP	Salisbury, N. C.	1500	250	469
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	379
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	340
WSVA	Harrisonburg, Va.	550	500	542
WSVS	Buffalo, N. Y.	1370	50	447
WSYB	Rutland, Vt.	1500	250	540
WSYR-WSYU	Syracuse, N. Y.	570	1000	462
WTAD	Quincy, Ill.	900	1000	370
WTAG	Worcester, Mass.	580	1000	
			C.P. 5000 d.	410
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	351
WTAM	Cleveland, Ohio	1070	50000	481
WTAQ	Green Bay, Wisc.	1330	5000 d., 1000 n.	
			C.P. 5000	556
WTAR	Norfolk, Va.	780	5000 d., 1000 n.	543
WTAW	College Station, Tex.	1120	500	527
WTAX	Springfield, Ill.	1210	100	371
WTBO	Cumberland, Md.	800	250	399
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	421
WTEL	Philadelphia, Pa.	1310	100	505
WTHT	Hartford, Conn.	1200	100	
			C.P. 250 d.	337
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		339
WTJS	Jackson, Tenn.	1310	250	520
WTMA	Charleston, S. C.	1210	250	514
WTMC	Ocala, Fla.	1500	100	346
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	559
WTMV	East St. Louis, Ill.	1500	250	369
WTNJ	Trenton, N. J.	1280	500	441
WTOC	Savannah, Ga.	1260	5000 d., 1000 n.	356
WTOL	Toledo, Ohio	1200	100	
			C.P. 250	485
WTRC	Elkhart, Ind.	1310	250	372
WTRY	Troy, N. Y.	C.P. 950	1000	462
WTSP	St. Petersburg, Fla.	1370	250	349
WVFW	Brooklyn, N. Y.	1400	500	445
WVAE	Hammond, Ind.	1200	100	374
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	413
WWL	New Orleans, La.	850	50000	393
WWNC	Asheville, N. C.	570	1000	465
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	463
WWSW	Pittsburgh, Pa.	1500	250	507
WWVA	Wheeling, W. Va.	1160	5000	555
WXYZ	Detroit, Mich.	1240	5000 d., 1000 n.	413
Unassigned	Erie, Pa.	C.P. 1500	250 d., 100 n.	498
"	Logan, Utah	C.P. 1200	100	554
"	Martinsville, Va.	C.P. 1420	250 d., 100 n.	542
"	Marysville, Calif.	C.P. 1420	100	323
"	Minneapolis, Miss.	C.P. 1300	1000	421
"	Opelika, Ala.	C.P. 1370	250 d., 100 n.	312
"	Phoenix, Ariz.	C.P. 1200	250 d., 100 n.	313
"	Scranton, Pa.	C.P. 1370	250 d., 100 n.	510

STATIONS BY CITIES

WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

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

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Brooklyn, N. Y.	WARD		Coffeyville, Kans.	KGGF	M
	WBBC		College Station, Tex.	WTAW	
	WBBR		Colorado Springs, Colo.	KVOR	C
	WCNW		Columbia, Mo.	KFRU	
	WVFW		Columbia, S. C.	WCOS	
Brownsville, Texas	KGFI			WIS	NB-NR
Brunswick, Ga.	WMOG		Columbus, Ga.	WRBL	C
Buffalo, N. Y.	WBEN	NR	Columbus, Ohio	WBNS	C
	WBNY			WCOL	NB-NR
	WEBR	NB		WHKC	M
	WGR	C-M		WOSU	
	WKBW	C-M	Cookeville, Tenn.	WHUB	
	WSVS		Cordele, Ga.	WMJM	
Burlington, Vt.	WCAX	C	Corpus Christi, Tex.	KRIS	NB-NR
Butte, Mont.	KGIR	NB-NR	Corsicana, Texas	KAND	
Calumet, Mich.	WHDF		Corvallis, Ore.	KOAC	
Camden, N. J.	WCAM		Cumberland, Md.	WTBO	
Canton, N. Y.	WCAD		Dallas, Tex.	KRLD	C
Canton, Ohio	WHBC			WFAA	NR
Cape Girardeau, Mo.	KFVS			WRR	M
Carlsbad, N. M.	KLAH		Danville, Ill.	WDAN	
Carthage, Ill.	WCAZ		Danville, Va.	WBTM	
Casper, Wyoming	KDFN		Davenport, Iowa	WOC	C
Cedar City, Utah	KSUB		Dayton, Ohio	WHIO	C
Cedar Rapids, Iowa	WMT	NB-M		WING	NR-NB
Centralia-Chehalis, Wash.	KELA	M	Daytona Beach, Fla.	WMFJ	
Champaign, Ill.	WDWS		Decatur, Ala.	WMSL	
Charleston, S. C.	WCSC	C	Decatur, Ill.	WJBL	
	WTMA	NB	Decorah, Iowa	KGCA	
Charleston, W. Va.	WCHS	C		KWLC	
	WGKV	NR-NB	Denton, Tex.	KDNT	
Charlotte, N. C.	WBT	C	Denver, Colo.	KFEL	M
	WSOC	NB-NR-M		KLZ	C
Charlottesville, Va.	WCHV			KMYR	
Chattanooga, Tenn.	WAPO	NB-NR		KOA	NR
	WDOD	C		KPOF	
Chicago, Ill.	WAAF			KVOD	NB
	WBBM	C	Des Moines, Iowa	KRNT	C
	WCBD			KSO	NB-M
	WCFL	NB-NR		WHO	NR
	WCRW		Detroit, Mich.	WJBK	
	WEDC			WJR	C
	WENR	NB		WMBC	
	WGES			WWJ	NR
	WGN	M		WXYZ	NB
	WJJD		Devils Lake, N. D.	KDLR	
	WLS	NB	Dodge City, Kans.	KGNO	
	WMAQ	NR	Dotham, Ala.	WAGF	
	WMBI		Dublin, Texas	KFPL	
	WSBC		Dubuque, Ia.	KDTH	
Chico, Calif.	KHSL	M		WKBB	C
Cicero, Ill.	WHFC		Duluth, Minn.	KDAL	C
Cincinnati, Ohio	WCKY	C		WEBC	NB-NR-M
	WCPO		Durango, Colo.	KIUP	
	WKRC	M	Durham, N. C.	WDNC	C
	WLW	NB-NR	East Lansing, Mich.	WKAR	
	WSAI	NB-NR	East St. Louis, Ill.	WTMV	
Clarksburg, W. Va.	WBLK	NR-NB	Easton, Pa.	WEST	
Clayton, Mo.	KFUO		Eau Claire, Wis.	WEAU	
Cleveland, Ohio	WCLE	M	El Centro, Calif.	KXO	M
	WGAR	C	El Dorado, Ark.	KELD	
	WHK	NB-M	Elizabeth City, N. C.	WCNC	
	WTAM	NR	Elk City, Okla.	KASA	
Clovis, N. M.	KICA		Elkhart, Ind.	WTRC	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Elmira, N. Y.	WENY	M	Greensboro, N. C.	WBIG	C
	WESG	C	Greensburg, Pa.	WHJB	
El Paso, Tex.	KROD		Grenada, Miss.	WGRM	
	KTSM	NB-NR	Griffin, Ga.	WKEU	
	WDAH		Grove City, Pa.	WSAJ	
Emporia, Kans.	KTSW	M	Gulfport, Miss.	WGCM	
Enid, Okla.	KCRC	M	Hagerstown, Md.	WJEJ	
Erie, Pa.	WLEU	NB	Hammond, Ind.	WH1P	
	(unassigned)			WWAE	
Eugene, Ore.	KORE	M	Harrisburg, Ill.	WEBQ	
Eureka, Calif.	KIEM	M	Harrisburg, Pa.	WH1P	C
Evansville, Ind.	WEOA	C		WKBO	NR-NB
	WGBF	NB-NR	Harrisonburg, Va.	WSVA	
Everett, Wash.	KRKO	M	Hartford, Conn.	WDRG	C
Fairbanks, Alaska	KFAR			WTHT	M
Fairmont, W. Va.	WMMN	C		WTIC	NR
Fall River, Mass.	WSAR	M	Hastings, Nebr.	KHAS	
Fargo, N. D.	WDAY	NB-NR	Hattiesburg, Miss.	WFOR	
Fayetteville, N. C.	WFNC		Hazleton, Pa.	WAZL	
Fergus Falls, Minn.	KGDE		Helena, Mont.	KPFA	NB-NR
Flint, Mich.	WFDF	NB	Herrin, Ill.	WJPF	
Florence, S. C.	WOLS	NR-NB	Hickory, N. C.	WHKY	
Fond du Lac, Wis.	KFIZ		Hibbing, Minn.	WMFG	C
Fort Dodge, Ia.	KVFD		High Point, N. C.	WMFR	
Fort Lauderdale, Fla.	WTFI		Hilo, Hawaii	KHBC	C-M
Fort Myers, Fla.	WTFM		Hobbs, N. M.	KWEW	
Fort Smith, Ark.	KFPW		Honolulu, Hawaii	KGMB	C-M
Fort Wayne, Ind.	WGL	NB-NR		KGU	NB-NR
	WOWO	NB	Hopkinsville, Ky.	WHOP	
Fort Worth, Tex.	KFJZ	M	Hot Springs, Ark.	KTHS	NB
	KGKO	NB		KWFC	
	WBAP	NR	Houston, Texas	KPRC	NR
Frederick, Md.	WFMD			KTRH	C
Fredericksburg, Va.	WFVA			KXYZ	NB-M
Fremont, Mont.	KORN		Huntington, W. Va.	WSAZ	
Freeport, N. Y.	WGBB		Huntsville, Ala.	WBHP	
Fresno, Calif.	KARM	C	Huntsville, Tex.	KSAM	
	KMJ	NR	Hutchinson, Kans.	KWBG	
Gadsden, Ala.	WJBY		Hyannis, Mass.	WOCB	
Gainesville, Fla.	WRUF		Idaho Falls, Ida.	KID	
Galesburg, Ill.	WGIL		Indianapolis, Ind.	WFEM	C
Gallup, N. M.	KAWM			WIBC	
Galveston, Texas	KLUF			WIRE	NR-M
Garden City, Kans.	KIUL		Iowa City, Iowa	WSUI	
Gary, Ind.	WIND	C	Ironwood, Mich.	WJMS	
Gastonia, N. C.	WGNC		Jackson, Mich.	WIBM	NB
Glendale, Calif.	KIEV		Jackson, Miss.	WJDX	NR
Glenside, Pa.	WIBG			WSLI	
Globe, Ariz.	KWJB		Jackson, Tenn.	WTJS	M
Goldsboro, N. C.	WGBR		Jacksonville, Fla.	WJAX	NB-NR
Grand Forks, N. D.	KFJM			WJHP	
Grand Island, Nebr.	KMMJ			WMBR	C
Grand Junction, Colo.	KFXJ		Jamestown, N. Y.	WJTN	NB
Grand Rapids, Mich.	WASH		Jamestown, N. D.	KRMC	
	WOOD	NB-NR	Janesville, Wisc.	WCLO	
Grants Pass, Ore.	KUIN		Jefferson City, Mo.	KWOS	
Great Bend, Kans.	KVGB		Jerome, Ariz.	KCRJ	
Great Falls, Mont.	KFBB	C	Jersey City, N. J.	WAAT	
Greeley, Colo.	KFKA	M		WHOM	
Green Bay, Wisc.	WTAQ	C	Johnson City, Tenn.	WJHL	
Greenfield, Mass.	WHAI	M	Johnstown, Pa.	WJAC	NR
Greenville, Miss.	WJPR		Joliet, Ill.	WCLS	
Greenville, N. C.	WGTC		Jonesboro, Ark.	KBTM	
Greenville, S. C.	WFBC	NB-NR	Joplin, Mo.	WMBH	
			Juneau, Alaska	KINY	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Kalamazoo, Mich.	WKZO		Lufkin, Texas	KRBA	
Kalispell, Mont.	KGEZ		Lynchburg, Va.	WLVA	
Kansas City, Kans.	KCKN		Macon, Ga.	WMAZ	C
Kansas City, Mo.	KCMO		Madison, Wisc.	WHA	
	KITE	M		WIBA	NB-NR
	KMBC	C	Manchester, N. H.	WFEA	NB-NR-M
	WDAF	NR	Mandan, N. D.	KGCU	
	WHB	M	Manhattan, Kans.	KSAC	
Kearney, Nebr.	KGFV		Manitowoc, Wisc.	WQMT	
Keene, N. H.	WKNE	C	Mankato, Minn.	KYSM	NR-NB
Ketchikan, Alaska	KGBU		Mansfield, Ohio	WMAN	
Kilgore, Texas	KOCA		Marquette, Mich.	WDMJ	
Kingston, N. Y.	WKNY		Marrinette, Wisc.	WMAM	
Kinston, N. C.	WFTC		Marshalltown, Ia.	KFJB	
Klamath Falls, Ore.	KFJI		Marshfield, Ore.	KOOS	M
Knoxville, Tenn.	WNOX	C	Martinsville, Va.	(unassigned)	
	WROL	NB-NR	Marysville, Ohio	(unassigned)	
Laconia, N. H.	WLNH	M	Mason City, Iowa	KGLO	C
LaCrosse, Wisc.	WKBH	C	Mayaguez, P. R.	WPRA	
Lafayette, La.	KVOL		McComb, Miss.	WSKB	
La Grande, Ore.	KLBM		Medford, Ore.	KMED	NB-NR
LaJunta, Colo.	KOKO		Memphis, Tenn.	WHBQ	
Lake Charles, La.	KPLC			WMC	NR
Lakeland, Fla.	WLAK	NB-NR		WMPS	NB-M
Lamar, Colo.	KIDW			WREC	C
Lancaster, Pa.	WGAL	NB-NR	Merced, Calif.	KYOS	M
Lansing, Mich.	WJIM	NB	Meridian, Miss.	WCOC	C
Lapeer, Mich.	WMPC		Miami, Fla.	WIOD-WMBF	NB-NR
Laredo, Tex.	KPAB			WQAM	C
Laurel, Miss.	WAML		Miami Beach, Fla.	WKAT	
Lawrence, Kans.	KFKU		Midland, Texas	KRLH	
	WREN	NB	Milwaukee, Wisc.	WEMP	
Lawrence, Mass.	WLAW			WISN	C
Lewiston, Ida.	KRLC			WTMJ	NR
Lewiston, Me.	WCOU	M	Minneapolis, Minn.	WCCO	C
Lexington, Ky.	WLAP	M		WDGY	M
Lihue, Hawaii	KTOH			WLB	
Lima, Ohio	WLOK	NR		WTCN	NB
Lincoln, Nebr.	KFAB	C		(unassigned)	
	KFOR	M	Minot, N. D.	KLPM	
Little Rock, Ark.	KARK	NR	Missoula, Mont.	KGVO	C
	KGHI		Mobile, Ala.	WALA	NB-NR
	KLRA	C		WMOB	
Logan, Utah	KVNU		Modesto, Calif.	KTRB	
Logan, W. Va.	(unassigned)		Monroe, La.	KMLB	
Long Beach, Calif.	KFOX		Monterey, Calif.	KDON	M
	KGER		Montgomery, Ala.	WCOV	
Longview, Texas	KFRO			WSFA	C
Longview, Wash.	KWLK	M	Moorhead, Minn.	KVOX	
Los Angeles, Calif.	KECA	NB	Moultrie, Ga.	WMGA	
	KFAC		Muncie, Ind.	WLBC	
	KFI	NR	Muscle Shoals City, Ala.	WMSD	
	KFSG		Muskegon, Mich.	WKBZ	
	KFVD		Muskogee, Okla.	KBIX	M
	KFWB		Nampa, Ida.	KFXD	
	KGFJ		Nashville, Tenn.	WLAC	C
	KHJ	M		WSIX	M
	KMTR			WSM	NR-NB
	KNX	C	New Albany, Ind.	WGRC	M
	KRKD		Newark, N. J.	WHBI	
Louisville, Ky.	WAVE	NB-NR		WOR	M
	WHAS	C	New Bedford, Mass.	WNBH	M
	WINN		New Britain, Conn.	WNBC	NB
Lowell, Ariz.	KSUN		Newburgh, N. Y.	WGNV	
Lowell, Mass.	WLLH	M	New Castle, Pa.	WKST	
Lubbock, Texas	KFYO		New Haven, Conn.	WELI	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
New London, Conn.	WNLC	M	Portland, Me.	WCSS	NR
New Orleans, La.	WDSU	NB		WGAN	C
	WJBW		Portland, Ore.	KALE	M
	WNOE			KBPS	
	WSMB	NR		KEX	NB
	WWL	C		KGW	NR
Newport News, Va.	WGH			KOJN	C
New York	WABC	C		KWJJ	
	WBNX			KXL	
	WEAF	NR	Portsmouth, N. H.	WHEB	
	WEVD		Portsmouth, Ohio	WPAY	
	WHN		Poughkeepsie, N. Y.	WKIP	
	WINS		Poynette, Wis.	WIBU	
	WJZ	NB	Prescott, Ariz.	KYCA	
	WLTH		Presque Isle, Me.	WAGM	
	WMCA		Price, Utah	KEUB	
	WNEW		Providence, R. I.	WEAN	NB-M
	WNYC			WJAR	NR
	WOV			WPRO	C
	WQXR		Provo, Utah	KOVO	
Niagara Falls, N. Y.	WHLD		Pueblo, Colo.	KGHF	NB-NR
Norfolk, Nebr.	WJAG		Pullman, Wash.	KWSC	
Norfolk, Va.	WTAR	NB-NR	Quincy, Ill.	WTAD	
Norman, Okla.	WNAD		Racine, Wis.	WRJN	
Northfield, Minn.	WCAL		Raleigh, N. C.	WPTF	NB-NR
North Platte, Neb.	KGNF			WRAL	M
Oakland, Calif.	KLX		Rapid City, S. D.	KOBH	
	KLS			WCAT	
	KROW		Reading, Pa.	WEEU	NR
Ocala, Fla.	WTMC			WRAW	NR
Ogden, Utah	KLO	NB	Red Bank, N. J.	WBRB	
Ogdensburg, N. Y.	WSLB		Redding, Calif.	KVCV	
Oklahoma City, Okla.	KOCY	C	Reno, Nev.	KOH	NB-NR
	KOMA	C	Rice Lake, Wis.	WJMC	
	KTOK	NB-M	Richmond, Ind.	WKBV	
	WKY	NB	Richmond, Va.	WBBL	
Okmulgee, Okla.	KHBG			WMBG	NR
Olean, N. Y.	WHDL			WRNL	
Olympia, Wash.	KGY	M		WRTD	NB
Omaha, Nebr.	KOIL	C-M		WRVA	C-M
	KOWH	NB	Roanoke, Va.	WDBJ	C
	WOW	NR	Rochester, Minn.	KROC	NB-NR
Opelika, Ala.	(unassigned)		Rochester, N. Y.	WHAM	NB
Orlando, Fla.	WDBO	C		WHEC	C
Owensboro, Ky.	WOMI			WSAY	M
Paducah, Ky.	WPAD		Rockford, Ill.	WROK	M
Palestine, Tex.	KNET		Rock Island, Ill.	WBFB	M
Pampa, Texas	KPDN		Rock Springs, Wyo.	KVRS	
Panama City, Fla.	WDLP		Rocky Mount, N. C.	WEED	
Paris, Texas	KPLT		Rome, Ga.	WRGA	
Parkersburg, W. Va.	WPAR	C	Roseburg, Ore.	KRNR	M
Pasadena, Calif.	KPPC		Roswell, N. M.	KGFL	
Pecos, Texas	KIUN		Royal Oak, Mich.	WEXL	
Pensacola, Fla.	WCOA	NB-NR	Rutland, Vt.	WSYB	M
Peoria, Ill.	WMBD	C	Sacramento, Calif.	KFBK	NB
Petersburg, Va.	WPID			KROY	C
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	
	WCAU	C	Saginaw, Mich.	WHAL	
	WDAS			WSAM	
	WFIL	NB-M	St. Albans, Vt.	WQDM	
	WHAT		St. Augustine, Fla.	WPOY	
	WIP	M	St. Cloud, Minn.	KFAM	NB-NR
	WPEN		St. Joseph, Mo.	KFEQ	
	WTEL		St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	KOY	C		KSD	NR
	KTAR	NB-NR		KWK	NB-M
	(unassigned)			KXOK	M
Pierre, S. D.	KGFX			WEW	
Pine Bluff, Ark.	KOTN			WIL	
Pittsfield, Mass.	WBRK	C	St. Paul, Minn.	KSTP	NR
Pittsburg, Kans.	KOAM	NB-NR		WMIN	
Pittsburgh, Pa.	KDKA	NB	St. Petersburg, Fla.	WSUN	NB-NR
	KQV			WTSP	
	WCAE	NR-M	Salem, Mass.	WESX	
	WJAS	C	Salem, Ore.	KSLM	M
	WWSW	M	Salina, Kans.	KSAL	
Plainview, Texas	KWBD		Salisbury, Md.	WSAL	
Plattsburg, N. Y.	WMFF	NB	Salisbury, N. C.	WSTP	M
Pocatello, Ida.	KSEI	NB-NR	Salt Lake City, Utah	KDYL	NR
Ponca City, Okla.	WBBZ			KSL	C
Ponce, Puerto Rico	WPRP			KUTA	NB
Pontiac, Mich.	WCAR		San Angelo, Tex.	KGKL	M
Poplar Bluff, Mo.	KWOC		San Antonio, Tex.	KABC	M
Port Arthur, Tex.	KPAC	M		KMAC	
Port Huron, Mich.	WHLS				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KONO		Tacoma, Wash.	KMO	M
	KTSA	C		KVI	C
	WOAI	NB-NR	Tallahassee, Fla.	WTAL	
San Bernardino, Calif.	KFXM	M	Tallmadge, Ohio (Akron)	WADC	C
San Diego, Calif.	KFSD	NB	Tampa, Fla.	WDAE	C
	KGB	M		WFLA	NB-NR
San Francisco, Calif.	KFRC	M	Temple, Texas	KTEM	M
	KGO	NB	Terre Haute, Ind.	WBOW	NB-NR
	KJBS		Texarkana, Ark.-Tex.	KCMC	NB-NR-M
	KPO	NR	Thomasville, Ga.	WPAX	
	KSAN		Toledo, Ohio	WSPD	NR
	KSFO	C		WTOL	
	KYA		Topeka, Kans.	WIBW	C
San Jose, Calif.	KOW	M	Trenton, N. J.	WTNJ	
San Juan, P. R.	WKAQ	C	Troy, N. Y.	WHAZ	
	WNEL			WTRY	
San Luis Obispo, Calif.	KVEC	M	Tucson, Ariz.	KTUC	C
Santa Ana, Calif.	KVOE	M		KVOA	NB-NR
Santa Barbara, Calif.	KDB	M	Tulsa, Okla.	KOME	M
	KTMS	NB		KTUL	C
Santa Fe, N. M.	KVSF	C		KVOO	NR
Santa Rosa, Calif.	KSRO		Tuscaloosa, Ala.	WJRD	
Saranac Lake, N. Y.	WNBZ		Tuscola, Ill.	WDZ	
Sarasota, Fla.	WSPB		Twin Falls, Ida.	KTFI	NB-NR
Sault Ste. Marie, Mich.	WSOO		Tyler, Texas	KGKB	
Savannah, Ga.	WSAV		Uniontown, Pa.	WMBS	
	WTOC	C	Urbana, Ill.	WILL	
Schenectady, N. Y.	WGY	NR	Utica, N. Y.	WIBX	C
Scottsbluff, Nebr.	KGKY		Valley City, N. D.	KOVC	
Scranton, Pa.	WGBI	C	Vancouver, Wash.	KVAN	
	WQAN		Vermilion, S. D.	KUSD	
	(unassigned)		Vernon, Texas	KVWC	
Seattle, Wash.	KEEN		Vicksburg, Miss.	WQBC	
	KIRO	C	Victoria, Texas	KVIC	
	KJR	NB	Vincennes, Ind.	WAOV	
	KOL	M	Virginia, Minn.	WHLB	C
	KOMO	NR	Visalia, Calif.	KTTC	M
	KRSC		Waco, Texas	WACO	M
	KTW		Wallace, Ida.	KWAL	
	KXA		Walla Walla, Wash.	KUJ	
Sedalia, Mo.	KDRO		Washington, D. C.	WJSV	C
Selma, Ala.	WHBB			WMAL	NB
Sharon, Pa.	WPIC			WOL	M
Shawnee, Okla.	KGFF	M		WRC	NR
Sheboygan, Wisc.	WHBL		Waterbury, Conn.	WATR	M
Shenandoah, Ia.	KFNF			WBRY	C
	KMA	NB-M	Waterbury, Vt.	WDEV	
Sheridan, Wyo.	KWYO		Watertown, S. D.	KWAT	
Sherman, Texas	KRRV	M	Watsonville, Calif.	KHUB	
Shreveport, La.	KRMD		Wausau, Wisc.	WSAU	
	KTBS	NR	Waycross, Ga.	WAYX	
	KWKH	C	Wenatchee, Wash.	KPO	M
Siloam Springs, Ark.	KUOA		Weslaco, Texas	KRGV	NB-NR
Sioux City, Ia.	KSCJ	NB	West Palm Beach, Fla.	WJNO	C
	KTRI		West Lafayette, Ind.	WBAA	
Sioux Falls, S. D.	KELO	NR-NB	Wheeling, W. Va.	WWVA	C
	KSOO	NB-NR	White Plains, N. Y.	WFAS	
South Bend, Ind.	WFAM		Wichita, Kans.	KANS	NB-NR
	WSBT	C		KFH	C
Spartanburg, S. C.	WHTR		Wichita Falls, Tex.	KWFT	C
	WSPA		Wilkes-Barre, Pa.	WBAX	M
Spokane, Wash.	KFIO			WBRE	NB-NR
	KFPY	C	Williamson, W. Va.	WBTH	
	KGA	NB	Williamsport, Pa.	WRAK	
	KHQ	NR	Wilmington, Del.	WDEL	NR
Springfield, Ill.	WCBS			WILM	
	WTAX		Wilmington, N. C.	WMFD	
Springfield, Mass.	WMAS	C	Wilson, N. C.	WGTM	
	WSPR	M	Winona, Minn.	KWNO	
Springfield, Mo.	KGBX	NB-NR	Winston Salem, N. C.	WAIR	M
	KWTO			WSJS	C
Sterling, Colo.	KGEK		Wolf Point, Mont.	KGCX	
Stevens Pt., Wisc.	WLBL		Woodside, N. Y.	WWRL	
Stockton, Calif.	KGDM		Worcester, Mass.	WORC	C
	KWG	NB		WTAG	NR
Suffolk, Va.	WLPM		Yakima, Wash.	KIT	M
Sumter, S. C.	WFIG		Yankton, S. Dak.	WNAX	C
Sunbury, Pa.	WKOK		York, Pa.	WORK	NB-NR
Superior, Wisc.	WDSM	M	Youngstown, Ohio	WKBN	C
Sweetwater, Tex.	KXOX			WFMJ	M
Syracuse, N. Y.	WFBL	C	Yuma, Arizona	KYUM	
	WOLF		Zanesville, Ohio	WHIZ	NB-NR
	WSYR-WSYU	NB	Zarephath, N. J.	WAWZ	



821 STANDARD BROADCASTING STATIONS OF THE UNITED STATES

Following list of stations is arranged in alphabetical order.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to stations early in December. Corrections were made up to the time of going to press to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative, advertising agency or the current issue of STANDARD RATE and DATA.

STATION COVERAGE

In this edition of RADIO ANNUAL coverage data has been added for both the benefit of the station and time-buyer. Approximately 95 per cent of this information has been supplied by the station itself. The rest was compiled from the most authoritative sources available. RADIO ANNUAL, however, does not assume responsibility for market data supplied by stations or taken from sources considered reliable.

ALABAMA

Population 2,895,000

Number of Families 670,000

Number of Radio Homes 375,200

Retail Sales \$370,938,700

Auto Registrations 307,254

WHMA

"ALABAMA'S MODEL CITY STATION"
ANNISTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.
OWNED BY: Harry M. Ayers. OPERATED BY:
John S. Pitts. BUSINESS ADDRESS: WHMA
Bldg., 14th & Noble Sts. PHONE: 2380-2381.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Same. TIME ON THE AIR: Unlimited,
6 a.m. to 10:15 p.m. NEWSPAPER AFFILIA-
TION: Anniston Star. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: World
Broadcasting System, NBC Thesaurus.

Personnel

Owner..... Harry M. Ayers
General Manager..... John S. Pitts
Commercial Manager..... A. Lynne Brannen
Promotional Director..... Edwin Mullinax
Program Director..... Harold Russey
Chief Engineer..... Vernon Story

Coverage

	Daytime	Evening
Population—Primary	96,000	45,000
Radio Homes— "	19,300	10,500
Population—Secondary	33,000	12,000
Radio Homes— "	6,800	3,500

Source: Chamber of Commerce statistics and station survey.

WAPI

"THE VOICE OF ALABAMA"
BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.
OWNED BY: Alabama Polytechnic Institute,
University of Alabama and Alabama College.
PROGRAMMED BY: Voice of Alabama, Inc.
BUSINESS ADDRESS: Protective Life Bldg. STU-
DIO ADDRESS: 14th floor, same building.
TRANSMITTER LOCATION: Sandusky. TIME
ON AIR: 6:00 a.m. to 12:00 midnight; Sundays,
8: a.m. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:

Personnel

Chairman of Board..... Ed Norton
President & Genl. Mgr..... Thad Holt
Treasurer-Business Mgr..... H. H. Holthouser
Chief Announcer..... Lionel Baxter
Agricultural-Publicity Director... Harwood Hull

Coverage

	Daytime	Evening
Population—Primary	260,180*	124,740*

Radio Homes— "	155,620	88,690
Population—Secondary	197,250*	140,920*
Radio Homes— "	100,770	71,850

* Families

Source: CBS research.

Representative Radio Sales

WBRC

"ALABAMA'S DOMINANT STATION"
BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts.
d.; 1000 Watts, n. OWNED BY: Birmingham
Broadcasting Co. OPERATED BY: Same. BUSI-
NESS ADDRESS: Bankhead Hotel. PHONE:
3-9293. STUDIO ADDRESS: Bankhead Hotel.
TRANSMITTER LOCATION: Coalburg Moun-
tain. TIME ON THE AIR: 6:00 A.M. to 11:00
P.M. NEWSPAPER AFFILIATION: Birming-
ham Post. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICE: Standard
Radio, Davis & Schwegler.

Personnel

President K. G. Marshall
Vice President and General Manager J. C. Bell
Secretary-Treasurer Eloise Hanna
Ass't Manager John M. Connolly
Musical Director Herbert C. Grieb
Chief Engineer J. C. Bell

Coverage

	Daytime	Evening
Population—Primary	574,829	453,295
Radio Homes— "	103,300	88,467
Population—Secondary	1,190,285	571,566
Radio Homes— "	183,066	103,545

Source: Field intensity survey.

Representative Paul H. Raymer Co.

WSGN

"THE NEWS-AGE HERALD STATION"
BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: R. B. Broyles
Co. OPERATED BY: The Birmingham News
Co. BUSINESS ADDRESS: Tutwiler Hotel.
PHONE: 4-3434. STUDIO ADDRESS: Tutwiler
Hotel. TRANSMITTER LOCATION: Druid Hills.
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.,

daily; 7:00 A.M. to 11:00 P.M., Sundays. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

Personnel

V.P. and Gen. Mgr. Henry P. Johnston
 Chief Engineer P. B. Cram
 Program Director Bob McRaney
 Promotion Manager Carl Cannon

Coverage

Population—Primary	431,493
Radio Homes— "	85,710
Population—Secondary	782,267
Radio Homes— "	124,800

Source: U. S. Census 1930.

Representative

Headley-Reed Company

W M S L

"THE MUTUAL SAVINGS
 LIFE INSURANCE CO."
 DECATUR—EST. 1935

ALABAMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: 511 Bank St. STUDIO ADDRESS: 511 Bank St. TRANSMITTER LOCATION: 511 Bank St. TIME ON THE AIR: Daytime Schedule, 6:00 A.M. to local sunset, daily; 8:30 A.M. to local sunset, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President M. K. Vickrey
 Vice-President Bryan McAfee
 Secy.-Treasurer-Genl. Mgr. Ted R. Woodard
 Commercial and Adv. Mgr. R. H. Albright
 Program Director Ken Vance
 Chief Engineer Ted Jeffries

Coverage

	Daytime
Population—Primary	175,370
Radio Homes— "	17,509
Population—Secondary	98,705
Radio Homes— "	12,640

Source: Local survey.

Representative

Headley-Reed Company

W A G F

"THE TRI-STATES STATION"
 DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANS-

MITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

Personnel

Station Manager Julian C. Smith
 Commercial Manager Fred Moseley
 Chief Announcer Samuel Hall
 Chief Engineer John T. Hubbard

Coverage

Population—Primary	380,000
Radio Homes— "	45,000

Source: Station estimate.

Representative

Burn-Smith Co.

W J B Y

GADSDEN—EST. 1928

ALABAMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Gadsden Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President B. H. Hopson
 Station Manager J. W. Buttram
 Chief Engineer William Pigg

Coverage

Population—Primary	379,000
Radio Homes— "	44,200
Population—Secondary	189,000
Radio Homes— "	21,700

Source: Mail analysis.

Representative

Sears & Ayer.

W B H P

HUNTSVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President-Station Mgr. W. H. Pollard
 Chief Engineer M. C. Davie, Jr.

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P., 1000 watts, unlimited.) OWNED BY: W. O. Pape. OPERATED BY:

Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Mobile. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....W. O. Pape
 Assistant Manager.....J. H. Hunt
 Sales Manager.....H. K. Martin
 Chief Announcer-Artists' Bureau
 Head-Musical Director.....Jack Bridges
 Chief Engineer.....R. M. Cole

Coverage

Population—Primary 215,000
 Radio Homes— " 31,800
 Population—Secondary 390,000
 Radio Homes— " 48,500

Source: Station estimate.

Representative

John H. Perry Associates

W M O B

MOBILE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: S. B. Quigley. OPERATED BY: S. B. Quigley. BUSINESS ADDRESS: 600 St. Louis St. STUDIO ADDRESS: 600 St. Louis St. TRANSMITTER LOCATION: 600 St. Louis St. TIME ON THE AIR: 7:00 A.M. to local sunset, daily; 8:00 A.M. to local sunset, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....Richard Kingston
 Program Director.....Byron Jenkins

Coverage*

Population—Primary 300,000
 Radio Homes— " 60,000

* Primary area covers a 40-mile radius; secondary area covers a 75-mile radius.

Source: Station estimate.

W C O V

"CAPITAL'S OWN VOICE"
 MONTGOMERY—EST. 1938

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Exchange Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 6:45 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....G. W. Covington, Jr.

Executive Secretary.....Evelyn B. Robinson
 Commercial Manager.....R. B. Ramey
 Program Director.....Weston Britt

Coverage

Population—Primary 104,310
 Radio Homes— " 23,180
 Population—Secondary 191,565
 Radio Homes— " 42,570

Source: Station estimate.

Representative

W. R. Stewart

W S F A

MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Montgomery Broadcasting Co., Inc. OPERATED BY: Montgomery Broadcasting Co., Inc. BUSINESS ADDRESS: Jefferson Davis Hotel. PHONE: Cedar 5880. STUDIO ADDRESS: Jefferson Davis Hotel. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Howard E. Pill
 Local Sales Manager.....John B. DeMotte
 Publicity Director.....M. E. Price
 Musical Director.....E. Caldwell Stewart
 Chief Engineer.....Paul B. Duncan

Coverage

Population—Primary 340,000
 Radio Homes— " 76,000

Source: Station estimate.

Representative

Headley-Reed Co.

W M S D

MUSCLE SHOALS CITY—EST. 1933
 ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: Box 688, Sheffield. PHONE: 821. STUDIO ADDRESS: Highland Park. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.

Personnel

Station Manager.....Joe Van Sandt
 Chief Announcer.....Don Campbell
 Advertising Manager.....Joe Van Sandt
 Program Director.....James Connolly
 Musical Director.....Ernest Ervin
 Chief Engineer.....J. V. Sanderson

Coverage

	Daytime	Evening
Population—Primary	134,561	75,000

ALABAMA — ARIZONA

Radio Homes— " 13,500 8,500
 Population—Secondary . . . 222,000 102,000
 Radio Homes— " 21,600 10,200

Source: Station estimate.

Representative

Burn-Smith Co.

(CALL LETTERS UNASSIGNED)*

OPELIKA—EST. 1940

FREQUENCY: 1370 Kc. POWER 250 watts, d.; 100 watts, n. OWNED BY: Yetta G. Sanford, C. S. Shealy, Thomas D. Sanford, Jr. and J. H. Ord d/b as Opelika-Auburn Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Opelika. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

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

W H B B

"CREATING BUSINESS FOR YOU IS
OUR BUSINESS"

SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

Personnel

President B. H. Hopson

Vice-President-Station Mgr. Julien Smith, Jr.
 Chief Engineer John Yarns

Coverage

Population—Primary 174,000
 Radio Homes— " 21,710

Source: Station estimate.

W J R D

"COVERING WEST ALABAMA"

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 921. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road on Southern Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager J. L. Doss
 Commercial Manager J. Ed Reynolds
 Chief Announcer William "Dick" DeFreitas
 Program Director Wilhelmina Quarles
 Chief Engineer Fred James

Coverage

	Daytime	Evening
Population—Primary	360,000	185,000
Radio Homes— "	75,000	35,000

Source: Station estimate.

Representative

Headley-Reed Company

ARIZONA

Population 412,000

Number of Families 104,000

Number of Radio Homes 79,600

Retail Sales \$133,191,300

Auto Registrations 130,350

K W J B

"THE GLOBE-MIAMI STATION"
GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

Manager Bartley T. Sims
 Commercial Manager Vester Sansing

K C R J

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: Robinson's Jewelry

Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual. 9:00 A.M. to 9:00 P.M.).

Personnel

Manager.....Howard Kuhn

Coverage

Population—Primary 205,900

Radio Homes— " 41,500

Source: Mail analysis survey.

K S U N

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....James S. Matfeo

Station & Commercial Mgr...Carleton W. Morris

Chief Engineer.....David C. Karbach

Coverage

	Daytime	Evening
Population—Primary	35,000	22,000
Radio Homes— "	6,000
Population—Secondary ..	70,000
Radio Homes— "	11,500

Source: U. S. Census.

Representative

John Blair & Company

K O Y

PHOENIX—EST. 1921 (as KFCE)

1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM

THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Camelback Road & 12th St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Transcription Service.

Personnel

PresidentWilliam A. Baldwin

Business Manager.....Albert D. Johnson

Chief Announcer.....Joe Dana

Program Director.....Jack Williams

Station Manager.....Fred A. Palmer

Publicity Director.....Marlene Ayers

Musical Director.....Alfred Becker

Chief Engineer.....Robert Thompson

Coverage

Population—Primary 190,200

Radio Homes— " 32,770

Population—Secondary 228,700

Radio Homes— " 31,060

Source: CBS Listener and Dealer Study.

Representative

John Blair & Company

K T A R

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: KTAR Broadcasting Co. OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

Personnel

General Manager.....Dick Lewis

Commercial Manager.....J. R. Heath

News Editor.....Hal Roach

Program Director.....J. Howard Pyle

Chief Engineer.....A. C. Anderson

Coverage

	Daytime	Evening
Population—Primary	298,803	298,803
Radio Homes— "	55,800	55,800
Population—Secondary ..	74,483	74,483
Radio Homes— "	13,560	13,560

Source: U. S. Census 1930; Joint Committee;

NBC Network Aircas.

Representative

Paul H. Raymer Company

(CALL LETTERS UNASSIGNED)*

PHOENIX—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reece. OPERATED BY: M. C. Reece. BUSINESS ADDRESS: Phoenix. STUDIO ADDRESS: Phoenix. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

KYCA *

PRESCOTT—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

*Station was licensed to operate under a C. P. at time of going to press.

KGLU

"IN THE HEART OF THE VALLEY
OF SMILES"

SAFFORD—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:00 A.M. to 10:00 P.M. (12 hours per day on unlimited license). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor.

Personnel

President.....Louis F. Long
General Manager.....John Merino
Chief Technician.....Paul Merrill
Program Director.....Ralph W. Langley

Coverage

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	45,310	25,000

Source: Mail survey, Chamber of Commerce.

KTUC

"THE VOICE OF TUCSON"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: S. 6th Ave. 12th St. PHONE: Tucson 918 & 5800. STUDIO ADDRESS: Sixth & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 Midnight; Sundays, 9 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs, C. P. MacGregor.

Personnel

President.....Frank Z. Howe
Manager.....D. B. Roush
Studio Director.....R. H. Johnson
Traffic Manager.....Dick Johnson
Chief Engineer.....C. Livingston

Coverage

	Daytime	Evening
Population—Primary	75,000	55,000
Radio Homes— "	8,000	7,000
Population—Secondary	4,000	3,000
Radio Homes— "	3,240	2,240

Source: Joint Committee.

Representative

Joseph Hershey McGillvra (N. Y. and Chicago)

KVOA

"COVERS SOUTHERN ARIZONA LIKE
THE SUNSHINE"

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co. OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2911. PHONE: 3703. STUDIO ADDRESS: 48 East Broadway. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....R. B. Williams
Sales Director.....S. H. Schaeffer
Program Director.....Andrew White
Technical Director.....Leonard L. Nalley

Representative

Paul H. Raymer Co.

KYUM *

YUMA—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: First National Bank Bldg., 22 Second St. STUDIO ADDRESS: First National Bank Bldg., 22 Second St. TRANSMITTER LOCATION: First Street & 19th Ave. TIME ON THE AIR: Unlimited Schedule. NEWSPAPER AFFILIATION: Yuma Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Representative

Paul H. Raymer Company

* Station was licensed to operate under a C. P. at time of going to press.

ARKANSAS

Population 2,048,000

Number of Families 501,000

Number of Radio Homes 254,800

Retail Sales \$264,796,400

Auto Registrations 232,500

K L C N

"ARKANSAS' OLDEST BROADCASTING STATION"

BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Second & Walnut Sts. PHONE: 1000. STUDIO ADDRESS: Railroad & Walnut Sts. TRANSMITTER LOCATION: Second & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

Personnel

Owner and Operator.....Fred O. Grimwood
Advertising Manager.....Fred O. Grimwood
Chief Announcer.....A. J. Bishop
Publicity Director.....Harold Sudbury
Chief Engineer.....Joe Harrington

Coverage

Population—Primary 446,000
Radio Homes— " 92,000
Source: Engineering survey.

K E L D

"IN TUNE WITH SOUTH ARKANSAS
EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President R. E. Melnert
Vice-President.....G. E. Zimmerman
Station Manager F. E. Bolts
Assistant Manager.....Waymond Ramsey
Promotional & Adv. Mgr.....R. H. Laux
Chief Engineer.....Carl Wilson

Representative

Joseph Hershey McGillvra.

K F P W

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. (C. P. 1370 Kc.; 250 watts.) OWNED BY: Southwestern Hotel Co. OPERATED BY: Same.

BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....John A. England
Commercial ManagerJimmie Barry
Advertising ManagerJimmie Barry
Station Manager.....Dorothy A. Gibson
News Bureau Director.....J. E. Garner
Musical DirectorAiton Blake
Chief Engineer.....D. W. Hoisington

K T H S

"SERVING ARKANSAS FROM
HOT SPRINGS"

HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St., P. O. Box 916. PHONE: 212-3. STUDIO ADDRESS: 135 Benton St. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 8:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily; 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight, Sundays. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President.....S. A. Kemp
Chairman, C of C. Radio Board. Lewis Brenner
General Manager.....John I. Prosser
Commercial Manager.....Edward C. Appler
Program Director.....Ewald Kockkritz
Chief Engineer.....J. Clinton Norman

Coverage

Population—Primary 451,360
Radio Homes— " 72,150
Population—Secondary 462,159
Radio Homes— " 58,320
Source: Field intensity survey and mail analysis.

Representative

John Blair & Co.

K W F C *

HOT SPRINGS—EST. 1940

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: Hot Springs. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: Unlimited Schedule.

* Station was licensed to operate under a C. P. at time of going to press.

K B T M

"NORTHEAST ARKANSAS' FRIENDLY VOICE"

JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager-Owner Jay P. Beard
 President W. J. Beard
 Chief Announcer Ottis Roush
 Publicity Director Clarence Adams
 Chief Engineer J. C. Warren

Coverage

	Daytime	Evening
Population—Primary	192,198	64,066
Radio Homes—"	44,685	14,895
Population—Secondary	165,500	55,167
Radio Homes—"	38,589	12,893

Source: Mail response survey; Joint Committee.

K A R K

LITTLE ROCK—EST. 1931

NBC (Southwest Red)
 ARKANSAS NETWORK

TRI-STATE GROUP (WMC-KARK-KWKH-KTBS)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

V.P. and Gen. Mgr. G. E. Zimmerman
 Commercial Manager C. K. Beaver
 Program Director Jack Lewis
 Sales Manager C. K. Beaver
 Musical Director Harris Owen
 Chief Engineer Dan Winn

Coverage

	Daytime	Evening
Population—Primary	616,092	368,983
Radio Homes—"	87,780	54,170
Population—Secondary	1,333,186	347,109
Radio Homes—"	166,920	43,610

Source: NBC coverage map; Joint Committee.

Representative

Edward Petry & Company

K G H I

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Arkansas Gazette. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager R. G. Terrill
 Program Director Dorothy Weise
 Chief Engineer W. O. Van Dusen

K L R A

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: LD 132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Transcription System.

Personnel

President A. L. Chilton
 General Manager S. C. Visonhaler
 Chief Engineer K. F. Tracy

Coverage

Population—Primary	375,000
Radio Homes—"	56,000

Source: Field intensity survey.

Representative

The Katz Agency.

KOTN

"COTTON CENTER OF ARKANSAS"
PINE BLUFF—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Universal Broadcasting Corp.
OPERATED BY: Universal Broadcasting Corp.
BUSINESS ADDRESS: 505½ Main St. PHONE:
721. STUDIO ADDRESS: 505½ Main. TRANS-
MITTER LOCATION: 505½ Main. TIME ON
THE AIR: 7:00 A.M. to 9:00 P.M., CST. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: C. P. MacGregor.

Personnel

President.....B. J. Parrish
Commercial Manager.....R. W. Etter
Station Manager.....B. J. Parrish
Musical Director.....Lucille Grubbs
Chief Engineer.....J. R. Whitworth

Coverage

	Daytime	Evening
Radio Homes—Primary..	31,800	31,800

Source: Station Estimate.

KUOA

"VOICE OF THE OZARKS"
SILOAM SPRINGS—EST. 1923

FREQUENCY: 1260 Kc. Power: 5000 Watts.
OWNED BY: KUOA, Inc. OPERATED BY:
KUOA, Inc. BUSINESS ADDRESS: Siloam
Springs. PHONE: Long distance 77. STUDIO
ADDRESS: Siloam Springs. TRANSMITTER
LOCATION: 1 mile west of Siloam Springs.
TIME ON THE AIR: 6:00 A.M. to local sunset.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICES: World Broadcasting System,
Lang-Worth Programs, NAB Bureau of Copy-
rights.

Personnel

Chairman of Board.....John E. Brown
President.....Richard Hodges
Station Manager.....Storm Whaley
Program Director.....Leslie Wright
Asst. Program Director.....Elnora Kincaid
Chief Engineer.....J. L. Miller

Coverage

Population—Primary	992,655
Radio Homes— "	231,470

Source: Station estimate.

Representative

Furgason & Walker, Inc.

CALIFORNIA

Population 6,154,000

Number of Families 1,818,000

Number of Radio Homes 1,719,800

Retail Sales \$2,462,909,000

Auto Registrations 2,597,536

KERN

BAKERSFIELD—EST. 1932
NBC (RED & BLUE) CALIFORNIA RADIO
SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
OWNED BY: McClatchy Broadcasting Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Eik's Bldg. PHONE: 5700-1. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to mid-
night; Sundays, 8:00 A.M. to midnight. NEWS-
PAPER AFFILIATIONS: Fresno Bee, Sacra-
mento Bee. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Standard Radio. MAINTAINS ARTISTS' BU-
REAU.

Personnel

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station & Sales Mgr.....Robert L. Stoddard
Publicity Director.....Walter Baziuk
Chief Engineer.....Verne Shatto

Coverage

	Daytime	Evening
Population—Primary	120,000	120,000
Radio Homes— "	24,000	24,000

Source: Station estimate.

Representative

Paul H. Raymer Co.

KPMC

BAKERSFIELD—EST. 1933
MUTUAL—DON LEE BROADCASTING
SYSTEM; CBS

FREQUENCY: 710 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Pioneer Mer-
cantile Co. OPERATED BY: Pioneer Mercantile
Co. BUSINESS ADDRESS: Twentieth & Eye Sts.
PHONE: 4500, 5100. STUDIO ADDRESS: 307½
E. 21st St. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 6:45 A.M. to 12:00 P.M.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....F. G. R. Schamblin
 Station Manager.....L. A. Schamblin
 Commercial Manager.....L. A. Schamblin
 Chief Announcer.....C. C. Sturm
 Chief Engineer.....L. P. Jarvis

Coverage

Population—Primary 198,000
 Radio Homes— " 53,600
 Source: Field intensity survey.

K R E

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

Personnel

Station & Commercial Mgr.... Arthur Westlund
 Advertising & Sales Mgr.... Donald Hambly
 Musical Director.....Harrold S. Hawley
 Chief Engineer.....Ralph Kennedy

Coverage

	Daytime	Evening*
Population—Primary	1,258,174	1,500,000
Radio Homes— " "	357,500	400,000
Population—Secondary	413,400	500,000
Radio Homes— " "	102,380	150,000

* Estimate.

Source: Field intensity survey and mail analysis: U. S. Department of Commerce.

K M P C

BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 watts. (C. P. 5000 watts, d.; 1000 watts, n. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus.

Personnel

President.....G. A. Richards
 Vice-President.....Leo Fitzpatrick
 Vice-President.....John Patt
 Vice-President-General Manager..Leo B. Tyson
 Publicity Director.....Lois Cowan
 Chief Engineer.....Roger Love

Coverage

Population—Primary 3,100,000
 Radio Homes— " 914,000
 Source: Field survey.

Representative

Furgason & Walker, Inc.

K H S L

"YOUR STATION"

CHICO—EST. 1935

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 250 watts. (C. P. 5000 watts, d.; 1000 watts, n.) OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 303. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Horace Thomas
 Vice-President.....Hugh McClung
 Secretary-General Mgr.....M. F. Woodling
 Chief Announcer.....Oral Phillips
 Musical Director.....Earl Wright
 Chief Engineer.....Morton Weibers

Coverage

	Daytime	Evening
Population—Primary	307,717	307,717
Radio Homes— " "	103,662	103,662
Population—Secondary	47,701	47,701
Radio Homes— " "	16,054	16,054

Source: Field strength measurements and mail response survey.

Representative

John Blair & Co.

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

Personnel

Manager.....E. R. Irey
 Promotion Manager.....F. M. Bowles

Coverage

Population—Primary	83,800
Radio Homes— " "	17,000
Population—Secondary	86,750
Radio Homes— " "	20,300

Source: Field intensity survey.

K I E M

"THE VOICE OF THE REDWOODS"
EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Titan, C. P. MacGregor, Lang-Worth.

Personnel

Station Manager.....Wm. B. Smullin

Coverage

Population—Primary 120,000
Radio Homes— " 34,000
Source: Mail analysis.

Representative

John Blair & Company

K A R M

"THE VOICE OF CENTRAL CALIFORNIA"
FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (Daily, 18 hours; Sundays, 18 hours). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station ManagerLou Keplinger
Program DirectorDick Wegener
Chief EngineerJohn Scales

Representative

Weed & Co.
Walter Biddick Co. (Coast)

K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts. (C. P. 5000 watts, d.) OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

PresidentGuy Hamilton
Commercial Manager.....Howard Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station Manager.....Keith Collins

Coverage

Population—Primary 512,600
Radio Homes— " 137,000
Population—Secondary 115,000
Radio Homes— " 32,000
Source: Station estimate.

Representative

Paul H. Raymer Co.

K I E V

"THE CHOICE SPOT ON THE DIAL"
GLENDALE—EST. 1932

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press.

Personnel

Co-ownerD. H. Cannon
Co-ownerReed Callister
General ManagerL. W. Peters
Program Director.....W. R. McLain

K F O X

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts (C. P. 5000 watts, d.). OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentHal G. Nichols
Commercial Manager..Lawrence W. McDowell
Publicity Director.....Lou Huston
Musical Director.....Rolly Wray
Chief Engineer.....Lawrence W. McDowell

Coverage

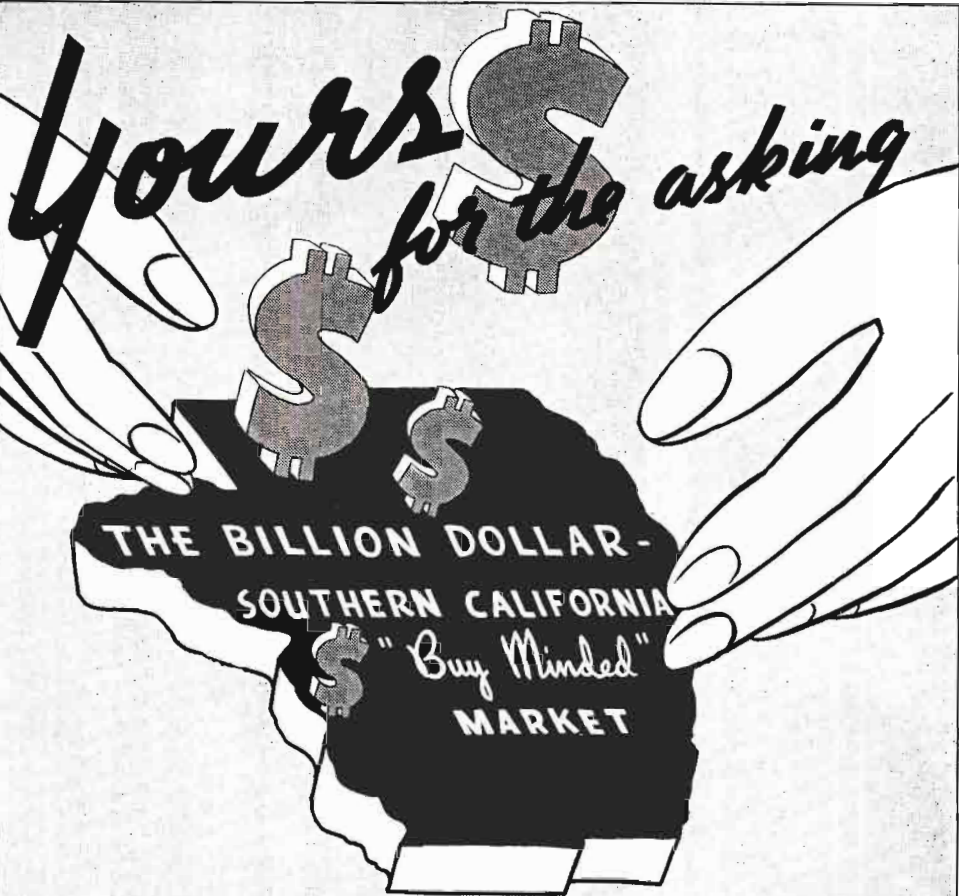
	Daytime	Evening
Population—Primary	*740,000	*825,000
Radio Homes— "	420,000	468,000
Population—Secondary ..	*20,000	*20,000
Radio Homes— "	8,000	8,000

* Families.

Source: Station estimate.

Representative

Walter Biddick Co.



780
KECA
 NBC BLUE NETWORK
 5000 watts day
 1000 watts night

Owned and Operated by
Frank C. Anthony, Inc.
 LOS ANGELES, CALIFORNIA

640
KFI
 NBC RED NETWORK
 50,000 watts
 clear channel

FREE & PETERS, Inc.
 KECA National Sales Representative

EDWARD PETRY & CO.
 KFI National Sales Representative

KGER

"THE HARBOR STATION"
LONG BEACH—EST. 1925

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
OWNED BY: Consolidated Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Dobyns Footwear Bldg., 643 S. Olive St.
PHONE: 660-41. STUDIO ADDRESS: Dobyns
Footwear Bldg.; 643 S. Olive St., Los Angeles;
County Hall of Records, Los Angeles. TRANSMITTER
LOCATION: North Long Beach. TIME
ON THE AIR: 6:00 A.M. to midnight. NEWS-
PAPER AFFILIATION: Long Beach Press, Tele-
gram and Sun. NEWS SERVICE: Transradio
Press, KGER News Bureau, and local news.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, Standard Radio, NAB Transcrip-
tions.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial ManagerJohn A. Dobyns
Business ManagerTom Hunter
Sales Manager.....Don Alderman
Chief Announcer.....Paul Masterson
Program Director.....Helene Smith
Publicity and Production Director
Iola Josephson
News Editor.....Kelly Woolpert
Public Relations Manager.....Lee Wynne
Director of Educational Programs
Evalyn E. Dobyns
Office Manager.....Constance Brown
Chief EngineerJay Tapp

Coverage

Population—Primary 2,440,000
Radio Homes— " 725,000
Population—Secondary 501,000
Radio Homes— " 145,000
Source: Field intensity survey and mail
analysis.

Representative

Howard H. Wilson Company

KECA

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 780 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Earle C. An-
thony, Inc. OPERATED BY: Same. BUSINESS
ADDRESS: 141 N. Vermont Ave. PHONE: Fair-
fax 2121. STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: 2951 Maynier Lane. TIME
ON THE AIR: 6:30 A.M. to midnight. NEWS
SERVICE: United Press. TRANSCRIPTION SER-
VICE: Standard Transcription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager
Harrison Holliday
Commercial and Sales Manager...Clyde Scott
Program Manager.....Glan Heisch
Musical Director.....Claude Sweeten
Production Manager.....John I. Edwards

Chief EngineersCurtis Mason,
H. L. Blatterman

Coverage

Population-Primary 3,154,380
Radio Home- " 896,830
Source: Station estimate

Representative

Free & Peters, Inc.

KFAC

"HOME, CHURCH AND SCHOOL"

LOS ANGELES—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 watts.
OWNED BY: Los Angeles Broadcasting Co.
OPERATED BY: Los Angeles Broadcasting Co.
BUSINESS ADDRESS: 645 So. Mariposa.
PHONE: Fitzroy 1234. STUDIO ADDRESS: 645
So. Mariposa. TRANSMITTER LOCATION:
8581 W. 18th St. TIME ON THE AIR: 24 hours
daily. NEWS SERVICE: United Press.

Personnel

President and Gen'l Manager...Calvin J. Smith
Sales Manager.....Chas. T. Hughes
Program Manager.....R. Van Des Autels
Publicity Director.....Lucille Dinsmore
Traffic Manager.....Ruth Brown
Chief Engineer.....H. W. Anderson

Coverage

Population—Primary 3,000,000
Radio Homes- " 851,210
Source: Station estimate

KFI

LOS ANGELES—EST. 1922

NBC—RED

FREQUENCY: 640 Kc. POWER: 50,000
watts. OWNED BY: Earle C. Anthony, Inc. OP-
ERATED BY: Same. BUSINESS ADDRESS: 141
N. Vermont St. PHONE: Fairfax 2121. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Buena Park. TIME ON THE AIR: 6:45 A.M.
to midnight. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: Standard Trans-
cription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager
Harrison Holliday
Sales Manager.....Clyde Scott
Program Manager.....Glan Heisch
Production Manager.....John I. Edwards
News Editor.....Jose Rodriguez
Chief Engineers.....Curtis Mason,
H. L. Blatterman

Coverage

Daytime Evening
Population—Primary 4,739,129 4,739,129
Radio Homes— " 1,300,000 1,300,000
Source: Station estimate

Representative

Edward Petry & Co., Inc.

K F S G

"THE VOICE OF ANGELUS TEMPLE"

LOS ANGELES—EST. 1923

FREQUENCY: 1120 Kc. POWER: 2500 Watts. d.; 1000 Watts. n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. BUSINESS ADDRESS: 1100 Glendale Blvd. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Los Angeles. TIME ON THE AIR: 7:45 P.M. to 12:00 Midnight, daily except Friday; 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:15 P.M., and 9:00 P.M. to 1:00 A.M., Sundays.

Personnel

President.....Dr. Giles N. Knight
Program Director.....Phil Kerr

K F V D

"CENTER OF THE DIAL"

LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Drexel 2391. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: 9300 Cattaraugus St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schweigler.

Personnel

Owner.....J. F. Burke
Station Manager.....Frank Burke
Commercial Manager.....F. J. Smalley, Jr.
Chief Announcer.....Howard Gray
Chief Engineer.....Jack Smithson

K F W B

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....J. L. Warner
Station Manager.....Harry Maizlish
Commercial Manager.....Jack O. Gross
Chief Announcer.....Harry Hall
Production Manager.....Manning Ostroff
Publicity Director.....David Davidson
Musical Director.....Leon Leonardi
Chief Engineer.....Harry Myers

Coverage

Population—Primary 2,400,000
Population—Secondary 525,000
Source: Chamber of Commerce

Representative

Paul H. Raymer Co.
(See Page 40)

K G F J

"KEEPING GOOD FOLKS JOYFUL"

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: 1828 Oak St. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service; Standard Radio.

Personnel

ManagerBen S. McGlashan
Assistant ManagerH. Duke Hancock
Program Director.....Thelma Kirchner

Representative

Cox & Tanz

K H J

"KINDNESS, HAPPINESS AND JOY"

LOS ANGELES—EST. 1923

MUTUAL & DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentThomas Lee
Vice-President and General Manager
Lewis Allen Weiss
Assistant Manager.....Wilmet H. Brown
General Sales Manager...Wilbur Eickelberg
Television Director.....Harry Lubcke
Program Director.....Van C. Newkirk
Commercial Manager.....Sydney Gaynor
Publicity Director.....Mark Finley
Musical Director.....William Krauth
Chief EngineerFrank Kennedy

Coverage

	Daytime	Evening
Population—Primary	2,283,847	2,283,847
Radio Homes—"	693,800	693,800
Population—Secondary	385,823	385,823
Radio Homes—"	96,455	96,455

Source: Joint Committee.

Representative

John Blair & Company

K M T R

"TOP OF THE DIAL"

LOS ANGELES—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:30 P.M. (on unlimited license). NEWS SERVICE: Transradio Press. MAIN: TAIN'S ARTISTS' BUREAU.

Personnel

President Victor E. Dalton
 General Manager..... Kenneth O. Tinkham
 Production Manager..... Mort Werner
 Musical Director Salvatore Santaella
 Chief Technician Carrol Hauser

Representative

Burn-Smith Co.

K N X

"THE VOICE OF HOLLYWOOD"
LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6121 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 1212. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. ARTISTS' BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Library Service.

Personnel

General Manager... Donald W. Thornburgh
 Pacific Coast Sales Manager... Arthur J. Kemp
 S. Calif. Sales Manager..... Harry W. Witt
 N. Calif. Sales Manager.... Henry M. Jackson
 National Network Sales.... William E. Forbes
 CBS Western Program Director. Charles Vanda
 KNX-Pacific Network Program

Director Russ Johnston
 Pacific Network Sales Promotion

Manager..... George L. Moskovics
 Chief Engineer..... Lester H. Bowman
 Director of Public Relations..... Fox Case
 Director of Publicity..... Hal Rorke
 Traffic Manager..... Alan Cormack
 Auditor..... Charles D. Ryder, Jr.
 Assistant Program Director..... Ben Paley
 Musical Director..... Lud Gluskin
 Continuity Chief..... Paul Pierce
 Production Manager..... Edith Todesca
 Sound Effects Chief..... Alfred Span
 Managing News Editor..... Nelson Pringle
 Announcing Supervisor..... William Gay
 Director of Education... Frances Farmer Wilder

Coverage

	Daytime	Evening
Population—Primary	3,322,600	7,069,700
Radio Homes— "	836,030	1,553,920
Population—Secondary	2,800,400	4,743,900
Radio Homes— "	664,280	1,105,810

Source: Market Research Division of Columbia Broadcasting System.

Representative

Radio Sales.

K R K D

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 watts. d.; 1000 watts. n. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: Shares Time with KFSG. NEWS SERVICE: United Press.

Personnel

General Manager..... John A. Driscoll
 Studio Manager & Program Director
 Howard R. Bell
 Publicity Director..... Joe Micciche
 Chief Engineer..... Willis O. Freitag

Representative

Joseph Hershey McGillvra.

(CALL LETTERS UNASSIGNED)*

MARYSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: Marysville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

K Y O S

"THE GATEWAY TO YOSEMITE"
MERCED—EST. 1936

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Merced Star. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President Hugh McClung
 Station Manager John W. Crews
 Production Manager-Chief
 Announcer Charles Kingsley, Jr.
 Sales Manager John W. Crews
 Publicity Director Larue Curd
 Chief Engineer Morton Weibers

Coverage

Population—Primary 88,161
 Population—Secondary 365,321
 Source: Station estimate.

Representative

John Blair & Co.

K T R B

"VOICE OF CENTRAL CALIFORNIA"
MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts.
 OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: P. O. Box 405. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: 6:30 A.M. to sunset. NEWS SERVICE: United Press and local news.

Personnel

General Manager William H. Bates, Jr.
 Commercial Manager T. R. McTammany

Representative

Walter Biddick Co. and Cox & Tanz

K D O N

"MUTUAL'S VOICE FOR THE MONTEREY BAY AREA"
MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Casa Del Rey Hotel, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President Allen Griffin
 Station Manager Howard V. Walters
 Commercial Manager H. V. Walters
 Chief Announcer Jack Eliassen
 Publicity Director Bob Pinkerton
 Chief Engineer Melvin Johnson

Coverage

	Daytime	Evening
Population—Primary	128,690	97,650
Radio Homes "	30,182	22,050

Population—Secondary ..	421,000	336,800
Radio Homes "	90,100	72,080

Source: Field intensity survey.

Representative

John Blair & Co.

K L S

OAKLAND—EST. 1921

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Highgate 1212. STUDIO ADDRESS: 327-21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

Personnel

Station Manager S. W. Warner
 Commercial Manager F. W. Morse

Coverage

Radio Homes—Primary	412,630
Radio Homes—Secondary	80,990

Source: Station estimate.

K L X

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager Preston D. Allen

K R O W

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 19th & Broadway. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Glencourt 6774. PHONE: Orday 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited (18 hours, daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky

CALIFORNIA

Coverage

	Daytime	Evening
Population—Primary	1,920,000	1,920,000
Radio Homes— "	460,960	460,960
Population—Secondary	212,000	212,000
Radio Homes— "	52,200	52,200

Source: Joint Committee.

Representative

Free & Peters, Inc.

K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Same. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Sycamore 3-2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday 7:00 P.M. to 9:30 P.M. Non-Commercial).

Personnel

Station Manager David Black
 Chief Announcer Vincent Parsons
 Program Director Leon Hall
 Chief Engineer N. V. Parsons

Coverage

	Daytime	Evening
Population—Primary	344,000	344,000
Population—Secondary	625,000	625,000

Source: Chamber of Commerce.

K V C V

"VOICE OF THE SHASTA DAM AREA"
 REDDING—EST. 1936

MUTUAL

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Highway No. 99. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President Hugh McClung
 Vice-President M. F. Woodling
 Station Manager E. P. Milburn
 Commercial Manager Clyde Wiegand
 Advertising Manager Carl Winther
 Production Manager-Publicity
 Director Clyde Wiegand
 Chief Announcer E. Dawson
 Chief Engineer Robert Boren

Coverage

	Daytime	Evening
Population—Primary	14,000	17,000
Radio Homes— "	3,325*	4,040*

Population—Secondary	36,000	32,000
Radio Homes— "	8,550*	7,600*

* Approximation.

Source: Chamber of Commerce; Joint Committee; Mail analysis.

Representative

John Blair & Company

K F B K

"THE CAPITOL STATION OF
 CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA
 RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President G. C. Hamilton
 Station & Business Manager Howard Lane
 Chief Announcer Tony Koester
 Sales Manager Leo Ricketts
 Publicity Director H. Jacobsen
 Musical Director George Breece
 Chief Engineer Norman D. Webster

Coverage

Population—Primary	730,000
Radio Homes— "	197,000
Population—Secondary	276,000
Radio Homes— "	79,000

Source: Field intensity survey and mail response analysis.

Representative

Paul H. Raymer Company

K R O Y

"THE ROY MILLER STATION"
 SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner Royal Miller
 Station Manager Will Thompson, Jr.
 Sales Manager D. E. Lundy
 Chief Engineer Milton Cooper

CALIFORNIA

Coverage

Population—Primary	375,000
Radio Homes— "	104,700
Population—Secondary	145,000
Radio Homes— "	42,000

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra.
Walter Biddick & Company (Coast).

K F X M

"VOICE OF THE SUNKIST VALLEY"
SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: J. C. & E. W. Lee. OPERATED BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

Station Manager.....J. Clifford Lee
Commercial Manager.....Gene W. Lee
Chief Announcer.....Howard Baichly
Sales Manager.....Maurice Vroman
Publicity Director.....E. W. Lee
Chief Engineer.....Richard T. Sampson

Coverage

	Daytime	Evening
Population—Primary	149,911	106,241
Radio Homes— "	41,657	25,379
Population—Secondary	49,121	27,491
Radio Homes— "	17,278	7,634

Source: Station survey.

Representative

John Blair & Company

K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.
OWNED BY: Airtan Radio Corp., Ltd. OPERATED BY: Airtan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager....Thomas E. Sharp
Assistant Manager.....Sam Lipsell
Commercial Manager.....John Babcock
Sales Manager.....John Babcock

Program-Publicity Director ... Leah McMahon
Musical Director Leah McMahon
Chief Engineer Harold Hasenbeck

Coverage

Population—Primary	2,591,700
Radio Homes— "	825,000

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

Representative

Paul H. Raymer Company

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Genl. Mgr.....Lewis Allen Weiss
Station Manager.....S. W. Fuller
Sales Manager.....D. J. Donnelly
Program Director.....Edgar L. Tidwell
Chief Engineer.....Milam Cater

Coverage

	Daytime	Evening
Population—Primary	280,000	280,000
Radio Homes— "	54,300	54,300

Source: Station survey.

Representative

John Blair & Co.

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentThomas S. Lee
Station Manager.....William D. Pabst
Commercial Manager.....Ward D. Ingram
Production Supervisor.....Robert Bence
Sales-Traffic Manager.....Enes Canata
Publicity Director.....Phil Stearns

Musical Director.....Cy Trobbe
 Chief Engineer.....Ernest G. Underwood

Coverage

	Daytime	Evening
Population—Primary	2,467,010	2,136,890
Radio Homes— "	663,120	580,940
Population—Secondary	3,270,260	
Radio Homes— "	841,710	780,670

Source: Joint Committee.

Representative

John Blair & Co.

K G O

SAN FRANCISCO—EST. 1924
 NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts.
 OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 6:30 A.M. to midnight—(Sunday) 7:30 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davls & Schwegler.

Personnel

PresidentCharles Wilson
 Station Manager.....A. E. Nelson
 Sales Promotion Manager...Robert McAndrews
 Program Director.....Glenn Dolberg
 Production Manager.....Robert Seal
 Office Manager.....S. P. Dorais
 Chief Announcer.....Paul Gates
 Sales Manager.....William B. Ryan
 Traffic Manager.....George Fuerst
 Education & Agriculture
 DirectorJennings Pierce
 Publicity Director.....Milton Samuel
 Musical Director.....Robert Seal
 Station Engineer.....Curtis D. Peck

Coverage

	Daytime	Evening
Population—Primary	2,428,600	2,460,500
Radio Homes— "	660,900	672,000
Population—Secondary	803,300	2,644,600
Radio Homes— "	221,500	683,400

Source: NBC circulation airtel method.

Representative

National Broadcasting Co., Inc.

K J B S

SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts.
 OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset.

(Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press. KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth, NAB Library.

Personnel

General Manager.....Ralph R. Brunton
 Manager.....E. P. Franklin

Coverage

Population—Primary	1,497,000
Radio Homes— "	400,000

Source: Field intensity measurements.

Representative

Homer Owen Griffith, Los Angeles

K P O

"THE VOICE OF THE GOLDEN WEST"
SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

President.....Lenox R. Lohr
 Station Manager.....A. E. Nelson
 Sales Promotion Manager...Robert McAndrews
 Program Director.....Glenn Dolberg
 Production Manager.....Robert Seal
 Office Manager.....S. P. Dorais
 Chief Announcer.....Paul Gates
 Sales Manager.....William B. Ryan
 Traffic Manager.....George Fuerst
 Education & Agriculture

DirectorJennings Pierce
 Publicity Director.....Milton Samuel
 Musical Director.....Robert Seal
 Station Engineer.....Curtis D. Peck

Coverage

	Daytime	Evening
Population—Primary	2,736,500	2,624,600
Radio Homes— "	741,200	714,100
Population—Secondary	293,100	3,034,300
Radio Homes— "	80,800	753,300

Source: NBC circulation airtel method (field intensity strength plus mail response).

Representative

National Broadcasting Co., Inc.

K S A N

"SAN FRANCISCO'S TWENTY-FOUR
 HOUR STATION"

SAN FRANCISCO—EST. 1925

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Golden Gate Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Station Manager..... S. H. Patterson
 Assistant Manager..... William C. Grove
 Sales Manager..... C. E. Hopkins
 Publicity Director..... Les. Malloy
 Musical Director..... Dudley Manlove
 Chief Engineer..... Wm. C. Grove

Coverage

	Daytime	Evening
Population—Primary	1,561,528	1,561,528
Radio Homes— " "	391,000	391,000
Population—Secondary	1,753,460	1,753,460
Radio Homes— " "	451,030	451,030

Source: Station survey.

Representative

Forjoe & Co.

K S F O

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 Esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islia Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth.

Personnel

President..... W. I. Dumm
 General Manager..... Lincoln Dellar
 National Sales Manager..... Charles Morin
 Program Director..... Arthur E. Stowe
 Publicity Director..... Marie Houlihan
 Musical Director..... Dick Aurandt
 Chief Engineer..... R. V. Howard

Coverage

	Daytime	Evening
Population—Primary	2,152,392	2,179,825
Radio Homes— " "	635,450	638,860
Population—Secondary	566,480	148,575
Radio Homes— " "	159,720	47,250

Source: Joint Committee; county auditor's estimate (1939).

Representative

Free & Peters, Inc.

K Y A

"SERVING NORTHERN CALIFORNIA"

SAN FRANCISCO—EST. 1926

FREQUENCY: 1230 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Hearst Ra-

dio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: American Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

Personnel

President..... J. V. Connolly
 General Manager..... Reiland Quinn
 Commercial & Assistant
 Manager..... Gurden Mooser
 National Advertising Manager. John Livingston
 Chief Announcer..... David S. Vaile
 Publicity Director..... J. Clarence Meyers
 Musical Director..... Edward Fitzpatrick
 Chief Engineer..... Paul C. Schulz

Coverage

Population—Primary	1,552,000
Radio Homes— " "	457,000
Population—Secondary	1,960,000
Radio Homes— " "	578,000

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

Representative

International Radio Sales.

K Q W

SAN JOSE—EST. 1910

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Alviso Bay. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: 1470 Pine St. PHONE: Ordway 4148. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library, Davis & Schwegler.

Personnel

President..... Ralph R. Brunton
 General Manager..... C. L. McCarthy
 Sales Manager..... H. O. Fiebig

Coverage

	Daytime	Evening
Population—Primary	2,834,542	2,834,542
Radio Homes— " "	545,870	545,870

Source: Joint Committee; Chamber of Commerce.

Representative

Joseph Hershey McGillvra

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager Les Hacker
Commercial Manager John C. Clifton
Sales Manager Jack Wasson
Program Director Aram Rejebian
Chief Announcer H. Fleming Wood

Coverage

Population—Primary* 74,033
Radio Homes— " 17,763

* San Luis Obispo County and parts of Santa Barbara, Monterey, King, Kern and Fresno counties.

Source: Station survey.

Representative

John Blair & Co.

K V O E

"THE VOICE OF THE ORANGE EMPIRE"
SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and General Manager, Ernest L. Spencer
Commercial Manager Ed McCaffrey
Merchandising & Promotion
Manager Vic Rowland
Chief Engineer Wallace S. Wiggins

Coverage

Population—Primary Evening
Radio Homes— " 580,000
..... 117,500

Source: U. S. Census.

Representative

John Blair & Company

K D B

"THE VOICE OF SANTA BARBARA"

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 4131. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Thomas S. Lee
Station Manager Earl Pollock
Production Manager & Chief
Announcer Robert Boyd
Sales Manager Arthur Manuel
Chief Engineer Robert Arne

Coverage

	Daytime	Evening
Population—Primary	118,400	118,400
Radio Homes— "	37,000	37,000
Population—Secondary	26,000	26,000
Radio Homes— "	8,000	8,000

Source: Station survey.

Representative

John Blair & Co.

K T M S

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO.

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager Frank V. Webb
Program Director William Sanford

Coverage

	Daytime	Evening
Population—Primary	138,958	138,958
Radio Homes— "	34,450	34,450

Source: U. S. Census.

Representative

Weed & Company

K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS-PAPER AFFILIATION: Santa Rose Press-Democrat, Santa Rosa Republican. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....E. L. Finley
 Manager.....Wilt Gunzendorfer

Coverage

	Daytime	Evening
Population—Primary	34,495	34,495
Radio Homes— "	15,710	15,710
Population—Secondary ..	32,985	32,985
Radio Homes— "	14,145	14,145

Source: Mail response survey.

Representatives

Joseph Hershey McGillvra
 Walter Biddick Co.

**CALIFORNIA
 RADIO
 EXECUTIVES
 READ
 RADIO
 DAILY
 REGULARLY**

K G D M

STOCKTON—EST. 1928

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....Joe D. Carroll
 Program Director.....Lillian Best Parkin

K W G

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
 Station & Sales Manager.....George Ross
 Chief Announcer.....Howard Thurston
 Chief Engineer.....Russell Bennett

Representative

Paul H. Raymer Company

K T K C

VISALIA—EST. 1937

FREQUENCY: 890 Kc. POWER: 1000 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 midnight, Saturdays. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Langworth, NBC Thesaurus.

Personnel

General Manager.....Chas. A. Whitmore
 Station Manager.....Chas. P. Scott

CALIFORNIA — COLORADO

Sales Manager.....Milliard Kibbe
 Program Director.....Charles B. Foll
 Chief Announcer.....Sheldon Anderson
 Chief Engineer.....Bert Williamson

Coverage

	Daytime	Evening
Population—Primary	455,400	350,000
Radio Homes— "	93,650	
Population—Secondary ..	*750,000	

* Approximation.

Representative

John Blair & Company

K H U B

"THE VOICE OF THE MONTEREY
 BAY AREA"
 WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: John P. Scripps. OPERATED BY:
 Same. BUSINESS ADDRESS: P. O. Box 349.
 PHONE: 1700-1. STUDIO ADDRESS: Watson-
 ville. TIME ON THE AIR: 7:00 A.M. to 11:00
 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays.
 NEWSPAPER AFFILIATION: Watsonville Reg-
 ister-Pajaronian. NEWS SERVICE: Associated
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

Manager.....M. S. Walker
 Production Manager.....Jack R. Wagner
 Chief Announcer.....Gordon Roth
 Publicity Director.....Phil Bernhelm
 Musical Director.....Helen Farrell
 Women's Director.....Helen Farrell
 Chief Engineer.....Jack R. Wagner

Representative

Walter Biddick Co.

COLORADO

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$332,814,900

Auto Registrations 341,000

K G I W

"THE VOICE OF THE GREAT SAN LUIS
 VALLEY"

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: E. L. Allen. OPERATED BY: E. L.
 Allen. BUSINESS ADDRESS: Alamosa, Colo.
 PHONE: Alamosa 26. STUDIO ADDRESS:
 Alamosa and Monte Vista. TRANSMITTER LO-
 CATION: East Alamosa, Colo. TIME ON THE
 AIR: 7:30 A.M. to 9:30 P.M. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 C. P. MacGregor, Standard Radio.

Personnel

Owner.....E. L. Allen
 News Editor.....John R. Thomas
 Chief Engineer.....Will M. Thomas

K V O R

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.
 OWNED BY: Outwest Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS:
 Antlers Hotel. PHONE: Main 278. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Platte Ave. east of city limits. TIME ON THE
 AIR: 6:45 A.M. to midnight. NEWSPAPER AF-
 FILIATIONS: Colorado Springs Gazette & Tele-
 graph. NEWS SERVICE: Associated Press.
 TRANSCRIPTION SERVICES: NBC Thesaurus,
 Standard Radio, & Lang-Worth Features.
 MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. K. Gaylord
 Station Manager.....Hugh B. Terry
 Artists Bureau Head.....Duane Osborn
 Program and Publicity
 Director.....Lucille Santarelli
 Musical Director.....Arbor Fuller
 Chief Engineer.....Cozine Strang

Coverage

Population—Primary	166,000
Radio Homes— "	38,000
Population—Secondary	59,300
Radio Homes— "	11,500

Source: Mail response analysis.

Representative

The Katz Agency

EXCLUSIVE

ON **K F E L**

IN **DENVER**

MUTUAL NETWORK CO-OPERATIVE PROGRAMS

offer EXCLUSIVE sponsorship identification with the major audience of live coast-to-coast network programs like these:

THE SHADOW

THE LONE RANGER

FULTON LEWIS, JR.

THE JOHNSON FAMILY

SHOW OF THE WEEK

KEEP FIT TO MUSIC

MARRIAGE LICENSE ROMANCES



Complete information, availabilities and low pro-rata talent costs on request to:

GENE O'FALLON — KFEL, Manager

OR ASK A JOHN BLAIR MAN

K F E L

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL
COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 1000 Watts.
OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schwegler.

Personnel

President-Station Manager.....Gene O'Fallon
Director.....Frank Bishop
Commercial Manager.....Holly Moyer
Traffic Manager.....Don McCaig
News Service Manager.....Bill Welsh
Chief Announcer.....Herb Trackman
Chief Engineer.....J. P. Veatch

Coverage

	Daytime	Evening
Population—Primary	526,445	526,445
Radio Homes— "	125,786	124,780
Population—Secondary	323,300	526,445
Radio Homes— "	162,230	125,780

Source: Mail analysis.

Representative

John Blair & Company

K L Z

"PIONEER BROADCASTING STATION
OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

Personnel

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Sales Manager.....Fred L. Allen
Program Director.....Arthur Wuth
Production Manager.....Howard R. Chamberlain
Promotion Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. McClelland

Coverage

	Daytime	Evening
Population—Primary	1,286,193	1,051,055
Radio Homes— "	255,000	214,990

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K M Y R *

DENVER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. W. Meyer. OPERATED BY: F. W. Meyer. BUSINESS ADDRESS: Denver. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a C.P. at the time of going to press and no further information was available after the usual requests.

K P O F

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St.

K V O D

"THE VOICE OF DENVER"
DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pecos St., North of Denver. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler.

Personnel

President and General Manager....W. D. Pyle
Secretary-Treasurer.....T. C. Ekrem
Station & Commercial Manager....T. C. Ekrem
Chief Announcer.....J. E. Finch
Publicity Director.....B. H. Stanton
Musical Director.....J. E. Finch
Chief Operator.....D. Garretson

Coverage

	Daytime	Evening
Population—Primary	761,025	524,260
Radio Homes— "	172,960	119,150
Population—Secondary	434,280	185,460
Radio Homes— "	98,700	42,150

Source: U. S. Census; Joint Committee.

Representative

Edward Petry & Co.

So The Advertiser May Know WHICH Station Is

FIRST in DENVER

in Everything

POWER • AUDIENCE • SHOWMANSHIP
PROGRAMS • ADVERTISING • SALES RESULTS
in **AUDIENCE**

Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver's 12 leading movie theaters constantly remind 160,000 weekly theater fans in Denver of KOA's splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West's greatest listening audience on this 50,000 watt station.

KOA

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

WORLD'S GREATEST BROADCASTING SYSTEM

BOSTON-SPRINGFIELD

WBZ & WBZA

CHICAGO—WENR & WMAQ

CLEVELAND—WTAM

DENVER—KOA

NEW YORK—WEAF & WJZ

PHILADELPHIA—KYW

PITTSBURGH—KDKA

SAN FRANCISCO—KGO & KPO

SCHENECTADY—WGY

WASHINGTON, D. C.—WMAL & WRC

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President Charles Wilson
 General Manager Lloyd E. Yoder
 Assistant Manager Robert H. Owen
 Program Director Clarence C. Moore
 Promotion & Publicity
 Director James MacPherson
 Sales Manager A. W. Crapsey
 Artists Bureau Head Duncan McCall
 Chief Engineer Robert H. Owen

Coverage

	Daytime	Evening
Population—Primary	1,099,400	1,113,400
Radio Homes—"	239,200	249,100
Population—Secondary	568,200	3,255,100
Radio Homes—"	44,100	201,500

Source: NBC Area method of field strength measurements and mail response analysis.

Representative

National Broadcasting Co., Inc.

K I U P

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Raymond M. Beckner
 Chief Engineer G. L. Schmehl

Coverage

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes—"	10,340	10,340
Population—Secondary	125,000	125,000
Radio Homes—"	30,000	30,000

Source: Field intensity survey and mail response analysis.

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

Personnel

General Manager Rex Howell
 Secretary-Treasurer Chas. Howell
 Chief Engineer Fred Mendenhall

Coverage

Radio Homes—Primary 15,000
 Source: Field strength measurements.

K F K A

GREELEY—EST. 1922

MUTUAL BROADCASTING SYSTEM
 COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 7:15 A.M., 9:00 A.M. to 2:30 P.M., 4:30 P.M. to 6:30 P.M. and 8:30 P.M. to 12:30 A.M., daily; 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3 P.M., 4:30 P.M. to 6:00 P.M. and 9:00 P.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Managing Director H. E. Green

Coverage

	Daytime
Population—Primary	983,170
Radio Homes—"	230,180

Source: U. S. Census; Joint Committee.

Representative

Bassler & Co.

K O K O

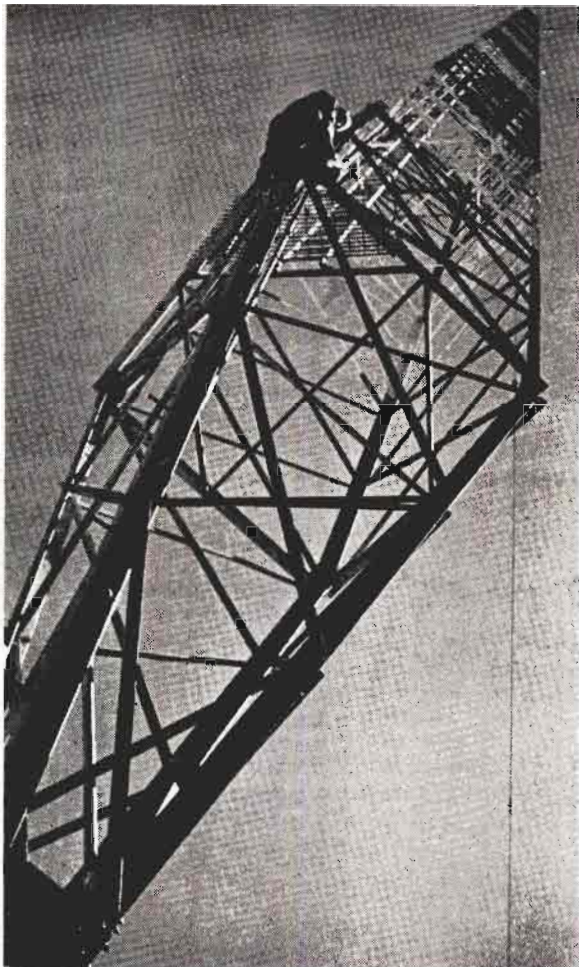
LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: 42. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES: Radio News Assn. TRANSCRIPTION SERVICE: Standard Radio.

More "REACH" For Your Money

A new antenna system is at work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.

Our area of full-strength reception has been extended to 10,000 square miles, including a primary population of 2,570,000—a notable increase over our former 6,000 square mile primary area embracing 1,863,570 people.



BETTER RECEPTION

Not only has our new equipment extended our "reach" but it also has brought a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

REACHING UP AND OUT

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system has extended WTIC's "reach" 72% in area, and includes 38% more families than formerly.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

COLORADO — CONNECTICUT

Personnel

Station Manager.....Leonard E. Wilson
 Commercial Manager.....R. B. Miller
 Chief Announcer.....Jack Lund
 Chief Engineer.....Jack Lund

K I D W

LAMAR—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: The Lamar Broadcasting Co.
 OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Harold Anderson

K G H F

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.
 (BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts.

OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Maryland & Lake Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Owner.....Curtis P. Ritchie
 Station Manager.....J. H. McGill
 Commercial Manager.....Maxson I. Bevans
 Program Director.....Fred Amos
 Chief Engineer.....George Ikelman

K G E K

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

CONNECTICUT

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$612,394,200

Auto Registrations 444,590

W I C C

**BRIDGEPORT (New Haven)—
 EST. 1926**

NBC (BLUE)—YANKEE—COLONIAL
 FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler. AFFILIATED with Yankee Network Artists' Bureau.

Personnel

President.....John Shepard 3rd
 Vice-President in Charge of
 Station Operations.....R. L. Harlow

Supervisor, New Haven
 Studios.....Judson LaHaye
 Station Manager.....Joseph Lopez
 Sales Manager.....Fred Rowe
 Publicity Director and
 Program Director.....Florence Ballou
 Chief Engineer.....Garo Ray

Coverage

	Daytime	Evening
Population—Primary	803,320	517,757
Radio Homes—"	184,764	119,064

Source: Field intensity measurements.

Representative

Edward Petry & Co., Inc.

W T H T

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts (C.P. 250 Watts, d.). OWNED BY: The Hart-



DAY IN



DAY OUT

**YOUR BEST BUY
IN THIS MARKET**

Pick your radio station the way your listeners do, according to the programs! Better than any claims, current program ratings show a station's popularity and point to WDRC, basic CBS outlet, as the best buy in this market.

IF YOU WANT MORE THAN PROGRAMMING

ADD WDRC's signal and prestige. In WDRC's Good Listening Area, there's a total population of 1,548,109. These people know WDRC as Connecticut's Pioneer Broadcaster (established in 1922), know too that WDRC consistently has showed the way for radio in Connecticut.

WDRC is exclusively a radio organization, and WDRC will continue to pioneer the improvements which are technically sound and in the public interest.

Look to WDRC for the best in radio, day in, day out.



WDRC

HARTFORD
CONNECTICUT'S PIONEER BROADCASTER
1330 ON YOUR DIAL

CONNECTICUT

ford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

Personnel

Station Manager Cedric W. Foster
 Commercial Manager..... C. Glover Delaney
 Program Director..... Laureat H. Martineau
 Chief Engineer Richard K. Blackburn

Coverage

Population—Primary	262,000
Radio Homes— "	60,600
Population—Secondary	198,000
Radio Homes— "	45,500

Source: Field intensity measurements.

Representative

J. P. McKinney & Son

W D R C

"THE ADVERTISING TEST STATION IN
 THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press.

Personnel

President and Station
 Manager Franklin M. Doolittle
 Commercial & Advertising
 Manager..... Wm. F. Malo
 Program Manager-Publicity
 Director Walter Haase
 Chief Engineer..... Italo Martino

Coverage

	Daytime
Population—Primary	1,548,109
Radio Homes— "	341,959

Source: Station survey.

Representative

Paul H. Raymer Co.

W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St.

PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth, Miller Transcription Tape.

Personnel

Station Manager P. W. Morency
 Sales Promotion Manager..... J. F. Clancy
 Sales Manager..... Walter Johnson
 Chief Announcer Fred Wade
 Publicity Director G. Malcolm-Smith
 Musical Director Moshe Paranov
 Chief Engineer J. C. Randall

Coverage

	Daytime
Population—Primary	1,863,570
Radio Homes— "	431,200
Population—Secondary	1,788,430
Radio Homes— "	416,860

Source: U. S. Census; Joint Committee.

Representative

Weed & Company
 (See Page 336)

W N B C

"CENTRAL CONNECTICUT STATION"
 NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. and 54 Pratt St., Hartford. PHONE: 240-1 and 7-9131. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President..... Patrick J. Goode
 Vice-President Harold Lafount
 Treasurer Rosalyn Richman
 General Manager..... Richard W. Davis
 Program Director..... Doris Peck
 Commercial Manager.. Laurence C. Edwardson

Representative

Headley-Reed Company

W E L I

"NEW HAVEN'S OWN STATION"
 NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE:

CONNECTICUT

8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

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

Coverage

Population—Primary	1,200,000
Radio Homes— "	276,000
Population—Secondary	2,500,000
Radio Homes— "	315,000

Source: Field strength measurements.

Representative

Gene Furgason & Co.

W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 4900. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to Midnight. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....R. L. Morey
 Station Manager.....G. J. Morey
 Commercial & Advertising Manager.....Ivon B. Newman
 Artists' Bureau Head.....Len Stevens
 Publicity Director.....Edwin J. Morey
 Musical Director.....Richard Benvenuti
 Chief Engineer.....Francis C. Garufy

Coverage

	Daytime	Evening
Population—Primary	192,090	192,090
Radio Homes— "	30,575	30,575
Population—Secondary	32,240	
Radio Homes— "	6,934	

Source: U. S. Census.

W A T R

"VOICE OF WATERBURY"
 WATERBURY—EST. 1934
 MUTUAL—COLONIAL—YANKEE

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: Baldwin Ave. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager.....Harold Thomas
 Commercial & Advertising.....Sam Elman
 Chief Announcer.....James Parker
 Publicity Director.....Chas. Cutler
 Musical Director.....Romeo Delfino
 Chief Engineer.....Norman Blake

Coverage

	Daytime	Evening
Population—Primary	178,813	178,813
Population—Secondary	268,298	268,298

Source: Field intensity measurements.

Representative

Gene Furgason & Co.

W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"
 WATERBURY-NEW HAVEN

EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. J. Pape
 Station Manager.....E. J. Frey
 Program Director.....Jack Henry
 Manager—New Haven Office.....D. E. Halpern
 Chief Engineer.....S. E. Warner

Coverage

Population—Primary	478,000
Radio Homes— "	116,000
Population—Secondary	240,000
Radio Homes— "	59,000

Source: Field intensity survey.

Representative

Joseph Hershey McGillvra

DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$84,564,700

Auto Registrations 66,500

WDEL

WILMINGTON—EST. 1922

NBC—MASON-DIXON GROUP

FREQUENCY: 1120 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Persomel

Station & Commercial

Manager.....J. Gorman Walsh
Program Manager.....Edw. Browning
Publicity Director.....Lonny Starr

Coverage

	Daytime	Evening
Population—Primary	3,817,944	879,242
Radio Homes— "	832,866	193,264

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

Representative

Paul H. Raymer Co.

WILM

WILMINGTON—EST. 1922

MBS—INTERCITY NETWORK

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Blvd. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Persomel

Station & Commercial

Manager.....J. Gorman Walsh
Program Manager.....Sidney Horwitz
Publicity Director.....Harvey Smith

Coverage

	Daytime	Evening
Population—Primary	541,467	319,810
Radio Homes— "	108,004	66,316

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

Representative

Paul H. Raymer Co.

4,359,772 EARS

in Delaware, Maryland, New Jersey, Pennsylvania

CAN TUNE

WDEL

1120 Kc—1000 Watts

NBC BASIC RED NETWORK

Careful Network and Local Programming With a Clear Signal Means a Big Percentage of Ears in This Rich Territory Are Actually Tuned to WDEL Regularly Every Day.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$363,894,300

Auto Registrations 170,000

W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 50000 Watts.
 OWNED BY: Columbia Broadcasting System.
 OPERATED BY: Columbia Broadcasting System.
 BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Wheaton, Md. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

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

Program Director.....Lloyd W. Dennis, Jr.
 Public Events Director.....Ann Gillis
 Publicity Director.....William J. Slocum, Jr.
 Auditor.....Harry R. Crow
 Chief Engineer.....Clyde Hunt

Coverage*

	Daytime	Evening
Population—Primary	958,500	801,200
Radio Homes— "	187,760	163,870
Population—Secondary	939,100	1,583,400
Radio Homes— "	154,020	267,230

* Based on 10,000 watts; no data available for 50,000 watts; secondary figures are based on "regular listening" rather than "occasional listening."

Source: CBS Research Department.

Representative

Radio Sales

W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. (C.P. 5000 Watts). OWNED BY: National Broadcasting Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

Vice-President.....Frank M. Russell
 General Manager.....K. H. Berkeley
 Assistant Manager.....Carleton D. Smith
 Assistant Manager.....Fred Shawn
 Sales & Advertising Manager. John H. Dodge
 Publicity Director.....Phebe M. Gale
 Chief Engineer.....A. E. Johnson

Coverage

	Daytime	Evening
Population—Primary	905,000	824,400
Radio Homes— "	201,200	190,400
Population—Secondary	704,900	153,100
Radio Homes— "	126,700	23,600

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

Selected us one of America's "10 Most Distinguished Young Men of the Year"

FULTON LEWIS JR.



"It is due entirely to his efforts that radio newscasters now have the same privileges as press representatives in covering Congressional activities and White House conferences."

Durward Howes, Editor, "America's Young Men"

Fulton Lewis, Jr., became a news commentator for WOL in 1937. He is now heard on over 80 stations of the Mutual Broadcasting System! Fulton Lewis, Jr., is but one of the many features promoted by WOL and broadcast daily.

W O L

1000 WATTS—WASHINGTON, D. C.

Affiliated with Mutual Broadcasting System

Nat'l Reps.: International Radio Sales

W O L

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—
INTERCITY BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.
OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library, Davis & Schwegler.

Personnel

Vice-President-General
 Manager.....W. B. Dolph
 Sales Manager.....James Fishback
 Program Director.....Madeline Ensign
 Publicity Director.....Walter Knobloch
 Musical Director.....Frank Blair
 Chief Engineer.....H. H. Lyon

Coverage

Population—Primary	773,000
Radio Homes— "	146,400
Population—Secondary	129,000
Radio Homes— "	40,400

Source: Field intensity survey.

Representative

William G. Rambeau Co.

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts.
OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

Personnel

Vice-President.....Frank M. Russell
 General Manager.....K. H. Berkeley
 Assistant Manager.....Carleton D. Smith
 Assistant Manager.....Fred Shawn
 Sales & Advertising Manager..John H. Dodge
 Publicity Director.....Phebe M. Gale
 Chief Engineer.....A. E. Johnson

Coverage

	Daytime	Evening
Population—Primary	1,102,000	802,100
Radio Homes— "	237,500	187,200
Population—Secondary ..	873,900	465,800
Radio Homes— "	167,100	74,000

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

FLORIDA

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$468,387,700

Auto Registrations 449,000

W M F J

DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

Personnel

Manager.....W. Wright Esch
 Commercial Manager.....Ed Sims
 Program Director.....A. B. Esch
 Chief Engineer.....W. K. Ellenwood

W F T L

"THE VOICE OF THE TROPICAL
WONDERLAND"

FORT LAUDERDALE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tom M. Bryan. OPERATED BY: Fort Lauderdale Broadcasting

Co. BUSINESS ADDRESS: 2700 South Andrews Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated Library.

Personnel

Owner & Operator.....Tom M. Bryan
 Program Director-Chief
 Announcer.....Jim H. Knox
 Commercial Salesman.....Joseph Smedley
 Chief Engineer.....Francis Carroll

Coverage

This station was established on December 3, 1939 and no coverage figures were available at time of going to press. Estimated coverage gives radius of 30 miles for primary area.

WFTM *

FORT MEYERS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OPERATED BY: Fort Meyers Broadcasting Co. OWNED BY: Fort Meyers Broadcasting Co. BUSINESS ADDRESS: Fort Meyers. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

* Station was licensed to operate under a C.P. at time of going to press and no further information was available after usual requests.

WJAX
 JACKSONVILLE, FLORIDA

THE
 MUNICIPAL
 BROADCASTING
 STATION

900 Kc. 5000 Watts Day
 1000 Watts Night

AFFILIATED NBC
 Phone Jacksonville 5-5821

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

WRUF

"THE VOICE OF FLORIDA"
 GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OPERATED BY: University of Florida. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Station Executive.....Garland Powell
 Asst. Director.....Russell McCaughan
 Chief Announcer.....Dan Riss
 Engineer.....F. Banks Duncan

Coverage

	Daytime
Population—Primary	40,690
Radio Homes—	22,780
Population—Secondary	150,400
Radio Homes—	56,000

Source: Field intensity survey.

Representative

Burn-Smith Company

WJAX

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"

(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925
 NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commissioner in Charge.....Thos. C. Imeson
 Station Manager and Chief
 Engineer.....John T. Hopkins, III
 Merchandising

Representative

John Blair & Co.
 Harry Cummings, Atlanta

WJHP *

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: Jacksonville. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a construction permit and because case was in the U. S. Court of Appeals no further information was available at time of going to press.

W M B R

JACKSONVILLE—EST. 1933
COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: 118 West Adams St. PHONE: 5-4387-8. STUDIO ADDRESS: 118 West Adams St. TRANSMITTER LOCATION: Foot of Vine and Massachusetts Sts. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press.

Personnel

President.....Frank King
Secretary-Treasurer.....Glenn Marshall
Chief Announcer.....Chas. Stone
Musical Director.....Clyde Gardner
Chief Engineer.....H. B. Greene

Coverage

	Daytime	Evening
Population—Primary	196,835	196,835
Radio Homes— "	35,500	35,500
Population—Secondary	337,172	337,172
Radio Homes— "	38,800	38,800

Source: Department of Commerce.

Representative

Paul H. Raymer Co.

W L A K

LAKELAND—EST. 1936
NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: 1300 East Lime St. PHONE: 2128. STUDIO ADDRESS: 1300 E. Lime St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwiegler.

Personnel

General Manager.....Bert Arnold
Commercial Manager.....D. M. Brown
Program Director.....Gordon Fletcher
Musical Director.....Elvan B. Wilson
Chief Engineer.....Powell Hunter

Coverage

	Daytime	Evening
Population—Primary	91,000	91,000
Radio Homes— "	14,234	14,234

Population—Secondary 265,000 265,000
Radio Homes— " 28,956 28,956
Source: Joint Committee; U. S. Census.

Representative

John Blair & Co.

W Q A M

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.
OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg.. PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

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

Coverage

Population—Primary	275,000
Radio Homes— "	61,000
Population—Secondary	57,500
Radio Homes— "	10,200

Source: Field intensity survey.

Representative

John Blair & Co.

W K A T

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts.
OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

Owner.....A. Frank Katzentine
General Manager.....John C. McCloy
Program Director.....Betty Lee Taylor
Chief Engineer.....Walter Kinney

Coverage

Station has not determined present coverage owing to power increase and technical improvements.

W I O D

"BEST ON THE DIAL"
MIAMI—EST. 1926
 NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts.
 OWNED BY: Isle of Dreams Broadcasting Co.
 OPERATED BY: Isle of Dreams Broadcasting Co.
 BUSINESS ADDRESS: 600 Biscayne Blvd., News Tower. PHONE: 3-6444. STUDIO ADDRESS: 600 Biscayne Blvd., News Tower.
 TRANSMITTER LOCATION: N. W. 18th Ave. and 32nd St. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 Midnight, Sunday. NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

Personnel

President.....D. J. Mahoney
 Vice-Pres. and Genl. Mgr.....Hal I. Leyshon
 Secretary-Treasurer.....Ross A. Reeder
 Station Manager.....Martin S. Wales
 Commercial Manager.....S. A. Vetter
 Promotion Manager.....J. M. LeGate
 Musical Director.....Isabel Shaffer
 Chief Engineer.....Milton C. Scott Jr.

Coverage

	Daytime	Evening
Population—Primary	299,504	299,504
Radio Homes— "	62,170	62,170
Population—Secondary .	47,714	47,714
Radio Homes— "	8,670	8,670

Source: Joint Committee; State Census.

Representatives

George P. Hollingbery Co.
 Harry S. Cummings, Jacksonville and Atlanta

W T M C

OCALA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Ocala. TRANSMITTER LOCATION: Ocala. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....John T. Alsop, Jr.
 General Manager.....R. H. Powell
 Commercial Manager.....Hal Davis
 Chief Engineer.....G. E. Mead

Representatives

John H. Perry Associates
 R. J. Bidwell Company



W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairvilla, Fla. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m.; (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Library.

Personnel

President.....Col. Geo. C. Johnston
 Vice-President-General and Commercial
 Manager.....Harold P. Danforth
 Local Advertising Manager.....J. M. Pedrick
 Educational Director-Chief Announcer,
 W. Gage McBride
 Publicity Director.....Orval Anderson
 Program Director.....Emily B. Humphries
 Musical Director.....Robert Willard
 Chief Engineer.....J. E. Yarbrough

Coverage

	Daytime	Evening
Population—Primary	510,960	275,541
Radio Homes— "	75,400	39,100
Population—Secondary	274,206	509,625
Radio Homes— "	45,500	81,800

Source: Field intensity survey.

Representative

Paul H. Raymer Company

W D L P *

PANAMA CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: Panama City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a C.P. at time of going to press and further information was unavailable after usual requests.

W C O A

"THE ONLY STATION COMPLETELY COVERING WEST FLORIDA AND SOUTH ALABAMA"

PENSACOLA—EST. 1926

NATIONAL BROADCASTING COMPANY

W D B O is

**FLORIDA'S
 2nd
 STATION**

5000 WATTS DAY
 1000 WATTS NIGHT
 580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY
ORLANDO BROADCASTING COMPANY
 ORLANDO, FLORIDA

Spot Shot!

NOW AVAILABLE ON

WSUN

ST. PETERSBURG - TAMPA

620 KC
DAY
5000 W
NIGHT
1000 W

Honored by

VARIETY

with showmanship plaque

for 1939

FOR FURTHER DETAILS

In New York call Plaza 8-2600
In Chicago call Central 4547
In San Francisco call Douglas 2536
In St. Petersburg call 4747 or 4748



INTERNATIONAL RADIO SALES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



Business Office
ST. PETERSBURG, FLORIDA
HAROLD H. MEYER, Gen. Mgr.

FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1669. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....John H. Perry
 General Manager.....Henry G. Wells, Jr.
 Station Manager.....Irving F. Welch
 Program Director.....C. E. Vann
 Musical Director.....Ray Rogers
 Chief Engineer.....Beecher Hayford

Coverage

Population—Primary	162,500
Radio Homes— "	21,026
Population—Secondary	258,700
Radio Homes— "	35,380

SOURCE: Joint Committee; station survey.

Representative

John H. Perry Associates

WFOY

"THE BIRTHPLACE OF A NATION"
ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Park, St. Magnolia St. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Park, St. Magnolia St. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Walter B. Fraser
 Station Manager.....R. M. Tigert
 Commercial Manager.....John H. Cummins
 Program Director.....Ruth Tanksley
 Chief Engineer.....Ernest Raistrick

Coverage

	Daytime	Evening
Population—Primary	17,000	14,000
Radio Homes— "	5,000	4,000

Source: Field intensity survey.

WSUN

ST. PETERSBURG—EST. 1927
 NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation

Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Chairman of Board.....Glenn V. Leland
 Director and Manager.....Harold H. Meyer
 Chief Engineer and Assistant Manager,
 Louis J. Link
 Artists Bureau Head.....B. Cunningham
 Program Director.....Bob Wilbur
 Chief Announcer.....Lynn Gearhart
 Production Chief.....Maurice F. Hayes
 Musical Director.....Joe Sherman

Coverage

Population—Primary	578,919
Radio Homes— "	89,000
Population—Secondary	607,980
Radio Homes— "	65,900

Source: State Census; Joint Committee.

Representative

International Radio Sales

WTSP

ST. PETERSBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Pinellas Broadcasting Co. OPERATED BY: Pinellas Broadcasting Co. BUSINESS ADDRESS: 4th St., North at 35th Ave. STUDIO ADDRESS: 4th St., North at 35th Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Fred Bugg
 Commercial Manager.....Heidt Swearingen
 Program Director.....Ralph Feather
 Musical Director.....Keeta Martin

Coverage

No survey had been made at time of going to press.

WSPB

SARASOTA—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESSES: City Island, Sarasota and Peninsular Telephone Bldg., Bradenton, Fla. TRANSMITTER LOCATION: City Island. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....S. H. Campbell, Jr.

Crossley Inc. finds

94% of All Sets in Use Tuned
to One Station . . . Tuned to
WJNO

As a Result

WJNO Showed a **207%**
Increase in Business in 1939 Over 1938.

The Conclusion Is Obvious

Only Through **WJNO** Can You Reach the
Wealthy Palm Beach Market And Its Environs.

No Other Station Gets In!

•

WJNO, WEST PALM BEACH, FLORIDA

COLUMBIA BROADCASTING SYSTEM • REP., WEED & CO., NEW YORK, N. Y.

Vice-President-General Manager.

Frank S. Lane

Treasurer..... S. H. Hutchinson

W T A L

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Box No. 1237. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Florida State News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Davis & Schwegler, Lang-Worth.

Personnel

President Gilbert Freeman
Station Manager..... William C. Wyatt

Coverage

	Daytime	Evening
Population—Primary	100,000	25,000
Radio Homes— "	28,000	10,000
Population—Secondary .	350,000	
Radio Homes— "	100,000	

Source: Mail response analysis.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

President David E. Smiley
Vice-President..... Ralph Nicholson
Station Manager L. S. Mitchell

Coverage

	Daytime	Evening
Population—Primary	343,600	416,500
Radio Homes— "	59,460	146,500
Population—Secondary .	210,100	70,910
Radio Homes— "	29,650	18,950

Source: CBS survey.

Representative

The Katz Agency

W F L A

"SERVES FLORIDA'S CENTER OF POPULATION"

TAMPA—EST. 1925

ORANGE NETWORK

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tarr Bldg., Tampa. PHONE: M H 1828 and H 1829, Tampa—Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS-PAPER AFFILIATION: Tampa Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... S. E. Thomasson
Vice-President-General Manager.

W. Walter Tison

Artists' Bureau Head..... Frank Grasso
Program Director..... Paul Bell
Sales Manager..... Melvin A. Myer (Local)
Publicity Director..... Ronnie Rogers
Musical Director..... Frank Grasso
Chief Engineer..... Joe Mitchell

Coverage

Population—Primary	561,000
Radio Homes— "	111,000
Population—Secondary	515,000
Radio Homes— "	83,500

Source: Station survey.

Representative

John Blair & Co.

W J N O

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... Jay O'Brien
Secretary-Treasurer..... Louise De Lea
General Manager..... Reginald B. Martin
Chief Announcer..... Ben Decker
Program Director..... Ronald Jenkins
Chief Engineer..... John Moore

Coverage

Population—Primary	58,000
Radio Homes— "	12,350

Source: Station survey.

Representative

Weed & Company

**NEW OWNERSHIP
EQUIPMENT**

WISB
GREATER COVERAGE

**FOR 18 YEARS
THE VOICE OF THE SOUTH**

*In
Southern
Ohio*

**IT'S
WHIO
DAYTON**

*In
Florida*

**IT'S
WIOD
MIAMI**

The Atlanta Journal

50,000 WATTS — NBC — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$533,162,300

Auto Registrations 470,800

WGPC

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 100 Watts.
OWNED BY: Albany Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....Stewart Watson
Chief Announcer.....Hubert Batey
Program Manager.....Louis B. Poole
Chief Engineer.....Byron Lindsey, Jr.

Coverage

Population—Primary 460,500
Radio Homes— " 24,970
Population—Secondary 480,349
Radio Homes— " 26,690

Source: U. S. Census; station estimate.

Representative

Sears & Ayer

WGAU

"YOUR CHOICE ON THE DIAL"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Athens Banner-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager-Chief Engineer.....M. C. Gorman
Program and Musical Director, Harry L. Grimes

Coverage

	Daytime	Evening
Population—Primary	292,433	292,433
Population—Secondary	500,000	500,000

Source: Mail response analysis.

WSB

"THE VOICE OF THE SOUTH"
ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus, Langworth.

Personnel

Manager.....J. Leonard Reinsch
Director of Public Service.....Lamdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Continuity Editor.....Leslie Smithgall
Traffic Manager.....Herbert Harris
Transcription Editor.....Dana Waters
News Editor.....Walter Paschall
Director of School of Air.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

Coverage

Population—Primary 3,780,000
Radio Homes— " 481,000
Population—Secondary 4,390,000
Radio Homes— " 631,000

Source: Field intensity survey and mail response analysis.

Representative

Edward Petry & Company

WAGA

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Atlanta Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Executive Director.....Lamdin Kay

Station Manager Jess M. Swicegood
 Chief Announcer Earle J. Pudney
 Chief Engineer Clif H. Hanson

Coverage

Population—Primary 436,196
 Radio Homes— " 87,160
 Population—Secondary 208,869
 Radio Homes— " 17,070

Source: Station survey.

W A T L

"THE NEWS STATION OF ATLANTA"
ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
 GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Atlanta Broadcasting Co. OPER-
 ATED BY: Same. BUSINESS ADDRESS: Henry
 Grady Bldg. PHONE: Walnut 4377-8. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 26 Cain St., N. W. TIME ON THE AIR: 6:00
 A.M. to 1:05 A.M. (all night Sat.). NEWS
 SERVICE: International News Service. TRAN-
 SCRPTION SERVICE: Associated Music, Davis
 & Schwegler, Lang-Worth.

Personnel

President..... J. W. Woodruff
 General Manager Maurice C. Coleman
 Chief Announcer..... Julian Flint
 Musical Director Ken Keese
 Chief Engineer Jim Comer Jr.

Coverage

Population—Primary 496,000
 Radio Homes— " 89,000
 Population—Secondary 372,500
 Radio Homes— " 37,800

Source: Mail response analysis.

Representative

Sears & Ayer

W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Georgia School
 of Technology. OPERATED BY: Southern
 Broadcasting Stations, Inc. BUSINESS AD-
 DRESS: Ansley Hotel. PHONE: Walnut 8441.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Cheshire Bridge Road. TIME ON
 THE AIR: Sundays, 7:00 A.M. to 12:00 mid-
 night; Daily, 6:00 A.M. to 12:00 midnight.
 NEWS SERVICE: Transradio Press. TRAN-
 SCRPTION SERVICE: Standard Radio.

Personnel

General Manager W. H. Summerville
 Treasurer..... P. J. Wilhite
 Program Director..... John Fulter
 Promotion Director..... Frank Gaither
 Production Director..... Don Naylor
 Musical Director..... Lola Wallace

Coverage

Population—Primary 640,000
 Radio Homes— " 102,000
 Population—Secondary 215,000
 Radio Homes— " 21,800

Representative

The Katz Agency

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Augusta Broadcasting Co. OP-
 ERATED BY: Augusta Broadcasting Co. BUSI-
 NESS ADDRESS: 10th & Broad Sts. PHONE:
 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts.
 TRANSMITTER LOCATION: Buena Vista Ave.,
 North Augusta, S. C. TIME ON THE AIR: 6:55
 A.M. to midnight; Sunday, 7:45 A.M. to mid-
 night. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: World Broadcasting
 System. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager..... W. R. Ringson
 Sec. & Treas..... F. J. Miller
 Program Director..... James Davenport
 Sales Manager..... Thurston Bennett
 Musical Director..... James M. Harman
 Chief Engineer..... Harvey Aderhold

Coverage

	Daytime	Evening
Population—Primary	285,701	141,264
Radio Homes— "	30,100	19,530
Population—Secondary	428,791	144,437
Radio Homes— "	37,700	10,570

Source: Mail response analysis.

Representative

Burn-Smith Co.

W M O G *

BRUNSWICK—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts,
 d.; 100 watts, n. OWNED BY: Coastal Broad-
 casting Co. OPERATED BY: Coastal Broad-
 casting Co. BUSINESS ADDRESS: Brunswick.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Brunswick. TIME ON THE AIR:
 Unlimited License.

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

W R B L

"THE VOICE OF FRIENDLY SERVICE"
COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: The Columbus Broadcasting Co.,

Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Davis & Schwegler.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Chief Announcer Program Director, Jack Gibney

Coverage

Population—Primary	445,700
Radio Homes— "	57,000
Population—Secondary	281,000
Radio Homes— "	26,500

Source: Station survey.

Representative

Sears & Ayer

W M J M *

CORDELE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cordele Dispatch Publishing Co. OPERATED BY: Cordele Dispatch Publishing Co. BUSINESS ADDRESS: Cordele. STUDIO ADDRESS: Cordele. TRANSMITTER LOCATION: Cordele. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Cordele Dispatch.

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

W K E U

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....A. W. Marshall, Jr.

Representative

Burn-Smith Co.

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211

Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight; NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer and Assistant Manager,
Wilton E. Cobb
Commercial Manager.....Frank Crowther
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

Coverage

	Daytime	Evening
Population—Primary	180,371	180,371
Radio Homes— "	23,748	23,748
Population—Secondary .	524,864	524,864
Radio Homes— "	59,649	59,649

Source: Field intensity survey.

Representative

The Katz Agency

W M G A

MOULTRIE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Frank R. Pidcock, Sr. BUSINESS ADDRESS: Box 429. STUDIO ADDRESS: Moultrie. TRANSMITTER LOCATION: Moultrie. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....W. T. Hix
Executive Manager.....John Pidcock
Chief Engineer.....James W. Stewart

Coverage

Population—Primary	205,026
Radio Homes— "	23,644
Population—Secondary	294,066
Radio Homes— "	32,526

Source: Station survey.

W R G A

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 7:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press.

Personnel

President.....John W. Quarles

Station Manager-Treasurer...Happy Quarles
Commercial Manager.....Price Selby
Chief Engineer.....R. L. Starr

W S A V

SAVANNAH—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts.
OWNED BY: WSAV, Inc. OPERATED BY:
WSAV, Inc. BUSINESS ADDRESS: Lib-
erty National Bank Bldg. STUDIO ADDRESS:
Liberty National Bank Bldg. TRANSMITTER
LOCATION: President St. TIME ON THE AIR:
6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M.
to 12:00 Midnight, Sundays. MAINTAINS ART-
ISTS' BUREAU.

Personnel

General Manager.....Harben Daniel
Advertising Manager.....N. W. Brandon
Chief Engineer.....Meredith Thompson

Coverage

	Daytime	Evening
Population—Primary	111,633	125,000
Radio Homes—"	22,350	23,000
Population—Secondary	125,000	130,000
Radio Homes—"	25,000	25,000

Source: WPA Census of Savannah.

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Savannah
Broadcasting Co. OPERATED BY: Savannah
Broadcasting Co. BUSINESS ADDRESS: 516
Abercorn St. STUDIO ADDRESS: 516 Abercorn
St. TRANSMITTER LOCATION: Louisville Rd.
TIME ON THE AIR: Daily, 6:30 A.M. to 12:00
Midnight; Sunday, 8:00 A.M. to 12:00 Mid-
night. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: Lang-Worth, World
Broadcasting System.

Personnel

PresidentW. T. Knight, Jr.
Vice-President-Secretary.....S. P. Driscoll
Treasurer-Station Manager..Marjorie B. Willis
Promotion-Merchandising Director, W. B. Smart
Continuity Director.....Esther Shearouse
Chief Engineer.....James Reynolds Donovan

Coverage

Population—Primary	430,000
Radio Homes—"	53,800
Population—Secondary	522,000
Radio Homes—"	82,300

Source: Mail response analysis.

Representative

The Katz Agency, Inc.

W P A X

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: H. Wimpy. OPERATED BY: H.

Wimpy. BUSINESS ADDRESS: 117 Remington
Ave. PHONE: 909. STUDIO ADDRESS: 117
Remington Ave. TRANSMITTER LOCATION:
117 Remington Ave. TIME ON THE AIR: Un-
limited License. NEWSPAPER AFFILIATIONS:
Atlanta Georgian, Albany Herald, Albany, Ga.;
Pelham Journal, Pelham, Ga. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
Records exclusively.

Personnel

Station Manager.....H. Wimpy

W A Y X

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Jack Williams. OPERATED BY:
Same. BUSINESS ADDRESS: 620 Plant Ave.
PHONE: 965. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Waycross. TIME
ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-
PAPER AFFILIATION: Waycross Journal-Her-
ald. NEWS SERVICE: Associated Press. MAIN-
TAINS ARTISTS' BUREAU. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

PresidentJack Williams

Coverage

Population—Primary	303,815
Population—Secondary	404,834

Source: Mail response analysis.



KIDO

Exclusive outlet this territory for NBC Red and Blue

BOISE, IDAHO

IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$154,183,700

Auto Registrations 140,000

K I D O

"DEVOTED TO COMMUNITY SERVICE"
BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....C. G. Phillips
Commercial Manager....Richard G. McBroom
Chief Announcer.....Billy Phillips
Merchandising Manager.....Clete Lee
Publicity Director.....Leroy Cville
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

Representative

John Blair and Company

K I D

"IDAHO'S MOST POWERFUL RADIO
STATION COVERING THE WEST
FROM IDAHO FALLS"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ammon Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager,
J. W. Duckworth
Assistant Manager.....Maxine Chaffin
Chief Engineer.....W. J. Provis

Coverage

	Daytime	Evening
Population—Primary	160,000	160,000
Radio Homes—"	35,000	35,000
Population—Secondary	183,462	183,462
Radio Homes—"	33,692	33,692

Representatives

Sears & Ayer
Homer Owen Griffith

K R L C

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc., C. P. MacGregor.

Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Wike

Coverage

	Daytime	Evening
Population—Primary	91,387	91,387
Radio Homes—"	24,100	24,100
Population—Secondary	77,921	77,921
Radio Homes—"	12,700	12,700

Representatives

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

K F X D

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor, Davis & Schwegler.

Personnel

Owner and Station Manager....Frank E. Hurt
Commercial Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

Coverage

Population—Primary	250,000
Radio Homes—"	30,810
Population—Secondary	500,000
Radio Homes—"	55,000

Charlie McCarthy and
 Edgar Bergen——☆
 Jack Benny——☆
 Bing Crosby——☆
 Fibber McGee and
 Molly——☆
 Bob Hope——☆
 Fitch Bandwagon——☆
 Kay Kyser's Musical
 Klass——☆
 Good News of 1940 ☆
 One Man's Family ☆
 Fred Allen——☆
 Pot O'Gold——☆
 Those We Love——☆
 The Voice of Firestone
 Tommy Riggs—Betty
 Lou——☆
 Battle of the Sexes ☆
 Manhattan Merry-Go-
 Round——☆
 American Album of
 Familiar Music——☆
 Dr. I. Q.——☆
 Uncle Walter's
 Doghouse——☆
 Hollywood Playhouse
 Cities Service Concert
 Pepper Young's
 Family——☆
 Ma Perkins——☆
 Johnny Presents——
 Alec Templeton Time
 George Jessel——
 What's My Name——☆
 Waltztime——☆
 The Guiding Light ☆
 The Story of
 Mary Marlin——☆
 The Woman in White
 Milton Berle——☆
 Vic and Sade——☆
 I Love a Mystery——
 Fred Waring——☆



The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

In Chicago it's on

WMAQ

50,000 WATTS — 670 KC. CHICAGO KEY
 STATION OF NBC RED NETWORK.

IDAHO — ILLINOIS

K S E I

NATIONAL BROADCASTING CO.
(RED AND BLUE)
POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
Vice-President and General Manager,
Henry H. Fletcher
Chief Announcer.....Harold A. Sparks
Publicity Director.....Ruthe A. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

Coverage

Population—Primary 164,443
Radio Homes— " 33,730

Representative

Furgason & Walker, Inc.

K T F I

NBC (RED AND BLUE)
TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSI-

NESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
Vice-President-General Manager,
John E. Gardner
Commercial Manager.....Jay Spracher
Production Manager-Chief Announcer,
Charles Crabtree
Program Director.....F. M. Soule
Musical Director.....Will E. Wright
Chief Engineer.....Franklin V. Cox

Coverage

	Daytime	Evening
Population—Primary	88,072	77,500
Radio Homes— "	16,900	14,600
Population—Secondary	247,000	55,570
Radio Homes— "	49,830	11,700

Source: U. S. Department of Commerce;
Joint Committee; U. S. Census of Business.

K W A L

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Wallace and Kellogg, Ida. TRANSMITTER LOCATION: Between Wallace and Kellogg. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

ILLINOIS

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,390,375,900

Auto Registrations 1,848,500

W M R O

AURORA—EST. 1938

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 24 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BU-REAU.

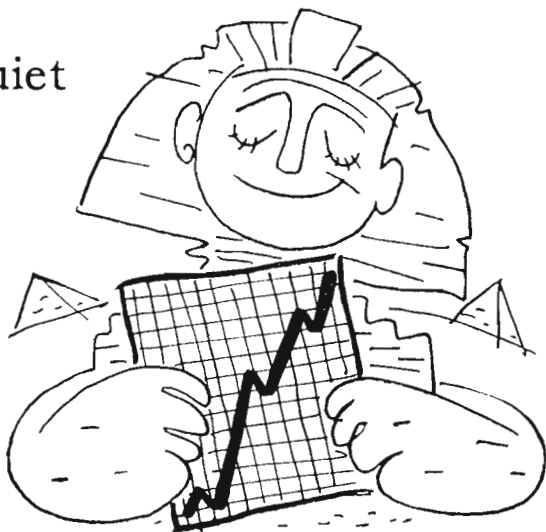
Personnel

Owner-General Manager....Martin R. O'Brien
Chief Counsel.....Sam Alschuler
Program Director.....Russ Salter
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

Coverage

Population—Primary 1,000,000
Population—Secondary 2,300,000
Source: U. S. Census; field intensity measurements.

Some of our advertisers
keep mighty quiet
about their
sales figures.
But their re-
newals tell us
loudly they get results with WBBM.



Because of these results . . . orders,
store traffic, sales, cash . . . WBBM
has led all other Chicago stations in
local and national spot advertising for
eight straight years.

It pays to use WBBM.

WBBM

50,000 WATTS • CHICAGO

Represented nationally by RADIO SALES, a division
of the Columbia Broadcasting System: New York
Chicago • Detroit • Los Angeles • San Francisco

A CBS STATION

W J B C

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

Personnel

President and Station Manager, A. M. McGregor
Commercial Manager..... Hugh L. Gately

Coverage

	Daytime	Evening
Population—Primary	401,000	401,000
Radio Homes— "	95,200	95,200
Population—Secondary	593,300	
Radio Homes— "	143,200	

Source: U. S. Census; station survey.

Representative

Cox & Tanz

W C A Z

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

Personnel

President and General Manager.. Bob Compton
Com. Mgr. and Adv. Mgr..... John Palmer

W D W S

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager..... Marajen Stevick

Coverage*

Population—Primary	85,000
Population—Secondary	300,000

*Station estimates that 90 per cent in both primary and secondary areas as being radio homes.

Source: Station survey.

Representative

Sears & Ayers

W A A F

CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated. Lang-Worth.

Personnel

President..... Ward A. Neff
General Manager..... William E. Hutchinson

Coverage

Population—Primary	5,000,000
Radio Homes— "	1,750,000
Population—Secondary	2,500,000
Radio Homes— "	700,000

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

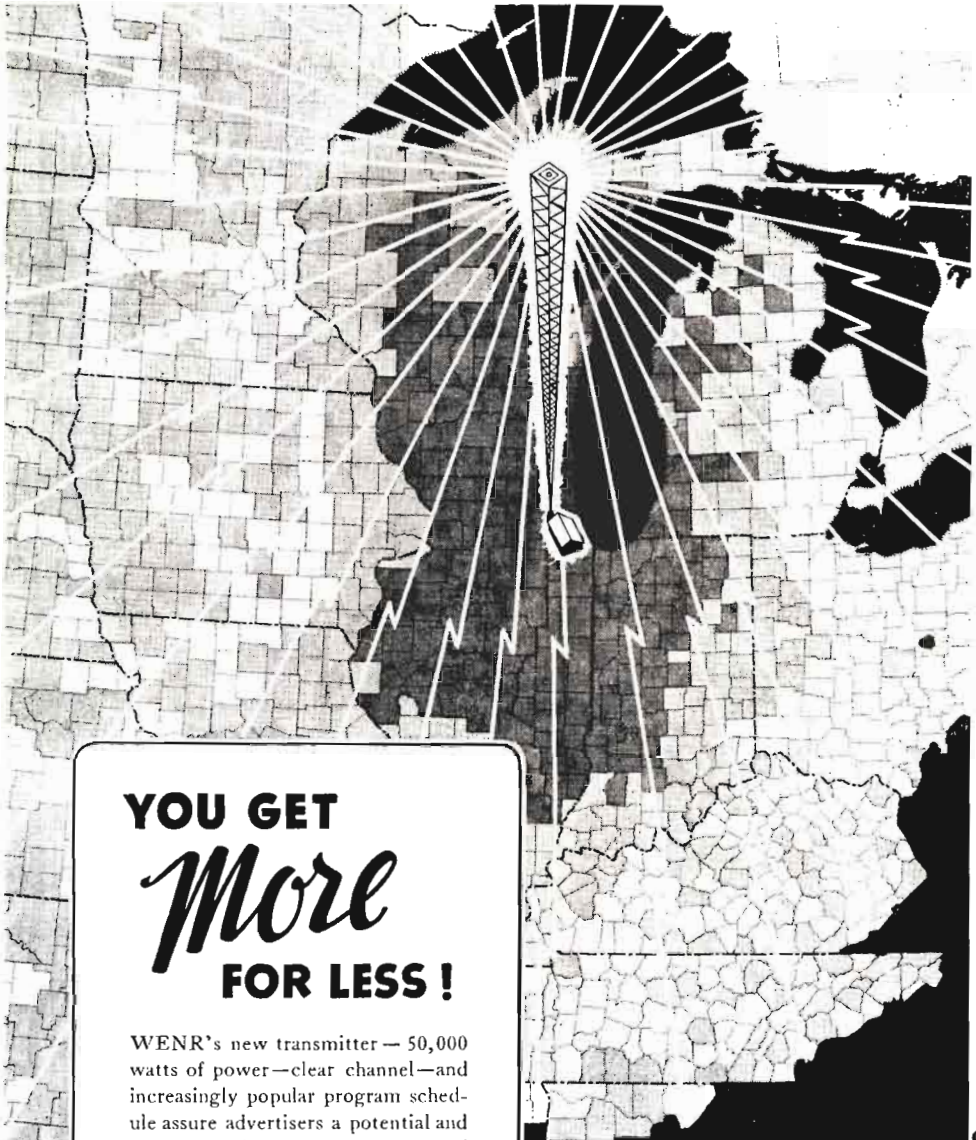
W B B M

"WBBM AIR THEATER"
CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:30 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President Wm. S. Paley
Vice-President and Station
Manager H. Leslie Atlas
Assistant Manager..... J. L. Van Volkenburg
Sales Promotion Manager... Wayde Grinstead
Program Director..... Robert N. Brown
Production Manager..... Robert Hafter
Sales Manager J. Kelly Smith
Publicity and Special Events Director,
James J. Kane
News Editor..... J. Oren Weaver
Office Manager..... John V. McLoughlin
Musical Director Carl Hohengarten
Chief Engineer..... Frank B. Falknor



YOU GET
More
FOR LESS !

WENR's new transmitter — 50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION NBC — BLUE NETWORK
870 ON YOUR DIAL

Coverage

	Daytime	Evening
Population—Primary	9,552,400	8,173,400
Radio Homes— "	2,248,000	1,884,410
Population—Secondary	8,998,400	9,419,000
Radio Homes— "	1,936,300	2,042,140

Source: CBS Listener Survey; U. S. Census.

Representative

Radio Sales

W C B D

"MIGHTY VOICE OF THE MID-WEST"

CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

Personnel

President Gene T. Dyer
Station and Commercial
Manager Joseph Rudolph
Chief Engineer Edward J. Jacker

W C F L

"CHICAGO'S MOST POWERFUL
INDEPENDENT FULL TIME
STATION"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Du Page County. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 9:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President John Fitzpatrick
General Manager Maynard Marquardt
Commercial Manager M. B. Wolens
Program Director Miles Reed
Musical Director John Kelly
Chief Engineer Maynard Marquardt

Coverage

Population—Primary	4,900,000
Radio Homes— "	1,181,000
Population—Secondary	1,630,000
Radio Homes— "	378,000

Source: Field intensity measurements.

Representative

The Katz Agency

W C R W

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

W E D C

"THE PIONEER OF FOREIGN-AMERICAN
PROGRAMS"

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M.—12:00 Midnight to 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President Emil Denmark
Manager Frank J. Kolnour
Chief Announcer Al Lavalie
Musical Director William P. Brady
Chief Engineer C. K. Frisk

Coverage

	Daytime	Evening
Population—Primary	1,049,391	1,049,391
Population—Secondary	4,365,755	4,365,755

Source: Field intensity survey.

W E N R

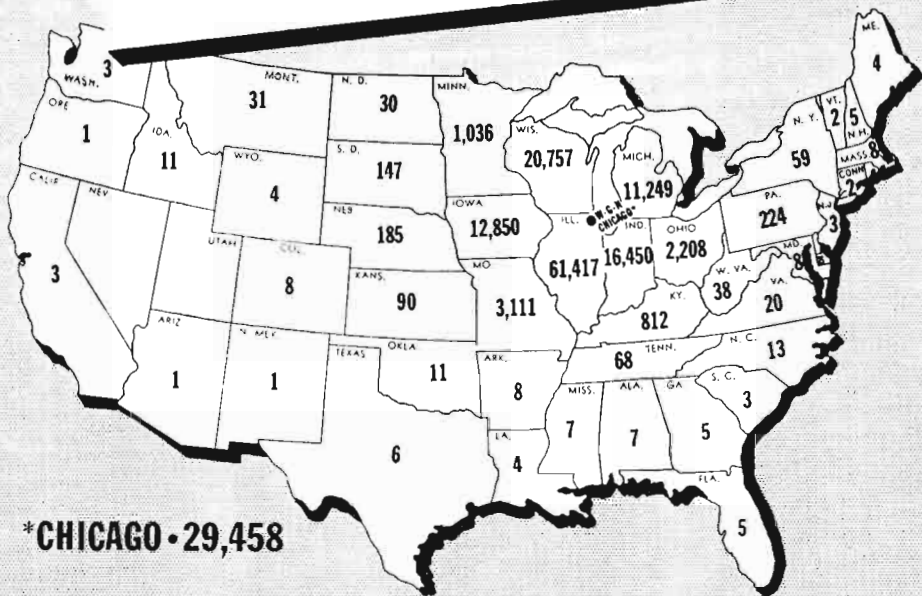
"THE VOICE OF SERVICE"
CHICAGO—EST. 1925
NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President Lenox R. Lohr

W-G-N BASEBALL LISTENERS IN 44 STATES!



***CHICAGO • 29,458**

More than 130,000 baseball listeners in 44 states responded to a proof of purchase offer • These results can only be obtained by a station of W-G-N's strength, following, and super-merchandisable coverage • Ask us for details.



THE MUTUAL BROADCASTING SYSTEM
coast-to-coast



441 North Michigan Avenue
Chicago, Illinois

Paul H. Raymer Co.
San Francisco and Los Angeles

220 East 42nd Street
New York City

ILLINOIS

Manager, Central Division... Sidney N. Strotz
 Division Engineer... Howard C. Luttgens
 Supervisor of Music Library... D. A. Marcotte
 Night Manager... E. C. Cunningham
 Program Manager... Jules Herbeveux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson

Director of Agriculture... William E. Drips
 Special Events Director... Kenneth D. Fry
 Asst. to Manager... A. W. Kaney
 Artists' Service Manager... James Stirton
 Chief Announcer... William Kephart
 Publicity Director... William Ray
 Continuity Editor... Kenneth L. Robinson
 Musical Director... Roy Shield
 Sales Manager... Oliver Morton
 Educational Director... Judith Waller
 Office Manager... J. F. Whalley

Coverage

	Daytime	Evening
Population—Primary	10,910,000	11,147,500
Radio Homes—"	2,540,600	2,584,400
Population—Secondary	6,285,900	21,798,400
Radio Homes—"	505,500	821,200

Source: Field intensity measurements and mail response analysis.

Representative

National Broadcasting Co., Inc.

WGES

"IN THE HEART OF CHICAGO"

CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
 Sundays; 500 watts, daily. OWNED BY: Oak
 Leaves Broadcasting Station, Inc. OPERATED
 BY: Same. BUSINESS ADDRESS: 2400 Madison
 St. PHONE: Seeley 8066. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: 4000 Wash-
 ington Blvd. TIME ON THE AIR: 7:00 A.M.
 to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS
 SERVICE: International News Service. TRAN-
 SCRPTION SERVICE: Lang-Worth, Associated
 Music Publishers, Davis & Schwegler.

Personnel

Station Manager... Gene T. Dyer
 Commercial Manager... M. B. Arbeiter
 Chief Announcer... Peter Bradley
 Publicity Director... Dick Kross
 Musical Director... Irma Gareri
 Chief Engineer... George Bush

WGN

"THE VOICE OF THE PEOPLE"

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000
 Watts. OWNED BY: WGN, Inc. OPERATED
 BY: WGN, Inc. BUSINESS ADDRESS: 441 N.
 Michigan Ave. PHONE: Superior 0100. STU-
 DIO ADDRESS: 441 N. Michigan Ave. TRANS-

MITTER LOCATION: Roselle, Ill. TIME ON THE
 AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until
 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M.
 NEWSPAPER AFFILIATION: Chicago Tribune.
 NEWS SERVICE: Press Radio Bureau, Asso-
 ciated Press, United Press. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President... Col. Robert R. McCormick
 Managing Director... W. E. Macfarlane
 General Manager... Quin A. Ryan
 Sales Manager... Edward W. Wood, Jr.
 Publicity Director... Frank P. Schreiber
 Musical Director... Henry Weber
 Chief Engineer... Carl J. Meyers

Coverage

Population—Primary	11,683,000
Radio Homes—"	3,100,000
Population—Secondary	25,875,000
Radio Homes—"	5,427,000

Source: Mail response analysis.

Representatives

WGN, Inc. (New York)

Paul H. Raymer Co. (San Francisco and
 Los Angeles)

WIND

(See Gary, Ind.)

W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana

560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

CHICAGO'S FAVORITE SPORTS STATION

NATIONAL SALES OFFICE

201 North Wells Street, Chicago, Ill.

10 MILLION

For the tenth consecutive year—another year and another million! WLS, in 1939, again received over a million letters.

Over ten million letters (10,460,658 to be exact) have been received by WLS in the ten years under its present management. That's a lot of mail, representing a lot of listeners—an audience loyal and responsive to WLS programs and the advertisers who present them.

This responsive audience can be your audience. Ask WLS or any John Blair man.



WLS
THE PRAIRIE FARMER STATION
Burrage D. Butler, President (Chicago) Glenn Snyder, Manager

KOY
PHOENIX, ARIZONA

1000 WATTS
DAY & NIGHT
CBS Affiliate

To sell goods in Phoenix—use KOY. Plenty of proof from prominent national advertisers that KOY gets results, too! Write Fred Palmer . . . or ask any John Blair man.

Represented by

JOHN BLAIR & COMPANY

New York Chicago Detroit St. Louis Los Angeles San Francisco

WJJD

CHICAGO—EST. 1932

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ralph L. Atlass
 Vice-President.....A. L. Linick
 Commercial Manager.....H. P. Sherman
 Program Manager.....J. L. Allabough, Jr.
 Studio Supervisor.....Hilton L. Remley
 Director of Public Relations.....Al Hollender
 Musical Director.....Ben Kanter
 Chief Engineer.....Walter Myers

Coverage

Population—Primary 6,877,376
 Radio Homes— " 1,535,612
 Source: Field intensity measurements.

Representatives

Paul H. Raymer Co.
 Walter Biddick Co. (West Coast)

WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

Personnel

President.....Burridge D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager.....Wm. R. Cline
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion
 Director.....Don Kelley
 Program Director.....Harold Safford
 Chief Engineer.....Thomas L. Rowe

Coverage

Population—Primary 19,209,500
 Radio Homes— " 4,408,800
 Source: Mail response analysis.

Representative

John Blair & Company

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.
 (BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bloomingdale, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Lenox R. Lohr
 Manager, Central Division.....Sidney N. Strotz
 Division Engineer.....Howard C. Luttgens
 Supervisor of Music Library.....D. A. Marcotte
 Night Manager.....E. C. Cunningham
 Director of Agriculture.....William E. Drips
 Special Events Director.....Kenneth D. Fry
 Asst. to Manager.....A. W. Kaney
 Artists' Service Manager.....James Stirton
 Chief Announcer.....William Kephart
 Publicity Director.....William Ray
 Continuity Editor.....Kenneth L. Robinson
 Program Manager.....Jules Herbuveaux

EXCLUSIVE FEATURES
 ENTERTAINING PROGRAMS
 RADIO AS CHICAGO LIKES IT
 ASSURES YOU—

*"The Largest Audience per
 Dollar Spent in the Chicago
 Market"*

WJJD

20,000 WATTS
 CHICAGO

"THE NATION'S LARGEST
 INDEPENDENT STATION"

PAUL H. RAYMER CO.
 NATIONAL REPRESENTATIVES

• • • **ILLINOIS** • • •

Advertising and Sales Promotion Manager,
Emmons C. Carlson
Musical Director.....Roy Shield
Sales Manager.....Oliver Morton
Educational Director.....Judith Waller
Office Manager.....J. F. Whalley

Coverage

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes—"	3,272,600	2,855,700
Population—Secondary	10,209,300	23,101,000
Radio Homes—"	628,900	1,218,300

Source: Field strength surveys and mail response analysis.

Representative

National Broadcasting Co., Inc.
(See Page 358)

•
W M B I

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts.
OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

Personnel

DirectorH. Coleman Crowell
Program Director...Rev. Wendell P. Loveless

•
W S B C

"THE FRIENDLY VOICE OF
CHICAGOLAND"
CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

PresidentGene T. Dyer
Station Manager.....John A. Dyer
Chief Announcer.....John Steadman
Publicity Director.....Dick Kross
Musical Director.....Dean Remick
Chief Engineer.....Ed Jacker

•
W H F C

CICERO—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak

Rd. PHONE: Cicero 4305 Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

Personnel

President.....R. W. Hoffman
Manager.....M. E. Clifford

Coverage

	Daytime	Evening
Population—Primary	2,210,749	2,210,749
Radio Homes—"	1,730,212	1,730,212
Radio Homes—Secondary	375,504	375,504

Source: Field strength measurements.

•
W D A N

"THE COMMUNITY STATION"
DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....E. C. Hewes
Station Manager.....C. R. Richardson
Program Director.....Gleason Kistler
Chief Engineer.....Ted Magin

Coverage

Population—Primary	
and Secondary	171,211
Radio Homes—Primary	
and Secondary	32,720

Source: Field strength measurements.

Representative

J. P. McKinney & Sons

•
W S O Y

DECATUR—EST. 1925

MISSOURI-ILLINOIS BROADCASTING
SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE: 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1891 N. Oakland Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

ILLINOIS

Personnel

President and General Manager, Merrill Lindsay
 Chief Announcer..... Berne Enterline
 Musical Director..... Cary Robards
 Technical Supervisor and In Charge of
 Production..... M. N. Stockwish

Coverage

	Daytime	Evening
Population—Primary	312,294	81,731
Radio Homes— "	82,183	21,508
Population—Secondary	296,013	70,277
Radio Homes— "	74,093	17,569

Source: Field strength measurements (primary); mail response analysis (secondary).

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... William H. West
 Vice-President-Promotion Manager,
 Carlin S. French
 Program Director..... George T. Case
 Business Manager..... E. White
 Chief Engineer..... Thos. R. McLean

Coverage

	Daytime	Evening
Population—Primary	1,347,600	1,347,600
Radio Homes— "	355,210	355,210
Population—Secondary	416,900	416,900
Radio Homes— "	90,810	90,810

Source: U. S. Department of Commerce.

W G I L

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General
 Manager..... Howard A. Miller

Coverage

Population—Primary	350,000
Radio Homes— "	100,000

Source: Station survey.

Representative

Sears & Ayer

W E B Q

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager..... I. M. Taylor
 Program Director..... Virginia Crane
 Chief Announcer-Artists' Bureau Head,
 Lindle Moore
 Publicity Director..... Bernie Smith
 Chief Engineer..... Joseph R. Tate

Coverage

	Daytime	Evening
Population—Primary	396,680	198,340
Radio Homes— "	99,170	49,585
Population—Secondary	686,040	343,020
Radio Homes— "	171,510	85,755

Source: Field intensity measurements.

W J P F *

HERRIN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

Owner..... Orville Lyerla
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

W C L S

JOLIET—EST. 1926

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 7133. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. High-

ILLINOIS

way No. 6. TIME ON THE AIR: 7:00 A.M. to 8:33 P.M., except Fri.: 7:00 A.M. to 10:30 P.M., Fridays; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager.....L.W. Wood
 Program Director.....Robert M. Holt
 Continuity Chief.....Jack Sharp
 Chief Engineer.....George Ives

Coverage

Population—Primary	110,732
Radio Homes— "	23,558
Population—Secondary	305,123
Radio Homes— "	92,137

Source: U. S. Census; Joint Committee.

W M B D

"FROM THE HEART OF ILLINOIS"
PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President and Manager.....Edgar L. Bill
 Commercial Manager.....Charles C. Caley
 Program Manager.....Gene Trace
 Public Relations Director.....Gomer Bath
 Business Manager.....Paul Scherer
 News Editor.....Brooks Watson
 Artists' Bureau Head.....Milton Budd
 Musical Director.....Hod Hiatt
 Chief Announcer.....Harry Luedeke
 Chief Engineer.....Ted Giles

Coverage

	Daytime	Evening
Population—Primary	605,646	605,646
Radio Homes— "	133,737	133,737

Source: Field intensity measurements and mail response analysis.

Representative

Free & Peters, Inc.

W T A D

"VOICE OF THE MISSISSIPPI VALLEY"
QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....W. Emery Lancaster
 Secretary-Treasurer.....H. G. Kreitemeyer
 Vice-President.....R. E. Whitfield
 General Manager.....C. Arthur Fifer
 Commercial Manager.....W. J. Rothschild
 Program Director.....Don Fischer
 News Editor.....William H. Sohm
 Traffic Manager.....Zcula Gatewood
 Chief Engineer.....Francis Wentura

Coverage

Population—Primary	1,291,523
Radio Homes— "	315,500

Source: Station survey.

W R O K

"SERVING NORTHERN ILLINOIS AND
 SOUTHERN WISCONSIN"
ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Ruth Hanna Simms
 Managing Director.....James Rodgers
 General Manager.....Walter Koessler
 Sales Manager.....William Carlson
 Program Director.....John Dixon
 Chief Announcer.....Maurice P. Owens
 Publicity Director.....Allen O. Brophy
 Musical Director.....Helene Kimberley
 Chief Engineer.....Thomas C. Cameron

Coverage

	Daytime	Evening
Population—Primary	350,221	350,221
Radio Homes— "	125,420	125,420
Population—Secondary	502,242	502,242
Radio Homes— "	200,841	200,841

Source: Department of Commerce.

Representative

Headley-Reed Co.

W H B F

"VOICE OF THE QUAD-CITIES"
ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE:

R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: 23 Ave. & 52 St., Moline, Ill. TIME ON THE AIR: (daily) 5:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....John W. Potter
 General Manager.....L. C. Johnson
 Commercial Manager.....Maurice Corken
 Program Director.....Ivan Streed
 Publicity Director.....Don Wright
 Musical Director.....Lucia Thompson
 Chief Engineer.....R. J. Sinnett

Coverage

	Daytime	Evening
Population—Primary	678,000	304,900
Radio Homes— "	167,600	77,500
Population—Secondary	1,175,000	570,600
Radio Homes— "	292,400	136,400

Source: U. S. Census.

Representative

Furgason & Walker, Inc.

WCBS

SPRINGFIELD—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 523 E. Capitol Ave. PHONE: 9855. STUDIO ADDRESS: 523 E. Capitol Ave. TRANSMITTER LOCATION: 2209 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Transcription Service.

Personnel

President.....Harold L. Dewing
 Vice-President.....A. W. Shipton
 Secretary-Program Director.....L. G. Pfefferle
 Commercial Manager.....Jack Heintz
 Artists' Bureau Head.....Bill Nelms
 Chief Announcer.....John Connelly
 Publicity Director.....Miriam Hill
 Musical Director.....John Geil
 Chief Engineer.....Richard L. Ashenfelter

Coverage

Population—Primary	955,000
Radio Homes— "	201,300

Source: Joint Committee.

Representative

Sears & Ayers, Inc.

WTAX

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 720 Reisch

Bldg. PHONE: 1630-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President and Station

Manager.....Jay A. Johnson

Representative

Burn-Smith Co.

WDZ

"THE RIGHT SPOT ON YOUR DIAL"
 TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 1000 watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....E. L. Bill
 Station and Sales Manager.....Clair B. Hull
 Promotion Manager.....Tom McNutt
 Artists' Bureau Head.....Don Ebarsbach
 Chief Announcer.....Hank Fisher
 Publicity Director.....Fran Booton
 Musical Director.....Herbert L. Johnston
 Traffic Manager.....Ruth Moore
 Chief Engineer.....Mark C. Spies

Coverage

Population—Primary	1,158,049
Radio Homes— "	327,480

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

WILL

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616 — 7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:00 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

Director.....Jos. F. Wright
 Artists' Bureau Head.....F. E. Schooley
 Program Director.....Frank E. Schooley
 Publicity Director.....Art Wildhagen
 Musical Director.....Lanson F. Demming
 Production Director.....Nat H. Cohen
 Chief Engineer.....A. James Ebel

INDIANA

Population 3,474,000

Number of Families 934,000

Number of Radio Homes 816,800

Retail Sales \$858,558,800

Auto Registrations 940,000

W H B U

ANDERSON—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: 1110 Meridian St. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President-General Manager.....L. M. Kennett
Commercial Manager.....L. Podhaski
Chief Engineer.....R. Fulwider

Coverage

Population—Primary 905,000
Radio Homes— " 238,000
Source: Field intensity measurements.

Indiana's BRIGHT SPOT

covered by

WOWO

296,010

INDIANA RADIO HOMES
(plus 199,940 in Ohio and Michigan)

INDIANA'S LARGEST
ADVERTISING MEDIUM

Westinghouse **WOWO**
FORT WAYNE

1160 Kc. Clear Channel NBC Blue
See **FREE** and **PETERS**

W T R C

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 948. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Studio Director.....Carl Schrock
Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

Coverage*

Population—Primary 260,000
Radio Homes— " 64,750
Source: U. S. Census.

*Station estimates primary daytime primary-area within a radius of 40 miles of Elkhart; and the night-time primary-area within a radius of 25 miles of Elkhart.

Representative

Tenney, Woodward & Conklin, Inc.

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St. Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Martin L. Leich
Program Director.....Pat Roper
General Manager.....Clarence Leich
Chief Engineer.....John B. Caraway, Jr.

Coverage

	Daytime	Evening
Population—Primary	252,394	139,615
Radio Homes— "	44,350	27,300

INDIANA

Population—Secondary .. 63,818
 Radio Homes— " .. 9,466
 Source: U. S. Census; Joint Committee; field intensity measurements.

Representative
 Weed & Co.

W G B F

EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager..... Clarence Leich
 Program Director..... Pat Roper
 Chief Engineer..... Fay Gehres

Coverage

Population—Primary & Secondary... 1,323,995
 Radio Homes— " " " .. 185,600
 Source: U. S. Census; Joint Committee; field intensity measurements.

Representative
 Weed & Co.

W G L

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1924

NBC—SUPPLEMENTARY BASIC RED & BLUE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Westinghouse Bldg. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

Vice-President..... Walter Evans
 Station Manager..... W. C. Swartley
 Sales Manager..... Ford Billings
 Auditor-Asst. Treasurer..... J. B. Conley
 Program Director..... W. C. Roe
 Sales Promotion Mgr..... Jack O'Mara
 Musical Director..... Jeane Brown
 Chief Engineer..... Fred W. Fischer

Coverage

	Daytime	Evening
Population—Primary	147,675	131,314

Radio Homes— "	41,250	36,680
Population—Secondary ..	15,343	
Radio Homes— " ..	4,286	

Source: NBC Airea method of circulation ascertainment.

Representative
 Free & Peters, Inc.

W O W O

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

FORT WAYNE—EST. 1925

NBC BASIC BLUE

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 33 and 33 R. R. Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

Vice-President..... Walter Evans
 Station Manager..... W. C. Swartley
 Sales Manager..... Ford Billings
 Auditor & Asst. Treasurer..... J. B. Conley
 Program Manager..... Franklin Tooke
 Sales Promotion Mgr..... Jack O'Mara
 Musical Director..... Jeane Brown
 Chief Engineer..... Fred W. Fischer

Coverage

	Daytime	Evening
Population—Primary	1,816,456	1,993,594
Radio Homes— "	507,390	556,870
Population—Secondary ..	1,145,678	574,593
Radio Homes— " ..	329,022	160,501

Source: NBC Airea method of circulation ascertainment.

Representative
 Free & Peters, Inc.

W I N D

"THE TWENTY-TWO-HOUR-A-DAY STATION"

GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Ralph L. Atlas
 Manager E. S. Mittendorf
 Sales Manager John T. Carey
 Program Director Brooks Connelly
 Director of Public Relations Al Hollender

Coverage

Population—Primary 8,506,156
 Radio Homes— " 1,886,405

Source: Field intensity measurements.

Representative

Ferguson & Walker, Inc.
 (See Page 365)

W H I P

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts.
 OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd. PHONE: Webster 4514. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-General Manager. George F. Courrier
 Managing Director Doris Keane

Coverage

Population—Primary 5,537,000
 Radio Homes— " 1,729,000
 Population—Secondary 1,661,000
 Radio Homes— " 337,500

Source: Station survey.

W W A E

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM in evening; daytime, unlimited. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

Personnel

President George F. Courrier
 Managing Director Doris Keane

W F B M

**"THE HOOSIER STATION"
 INDIANAPOLIS—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts n. OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8596. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Mgr. Jesse L. Kaufman
 Commercial Manager Earl G. Thomas
 Program Director F. O. Sharp
 Musical Director William F. Wirges
 Chief Engineer M. R. Williams

Coverage

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

Representative

Edward Petry & Co., Inc.

W I B C

1050 K C—1000 WATTS

**Indiana's Fastest
 Growing Station!**

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 300,000 radio families are influenced in the spending of \$238,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

W I B C

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, Nat'l Rep.

**"INDIANA'S FRIENDLY STATION"
 INDIANAPOLIS—EST. 1938**

FREQUENCY: 1050 Kc. POWER: 1000 Watts.
 OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President Genl. Mgr. C. A. McLaughlin
 Program Director Robert Longwell
 Chief Announcer George Palmer
 Chief Engineer Harry Adams

Coverage

Population—Primary 1,235,391
 Radio Homes— " 454,360
 Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL
 FREQUENCY: 1400 Kc. POWER: 5,000 watts.
 OWNED BY: Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Standard Radio.

Personnel

President Eugene C. Puliam
 Sales Manager R. E. Bausman
 Secretary-Treasurer N. G. Mason
 Merchandising Manager,
 Lawrence O. Hammer

Publicity Director Eugene S. Pulliam
 Musical Director Harry Bason
 Chief Engineer Earl W. Lewis

Coverage

Population—Primary 1,569,900
 Radio Homes— " 393,500
 Population—Secondary 1,872,000
 Radio Homes— " 422,700
 Source: Station survey.

Representative

George P. Hollingsbery Co.

W L B C

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner Donald A. Burton
 Commercial Manager Wm. F. Craig
 Station Manager Donald A. Burton
 Sales Manager Wm. F. Craig
 Publicity Director Ed De Miller
 Musical Director Carl Noble
 Chief Engineer Maurice Crain

Coverage

Population—Primary 350,593
 Radio Homes— " 68,900
 Population—Secondary 411,757
 Radio Homes— " 72,500
 Source: Station survey.

Representatives

William R. Stewart (Chicago)
 Forjoe & Co. (New York)

W G R C

NEW ALBANY—EST. 1936

MUTUAL BROADCASTING SYSTEM
 SOUTHERN NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President and Manager S. A. Cisler
 Commercial Manager J. Porter Smith
 Business Manager C. L. Harris
 Program Director C. E. Schroeder
 Musical Director Rosalind Brown
 Chief Engineer William Tharp

Coverage

	Daytime	Evening
Population—Primary	448,300	420,000
Radio Homes— "	114,060	110,000
Population—Secondary	132,400	
Radio Homes— "	26,560	

Source: Station survey.

Representative

Burn-Smith Company

W K B V

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full

time license. TRANSCRIPTION SERVICE:
Lang-Worth.

Personnel

President.....William O. Knox

W F A M

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1200 Kc. Power: 100 watts.
OWNED BY: South Bend Tribune. OPERATED
BY: South Bend Tribune. BUSINESS AD-
DRESS: 225 West Collax Ave. PHONE:
3-6161. STUDIO ADDRESS: 225 West Col-
fax Ave. TRANSMITTER LOCATION: One-
half mile west of city limits on U. S. No. 2.
TIME ON THE AIR: (daily) 7:00 A.M. to 12:00
noon and 3:30 P.M. to 8:00 P.M.; (Sunday)
8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILI-
ATION: South Bend Tribune. NEWS SER-
VICE: United Press. TRANSCRIPTION SER-
VICE: Associated Library, Standard Radio.

Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

Representative

Paul H. Raymer Company

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1360 Kc. POWER: 500 watts.
OWNED BY: South Bend Tribune. OPERATED
BY: South Bend Tribune. BUSINESS ADDRESS:
225 West Collax Ave. PHONE: 3-6161.
STUDIO ADDRESS: 225 West Collax Ave.
TIME ON THE AIR: (daily) 12:00-3:30 P.M. and
8:00 P.M. to midnight; (Sunday) 5:00 P.M. to
11:00 P.M. NEWSPAPER AFFILIATION:
South Bend Tribune. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associ-
ated Library, Standard Radio.

Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

Representative

Paul H. Raymer Company

W B O W

"THE FRIENDLY STATION"
TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Banks of Wabash, Inc. OPER-
ATED BY: Banks of Wabash, Inc. BUSINESS
ADDRESS: 303 S. 6th St. PHONE: Crawford
3394. STUDIO ADDRESS: 6th & Ohio. TRANS-
MITTER LOCATION: First St. and Peyton Ave.
TIME ON THE AIR: 6:45 A.M. to 12:00 midnight.
NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICE: Lang-Worth, Standard
Radio.

Personnel

General Manager.....W. W. Behrman
Assistant Manager.....Luke Walton
Auditor.....Martha Turner
Chief Announcer.....Sig Rousch
Musical Director.....Leo Baxter
Chief Engineer.....Stokes Gresham, Jr.

Coverage

	Daytime	Evening
Population—Primary	320,465	217,000
Radio Homes— "	75,760	56,000
Population—Secondary	332,984	156,718
Radio Homes— "	75,580	43,803

Source: Field intensity measurements; Joint
Committee.

Representative

Weed & Co.

W A O V *

VINCENNES—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Vincennes Newspapers, Inc. OP-
ERATED BY: Vincennes Newspapers, Inc. BUSI-
NESS ADDRESS: Vincennes. STUDIO AD-
DRESS: Vincennes. TRANSMITTER LOCATION:
Same. NEWSPAPER AFFILIATION: Vincennes
Newspapers, Inc.

*Station was licensed to operate under a
construction permit at time of going to press
and reports that construction has not started.

W B A A

"THE VOICE OF PURDUE"
WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts,
d.; 500 watts. n. OWNED BY: Purdue Univer-
sity. OPERATED BY: Purdue University. BUSI-
NESS ADDRESS: West Lafayette. PHONE: 6076.
STUDIO ADDRESS: Electrical Engineering Bldg.
TRANSMITTER LOCATION: Electrical Engineer-
ing Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00
P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00
A.M. to 4:00 P.M. (Saturday).

Personnel

Station Manager, Program Director
Gilbert D. Williams
Asst. Program Director.....Mildred Chamberlin
Chief Engineer.....Ralph R. Townsley

IOWA

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$715,031,900

Auto Registrations 747,820

W O I

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000
Watts. OWNED BY: Iowa State College.
OPERATED BY: Iowa State College. BUSI-
NESS ADDRESS: Ames. PHONE: 2500. STU-
DIO ADDRESS: Ames. TRANSMITTER LO-
CATION: Ames. TIME ON THE AIR: 6:30
a.m. to local sunset. NEWS SERVICE:
United Press.

Personnel

Director..... W. I. Griffith
Assistant Director..... A. G. Woolfries
Chief Announcer..... Robert Miles
Musical Director..... Tolbert McRae
Chief Engineer..... Louie L. Lewis

K F G Q

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Boone Biblical College. OPER-
ATED BY: Boone Biblical College. BUSINESS
ADDRESS: Boone, Ia. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: Specified hours during
daytime.

Personnel

Manager..... Lois Crawford

W M T

CEDAR RAPIDS, WATERLOO—
EST. 1922

NBC (BLUE)—MUTUAL—THE COWLES
STATIONS

FREQUENCY: 600 Kc. POWER: 5,000 Watts,
d.; 1,000 Watts, n. OWNED BY: Iowa Broad-
casting Co. OPERATED BY: Same. BUSI-
NESS ADDRESS: Paramount Bldg., Cedar
Rapids—Russell Lamson Hotel, Waterloo.
PHONE: Cedar Rapids 6127, Waterloo 236.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Marion. TIME ON THE AIR:
5:30 A.M. to 12:00 midnight; Sunday, 7:00
A.M. to 12:00 midnight. NEWSPAPER
AFFILIATION: Des Moines Register and
Tribune. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, NAB Library, Davis & Schwegler.

Personnel

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

Commercial Manager

W. B. Quarton (Cedar Rapids)

Commercial Manager... Don Inman (Waterloo)

National Sales Manager..... Ted Eans

Program Director..... Douglas B. Grant

Merchandising Director..... Leo F. Cole

Chief Engineer..... Charles F. Quentin

Coverage

Population—Primary 3,253,200

Radio Homes— " 768,100

Source: Field strength survey.

Representative

The Katz Agency

W O C

DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM
CORN BELT WIRELESS REBROADCASTING
SERVICE

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Tri City Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
1000 Brady St. PHONE: 3521. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 6:00 A.M. to mid-
night; Sunday, 9:00 A.M. to 12:00 midnight.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System,
Associated.

Personnel

President Col. B. J. Palmer

Vice-President..... Dave Palmer

General Manager..... J. Buryl Lottridge

National Sales Manager..... Clair Heyer

Commercial Manager..... Ben F. Hovel

Merchandising Manager..... J. Neff Wells, Jr.

Program Director..... J. Neil Reagan

Chief Engineer..... Harold Higby

Coverage

	Daytime	Evening
Population—Primary	180,800	198,100
Radio Homes— "	42,730	46,160
Population—Secondary	1,113,400	564,300
Radio Homes— "	264,550	138,600

Source: CBS Listener Study.

Representative

Free & Peters, Inc.

K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts.

OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

KWLC

"THE RADIO VOICE OF LUTHER COLLEGE"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: Shares daytime with KGCA.

Personnel

Director.....F. C. Gamelin
Station Manager.....O. Eittrheim
Production Manager.....R. E. Lee
Music Director.....Professor T. H. Nickel
Chief Operator.....A. Woolery

KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther L. Hill
Assistant General Manager and
Commercial Manager.....Craig Lawrence
National Sales Manager.....Ted Enns
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

Coverage

Population—Primary.....1,057,141
Radio Homes— ".....248,777

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

KSO

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS
FREQUENCY: 1430 Kc. POWER: 5000 Watts-d., 1000 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des

Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NAB Library.

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther Hill
Assistant General and
Commercial Manager.....Craig Lawrence
National Sales Manager.....Ted Enns
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

Coverage

Population—Primary.....812,340
Radio Homes— ".....192,968

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

WHO

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS
REBROADCASTING SERVICE

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
V.P. & Station Manager.....J. O. Maland
Secretary.....William Brandon
Sales Manager.....Hale Bondurant
Publicity Director.....Woody Woods
Program Director.....Harold Fair
Technical Director.....Paul A. Loyet

Coverage

Population—Primary.....3,745,000
Radio Homes— ".....866,000

Source: Field intensity measurements.

Representative

Free & Peters, Inc.

KDTH*

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED

BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald.

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

Representative

William J. Arndt

W K B B

"THE RADIO VOICE OF IOWA'S KEY CITY"

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: Rural Route No. 2. TIME ON THE AIR: 6:30 A.M. to midnight (daily), 8:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Chief Announcer.....Vaughn Gayman
Publicity Director.....Sigmund Fritschel
Musical Director.....M. K. Galliant
Chief Engineer.....Leonard Carlson

Coverage

	Daytime	Evening
Population	379,549	
Radio Homes	85,517	40,140

Representative

International Radio Sales

K V F D

FORT DODGE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Northwest Broadcasting Co. OPERATED BY: Northwest Broadcasting Co. BUSINESS ADDRESS: Warden Bldg. PHONE: Walnut 2761. STUDIO ADDRESS: Warden Bldg. TRANSMITTER LOCATION: Fort Dodge. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Edward Breen
Commercial Manager.....Charles A. Kennedy

W S U I

IOWA CITY—EST. Code—1911—
Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, d.;

1000 watts, n.). OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

Personnel

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager

Prof. H. Clay Harshberger

Staff Announcer.....William Sener
Chief Engineer.....S. J. Ebert

K F J B

"IN THE HEART OF IOWA"

MARSHALLTOWN—EST. 1923

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Marshall Electric Co. OPERATED BY: Marshall Electric Co. BUSINESS ADDRESS: 1603 W. Main St. PHONE: 3361. STUDIO ADDRESS: 1603 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager...Earl Peak
Chief Engineer.....Warren D. Bailey

Coverage

Population—Primary	191,700
Radio Homes— "	72,100
Population—Secondary	383,200
Radio Homes— "	91,700

Source: Mail response analysis.

Representative

Allied Representation Co.

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio, and NAB Library.

Personnel

Station Manager.....F. C. Eighmey

There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

KSCJ AFFILIATE
NBC
The JOURNAL
SIOUX CITY, IOWA
Represented by George Hollingbery
C. W. Corkhill, Manager

Program Director.....John Price
 Production Manager.....Jim Woods
 Publicity Director.....Henry Hook
 Chief Engineer.....Leo Born

Coverage

	Daytime
Population—Primary	178,700
Radio Homes— "	38,370
Population—Secondary	480,600
Radio Homes— "	106,280

Source: CBS Listener Study.

Representative

Weed & Co.

K F N F

"THE FRIENDLY FARMER STATION"
 SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KFNF, Inc. OPERATED BY: KFNF, Inc. BUSINESS ADDRESS: 407 Sycamore. PHONE: No. 1—departmental connections. STUDIO ADDRESS: 407 Sycamore St. TRANSMITTER LOCATION: 407 Sycamore St. TIME ON THE AIR: (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....W. E. MacDonald

Coverage

Population—Primary	3,010,600
Radio Homes— "	761,500
Population—Secondary	3,625,400
Radio Homes— "	791,500

Source: Field intensity measurements and mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

K M A

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL

CORN BELT WIRELESS REBROADCASTING SERVICE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 4:30 A.M. Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Program Director.....Fred Greenlee
 Production Manager.....Owen Saddler

Promotion Manager.....Frank Jaffe
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

Coverage

	Daytime	Evening
Population—Primary	2,200,100	1,261,464
Radio Homes— "	476,440	285,330
Population—Secondary	1,884,060	1,792,410
Radio Homes— "	451,710	388,130

Source: Field intensity measurements and mail response analysis.

Representative

Howard Wilson & Co.

K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;
 READ IT IN THE SIOUX CITY JOURNAL"
 SIOUX CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4500 Floyd Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler.

Personnel

Station Manager.....C. W. Corkhill
 Studio Director.....Ruth Fachman
 Publicity Director.....Roberta Deany
 Musical Director.....Bertha Reese
 Chief Engineer.....S. C. Dier

Coverage

Population—Primary	1,189,871
Population—Secondary	1,688,810

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Program Director.....Gordon Horner
 Commercial Manager.....Ray Jensen
 Chief Engineer.....Carleton Gray

Coverage

	Daytime	Evening
Population—Primary	476,940	476,940
Radio Homes—	101,430	101,430

Source: Field intensity measurements and mail response analysis.

Representative

Furgason & Walker, Inc.

KANSAS

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$493,087,100

Auto Registrations 589,474

K F B I

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Farmers & Bankers Life Insurance Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. & Broadway. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: International News Service.

TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President H. K. Lindsley
Station Manager..... Herb Hollister
Chief Engineer..... K. W. Pyle

Coverage

Population—Primary	1,010,900
Radio Homes—	199,700
Population—Secondary	1,669,000
Radio Homes—	383,600

Source: Mail response analysis.

Representative

Howard H. Wilson Company

Confucius Says—

“A Well Programmed
Station
Brings Better Results”

K W B G

Hutchinson, Kansas
Is
Well Programmed

The Station in the
Center of the Nation

K V A K

“THE VOICE OF ATCHINSON, KANSAS”
ATCHINSON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Latenser Bldg., 622 Commercial St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Atchinson. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler.

Personnel

Owner & Director..... Carl Latenser
Manager..... W. H. Reity
Program Director..... L. V. Butcher

Coverage

Population—Primary	35,000
Population—Secondary	500,000

Source: Station survey.

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: South Coffeyville.
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
 NEWSPAPER AFFILIATION: The Coffeyville
 Journal. NEWS SERVICE: The Associated
 Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus, Davis & Schwegler.

Personnel

Owner.....Hugh J. Powell
 General Manager.....Melvin Drake
 Program Director.....Clair A. Foster
 Chief Engineer.....J. Fred Case

Coverage

Population—Primary 717,900
 Radio Homes— " 132,800
 Population—Secondary 503,900
 Radio Homes— " 102,000

Source: Field intensity measurements.

Representative

The Katz Agency

K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 1000 Watts,
 d.; 250 Watts, n. OWNED BY: Dodge City
 Broadcasting Co. OPERATED BY: Same.
 BUSINESS ADDRESS: Globe Bldg. PHONE:
 1100. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Westview Park. TIME
 ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00
 P.M. to 9:00 P.M. NEWSPAPER AFFILIATION:
 Dodge City Globe. NEWS SERVICE: Associ-
 ated Press. TRANSCRIPTION SERVICE: Stand-
 ard Radio.

Personnel

President.....J. C. Denious
 Business Manager.....N. C. Petersen
 Commercial Manager.....Vaughn Kimball
 Chief Engineer.....Emil Doane

Representative

Arthur H. Hagg and Associates

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.
 OWNED BY: Emporia Broadcasting Co. OPER-
 ATED BY: Same. BUSINESS ADDRESS: Em-
 poria. TIME ON THE AIR: 6:00 A.M. to 12:00
 Midnight, daily; 8:00 A.M. to 12:00 Midnight,
 Sundays. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: Standard Radio, C.
 P. MacGregor.

Personnel

President.....S. B. Warren
 General & Commercial
 Manager.....K. W. Trimble
 Program Director.....Larry Simms
 Chief Engineer.....Paul H. Daniels

Representative

Sears & Ayer, Inc.

K I U L

"VOICE OF WESTERN KANSAS"
 GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Garden City Broadcasting Co.
 OPERATED BY: Garden City Broadcasting Co.
 BUSINESS ADDRESS: 404 N. Main. PHONE:
 666-999. STUDIO ADDRESS: 404 N. Main.
 TRANSMITTER LOCATION: Warner Terrace.
 TIME ON THE AIR: 6:00 A.M. to 7:15 P.M.,
 daily; 10:00 A.M. to 5:00 P.M., Sundays. NEWS
 SERVICE: Transradio Press. TRANSCRIPTION
 SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....F. D. Conard
 Station Manager.....Clem Morgan
 News Editor.....M. E. Pence
 Chief Engineer.....Ralph Childs

Coverage

Radio Homes—Primary 18,200
 Radio Homes—Secondary 22,510

Source: Station survey.

Representative

Cox and Tanz

K V G B

"THE VOICE OF GREAT BEND"
 GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Helen Townsley. OPERATED BY:
 Helen Townsley. BUSINESS ADDRESS: Cork
 Bldg., P. O. Box 757. PHONE: 1080. STUDIO
 ADDRESS: Cork Bldg. TRANSMITTER LOCA-
 TION: 2 miles south of Great Bend on High-
 way No. 281. TIME ON THE AIR: 7:00 A.M. to
 10:00 P.M., daily; 8:45 A.M. to 4:00 P.M., Sun-
 day. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: NBC Thesaurus, C. P.
 MacGregor.

Personnel

Manager.....H. T. Townsley
 Program Manager.....Dave Wilson
 Commercial Manager.....Everette Smart
 Chief Engineer.....Leo Legleiter

Coverage

Population—Primary 301,900
 Radio Homes— " 53,100

Source: Mail analysis.

K W B G

"THE STATION IN THE CENTER
 OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts
 (C.P. 250 Watts). OWNED BY: Nation's Center
 Broadcasting Co., Inc. OPERATED BY: W. B.
 Greenwald. BUSINESS ADDRESS: 201 S. Main.
 PHONE: 5202. STUDIO ADDRESS: 201 S. Main.



**KANSAS
STATION
EXECUTIVES
READ
RADIO
DAILY
REGULARLY**



TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

Personnel

President.....W. B. Greenwald
Station Manager.....H. A. Delp
Commercial Manager.....Ken Irving
Chief Engineer.....Harold Bourrell

KCKN

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

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President.....W. A. Bailey
Vice-President-General
Manager.....Ellis Atteberry
Commercial Manager.....Owen Balch
Program Director.....George Engelter
Director of Publicity.....Ruth Kendall
Special Productions Manager.....John Drake
News Commentator.....Olaf Soward
Musical Director.....Ruth Royal
Chief Engineer.....C. E. Salzer, Jr.

Coverage

	Daytime	Evening
Population—Primary	797,703	600,000
Radio Homes—	210,530	180,000

Source: Field intensity measurements; Joint Committee.

Representative

Capper Publications

KFKU

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tonganoxie, Kans. TIME ON THE AIR: Shares time with WREN.

Personnel

Director.....Harold G. Ingham
Assistant Program
Director.....Mildred I. Seaman

WREN

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFKU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Vernon H. Smith
 Assistant Manager.....Verl Bratton
 Commercial Manager.....Ernest Pontius
 Promotion Director.....John Bondeson

Coverage

Population—Primary 3,699,476
 Radio Homes— " 771,200

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

Representative

Howard H. Wilson Co.

KSAC

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; 4:30 P.M. to 5:30 P.M.; and Saturdays, 9:30 A.M. to 10:30 A.M.; and 12:30 P.M. to 2:30 P.M. NEWS SERVICES: Associated Press.

Personnel

President F. D. Farrell
 Director H. Umberger
 Program Director.....L. L. Longsdorf

KOAM

"THE FOUR STATE STATION—KANSAS, OKLAHOMA, ARKANSAS AND MISSOURI"

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales Manager.....R. G. Patterson
 Program Director.....Bruce Robertson
 Chief Engineer.....W. L. Brown

Coverage

Population—Primary 920,451
 Radio Homes— " 187,483

Source: U. S. Census; Joint Committee.

Representative

Furgason & Walker, Inc.

KSAL

"YOUR FRIEND OF THE AIRWAYS"
 SALINA—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Langworth.

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Commercial Manager.....H. C. Fagerstrom
 Chief Engineer.....N. E. Vance, Jr.

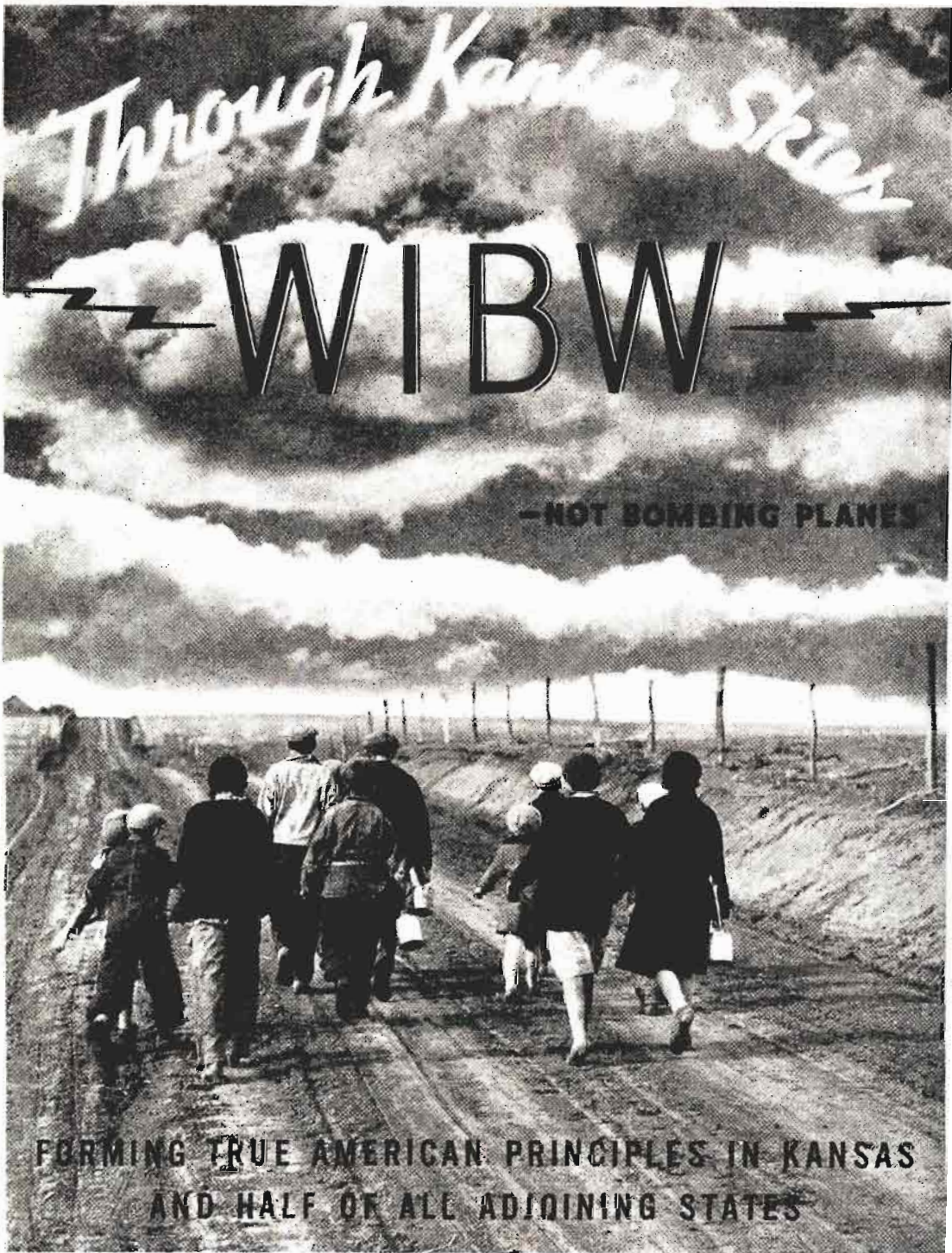
Coverage

Population—Primary 525,031
 Radio Homes— " 140,000
 Population—Secondary 1,000,000
 Radio Homes— " 300,000

Source: Field intensity measurements.

Representative

The Katz Agency



Through Kansas Skies

WIBW

-NOT BOMBING PLANES

**FORMING TRUE AMERICAN PRINCIPLES IN KANSAS
AND HALF OF ALL ADJOINING STATES**

WIBW

"THE VOICE OF KANSAS"
TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

Personnel

General Manager.....Ben Ludy
Chief Engineer.....Karl Troeglen

Coverage

Population—Primary 1,920,500
Radio Homes— " 361,980
Population—Secondary 6,819,100
Radio Homes— " 1,300,100

Source: CBS Listener Study.

Representative

Capper Publications, Inc.

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President-General Manager.....Herb Hollister
Commercial Manager.....Phil McKnight
Chief Engineer.....Glenn Ritter

Coverage

Population—Primary	Daytime
Radio Homes— "	365,080
	73,016

Source: Field intensity measurements.

Representative

The Katz Agency

KFH

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 5:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

Personnel

Vice President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
Program Director.....Vernon E. Reed
National Sales & Promotion
Manager.....Clark A. Luther
Chief Engineer.....Amos C. Dadisman

Coverage

Population—Primary	700,200
Radio Homes— "	142,800
Population—Secondary	1,127,200
Radio Homes— "	188,700

Source: Mail response analysis.

Representative

Edward Petry & Co.

KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$427,105,800

Auto Registrations 425,000

WCMI

"WHERE COAL MEETS IRON"
ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Ashland Broadcasting Co. OPERATED BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 3010-11.

STUDIO ADDRESS: WCMI Bldg.; First National Bank Bldg., Ironton, Ohio; Prichard Hotel, Huntington, W. Va. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ashland Daily Independent. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

WAVE STILL ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . . leaving the Whangpoo (and the Kentucky mountains) for the *other fellows!*

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station

WAVE

Louisville

1000 WATTS

INCORPORATED

940 K. C.

KENTUCKY

Personnel

President Gilmore Nunn
 Station & Sales Manager Robert MacKenzie
 Program Director Russell Hirsch
 In Charge of Huntington
 Studio Bert Georges
 In Charge of Ironton
 Studio Ken McClure

Coverage

Population—Primary *208,194
 Population—Secondary 454,775
 Radio Homes—Primary & Secondary 86,300

* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.
 Source: Station survey.

Representative

John H. Perry Associates

W L B J *

BOWLING GREEN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Bowling Green Broadcasting Co.
 OPERATED BY: Bowling Green Broadcasting Co.
 BUSINESS ADDRESS: Bowling Green.
 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

W H O P

"THE VOICE OF THE PENNYRILE" HOPKINSVILLE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 539. STUDIO ADDRESS: Princeton Pike. TRANSMITTER LOCATION: Princeton Pike. TIME ON THE AIR: 18 hours daily. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager Pierce E. Lackey
 Managing Director Hecht S. Lackey
 Commercial Manager F. Ernest Lackey

W L A P

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK
 FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE

AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Genl. Mgr. Gilmore N. Nunn
 Vice President J. Lindsay Nunn
 Secretary-Treasurer Warren G. Davis
 Chief Engineer Sanford Helt

Representative

John H. Perry Associates

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 940 Kc. POWER: 1000 Watts.
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President Geo. W. Norton, Jr.
 Commercial Manager James F. Cox
 Station Manager Nathan Lord
 Sales Manager James F. Cox
 Program Director George Patterson
 Musical Director Clifford Shaw
 Chief Engineer Wilbur E. Hudson

Coverage

Population—Primary	Evening
Radio Homes— "	830,080
Population—Secondary	136,160
Radio Homes— "	241,834
Population—Secondary	30,890
Radio Homes— "	

Source: NBC Aircas Survey.

Representative

Free & Peters, Inc.

W G R C

LOUISVILLE

(See New Albany, Ind.)

W I N N *

LOUISVILLE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Louisville. STUDIO ADDRESS: Louisville. TRANSMITTER LOCATION: Louisville. TIME ON THE AIR: Unlimited License.

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

Roger Babson says..

"Well-balanced, well-diversified Louisville can look ahead confidently to the next six months . . . Practically all of Louisville's 500-odd factories will roar along at new post-depression peaks . . . I look for a gain of roughly 10 per cent in the national farm income during 1940. The rich Bluegrass . . . Gains in home building will be continued. Industrial construction will be at the best levels of the last ten years. . . High factory employment, prosperous farmers, busy building artisans all add up to a good year for everyone in Louisville . . ."

TO PRODUCE maximum sales in this \$2,-214,269,000 market, use the key station in this prosperous area

WHAS

50,000 WATTS
820 KILOCYCLES
Basic CBS Outlet

HERE'S WHAT HAPPENED IN LOUISVILLE IN 1939

Bank Deposits up \$21,000,000
 Bank Clearings up \$163,000,000
 Industrial Power Consumption up
 13,000,000 kwh
 Gas Consumption up 89,000,000
 cu. ft.
 L. & N. Carloadings up 121,000
 cars
 Retail Sales up 6 per cent
 Wholesale Sales up 15 per cent
 Construction in city almost double
 Distillery production up 4,000,000
 gallons
 Brewery production up nearly
 2,000,000 gallons

In the Kentuckiana market there were sustained gains in virtually every line of business and every index points to the continuance of this prosperity during 1940.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by

The Courier-Journal — THE LOUISVILLE TIMES

W H A S

"IN THE HEART OF THE RICH OHIO RIVER VALLEY"

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.
 OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa. 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: New Eastwood. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday. NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers Library.

Personnel

Owner Barry Bingham
 Radio Director Credo Fitch Harris
 Executive Manager W. Lee Coulson
 Commercial Manager Joe Eaton
 Program Manager Robert L. Kennett
 Publicity Director John H. Hoagland
 Technical Advisor Orrin W. Towner

Coverage

Population—Primary 4,907,600
 Radio Homes— " 1,156,900

Source: Field intensity measurements.

Representative

Edward Petry & Company

W O M I

OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Owensboro Broadcasting Co., Inc.

OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily; 15 hours Sunday. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President Lawrence W. Hager
 General Manager Hugh O. Potter

Coverage

Population—Primary 146,705
 Radio Homes— " 41,880
 Population—Secondary 344,102
 Radio Homes— " 96,400

Source: Field intensity survey.

W P A D

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 9th and Terrell. PHONE: 4100. STUDIO ADDRESS: 9th and Terrell. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

Personnel

President & Genl. Mgr. Pierce E. Lackey

Representative

Cox & Tanz

LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$378,832,300

Auto Registrations 344,900

K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts.
 OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 788. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NAB Library, Langworth, Standard Radio.

Personnel

President Walter H. Allen
 Vice-President Grove Stafford
 Secretary-Treasurer Mrs. W. H. Allen
 General Manager C. Edly Rogers
 Sales Manager Edgar Cappellini
 Program Director Gordon Loudon
 Musical Director John Pegues Kelley
 Chief Engineer Truman Stanley

W J B O

BATON ROUGE—EST. 1934

NATIONAL BROADCASTING CO.

LOUISIANA NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts (C.P. 1000 watts). OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Chas. P. Manship, Jr.
Vice Pres. & Genl. Mgr.....H. Vernon Anderson
Secretary-Treasurer...Charles P. Manship, Sr.
Production Supervisor...W. H. Bland, Jr.
Sales Manager.....J. Roy Dabadie
Chief Engineer.....Wilbur T. Golson

Coverage

Population—Primary 344,291
Radio Homes— " 41,700

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

Representative

George P. Hollingbery Co.

K V O L

**"VOICE OF LAFAYETTE"
LAFAYETTE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentMorgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....R. A. Escudier
Chief Engineer.....J. G. Cooper

Coverage

	Daytime	Evening
Population—Primary	250,000	150,000
Radio Homes— " "	75,000	50,000
Population—Secondary	300,000	250,000
Radio Homes— " "	100,000	75,000

Source: Station survey.

K P L C

**"VOICE OF THE POPULAR PORT"
LAKE CHARLES—EST. 1935**

LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujot St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. B. Lanford
Commercial Manager.....F. C. Carroll
Chief Announcer.....K. McDaniel
Station Manager.....C. R. Porter
Publicity Director.....H. L. Barnett
Chief Engineer.....E. C. Moses

Coverage

Population—Primary *110,900
Radio Homes— " *14,800

* Includes portions of secondary area.
Source: Station survey.

K M L B

**"VOICE OF MONROE"
MONROE—EST. 1930**

LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC The-saurus.

Personnel

President-General Manager.....J. C. Liner, Sr.
Commercial Manager.....J. C. Liner, Jr.
Program Director.....Don Breitenmoser
Chief Engineer.....O. L. Morgan

Coverage

	Daytime
Population—Primary	94,200
Radio Homes— " "	11,640
Population—Secondary	132,000
Radio Homes— " "	10,960

Source: Field intensity measurements.

W D S U

**"FIRST WITH THE LATEST AND ALWAYS
A FEW HEADLINES AHEAD"**

NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President Joseph H. Uhalt
 Commercial Manager P. K. Ewing
 Station Manager Joseph H. Uhalt
 Sales Manager P. K. Ewing
 Chief Engineer Kenneth Ervin

Representative

John Blair & Co.

W J B W

"LOUISIANA'S ORIGINAL FRIENDLY ALL-NIGHT STATION"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: 947 Howard Ave. STUDIO ADDRESS: 947 Howard Ave. TRANSMITTER LOCATION: 3617 Bruxelles St. TIME ON THE AIR: 6:30 A.M. to 12:00 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to 1:30 A.M. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

General Manager C. C. Carlson

Coverage

	Daytime	Evening
Population—Primary	200,000	200,000
Radio Homes—	100,000	100,000
Population—Secondary	500,000	500,000
Radio Homes—	250,000	250,000

Source: Station estimate.

W N O E

NEW ORLEANS—EST. 1926

LOUISIANA NETWORK

FREQUENCY: 1420 KC. POWER: 250 Watts.
 OWNED BY: WNOE, Inc. OPERATED BY: WNOE, Inc. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President James A. Noe
 Vice-President-General Manager Raymond F. Hufft
 Program Director Hubert J. Grant
 Educational Director Benet F. Cain
 Sales Manager Clark B. Alexander

Coverage

	Daytime	Evening
Population—Primary	1,000,000	750,000
Radio Homes—	105,000
Population—Secondary	2,000,000	1,000,000
Radio Homes—	250,000

Source: Station estimate.

Representative

Cox & Tanz

W S M B

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.
 OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. TRANS-AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President E. V. Richards
 General Manager H. Wheelahan
 Sales Manager-Publicity Director, T. J. Fontelieu
 Chief Announcer-Artists' Bureau Head, William Brenzel
 Musical Director E. Fontana
 Chief Engineer H. G. Nebe

Coverage

Population—Primary	836,700
Radio Homes—	145,400
Population—Secondary	246,600
Radio Homes—	28,000

Source: Field intensity measurements and mail response analysis.

Representative

Edward Petry & Company

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kannerville. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

General Manager W. H. Summerville
 Commercial Manager Louis Read
 Program Manager Jimmie Willson
 Publicity Director Henry Dupre
 Musical Director Pinky Vidacovich
 Chief Engineer J. D. Bloom, Jr.

Coverage

Survey being conducted with directional antenna at time of going to press.

Representative

The Katz Agency

K R M D

"YOUR FRIENDLY STATION"

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.

LOUISIANA — MAINE

OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. M. Dean
 Station Manager G. V. Wilson
 Sales Manager David Wilson
 Program Director Elizabeth Alford
 Chief Engineer W. J. Wilkinson

Coverage*

Population—Primary 92,000
 Radio Homes— " 29,000
 *Secondary area adds an additional 15-mile radius covering an additional 100,000 persons.
 Source: Station survey.

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President John D. Ewing
 General Manager John C. McCormack

Commercial Manager J. A. Oswald
 Program Director B. G. Robertson
 Chief Engineer C. H. Haddox

Coverage

Population—Primary 398,700
 Radio Homes— " 54,000
 * Includes portions of secondary area.
 Source: Mail response analysis.

Representative

The Branham Company

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Gamm Rd., Dixie, La. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library.

Personnel

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

Representative

The Branham Company

MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$255,858,900

Auto Registrations 206,000

W R D O

"THIS IS THE FRIENDLY VOICE FROM THE CAPITAL OF MAINE"

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.—

YANKEE NETWORK—COLONIAL NETWORK
 FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 175 Water St. PHONE: 2285. STUDIO ADDRESS: 175 Water St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Net-

work News Service. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Jack S. Atwood
 Chief Engineer Harold T. Dinsmore

Coverage

Population—Primary 78,000
 Radio Homes— " 19,000
 Population—Secondary 150,000
 Radio Homes— " 36,000
 Source: Station survey.

Representative

Weed & Co.

WABI

"MAINE'S OLDEST BROADCASTING SERVICE"

BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658-4243. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President F. B. Simpson
Station Manager R. M. Wallace
Chief Engineer Nelson Lawson

Coverage

Population—Primary	188,400
Radio Homes— "	46,900
Population—Secondary	143,700
Radio Homes— "	34,100

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

WL B Z

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager Thompson L. Guernsey

Coverage

Population—Primary*	805,200
Radio Homes— "	191,100

*Includes portions of secondary area.

Source: Station survey.

Representative

Weed & Company

W C O U

"MAINE'S BUSIEST STATION"

LEWISTON—EST. 1938

**MUTUAL BROADCASTING SYSTEM
YANKEE-COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President Jean B. Couture
Treasurer Faust O. Couture
Secretary Valdor L. Couture
Manager Guy P. Ladouceur
Program Director Elden Shute, Jr.
Office Manager Oscar Normand
Musical Director Bertrand Cote
Chief Engineer Leslie R. Hall

Coverage

	Daytime	Evening
Population—Primary	70,154	70,154
Radio Homes— "	17,720	17,720
Population—Secondary	84,163	25,229
Radio Homes— "	21,023	6,744

Source: Field intensity measurements.

Representative

Forjoe & Co.

CALL YOUR SPOTS
IN THE MAINE MARKET

W-C-O-U

Lewiston, Maine

COVERS MAINE'S RICHEST MARKET
WITH YOUR SPOT CAMPAIGN

LEWISTON-AUBURN

*"The Industrial
Heart of Maine"*

- 1st—In Payrolls
- 1st—In Wage Earners
- 1st—In Product Values

Represented by
FORJOE & COMPANY

W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts. d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Supervisor.....George F. Kelley, Jr.
 Station Manager.....Linwood T. Pitman
 Program Director.....Albert W. Smith
 Merchandising Director.....Arthur E. Bucknam
 Chief Engineer.....G. Fred Crandon

Coverage

Radio Homes—Primary 95,200

Radio Homes—Secondary 18,412

Source: NBC Aircas Survey; Joint Committee.

Representative

Weed & Co.

W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Associated Recording Program Service.

Personnel

President-Treasurer.....Guy P. Gannett
 Assistant Treasurer.....Laurence H. Stubbs
 General Manager.....Creighton E. Gatchell
 Program Manager.....Richard E. Bates
 Chief Announcer.....Sam Henderson
 Chief Engineer.....Rodger D. Hodgkins

Representative

Paul H. Rayner Co.

W A G M

"WONDERFUL AROOSTOOK—GARDEN OF MAINE"

PRESQUE ISLE—EST. 1930

MAINE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Maine Radio News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....H. J. McGuire
 Treasurer.....R. W. MacIntosh
 Chief Announcer.....Ted Coffin

Coverage

Population—Primary 80,000

Radio Homes— " 14,600

Source: Joint Committee.

Representative

Cox & Tanz

In Portland Maine, It's

WGAN



THE PRESS HERALD EXPRESS STATION

• CBS •

CREIGHTON E. GATCHELL

General Manager

Representative: Paul H. Raymer Co.

MARYLAND

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$509,161,400

Auto Registrations 428,536

W B A L

"BALTIMORE'S POWERFUL VOICE"
"WBAL MEANS BUSINESS IN
BALTIMORE"

BALTIMORE—EST. 1925

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:30 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight). POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS. Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News

Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....Harold C. Burke
Program Manager.....Paul Girard
Merchandising Manager.....G. W. Schults
Publicity Director.....Dorothy Schmitt
Chief Engineer.....Gerald W. Cooke

Coverage

Population—Primary	2,500,000
Radio Homes— "	309,430
Population—Secondary	1,500,000
Radio Homes— "	664,670

Source: Joint Committee.

Representative

International Radio Sales

WBAL

*means business
in Baltimore*

W C A O

"THE VOICE OF BALTIMORE"
"BALTIMORE'S OLDEST BROADCAST STATION"

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M.; (Sunday) 8:45 A.M. to 12:30 A.M. NEWS SERVICE: International News Service.

Personnel

President.....Lewis M. Milbourne
Vice-President.....L. Waters Milbourne
Treasurer.....Melvin W. Woods
Secretary.....Clarence W. Miles
Chief Announcer.....William J. O'Toole
Publicity Director.....Dwight W. Burroughs
Musical Director.....Jack Lederer
Chief Engineer.....Martin L. Jones

Representative
Paul H. Raymer Co.

W C B M

BALTIMORE—EST. 1924
INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: University 8400; Calvert 2480-1. STUDIO ADDRESS: North Ave. at Harford. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight, daily; 8:45 A.M. to midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Langworth, NAB Library.

Personnel

President and Commercial
Manager.....John Elmer
Vice-President.....J. Purdon Wright
Treasurer.....J. Lawrence Schanberger
Station Manager.....Geo. H. Roeder
Publicity Director.....Newell Warner
Chief Engineer.....G. Porter Houston

W F B R

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922
NBC (RED)

MARYLAND COVERAGE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Baltimore Radio Show, Inc. OPERATED BY: Baltimore Radio Show, Inc. BUSINESS ADDRESS: 10 East North Ave. PHONE: Vernon 6900. STUDIO ADDRESS: 10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

Personnel

President.....Robert S. Maslin
Executive Vice-President.....Hope H. Barroll, Jr.
Treasurer.....Harold W. Batchelder
Assistant Treasurer.....Robert S. Maslin, Jr.
Commercial Manager.....Purnell H. Gould
Program Director.....Bert Hanauer
Musical Director.....Jos. Imbroglia
Chief Engineer.....Wm. Q. Ranft

Coverage

Population—Primary.....1,150,300
Radio Homes— ".....246,000
Population—Secondary.....727,900
Radio Homes— ".....172,000

Source: Field intensity measurements and mail analysis.

Representative
Edward Petry & Co., Inc.

W·C·B·M

Baltimore, Maryland

★ ★ ★

NEW, LARGER STUDIOS READY!

WCBM is now in even larger public influence through its potent new home. WCBM is now in a position to serve both advertiser and listener in a broader and uncommon way. WCBM is now in handsome, modern, larger studios! A great new auditorium is provided—and every modern facility known to broadcast engineering. WCBM moves ahead!

WCBM
Baltimore, Md.

John Elmer, Pres. G. H. Roeder, Gen. Mgr.

MARYLAND

WTBO

CUMBERLAND—EST. 1928

MARYLAND COVERAGE NETWORK
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.
OWNED BY: Associated Broadcasting Corp.
OPERATED BY: Associated Broadcasting Corp.
BUSINESS ADDRESS: 31 Frederick St. PHONE:
Cumberland 299. STUDIO ADDRESS: 31 Fred-
erick St. TRANSMITTER LOCATION: Fort Hill.
TIME ON THE AIR: 7:00 A.M. to local sunset,
at Dallas, Tex.; Sunday, 8:00 A.M. to local
sunset at Dallas. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: World
Broadcasting System, NBC Thesaurus.

Personnel

President-General Manager... Frank V. Becker
Vice-President Arnold Nygren
Treasurer..... L. E. Pamphilon
Secretary..... Chas. Z. Heskett
Commercial Manager..... William Mullen
Production Manager..... Stewart W. Phillips
Chief Announcer..... Willis Conover
Chief Engineer..... George H. Lenhart

Coverage

Population—Primary 357,081
Radio Homes— " 53,300
Population—Secondary 261,883

Radio Homes— " 45,100
Source: Field intensity measurements and
mail response analysis.

Representative

Joseph Hershey McGillvra

WFMD

"IN THE HEART OF MARYLAND"
FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.
OWNED BY: Monocacy Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Winchester Hall. PHONE: 1466. STUDIO AD-
DRESS: Winchester Hall Bldg., and West Main
St., Westminster, Md. TRANSMITTER LOCA-
TION: Jefferson Pike. TIME ON THE AIR:
6:30 A.M. to local sunset. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
World Broadcasting System. MAINTAINS
ARTISTS' BUREAU.

Personnel

Vice-President and General Manager,
A. V. Tidmore
Commercial and Promotion Manager,
Arthur Symons
Program Director-Chief Announcer,
R. L. Longstreet
Musical Director-Artists' Bureau Head,
Winston Shipley
Chief Engineer..... John A. Fels

Don't Make Mole Hills of These Mountains



98,000 Families Without Effective Daytime Network Coverage!

[But we eat down here—and brush our teeth, wash, furnish our
homes, drive our cars, listen to our radios, and do everything else
you'd expect us to do with \$100,000,000 cash to spend every year.]

When Are YOU Comin' 'Round The Mountain?

Get Your Share in this Fertile Market!

800 Kc.
Clear Channel
250 Watts

WTBO

NBC and World
Transcriptions
United Press

Cumberland, Maryland

[And Seventeen Adjacent Counties in Maryland,
West Virginia, Virginia, and Pennsylvania]

Quaker Network
Maryland Coverage Network

Nat'l Representative
JOSEPH H. MCGILLVRA

Coverage

Population—Primary	476,567
Radio Homes— "	82,250
Population—Secondary	576,210
Radio Homes— "	155,540

Source: U. S. Census.

W J E J

"VOICE OF THE VALLEYS"
HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Hagerstown Broadcasting Co.
 OPERATED BY: Hagerstown Broadcasting Co.
 BUSINESS ADDRESS: Franklin Court. STUDIO
 ADDRESS: Franklin Court. TRANSMITTER
 LOCATION: Hagerstown. TIME ON THE AIR:
 7:00 A.M. to 12:00 midnight. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 Standard Radio, Davis & Schwegler. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

Secretary-General Manager.. Grover C. Crilley
 Commercial Manager..... Clarence Myers
 Chief Engineer..... Harold Brewer

Coverage

Population—Primary	280,500
Radio Homes— "	60,000
Population—Secondary	184,000
Radio Homes— "	40,000

Source: Station survey.



"The Voice of the Valleys" Hagerstown, Md.



**When you buy WJ E J in Hagerstown
 you buy two of the richest
 Valleys in the East**

W S A L

"THE EASTERN SHORE'S OWN STATION"
 "THE RADIO VOICE OF THE DELMARVA
 PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Frank M. Stearns. OPERATED
 BY: Same. BUSINESS ADDRESS: 415 E. Main
 St. PHONE: 1540-1. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: (Daily) 6:30 A.M. to local sunset;
 (Sunday) 8:00 A.M. to local sunset. NEWS
 SERVICE: Transradio Press. TRANSCRIPTION
 SERVICES: Standard Library, NAB Library,
 Langworth.

Personnel

Owner and Station Manager.. Frank M. Stearns
 Program Manager and Chief

Announcer .. Deane Long
 Publicity Director..... Robert Rogers
 Continuity Chief..... Jane Allen
 Chief Engineer..... Edward J. Hager

Coverage

Population—Primary	45,876
Radio Homes— "	8,879
Population—Secondary	142,988
Radio Homes— "	28,531

Source: U. S. Census.

Representative

Weed & Co.

Serving
The Public Interest
Convenience And
Necessity
In And About
SALISBURY
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W S A L