



S T A T I O N S

*of the
United States*



Standard **Developmental**
International **High-Frequency**

**Newspaper
Owned Stations**

**F.C.C. Application
Regulations**

WBNX

NEW YORK

5000
WATTS

The Station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

**METROPOLITAN STATION
COSMOPOLITAN AUDIENCE**

WBNX NEW YORK 5000 WATTS DAY
1000 WATTS NIGHT

INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and
Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;
d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250	533
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	516
KADA	Ada, Okla.	1200	100	486
KALB	Alexandria, La.	1210	250	391
KALE	Portland, Ore.	1300	1000	
			C.P. 5000 d.	493
KAND	Corsicana, Tex.	1310	100	527
KANS	Wichita, Kans.	1210	100	
			C.P. 250	387
KARK	Little Rock, Ark.	890	1000	316
KARM	Fresno, Calif.	1310	250	319
KASA	Elk City, Okla.	1210	100	486
KAST	Astoria, Ore.	1200	250	491
KATE	Albert Lea, Minn.	1120	250	419
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	442
KBIX	Muskogee, Okla.	1500	100	487
KBKR	Baker, Ore.	1500	250 d., 100 n.	492
KBND	Bend, Ore.	1310	250	492
KBPS	Portland, Ore.	1420	100	493
KBST	Big Spring, Tex.	1500	100	526
KBTM	Jonesboro, Ark.	1200	250 d., 100 n.	316
KCKN	Kansas City, Kan.	1310	250	384
KCMC	Texarkana, Ark.-Tex.	1420	250	536
KCMO	Kansas City, Mo.	1450	1000	427
			C.P. 5000 d.	
KCRC	Enid, Okla.	1360	250	487
KCRJ	Jerome, Ariz.	1310	250	312
KDAL	Duluth, Minn.	1500	100	
			C.P. 250 d.	419
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	329
KDFN	Casper, Wyo.	1440	500	561
KDKA	Pittsburgh, Pa.	980	50000	505
KDLR	Devils Lake, N. Dak.	1210	250	471
KDNT	Denton, Tex.	1420	100	528
KDON	Monterey, Calif.	1210	100	324
KDRO	Sedalia, Mo.	1500	250	430
KDTH	Dubuque, Ia.	1340	500	378
KDYL	Salt Lake City, Utah.	1290	5000 d., 1000 n.	538
KECA	Los Angeles, Calif.	780	5000 d., 1000 n.	321
KEEN	Seattle, Wash.	1370	100	548
RELA	Between Centralia and Chehalis, Wash.	1440	1000	547

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KELD	El Dorado, Ark.	1370	250	315
KELO	Sioux Falls, S. Dak.	1200	250	317
KERN	Bakersfield, Calif.	1370	100	
		C.P. 1380	1000	317
KEUB	Price, Utah	1420	100	538
KEX	Portland, Ore.	1160	5000	494
KFAB	Lincoln, Nebr.	770	10000	435
KFAC	Los Angeles, Calif.	1300	1000	321
KFAM	St. Cloud, Minn.	1420	250	422
KFAR	Fairbanks, Alaska	610	1000	562
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	432
KFBI	Ablene, Kans.	1050	5000	382
KFBK	Sacramento, Calif.	1400	10000	325
KFDA	Amarillo, Tex.	1500	250	525
KFDM	Beaumont, Tex.	560	1000	526
KFDY	Brookings, S. Dak.	780	1000	516
KFEL	Denver, Colo.	920	1000	333
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n.	429
KFGQ	Boone, Ia.	1370	100	377
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	387
KFI	Los Angeles, Calif.	640	50000	321
KFIO	Spokane, Wash.	1120	100	551
KFIZ	Fond Du Lac, Wis.	1420	100	556
KFJB	Marshalltown, Ia.	1200	250	379
KFJI	Klamath Falls, Ore.	1210	100	492
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	471
KFJZ	Fort Worth, Tex.	1240	1000	529
KFKA	Greeley, Colo.	880	1000 d., 500 n.	335
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	384
KFNF	Shenandoah, Ia.	800	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	381
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	435
KFOX	Long Beach, Calif.	1250	1000	319
KFPL	Dublin, Tex.	1310	250 d., 100 n.	528
KFPW	Fort Smlth, Ark.	1210	100	
		C.P. 1370	250	315
KFPY	Spokane, Wash.	800	5000	550
KFQD	Anchorage, Alaska	780	250	562
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	
			C.P. 5000	326
KFRO	Longview, Tex.	1370	250	
		C.P. 1340	1000	531
KFRU	Columbia, Mo.	630	1000 d., 500 n.	426
KFSD	San Diego, Calif.	600	1000	326
KFSG	Los Angeles, Calif.	1120	2500 d., 1000 n.	322
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	426
KFVD	Los Angeles, Calif.	1000	1000	322
KFVS	Cape Girardeau, Mo.	1210	250	426
KFWB	Los Angeles, Calif.	950	5000	322
KFXD	Nampa, Idaho	1200	250	357
KFXJ	Grand Junction, Colo.	1200	250	335
KFXM	San Bernardino, Calif.	1210	100	326
KFYO	Lubbock, Texas	1310	250 d., 100 n.	531
KFYR	Bismarck, N. Dak.	550	5000 d., 1000 n.	470
KGA	Spokane, Wash.	1470	5000	551
KGB	San Diego, Calif.	1330	1000	
			C.P. 5000	326
KGBU	Ketchikan, Alaska	900	500	562

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGBX	Springfield, Mo.	1230	500	431
KGCA	Decorah, Ia.	1270	100	377
KGCU	Mandan, N. Dak.	1240	250	473
KGCX	Wolf Point, Mont.	1450	1000	434
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	420
KGDM	Stockton, Calif.	1100	1000	330
KGEK	Sterling, Colo.	1200	100	337
KGER	Long Beach, Calif.	1360	1000	321
KGEZ	Kalispell, Mont.	1310	100	433
KGFF	Shawnee, Okla.	1420	250	489
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	527
KGfJ	Los Angeles, Calif.	1200	100	322
KGFL	Roswell, New Mex.	1370	100	443
KGfW	Kearney, Nebr.	1310	250	434
KGfX	Pierre, S. Dak.	630	200	516
KGGF	Coffeyville, Kans.	1010	1000	382
KGGM	Albuquerque, N. Mex.	1230	1000	442
KGfH	Pueblo, Colo.	1320	500	337
KGHI	Little Rock, Ark.	1200	250	316
KGHL	Billings, Mont.	780	5000 d., 1000 n.	431
KGIR	Butte, Mont.	1340	5000	432
KGfW	Alamosa, Colo.	1420	100	331
KGKB	Tyler, Tex.	1500	250	536
KGKL	San Angelo, Tex.	1370	250	533
KGKO	Fort Worth, Tex.	570	5000 d., 1000 n.	529
KGKY	Scottsbluff, Nebr.	1500	250	437
KGLO	Mason City, Ia.	1210	250	379
KGLU	Safford, Ariz.	1420	250	314
KGMB	Honolulu, Hawaii	1320	1000	
		C.P. 590	5000	563
KGNC	Amarillo, Tex.	1410	2500 d., 1000 n.	525
KGNF	North Platte, Nebr.	1430	1000	436
KGNO	Dodge City, Kans.	1340	250	
			C.P. 1000 d.	383
KG0	San Francisco, Calif.	790	7500	327
KGU	Honolulu, Hawaii	750	2500	563
KGVO	Missoula, Mont.	1260	5000 d., 1000 n.	133
KGW	Portland, Ore.	620	5000 d., 1000 n.	494
KGy	Olympia, Wash.	1210	100	548
KHAS	Hastings, Nebr.	C.P. 1200	250	434
KHBC	Hilo, Hawaii	1200	250	563
KHBG	Okmulgee, Okla.	1210	100	
			C.P. 250	489
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	322
KHQ	Spokane, Wash.	590	5000	551
KHSL	Chico, Calif.	1260	250	
			C.P. 1000 d., 500 n.	318
KHUB	Watsonville, Calif.	1310	250	331
KICA	Clovis, New Mex.	1370	100	442
KID	Idaho Falls, Idaho	1320	5000 d., 500 n.	357
KIDO	Boise, Idaho	1350	2500 d., 1000 n.	357
KIDW	Lamar, Colo.	1420	100	337
KIEM	Eureka, Calif.	1450	1000 d., 500 n.	319
KIEV	Glendale, Calif.	850	250	319
KINX	Juneau, Alaska	1430	1000	562
KIRO	Seattle, Wash.	710	1000	548
KIT	Yakima, Wash.	1250	1000	552
KITE	Kansas City, Mo.	1530	1000	427
KIUL	Garden City, Kans.	1210	100	383
KIUN	Pecos, Tex.	1370	100	533
KIUP	Durango, Colo.	1370	100	335
KJBS	San Francisco, Calif.	1070	500	327
KJR	Seattle, Wash.	970	5000	540
KLAH	Carlsbad, New Mex.	1210	250	442
KLBM	La Grande, Ore.	1420	250	493
KLCN	Blytheville, Ark.	1290	100	315
KLO	Ogden, Utah	1400	5000	538
KLPM	Minot, N. Dak.	1360	1000 d., 500 n.	473

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	316
KLS	Oakland, Calif.	1280	250	324
KLUF	Galveston, Tex.	1370	250	530
KLX	Oakland, Calif.	880	1000	324
KLZ	Denver, Colo.	560	5000 d., 1000 n.	
			C.P., 5000	333
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	381
KMAC	San Antonio, Tex.	1370	250	534
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	
			C.P., 5000	428
KMED	Medford, Ore.	1410	1000 d., 250 n.	493
KMJ	Fresno, Calif.	580	1000	
			C.P., 5000	319
KMLB	Monroe, La.	1200	250	392
KMMJ	Grand Island, Nebr.	740	1000	434
KMO	Tacoma, Wash.	1330	1000	551
KMOX	St. Louis, Mo.	1090	50000	429
KMPC	Beverly Hills, Calif.	710	500	
			C.P., 5000 d., 1000 n.	318
			1000	323
KMTR	Los Angeles, Calif.	570		
KMYR	Denver, Colo.	C.P., 1310	250 d., 100 n.	333
KNEL	Brady, Tex.	1500	250 d., 100 n.	527
KNET	Palestine, Tex.	1420	100	532
KNOW	Austin, Tex.	1500	250	525
KNX	Los Angeles, Calif.	1050	50000	323
KOA	Denver, Colo.	830	1000	335
KOAC	Corvallis, Ore.	550	1000	492
KOAM	Pittsburg, Kans.	790	1000	385
KOB	Albuquerque, New Mex.	1180	10000	442
KOBH	Rapid City, S. Dak.	1370	250	517
KOCA	Kilgore, Tex.	1210	250	531
KOCY	Oklahoma City, Okla.	1310	250	487
KOH	Reno, Nev.	1380	500	
		C.P., 630	1000	437
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	436
KOIN	Portland, Ore.	940	5000 d., 1000 n.	
			C.P., 5000	495
			100	335
KOKO	La Junta, Colo.	1370		
KOL	Seattle, Wash.	1270	5000 d., 1000 n.	549
KOMA	Oklahoma City, Okla.	1480	5000	487
KOME	Tulsa, Okla.	1310	250	489
KOMO	Seattle, Wash.	920	5000 d., 1000 n.	549
KONO	San Antonio, Tex.	1370	250	534
KOOS	Marshfield, Ore.	1200	250	493
KORE	Eugene, Ore.	1420	250	492
KORN	Fremont, Nebr.	C.P., 1370	250 d., 100 n.	434
KOTN	Pine Bluff, Ark.	1500	100	317
KOVC	Valley City, N. Dak.	1500	250	473
KOVO	Provo, Utah	1210	250	538
KOVH	Omaha, Nebr.	660	500	436
KOY	Phoenix, Ariz.	1390	1000	313
KPAB	Laredo, Tex.	1500	250	531
KPAC	Port Arthur, Tex.	1260	500	
		C.P., 1220		583
KPDN	Pampa, Tex.	1310	100	532
KPFA	Helena, Mont.	1210	250	132
KPLC	Lake Charles, La.	1500	250	392
KPLT	Paris, Tex.	1500	250	533
KPMC	Bakersfield, Calif.	1550	1000	317
KPO	San Francisco, Calif.	680	50000	327
KPOF	Denver, Colo.	880	1000	333
KPPC	Pasadena, Calif.	1210	100	325
KPQ	Wenatchee, Wash.	1500	250	552
KPRC	Houston, Tex.	920	5000 d., 1000 n.	530
KQV	Pittsburgh, Pa.	1380	1000	507
KQW	San Jose, Calif.	1010	5000 d., 1000 n.	328
KRBA	Lufkin, Tex.	1310	250	532
KRBC	Abilene, Tex.	1420	250	525
KRBM	Bozeman, Mont.	1420	250	432
KRE	Berkeley, Calif.	1370	250	318
KRGV	Westaco, Tex.	1260	1000	537
KRIC	Beaumont, Tex.	1420	250	526
KRIS	Corpus Christi, Tex.	1330	500	527

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRKD	Los Angeles, Calif.	1120	2500 d., 1000 n.	323
KRKO	Everett, Wash.	1370	50	547
KRLC	Lewiston, Idaho	1390	250	357
KRLD	Dallas, Tex.	1040	50000	527
KRLH	Midland, Tex.	1420	100	532
KRMC	Jamestown, N. Dak.	1370	250	471
KRMD	Shreveport, La.	1310	250	393
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	495
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	378
KROC	Rochester, Minn.	1310	250	422
KROD	El Paso, Tex.	C.P. 1500	100	529
KROW	Oakland, Calif.	930	1000	324
KROY	Sacramento, Calif.	1210	100	325
KRRV	Sherman, Tex.	1310	250	
		C.P. 880	1000	535
KRSC	Seattle, Wash.	1120	250	
			C.P. 1000	550
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	385
KSAL	Salina, Kans.	1500	250 d., 100 n.	
		C.P. 1120	1000 d., 500 n.	385
KSAM	Huntsville, Tex.	1500	250	531
KSAN	San Francisco, Calif.	1420	250	327
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	
			C.P. 5000	381
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	429
KSEI	Pocentello, Idaho	900	1000 d., 250 n.	359
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	328
KSL	Salt Lake City, Utah	1130	50000	539
KSLM	Salem, Ore.	1370	1000 d., 500 n.	495
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	378
KSOO	Sioux Falls, S. Dak.	1110	5000	517
KSRO	Santa Rosa, Calif.	1310	250	329
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	
			C.P. 50000	422
KSUB	Cedar City, Utah	1310	100	537
KSUN	Lowell, Ariz.	1200	250	313
KTAR	Phoenix, Ariz.	620	1000	313
KTBC	Austin, Tex.	1120	1000	526
KTBS	Shreveport, La.	1450	1000	394
KTEM	Temple, Tex.	1370	250	535
KTFI	Twin Falls, Idaho	1240	1000	359
KTHS	Hot Springs National Park, Ark.	1040	10000	315
KTKC	Visalia, Calif.	890	1000	330
KTMS	Santa Barbara, Calif.	1220	500	329
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	563
KTOK	Oklahoma City, Okla.	1370	250	488
KTRB	Modesto, Calif.	740	250	324
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	530
KTRI	Sioux City, Ia.	1420	250	381
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	535
KTSM	El Paso, Tex.	1310	250	529
KTSW	Emporia, Kans.	1370	250	383
KTUC	Tucson, Ariz.	1370	250	314
KTUL	Tulsa, Okla.	1400	5000	491
KTW	Seattle, Wash.	1220	1000	550
KUIN	Grants Pass, Ore.	C.P. 1310	100	492
KUJ	Walla Walla, Wash.	1370	100	552
KUOA	Siloam Springs, Ark.	1260	5000	317
KUSD	Vermillion, S. Dak.	890	500	517
KUTA	Salt Lake City, Utah	1500	100	
			C.P. 250	510
KVAK	Atchison, Kans.	1420	100	382
KVAN	Vancouver, Wash.	880	250	552
KVCV	Redding, Calif.	1200	100	
			C.P. 250	325
KVEC	San Luis Obispo, Calif.	1200	250	329
KVFD	Fort Dodge, Ia.	C.P. 1370	250 d., 100 n.	379
KVGB	Great Bend, Kans.	1370	100	
			C.P. 250	383
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	551
KVIC	Victoria, Texas	C.P. 1310	250 d., 100 n.	536
KVNU	Logan, Utah	1200	100	
			C.P. 250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVOA	Tucson, Ariz.	1260	1000	314
KVOD	Denver, Colo.	920	1000	333
KVOE	Santa Ana, Calif.	1500	100	320
KVOL	Lafayette, La.	1310	250	392
KVOO	Tulsa, Okla.	1140	25000	491
KVOR	Colorado Springs, Colo.	1270	1000	331
KVOS	Bellingham, Wash.	1200	250	517
KVOX	Moorhead, Minn.	1310	250	422
KVRS	Rock Springs, Wyoming	1370	250	561
KVSF	Santa Fe, N. M.	1310	100	443
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	486
KVWC	Vernon, Tex.	1500	250	536
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	359
KWAT	Watertown, S. D.	C.P. 1210	250	518
KWBD	Plainview, Tex.	C.P. 1200	100	533
KWBG	Hutchinson, Kans.	1420	100	
			C.P. 250	383
KWEW	Hobbs, New Mexico	1500	100	443
KWFC	Hot Springs, Ark.	C.P. 1310	250 d., 100 n.	316
KWFT	Wichita Falls, Tex.	620	1000 d., 250 n.	537
KWGG	Stockton, Calif.	1200	100	330
KWJB	Globe, Ariz.	1210	250 d., 100 n.	312
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		495
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	429
KWKH	Shreveport, La.	850	10000	
		S.A. 1100	50000	394
KWLC	Decorah, Iowa	1270	100	378
KWLK	Longview, Wash.	780	250	548
KWNO	Winona, Minn.	1200	250	423
KWOC	Poplar Bluff, Mo.	1310	100	
			C.P. 250	428
KWOS	Jefferson City, Mo.	1310	250	426
KWSC	Pullman, Wash.	1220	5000	548
KWTO	Springfield, Mo.	560	5000	431
KWYO	Sheridan, Wyoming	1370	250	561
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	550
KXL	Portland, Ore.	1420	250	495
KXO	El Centro, Calif.	1500	100	318
KXOK	St. Louis, Mo.	1250	1000	430
KXON	Sweetwater, Tex.	1210	250	535
KXRO	Aberdeen, Wash.	1310	250	547
KXYZ	Houston, Tex.	1440	1000	531
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	328
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	314
KYOS	Merced, Calif.	1040	250	323
KYSM	Mankato, Minn.	1500	250	420
KYUM	Yuma, Ariz.	C.P. 1210	250 d., 100 n.	314
KYW	Philadelphia, Pa.	1020	10000	501
WAAB	Boston, Mass.	1410	1000	401
WAAF	Chicago, Ill.	920	1000	361
WAAT	Jersey City, N. J.	940	500	440
WABC	New York, N. Y.	860	50000	449
WABI	Baugor, Me.	1200	250	395
WABY	Albany, N. Y.	1370	250	143
WACO	Waco, Tex.	1420	250	536
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	473
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	353
WAGF	Dothan, Ala.	1370	250	310
WAGM	Presque Isle, Maine	1420	100	396
WAIM	Anderson, S. C.	1200	100	513
WAIR	Winston-Salem, N. C.	1250	250	470
WAKR	Akron, Ohio	1500	1000	473
WALA	Mobile, Ala.	1380	1000 d., 500 n.	
			C.P. 1000	310
WAML	Laurel, Miss.	1310	250	425
WAOV	Vincennes, Ind.	C.P. 1420	100	376
WAPI	Birmingham, Ala.	1140	5000	309
WAPO	Chattanooga, Tenn.	1420	250	
		C.P. 1120	1000 d., 500 n.	519
WARD	Brooklyn, N. Y.	1400	500	445
WASH	Grand Rapids, Mich.	1270	500	414

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WATL	Atlanta, Ga.	1370	250	354
WATR	Waterbury, Conn.	1290	250	340
WATW	Ashland, Wisc.	C.P. 1370	100	556
WAVE	Louisville, Ky.	940	1000	389
WAWZ	Zarephath, N. J.	1350	1000	441
WAYX	Waycross, Ga.	1200	250	356
WAZL	Hazleton, Pa.	1420	100	
			C.P. 250	499
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	376
WBAB	Athlantic City, N. J.	C.P. 1200	250 d., 100 n.	439
WBAL	Baltimore, Md.	1060	10000	397
WBAP	Fort Worth, Tex.	800	50000	530
WBAX	Wilkes-Barre, Pa.	1210	100	511
WBBC	Brooklyn, N. Y.	1400	500	445
WBBL	Richmond, Va.	1210	100	545
WBMM	Chicago, Ill.	770	50000	361
WBRR	Brooklyn, N. Y.	1300	1000	445
WBBZ	Ponca City, Okla.	1200	250	489
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	411
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	446
WBHP	Huntsville, Ala.	1200	1000	310
WBJG	Greensboro, N. C.	1440	5000 d., 1000 n.	467
WBLK	Clarksburg, W. Va.	1370	250	554
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	481
WBNX	New York, N. Y.	1350	1000	
			C.P. 5000 d.	451
WBNY	Buffalo, N. Y.	1370	250	446
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	
		C.P. 1200	250	376
WBRB	Red Bank, N. J.	1210	100	441
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	309
WBRE	Wilkes-Barre, Pa.	1310	250	511
WBRK	Pittsfield, Mass.	1310	250	409
WBRY	Waterbury, Conn.	1530	1000	340
WBT	Charlotte, N. C.	1080	50000	465
WBTH	Williamson, W. Va.	1370	250	555
WBTM	Danville, Va.	1370	250 d., 100 n.	541
WBZ	Boston, Mass.	990	50000	401
WBZA	Boston, Mass.	990	1000	401
WCAD	Canton, N. Y.	1220	500	447
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	
			C.P. 5000	507
WCAI	Northfield, Minn.	760	5000	422
WCAM	Camden, N. J.	1280	500	439
WCAO	Baltimore, Md.	600	1000 d., 500 n.	398
WCAP	Asbury Park, N. J.	1280	500	439
WCAR	Pontiac, Mich.	C.P. 1100	1000 d.	417
WCAT	Rapid City, S. Dak.	1200	100	517
WCAU	Philadelphia, Pa.	1170	50000	503
WCAX	Burlington, Vt.	1200	250	540
WCAZ	Carthage, Ill.	1070	100	361
WCBA	Allentown, Pa.	1440	500	497
WCBD	Chicago, Ill.	1080	5000	363
WCBM	Baltimore, Md.	1370	250	398
WCBS	Springfield, Ill.	1420	250	371
WCCO	Minneapolis, Minn.	810	50000	420
WCFL	Chicago, Ill.	970	5000	363
WCHS	Charleston, W. Va.	580	5000 d., 500 n.	553
WCHV	Charlottesville, Va.	1420	250	541
WCKY	Cincinnati, Ohio	1490	50000	475
WCLE	Cleveland, Ohio	610	500	479
WCLO	Janesville, Wisc.	1200	250	556
WCLS	Joliet, Ill.	1310	100	369
WCM1	Ashland, Ky.	1310	250	387
WCNC	Elizabeth City, N. C.	1370	250	466
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	445
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	347
WCOC	Meridian, Miss.	880	1000	425
WCOL	Columbus, Ohio	1210	100	481
WCOP	Boston, Mass.	1120	500	403
WCOS	Columbia, S. C.	1370	250	514
WCOU	Lewiston, Me.	1210	250	395
WCOV	Montgomery, Ala.	1210	100	311

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250	475
WCRW	Chicago, Ill.	1210	100	363
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	513
WCSH	Portland, Maine	940	2500 d., 1000 n.	396
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	
			C.P. 5000	351
WDAF	Kansas City, Mo.	610	5000	428
WDAH	El Paso, Texas	1310	250	529
WDAN	Danville, Ill.	1500	250	368
WDAS	Philadelphia, Pa.	1370	250	503
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	471
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	546
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	347
WDEL	Wilmington, Delaware	1120	1000 d., 250 n.	341
WDEV	Waterbury, Vt.	550	1000	541
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	421
WDMJ	Marquette, Mich.	1310	250	416
WDLF	Panama City, Fla.	C.P. 1200	250 d., 100 n.	347
WDNC	Durham, N. C.	1500	250	466
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	519
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	
			C.P. 5000	339
WDSM	Superior, Wis.	1200	100	560
WDSU	New Orleans, La.	1250	1000	392
WDWS	Champaign, Ill.	1370	250	361
WDZ	Tuscola, Ill.	1020	1000	371
WEAF	New York, N. Y.	660	50000	451
WEAN	Providence, R. I.	780	5000 d., 1000 n.	512
WEAU	Eau Claire, Wis.	1050	5000 d., 1000 n.	556
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	420
WEBQ	Harrisburg, Ill.	1210	250	369
WEBR	Buffalo, N. Y.	1310	250	447
WEDC	Chicago, Ill.	1210	250	363
WEED	Rocky Mount, N. C.	1420	250	469
WEEI	Boston, Mass.	590	5000 d., 1000 n.	
			C.P. 5000	403
WEFU	Reading, Pa.	830	1000	509
WELI	New Haven, Conn.	930	500 d., 250 n.	339
WELL	Battle Creek, Mich.	1420	100	411
WEMP	Milwaukee, Wis.	1310	250	558
WENR	Chicago, Ill.	870	50000	363
WENY	Elmira, N. Y.	1200	250	448
WEOA	Evansville, Ind.	1370	250	372
WESG	Elmira, N. Y.	850	1000	448
WEST	Easton, Pa.	1200	250	497
WENX	Salem, Mass.	1200	100	409
WEVD	New York, N. Y.	1300	1000	451
WEW	St. Louis, Mo.	760	1000	430
WEXL	Royal Oak, Mich.	1310	50	417
WFAA	Dallas, Tex.	800	50000	528
WFAM	South Bend, Ind.	1200	100	376
WFAS	White Plains, N. Y.	1210	100	463
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	
			C.P. 5000	515
WFBG	Altoona, Pa.	1310	100	497
WFBM	Syracuse, N. Y.	1360	5000 d., 1000 n.	461
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	374
WFBR	Baltimore, Md.	1270	5000 d., 1000 n.	398
WFDF	Flint, Mich.	1310	100	414
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	438
WFIG	Sunter, S. C.	C.P. 1310	250 d., 100 n.	516
WFIL	Philadelphia, Pa.	560	1000	505
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	351
WFMD	Frederick, Md.	900	500	399
WFMJ	Youngstown, Ohio	1420	100	
			C.P. 250	485
WFNC	Fayetteville, N. C.	C.P. 1340	250	466
WFOR	Hattiesburg, Miss.	1370	100	
			C.P. 250 d.	421
WFOY	St. Augustine, Fla.	1210	250	349
WFTC	Kinston, N. C.	1200	250	468
WFTL	Fort Lauderdale, Fla.	1370	250 d., 100 n.	343
WFTM	Fort Myers, Fla.	C.P. 1210	350	344

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFVA	Fredericksburg, Va.	1260	250	542
WGAL	Lancaster, Pa.	1500	250	501
WGAN	Portland, Me.	640	500	396
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	479
WGAU	Athens, Ga.	1310	250	353
WGBB	Freeport, N. Y.	1210	100	448
WGBF	Evansville, Ind.	630	1000 d., 500 n.	373
WGBI	Scranton, Pa.	880	1000 d., 500 n.	510
WGBR	Goldsboro, N. C.	1370	250	466
WGCM	Gulfport, Miss.	1210	250 d., 100 n.	424
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	365
WGH	Newport News, Va.	1310	250	542
WGIL	Galesburg, Ill.	1500	250	369
WGKV	Charleston, W. Va.	1500	100	553
WGL	Fort Wayne, Ind.	1370	250	373
WGN	Chicago, Ill.	720	50000	365
WGNC	Gastonia, N. C.	1420	250	466
WGNV	Newburgh, N. Y.	1220	250	449
WGPC	Albany, Ga.	1420	100	353
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	447
WGRC	New Albany, Ind.	1370	250	375
WGRM	Grenada, Miss.	1210	250	424
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	354
WGTC	Greenville, N. C.	C.P. 1500	250	467
WGTM	Wilson, N. C.	1310	100	
			C.P. 250	469
WGY	Schenectady, N. Y.	790	50000	460
WHA	Madison, Wis.	940	5000	557
WHAI	Greenfield, Mass.	1210	250	405
WHAL	Saginaw, Mich.	C.P. 950	500	417
WHAM	Rochester, N. Y.	1150	50000	459
WHAS	Louisville, Ky.	820	50000	391
WHAT	Philadelphia, Pa.	1310	100	503
WHAZ	Troy, N. Y.	1300	1000	462
WHB	Kansas City, Mo.	860	1000	428
WHBB	Selma, Ala.	1500	100	312
WHBC	Canton, Ohio	1200	250	475
WHBF	Rock Island, Ill.	1240	1000	370
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	441
WHBL	Sheboygan, Wis.	1300	1000 d., 250 n.	560
WHBQ	Memphis, Tenn.	1370	100	520
WHBU	Anderson, Ind.	1210	250 d., 100 n.	372
WHBY	Appleton, Wis.	1200	250	555
WHDF	Calumet, Mich.	1370	250	411
WHDH	Boston, Mass.	830	1000	401
WHDL	Olean, N. Y.	1400	250	457
WHEB	Portsmouth, N. H.	740	250	438
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	460
WHFC	Cleero, Ill.	1420	250	368
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	483
WHIP	Hammond, Ind.	1480	5000	374
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	553
WHIZ	Zanesville, Ohio	1210	100	
			C.P. 250	486
WHJB	Greensburg, Pa.	620	250	498
WHK	Cleveland, Ohio	1390	5000 d., 1000 n.	481
WHKC	Columbus, Ohio	640	500	482
WHKY	Hickory, N. C.	C.P. 1370	250	467
WHLB	Virginia, Minn.	1370	250	423
WHLD	Niagara Falls, N. Y.	C.P. 1260	1000	456
WHLS	Port Huron, Mich.	1370	250	417
WHMA	Anniston, Ala.	1420	100	
			C.P. 250	309
WHN	New York, N. Y.	1010	5000 d., 1000 n.	461
WHIO	Des Moines, Ia.	1000	50000	378
WHOM	Jersey City, N. J.	1450	250	440
WHOP	Hopkinsville, Ky.	C.P. 1200	250	389
WHP	Harrisburg, Pa.	1430	5000 d., 1000 n.	499
WHTR	Spartanburg, S. C.	C.P. 1370	250 d., 100 n.	515
WHUB	Cookeville, Tenn.	C.P. 1370	250	519
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	557
WIBC	Indianapolis, Ind.	1050	1000	374
WIBG	Glenside, Pa.	970	100	498

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBM	Jackson, Mich.	1370	250	415
WIBU	Poynette, Wisc.	1210	250	559
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	387
WIBX	Utica, N. Y.	1200	250	463
WICA	Ashtabula, Ohio	940	250	
			C.P. 500	474
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	337
WIL	St. Louis, Mo.	1200	250	430
WILL	Urbana, Ill.	580	5000	371
WILM	Wilmington, Del.	1420	100	
			C.P. 250	341
WIND	Gary, Ind.	560	5000 d., 1000 n.	373
WING	Dayton, Ohio	1380	500 d., 250 n.	483
WINN	Louisville, Ky.	C.P. 1210	250 d., 100 n.	389
WINS	New York, N. Y.	1180	1000	453
WIOD-WMBF	Miami, Fla.	610	1000	346
WIP	Philadelphia, Pa.	610	1000	
			C.P. 5000	505
WIRE	Indianapolis, Ind.	1400	5000	375
WIS	Columbia, S. C.	560	5000 d., 1000 n.	515
WISE	Asheville, N. C.	1370	250	465
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	558
WJAC	Johnstown, Pa.	1310	250	501
WJAG	Norfolk, Nebr.	1060	1000	435
WJAR	Providence, R. I.	890	5000 d., 1000 n.	512
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	507
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	344
WJBC	Bloomington, Ill.	1200	250	361
WJBK	Detroit, Mich.	1500	250	413
WJBO	Baton Rouge, La.	1120	500	
			C.P. 1000	392
WJBW	New Orleans, La.	1200	100	393
WJBY	Gadsden, Ala.	1210	250	310
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	424
WJEF	Hagerstown, Md.	1210	100	400
WJHL	Johnson City, Tenn.	1200	250	520
WJHP	Jacksonville, Fla.	C.P. 1290	250	344
WJIM	Lansing, Mich.	1210	250	415
WJJD	Chicago, Ill.	1130	20000	367
WJLS	Beekley, W. Va.	1210	250	553
WJMC	Rice Lake, Wisc.	1210	250	559
WJMS	Ironwood, Mich.	1420	250	415
WJNO	West Palm Beach, Fla.	1200	250	351
WJPF	Herrin, Ill.	C.P. 1310	250 d., 100 n.	369
WJPR	Greenville, Miss.	1310	250	421
WJR	Detroit, Mich.	750	50000	413
WJRD	Tuscaloosa, Ala.	1200	250	312
WJSV	Washington, D. C.	1460	50000	342
WJTN	Jamestown, N. Y.	1210	250	448
WJW	Akron, Ohio	1210	250	474
WJZ	New York, N. Y.	760	50000	453
WKAQ	San Juan, Puerto Rico	1240	1000	564
WKAQ	East Lansing, Mich.	850	1000	
			C.P. 5000	414
WKAT	Miami Beach, Fla.	1500	250	345
WKBB	Dubuque, Ia.	1500	250	379
WKBB	La Crosse, Wisc.	1380	1000	557
WKBN	Youngstown, Ohio	570	1000 d., 500 n.	485
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	199
WKBV	Richmond, Ind.	1500	100	375
WKBW	Buffalo, N. Y.	1480	5000	447
WKBZ	Muskegon, Mich.	1500	250	416
WKEU	Griffin, Ga.	1500	100	355
WKIP	Poughkeepsie, N. Y.	C.P. 1420	250	457
WKNE	Keene, N. H.	1260	1000	438
WKNY	Kingston, N. Y.	C.P. 1500	100	449
WKOK	Sunbury, Pa.	1210	100	510
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	476
WKST	New Castle, Pa.	1250	1000	501
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	488
WKZO	Kalamazoo, Mich.	590	1000	415
WLAC	Nashville, Tenn.	1470	5000	521
WLAK	Lakeland, Fla.	1310	250	345

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WLAP	Lexington, Ky.	1420	250 d., 100 n.	389
WLAW	Lawrence, Mass.	680	1000	407
WLB	Minneapolis, Minn.	760	5000	421
WLBC	Muncie, Ind.	1310	250	375
WLBJ	Bowling Green, Ky.	C.P. 1310	250	389
WLBL	Stevens Point, Wis.	900	5000	560
WLBZ	Bangor, Me.	620	1000 d., 500 n.	395
WLEU	Erie, Pa.	1420	250 d., 100 n.	497
WLLH	Lowell, Mass.	1370	250	407
WLNH	Laconia, N. H.	1310	250	437
WLOK	Lima, Ohio	1210	100	483
WLPM	Suffolk, Va.	C.P. 1420	250 d., 100 n.	547
WLS	Chicago, Ill.	870	50000	367
WLTH	Brooklyn, N. Y.	1400	500	453
WLVA	Lynchburg, Va.	1200	250	542
WLW	Cincinnati, Ohio	700	50000	476
WMAL	Washington, D. C.	630	500 d., 250 n.	
			C.P. 5000	342
WMAM	Marinette, Wis.	570	250	558
WMAN	Mansfield, Ohio	1370	250	483
WMAQ	Chicago, Ill.	670	50000	367
WMAS	Springfield, Mass.	1420	250	410
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	355
WMBC	Detroit, Mich.	1420	250	413
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	370
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)			
WMBG	Richmond, Va.	1350	500	
			C.P. 5000 d., 1000 n.	546
WMBH	Joplin, Mo.	1420	250	426
WMBI	Chicago, Ill.	1080	5000	368
WMBO	Auburn, N. Y.	1310	250	414
WMBR	Jacksonville, Fla.	1370	250	345
WMBS	Uniontown, Pa.	1420	250	511
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	521
WMCA	New York, N. Y.	570	1000	453
WMEX	Boston, Mass.	1500	250	
		C.P. 1470	500	401
WMFD	Wilmington, N. C.	1370	100	
			C.P. 250 d.	469
WMFF	Plattsburg, N. Y.	1310	250	457
WMFG	Hibbing, Minn.	1210	250	420
WMFJ	Daytona Beach, Fla.	1420	100	
			C.P. 250	343
WMFR	High Point, N. C.	1200	250	467
WMGA	Moultrie, Ga.	1370	250	355
WMIN	St. Paul, Minn.	1370	250	423
WMJM	Cordele, Ga.	C.P. 1500	250 d., 100 n.	355
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	554
WMOB	Mobile, Ala.	1200	100	311
WMOG	Brunswick, Ga.	C.P. 1500	250 d., 100 n.	354
WMPC	Lapeer, Mich.	1200	250	415
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	521
WMRO	Aurora, Ill.	1250	250	359
WMSD	Muscle Shoals City, Ala.	1420	100	
			C.P. 250	311
WMSL	Decatur, Ala.	1370	100	310
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	377
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	403
WNAD	Norman, Okla.	1010	1000	487
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	518
WNBC	New Britain, Conn.	1380	1000	339
WNBF	Binghamton, N. Y.	1500	250	444
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	
			C.P. 250	409
WNBX	Springfield, Vt. (See WKNE, Keene, N. H.)			
WNBZ	Saranac Lake, N. Y.	1290	100	460
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	564
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	453
WNLC	New London, Conn.	1500	100	340
WNOE	New Orleans, La.	1420	250	393
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	529
WNYC	New York, N. Y.	810	1000	455
WOAI	San Antonio, Tex.	1190	50000	534

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOC	Davenport, Ia.	1370	250	377
WOCB	Hyannis, Mass.	C.P. 1210	250	405
WOI	Ames, Ia.	640	5000	377
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	444
WOL	Washington, D. C.	1230	1000	343
WOLF	Syracuse, N. Y.	C.P. 1500	100	426
WOLS	Florence, S. C.	1200	250	515
WOMI	Owensboro, Ky.	1500	250	391
WOMT	Manitowoc, Wisc.	1210	100	557
WOOD	Grand Rapids, Mich.	1270	500	414
WOPI	Bristol, Tenn.	1500	250	519
WOR	Newark, N. J.	710	50000	441
WORC	Worcester, Mass.	1280	500	410
WORK	York, Pa.	1320	1000	512
WORL	Boston, Mass.	920	500	405
WOSU	Columbus, Ohio	570	1000	482
WOV	New York, N. Y.	1130	5000	455
WOW	Omaha, Nebr.	590	5000	436
WOWO	Fort Wayne, Ind.	1160	10000	373
WPAD	Paducah, Ky.	1420	250	391
WPAR	Parkersburg, W. Va.	1420	100	554
WPAX	Thomasville, Ga.	1210	250	356
WPAY	Portsmouth, Ohio	1370	100	483
WPEN	Philadelphia, Pa.	920	1000	505
WPIC	Sharon, Pa.	780	250	510
WPID	Petersburg, Va.	1210	250 d., 100 n.	543
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	
		C.P. 780	2500 d., 1000 n.	564
WPRO	Providence, R. I.	630	1000 d., 500 n.	
			C.P. 5000	513
WPRP	Ponce, Puerto Rico	1420	250	564
WPTF	Raleigh, N. C.	680	5000	468
WQAM	Miami, Fla.	560	1000	345
WQAN	Scranton, Pa.	880	1000 d., 500 n.	510
WQBC	Vicksburg, Miss.	1360	1000	425
WQDM	St. Albans, Vt.	1390	1000	540
WQXR	New York, N. Y.	1550	1000	
			C.P. 5000	456
WRAK	Williamsport, Pa.	1370	250	511
WRAL	Raleigh, N. C.	1210	250	469
WRAW	Reading, Pa.	1310	100	510
WRBL	Columbus, Ga.	1200	250	354
WRC	Washington, D. C.	950	5000 d., 1000 n.	
			C.P. 5000	343
WRDO	Augusta, Me.	1370	100	394
WRDW	Augusta, Ga.	1500	250	354
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	523
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	385
WRGA	Rome, Ga.	1500	250	355
WRJN	Racine, Wisc.	1370	250	550
WRNL	Richmond, Va.	880	500	
			C.P. 1000	543
WROK	Rockford, Ill.	1410	1000 d., 500 n.	370
WROL	Knoxville, Tenn.	1310	250	520
WRB	Dallas, Tex.	1280	500	528
WRTD	Richmond, Va.	1500	100	544
WRUF	Gainesville, Fla.	830	5000	344
WRVA	Richmond, Va.	1110	50000	545
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	
			C.P. 5000	479
WSAJ	Grove City, Pa.	1310	100	498
WSAL	Salisbury, Md.	1200	250	400
WSAM	Saginaw, Mich.	C.P. 1200	250 d., 100 n.	417
WSAN	Allentown, Pa.	1440	500	497
WSAR	Fall River, Mass.	1450	1000	405
WSAU	Wausau, Wisc.	1370	250	560
WSAV	Savannah, Ga.	C.P. 1310	100	356
WSAY	Rochester, N. Y.	1210	250	459
WSAZ	Huntington, W. Va.	1190	1000	551
WSB	Atlanta, Ga.	740	50000	353
WSBC	Chicago, Ill.	1210	250	368
WSBT	South Bend, Ind.	1360	500	376

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		WBCB	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.	WKUW	
	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.	WOMT	
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			WROK	M
Palestine, Tex.	KNET		Rock Island, Ill.	WBFB	M
Pampa, Texas	KPDN		Rock Springs, Wyo.	KVRS	
Panama City, Fla.	WDLF		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
	KVSF	C		KVOO	NR
Santa Fe, N. M.	KVSF		Tuscaloosa, Ala.	WJRD	
Santa Rosa, Calif.	KSRO		Tuscola, Ill.	WDZ	
Saranac Lake, N. Y.	WNBZ		Twin Falls, Ida.	KTFI	NB-NR
Sarasota, Fla.	WSPB		Tyler, Texas	KGKB	
Sault Ste. Marie, Mich.	WSOO		Uniontown, Pa.	WMBS	
Savannah, Ga.	WSAV		Urbana, Ill.	WILL	
	WTOC	C	Utica, N. Y.	WIBX	C
Schenectady, N. Y.	WGY	NR	Valley City, N. D.	KOVC	
Scottsbluff, Nebr.	KGKY		Vancouver, Wash.	KVAN	
Scranton, Pa.	WGBI	C	Vermilion, S. D.	KUSD	
	WQAN		Vernon, Texas	KVWC	
	(unassigned)		Vicksburg, Miss.	WQBC	
Seattle, Wash.	KEEN		Victoria, Texas	KVIC	
	KIRO	C	Vincennes, Ind.	WAOV	
	KJR	NB	Virginia, Minn.	WHLB	C
	KOL	M	Visalia, Calif.	KTTC	M
	KOMO	NR	Waco, Texas	WACO	M
	KRSC		Wallace, Ida.	KWAL	
	KTW		Walla Walla, Wash.	KUJ	
	KXA		Washington, D. C.	WJSV	C
Sedalia, Mo.	KDRO			WMAL	NB
Selma, Ala.	WHBB			WOL	M
Sharon, Pa.	WPIC			WRC	NR
Shawnee, Okla.	KGFF	M	Waterbury, Conn.	WATR	M
Sheboygan, Wisc.	WHBL			WBRY	C
Shenandoah, Ia.	KFNF		Waterbury, Vt.	WDEV	
	KMA	NB-M	Watertown, S. D.	KWAT	
Sheridan, Wyo.	KWYO		Watsonville, Calif.	KHUB	
Sherman, Texas	KRRV	M	Wausau, Wisc.	WSAU	
Shreveport, La.	KRMD		Waycross, Ga.	WAYX	
	KTBS	NR	Wenatche, Wash.	KPO	M
	KWKH	C	Weslaco, Texas	KRGV	NB-NR
Siloam Springs, Ark.	KUOA		West Palm Beach, Fla.	WJNO	C
Sioux City, Ia.	KSCJ	NB	West Lafayette, Ind.	WBAA	
	KTRI		Wheeling, W. Va.	WWVA	C
Sioux Falls, S. D.	KELO	NR-NB	White Plains, N. Y.	WFAS	
	KSOO	NB-NR	Wichita, Kans.	KANS	NB-NR
South Bend, Ind.	WFAM			KFH	C
	WSBT	C	Wichita Falls, Tex.	KWFT	C
Spartanburg, S. C.	WHTR		Wilkes-Barre, Pa.	WBAX	M
	WSPA			WBRE	NB-NR
Spokane, Wash.	KFIO		Williamson, W. Va.	WBTH	
	KFPY	C	Williamsport, Pa.	WRAK	
	KGA	NB	Wilmington, Del.	WDEL	NR
	KHQ	NR		WILM	
Springfield, Ill.	WCBS		Wilmington, N. C.	WMFD	
	WTAX		Wilson, N. C.	WGTM	
Springfield, Mass.	WMAS	C	Winona, Minn.	KWNO	
	WSPR	M	Winston Salem, N. C.	WAIR	M
Springfield, Mo.	KGBX	NB-NR		WSJS	C
	KWTO		Wolf Point, Mont.	KGCX	
Sterling, Colo.	KGEK		Woodside, N. Y.	WWRL	
Stevens Pt., Wisc.	WLBL		Worcester, Mass.	WORC	C
Stockton, Calif.	KGDM			WTAG	NR
	KWG	NB	Yakima, Wash.	KIT	M
Suffolk, Va.	WLPM		Yankton, S. Dak.	WNAX	C
Sumter, S. C.	WFIG		York, Pa.	WORK	NB-NR
Sunbury, Pa.	WKOK		Youngstown, Ohio	WKBN	C
Superior, Wisc.	WDSM	M		WFMJ	M
Sweetwater, Tex.	KXOX		Yuma, Arizona	KYUM	
Syracuse, N. Y.	WFBL	C	Zanesville, Ohio	WHIZ	NB-NR
	WOLF		Zarephath, N. J.	WAWZ	
	WSYR-WSYU	NB			



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: Tutwilier Hotel.
PHONE: 4-3434. STUDIO ADDRESS: Tutwilier
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 Aareas.

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. Mehnert
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.

KPBC

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 Mer-
cantile 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.

Yours for the asking



780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

FREE & PETERS, Inc.
KECA National Sales Representative

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

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

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, Telegram and Sun. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions.

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. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2951 Maynier Lane. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager

Harrison Hollway
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. OPERATED 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 Transcription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager

Harrison Hollway
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.

KGO

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.

KJBS

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

KPO

"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.

KSAN

"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

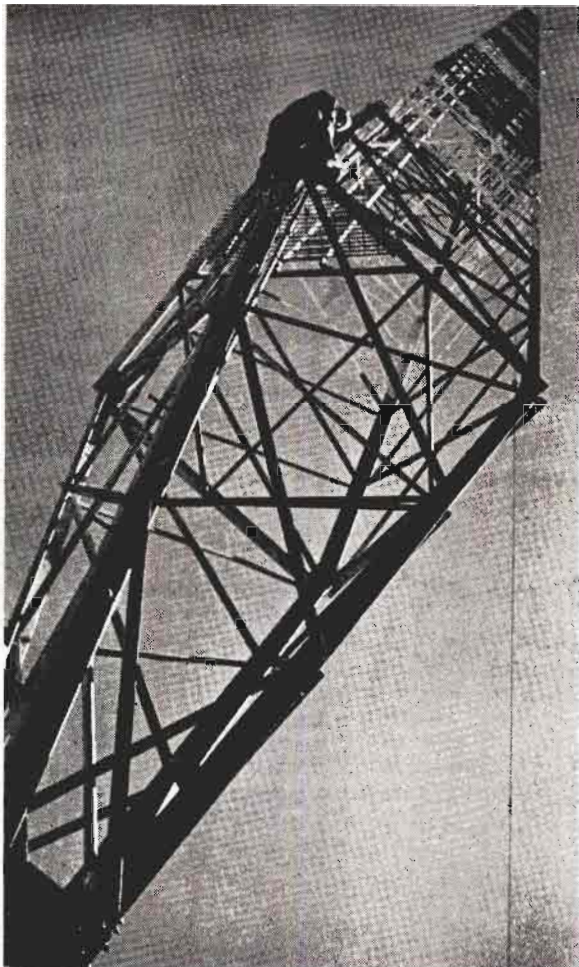
LA JUNTA—EST. 1937

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.

• • • **FLORIDA** • • •

* 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: Dubsadread 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: Liberty
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.



K I D O

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.

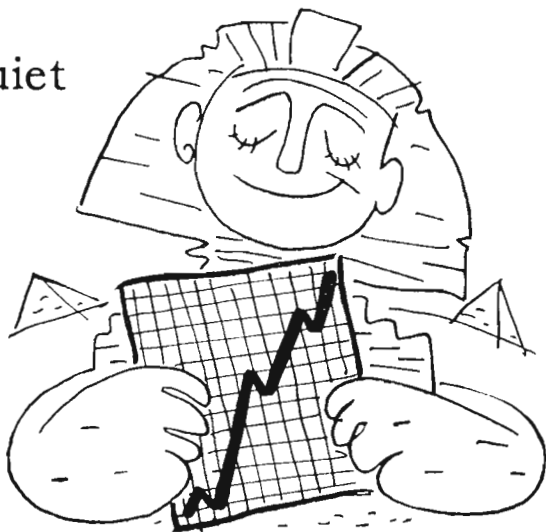
Personnel

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 Lavalle
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

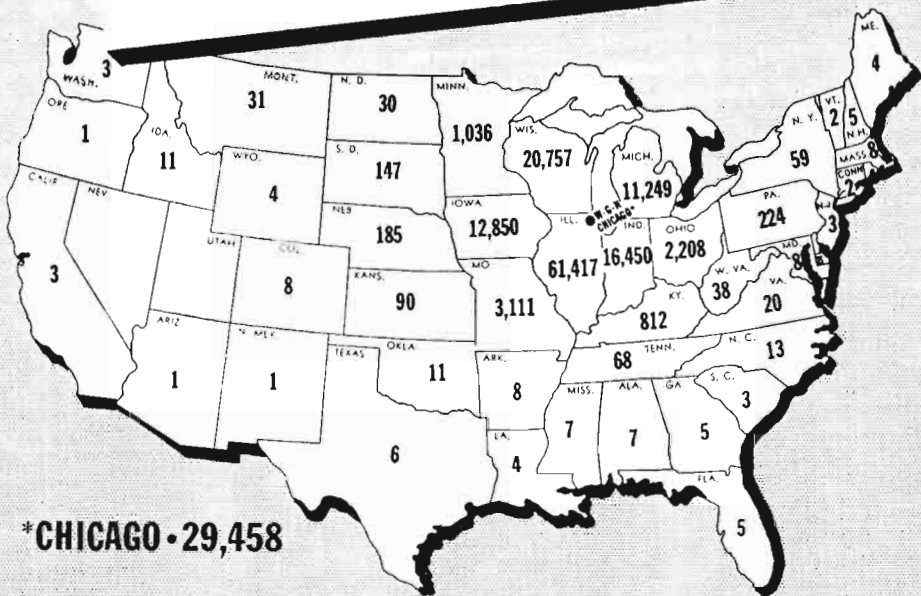
"THE VOICE OF SERVICE"
CHICAGO—EST. 1925
NATIONAL BROADCASTING CO.
(BASIC BLUE)

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!



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

Furgason & 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.

WIRE

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.

WLBC

"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)

WGRC

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

WKBV

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. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: 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. OPERATED 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 Broadcasting Co. OPERATED BY: Same. BUSINESS 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 Broadcasting 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 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION 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

Promotion Manager..... Frank Jaffe
 Musical Director..... Faylon Geist
 Chief Engineer..... Ray Schroeder

Coverage

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.

	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 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

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. Haggs 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.

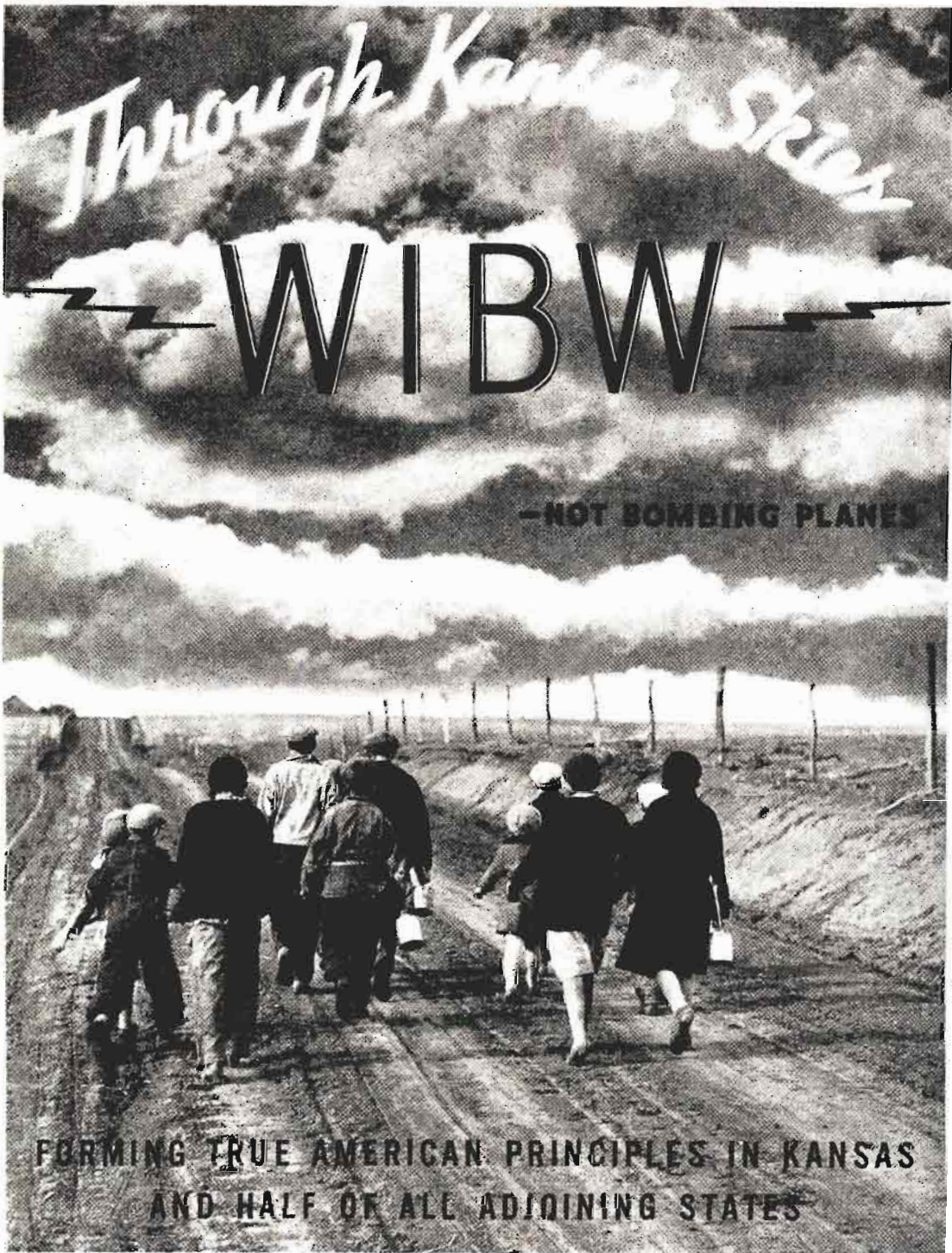
Coverage

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
..... 365,080
Radio Homes— " 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. Lenhert

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
 M A R Y L A N D
W S A L

MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,607,298,000

Auto Registrations 885,800

W A A B

"KEY STATION—COLONIAL NETWORK"
BOSTON—EST. 1930
MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 2:00 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of
Station Operations.....R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Sales Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Promotion Director.....Frank P. Foster, 2nd
Artists Bureau Head.....Josephine White
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Technical Director.....Paul A. DeMars

Coverage

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—	453,634	394,870

Source: Field intensity measurements.

Representative

Edward Petry & Co., Inc.

W H D H

"THE VOICE FROM HOME"
BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver

(approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

Personnel

President.....John J. Matheson
Station and Commercial Manager,
Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Chief Engineer.....Watson Kownaski

W M E X

BOSTON—EST. 1934

FREQUENCY: 1500 Kc. POWER: 250 watts (C.P. 1470 Kc., 5000 watts). OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Comm. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

Personnel

President-Program Director.....John E. Reilly
Managing Director.....Alfred J. Pote
Commercial Manager.....W. S. Pote
Office Manager.....Marie Wilson
Assistant Program Director, Vivienne Cameron

W B Z & W B Z A

"WBZ, BOSTON'S NEW LEADER IN RADIO"

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00

WBZ

BOSTON'S 1940 LEADER

WESTINGHOUSE STATIONS WBZ-WBZA
50,000—1,000 Watts

Programmed by
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
BOSTON and SPRINGFIELD, MASS.

MASSACHUSETTS

A.M., Sundays. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.
MAINTAINS ARTISTS' BUREAU.

Personnel

President Geo. H. Bucher
Station Manager..... John A. Holman
Assistant Manager..... Vincent F. Callahan
Program Manager..... John F. McNamara
Chief Announcer..... Robert E. White
Sales Manager..... Frank R. Bowes
Publicity Director..... George A. Harder
Musical Director..... John H. Wright
Plant Manager..... Dwight A. Myer (WBZ)
Plant Manager..... H. E. Randol (WBZA)

Coverage

	Daytime	Evening
Population—Primary	5,467,500	5,691,000
Radio Homes—	1,265,400	1,318,500
Population—Secondary	1,682,500	1,907,000
Radio Homes—	390,800	443,900

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

Representative

National Broadcasting Co., Inc.

W C O P

"BOSTON'S VOICE—BOSTON'S CHOICE"
BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts.
OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Harold A. Lafount
General Manager.....Gerald H. Slattery
Sales Manager.....Arthur Leary
Program Director.....Katherine F. Batchelder
Production Manager.....Arthur Hall
Public Relations Director.....John K. Gowen, 3rd
Chief Announcer.....Morton Blender
Artists' Bureau Head.....Eleanor Kane
Chief Engineer.....Whitman N. Hall

Coverage

Population—Primary	1,904,600
Radio Homes—	409,400
Population—Secondary	475,000
Radio Homes—	108,600

Source: Field intensity measurements.

Representative

Headley-Reed Co.

See Page 406

W E E I

"THE FRIENDLY VOICE OF THE COLUMBIA BROADCASTING SYSTEM IN BOSTON"
BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. (C.P. 5000 watts, unlimited). OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M.; (Sunday) 8:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....H. E. Fellows
Sales Manager.....Kingsley Horton
Production Manager.....L. G. Del Castillo
Musical Director.....C. R. Hector
Chief Engineer.....P. K. Baldwin
Publicity Director.....Dorothy Drake
Chief Announcer.....C. H. Dickerman

Coverage

	Daytime	Evening
Population—Primary	4,927,500	3,961,900
Radio Homes—	1,097,120	893,200
Population—Secondary	2,393,500	3,430,600
Radio Homes—	545,570	769,900

Source: CBS Market Research Division.

Representative

Radio Sales, Inc.

See Page 404

W N A C

"KEY STATION—YANKEE NETWORK"
BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK
FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of
Station Operations R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Merchandising Manager.....C. McVarish

★

★

★

★

★

★

★

★

★

★

★

WEEI has 700,000 new neighbors at night

★ they're *old* neighbors during the day

★ Now WEEI broadcasts with equal power day *and* night...5000 watts on 590 kilocycles.

WEEI-land by night is 700,000 listeners greater than before. Now by night and by day 4,000,000 New England listeners can enjoy the WEEI programs that have so long set New England's radio pace.

The Columbia-caliber WEEI originations for New England—back-logged by the full CBS schedule—make “Columbia's friendly voice in Boston” the popular voice in 27 rich outside counties as well as in the Metropolitan area. That's why—WEEI sells goods so effectively!*

WEEI BOSTON ★ A CBS STATION

Operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

*** TYPICAL HIGHLIGHTS
IN 12 YEARS OF WEEI
LOCAL NIGHT-TIME
SPONSORS:**

I. J. FOX (*Furs*)

Consistent WEEI night-time sponsor since 1928.

FATHER JOHN'S MEDICINE

Consistent seasonal WEEI night-time sponsor since 1935.

R. G. SULLIVAN (*Cigars*)

Consistent WEEI night-time sponsor since 1936.

BOSTON & MAINE RAILROAD

Continuing its third solid year as a WEEI night-time sponsor.

MARVELS CIGARETTES

WEEI night-time sponsor since 1938. Now on 52 week contract.

ANTHRACITE INDUSTRIES

20% of their total advertising appropriation was devoted to WEEI night-time. 60% of their results were traced to WEEI.

NEW HAVEN RAILROAD

Six WEEI night-time announcements brought almost 11,000 requests for free picture of clipper ship.

• • • **MASSACHUSETTS** • • •

Promotion Director.....Frank P. Foster, 2nd
 Artists Bureau Head.....Josephine White
 Assistant Sales Manager.....Gerald Harrison
 Publicity Director.....A. J. Stephenson
 Musical Director.....Francis J. Cronin
 Chief Engineer.....Irving B. Robinson
 Technical Director.....Paul A. DeMars

Coverage

	Daytime	Evening
Population—Primary	2,296,726	2,021,665
Radio Homes—"	529,275	464,983

Source: Field intensity measurements.

Representative

Edward Petry & Co., Inc.

•
W O R L

"BOSTON'S OWN STATION"

BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts.
 OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold A. Lafount
 General Manager.....George Lasker
 Promotion Manager.....Frederick Bailey
 Program Director.....Robert N. Perry
 Publicity Director.....Marjorie L. Spriggs

Coverage

Population—Primary	1,970,200
Radio Homes—"	443,800
Population—Secondary	750,000
Radio Homes—"	150,000

Source: Field intensity survey.

Representative

Burn-Smith Co.
 See Page 408

•
W S A R

"WE SHOW ADVERTISING RESULTS"

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts.
 OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: Academy Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio, Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Treasurer.....Wm. T. Welch
 Secretary.....Philly J. Maurette
 Program Director.....Josephine Y. Welch
 Production Manager and
 Publicity Director.....F. J. McLaughlin, Jr.
 Commercial Mgr.....Leonard C. Cox
 Chief Engineer.....John C. Pavao

Coverage

Population—Primary	1,022,753
Radio Homes—"	132,121
Population—Secondary	2,519,621
Radio Homes—"	377,600

Source: Joint Committee; Editor & Publisher.

Representative

Furgason & Walker, Inc.

•
W H A I

"THIS IS THE TRI-STATE BROADCAST-
 ING SERVICE"

GREENFIELD—EST. 1938

**MUTUAL—YANKEE &
 COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 Watts.
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....John W. Haigis
 Manager.....James L. Spates
 Commercial Manager.....C. D. Barradale
 Program Director.....Warren Greenwood

Coverage

	Daytime	Evening
Population—Primary	45,756	30,450
Radio Homes—"	10,630	7,095
Population—Secondary	209,407
Radio Homes—"	47,370

Source: State census.

Representative

Joseph Hershey McGillvra

•
W O C B *

HYANNIS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Hyannis. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

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

W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.



is *the* distinguished station in *the*
cultural center of America in *the*
manner befitting *the* best traditions
of BOSTON'S cherished position in
American history and American
culture.



WCOP is *the* station in Boston.



W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.

W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....A. H. Rogers
 General Manager.....Irving E. Rogers
 Commercial Manager.....David M. Kimel
 Program Director.....H. Harrison Flint
 Assistant Program Director.....M. William Noble
 Chief Engineer.....Herbert W. Brown

Coverage

Population—Primary	325,000
Radio Homes— "	76,360
Population—Secondary	339,700
Radio Homes— "	79,060

Source: Field intensity survey.

Representative

Furgason & Walker, Inc.

W L L H

"VOICE OF THE MERRICK VALLEY"
 LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: Lowell, 250 watts, d. and n.; Lawrence, 100 watts, d. and n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Langworth.

Personnel

President.....A. S. Moffat
 Station Manager.....Robert F. Donahue
 Commercial Manager.....Haskell Bloomberg
 Production Manager.....Thomas Clayton
 Chief Engineer.....Anthony Michaels

Coverage

Population—Primary	585,684
Radio Homes— "	131,040
Population—Secondary	1,041,216
Radio Homes— "	232,960

Source: Field strength measurements and mail response analysis.

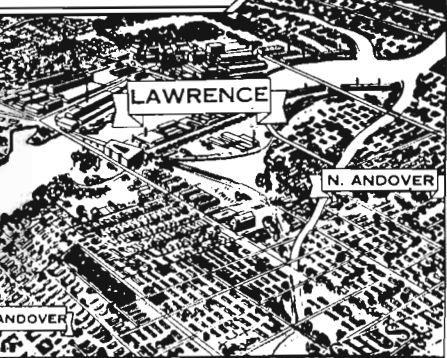
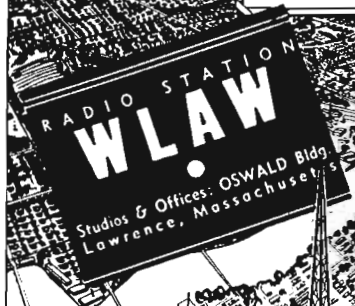
Representative

Edward Petry & Co., Inc.

THE LAWRENCE-LOWELL METROPOLITAN AREA

Ranks No. 37 among the nation's metropolitan districts. Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. WLAW provides the only primary service available to the combined cities.

680 Kilocycles 1000 Watts



920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM*

**(Participating)*

Excerpt from a 920 Club client's letter:

Roland D. Mahoney, President of JAMESWAY ADVERTISING, INC., re PEPSINIC SELTZER announcements says:

"These announcements . . . have been used on four major radio stations in the metropolitan district and over one network consisting of sixteen stations . . . Your station pulled very nearly as many requests as the other three stations and the network combined."

Another excerpt from a 920 Club client's letter:

Frank Hemeon, Manager of the Starck Piano Company of Boston, says:

"During Christmas week, 1939, the 920 Club was directly responsible for better than \$4,000 worth of business that week, at a cost of only \$150. We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us."

For further proof of the 920 Club's popularity, see page 46, July 1, 1939 issue of BROADCASTING, Broadcast Advertising, where the 920 Club of WORL is rated nationally among the first 12 programs not on networks by the RADIO GUIDE radio popularity contest based on 729,000 votes.

WRITE OR WIRE FOR OTHER SUCCESS STORIES

WORL 920 Kilocycles **BOSTON**

W N B H

"THE STANDARD-TIMES STATION"

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 250 watts, unlimited.) OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Irving Vermilya
 Assistant Manager.....G. Brewer
 Chief Engineer.....Clyde Pierce

W B R K

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East and Newell Sts. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner.....Harold Thomas
 Local Manager.....Levon Thomas
 Commercial Manager.....Bruff W. Olin
 Program Director.....Walcott A. Wyllie

Coverage

Population—Primary 155,700
 Radio Homes— " 37,300

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

W E S X

SALEM—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: North Shore Broadcasting Co.

OPERATED BY: North Shore Broadcasting Co.
 BUSINESS ADDRESS: 126 Washington St.
 STUDIO ADDRESS: 126 Washington St. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Charles W. Phelan
 General Manager.....Van D. Sheldon
 Commercial Manager.....Robert C. Taylor
 Program Director.....Marjorie Leadbetter
 Chief Announcer.....Charles Higgins
 Chief Engineer.....Richard I. Hammond

Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— "	91,000	76,000

Sources: Department of Commerce; Field strength measurements.

DO YOU KNOW HOW MUCH ONE HUNDRED EIGHTY-SEVEN MILLION DOLLARS IS? — THAT'S WHAT WESX LISTENERS CAN SPEND IN ONE YEAR

WESX
 SALEM, MASSACHUSETTS
 THE BEST LOCAL STATION in the COUNTRY
 — AND —

We Can Prove It
 1200 ON THE DIAL—FULL TIME

MASSACHUSETTS

W M A S

"THE VOICE OF WESTERN
MASSACHUSETTS"
SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pyncheon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....A. S. Moffat
Treasurer.....Josephine Dodge
General Manager.....A. W. Marlin
Program Director.....F. Turner Cooke
Chief Announcer.....Frank Norton
Chief Engineer.....Earl G. Hewinson, Sr.

Coverage

	Daytime	Evening
Population—Primary	427,900	351,600
Radio Homes— "	100,600	83,680
Population—Secondary	1,237,000	532,200
Radio Homes— "	279,530	130,000

Source: CBS Listener Study.

Representative

Edward Petry & Co., Inc.

W S P R

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—
YANKEE and COLONIAL NETWORKS
FREQUENCY: 1140 Kc. POWER: 500 watts.
OWNED BY: WSPR, Inc. OPERATED BY: WSPR, Inc. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager..Quincy A. Brackett
Treasurer.....Lewis B. Breed
Commercial Manager...Milton W. Stoughton
Program Director.....W. H. Latham
Chief Announcer.....Elwin Tacy
Chief Engineer.....H. W. Holt

Coverage

	Daytime	Evening
Population—Primary	1,119,000	671,400
Radio Homes— "	267,100	170,000
Population—Secondary	618,500	370,000
Radio Homes— "	145,000	86,900

Source: Field strength survey.

Representative

George P. Hollingsbery Co.

W O R C

"BROADCASTING HOUSE"
WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1280 Kc. POWER: 500 Watts.
OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

Population—Primary	459,159
Radio Homes— "	108,486

Source: Field intensity measurements.

Representative

Weed & Co.

W T A G

"THE VOICE FROM THE HEART OF
NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; (All published by the Worcester Telegram Pub. Co., Inc.). NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General
Manager.....George F. Booth
Director.....Edward E. Hill
Chief Announcer.....Chester Gaylord
Publicity Director.....Frederick L. Rushton
Program Director.....William T. Cavanagh
Chief Engineer.....Hobart H. Newell

Coverage

	Daytime	Evening
Population—Primary	764,564	764,564
Radio Homes— "	159,030	159,030
Population—Secondary	731,738	731,738
Radio Homes— "	174,160	174,160

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

Representative

Edward Petry & Co., Inc.

MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,527,059,600

Auto Registrations 1,450,000

W E L L

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. 212-218 First National Bank Bldg. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press.

Personnel

President A. L. Miller
 General Manager D. E. Jayne
 Commercial Manager F. F. Owen
 Program Director A. H. Haight
 Chief Engineer R. B. Roof

Coverage

Population—Primary 93,600
 Radio Homes— " 19,140
 Population—Secondary 418,800
 Radio Homes— " 83,070

Source: Station survey.

Representative

Burn-Smith Co.

W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. d.; 500 watts. n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M., daily; 8:00 A.M. to 12:30 A.M., Sundays. TRANSCRIPTION SERVICE: Standard Library. NBC Thesaurus.

Personnel

President.....James E. Davidson
 Station Manager.....S. W. Edwards
 Chief Engineer.....Ralph H. Carpenter

Coverage

Population—Primary 193,300
 Radio Homes— " 44,700
 Population—Secondary 425,900
 Radio Homes— " 97,300

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W H D F

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System. Lang-Worth.

Personnel

General Manager.....John W. Rice
 Commercial Manager.....Merrill F. Trapp
 Program DirectorAlbert W. Payne
 Technical Supervisor.....George L. Burgan

Coverage

Population—Primary 57,735
 Radio Homes— " 12,830
 Population—Secondary 53,177
 Radio Homes— " 11,595

Source: Signal strength survey; Joint Committee.

Representative

Mitchell & Ruddell, Inc.

**WHEN ADVERTISING IN DETROIT
DON'T OVERLOOK THE 1,117,000
FOREIGN POPULATION**



Pillsbury's Flour—Fifteen-minute Drama. Monday through Saturday. Scripts written by Station.

Oxydol—Marek Family. Transcribed. Fifteen minutes, Monday through Friday.

Pet Milk—Musical Program. Fifteen minutes, Monday through Saturday.

Shedd's Salad Dressing—Household Hints. Five minutes, Monday through Saturday.

Altes' Lager—Thirty-seven announcements weekly, covering all programs.

W J B K
DETROIT

ON THE AIR 24 HOURS A DAY

TWO AND A QUARTER MILLION LISTENERS IN OUR PRIMARY AREA

COMPLETE MERCHANDISING SERVICE
DISTRIBUTION SECURED • ORDERS TAKEN • ADVERTISING MATERIAL DISTRIBUTED

W J B K

"TWENTY-FOUR HOUR STATION"
DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 15551 Woodrow Wilson. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

Personnel

President.....James F. Hopkins
Commercial Manager.....Art Croghan
Chief Announcer.....Charles Starrett
Station Manager.....James F. Hopkins
Publicity Director.....Frank Perkins
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

Coverage

Population—Primary 1,999,000
Radio Homes— " 480,900
Source: Field intensity measurements.

W J R

"GOODWILL STATION"
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts.
OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TRANSMITTER LOCATION: R.F.D. No. 1, Wyandotte, Mich. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....G. A. Richards
Executive Vice-President and General Manager.....Leo Fitzpatrick
Vice-President.....John Patt
Assistant General Manager-Sales Manager.....Owen Uridge
Secretary-Treasurer.....P. M. Thomas
Publicity Director.....Neal Tomy

Coverage

	Daytime	Evening
Population—Primary	7,961,800	7,176,100
Radio Homes— "	1,689,960	1,532,300
Population—Secondary	11,678,500	22,904,800
Radio Homes— "	2,500,510	4,974,470

Source: CBS Listener Study.

Representative

Edward Petry & Co.

C K L W

DETROIT
(See Windsor, Ont., Canada)

W M B C

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

Personnel

President-General Manager.....John L. Booth

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts.
OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12700 W. Eight Mile Rd., Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

General Manager.....W. J. Scripps
Assistant General Manager.....E. L. Tyson
Sales Manager.....Harry Bannister
Program Manager.....Mel Wissman
Operations Manager.....Forrest Wallace
Chief Engineer.....Walter Hoffman

Coverage

	Daytime	Evening
Population—Primary	3,170,062	2,388,741
Radio Homes— "	641,502	488,090
Population—Secondary	2,541,000	744,000
Radio Homes— "	607,000	153,000

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W X Y Z

"THE FAMILY STATION"
DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)

FREQUENCY: 1240 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: King-Trendle

Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Joy Road at Greenfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President.....George W. Trendle
 Treasurer and General
 Manager.....H. Allen Campbell
 Commercial Manager.....Harry Sutton, Jr.
 Traffic Manager.....James Riddell
 Advertising and Sales Promotion Manager.
 Charles C. Hicks
 Studio Manager.....Harold True
 Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Roy Gardner

Coverage

	Daytime	Evening
Population—Primary	6,057,313	3,511,080
Radio Homes— "	1,373,797	788,795

Source: Department of Commerce.
 (See Pages 16 & 17)

Representative

Paul H. Raymer Co.

W K A R

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert J. Coleman
 Chairman, Radio Committee.....R. J. Baldwin
 Production Manager.....L. D. Barnhart
 Chief Engineer.....Norris Grover

Coverage

Population—Primary	2,370,000
Radio Homes— "	536,640

Source: Joint Committee.

W F D F

"THE VOICE OF FLINT"
 FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union

Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Publicity Director.....R. V. Osgood
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

Coverage

	Daytime	Evening
Population—Primary	279,400	304,540
Radio Homes— "	61,000	66,500
Population—Secondary	307,340	309,240
Radio Homes— "	67,100	69,340

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

Representative

Burn-Smith Co.

W O O D - W A S H

"THIS IS GRAND RAPIDS"
 GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor, G. R. National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, G. R. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. Associated Program Service.

Personnel

President.....George W. Trendle
 Station and Sales Manager, Stanley W. Barnett
 Traffic Manager.....David H. Harris
 Publicity Director.....T. Wilcox Putnam
 Musical Director.....Sandy Meek

Coverage

	Daytime	Evening
Population—Primary	240,000	240,000
Radio Homes— "	59,000	59,000
Population—Secondary	519,000	519,000
Radio Homes— "	126,000	126,000

Source: Field intensity measurements; Joint Committee.

Representative

Paul H. Raymer Co.

WJMS

"VOICE OF THE GOGEBIC RANGE"
IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: WJMS, Inc. OPERATED BY:
WJMS, Inc. BUSINESS ADDRESS: St. James
Hotel Annex. PHONE: 20. STUDIO ADDRESS:
St. James Hotel Annex. TRANSMITTER LOCA-
TION: North of Ironwood on U. S. No. 2 near
Douglas Blvd. TIME ON THE AIR: Unlimited
time; regular schedule 7:00 A.M. to 7:30 P.M.;
Sunday, 10:00 A.M. to 10:30 P.M. NEWS SER-
VICE: Transradio Press, Associated Press.
NEWSPAPER AFFILIATION: Ironwood Daily
Globe. TRANSCRIPTION SERVICE: Associated
Recorded Program Service.

Personnel

Vice-President and General Manager,
Noel C. Ruddell
Program and Musical Director... Harry Wills
Chief Engineer..... R. L. Johnson

Coverage

	Daytime	Evening
Population—Primary	75,000	75,000
Radio Homes— "	18,000	18,000
Population—Secondary ..	25,000	25,000
Radio Homes— "	7,000	7,000

Source: U. S. Census; Mail analysis.

Representative

Mitchell & Ruddell, Inc.

WIBM

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: WIBM, Inc. OPERATED BY:
Same. BUSINESS ADDRESS: Hayes Hotel, 228
West Michigan Ave. PHONE: 6121. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 6:30 A.M. to 12:00
midnight. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

Population—Primary	102,400
Radio Homes— "	25,200
Population—Secondary	184,100
Radio Homes— "	51,200

Source: Field intensity survey.

WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts,
d. (C.P. for 1000 Watts, n.). OWNED BY: WKZO,
Inc. OPERATED BY: WKZO, Inc. BUSINESS
ADDRESS: Burdick Hotel. PHONE: Kalamazoo
3-1223. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Parchment. TIME ON THE
AIR: 7:00 A.M. to local sunset. NEWS SER-
VICE: Transradio Press. TRANSCRIPTION
SERVICE: NBC Thesaurus. MAINTAINS ART-
ISTS' BUREAU.

Personnel

President-General Manager... John E. Fetzer
Program Director.....Merlin Stonehouse
Chief Engineer.....Edwin Rector

Coverage

Population—Primary	675,200
Radio Homes— "	106,900
Population—Secondary	597,000
Radio Homes— "	146,200

Source: Station survey.

Representative

Howard H. Wilson Co.

WJIM

LANSING—EST. 1934

NBC (BLUE)—CBC

MICHIGAN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: WJIM, Inc. OPERATED BY: Same.
BUSINESS ADDRESS: City Nat'l Bldg., 100 N.
Washington Ave. PHONE: 2-1333-4-5. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to 12:00
midnight. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager... Harold F. Gross
Publicity Director H. K. Finch

Coverage

	Daytime	Evening
Population—Primary	201,333	201,333
Radio Homes— "	183,213	183,213
Population—Secondary ..	175,867	175,867
Radio Homes— "	160,038	160,038

Source: Station survey.

WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: The First Methodist Protestant
Church of Lapeer. OPERATED BY: The First
Methodist Protestant Church of Lapeer. BUSI-

NESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

Personnel

President.....Frank S. Hemingway
 Chief Announcer.....Nora Eastman
 Station Manager.....Frank S. Hemingway
 Musical Director.....A. O. Voorheis
 Chief Engineer.....H. F. Hayes

W D M J

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager-Program Director..Gordon H. Brozek

Coverage

Population—Primary 77,200
 Radio Homes— " 17,900
 Source: Station estimate.

W K B Z

"THE VOICE OF WESTERN MICHIGAN"
MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Langworth, Davis & Schwegler.

Personnel

General Manager.....Grant F. Ashbacker
 Chief Announcer.....Hilliard Eudelsky
 Publicity Director.....Loran Haney
 Artists' Bureau Head-Musical Director,
 R. Van Wyck
 Chief EngineerGeo. Krivitzky

RADIO DAILY

IS RECEIVED AND READ
 BY IMPORTANT
 RADIO EXECUTIVES
EVERYWHERE

5 Days
 Each
 Week



52 Weeks
 Each
 Year

Coverage

Population—Primary	150,000	150,000
Radio Homes— "	40,000	40,000
Population—Secondary	400,000	200,000
Radio Homes— "	100,000	50,000

Source: Department of Commerce.

Representative

Burn-Smith Co.

W C A R

PONTIAC—EST. 1939

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager H. Y. Levinson
 Program Director Stanley Schultz
 Commercial Manager W. K. Bailey
 Chief Engineer Wiley Wenger

W H L S

"THE BLUE WATER STATION"
 PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. 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 Library.

Personnel

Owners Harmon L. Stevens,
 and Herman S. Stevens
 General Manager Angus Pfaff
 Production Manager Harmon L. Stevens
 Farm Relations Director Edward P. Dougherty
 Chief Announcer William Rice
 Chief Engineer Wayne F. McDonnell

Coverage

	Daytime	Evening
Population—Primary	101,644	56,083
Radio Homes— "	22,913	15,021
Population—Secondary	285,636
Radio Homes— "	65,588

Source: Station survey.

W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M.

Personnel

President G. B. Hartrick
 General Manager E. C. Thompson
 Publicity Director-Chief Announcer K. Knight
 Chief Engineer J. McFarland

W H A L *

SAGINAW—EST. 1939

FREQUENCY: 950 Kc. POWER: 500 watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Owners Harold F. Gross & Edmund C. Shields

* 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 S A M *

SAGINAW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Share-Time License.

* 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 S O O *

SAULT STE. MARIE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: Sault Ste. Marie. STUDIO ADDRESS: Sault Ste. Marie. 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.

S-t-r-e-t-c-h-i-n-g DOLLARS?

*just stretch a few into
America's richest farm area
and WATCH YOUR SALES
RECORD CLIMB*

The North Central Broadcasting System is a 15 station network covering this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

Wire or write today:

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Empire Bank Building, St. Paul, Minn.

or branch office

570 Lexington Avenue, New York, N. Y.

MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$902,011,000

Auto Registrations 837,260

K A T E

"GATEWAY TO TEN THOUSAND
LAKES COUNTRY"

ALBERT LEA—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Albert Lea-Austin Broadcasting
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 332 South Broadway. PHONE: 2338.
STUDIO ADDRESS: 332 Broadway; and Austin,
Minn. TRANSMITTER LOCATION: Same. 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. TRANSCRIP-
TION SERVICE: C. P. MacGregor, World Broad-
casting Co. and Standard Radio.

Personnel

President and Station Manager . . . E. L. Hayek
Commercial Manager . . . Warren C. Tidemann
Program Director . . . Sherman Booen
Austin Studio Manager . . . Herbert E. Nelson
Publicity Director . . . Ernest Murray
Musical Director . . . Helen Davis
Chief Engineer . . . George Church

K D A L

"COLUMBIA'S STATION FOR THE
DULUTH-SUPERIOR AREA"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Red River
Broadcasting Co. OPERATED BY: Red River
Broadcasting Co. BUSINESS ADDRESS: 218
Bradley Bldg. PHONE: Melrose 2230. STUDIO
ADDRESS: Bradley Bldg. TRANSMITTER LO-
CATION: Park Point. TIME ON THE AIR: 6:30
A.M. to 11:00 P.M. NEWS SERVICE: Trans-
radio Press - Radio Bureau. TRANSCRIPTION
SERVICE: Langworth, NAB Library, Davis &
Schwegler.

Personnel

Station Manager . . . Dalton LeMasurier
Commercial Manager . . . A. H. Flaten
Publicity & Promotion Director . . . Sam L. Levitan
Chief Engineer . . . Robert A. Dettman
Program Director . . . Gilbert Fawcett



\$100,000,000.

KATE is situated in the heart
of prosperous Southern
Minnesota and Northern Iowa, the
much advertised dairy, poultry and
livestock market with three meat pack-
ing plants in our primary area.
HORMEL & CO., WILSON & CO.,
and the DECKER CO. pay our far-
mer listener audience upwards of one
hundred million dollars annually for
livestock.

Operating from
6:00 A. M. to 12:00 P. M.

K A T E

ALBERT LEA-AUSTIN
MINNESOTA

ALBERT LEA-AUSTIN BROADCASTING COMPANY

E. L. HAYEK, *President*

Rep.: Furgason & Walker, Inc.



MINNESOTA

Coverage

	Daytime	Evening
Population—Primary	180,600	173,300
Radio Homes— "	38,950	37,230
Population—Secondary	135,400	142,700
Radio Homes— "	28,420	30,140

Source: Department of Commerce.

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

Coverage

Population—Primary	339,310
Radio Homes— "	70,894
Population—Secondary	182,501
Radio Homes— "	37,233

Source: Station survey.

Representative

George P. Hollingbery Co.

K G D E

"THE LAKE REGION STATION"
FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls, PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., daily; 9:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren
Program and Personnel
Manager

Manager

Chief Announcer and
Musical Director..... Hub Warner

Coverage

Population—Primary	250,100
Radio Homes— "	45,300

Population—Secondary	225,600
Radio Homes— "	49,200

Source: Mail response analysis.

Representative

Allied Representation Co.

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel, PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

Personnel

President

Commercial Manager

Station Manager

Chief Engineer

Representative

George P. Hollingbery Co

K Y S M

"TO SERVE THE LISTENER FIRST IS TO
SERVE THE ADVERTISER BEST"

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK
FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: F. B. Clements & Co. OPERATED BY: F. B. Clements & Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Old U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license (19 hours per day). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

Manager.....Ray E. Schwartz
Program Director.....Clinton Johnson

Coverage

	Daytime	Evening
Population—Primary	311,165	311,165
Radio Homes— "	63,940	63,940

Source: Joint Committee.

Representative

Howard H. Wilson Co.

W C C O

"50,000 WATTS WHERE IT COUNTS THE
MOST"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 810 Kc. POWER: 50,000 watts.

MINNESOTA

OWNED BY: Columbia Broadcasting System.
 OPERATED BY: Columbia Broadcasting System.
 BUSINESS ADDRESS: 625 Second Ave., South.
 PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul).
 STUDIO ADDRESS: 625 Second Ave., South; Hotel Lowry, St. Paul.
 TRANSMITTER LOCATION: Anoka, Minn.
 TIME ON THE AIR: 6:00 A.M. to midnight.
 MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press.

Personnel

General Mgr. E. H. Gammons
 Production Manager Hayle C. Cavanor
 Sales Manager Carl J. Burkland
 Artists Bureau Head Al Sheehan
 Sales Promotion Director Robert L. Hutton, Jr.
 Chief Engineer Hugh S. McCartney

Coverage

	Daytime	Evening
Population—Primary	3,385,200	3,270,000
Radio Homes— "	704,240	684,760
Population—Secondary	3,016,100	2,299,300
Radio Homes— "	638,750	572,540

Source: CBS Listener Study.

Representative

Radio Sales

W D G Y

"THE FRIENDLY STATION"

MINNEAPOLIS-ST. PAUL—EST. 1923
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Bridgeport 7777-7778, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. NEWS SERVICES: Transradio Press and affiliation with Minneapolis Tribune. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

Personnel

Owner and General Mgr. Geo. W. Young
 Sales & Promotion Mgr. Wallace E. Stone
 Personnel & Traffic Mgr. Gertrude Faue
 Chief Engineer G. W. Young
 Merchandising Manager Grant Hopperstad
 Public Relations Director Margaret Ulseth
 Continuity Director E. A. Shea
 Promotion Director Jean Hadley
 Farm Program Director Edw. Courtney

Coverage

Population—Primary	2,440,900
Radio Homes— "	510,000
Population—Secondary	1,708,200
Radio Homes— "	331,100

Source: Station survey.

Representative

William G. Rambeau Co.

W L B

"FOR GOOD MUSIC, TUNE TO 760"
 MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. WLB. NEWS SERVICE: United Press.

Personnel

Manager Burton Paulu
 Program Director Charles T. Harrell
 Chief Engineer Waldemar Klima

W T C N

"OUT OF THE BLUE TO YOU"

ST. PAUL-MINNEAPOLIS—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minnesota Broadcasting Co. OPERATED BY: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. BUSINESS ADDRESS: Wesley Temple Building. PHONE: Main 6562. TRANSMITTER LOCATION: Snelling Ave. and County Rd. B. TIME ON THE AIR: 124 hours weekly. NEWSPAPER AFFILIATION: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

Personnel

President G. B. Bickelhaupt
 Station Manager C. T. Hagman
 Commercial Manager L. L. Whiting
 Program Director Robert DeHaven
 Technical Director John M. Sherman

Coverage

	Daytime	Evening
Population—Primary	1,326,171	1,047,309
Radio Homes— "	259,084	224,400
Population—Secondary	2,869,345	
Radio Homes— "	332,863	

Source: Station survey.

Representative

Free & Peters

(CALL LETTERS
 UNASSIGNED)*

MINNEAPOLIS—EST. 1940

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS

• • • **MINNESOTA** • • •

ADDRESS: Minneapolis. 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 transmitter site at time of going to press and no further information was available.

KVOX

"THE VOICE OF THE VALLEY"
MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM
—ASSOCIATED NORTHWEST
BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. K. Herbst
Station Manager.....M. M. Marget
Commercial Manager.....Reinhart Steinley
Asst. Mgr.-Chief Engineer.....Robert Schulz

Coverage

Population—Primary 268,392
Radio Homes— " 50,013
Population—Secondary 244,345
Radio Homes— " 44,827

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

WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

Personnel

Director.....Dr. Martin Hegland
Chief Announcer.....Alvar Sandquist
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

KROC

"THE FRIENDLY STATION"
ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5-2727. STUDIO ADDRESS: 100 First Ave. Bldg.; Owatonna.

Minn.; Fairbault, Minn. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music Library.

Personnel

President and General

ManagerGregory Gentling
Secretary.....Maxine Jacobs
Commercial Manager.....E. Anson Thomas
Artists' Bureau Head.....Dwight Merriam
Studio Director.....Gerald Wing
Program Director.....La Vell Waltman
Chief Engineer.....Fred C. Clark
Assistant Chief Engineer.....Robert W. Cross

Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes— "	61,109	61,109
Population—Secondary	1,025,108	922,000
Radio Homes— "	139,298

Source: U. S. Census; station survey.

Representative

Joseph Hershey McGillvra

KFAM

"THE TIMES JOURNAL STATION"
"THE VOICE OF CENTRAL MINNESOTA"
ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Treasurer.....Fred Schilplin
General Manager.....George B. Bairey
Commercial Manager.....Edgar Parsons

Coverage

Population—Primary 197,396
Radio Homes— " 37,180
Population—Secondary 1,238,312
Radio Homes— " 289,290

Source: Field intensity measurements.

KSTP

"LOCALLY OWNED—NATIONALLY
KNOWN"
ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK
FREQUENCY: 1460 Kc. POWER: 50,000 watts.
OWNED BY: National Battery Broadcasting Co.

OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), A.M. to 1:00 A.M. (Sunday). NEWSPAPER AFFILIATION: Minneapolis Star-Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

Personnel

President.....Stanley E. Hubbard
 Vice President-Treasurer...Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corrine Jordan
 Educational Director.....T. D. Rishworth
 Merchandising Director.....Fred Laws
 Artists Bureau Head.....Charles Smith
 Technical Supervisor.....Hector Skifter

Coverage

Population—Primary 1,619,118
 Radio Homes— " 338,413
 Population—Secondary 2,489,102
 Radio Homes— " 457,800

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

Representative

Edward Petry & Co., Inc.

W M I N

"THE NEWS OF THE HOUR STATION"
ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

Personnel

President and General
 ManagerEdward Hoffman
 Production Manager.....Warren Fritze
 Chief Engineer.....Mat Walz

Coverage

Population—Primary Daytime
 825,000
 Population—Secondary 1,025,000
 Source: Chamber of Commerce.

W H L B

"QUEEN CITY OF THE ARROWHEAD"
VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM
 ARROWHEAD NETWORK
 NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Chief Announcer.....Wayne C. Byers
 Chief Engineer.....Chas. Persons

Coverage

Population—Primary 81,067
 Radio Homes— " 17,642
 Population—Secondary 98,929
 Radio Homes— " 21,529

Source: Station survey.

Representative

George P. Hollingsbery Co.

K W N O

"VOICE OF THE CITY BEAUTIFUL"
WINONA—EST. 1938

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., Daily; 9:00 A.M. to 10:30 P.M., Sundays. NEWS SERVICE: Associated Press, Transradio Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....M. H. White
 Treasurer.....H. R. Wiekling
 General Manager.....L. L. McCurnin
 Program Director.....L. A. Gifford
 Chief Engineer.....Maurice Reutter

Coverage

Population—Primary 167,700
 Radio Homes— " 35,260
 Population—Secondary 476,500
 Radio Homes— " 93,670
 Source: U. S. Census; mail response analysis.

MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$196,182,800

Auto Registrations 226,000

W J P R

"THE DELTA'S STATION"
GREENVILLE—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY: John R. Pepper. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Greenville. TRANSMITTER LOCATION: Greenville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Owner.....John R. Pepper
Manager.....Paul Thompson
Program Director.....Bert Ferguson
Chief Engineer.....Charles Mathis

Representative

Frank Baldwin

1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: Great Southern Golf Club, Mississippi. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....P. K. Ewing
Vice-President.....F. C. Ewing
Secretary-Treasurer.....M. M. Ewing

Coverage

Population—Primary	26,149
Radio Homes— "	10,342
Population—Secondary	76,296
Radio Homes— "	28,319

Source: Station survey.

Representative

Burn-Smith Co.

W G R M

"THE FRIENDLY VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 Howard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1½ miles north of Greenwood. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., daily; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....W. E. Williams
Commercial Manager.....P. K. Ewing, Jr.
Program Director.....Adrian Roberts
Chief Engineer.....C. A. Perkins

Coverage

Population—Primary	400,000
Radio Homes— "	58,000

Source: State Census.

W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

GULFPORT—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207. PHONE: Gulfport

W F O R

"THE VOICE OF SOUTH MISSISSIPPI"
HATTIESBURG—EST. 1924

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. 250 watts, d.). OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 302 Hemphill St. PHONE: 1866-67. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager...C. J. Wright
Secretary.....B. M. Wright
Chief Announcer.....Les Carmichael
Chief Engineer.....C. H. Dyess

W J D X

"THE VOICE OF MISSISSIPPI"
JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY
FREQUENCY: 1270 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. STUDIO ADDRESS: Lamar Life Bldg. & Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

MISSISSIPPI

Personnel

Station Manager.....Wiley P. Harris
 Commercial and Advertising
 Manager.....C. A. Lacy, Jr.
 Chief Announcer.....Maurice Thompson
 Sales Manager.....Frank Gentry
 Publicity Director.....Ralph Maddox
 Musical Director.....Maurice Thompson
 Chief Engineer.....P. G. Root

Coverage

	Daytime	Evening
Population—Primary	1,401,660	647,418
Radio Homes— "	160,175	75,715
Population—Secondary	1,244,218	765,242
Radio Homes— "	115,425	35,250

Source: Station survey.

Representative

George P. Hollingsbery Co.

W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Broadcasting Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 3-2788. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

ManagerL. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Merchandising Manager.....T. H. Lathrop
 Chief Announcer.....Roy Pickett
 Production Manager.....Vassar Dubard
 Program Director.....George Philp
 Chief Engineer.....Tommie Hubbard

W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentD. A. Matison
 Station & Commercial
 Manager.....H. M. Smith
 Program Director.....Bill Tracy
 Chief EngineerA. A. Touchstone

Coverage

Population—Primary	90,100
Radio Homes— "	12,400

Population—Secondary 112,000
 Radio Homes— " 9,600
 Source: Field intensity survey.

W S K B

McCOMB—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel, Box 111. STUDIO ADDRESS: McColgan Hotel. TRANSMITTER LOCATION: Pike County, Miss. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M., daily except Saturday: 6:00 A.M. to 11:00 P.M., Saturdays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....George Blumenstock
 Chief Engineer.....Robert Louis Sanders

Coverage

	Daytime	Evening
Population—Primary	500,000	300,000
Radio Homes— "	60,000	40,000
Population—Secondary	300,000	100,000
Radio Homes— "	30,000	15,000

Source: Station estimate.

W C O C

"DOWN IN OLD MAGNOLIA STATE"
MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 880 Kc. POWER: 1000 Watts.
 OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....D. W. Gavin

W Q B C

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
 OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

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

MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$1,040,737,500

Auto Registrations 859,000

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President-General Manager... Oscar C. Hirsch
Musical Director..... Virginia Bahn

K F U O

"THE GOSPEL VOICE" CLAYTON—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time (26 hours weekly).

Personnel

Station Manager..... Herman H. Hohenstein

K F R U

"IN THE HEART OF MISSOURI" COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Elzey Roberts
Vice-President..... John C. Roberts, Jr.
Station Manager..... C. L. Thomas
Program Director..... George Guyan

Commercial Manager..... Clarence G. Cosby
Artists Bureau Head..... Wm. Haley, Jr.
Musical Director..... Carl Stepp
Chief Engineer..... Robert Haigh

Coverage

Population—Primary 790,000
Radio Homes— " 145,500
Population—Secondary 1,504,000
Radio Homes— " 321,600

Source: Station survey.

Representative

Weed & Co.

K W O S

"THE NEWS AND TRIBUNE STATION" JEFFERSON CITY—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

Personnel

President..... R. C. Goshorn
Station Manager..... R. L. Rose
Program Director..... John J. Corrigan

Coverage

Population—Primary 161,987
Radio Homes— " 30,450
Population—Secondary 302,123
Radio Homes— " 62,730

Source: Joint Committee; U. S. Census.

Representative

Sears & Ayer, Inc.

W M B H

"AT THE CROSSROADS OF AMERICA" JOPLIN—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1-2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION: 13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS

MISSOURI

SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Davis & Schwegler.

Personnel

President-Station Manager.....D. J. Poynor
 Chief Announcer.....J. Chas. McIntire
 Sales Manager.....W. H. Clark
 News Editor.....Tom Aden
 Production Manager.....Stella Lukens
 Chief Engineer.....Baxter Burriss

Coverage

	Daytime	Evening
Population—Primary	285,000	225,000
Radio Homes— "	88,000	65,000
Population—Secondary	593,000	450,000
Radio Homes— "	118,490	96,000

Source: U. S. Census; Joint Committee.

Representative

Sears & Ayer

K C M O

"KANSAS CITY, MISSOURI"
KANSAS CITY—EST. 1925

FREQUENCY: 1450 Kc. POWER: 1000 Watts (C.P. for 5000 Watts, d.). OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STU-

DIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Kansas City. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....T. L. Evans
 General & Sales Manager.....Jack Stewart

K I T E

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

Personnel

Vice President and General Manager.....D. E. "Plug" Kendrick
 Station Manager.....L. L. Jaquier

Representative

Radio Advertising Corp.

K W

**KANSAS CITY'S
 FASTEST GROWING STATION**

KCMO

JACK STEWART, Director

K M B C

"TO KEEP IN TOUCH WITH THE TIMES,
KEEP TUNED TO KMBC"

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts.
OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd., Johnson County, Kans. TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library, Langworth, Davis & Schweigler; Station maintains own transcription service.

Personnel

President and General

Manager Arthur B. Church
Vice-President Karl Koerper
Promotion Manager M. F. Allison
Artists Bureau Head J. W. McConnell
Director of Research &

Merchandising Mark N. Smith
Program Director Felix Adams
Sales Service Carter Ringlep
Director Natl. Program Sales Geo. E. Halley
Studio Director Kenneth Krahl
News Editor Erle H. Smith
Farm Service Director Phil Evans
Educational Director Kenneth Graham
Publicity Director M. F. Allison
Musical Director P. Hans Flath
Technical Supervisor Ray Moler

Coverage

	Daytime	Evening
Population—Primary	2,720,544	1,388,949
Radio Homes— "	596,980	325,810

Source: Joint Committee; Field intensity measurements.

Representative

Free & Peters, Inc.
See Page 258

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts.
OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd., Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Langworth.

Personnel

Station Manager H. Dean Fitzer
Assistant Manager V. S. Batton
Sales R. Gardner Reames
Program Manager Harry J. Kaufmann
Chief Engineer Joseph A. Flaherty

Coverage

	Daytime	Evening
Population—Primary	5,683,275	3,008,538
Radio Homes— "	979,113	509,675

Source: Field intensity measurements.

Representative

Edward Petry & Co.

W H B

"WHERE HEADLINERS BEGIN"

KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. (Station maintains 9 remote studios through Kansas City.) TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library, Titan.

Personnel

President Donald Dwight Davis
Station Manager John T. Schilling

Coverage

Population—Primary	1,350,800
Radio Homes— "	321,500
Population—Secondary	1,570,000
Radio Homes— "	322,700

Source: Mail response analysis.

K W O C

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: A. L. McCarthy, C. A. Tedrick and J. H. Wolpers. OPERATED BY: Same. BUSINESS ADDRESS: 214 Poplar St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Main St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWSPAPER AFFILIATION: Poplar Bluff American Republic. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager Bill Bates
Commercial Manager P. H. Cunningham
Chief Announcer Bob Mabry
Publicity Director Bill Tedrick
Musical Director Lola Sechrest
Chief Engineer Don Lidenton

MISSOURI

Coverage

Population—Primary	40,000
Radio Homes— "	32,000
Population—Secondary	105,000
Radio Homes— "	79,000

Source: Chamber of Commerce.

K F E Q

"THE MIDWEST MARKET STATION"
ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to Pacific Coast sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President-Treasurer Barton Pitts
Secretary Beverly Pitts
Nat'l Advertising Manager..... Glen G. Griswold
Program Director..... Harry Packard
Promotion Manager..... J. Ted Branson
Chief Engineer..... J. Wesley Koch

Coverage

Population—Primary	1,694,680
Radio Homes— "	292,270
Population—Secondary	3,013,880
Radio Homes— "	619,220

Source: Mail response analysis.

Representative

Headley-Reed Co.

K M O X

"THE VOICE OF ST. LOUIS"
ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:29 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

Personnel

General Manager..... Merle S. Jones
Sales Manager..... Kenneth W. Church
Program Director..... Chester Renier
Sales Promotion Director.... J. Soulard Johnson
Public Affairs Dept. & Press
Relations Director..... Jurien Hoekstra
Chief Engineer..... Graham Tevis

Coverage

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes— "	519,640	434,390

Population—Secondary ..	5,899,900	2,586,600
Radio Homes— "	1,080,790	465,330

Source: Market Research Division of CBS; U. S. Census.

Representative

Radio Sales

K S D

ST. LOUIS—EST. 1922
NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

General Manager..... George M. Burbach
Commercial and Sales
Manager..... Edward W. Hamlin
Chief Engineer..... Robert L. Coe

Representative

Free & Peters, Inc.

K W K

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS
BROADCASTING SYSTEM

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... R. T. Convey
Sales Manager..... V. E. Carmichael
Studio Supervisor..... Ray Dady
National Sales Manager..... R. M. Sampson
Chief Announcer..... Allan Anthony
Program Director..... John Tinnea
Publicity Director..... Louis C. Nelson
Production Manager..... Dan Seyforth
Musical Director..... Al Sarli
Continuity Chief..... Claire Harrison
Chief Engineer..... James Burke

Coverage

Population—Primary	1,494,444
Radio Homes— "	431,108
Population—Secondary	954,812
Radio Homes— "	173,500

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

K X O K

ST. LOUIS—EST. 1939

FREQUENCY: 1250 Kc. POWER: 1000 Watts.
 OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

Personnel

General Manager.....R. V. Hamilton
 Sales Manager.....Clarence G. Cosby
 Program Director.....Blaine Cornwell
 News Editor.....Bruce Barrington
 Publicity Director.....Dave Frederick
 Chief Engineer.....Art Rekart

Coverage

	Daytime
Population—Primary	2,319,950
Radio Homes— "	398,495
Source: Station survey.	

Representative

Weed & Co.

For Concentrated Coverage
 in the St. Louis Market, Use

WEW



Write for case histories
 which tell a story of out-
 standing results for clients
 in the
ST. LOUIS Market

WEW

"THE STATION YOU'LL TUNE IN AGAIN"
 ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts.
 OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

Faculty Director.....W. A. Burk, S.J.
 General Manager.....A. S. Foster
 Program Manager.....Arthur T. Jones
 Publicity Director.....C. L. Kelliher
 Musical Director.....Ralph Stein
 Chief Engineer.....George Rueppel

Representative

Furgason & Walker, Inc.

WIL

"THE MOST WELCOME SPOT
 ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:00 A.M., Saturdays; 8:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor. NAB Library, Langworth.

Personnel

President and General
 Manager.....Lester A. Benson
 Vice-President.....Clarence W. Benson
 Program Director.....Neil Norman
 Continuity Editor.....David Pasternak
 Merchandising Director.....William Durney
 Publicity Director.....Bart Slattery
 Musical Director.....Allister Wylie
 Chief Engineer.....Chal H. Stoup

Coverage

	Daytime	Evening
Population—Primary	1,385,840	1,347,527
Radio Homes— "	362,820	354,950
Source: Mail response analysis.		

Representative

Reynolds-Fitzgerald, Inc.

K D R O

"KDRO, YOUR NEIGHBOR OF THE AIR IN
 SEDALIA, MISSOURI"
 SEDALIA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Albert S. and Robert A. Drohlich
d/b as Drohlich Bros. OPERATED BY: Same.
BUSINESS ADDRESS: 2100 West Broadway.
STUDIO ADDRESS: 2100 West Broadway.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:00 A.M. to 11:00 P.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio. MAINTAINS ART-
ISTS' BUREAU.

Personnel

Station Manager.....Robert A. Drohlich
Promotion Manager.....Albert S. Drohlich
Program Director.....Randall Jessee
Commercial Manager.....A. W. Upchurch
Chief Engineer.....C. Laverne Omer

Coverage

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes—	46,100	46,100

Source: Mail response analysis.

K G B X

SPRINGFIELD—EST. 1924
NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts.
OWNED BY: Springfield Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
508 St. Louis. PHONE: 1360-1-2-3. STUDIO
ADDRESS: 508 St. Louis. TRANSMITTER LO-
CATION: Bolivar Road. TIME ON THE AIR:
7:00 A.M. to midnight. NEWSPAPER AF-
FILIATION: Springfield Newspapers, Inc.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus. Standard
Radio, Davis & Schwegler.

Personnel

President.....T. W. Duvall
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell

Coverage

Population—Primary	499,673
Radio Homes—	73,900
Population—Secondary	641,673
Radio Homes—	87,700

Source: Mail response analysis; Joint Com-
mittee; U. S. Census.

Representative

Howard H. Wilson & Co.

K W T O

"KEEP WATCHING THE OZARKS"
SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts.
OWNED BY: Ozarks Broadcasting Co. OP-
ERATED BY: Same. BUSINESS ADDRESS: 508
St. Louis. PHONE: 1360-1-2-3. STUDIO AD-
DRESS: 508 St. Louis. TRANSMITTER LOCA-
TION: Bolivar Road. TIME ON THE AIR:
5:00 A.M. to local sunset. NEWSPAPER AF-
FILIATION: Springfield Newspapers, Inc.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: Standard Radio, Davis &
Schwegler, NBC Thesaurus.

Personnel

President and Station
Manager.....Ralph D. Foster
Business Manager.....Arthur Johnson
Production Manager.....G. E. Wilson
Chief Announcer.....Russ Davis
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell
Promotion Manager.....Carl S. Ward
Program Director.....Terry Moss
Chief Engineer.....Fritz Bauer

Coverage

Population—Primary	1,231,110
Radio Homes—	284,900
Population—Secondary	3,945,251
Radio Homes—	541,900

Source: U. S. Census; Joint Committee.

Representative

Howard H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$208,402,700

Auto Registrations 177,500

K G H L

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Northwestern
Auto Supply Co. OPERATED BY: Northwest-
ern Auto Supply Co. BUSINESS ADDRESS:
5th and North Broadway. PHONE: 2222.

STUDIO ADDRESS: 5th and North Broadway.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President.....C. O. Campbell
Station Manager.....Ed Yocum
Chief Engineer.....Jeff Kiichli

Coverage

Population—Primary	444,000
Radio Homes— "	94,400
Population—Secondary	181,200
Radio Homes— "	45,000

Source: Mail response analysis.

Representative

The Katz Agency

K R B M

BOZEMAN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.

Personnel

Owner-General Manager..... A. J. Breitbach
 Owners..... Arthur L. Roberts—R. B. McNab

Representative

Furgason & Walker, Inc.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET
 PACIFIC NORTHWEST COVERAGE GROUP
 FREQUENCY: 1340 Kc. POWER: 5000 Watts.
 OWNED BY: KGIR, Inc. OPERATED BY: KGIR.

K G I R

KPFA

KRBM

Montana's Major
 Market

60% of the population

90% of the payroll

Available under single contract.

Box 1956

Butte, Mont.

Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio. Titan, Langworth, NAB.

Personnel

Manager Ed. B. Craney
 Sales Manager..... M. E. Dunn
 Musical Director B. R. Sprague
 Chief Engineer Jack Nicholas
 Program Director..... Syd Lines

Representative

Furgason & Walker, Inc.

K F B B

"VOICE OF THE TREASURE STATE"
 GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schweeler.

Personnel

President..... F. A. Buttrey
 Station Manager..... Jessie Jacobsen
 Advertising Manager..... Joe Wilkins
 Program Director..... John Alexander
 Publicity Director..... Jack McNichol
 Special Events Director..... Phil Allen
 News Editor..... LeRoy Mattingly
 Chief Engineer..... Wilbur Myhre

Coverage

	Daytime	Evening
Population—Primary	129,200	73,900
Radio Homes— "	26,260	14,260
Population—Secondary	121,000	179,400
Radio Homes— "	23,350	46,000

Source: CBS Listener Study.

Representatives

Weed & Company
 Walter Biddick Co. (Los Angeles & Seattle)

K P F A

"CAPITAL CITY STATION"
 HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
 FREQUENCY: 1210 Kc. POWER: 250 Watts.
 OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME

ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson

Representative

Furgason & Walker, Inc.

K G E Z

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press.

Personnel

General ManagerDonald C. Treloar

K G V O

"THE GARDEN CITY STATION"
MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc.

OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

Personnel

President and Station Manager....A. J. Mosby
Secretary-Treasurer.....Edna Mae Mosby
Commercial Manager.....Jack Burnett
Comptroller.....Harry Miller
Advertising Manager.....Nick Moriana
Artists Bureau Head.....Duane Bowler
Chief Announcer.....Alan Davis
Sales Manager.....Fred Elsethagen
Program and Publicity

Director.....James Aiden Barber
Musical Director.....Margaret Castle
Merchandising Manager.....Marion Dixon
Traffic Manager.....Loretta Matthiesen
Chief Engineer.....Tom Atherstone

Coverage

Population—Primary	135,200
Radio Homes— "	34,430
Population—Secondary	435,400
Radio Homes— "	110,200

Source: Station survey.

Representative

Burn-Smith Co.

KGVO

- A \$50,000,000 MARKET

Covering the 5 great valleys of Western Montana, KGVO serves a population of 570,600 within its primary and secondary areas.

Retail sales in Missoula are \$635 per capita—nearly three times the national average. A complete merchandising service will help you tap this rich empire of the North-west.

A. J. MOSBY, PRESIDENT

**KGVO, MISSOULA, MONTANA, 5000 WATTS 1260 KC
AFFILIATE OF COLUMBIA BROADCASTING SYSTEM**

K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, World Broadcasting System.

Personnel

President..... E. E. Kresbach
Station and Commercial
Manager..... Milton J. Severson
Promotion Manager..... Adolph Jystad
Chief Engineer..... Harold Klempil

Coverage

Population—Primary 109,500
Radio Homes— " 20,000
Population—Secondary 230,000
Radio Homes— " 43,000
Source: Field intensity measurements.

NEBRASKA

Population 1,364,000

Number of Families 352,000
Retail Sales \$395,732,700

Number of Radio Homes 284,100
Auto Registrations 410,280

K O R N *

FREMONT—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th & Broad Sts. STUDIO ADDRESS: 6th & road Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Manager Clark Standiford
Commercial Manager..... Randall Ryan
Program Director..... Larry Coke
Chief Engineer..... E. A. Blackburn

Coverage

Population—Primary 134,000
Population—Secondary 375,000
Source: Station estimate.

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

K M M J

"NEBRASKA'S FRIENDLY STATION"
GRAND ISLAND—EST. 1925

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 315½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Don Searle
General Manager..... Ted Matthews

Coverage

Station data being compiled; no information available at time of going to press because of move from Clay Center to Grand Island.

Representative

Howard H. Wilson Co.

K H A S *

HASTINGS—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. STUDIO ADDRESS: Hastings. 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.

K G F W

"THE FRIENDLY MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 31551. STUDIO ADDRESS: South Central Ave. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager..... Lloyd C. Thomas
Commercial Manager..... Warren Binkley
Program Manager..... Fred Christensen
Chief Engineer..... Walter M. Ely

Coverage

Population—Primary 454,497
 Radio Homes— " 87,140
 Source: Mail response analysis.

K F A B

"NEBRASKA'S MOST POWERFUL
 BROADCAST STATION"
LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 770 Kc. POWER: 10,000
 Watts. OWNED BY: KFAB Broadcasting Co.
 OPERATED BY: KFAB Broadcasting Co. BUSI-
 NESS ADDRESS: Hotel Lincoln. PHONE: 2-3214.
 STUDIO ADDRESS: Hotel Lincoln. TRANS-
 MITTER LOCATION: 17th St. and Holdredge.
 TIME ON THE AIR: 4:45 A.M. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: State
 Journal, Lincoln Star. NEWS SERVICES: Inter-
 national News Service. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President Frank D. Throop
 Vice-President Joe W. Seacrest
 Vice-President C. L. Carper
 Secretary-Assistant
 Treasurer Charles T. Stuart
 Treasurer—Assistant
 Secretary Sarry B. Sidles
 General Manager Don Searle
 Station Manager W. Judson Woods

1310 ON **KGFW BULLETIN** PHONE
 THE DIAL 31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY
 CENTRAL NEBRASKA BROADCASTING CORPORATION
 KEARNEY, NEBRASKA

RADIO DAILY, NEW YORK
 57,900 FARM HOMES AND 18,430 CITY HOMES
 WITH RADIO SETS IN KGFW PRIMARY AREA
 ARE REJOICING OVER HEAVY WINTER SNOWS
 THAT INSURE MILLIONS OF DOLLARS IN 1940
 CROPS. KGFW IS ONLY FULL TIME STATION
 SERVING THIS RICH AGRICULTURAL AREA,
 WITH 386,402 POPULATION. WILL GLADLY
 SUPPLY NATIONAL AND REGIONAL ADVER-
 TISERS AND THEIR AGENCIES WITH FULL IN-
 FORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS
 GENERAL MANAGER KGFW

KEARNEY, NEBRASKA
 FEBRUARY 15, 1940

Sales Manager Frank Pellegrin
 Local Sales Manager W. Judson Woods
 Chief Announcer C. D. "Chuck" Miller
 Publicity Director Bruce Wallace
 Program Director Lowell "Jiggs" Miller
 Chief Engineer Mark Bullock

Coverage

Population—Primary 1,534,513
 Radio Homes— " 311,230
 Population—Secondary 1,810,960
 Radio Homes— " 368,590
 Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K F O R

"THE VOICE OF LINCOLN"
LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM
CENTRAL STATES BROADCASTING SYSTEM
 FREQUENCY: 1210 Kc. POWER: 250 Watts.
 d.; 100 Watts, n. OWNED BY: Cornbelt Broad-
 casting Corp. OPERATED BY: Cornbelt Broad-
 casting Corp. BUSINESS ADDRESS: Hotel Lin-
 coln. PHONE: 2-3214. STUDIO ADDRESS:
 Hotel Lincoln. TRANSMITTER LOCATION:
 4607 South 48th. TIME ON THE AIR: 7:00 A.M.
 to midnight. NEWSPAPER AFFILIATIONS:
 State Journal, Lincoln Star. NEWS SERVICES:
 International News Service. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President Frank D. Throop
 Vice-President Joe W. Seacrest
 Vice-President C. L. Carper
 Secretary-Assistant
 Treasurer Charles T. Stuart
 Treasurer-Assistant
 Secretary Harry B. Sidles
 General Manager Don Searle
 Station Manager W. Judson Woods
 Sales Manager Frank Pellegrin
 Local Sales Manager W. Judson Woods
 Chief Announcer C. D. "Chuck" Miller
 Program & Musical Director John Hanssen
 Publicity Director Angus Nicoll
 Chief Engineer Mark Bullock

Coverage

Population—Primary 270,990
 Radio Homes— " 58,770
 Population—Secondary 155,652
 Radio Homes— " 44,530
 Source: U. S. Census.

Representative

The Katz Agency

W J A G

"WITH JOY AND GLADNESS"
NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts.
 OWNED BY: Norfolk Daily News. OPERATED
 BY: Norfolk Daily News. BUSINESS AD-

DRESS: 116 N. Fourth St. PHONE: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

Personnel

President Gene Huse
 Station Manager..... Art Thomas
 Program Director..... Russell Jensen
 Chief Engineer..... Frank Weidenbach

Coverage

Population—Primary 291,595
 Radio Homes— " 51,890
 Population—Secondary 1,358,649
 Radio Homes— " 283,750
 Source: U. S. Census.

Representative

Howard H. Wilson Co.

K G N F

"WESTERN NEBRASKA'S DEPENDABLE
 DAYTIME STATION"
NORTH PLATTE—EST. 1930

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station
 Manager..... W. I. LeBarron
 Secretary-Treasurer LeBarron
 Chief Engineer J. B. Eaves

Coverage

Population—Primary 468,800
 Radio Homes— " 94,680
 Source: Joint Committee; CBS survey.

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight, daily except Saturday and Sunday; 6:30 A.M. to 12:30 P.M., Saturdays; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Lincoln Star, Nebraska State Journal. NEWS SERVICE: International News

Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Frank Throop
 General Manager..... Don Searle
 Sales Manager..... Frank Pellegrin
 Program Director..... Harold Hughes
 Merchandising Manager.... R. Bruce Wallace
 Chief Engineer..... Mark Bullock

Coverage

Population—Primary 529,237
 Radio Homes— " 122,400
 Population—Secondary 422,726
 Radio Homes— " 90,080
 Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K O W H

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: Omaha World Herald. BUSINESS ADDRESS: 8th Floor, World-Herald Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press, Omaha World-Herald. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

Manager..... Vernon H. "Bing" Smith
 Assistant Manager..... Frank E. Shoppen
 Commercial Manager..... Clem Young

Representative

William G. Rambeau Co.

W O W

"YOUR VOICE OF THE AIR"
OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS REBROADCASTING
 SERVICE

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: WE 3400. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library, Langworth.

Personnel

President..... De E. Bradshaw
 Personnel Director..... William Ruess
 Station Manager..... John J. Gillin, Jr.
 Program Manager & Chief
 Announcer Harry Burke
 Promotion Manager..... Howard O. Peterson
 Publicity Director..... Bill Wiseman

• • • NEBRASKA—NEVADA—NEW HAMPSHIRE • • •

Director of News & Special Events Foster May
 Chief Engineer..... Wm. J. Kotera

Coverage

Population—Primary *4,003,800
 Radio Homes— " 816,690

* Based on mail return from counties in six states.

Representative

John Blair & Company

K G K Y

"THE VOICE OF AMERICA'S VALLEY OF THE NILE"

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½

Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President and Station Manager... L. L. Hilliard
 Vice-President-Commercial Manager..... R. M. Stewart
 Publicity Director-Chief Announcer Bill Walter
 Chief Engineer..... Harlan Morrison

Coverage

	Daytime	Evening
Population—Primary	63,358	47,942
Radio Homes— "	12,208	10,087
Population—Secondary ..	109,867	51,490
Radio Homes— "	20,463	11,397

Source: U. S. Census; Department of Commerce.

NEVADA

Population 101,000

Number of Families 30,000
 Retail Sales \$48,325,200

Number of Radio Homes 28,500
 Auto Registrations 38,800

K O H

"THE VOICE OF NEVADA"
RENO—EST. 1930

NATIONAL BROADCASTING SYSTEM
 CALIFORNIA RADIO SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts.
 OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M.

to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Vice-President G. C. Hamilton
 Business Manager..... Howard Lane
 Station Manager..... Wallie D. Warren
 Chief Announcer..... Merrill Inch
 Chief Engineer..... Hewitt Kees

Representative

Paul H. Raymer Company

NEW HAMPSHIRE

Population 510,000

Number of Families 136,000
 Retail Sales \$167,841,300

Number of Radio Homes 124,400
 Auto Registrations 126,400

W L N H

"SERVING CENTRAL NEW HAMPSHIRE"
LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Northern Broadcasting Co. OP-

ERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton, N. H. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News, United Press.

NEW HAMPSHIRE

Personnel

President.....Malcolm Jenney
 General Manager.....Earle Clement
 Chief Announcer.....Sherwin Greenlaw
 Chief Engineer.....William MacDonald

Coverage

Population—Primary 107,347
 Radio Homes— " 27,836

Source: Station survey.

Representative

Weed & Company

W K N E

"RADIO CAPITOL OF VERMONT & NEW HAMPSHIRE"

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.

OWNED BY: Twin State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

Keene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harry C. Wilder
 Station and Commercial
 ManagerHerman Steinbruch

Program and Publicity Director... Nick Carter
 Chief Engineer.....Willis F. Moore

Coverage

Population—Primary 348,900
 Radio Homes— " 85,100
 Population—Secondary 265,000
 Radio Homes— " 65,600

Source: Field strength survey.

Representative

Paul H. Raymer Co.

W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts.

d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; Sunday 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. C. P. MacGregor.

Personnel

President.....Mrs. Henry P. Rines
 Manager.....C. G. H. Evans

Coverage

Population—Primary 280,000
 Radio Homes— " 62,300
 Population—Secondary 198,700
 Radio Homes— " 42,000

Source: Mail response analysis.

Representative

Weed & Company

W H E B

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK

(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 740 Kc. POWER: 1000 Watts.

OWNED BY: Granite State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio. C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

Personnel

PresidentH. J. Wilson
 General Manager.....H. C. Wilson

Coverage

Population—Primary 1,779,430
 Radio Homes— " 400,210
 Population—Secondary 671,140
 Radio Homes— " 125,280

Source: Station survey.

THE BIG NEWS OF 1940

*A New Station in the
 Heart of New England*

WKNE

KEENE

New Hampshire

*New Transmitter—Increased
 Coverage — An Ideal Test
 Market for New England*

COLUMBIA NETWORK

PAUL H. RAYMER CO., Nat'l Representatives

(Formerly WNBX—located in
 Springfield, Vermont)

NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,342,328,900

Auto Registrations 1,023,226

W C A P

"THE VOICE OF CITY OF ASBURY PARK"
ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts.
 OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George S. Ferguson
 Station Manager.....V. N. Scholes
 Commercial Manager.....D. Johanson
 Technical Advisor.....Thomas F. Burley
 Musical Director.....G. H. Scott
 Chief Engineer.....Ernest G. Ruckle

Coverage

	Daytime	Evening
Population—Primary	491,486	491,486
Radio Homes— "	98,750	98,750
Population—Secondary	4,100,976	4,100,976
Radio Homes— "	1,385,700	1,385,700

Source: Station survey.

W B A B *

ATLANTIC CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Atlantic City. STUDIO ADDRESS: Atlantic City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Atlantic City Press, Atlantic City Union.

*Station was licensed to operate under a construction permit and reported that construction had not begun on transmitter at time of going to press.

W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Manager.....Howard S. Frazier
 Commercial Manager.....Jack Plumley
 Publicity Director.....Paul Alger
 Chief Engineer.....Russel Ely

Coverage

	Daytime	Evening
Population—Primary	106,380	106,380
Radio Homes— "	26,595	26,595
Population—Secondary	343,043

Source: Field intensity measurements; Joint Committee.

Representative

Cox & Tanz

W C A M

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts.
 OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M.

to 12:30 P.M. and 3:00 P.M. to 5:00 P.M.,
Sundays. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Frederick Caperoon
Program Director and Chief
Announcer.....Robert Horn
Musical Director.....E. Nelson Layman
Chief Engineer.....C. E. Onens

Coverage

Population—Primary 2,696,919
Radio Homes— " 544,900
Population—Secondary 391,143
Radio Homes— " 82,400
Source: Station survey.

Representative

Mack Radio Sales Co.

W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts.
OWNED BY: Bremer Broadcasting Corp. OP-
ERATED BY: Bremer Broadcasting Corp. BUSI-
NESS ADDRESS: 50 Journal Square. PHONE:
Journal Square 0716-7-8 and Market 3-0383.
NEW YORK OFFICE: RKO Bldg. PHONE:

**WHAT
MAKES
A STATION
A GOOD STATION?**

GOOD place on the dial (940 K.C.)
GOOD signal strength (received as well as
any 50,000 watts)
GOOD market coverage (Metropolitan N. Y.,
Jersey City & Suburbs.)
GOOD audience acceptance (just ask us to
prove it)

And Most Important of All

LOW comparative cost (look at our rate
card)

WAAT

JERSEY CITY

Rector 2-5878 and Circle 5-5780. STUDIO
ADDRESS: 50 Journal Square. TRANSMIT-
TER LOCATION: Labor Bank Bldg. TIME
ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.);
6:00 A.M. to 7:00 P.M. (E.D.S.T.). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: NBC Thesaurus, Standard Radio.
MAINTAINS ARTISTS' BUREAU.

Personnel

President and General
Manager.....Paul H. LaStayo
Program Director.....Gabrielle Haas
Chief Announcer.....Maurice Hart
Sales Manager.....A. B. Schillin
Production Manager.....Louis Tappe
Publicity Director.....Jay Stanle
Musical Director.....Fabe Nicholson
Chief Engineer.....Anthony Castellani

Coverage

Population—Primary 12,000,000
Radio Homes— " 3,800,000
Population—Secondary 2,000,000
Radio Homes— " 587,000
Source: Station survey.

Representative

Burn-Smith Co.

W H O M

"ON YOUR DIAL AT 1450"
JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: N. J. Broadcasting Corp. OP-
ERATED BY: N. J. Broadcasting Corp. BUSI-
NESS ADDRESS: 29 W. 57th St., New York
City. PHONE: Journal Square 2-9595, Plaza
3-4204, New York. STUDIO ADDRESS: 2870
Hudson Blvd., Jersey City, N. J.; 29 W. 57th
St., New York City. TRANSMITTER LOCA-
TION: Jersey City, N. J. TIME ON THE AIR:
6:45 A.M. to 12:00 midnight. NEWS SERVICE:
International News Service. TRANSCRIPTION
SERVICE: Langworth. MAINTAINS ARTISTS'
BUREAU.

Personnel

President.....Paul F. Harron
Station and Commercial
Manager.....Joseph Lang
Program & Continuity
Director.....West W. Willcox
Musical Director.....G. DeLuca
Office Manager.....Ida Mortenghi
Chief Engineer.....Allison Burnham

Coverage

	Daytime	Evening
Population—Primary	10,000,000	12,000,000
Radio Homes— "	3,700,000	6,000,000

Source: Station survey.
(See Page 455)

W H B I

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

Personnel

President-General Manager. James L. Shearer

W O R

"ONE OF AMERICA'S GREAT STATIONS"
NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PENNSYLVANIA 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:16 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

Personnel

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of sales.....Frank Braucher
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Director of public relations and special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau...Nat Abramson
Director of Sales Promotion....Joe Creamer
Musical Director.....Alfred Wallenstein
Sales Manager.....Eugene S. Thomas

Coverage

Population—Guaranteed*18,070,855
Radio Homes— " *4,261,788

* Includes both primary and secondary areas.

Source: U. S. Census.

Representatives

Paul A. Belaire, Boston, Mass.
Harold C. Higgins, Chicago, Ill.
Edward S. Townsend, San Francisco

W B R B

"HOME TOWN STATION"

RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts.

OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WFAS and WGGB. NEWS SERVICE: Local and country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Engineer.....Robert Johnson

Coverage

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes— " "	89,300	89,300

Source: U. S. Department of Commerce.

W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 150 East State St. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M. to 8:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION: NAB Library, Associated, Langworth.

Personnel

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

W A W Z

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions.

Personnel

PresidentBishop Alma White
Vice-President-Secretary-
Co-Manager.....Arthur K. White
Vice-President-Co-Manager....Ray B. White
Musical Director.....Kenneth Randolph
Chief Engineer.....N. L. Wilson

Coverage

Population—Primary	92,200
Population—Secondary	504,484

Source: Field intensity measurements.

NEW MEXICO

Population 422,000

Number of Families 102,000

Number of Radio Homes 62,300

Retail Sales \$97,626,100

Auto Registrations 118,327

K G G M

"THE FRIENDLY VOICE OF
NEW MEXICO"

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.

OWNED BY: New Mexico Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Kimo Theater Bldg. PHONE: 929-930. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Albuquerque. TIME ON THE AIR: 6:45 A.M.
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

President N. M. Switzer
Vice-President A. R. Hebenstreit
General Manager Mike Hollander
Production Manager Elmer Fondren
Merchandising Manager C. E. Redman
Musical Director Ken Gorsuch
Chief Engineer Leonard Dodds

Coverage

Population—Primary	207,540
Radio Homes— "	29,920
Population—Secondary	381,328
Radio Homes— "	59,910

Source: Mail response analysis.

Representative

Howard H. Wilson Co.

K O B

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000
watts. OWNED BY: Albuquerque Broadcast-
ing Co. OPERATED BY: Albuquerque Broad-
casting Co. BUSINESS ADDRESS: 424 W.
Gold Ave. PHONE: 1180. STUDIO ADDRESS:
424 W. Gold Ave. TRANSMITTER LOCATION:
Alameda. TIME ON THE AIR: 7:00 A.M. to
11:00 P.M. NEWS SERVICE: Transradio Press.
International News Service, United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus,
MacGregor & Sollie.

Personnel

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

Coverage

Population—Primary	191,261
Radio Homes— "	28,770
Population—Secondary	545,495
Radio Homes— "	88,670

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

REPRESENTATIVE

The Katz Agency

K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney
Hubbs. BUSINESS ADDRESS: Crawford Ho-
tel. PHONE: 244 STUDIO ADDRESS: Craw-
ford Hotel. TRANSMITTER LOCATION: Carls-
bad. TIME ON THE AIR: 6:30 A.M. to 9:00
P.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager Jack Hawkins
Commercial Manager Lucille Nelson
Chief Announcer Louis Pitchford
Chief Engineer Harry Boehnemann

K I C A

"THE BROADCASTING SERVICE OF
EASTERN NEW MEXICO AND
WEST TEXAS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: Western Broadcasters, Inc. OP-
ERATED BY: Western Broadcasters, Inc.
BUSINESS ADDRESS: 412 Pile. PHONE: 3 & 4.
STUDIO ADDRESS: 412 Pile. TRANSMITTER
LOCATION: Hillcrest Park. TIME ON THE
AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE:
Radio News Ass'n, NEA. TRANSCRIPTION
SERVICE: World Broadcasting System, C. P.
MacGregor.

Personnel

President and Station
Manager Chas. C. Alsop
Continuity Director Lyman Brown
Publicity Director Doris Williams
Program Director Karl William Schroeder
Musical Director Mrs. J. E. Alsop
Chief Announcer Olin Johnson
Chief Engineer Paul Cochran

K A W M

"IN THE LAND OF ENCHANTMENT"

GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts,

d.; 100 watts, n. OWNED BY: A. W. Mills.
OPERATED BY: A. W. Mills. BUSINESS AD-

NEW MEXICO — NEW YORK

DRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

Personnel

Station Manager A. W. Mills
Commercial Manager Don Mills

Representative

Cox & Tanz

K W E W

"KWEW IN HOBBS, THE FRIENDLY GATE TO THE SUNSHINE STATE"

HOBBS—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Davis & Schwegler.

Personnel

General Manager W. E. Whitmore
Station Manager Orland A. Foster

K G F L

"THE VOICE OF THE PECOS VALLEY"
ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

Personnel

Station Manager W. E. Whitmore
Commercial Manager Charles Teas
Production Manager Ed Safford, Jr.
Chief Engineer James Simpson

K V S F

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager-Chief Engineer... J. L. Martin
Chief Announcer M. D. Marshall

NEW YORK

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$5,224,678.800

Auto Registrations 2,642,994

W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager Harold E. Smith
Assistant Manager Deuel Richardson
Sales Manager Harry Goldman
Chief Engineer James A. Corey

Coverage

Population—Primary	542,500
Radio Homes— "	136,300
Population—Secondary	112,400
Radio Homes— "	35,000

Source: Mail response analysis.

Representative

J. P. McKinney, Special Agent

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth and NAB Library.

Personnel

President.....Raymond M. Curtis
 General Manager.....Harold E. Smith
 Assistant Manager.....Deuel Richardson

Coverage

Population—Primary	621,000
Radio Homes— "	156,200
Population—Secondary	368,300
Radio Homes— "	93,200

Source: Mail response analysis.

Representative

J. P. McKinney, Special Agent

W M B O

"THE VOICE OF THE FINGER LAKES"
 AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....William O. Dapping
 Station Manager.....Frederick L. Keesee
 Commercial Manager.....F. L. Keesee
 Publicity Director.....Dorothy Bolin
 Chief Engineer.....Herbert House

Coverage

Population—Primary	677,848
Radio Homes— "	167,890

Source: Station survey.

W N B F

"WHY NOT BINGHAMTON FIRST"
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

WOKO
 DOMINATING THE PROSPERITY BELT
 ALBANY, N.Y.
 CHECK YOUR SURVEYS

John Blair & Co.
 National Rep.

The
 Albany
 Combination

THE RADIO CENTER

*Proved
 Profit
 Makers*

Harold E. Smith
 General Manager

George P. Hollingbery Co.
 National Rep.

TRY IT WHERE FOLKS ARE IN THE MONEY
WABY
 ALBANY, N.Y.
 CHECK YOUR SURVEYS

OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President John C. Clark
 General Manager Cecil D. Mastin
 Sales Manager Harry Trenner
 Advertising Manager Virginia Howe
 Service Director Leonard Whitelaw
 Chief Announcer Durwood Finch
 Musical Director Elizabeth Lamb
 Chief Engineer Lester H. Gilbert

Coverage

	Daytime	Evening
Population—Primary	475,000	320,000
Radio Homes— "	119,000	78,000
Population—Secondary	428,000	581,000
Radio Homes— "	101,000	142,000

Source: Station survey.

Representative

John Blair & Company

W A R D

"THE INDEPENDENT METROPOLITAN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Greenpoint, Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Aaron Kronenberg
 Program Director Franklin H. Small
 Artists Bureau Head Samuel H. Cohen
 Publicity Director Dick Weaver
 Musical Director Samuel Medoff
 Chief Engineer Abraham Haas

Representative

Crown Advertising Inc.

W B B C

"BROOKLYN'S OWN STATION"
BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: Triangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW.

Personnel

General Manager and Chief
 Engineer Peter Testan
 Commercial Manager Arnold J. Jaffe

W B B R

BROOKLYN—EST. 1934

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. PHONE: MAIN 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. PHONE: HONEYWOOD 1379. TIME ON THE AIR: Shares time.

Personnel

Manager Andrew K. Wagner
 Musical Director Carl Klein
 Dramatic Director Max Freschel

W C N W

"THIS IS THE TRI-STATE BROADCASTING SYSTEM"

BROOKLYN—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: INGERSOLL 2-1500. STUDIO ADDRESS: 846 Flatbush Ave. and 101 Park Ave., New York City. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Owner-Chief Engineer Arthur Faske
 General Manager A. R. Steinberg
 Commercial Manager Ben Levin
 Program Director Roger Wayne
 Publicity Director Wellington Wright
 Musical Director Roger Wayne
 Chief Operator M. Goldberg

Coverage

	Daytime	Evening
Population—Primary	12,000,000	4,000,000
Radio Homes— "	3,000,000	2,000,000

Representative

William R. Stewart

W V F W

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRI 5-0313 TRI 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President.....Harold J. Burke
 Managing Director.....Salvatore D'Angelo
 Chief Announcer.....Frank Daniels
 Musical Director.....Lillian Delson
 Chief Engineer.....Hermann Florez

Coverage

Station claims coverage of the Metropolitan Area.

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services of affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Langworth.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer

Station Manager.....Edgar H. Twamley
 Commercial Manager.....Clifford M. Taylor
 Chief Announcer.....George Torge
 Publicity Directors.....Joe Betzer,
 Joe Haefner
 Musical Director.....Robert Armstrong
 Chief Engineer.....Ralph J. Kingsley

Coverage

	Daytime	Evening
Population—Primary	1,890,780	1,043,630
Radio Homes—	451,640	243,600
Population—Secondary	909,430	1,032,340
Radio Homes—	219,480	251,370

Source: Statistical Department of National Broadcasting Co.

Representative

Edward Petry & Co., Inc.

W B N Y

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

NBC RED NETWORK

WHEN YOU
tell
 THE WBEN
 AUDIENCE, YOU
sell
 ALL BUFFALO
 .
 NEW YORK STATE'S
 SECOND MARKET

NEWS COMES FIRST

at

WBNY

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

WBNY

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Personnel

Owner and General Manager.....Roy L. Albertson
 Program Director.....Robert A. Sherry
 Chief Engineer.....Thomas L. Vines

Coverage

Population—Primary 1,023,200
 Radio Homes— " 241,900
 Source: Field intensity measurements.

W E B R

"BUFFALO'S FRIENDLY STATION"
 BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: WEBR, Inc. OPERATED BY:
 Buffalo Evening News. BUSINESS ADDRESS:
 Broadcasting House, 23 W. North St. PHONE:
 Lincoln 7133. STUDIO ADDRESS: 23 W. North
 St. TRANSMITTER LOCATION: Larkin Termi-
 nal Bldg. TIME ON THE AIR: (daily) 7:00 A.M.
 to 12:00 midnight; (Sunday) 8:30 A.M. to mid-
 night. NEWSPAPER AFFILIATION: Buffalo
 Evening News. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Sales Manager.....William Doerr, Jr.
 Program Director.....Kay Burkhardt
 Continuity Editor.....Roy Black, Jr.
 Chief Announcer.....Peter Krug
 Production Manager.....Albert Zink
 Chief Engineer.....Ralph Kingsley

Coverage

	Daytime	Evening
Population—Primary	908,266	908,266
Radio Homes— " "	213,600	213,600

Source: Field intensity measurements.

Representative

Weed & Co.

W G R

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING
 SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Buffalo Broad-
 casting Corp. OPERATED BY: Buffalo Broad-
 casting Corp. BUSINESS ADDRESS: Rand
 Bldg. PHONE: Washington 3100. STUDIO
 ADDRESS: Rand Bldg. TRANSMITTER LO-
 CATION: Tonawanda. TIME ON THE AIR: 7:00
 A.M. to 1:00 A.M. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System, Inc., Associated Music.

Personnel

Executive Vice-President.....I. R. Lounsberry
 Advertising Manager.....A. F. Busch
 Program Director.....H. C. Rice
 Sales Manager.....Lewis H. Avery

Publicity Director.....A. F. Busch
 Chief Engineer.....Karl B. Hoffman

Coverage

Population—Primary 1,282,000
 Radio Homes— " 303,100
 Population—Secondary 1,542,600
 Radio Homes— " 367,500
 Source: Mail response analysis.

Representative

Free & Peters, Inc.

W K B W

BUFFALO—EST. 1925

MUTUAL-COLUMBIA BROADCASTING
 SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts.
 OWNED BY: Buffalo Broadcasting Corp. OP-
 ERATED BY: Buffalo Broadcasting Corp. BUSI-
 NESS ADDRESS: Rand Building. PHONE:
 Washington 3100. STUDIO ADDRESS: Rand
 Bldg. TRANSMITTER LOCATION: Tonawanda.
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.
 NEWS SERVICES: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System,
 Associated Music.

Personnel

Executive Vice-President.....I. R. Lounsberry
 Program Director.....Herbert C. Rice
 Sales Manager.....Lewis H. Avery
 Publicity Director.....A. F. Busch
 Chief Engineer.....Karl B. Hoffman

Coverage

Population—Primary 1,110,600
 Radio Homes— " 258,900
 Source: Field intensity survey.

Representative

Free & Peters, Inc.

W S V S

"BUFFALO'S EDUCATIONAL STATION"
 BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts.
 OWNED BY: Board of Education. OPERATED
 BY: Seneca Vocational High School. BUSINESS
 ADDRESS: 666 E. Delavan Ave. PHONE: Fil-
 more 7190. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00
 P.M. to 3:00 P.M.

Personnel

Principal.....Elmer S. Pierce
 Station Manager.....Lowell C. Kitchin
 Chief Engineer.....Walter Bieda

W C A D

"VOICE OF THE NORTH COUNTRY"
 CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts.
 OWNED BY: St. Lawrence University. OPER-
 ATED BY: St. Lawrence University. BUSINESS
 ADDRESS: Canton. PHONE: 276. STUDIO

ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

Personnel

President.....Dr. Laurens H. Seelye
Chairman of Committee on
Radio.....R. C. Ellsworth
Station Manager.....H. K. Bergman
Chief Announcer.....Jack Emmanuel
Musical Director.....H. Wellington Stewart
Chief Engineer.....Dr. Ward C. Priest
Radio Workshop Director.....Ruth Willard

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to 12:00 Midnight, Sundays. NEWS-PAPER AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Director.....Dale L. Taylor
Commercial Manager.....Joseph M. Cleary
Program Director.....George R. Clapp
Chief Engineer.....Perry Esten

Coverage

Population—Primary 150,000
Radio Homes— " 40,595

Source: Station survey.

Representative

J. P. McKinney, Special Agent

W E S G

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts.
OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:30 A.M. to sundown (New Orleans). NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Dale L. Taylor
Commercial Manager.....Ernest Oliver
Program Director.....Hal Wagner
Publicity Director.....Glenn Williams
Musical Director.....Harry Springer

Coverage

Population—Primary 472,100
Radio Homes— " 110,000
Population—Secondary 2,714,200
Radio Homes— " 651,280

Source: CBS Listener and Dealer Survey.

Representative

J. P. McKinney, Special Agent

W G B B

"LONG ISLAND'S BROADCAST STATION"
FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Dodell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
Chief AnnouncerJ. Dudley
Publicity DirectorA. Chesman
Chief Engineer.....George Graham

Coverage

	Daytime	Evening
Population—Primary	400,000	200,000
Population—Secondary ..	200,000	100,000

Source: County Census.

W J T N

"YOUR FRIEND AND NEIGHBOR"
JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)
NEW YORK BROADCASTING SYSTEM, INC.

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 5-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Col. H. C. Wilder
Vice-President.....Fred R. Ripley
Treasurer.....N. L. Kidd
Secretary-Manager.....Charles Denny
Station Manager.....Bosil F. Blizzard
Sales Manager.....Simon Goldman
Program Director.....G. T. Callison
Chief Engineer.....Harold J. Kratzert

Coverage

Population—Primary 250,000
Radio Homes— " 62,000
Population—Secondary 380,000
Radio Homes— " 84,500

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

W K N Y

KINGSTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Kingston Broadcasting Corp. OP-
 ERATED BY: Kingston Broadcasting Corp.
 BUSINESS ADDRESS: Governor Clinton Hotel.
 STUDIO ADDRESS: Governor Clinton Hotel.
 TRANSMITTER LOCATION: Yarmouth St.
 TIME ON THE AIR: 7:00 A.M. to local sunset.
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

President.....John R. McKenna
 General Manager.....Leon Bernard
 Program Director.....Ezra McIntosh

W G N Y

"MID-HUDSON VALLEY'S OWN HOME STATION"

NEWBURGH—EST. 1933

FREQUENCY: 1220 Kc. POWER: 250 Watts.
 OWNED BY: WGNV Broadcasting Co. OP-
 ERATED BY: WGNV Broadcasting Co. BUSI-
 NESS ADDRESS: 161 Broadway. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Cochection Turnpike. TIME ON THE AIR: Day-
 time Schedule. NEWSPAPER AFFILIATION:
 Newburgh Courier. NEWS SERVICE: Trans-

*"The Home Station of
 the Mid-Hudson Valley"*

The Only 250 Watt Station
 Between New York and Albany

W G N Y

1220 on the Dial

The Oldest and Only Local Station
 in the Mid-Hudson Valley on a
 Clear Regional Channel

*Complete and Modern Studios
 Located in Newburgh and
 Poughkeepsie.*

Newspaper Affiliation

radio Press. TRANSCRIPTION SERVICE: Asso-
 ciated Music Publishers.

Personnel

President.....Merritt C. Speidel
 Secretary.....Harry S. Bunker
 Treasurer & Director.....Edward A. Chappell
 Business Manager.....Dale Loughlin
 Station & Commercial
 Manager.....W. E. Dunkelbarger
 Program Director.....Janet Lumb
 Chief Engineer.....Patrick Simpson

Coverage*

Population—Primary 563,335
 Radio Homes— " 84,100

* Information based on 100 watts power;
 station now operates on 250 watts on 1220
 kilocycles.

W A B C

"THE KEY STATION OF THE COLUMBIA
 BROADCASTING SYSTEM"

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System. OPERATED BY: Same. BUSINESS
 ADDRESS: 485 Madison Ave. STUDIO AD-
 DRESS: 485 Madison Ave. and 799 Seventh
 Ave. TRANSMITTER LOCATION: Wayne
 Township, N. J. TIME ON THE AIR: 6:30 A.M.
 to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.;
 Sunday, 8:00 A.M. to 1:00 A.M. NEWS SER-
 VICE: United Press, International News Service.
 TRANSCRIPTION SERVICE: Associated (Trans-
 criptions to 9:00 A.M. only).

Personnel

Sales Manager.....Arthur Hull Hayes
 Sales Promotion Manager...Edwin Reynolds
 Program Director.....George Allen
 Sales Representative.....Jerome B. Harrison
 Sales Representative.....Robert C. Mayo
 Sales Representative...Beverly M. Middleton
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 networks.)

Coverage

	Daytime	Evening
Population—Primary	14,501,900	13,228,400
Radio Homes— " "	3,415,530	3,161,480
Population—Secondary	18,531,600	24,568,100
Radio Homes— " "	4,111,120	5,286,460

Source: Market Research Division of the
 Columbia Broadcasting System.

Representative

Radio Sales

W B I L *

NEW YORK—EST. 1937

* Call letters eliminated early in 1940 and
 time taken over by WOV.

back in 1939

FIRST...

in national spot advertising among all independent stations in America's greatest market!

...WHY?

CALL BRY. 9-7800 FOR THE ANSWER

W H N

N E W Y O R K

AFFILIATED WITH LOEW'S THEATRES & M-G-M



CHICAGO OFFICE
360 N. MICHIGAN AVE.
TEL. RANDOLPH 5254

W B N X

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MELrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

Personnel

President.....A. L. Haskell
 Vice-President-General Manager.W. C. Alcorn
 Secretary & Commercial Manager.W. I. Moore
 Production Manager.....Edw. Ervin
 Program Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn
 Consult. Engineer.....H. L. Wilson

Coverage

Population—Primary 9,583,087
 Source: Field intensity measurements.

W E A F

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

Personnel

Will Be Found Under NETWORKS

Coverage

	Daytime	Evening
Population—Primary	14,886,600	13,939,100
Radio Homes— "	3,532,600	3,321,800
Population—Secondary	12,595,600	17,649,200
Radio Homes— "	796,100	1,117,100

Source: NBC Circulation Studies; Joint Committee.

W E V D

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund.

OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

Personnel

Chairman of Board.....Adolph Held
 Managing Director.....Henry Greenfield
 Chief Announcer.....Gene King
 Program Director.....George Field
 Musical Director.....Nicholas Saslavsky
 Chief Engineer.....Charles Brown

Coverage

Population—Primary 11,738,710
 Radio Homes— " 2,754,834
 Population—Secondary 4,815,860
 Radio Homes— " 1,067,780
 Source: Station survey.

W H N

"DIAL 1010"

NEW YORK—EST. 1922

FREQUENCY: 1010 Kc. POWER: 5000 watts. d.; 1000 watts. n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRYant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Nicholas Schenck
 Director.....Herbert L. Pettey
 Sales Director.....Bert Leihar, Jr.
 Station Manager.....Frank Roehrenbeck
 Artists Bureau.....Leo Cohen
 Program Manager.....Fred Raphael
 Production Department.....Maurice Barrett
 Comptroller.....Jacques Van Straten
 Chief Announcer.....Russell Clancy
 Publicity Department.....Al Simon
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling

Coverage

Population—Primary 11,500,000
 Radio Homes— " 2,917,512
 Population—Secondary 2,250,000
 Radio Homes— " 909,988
 Source: Department of Commerce.

Representative

Chicago Office: 360 N. Michigan Ave.

Now the fact is **PROVED**

WNEW

is **1st**

**AMONG NEW YORK
NON-NETWORK STATIONS**

Put it **1st** *on your
New York schedule for
banner sales in 1940*

FIRST in audience listening

(Hooper-Holmes Survey of New York listening)
WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience against 18.8% by any other local station.

FIRST in station publicity

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER's, 2 articles in TIME. All praise WNEW.

FIRST in classified billings

Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification... a testimonial to WNEW's ability to move products *fast*.

FIRST in program ideas

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U. S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

WNEW

NEW YORK 1250 on the dial

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY ★ 1250 KILOCYCLES ★ 1000 WATTS BY NIGHT**

New York Office: 501 MADISON AVENUE

WINS

"W-I-N-S, WINS, NEW YORK"
NEW YORK—EST. 1924
 COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts.
 OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWS-PAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

Personnel

Station Manager..... Carl Calman
 Program Director..... Hazel Bower
 Publicity Director..... B. S. Bercovici
 Musical Director..... Louis Katzman
 Production Manager..... Robert Cotton
 Chief Engineer..... Paul Von Kunits

Coverage

Population—Primary 9,166,520
 Radio Homes— " 2,857,000
 Source: Station Survey.

Representatives

International Radio Sales

WJZ

NEW YORK—EST. 1921
 KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press, International News Service.

Personnel

Will Be Found Under NETWORKS

Coverage

	Daytime	Evening
Population—Primary	18,229,300	16,941,800
Radio Homes— " "	4,260,400	3,967,600
Population—Secondary	8,857,600	15,908,400
Radio Homes— " "	854,800	1,173,000

Source: NBC Circulation Studies; Joint Committee.

WLTH

"THE RADIO THEATRE OF THE AIR"
NEW YORK—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y.

C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 302 Green St., Greenpoint, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW). TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President and General
 Manager..... Samuel J. Gellard
 Chief Announcer..... Norman H. Warembud
 Chief Engineer..... John Temple

Coverage*

Population—Primary 6,930,446
 Radio Homes— " 1,663,000
 *Station claims complete coverage of Jewish population.
 Source: U. S. Census; Brooklyn Edison Market Survey; Joint Committee.

WMCA

"FIRST ON YOUR DIAL, NEW YORK"
NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM
 FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... Donald Flamm
 Executive Vice-President-General Manager,
 Don S. Shaw
 Vice President-Counsel.... William Weisman
 Secretary-Assistant to President, Sidney Flamm
 Director of National Sales..... Charles Stark
 Artists' Bureau and Program Manager,
 Ed Scheuing
 Publicity Director..... Leon Goldstein
 Musical Director..... Lee Grant
 Chief Engineer..... Frank Marx

Coverage

	Daytime	Evening
Population—Primary	11,500,000	11,500,000
Radio Homes— " "	3,000,000	3,000,000

Source: Field intensity measurements.

Representative

Chicago Branch Office
 J. M. Ward

WNEW

"SERVING NEW YORK AND NEW JERSEY
 24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSI-



Tested Shows

60 Min. (Daily Partic.)	Italo-American Revue
30 Min. (Daily Partic.)	La Famiglia Italiana
6—15 Min. Weekly	Album of Love
5—15 Min. Weekly	The Veiled Lady
3—15 Min. Weekly	Sports by Spadaro
2—15 Min. Weekly	Here's Your Answer
1—60 Min. Weekly	Untold Glories of Italy

STATISTICS show that the Italo-American Market in the New York-Metropolitan District has a greater Population, more Radio Homes and bigger Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in addition to their English programs in New York. The low cost per sale results they enjoy convinces them of the need for such specialized advertising.

With any of the tested shows listed above, you, too, can capitalize on our definite buying influence with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

WOL
GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY
WOV

NESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION 277½ Paterson Plank Rd., Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 12:00 Midnight to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.; and 6:30 P.M. to 9:00 P.M. (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager Bernice Judis
 Sales Manager Herman Bess
 National Sales Manager..... Walter Duncan
 Artist Bureau Head Bernice Judis
 Sales Promotion Manager... Halsey V. Barrett
 Special Events and Publicity Director,
 Richard K. Bard
 Continuity Editor..... Doris Smith
 Production Head..... William McGrath
 Chief Announcer John Jaeger
 Chief Engineer M. J. Weiner
 Musical Director..... Merle Pitt

Coverage

Population—Primary 9,004,800
 Radio Homes— " 2,814,000
 Population—Secondary 947,200
 Radio Homes— " 296,000

Representative

John Blair & Co.

WNYC

"NEW YORK CITY'S OWN STATION"
 NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service, Associated Press.

Personnel

Director..... M. S. Novik
 Chief Announcer..... T. H. Cowan
 Program Director..... Seymour N. Siegel
 Publicity Director..... Richard Pack
 Musical Director..... Herman Neuman
 Chief Engineer..... Isaac Brimberg

WOR

(See Newark, N. J.)

WHOM

(See Jersey City, N. J.)

W O V

"1100, THE SPOT FOR SALES"

NEW YORK—EST. 1928

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: Full time license. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... Hyla Kizales
 Program Director..... John C. Schramm
 Sales Manager..... Ralph Nardella
 Artist Bureau Director..... Syd Leipzig
 Promotion Director..... Adrian J. Flanter
 Musical Director..... Julio Occhiboi
 Chief Engineer..... Robert E. Study

Coverage

Population—Primary 1,557,725*
 Radio Homes— " 300,000
 *Station is exclusively an Italian-language outlet and figures include only foreign-language statistics.

THE
LITTLE STATION
with the
BIG AUDIENCES!

2,000,000 Jews
 1,250,000 Italians
 650,000 Germans
 450,000 Poles

**ALL WANTING TO
 Listen to Their
 Mother-Tongue
 Programs on**

WHOM

COVERS THE NEW YORK
 METROPOLITAN AREA

Let's Show You *How* to
 Increase Your Sales!

★ ★ ★

IN
LITTLE OLD
NEW YORK
RADIO
EXECUTIVES
READ
RADIO
DAILY
FIRST
THING
EVERY
MORNING

★ ★ ★

W Q X R

"NEW YORK'S HIGH-FIDELITY
STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts.
(C.P. for 5000 watts). OWNED BY: Interstate
Broadcasting Co., Inc. OPERATED BY: Inter-
state Broadcasting Co., Inc. BUSINESS AD-
DRESS: 730 5th Ave. PHONE: COLUMBUS
5-6366. STUDIO ADDRESS: 730 Fifth Ave.
TRANSMITTER LOCATION: 3104 Northern
Blvd., Long Island City. TIME ON THE AIR:
Full Time License (81 hours weekly). NEWS
SERVICE: Associated Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Sales Manager.....Robert M. Scholle
Publicity Director.....Dorothea Beckman
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

Coverage

Population—Primary10,000,000
Radio Homes— "2,693,460
Source: Station survey.

Representative

International Radio Sales

W H L D *

NIAGARA FALLS—EST. 1939

FREQUENCY: 1260 Kc. POWER: 1000 watts.
OWNED BY: Niagara Falls Gazette Publishing
Co. OPERATED BY: Niagara Falls Gazette
Publishing Co. BUSINESS ADDRESS: Niagara
Hotel. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Northeast of Niagara Falls,
N. Y. TIME ON THE AIR: 7:00 A.M. to local
sunset. NEWSPAPER AFFILIATION: Niagara
Falls Gazette.

Personnel

General Manager.....Earl C. Hull

Representative

Headley-Reed Co.

* WHLD is licensed to operate under a con-
struction permit and at time of going to press
was under construction with probable com-
pletion date set for April 1, 1940.

W S L B *

OGDENSBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: St. Lawrence Broadcasting Corp.
OPERATED BY: St. Lawrence Broadcasting
Co. BUSINESS ADDRESS: Ogdensburg. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: Same. TIME ON THE AIR: Unlimited
License. NEWS SERVICE: United Press.

NEW YORK

Personnel

President..... Joseph R. Brandy
 Vice-President..... John D. VanKennen
 Secretary-Treasurer..... Harold J. Frank

Representative

Connaughton & Byrne
 250 Park Ave., New York, N. Y.

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

W H D L

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

**OLEAN—EST. Tupper Lake, 1928;
 Olean, 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: WHDL, Inc. OPERATED BY:
 WHDL, Inc. BUSINESS ADDRESS: Main Of-
 fice—601-619 Exchange National Bank Bldg.
 Branch office—Citizens Nat'l Bank Bldg., Brad-
 ford, Pa. PHONE: Bradford 6000; Olean 3300,
 and 7597. STUDIO ADDRESS: Exchange
 National Bank Bldg.; Citizens Nat'l Bank Bldg.
 Bradford; St. Bonaventure College, Allegany,
 N. Y.; Alfred University, Alfred. TRANSMITTER
 LOCATION: Allegany. TIME ON THE AIR:
 Full daytime (EST). NEWSPAPER AFFILIA-
 TION: Olean Times-Herald. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS BUREAU.
 TRANSCRIPTION SERVICE: Associated, NBC
 Thesaurus.

Personnel

President..... E. B. Fitzpatrick
 Station Manager..... Thomas L. Brown
 Sales Manager..... Everett Thompson
 Program Director..... Charles Sebastian
 Artists Bureau Head..... Albert De Luca
 Musical Director..... J. Walter Connell
 Chief Engineer..... Warren E. McDowell

Coverage

Population—Primary	69,398
Radio Homes— "	16,900
Population—Secondary	105,671
Radio Homes— "	26,200

Source: Field signal measurements; Joint Committee.

Representative

J. P. McKinney, Special Agent

W M F F

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Plattsburg Broadcasting Corp.

OPERATED BY: Plattsburg Broadcasting Corp.
 BUSINESS ADDRESS: Hotel Cumberland.
 PHONE: 1600. STUDIO ADDRESS: Hotel Cum-
 berland. TRANSMITTER LOCATION: Boynton
 Ave. TIME ON THE AIR: 7:30 A.M. to 12:00
 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President..... E. H. Bragg
 Vice-President..... L. E. Bragg
 Secretary-Treasurer..... George F. Bissell
 Assistant Secretary..... B. W. Bissell
 Station and Commercial Manager,

George F. Bissell

Publicity Director-Artists' Bureau Head,

Dale Jackson

Musical Director-Chief Announcer... Don Hart

Chief Engineer..... Jack Nazak

Coverage

Population—Primary	147,000
Radio Homes— "	31,800
Population—Secondary	194,500
Radio Homes— "	44,700

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

W K I P *

POUGHKEEPSIE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: Poughkeepsie Broadcasting Corp.
 OPERATED BY: Poughkeepsie Broadcasting
 Corp. BUSINESS ADDRESS: Poughkeepsie.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: Unlimited
 License. NEWSPAPER AFFILIATION: Through
 stock ownership.

Personnel

President-Treasurer..... Richard E. Coon
 Vice-President..... James Townsend
 Secretary..... John B. Grubb

*Station was licensed to operate under a construction permit and at time of going to press construction plans were being made.

WHAM LEADS

WHERE LEADERSHIP MEANS SALES

Western New York is a rich area. Its rolling farm lands produce profitable crops for better than average farm families. Smoke pours from the stacks of its industries the year 'round, creating bulging payrolls for its workers. Well housed, well fed, driving good cars, with ample to spend on luxuries, Western New Yorkers are happy folks—always in a buying frame of mind as they sit down before their radios.

HERE WHAM IS 1st IN COVERAGE

50,000 watts—clear channel—full time—means dial domination in all of WHAM's primary area 896,010 radio homes.

1st IN VALUE

WHAM gives complete one station coverage at approximately one third the cost of the 6 or 8 stations necessary for localized coverage of the same area.

1st IN LISTENERSHIP

NBC Blue and Red Networks' outstanding features—seven of Radio Daily's top ten (the eight coming April 3rd)—plus programs high in local interest—all add up to program leadership that creates listener loyalty.

WHAM

ROCHESTER N.Y.

National Representatives:
George P. Hollingbery Co.

50,000 Watts . . .
Clear Channel . . .
Full Time . . . NBC
Blue and Red Networks



"The Stromberg-Carlson Station"

W H A M

"WHAM, THE STROMBERG CARLSON STATION"

ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Wesley M. Angle
Vice-President.....Edward A. Hanover
Station Manager.....William Fay
Assistant Manager.....Jack Lee
Commercial Manager.....J. W. Kennedy, Jr.
Publicity Director.....Arthur Kelly
Program Director.....Chas. Siverson
Technical Supervisor.....John J. Long, Jr.

Coverage

Population—Primary 3,607,424
Radio Homes— " 896,010
Source: U. S. Census; Joint Committee.

Representative

George P. Hollingsbery Co.

W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press and local news.

Personnel

Owner & General Manager.....Gordon P. Brown
Commercial Manager.....M. Nusbaum
Sales Manager.....W. Thornburg
Chief Announcer.....John Boothby
Program Director.....Harold Kolb
Chief Engineer.....Gordon P. Brown

Coverage

	Daytime	Evening
Population—Primary	528,000	656,550
Radio Homes— "	128,700	167,500
Population—Secondary	823,000	1,110,100
Radio Homes— "	193,220	265,460

Source: Mail response analysis and field intensity survey.

WSAY

ROCHESTER'S FRIENDLY STATION

*Basic Mutual
Broadcasting System*

*Basic New York State
Broadcasting System*

WSAY is doing an outstanding job for leading national advertisers in this — the third greatest market of the Nation's Greatest State!

Feature programs include the 1940 play-by-play broadcasts of the Rochester Baseball Club, sponsored by Atlantic Refining Company; Amoco broadcasts of Edwin C. Hill (CBS); Make-Believe Ballroom programs of National Biscuit Company; News and Sports broadcasts of Bond Clothes and Network programs including Wheeling Steelmakers, Lucky Strike, Bayuk Phillies, Carnation Milk, and Ovaltine.

WSAY Gets Results

Get on the bandwagon!

For further details write or wire collect to
National Sales Manager, WSAY, Rochester.

1210 K.C. — Full Time — 250 Watts

W N B Z

"VOICE OF THE ADIRONDACKS"
SARANAC LAKE—EST. 1937

FREQUENCY: 1290 Kc. POWER: 100 watts.
 OWNED BY: Upstate Broadcasting Corp. OP-
 ERATED BY: Upstate Broadcasting Corp. BUSI-
 NESS ADDRESS: 70 Broadway. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 7:30 A.M. to local
 sunset. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager W. H. Carpenter
Representative
 George P. Hollingbery Co.

W H E C

"STATION OF THE STARS"
ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts.
 d.; 500 Watts. n. OWNED BY: WHEC, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 40 Franklin St. PHONE: Stone 1320-1-2. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: Mt. Read Blvd., Cold Water, N. Y.
 TIME ON THE AIR: 6:45 A.M. to 12:30 A.M.,

daily except Saturdays; 6:45 A.M. to 1:00 A.M.,
 Saturdays; 8:30 A.M. to 12:30 A.M., Sundays.
 NEWSPAPER AFFILIATION: Gannett News-
 papers, Inc. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Associated Music Publishers.

Personnel

Vice-President Clarence Wheeler
 Treasurer-General Manager Gunnar O. Wiig
 Commercial Manager L. C. Wheeler
 Chief Engineer Maurice H. Clarke

Coverage

	Daytime	Evening
Population—Primary	533,000	533,000
Radio Homes— "	132,350	132,350
Population—Secondary	810,812
Radio Homes— "	210,361

Source: CBS Listening and Dealer Study.

Representative

Paul H. Raymer Company

W G Y

"MOST INVITED GUEST IN THE GREAT
 NORTHEAST"

SCHENECTADY—EST. 1922
 NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000
 Watts. OWNED BY: General Electric Co.

WFBL

is the Preferred Station

in Syracuse and Central New York

HERE'S WHY:

1. Full Basic Columbia Network Programs —and that means more of the better types of programs of all kinds.
2. Favorite of Syracuse Listeners —WFBL not only carries more network programs, but more short wave broadcasts, more national and local special features.
3. 5000-Watt Coverage —WFBL is recognized among national advertisers as the high-coverage station in one of the best markets of the country.
4. Complete Equipment —WFBL uses the finest and most modern equipment, including a MOBILE transmitter.

These same reasons explain why WFBL carries more national and local advertising —why WFBL advertisers are ahead in results per-dollar spent— why WFBL advertisers renew year after year.

For full details about WFBL . . . and the results obtained by WFBL adver-
 tisers, write

5000
 watts daytime

1000
 watts nighttime

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

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

Coverage

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

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

W F B L

"YOUR FAVORITE STATION"
SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager..... S. Woodworth
 Vice-President..... Robert G. Soule
 Manager..... Charles F. Phillips

Coverage

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

Source: Field intensity measurement and mail response analysis.

Representative

Free & Peters, Inc.

A Sound MOVE BY WNBX

KEENE NEW HAMPSHIRE

CBS AFFILIATE

WKNE
 KEENE, N. H.

WE have made a preliminary report, based on the allocation curve standards of the Federal Communications Commission, of what our new coverage range should include. When you see this data, you'll agree with us that the change from Springfield to Keene is a *sound* move.

And for coverage of Central New York, use WSYR, "Tops In Syracuse."

W S Y R

"THE VOICE OF CENTRAL NEW YORK"
SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.
FREQUENCY: 570 Kc. POWER: 1000 watts.
OWNED BY: Central New York Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—
STUDIO ADDRESS: 223 Harrison Street.
TRANSMITTER LOCATION: Valley Drive.
TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

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

Coverage

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

Source: Station survey.

Representative

Paul H. Raymer Company

W S Y U *

SYRACUSE

FREQUENCY: 570 Kc. POWER: 1000 Watts.
OWNED BY: Central New York Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

* Operated by WSYR for exclusive use of Syracuse University.

RADIO DAILY
READERS
ARE
EVERYWHERE

W O L F *

SYRACUSE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Syracuse. TRANSMITTER LOCATION: Van Tensselaer & Kirkpatrick Sts. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President-Manager.....T. S. Marshall

Coverage

	Daytime	Evening
Population—Primary	300,000	245,000
Radio Homes— " "	60,000	50,000

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

*Station was licensed to operate under a construction permit at time of going to press and was expected to start actual operations on February 15, 1940.

W H A Z

"LOCATED AT THE OLDEST SCHOOL OF
ENGINEERING AND SCIENCE IN
AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts.
OWNED BY: Rensselaer Polytechnic Institute.
OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

Personnel

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

W T R Y *

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts.
OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Manager.....Fred R. Ripley
Commercial Manager...Edward S. Robinson

*Station was licensed to operate under a C. P. but construction has been delayed pending the outcome of litigation before the Federal Court in the District of Columbia.

WIBX

"THE VOICE OF THE MOHAWK VALLEY"
 UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: WIBX, Inc. OPERATED BY: Same.
 BUSINESS ADDRESS: First National Bank Bldg.
 PHONE: 2-2101. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Schuyler St. TIME
 ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;
 (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SER-
 VICE: United Press, Transradio Press. TRAN-
 SCRIPTON SERVICES: Associated Music Pub-
 lishers, Davis & Schwegler.

Personnel

President.....Scott H. Bowen
 Business Manager.....E. K. Johnson
 Public Relations.....Michael R. Hanna
 Merchandising Manager.....Nathan W. Cook
 Musical Director.....Walter Griswold
 Chief Engineer.....Hubert M. Hathaway

Coverage

	Daytime	Evening
Population—Primary	270,600	270,600
Radio Homes— "	63,090	63,090
Population—Secondary	571,700	571,700
Radio Homes— "	138,710	138,710

Source: CBS Listener and Dealer Survey.

Representative

John Blair & Co.

WFAS

"WESTCHESTER'S OWN STATION"
 WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Westchester Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Roger Smith Hotel. PHONE: White Plains
 6400. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Same. TIME ON THE AIR:
 Part time schedule. NEWS SERVICE: County
 Publishers, Inc. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

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

Coverage

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

Source: Field intensity survey.

Representative

Headley-Reed Co.

WWRL

"THE VOICE OF QUEENS COUNTY"
 WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts,
 d.; 100 watts, n. OWNED BY: L. I. Broad-
 casting Corp. OPERATED BY: L. I. Broad-
 casting Corp. BUSINESS ADDRESS: 41-30
 58th St. PHONE: NEWTOWN 9-3300-1. STUDIO
 ADDRESS: 41-30 58th St. TRANSMITTER LO-
 CATION: Woodside. TIME ON THE AIR: Part
 time schedule. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Lang-Worth, NAB Library, Davis & Schwegler.

Personnel

President and General
 Manager.....W. H. Reuman
 Promotion Manager.....Emil Dorer
 Commercial Manager.....Frank R. Clarke
 Program Director.....Lou Cole
 Office Manager.....Edith Dick
 Special Events.....Dud Connolly
 Production Manager and Musical Director,
 Adolph Goebel

Coverage

	Daytime	Evening
Population—Primary	7,500,000	3,000,000

Source: Chamber of Commerce.

Westchester

Goes to a local listening
 post for intimate neigh-
 borhood news and enter-
 tainment. That's when
 families of wealth and
 distinction let down their
 hair.

That's the time to radio-
 cast your sales message
 over

WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives
HEADLEY-REED CO.

*3 out of every 4
are on for more . . .*

75% of all *current* WBT advertisers
were WBT advertisers a year ago.

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT—Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one-station* coverage of all this four-hundred-million-dollar market—the “Blue Chip” market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

WBT 50,000 WATTS • CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.
Represented by Radio Sales: New York • Chicago • Detroit
St. Louis • Charlotte, N. C. • Los Angeles • San Francisco

NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$509,540,900

Auto Registrations 540,000

W I S E

"WISDOM IN SERVICE ENDURES"
ASHEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Harold H. Thoms. OPERATED BY: Harold H. Thoms. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily. NEWS-PAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner-Manager.....Harold H. Thoms

Coverage

Population—Primary	75,000
Radio Homes— "	20,000
Population—Secondary	100,000
Radio Homes— "	25,000

Source: Station survey.

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 5500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program and Production Director,

Robert B. Bingham

Assistant Program Director.....Steve Douglas
Musical Director.....John Eversman
Continuity Director.....Ralph Gram
Chief Engineer.....Cecil Hoskins

Coverage

Population—Primary	191,000
Radio Homes— "	27,100
Population—Secondary	595,600
Radio Homes— "	105,000

Source: Field intensity measurement.

Representative

The Branham Co.

W B T

"VOICE OF THE FRIENDLY CAROLINAS"
CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: Nations Ford Road. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M. (daily); 9:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager....Arthur L. Forrest
Artists' Bureau.....CBS, N. Y.
Program Director.....C. H. Crutchfield
Publicity Director.....William Winter
Musical Director.....John McAllister
Chief Engineer.....J. J. Beloungy

Coverage

	Daytime	Evening
Population—Primary	2,698,100	971,400
Radio Homes— "	289,700	107,750
Population—Secondary	5,334,700	7,901,200
Radio Homes— "	599,230	968,640

Source: CBS Research Division.

Representative

Radio Sales

W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM
FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager....E. J. Gluck
Commercial Manager.....W. C. Irwin
Chief Engineer.....L. L. Caudle

Coverage

Population—Primary	233,490
Radio Homes— "	54,300
Population—Secondary	421,701
Radio Homes— "	98,070

Source: Joint Committee.

Representative

Headley-Reed Co.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: 138 East Chapel Hill St. STUDIO ADDRESS: 138 East Chapel Hill St. TRANSMITTER LOCATION: Cole Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....C. C. Council
 General Manager.....J. F. Jarman, Jr.
 Commercial Manager.....C. J. Woodhouse
 Chief Engineer.....R. A. Dalton

Coverage

	Daytime	Evening
Population—Primary	197,000	150,000
Radio Homes— "	30,840	29,000
Population—Secondary	247,900	176,000
Radio Homes— "	36,000	30,100

Source: Field intensity measurements.

Representative

The Katz Agency

W C N C

ELIZABETH CITY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. OPERATED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. BUSINESS ADDRESS: Colonial Ave. STUDIO ADDRESS: Colonial Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Manager.....T. W. Aydlett
 Vice-President.....John Dawson
 Secretary-Treasurer.....Julian Aydlett

Coverage

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

Source: Station survey.

W F N C *

FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 Watts.
 OWNED BY: W. C. Ewing and Harry Layman.
 OPERATED BY: Cumberland Broadcasting Co.
 BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Co-Owners...W. C. Ewing and Harry Layman

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

W G N C

GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner.....F. C. Todd
 Manager.....Pat McSwain
 Program Director.....W. Grady Newman

Coverage

	Daytime	Evening
Population—Primary	200,000	150,000
Radio Homes— "	50,000	38,000
Population—Secondary	125,000	80,000
Radio Homes— "	30,000	20,000

Source: Joint Committee.

Representative

Headley-Reed Co.

W G B R

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Goldsboro. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	300,000	50,000
Radio Homes— "	40,000	6,500

Source: Joint Committee.

W B I G

"WHERE BUSINESS IS GOOD"
GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

Personnel

Station and Commercial

Manager Edney Ridge
Program Director Faye Kenyon
Publicity Director.. Virginia Wilson McKinney
Chief Engineer..... Earl Allison

Coverage

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

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

Representative

George P. Hollingbery Co.

W G T C *

GREENVILLE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: J. J. White. OPERATED BY:
Greenville Broadcasting Co.

W H K Y *

HICKORY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Catawba Valley Broadcasting
Co. OPERATED BY: Catawba Valley Broad-
casting Co.

* Stations were licensed to operate under a construction permit at time of going to press.

W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Radio Station WMFR, Inc. OPER-
ATED BY: Radio Station WMFR, Inc. BUSI-
NESS ADDRESS: 156½ S. Main St. PHONE:
4593. STUDIO ADDRESS: 156½ S. Main St.
TRANSMITTER LOCATION: 156½ S. Main St.
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.



**ALWAYS
A GOOD
SHOW!**

WBIG GREENSBORO
NORTH
CAROLINA

George P. Hollingbery
Co.

Nat'l Reps.

ASK
EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR

"COLD FACTS"!

5000 Watts, Day 1000 Watts, Night



SERVING NORTH CAROLINA'S RICHEST AREA!



VIRGIN?

Sure, virgin territory for far-sighted advertisers. 20-mile radius embraces ¼-million population, annual industrial payroll forty million, retail sales sixty million.

Carolinas' most successful non-network local.

W M F R

1200 KC—250 W
HIGH POINT, N. C.
"THE INDUSTRIAL CITY"

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, Davis & Schwegler. **Personnel**

President and Station Manager.....Wayne M. Nelson

W F T C

KINSTON—EST. 1936

CAROLINA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: 210 East King St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

President.....Jonas Weiland
 Manager.....Rodney Prescott
 Chief Engineer.....Harry Layman

Coverage

	Daytime	Evening
Population—Primary	74,340	48,810
Radio Homes— "	5,800
Population—Secondary ..	25,530
Radio Homes— "	2,930

Representative

Burn-Smith Co.

KINSTON, N. C.

*"The World's Foremost
Tobacco Center"*

Where 20,000 tobacco farmers auction their product and spend their money.

The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.



W F T C

1200 K.C. 250 W.

Representatives

Burn-Smith Company, Inc.

W P T F

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 680 Kc. POWER: 5000 Watts.
 OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary, N. C. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC The-saurus, Lang-Worth.

Personnel

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

Coverage

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

Source: Field intensity measurements and mail response analysis.

Representative

Free & Peters, Inc.

WPTF

Raleigh, North Carolina



A "MUST" IN THE SOUTH

Serving the South's greatest market between Washington, D. C. and Atlanta, WPTF includes a population of 745,000 within the 0.5 MV/M Contour line.

1938 Retail Sales of \$117,568,000 prove the richness of this great market within the half milivolt line—WPTF's home grounds.

WPTF 5000 WATTS RALEIGH, N. C.

NBC Red and Blue

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 121 S. Salisbury St. STUDIO ADDRESS: 121 S. Salisbury St. TRANSMITTER LOCATION: Davie St. Extension. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President-Director of Station . . . E. Johnston Neal
Vice-President-Treasurer A. J. Fletcher

Coverage

Population—Primary	200,000
Radio Homes— "	50,000
Population—Secondary	225,000
Radio Homes— "	54,000

Source: Station survey.

W E E D

"THE VOICE OF EASTERN CAROLINA"
ROCKY MOUNT—EST. 1933

CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

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

W S T P

"WE SERVE THE PIEDMONT"
SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Associated Music Publishers.

Personnel

Manager John W. Shultz
Chief Engineer James R. Yost

Representative

Sears & Ayer, Inc.

W M F D

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. (C. P. 250 watts, d.; 100 watts, n.). OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:30 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager R. A. Dunlea
Assistant Manager Julia M. Johnston
Advertising Manager Arthur G. Montaigne

Coverage

Population—Primary	50,000
Radio Homes— "	10,000
Population—Secondary	65,000
Radio Homes— "	13,000

Source: Station survey.


Representative

Burn-Smith Co.

W G T M

"WORLD'S GREATEST TOBACCO MARKET"
WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: WGTM, Inc. OPERATED BY:



And They
Call This
Tobacco Road!

W G T M

WILSON, N. C.

♦

250 Watts • Full Time

NORTH CAROLINA — NORTH DAKOTA

WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwegler, Associated Recorded Program Service.

Personnel

President and General Manager.....H. W. Wilson
 Vice-President.....George C. McDonald
 Commercial Manager.....Allen Wanamaker
 Program Director.....Billy Steadman
 Chief Engineer.....Jack Hudson
 Assistant Engineer.....Bill Malone

Coverage

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

Source: U. S. Census; station survey.

Representative

Cox & Tanz

W A I R

"IN WINSTON-SALEM IT'S WAIR"

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 250 Watts.

OWNED BY: C. G. Hill, George D. Walker, and S. H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset.

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....George D. Walker
 Commercial Manager.....C. G. Hill

Coverage

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

Source: Mail response analysis.

Representative

Sears & Ayer

W S J S

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.

OWNED BY: Piedmont Pub. Co. OPERATED

BY: Piedmont Pub. Co. BUSINESS ADDRESS:

416-420 N. Marshall St. PHONE: 4141. TRANS-

MITTER LOCATION: Liberia St. TIME ON THE

AIR: 6:00 A.M. to midnight (daily); 8:30 A.M.

to midnight (Sunday). NEWSPAPER AFFILI-

ATIONS: Winston-Salem Journal, Twin City

Sentinel. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICES: Associated, Davis

& Schwegler, NAB Library, Lang-Worth.

Personnel

Station Manager.....N. L. O'Neil
 Chief Announcer.....John Miller
 Sales Manager.....Harold Essex
 Musical Director.....Bob Van Camp

Coverage

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

Source: Field intensity measurements.

NORTH DAKOTA

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$165,228,800

Auto Registrations 175,361

K F Y R

"THE REGIONAL STATION WITH
 CLEARED CHANNEL COVERAGE"

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Meno-

ken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

Personnel

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

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

Coverage

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

Source: Joint Committee.

Representative

John Blair & Co.

K D L R

"DEVILS LAKE RADIO VOICE"

DEVILS LAKE—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

Personnel

President and General Manager . . . Bert Wick
 Program Director Hildur Marie Wick
 Chief Engineer Richard Moritz

Coverage

	Daytime	Evening
Population—Primary	89,509	89,509
Radio Homes— "	11,900	11,900

Source: Mail response survey.

Representative

Cox and Tanz, Inc.

W D A Y

"OLDEST BROADCASTING STATION
 IN THE NORTHWEST"

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

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

Source: Mail response analysis.

Representative

Free and Peters, Inc.

K F J M

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager Dalton Le Masurier
 Sales Manager E. O. Hanson

Coverage

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

Source: Mail response analysis.

K R M C

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Roberts-MacNab Co. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President R. B. MacNab
 Station Manager Lloyd R. Amon
 Program Director Verna Bekken

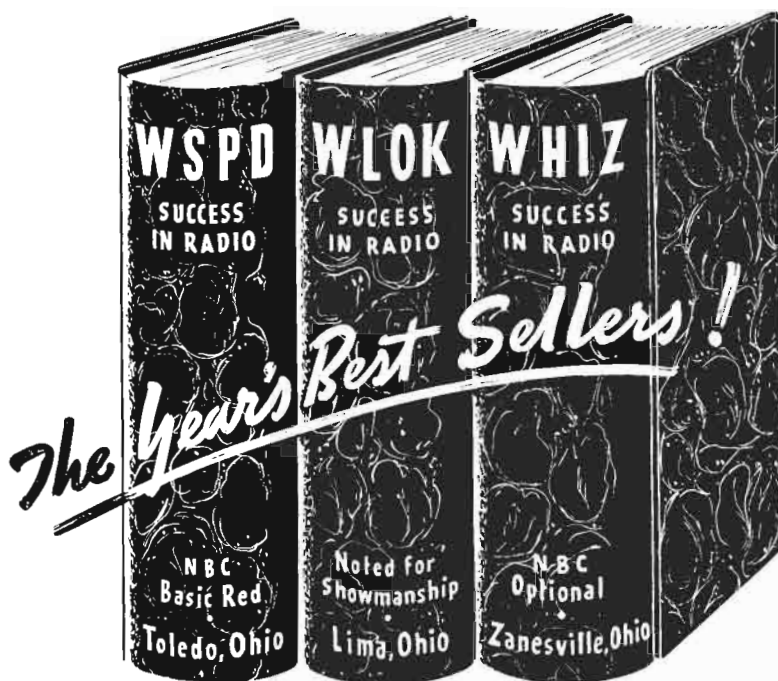
Coverage

Population—Primary	150,000
Radio Homes— "	22,191
Population—Secondary	225,000
Radio Homes— "	36,445

Source: Station survey.

Representative

Cox & Tanz



THREE VOLUMES DEDICATED TO YOU

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company
Toledo, Ohio

K G C U

"VOICE OF THE WEST"
MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts.
OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg., Mandan; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 9:30 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.
Manager.....J. K. Kennelly
Chief Engineer-Assistant
Manager.....James Gilfoy
Program Director.....Arne Anzjon

Coverage

Population—Primary	107,583
Radio Homes— "	33,350
Population—Secondary	145,606
Radio Homes— "	18,940

Source: Station survey.

K L P M

"VOICE OF MAGIC CITY"
MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio

Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

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

Coverage

Population—Primary	277,285
Radio Homes— "	26,896
Population—Secondary	189,197
Radio Homes— "	36,402

Source: Station survey.

Representative

Transamerican Broadcasting & Television Corp.

K O V C

"THE RADIO VOICE OF VALLEY CITY"
VALLEY CITY—EST. 1936

DAKOTA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

Personnel

General Manager.....Dalton LeMasurier
Station and Commercial Manager,
William L. Wallace
Program Director.....Robert E. Ingstad
Chief Engineer.....Bey Green

Coverage

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

Source: U. S. Census.

OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$2,152,635,100

Auto Registrations 1,940,000

W A K R *

AKRON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: Akron. STUDIO ADDRESS: Akron. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Stm-

mons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Talmadge, Ohio; Beacon Journal Bldg., Akron; Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

Station and Commercial Manager. Allen T. Simmons
 Artists' Bureau Head H. L. Hageman
 Production Manager..... R. B. Wilson
 Chief Engineer John Aitkenhead

Coverage

	Daytime	Evening
Population—Primary	2,625,000	1,886,000
Radio Homes— "	590,644	424,277

Source: Field intensity measurements.

Representative

George P. Hollingsbery Co.

W J W

"WJW ADVERTISING DOESN'T COST;
IT PAYS"

AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: WJW, Inc. OPERATED BY: WJW,

Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... John F. Weimer
 General Manager..... Edythe Fern Melrose

Coverage

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

Source: Station survey.

Representative

Headley-Reed Co.

W I C A

"WELCOMING, INDUSTRY, COMMERCE,
AND AGRICULTURE"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 500 watts.
 OWNED BY: C. A. Rowley. OPERATED BY:
 WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press.

**IN AKRON
THEY'VE TURNED TO**



Department Stores

(Every Department Store in the City uses WJW!)

- The M. O'Neill Company
- The A. Polsky Company
- The C. H. Yeager Company
- The Akron Dry Goods Company
- Federman's Department Store
- The Hower Company

Automobile Dealers

More Automobile Dealers using WJW than any Akron Station.

- DODGE—Dodge Dealers Association (Programs)
- HUDSON—Lloyd Oliver Motor Co. (Programs)
- PONTIAC—Shaffer Sales and Service (Announcements)
- CHEVROLET—City Chevrolet (Programs—Announcements)
- PLYMOUTH—Conart Motor Company (Announcements)
- FORD—Ford Dealers (Programs), Market Motors (Programs)

We have the LISTENERS, TOO! A New York Agency wired us:—"Make survey this week during 6:00 P.M. Newscast. Wire us result. Contract pending." We engaged a well-known outfit to make this survey. Their report sent to agency showed:—

WJW	43.3%
Other Akron Station.....	38.3%
Cleveland Station	15.1%
Others	3.3%

We got the contract . . . for ADVERTISERS AND LISTENERS have turned to WJW in AKRON.

EDYTHE FERN MELROSE

General Manager

Representatives—Headley-Reed Company

TRANSCRIPTION SERVICE: Standard Radio. Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. A. Rowley
 Manager.....R. B. Rowley
 Commercial Manager.....R. C. Marvin
 Program Director.....Walter W. Walgrath
 Publicity Director.....T. F. Sigman
 Chief Engineer.....George Gautney

Coverage

Population—Primary 250,000
 Radio Homes— " 80,000
 Population—Secondary 1,000,000
 Radio Homes— " 200,000

Source: Field strength and mail response survey.

Representative

Interstate Advertising Agency

●
W H B C

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 S. Market Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS BUREAU.

Personnel

General Manager.....Felix Hinkle
 Commercial Manager.....Bill Kirkendale
 Program Director.....Truesdale Mayers
 Chief Engineer.....Kenneth Sliker

Coverage

	Daytime	Evening
Population—Primary	1,079,223	1,079,223
Radio Homes— " "	257,000	257,000

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

●
W C K Y

"POWERFUL AS ANY RADIO STATION IN THE UNITED STATES"

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: Gibson Hotel, Cincinnati. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: (Daily) 5:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to

1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager...L. B. Wilson
 Sales Director.....E. C. Krautters
 Promotion Manager.....Bev Dean
 Production Manager.....Mendel Jones
 Sales Promotion Manager...George H. Moore
 Traffic Manager.....O. J. Fuller
 Merchandising Director.....Thomas Mitchell
 Publicity Director-Continuity
 Editor.....Elmer Dressman
 Chief Engineer.....C. H. Topmiller
 Assistant Chief Engineer...Arthur H. Gillette

Coverage

	Daytime	Evening
Population—Primary	2,212,275	2,212,275
Radio Homes— " "	557,920	557,920

Source: Field intensity measurements.

Representative

Free & Peters, Inc.

●
W C P O

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

Personnel

President.....Jack Howard
 Vice President.....J. C. Hanrahan
 General Manager.....M. C. Watters
 Commercial Manager.....John P. Smith
 Program Director.....Andre Carlon
 Artists' Bureau Head.....Andre Carlon
 Chief Announcer.....Paul Hodges
 Publicity Director.....A. Stephan
 Musical Director.....Jesse Walker
 Chief Engineer.....Glen Davis

Coverage

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

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

WKRC

"FIRST ON YOUR DIAL"
 "TIMES STAR STATION"
CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

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

Personnel

General Manager.....Hulbert Taft, Jr.
 Sales Manager.....H. E. Fast
 Program Director.....Ruth Lyons
 Publicity and Special Events
 Director.....Margaret Maloney
 Sales Promotion Director.....Harold Coulter
 Chief Engineer.....John Tiffany

Coverage

	Daytime	Evening
Population—Primary	1,127,600	990,300
Radio Homes—"	247,730	222,770
Population—Secondary	4,648,400	1,517,600

Radio Homes— " 950,000 312,310
 Source: Field intensity measurements and mail response analysis.

Representative
 Weed & Co.

WLW

"THE NATION'S STATION"
CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Powel Crosley, Jr.
 Vice-President-General Manager
 James D. Shouse
 Sales Manager.....R. E. Dunville
 Business Manager.....E. K. Bauer
 Sales Service Manager.....Richard A. Garner
 Promotion Manager.....William Oldham
 Program Director—
 Artists' Bureau Head.....George Biggar

Use **WKRC'S**

CLEAR TOP-OF-THE-DIAL SIGNAL

to Sell **CINCINNATI'S**

RICH TOP-OF-THE-NATION MARKET



WKRC

5000 WATTS DAY
 1000 WATTS NIGHT
 550 KILOCYCLES

OWNED AND OPERATED BY THE CINCINNATI TIMES-STAR
 CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM
 NATIONAL REPRESENTATIVE. WEED & COMPANY, NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



IN CINCINNATI

survey showed WLW has 51.8% of the average weekly listening audience. In the other 24 cities WLW's percent of the average weekly audience is as follows:

Charleston, W. Va.	36.8%
Columbus, O.	39.6%
Dayton, O.	49.9%
Fort Wayne, Ind.	34.7%
Indianapolis, Ind.	33.8%
Kokomo, Ind.	53.5%
Lexington, Ky.	47.3%
Lima, O.	53.0%
Louisville, Ky.	11.5%
Muncie, Ind.	62.4%
Newark, O.	69.2%
Springfield, O.	65.9%
Anderson, Ind.	70.8%
Huntington, W. Va.	50.2%
Ironton O., and Ashland, Ky.	54.1%
Marion, Ind.	55.0%
Marion, O.	48.8%
Portsmouth, O.	47.6%
Zanesville, O.	45.2%
Terre Haute, Ind.	51.7%
Richmond, Ind.	75.4%
Bloomington, Ind.	51.1%
Mansfield, O.	54.2%
Lancaster, O.	56.4%

25 Cities TURN SPOTLIGHT ON WLW

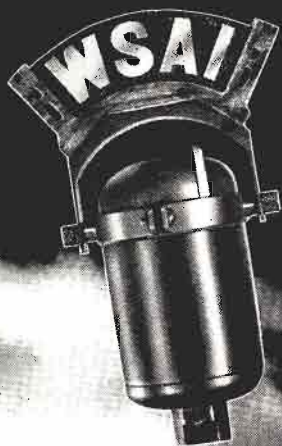


SSPOTLIGHTED by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

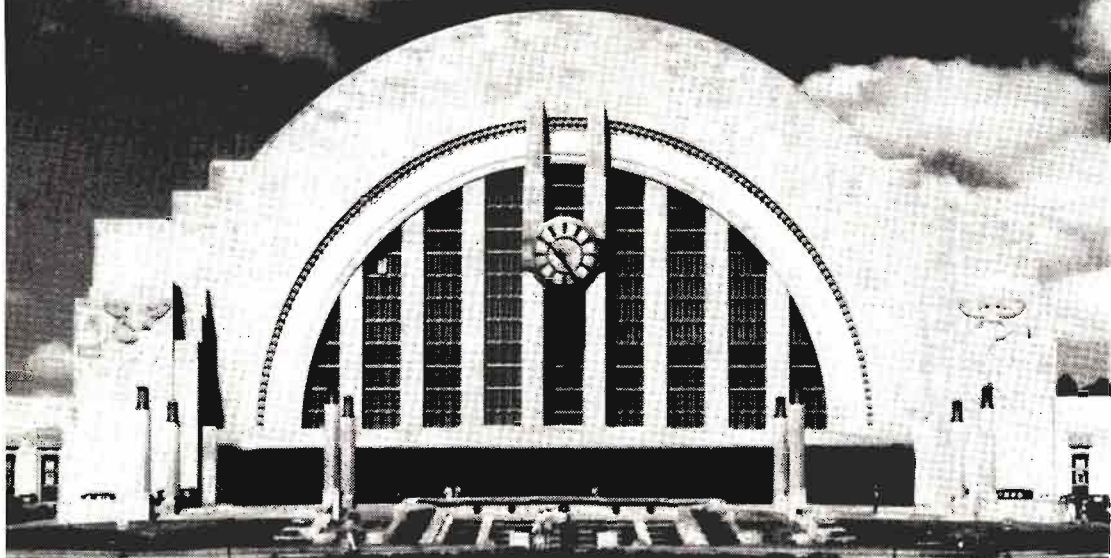
WLW THE NATION'S
most "Merchandise-Able"
STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO



2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers



WSAI . . . Cincinnati's Own Station

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES

Chief Announcer Peter Grant
 News Editor..... J. N. Bailey
 Publicity Director..... Cecil Carmichael
 Musical Directors..... William Stoess,
 Josef Cherniavsky
 Chief Engineer R. J. Rockwell

Coverage

Data unavailable at time of going to press.

Representative

Transamerican Broadcasting and Television
 Corp.

W S A I

"CINCINNATI'S OWN STATION"
CINCINNATI—EST. 1928
 NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts,
 OWNED BY: Crosley Radio Corp. OPERATED
 BY: Same. BUSINESS ADDRESS: 1329 Arling-
 ton St. PHONE: Kirby 4800. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Near Mt.
 Healthy, Ohio. TIME ON THE AIR: 6:00 A.M.
 to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M.
 (Sunday). NEWS SERVICES: International News
 Service, United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Asso-
 ciated.

Personnel

President Powel Crosley, Jr.
 Vice-President..... James D. Shouse
 General Manager..... Dewey H. Long
 Sales Manager..... Arch Grinald
 Artists' Bureau Head..... George Biggar
 Chief Announcer Peter Grant
 News Editor..... J. N. Bailey
 Program Director..... Clair Shadwell
 Musical Directors..... William Stoess,
 Josef Cherniavsky
 Chief Engineer R. J. Rockwell

Coverage

Station was in the process of changing both
 site and number of broadcasting towers at
 time of going to press and new estimates were
 unavailable.

Representative

International Radio Sales

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts.
 OWNED BY: United Broadcasting Co. OPER-
 ATED BY: United Broadcasting Co. BUSINESS
 ADDRESS: 1311 Terminal Tower. PHONE:
 Prospect 5800. STUDIO ADDRESS: 1311 Ter-
 minal Tower; Higbee Bldg. TRANSMITTER LO-
 CATION: Seven Hills. TIME ON THE AIR:
 6:45 A.M. to local sunset. NEWSPAPER AF-
 FILIATION: Cleveland Plain Dealer. NEWS
 SERVICE: United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Lang-
 worth, Davis & Schwegler.

Personnel

President..... John S. McCarrens
 Vice-President and Station
 Manager..... H. K. Carpenter
 Sales Manager..... K. K. Hackathorn
 Program Director..... Russell Richmond
 Merchandising and Advertising
 Manager..... Robert Greenberg
 Continuity Director..... Leslie Biehl
 Production Manager..... Norman Drysdale
 Chief Announcer..... Alan Jenkins
 Publicity Director..... Milton Hill
 Musical Supervisor..... Louis Rich
 Musical Director..... Willard Pott
 Chief Engineer..... E. L. Gove

Coverage

	Daytime
Population—Primary	2,290,135
Radio Homes— "	749,531
Source: U. S. Census; Joint Committee.	

Representative

Radio Advertising Corp.

W G A R

"CLEVELAND'S FRIENDLY STATION"
CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: WGAR Broad-
 casting Co. OPERATED BY: WGAR Broad-
 casting Co. BUSINESS ADDRESS: Hotel Statler.
 PHONE: Prospect 0200. STUDIO ADDRESS:
 Hotel Statler. TRANSMITTER LOCATION: 1000
 Harvard Ave., Cuyahoga Heights. TIME ON
 THE AIR: 6:30 A.M. to 2:00 A.M. NEWS
 SERVICE: International News Service. MAIN-
 TAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: World Library, NAB Library, Davis
 & Schwegler.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	2,221,256	1,676,774
Radio Homes— "	539,988	409,103
Source: Field intensity measurements.		

Representative

Edward Petry & Co.

WTAM

CLEVELAND

HAS THE PROGRAMS

**10 Out of 16 Leaders in Radio Daily's
Third Annual Poll of Writers—Critics**

Entertainers

JACK BENNY

Programs

JELL-O PROGRAM

Female Vocalist—Popular

CONNIE BOSWELL

Male Vocalist—Popular

BING CROSBY

Sports Commentators

BILL STERN

Dance Bands

GUY LOMBARDO

Serials

ONE MAN'S FAMILY

Female Vocalist—Classical

MARGARET SPEAKS

Male Vocalist—Classical

NELSON EDDY

Favorite Comedian

JACK BENNY

**8 Out of the First 10 Entertainers
7 Out of the First 10 Programs**

ENTERTAINERS

- 1st • Jack Benny WTAM
- 2nd • Edgar Bergen WTAM
- 3rd • Fred Allen WTAM
- 4th • Bing Crosby WTAM
- 5th • Bob Hope WTAM
- 6th • Kay Kyser WTAM
- 7th • Fibber Mc Gee & Molly WTAM
- 8th • Orson Welles
- 9th • Alec Templeton WTAM
- 10th • Kate Smith

PROGRAMS

- 1st • Jell-O Program WTAM
- 2nd • Chase & Sanborn Program WTAM
- 3rd • Kraft Music Hall WTAM
- 4th • Information Please
- 5th • Fred Allen Show WTAM
- 6th • Bob Hope Program WTAM
- 7th • Lux Radio Theatre
- 8th • Ford Sunday Evening Hour
- 9th • Kay Kyser's College WTAM
- 10th • Good News of 1940 WTAM

*These results are just one more explanation why WTAM usually
has as many listeners as all other Cleveland stations put together.*

VERNON H. PRIBBLE, MANAGER

RED NETWORK • CLEAR CHANNEL • 1070 KC • 50,000 WATTS
THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

W H K

"CLEVELAND'S PIONEER STATION"

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....John S. McCarrens
 Vice President and
 Station Manager.....H. K. Carpenter
 Sales Manager.....K. K. Hackathorn
 Program Director.....Russell Richmond
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biehl
 Production Manager.....Norman Drysdale
 Chief Announcer.....Alan Jenkins
 Publicity Director.....Milton Hill
 Musical Supervisor.....Louis Rich
 Musical Director.....Willard Pott
 Chief Engineer.....E. L. Gove

Coverage

Radio Homes—Primary	Daytime
Source: Joint Committee.	672,123

Representative

Radio Advertising Corp.

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Lenox R. Lohr
 Station Manager.....Vernon H. Pribble
 Sales Manager.....Howard A. Barton
 Publicity Director.....Bob Dailey
 Program Director.....Hal Metzger
 Musical Director.....Walter Logan
 Chief Engineer.....S. E. Leonard

Coverage

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

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

Representative

National Broadcasting Co., Inc.

W B N S

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	1,126,194	451,000
Radio Homes—"	255,440	113,000
Population—Secondary	2,297,200	713,000
Radio Homes—"	498,890	160,990

Source: Field intensity measurements.

Representative

John Blair & Company

W C O L

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....K. B. Johnston
 Station Manager.....Neal Smith
 Production Manager.....Wallace Beavers
 Sales Manager.....Jack Kelly
 Program Director.....Ed Bronson
 Chief Engineer.....Ernest Lowe

Coverage

	Daytime	Evening
Population—Primary	390,000	390,000
Radio Homes—	98,500	98,500

Source: U. S. Census.

Representative

Weed & Co.

W H K C

"THE VOICE OF OHIO"
COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

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

Personnel

General Manager.....Carl M. Everson
Assistant Manager.....B. A. Manning
Sales Manager.....Harry H. Hoessly
Production Manager.....Robert S. French

Chief Engineer.....J. E. Anderson

Coverage

	Daytime	Evening
Population—Primary	1,845,822	1,845,822
Radio Homes—	390,500	390,500

Source: U. S. Census.

Representative

Radio Advertising Corp.

W O S U

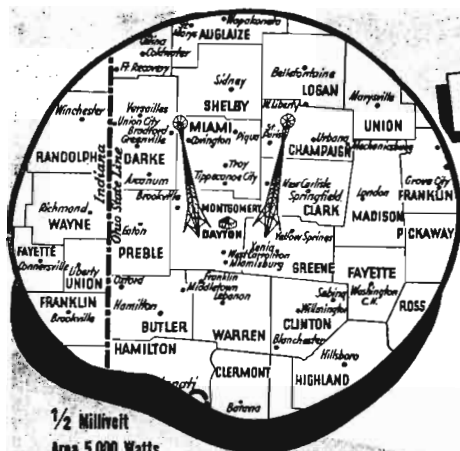
COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts.
OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Acting President of Ohio State University.....William McPherson
Station Director.....R. C. Higgy
Production Supervisor.....C. W. Pettegren
Program Supervisor.....W. F. Heimlich
Technical Supervisor.....A. L. Hammerschmidt



1/2 Milliwatt
Area 5,000 Watts
Retail Sales 1355, \$661,023,000

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

BRIGHT SPOT
Any Year...Any Time

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

WHIO

WHIO

"TEST STATION OF THE NATION"
"ALWAYS A GOOD SHOW ON WHIO"
DAYTON—EST. 1935

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....James Le Gate
Commercial Manager.....D. A. Brown
Production Manager.....Arch Robb
Program Director.....Lester Spencer
Chief Engineer.....Ernest L. Adams

Coverage

	Daytime	Evening
Population—Primary	167,100	128,300
Radio Homes—"	141,170	113,430
Population—Secondary	1,165,800	549,700
Radio Homes—"	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

Representative

George P. Hollingsbery Co.

WING

DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Xenia Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Ronald B. Woodyard
Sales Manager.....Jack Thornquest
Production and Program Manager.....Walter Patterson
Musical Director.....Charles Reeder
Chief Engineer.....Paul Braden

Coverage

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

Source: Station survey.

Representative

International Radio Sales

WLOK

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Biye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 1316. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director-Commercial
Manager.....Don Ioset
Program Director.....Howard Donahoe
Chief Engineer.....Russell Shettler

Coverage

Population—Primary	291,118
Radio Homes—"	76,877

Source: Signal strength and mail response survey.

WMAN

MANSFIELD—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts OWNED BY: Richland, Inc. OPERATED BY: Richland, Inc. BUSINESS ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. STUDIO ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. TRANSMITTER LOCATION: Longview and North Main St. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George Satterlee
Vice-President.....Clyde Kessel
Secretary-Treasurer.....John Weimer
Managing Director.....Marie W. Vandegrift
Musical Director.....Earl Black
Program Director.....Gwen Fields
News Editor.....Chester Cook

WPA Y

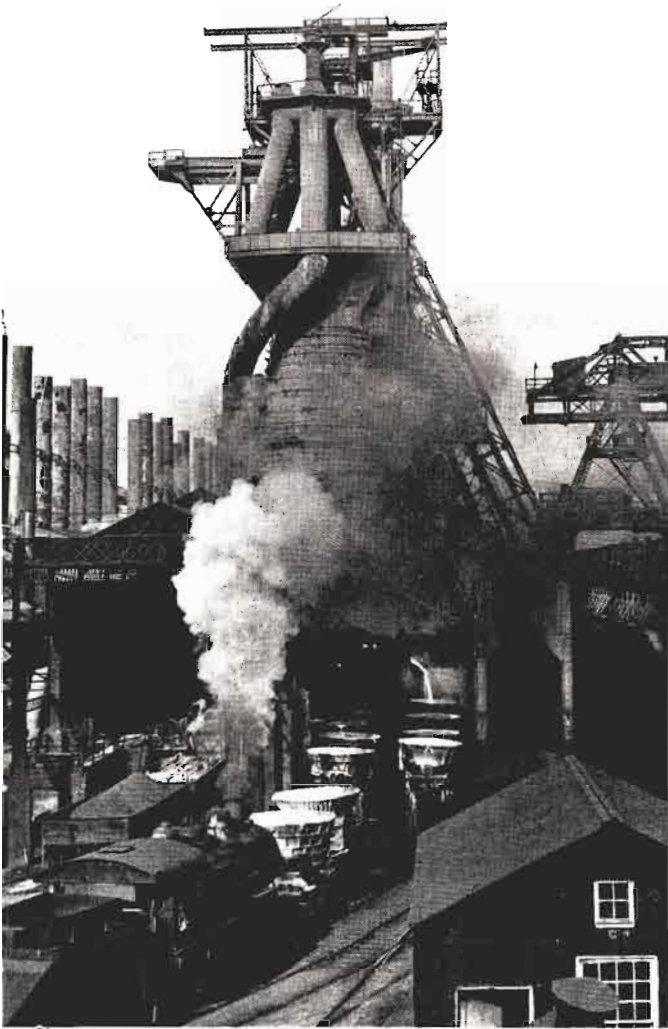
"THE VOICE OF SOUTHERN OHIO"
PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Portsmouth Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

W
F
M
J

The Station All
Youngstown
Listens To

W F M J • Youngstown, Ohio

National Representatives: Headley-Reed Co.
Graybar Building, New York City

New York

• Chicago

• Detroit

• Atlanta

WHIZ

ZANESVILLE—EST. 1924
 NATIONAL BROADCASTING CO.
 FREQUENCY: 1210 Kc. POWER: 100 watts.
 (C.P. 250 watts). OWNED BY: WALR Broad-
 casting Corp. OPERATED BY: WALR Broad-
 casting Corp. BUSINESS ADDRESS: 48-52
 North Fifth St., Lind Arcade. PHONE: 5044.
 STUDIO ADDRESS: 48-52 North Fifth St., Lind
 Arcade. TRANSMITTER LOCATION: Newark
 Road. TIME ON THE AIR: 7:00 A.M. to 12:00
 midnight. NEWS SERVICE: International News
 Service. MAINTAINS ARTISTS' BUREAU.

TRANSCRIPTION SERVICE: Standard Radio,
 Davis & Schwegler.

Personnel

Managing Director.....Stanton P. Kettler
 Program Director and Assistant Manager,
 Allen L. Haid
 Chief Engineer.....Wm. Hunt

Coverage

	Daytime	Evening
Population—Primary	150,000	65,000
Population—Secondary ..	230,000	100,000

Source: U. S. Census.

Representative

John Blair & Co.

OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$478,272,300

Auto Registrations 553,062

KADA

"GATEWAY TO OKLAHOMA'S VACATION
 LAND"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK
 FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Dr. C. C. Morris. OPERATED BY:
 Dr. C. C. Morris. BUSINESS ADDRESS: High-
 way No. 48, north of Ada. PHONE: 1212.
 STUDIO ADDRESS: Highway No. 48, north of
 Ada. TRANSMITTER LOCATION: Same. TIME
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS
 SERVICE: Transradio Press.

Personnel

Owner.....Dr. C. C. Morris
 Station and Commercial
 Manager.....John M. Whitney
 Chief Announcer and
 Publicity Director.....Russell Miller
 Chief Engineer.....Leiland Seay

Coverage

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

Source: U. S. Census.

Representative

Arthur H. Hagg & Associates

KVSO

"VOICE OF SOUTHERN OKLAHOMA"
 ARDMORE—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Ardmoreite
 Pub. Co. OPERATED BY: Ardmoreite Pub.

Co. BUSINESS ADDRESS: 114-18 N. Washing-
 ton. PHONE: 3030. STUDIO ADDRESS: Chick-
 asaw and N. W. Blvd. TIME ON THE AIR:
 7:00 A.M. to 11:00 P. M. NEWSPAPER AF-
 FILIATION: Daily Ardmoreite. NEWS SER-
 VICE: Associated Press (Non-Commercial).
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
 Station Manager.....James Griffith
 Commercial Manager.....T. E. "Pat" Perrin
 Chief Announcer.....Paul Duncan
 Musical Director.....Dolly Dutton
 Chief Engineer.....Paul Ross

Coverage

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

Source: U. S. Census; Joint Committee.

KASA

ELK CITY—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 watts.
 OWNED BY: E. M. Woody. OPERATED BY:
 E. M. Woody. BUSINESS ADDRESS: Casa
 Grande Hotel. PHONE: 730. STUDIO AD-
 DRESS: Elk City. TRANSMITTER LOCATION:
 Casa Grande Hotel. TIME ON THE AIR: 6:30
 A.M. to 9:00 P.M. NEWS SERVICE: Trans-
 radio Press.

Personnel

President.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Chief Engineer.....Geo. Patterson

K C R C

"THE VOICE OF THE WHEAT BELT"
ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK
FREQUENCY: 1360 Kc. POWER: 250 Watts.
OWNED BY: Enid Radiophone Co. OPERATED
BY: Enid Radiophone Co. BUSINESS AD-
DRESS: Willow & Kennedy Sts. PHONE: 447-8.
STUDIO ADDRESS: Willow & Kennedy Sts.
TRANSMITTER LOCATION: Willow & Kennedy
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.
NEWSPAPER AFFILIATIONS: Enid Morning
News, Enid Daily Eagle. NEWS SERVICE:
Associated Press (Non-Commercial). TRAN-
SCRIPTION SERVICE: World Broadcasting
System.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart
Artists' Bureau Head.....Keith Painton
Sales Manager.....H. P. Hale
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

Coverage

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

Source: Station survey.

Representative

Burn-Smith Co.

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK
FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Oklahoma Press Pub. Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Barnes Bldg. PHONE: 302. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to
12:00 midnight. NEWSPAPER AFFILIATION:
Phoenix-Times Democrat, Muskogee Daily.
NEWS SERVICE: Associated Press. TRAN-
SCRIPTION SERVICE: World Broadcasting
System.

Personnel

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

Coverage

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

Source: Mail response analysis.

Representative

The Branham Co.

W N A D

"THE VOICE OF SOONERLAND"
NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.
OWNED BY: University of Oklahoma. OPER-
ATED BY: University of Oklahoma (extension
division). BUSINESS ADDRESS: University of
Oklahoma. PHONE: 900 — Stations, 123 and
124. STUDIO ADDRESS: University of Okla-
homa. TRANSMITTER LOCATION: University
of Oklahoma. TIME ON THE AIR: Monday—
3:00 to 3:30 P.M.; Tuesday and Thursday—
2:00 to 3:00 P.M., 7:15 to 9:15 P.M.; Wednesday
—2:00 to 3:00 P.M., 8:15 to 9:15 P.M. NEWS
SERVICE Local Campus news through cour-
tesy of the "Oklahoma Daily." Christian Sci-
ence Monitor.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Clyde Farrar

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: Plaza Court Broadcasting Co.
OPERATED BY: Plaza Court Broadcasting Co.
BUSINESS ADDRESS: Plaza Court. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Oklahoma City. TIME ON THE AIR: 17 hours
daily. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: Lang-Worth, Associated,
C. P. MacGregor.

Personnel

Manager.....M. H. Bonnebrake
Commercial Manager.....Sam D. Jones
Production Manager.....Marvin Krause

Coverage

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

Source: Field strength survey.

K O M A

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

COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE
FREQUENCY: 1480 Kc. POWER: 5000
Watts. OWNED BY: KOMA, Inc. OPERATED
BY: Same. BUSINESS ADDRESS: Biltmore Hotel.
PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore
Hotel. TRANSMITTER LOCATION: 7½ miles
N. E. of Oklahoma City on Highway No. 66.
TIME ON THE AIR: 6:00 A.M. to Midnight
(daily); 8:00 A.M. to midnight (Sunday). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

President.....J. T. Griffin
 Station Manager.....Neal Barrett
 Commercial Manager.....Jack Howell
 Director of Promotion.....Bill Anderson
 Program Director.....Wilbur Lukenbill
 Accountant.....Marie Green
 Musical Director.....Paul Christenson
 Chief Engineer.....M. W. Thomas

Coverage

Population—Primary 1,407,200
 Radio Homes— " 254,730
 Population—Secondary 938,400
 Radio Homes— " 170,470

Source: CBS Research Department.

Representative

Free & Peters, Inc.

K T O K

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.

OWNED BY: Oklahoma Broadcasting Co., Inc.

OPERATED BY: Harold V. Hough. BUSINESS

ADDRESS: 1800 W. Main. PHONE: 3-8352-3.

STUDIO ADDRESS: Same. TRANSMITTER LO-

CATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Lang-Worth.

Personnel

PresidentHarold V. Hough
 Station Manager.....Kenyon M. Douglass
 Commercial ManagerTom Johnson
 Program Director.....Harold Shreve
 Publicity Director.....Paul Buenning
 Chief Engineer.....Bernard Tullius

Coverage

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

Source: Joint Committee.

Representative

Burn-Smith Co.

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts.

d.; 1000 Watts, n. OWNED BY: Oklahoma

Pub. Co. OPERATED BY: WKY Radiophone

Co. BUSINESS ADDRESS: Skirvin Tower.

PHONE: 3-4306—5-4406. STUDIO ADDRESS:

Skirvin Tower. TRANSMITTER LOCATION:

" the oil capital of the World "

KVOO

tulsa

KVOO has the pass-key to the southwest's great Oil Bowl, for within 75 miles of Tulsa lie 40% of Oklahoma's population and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively, and, in addition, has primary coverage counties in Kansas, Missouri and Arkansas.



25,000 WATTS — BOTH N. B. C. NETWORKS — EDWARD PETRY, Inc., Rep.

Nine miles out on highway No. 66. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** The Daily Oklahoman, Oklahoma City Times. **NEWS SERVICE:** Associated Press (Non-Commercial). **TRANSCRIPTION SERVICES:** NBC Thesaurus, Standard Supplementary Library. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President..... E. K. Gaylord
 Secretary-Treasurer..... Edgar T. Bell
 Station Manager..... Gayle V. Grubb
 Commercial Manager..... R. E. Chapman
 Special Events Director-Chief Announcer,
 John C. Shafer
 Musical Director..... Allan Clark
 Chief Engineer Herman Lovell

Coverage

	Daytime	Evening
Population—Primary	1,624,799	942,547
Radio Homes— "	243,578	146,401
Population—Secondary ..	169,902	
Radio Homes— "	21,500	

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

Representative

The Katz Agency

K H B G

"SERVING EASTERN OKLAHOMA"
OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. **POWER:** 250 watts. **OWNED BY:** Okmulgee Broadcasting Corp. **OPERATED BY:** Okmulgee Broadcasting Corp. **BUSINESS ADDRESS:** Parkinson Hotel. **PHONE:** 3646. **STUDIO ADDRESS:** Parkinson Hotel. **TRANSMITTER LOCATION:** 20th and S. Okmulgee Sts. **TIME ON THE AIR:** Unlimited license. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President-Manager..... Pat Buford
 Secretary-Treasurer and Commercial
 Manager Lucille Buford
 Chief Engineer..... A. F. Schultz

Coverage

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

Source: Station survey.

W B B Z

"THE VOICE OF NORTHERN OKLAHOMA"
PONCA CITY—EST. 1928

FREQUENCY: 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Estate of C. L. Carrell. **OPERATED BY:** Adelaide Lillian Carrell, Executrix. **BUSINESS ADDRESS:** 615 West Grand Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Ponca City. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press.

TRANSCRIPTION SERVICE: Standard Radio. **MAINTAINS ARTISTS' BUREAU.**

Personnel

Managing Director A. L. Carrell
 Commercial Manager..... Frank J. Lynch
 Program Director Ted Compton
 Promotion and Publicity Manager,
 W. L. Stevens

Coverage

Population—Primary	420,000
Radio Homes— "	65,400

Source: Station survey.

Representative

Joseph Hershey McGillvra

K G F F

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK
FREQUENCY: 1420 Kc. **POWER:** 250 watts. **OWNED BY:** KGFF Broadcasting Co., Inc. **OPERATED BY:** KGFF Broadcasting Co., Inc. **BUSINESS ADDRESS:** Aldridge Hotel. **PHONE:** 4390. **STUDIO ADDRESS:** Aldridge Hotel. **TRANSMITTER LOCATION:** Shawnee Country Club. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. **NEWS SERVICE:** Associated Press.

Personnel

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

Coverage

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

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

Representative

Arthur H. Hagg & Associates

K O M E

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK
FREQUENCY: 1310 Kc. **POWER:** 250 watts. **OWNED BY:** Oil Capital Sales Corp. **OPERATED BY:** Oil Capital Sales Corp. **BUSINESS ADDRESS:** Radio Bldg., 910 S. Boston. **PHONE:** 3-4121. **STUDIO ADDRESS:** Radio Bldg.; Berryhill Bldg., Sapulpa. **PHONE:** 462. **TRANSMITTER LOCATION:** 3904 S. Newport, Tulsa. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

5000 WATTS FULL TIME

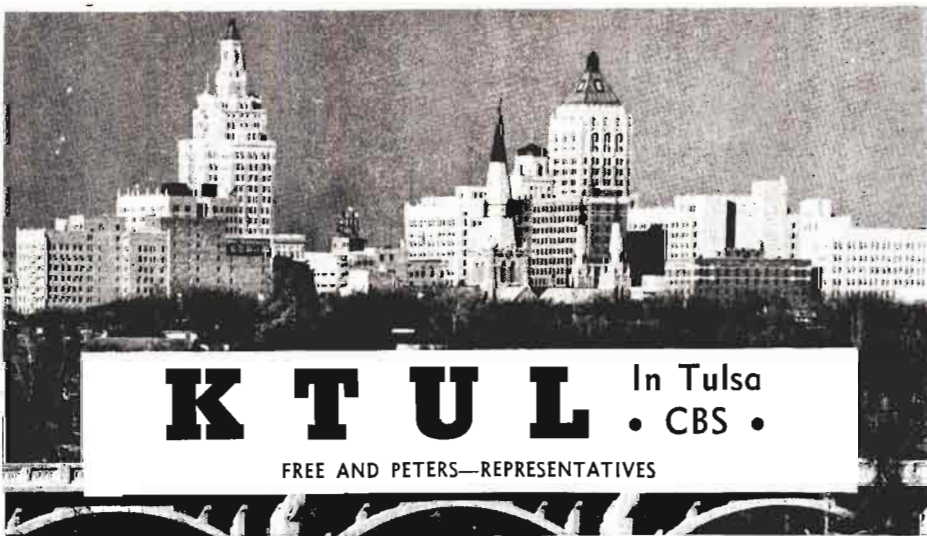
BUSINESS IS UP IN THIS RICH MARKET!

. . . Home building in Tulsa doubled—best since 1929—leads Oklahoma and the southwest — \$500,000 expansion started at Textile Mills . . . Two new \$100,000 apartment buildings started . . . \$1,600,000 expansion completed, Mid-Continent Refinery starts another \$2,500,000 expansion.

YES, BUSINESS IS GOOD IN THE
KTUL AREA!

Remember also

Within a 75 mile radius of KTUL lies 28% of Oklahoma's area, 43% of Oklahoma's buying power plus 44% of Oklahoma's actual retail sales!



KTUL

 In Tulsa
• CBS •

FREE AND PETERS—REPRESENTATIVES

Personnel

President Harry Schwartz
 General Manager..... Jack Neil
 Commercial Manager..... Harold Grimes
 Program Director..... R. H. Latling
 Chief Engineer..... James F. Manship

Representative
 Allied Representation Co.

KTUL

"YOUR FRIENDLY COLUMBIA STATION"
 TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1400 Kc. POWER: 5000 watts.
 OWNED BY: J. T. Griffin. OPERATED BY:
 Tulsa Broadcasting Co., Inc. BUSINESS AD-
 DRESS: National Bank of Tulsa Bldg. PHONE:
 4-8188. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Route No. 8, Tulsa. TIME
 ON THE AIR: 18 hours daily. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: C. P.
 MacGregor.

Personnel

President..... J. T. Griffin
 Vice President-General
 Manager..... Wm. C. Gillespie
 Commercial Manager..... Lawson Taylor
 Program Director..... Vivian Sandler
 Continuity Chief..... Ray Sollars
 Promotion & Publicity
 Director..... John Esau
 Chief Engineer..... Nathan Wilcox

Coverage*

Population—Primary 682,600†
 Radio Homes— " 138,424†
 Population—Secondary 1,321,374‡
 Radio Homes— " 284,760‡

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

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; De-
 partment of Commerce; mail response analysis.

Representative
 Free & Peters, Inc.

KVOO

"THE MOST POWERFUL STATION BE-
 TWEEN ST. LOUIS, DALLAS AND DENVER"
 TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1140 Kc. POWER: 25,000
 Watts. OWNED BY: Southwestern Sales Corp.
 OPERATED BY: Southwestern Sales Corp.
 BUSINESS ADDRESS: Phillower Bldg. PHONE:
 2-2254. STUDIO ADDRESS: Phillower Bldg.
 TRANSMITTER LOCATION: 11 miles east of
 Tulsa, Highway 66. TIME ON THE AIR: Un-
 limited Schedule. NEWS SERVICES: Interna-
 tional News Service, United Press. TRAN-
 SCRPTION SERVICES: World Broadcasting
 System, Lang-Worth. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager..... William B. Way
 Commercial Manager..... Willard Egolf
 Program Director..... Norvell Slater
 Continuity Editor..... James Randolph
 News Editor Ken Miller
 Publicity Director..... Allan Page
 Chief Announcer..... Eddie Coontz
 Artists' Bureau Manager..... Herald Goodman
 Chief Engineer..... L. W. Stinson

Coverage

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

Source: Joint Committee.

Representative

Edward Pety & Company
 (See Page 488)

OREGON

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$369,436,100

Auto Registrations 367,432

KAST

"THE VOICE OF COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Astoria Broadcasting Co. OPER-
 ATED BY: Astoria Broadcasting Co. BUSINESS
 ADDRESS: 1006 Taylor Ave. PHONE: 95. STU-
 DIO ADDRESS: 1006 Taylor Ave. TRANSMIT-

TER LOCATION: 1006 Taylor Ave. TIME ON
 THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER
 AFFILIATION: Astorian-Budget. TRANSCRIP-
 TION SERVICE: Standard Radio, Lang-Worth.

Personnel

President..... M. R. Chessman
 Station Manager..... James C. Wallace
 Commercial Manager..... Frank E. Marrion
 Musical Director..... Sylvia Chandler
 Chief Engineer..... Lawrence King

Coverage

Population—Primary 60,000
 Radio Homes— " 15,000
 Source: Station survey.

Representatives

Cox & Tanz and Walter Biddick

KBKR

BAKER—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 9:00 A.M. to 9:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Louis P. Thornton
 Resident Manager Ellwood W. Lippincott
 Sales Manager Fred H. Pelger
 Program Director Herbert H. Haley
 Chief Engineer Robert B. Sutton

KBND

**"THE VOICE OF CENTRAL OREGON"
 BEND—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

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

Source: U. S. Census; Joint Committee.

KOAC

CORVALLIS—EST. 1922

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

Personnel

Director Luke L. Roberts
 Chief Engineer Grant S. Feikert

KORE

**"VOICE OF THE WILLAMETTE VALLEY"
 EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Frank L. Hill
 Station Manager Glenn McCormick
 Chief Engineer Harold Gander

Coverage

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

Source: Station survey.

Representative

John Blair & Co.

KUIN

GRANTS PASS—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Grants Pass. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Grants Pass Courier. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

Personnel

Manager John G. Bauriedel

Representative

John Blair & Co.

KFJI

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President J. A. Kincaid
 Station & Commercial Manager Geo. Kincaid
 Chief Engineer Joe Carroll

Representative

Cox & Tanz

K L B M

"THE VOICE OF EASTERN OREGON"
LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay.
BUSINESS ADDRESS: Sacajawea Inn. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....H. M. Finlay
Representative
Cox & Tanz

K O O S

"THE VOICE OF SOUTHWESTERN OREGON"
MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager.....A. Thomas Morris
Program Director.....Roger Spaug
Chief Engineer.....Paul Spargo

Coverage

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

Source: Station survey.

Representative

Walter Biddick (Pacific Coast)

K M E D

MEDFORD—EST. 1926
NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....L. P. Bishop

Sales Manager.....A. A. Adler
Program Director.....Gladys La Marr
Chief Engineer.....D. H. Rees

K A L E

PORTLAND—EST. 1924
MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Myers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwaller

Coverage

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

Source: Mail response analysis.

Representative

Free & Peters, Inc.

K B P S

PORTLAND—EST. 1923
FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager.....William Allingham
Agent.....R. T. Stephens
Program Director.....Hazel Kenyon
Chief Engineer.....Fred Miller

Coverage

Population—Primary 350,000
Source: U. S. Census.

KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
 FREQUENCY: 1180 Kc. POWER: 5000
 Watts. OWNED BY: Oregonian Pub. Co. (Les-
 see). OPERATED BY: Oregonian Pub. Co.
 BUSINESS ADDRESS: The Oregonian Bldg.,
 6th and Alder Sts. PHONE: Atwater 2121.
 STUDIO ADDRESS: 801 Oregonian Bldg.
 TRANSMITTER LOCATION: North Portland.
 TIME ON THE AIR: (daily) 6:30 A.M. to 12:00
 midnight; (Sunday) 7:30 A.M. to 12:00 mid-
 night. NEWSPAPER AFFILIATIONS: The Ore-
 gonian. NEWS SERVICES: Transradio Press,
 International News Service. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Continuity Director.....Barney Miller
 Chief Engineer.....Harold Singleton

Coverage

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

Source: Joint Committee; NBC Circulation
 figures.

Representative

Edward Petry & Co., Inc.

KGW

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE
 FREQUENCY: 620 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Oregonian
 Pub. Co. OPERATED BY: Oregonian Pub. Co.
 BUSINESS ADDRESS: The Oregonian Bldg.,
 6th & Alder Sts. PHONE: Atwater 2121.
 STUDIO ADDRESS: 801 Oregonian Bldg.
 TRANSMITTER LOCATION: North Portland.
 TIME ON THE AIR: (daily) 7:00 A.M. to mid-
 night; (Sunday) 8:00 A.M. to 12:00 midnight.
 NEWSPAPER AFFILIATION: The Oregonian.
 NEWS SERVICES: Transradio Press, Interna-
 tional News Service. TRANSCRIPTION SERV-
 ICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Continuity Director.....Barney Miller
 Chief Engineer.....Harold Singleton

Coverage

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

Source: Joint Committee; NBC Circulation
 figures.

Representative

Edward Petry & Co., Inc.

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Lang-Worth Public Domain.

Personnel

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

Harry Buckendahl

Musical Director.....Joseph Sampietro
 Technical Director.....Louis Bookwalter

Coverage

Population—Primary.....828,600
 Radio Homes—“.....234,100
 Population—Secondary.....1,656,000
 Radio Homes—“.....454,000

Source: Station survey.

Representative

Free & Peters, Inc.
 World Broadcasting System

K W J J

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park, Portland, Ore. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: United Press.

Personnel

President.....Wilbur J. Jerman
 Secretary-Treasurer & General
 Manager.....John C. Egan
 Commercial Manager.....L. D. Henderson
 Chief Engineer.....W. J. Jerman

Representative

Cox & Tanz

K X L

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg.

PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Lang-Worth, Standard Radio.

Personnel

President and General
 Manager.....T. W. Symons, Jr.
 Chief Engineer.....Ralph Mifflin

Coverage

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

Representative

Furgason & Walker, Inc.

K R N R

“VOICE OF UMPQUA VALLEY”
 ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial).

Personnel

General Manager.....M. H. Pengra

Representative

John Blair & Co.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 633 N. Front St. PHONE: 6131. STUDIO ADDRESS: 633 N. Front St. TRANSMITTER LOCATION: 633 N. Front St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager.....H. B. Read
 Station Manager.....Earl Hoadrick
 Artists' Bureau Head.....Dwight Hoxie
 Chief Announcer.....Goodwin Lein
 Publicity Director.....Clarice Kolbe
 Musical Director.....Herbert Johnston
 Chief Engineer.....Les Vaught

The Pennsylvania

TRI-POLITAN

Market

WORK, York
WKBO, Harrisburg
WGAL, Lancaster

This triple-metropolitan market with broadcasting stations located at three points of the triangle is one of America's greatest buying centers covering more than a half-million population. The area has an annual industry payroll exceeding \$100,000,000; more than \$150,000,000 retail sales yearly and is located in the nation's richest farming area.

**Now Available At One
Cost On NBC Red or Blue
Networks or "Spot Radio"**

Address "Spot Radio" Time Clearance Requests:—

TRI-POLITAN RADIO MARKET

8 West King Street

Lancaster, Penna.

Represented Nationally:—

PAUL H. RAYMER CO.

New York • Chicago • Detroit • San Francisco • Los Angeles

PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,740,001,000

Auto Registrations 2,067,321

W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: Lehigh Valley Broadcasting Co. OPERATED BY: Lehigh Valley Broadcasting Co. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

General Manager.....B. Bryan Musselman
Chief Engineer.....Wm. A. McCutcheon

Coverage

Population—Primary 363,000
Radio Homes— " 82,500
Population—Secondary 5,000,000
Radio Homes— " 1,100,000

Source: Mail response analysis.

Representative

Ferguson & Walker, Inc.

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER 100 Watts OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief EngineerJames E. Moffat

Note: Commercial department is directed by the Managing Director.

Coverage

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

* Families.

Source: Station survey; Chamber of Commerce.

Representative

Cox & Tanz

W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

Personnel

Station & Commercial

ManagerElwood C. Anderson
Program Manager.....Wilbert Markle
Publicity Director.....Pauline Davis

Coverage

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

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

Representative

Paul H. Raymer Co.

W L E U

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE

AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 10:15 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....V. Hamilton Weir
 Chief Announcer.....James O'Shea
 Program Director.....James Hamilton
 Musical Director.....Anthony Conti
 Chief Engineer.....Harold Roess

Coverage

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

Source: Station survey.

**(CALL LETTERS UNASSIGNED)*
 ERIE—EST. 1940**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. 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.

WIBG

**"PHILADELPHIA'S SUBURBAN STATION"
 GLENSIDE—EST. 1925**

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chenttenham Township, Montgomery County, Pa. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press.

Personnel

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

Coverage

Population—Primary	3,000,000
Radio Homes—	691,000
Population—Secondary	4,000,000
Radio Homes—	1,000,000

Source: Station survey.

WHJB

GREENSBURG—EST. 1933

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

Personnel

President.....H. J. Brennen
 Commercial Manager.....R. M. Thompson
 Chief Announcer.....Howard Lewis
 Station Manager.....Roy H. Verret
 Chief Engineer.....Walter McCoy

Coverage

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

Source: U. S. Census; Joint Committee.

Representative

William G. Rambeau Co.

WSAJ

**"THE EDUCATIONAL VOICE OF
 WESTERN PENNSYLVANIA"
 GROVE CITY—EST. 1922**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:

- in Erie it's

WLEU

NBC BLUE



Convinces, persuades and sells in the rich industrial and agricultural area of Northwestern Pennsylvania Eastern Ohio Western New York

For complete data write

V. HAMILTON-WEIR

P. O. Box 95 Erie, Pa.

• • • **PENNSYLVANIA** • • •

Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

Personnel

Acting Director-Chief Engineer... H. W. Harmon
Program Director..... Rea G. Walters

Coverage*

Population—Primary 25,000
Population—Secondary 200,000

* Primary area consists of 10-mile area around Grove City; secondary area, 25-mile radius.

Source: Station survey.

•
W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Station Manager..... A. K. Redmond
Production Director..... E. K. Smith
Sales Director..... C. L. Bailey
Chief Engineer..... R. S. Duncan

•
W K B O

HARRISBURG—EST. 1927

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager..... C. G. Moss
Commercial Manager..... Geo. C. Smith

Coverage

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

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

Representative

Paul H. Raymer Co.

W A Z L

"VOICE OF THE ANTHRACITE
COAL REGION"

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Hazleton Broadcasting Service. Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazleton National Bank Bldg. TRANSMITTER LOCATION: Hazleton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

Personnel

Station & Commercial Mgr..... V. C. Diehm
Program Manager..... Thomas Tito
Publicity Director..... Kathryn Kohler

Coverage

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

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

WJAC

JOHNSTOWN, PENNA.

★

providing the only full
coverage of the large
Johnstown trading area

★

NOW

NBC RED

MORE PEOPLE
Live in KYW's
primary area than in

LOS ANGELES
ST. LOUIS
ROCHESTER
FT. WORTH

COMBINED



WESTINGHOUSE

KYW

“the RED network station in the Nation’s
THIRD Market—PHILADELPHIA”

NATIONAL BROADCASTING COMPANY

intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

President.....Walter W. Krebs
 Treasurer.....L. W. Barnes
 Secretary-Station Manager.....J. C. Tully
 Chief Engineer.....Nevin Straub

Coverage

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

Source: Field intensity measurements.

(See Page 499)

W G A L

LANCASTER—EST. 1922

NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

Personnel

Station and Commercial
 Manager.....Walter Miller
 Program Manager.....Ernest Stanzioia
 Publicity Director.....Ruth Hergenrother

Coverage

Daytime—Evening

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

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

Representative

Paul H. Raymer Company

W K S T

"VOICE OF WESTERN PENNSYLVANIA"
NEW CASTLE—EST. 1938

QUAKER STATE NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc.. BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 a.m. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President & General
 Manager.....S. W. Townsend
 Vice-President & Commercial
 Manager.....H. S. Kirk
 Treasurer.....S. W. Townsend
 Secretary & Station
 Manager.....A. W. Graham
 Continuity Director.....J. Leonard Taylor
 Chief Announcer.....Carl Bates

Coverage

Population—Primary 922,791
 Population—Secondary 3,391,018

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

Representative

Burn-Smith Co.

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1819 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same.

In Philadelphia

7 OUT OF 10* HOMES
REGULARLY LISTEN TO WCAU

... **33.9%*** MORE
THAN THE NEXT BEST STATION



WHEN YOU THINK OF PHILADELPHIA

THINK OF **WCAU**

PHILADELPHIA'S ONLY 50,000 WATT STATION

*Based on a survey published in — "Make Hay
While The Sun Rises". Copy sent on request.

W
F
I
L

**THE CONFIDENCE
OF THE
COMMUNITY**

WFIL

"PHILADELPHIA'S
STATION"

29% more local advertising in
1939! . . . More than any other
local network station!

Philadelphia business men
know that civic minded, show-
manly WFIL has LOCAL AC-
CEPTANCE. Follow their lead.
For your national spot cam-
paign, tell Philadelphia through
WFIL . . . and . . . you'll sell!

**560 on your dial
PHILADELPHIA, PA.**

NBC Blue . . . Mutual Networks

**Nat'l Representatives
EDW. PETRY CO.**

WFIL

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)

MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts.

OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 6:30 a.m. to 2:00 a.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service, C. P. MacGregor.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger Clipp
Assistant General

Manager.....Fred Dodge
Sales Manager.....John Earle Surrick
Publicity Director.....Joseph T. Connolly
Program Director.....James Allen
Musical Director.....Anthony Candelori
Acting Chief Engineer.....Arnold Nygren

Coverage

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

* Including Primary Area.

Source: Field strength survey; mail response analysis.

Representative

Edward Petry & Co.

WIP

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 5000 watts.

OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President & Station
Manager.....Benedict Gimbel, Jr.
V-P in Charge of Sales.....Edward A. Davies
Program Director.....Murray Arnold
Technical Supervisor.....Clifford C. Harris

Coverage

Population—Primary 3,661,899
Radio Homes— " *1,282,897
Population—Secondary 3,272,681

* Includes both primary and secondary areas

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

Representative

Radio Advertising Corp.
(See Page 508)

WPEN

"PHILADELPHIA'S OWN STATION"
PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts.

OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

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

Coverage

No exact figures available at time of going to press.

Representative

WOV, New York City
(See Page 506)

WTGL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.

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

Personnel

President.....Doug. Hibbs
General Manager.....Henry N. Cocker

KDKA

"THE ONLY MASTER KEY TO THE MASTER MARKET"

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts. OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

SALES

in a nutshell!



THE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit — "Sales in a Nutshell!"

WPEN PHILADELPHIA
1000 WATTS
WM. PENN BROADCASTING COMPANY, PHILADELPHIA

P E N N S Y L V A N I A

Personnel

President.....G. H. Bucher
 General Manager.....S. D. Gregory
 Artists Bureau Head.....E. J. Calahan
 Sales Manager.....W. E. Jackson
 Publicity Director.....James Luntzel
 Program Manager.....Derby Sproul
 Promotion Manager.....W. B. McGill
 Auditor.....D. F. Dickson
 Musical Director.....Maurice Spitalny
 Plant Manager.....J. E. Baudino

Coverage*

	Daytime	Evening
Population—Primary	5,803,900	5,435,800
Radio Homes— "	1,233,800	1,146,000
Population—Secondary	3,997,500	17,866,900
Radio Homes— "	880,600	2,925,300

* Based on previous transmitter location.

Source: NBC Statistical Department.

Representative

National Broadcasting Co.

K Q V

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
 OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

Personnel

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

Coverage

Population—Primary	2,582,669
Radio Homes— "	582,218
Population—Secondary	1,120,550
Radio Homes— "	262,265

Source: Field intensity survey; Joint Committee.

Representative

William G. Rambeau Co.

W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: WCAE, Inc.

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

Personnel

President-General
 Manager.....Leonard Kapner
 Sales Manager.....Lester Lindow
 Publicity Director.....James F. Murray
 Musical Director.....Earl Truxell
 Chief Engineer.....James Schultz
 Program Manager.....R. Clifton Daniel

Coverage

Population—Primary	2,280,481
Radio Homes— "	597,700
Population—Secondary	2,016,195
Radio Homes— "	262,856

Source: U. S. Census; Joint Committee.

Representative

International Radio Sales

W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts.
 OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

Personnel

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

Coverage

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

Source: Mail response analysis.

Representative

William G. Rambeau Co.

W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Walker & Downing Radio Corp.

A "CROSSLEY" RATING OF 85.3?

Say, we wish we had it! However, IF A CROSSLEY WERE MADE ON OUR BUSINESS RECORD, that headline would be no exaggeration! Honest! Look at this . . . As Of December 1, 1939, of the accounts NOW USING WIP—

56.2% have been USING WIP REGULARLY for TWO years!

51.5% have been USING WIP REGULARLY for THREE years!

43.7% have been USING WIP REGULARLY for FOUR years!

40.6% have been USING WIP REGULARLY for FIVE years!

32.8% have been USING WIP REGULARLY for SIX years!

17.1% have been USING WIP REGULARLY for SEVEN years!

12.5% have been USING WIP REGULARLY for EIGHT years!

AND THAT'S WHY WIP IS NOW SOLD A SOLID 85.3%
(yes, 85.3%!!!)

This, mind you, on a 24-HOUR A DAY SCHEDULE, TOO!

610 Kilocycles
1,000 Watts*
35 S. Ninth Street
Walnut 6800

W I P

BENEDICT GIMBEL, JR.
President
EDWARD A. DAVIES
Director of Sales

"PHILADELPHIA'S PIONEER VOICE"

*C. P.—5,000 WATTS

OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone. TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

Personnel

President..... Paul Block
 Vice-President..... Oliver J. Keller
 Treasurer..... Leo A. Wise
 Secretary-General Manager Frank R. Smith, Jr.
 Promotion Manager..... H. B. Trautman
 Program Director..... Walter E. Sickles
 Chief Engineer..... Ancil A. Lewis

Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,500,000
Radio Homes— "	361,000	361,000
Population—Secondary	2,250,000	2,250,000
Radio Homes— "	441,000	441,000

Source: Field intensity survey.

Representative

Cox & Tanz

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 a.m. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus, NAB Library, Standard Radio.

Personnel

General Manager Clifford M. Chafey
 Program Director..... Paul Breedy
 Sales Manager..... W. A. Ripley

Coverage

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

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

READING, PA.

AN IDEAL TEST MARKET
AT LOW COST

The third market of Pennsylvania and 66th of the entire nation, Reading, Pa., is selected by many shrewd advertisers as a test market because of its similarity in make up to the large Metropolitan Centers and the purchasing power of its inhabitants. Of course, WEEU is selected as the test station because of its unusual coverage and its low rates per capita listener.

W E E U

1000 Watts — 830 K.C. (A clear national Channel)

Represented Nationally by

GEORGE P. HOLLINGBERY CO.

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Reading Broadcasting Co. OP-
ERATED BY: Reading Broadcasting Co. BUSI-
NESS ADDRESS: 533 Penn St. PHONE: 7336.
STUDIO ADDRESS: 533 Penn St. and State
Theatre. TRANSMITTER LOCATION: Reading.
TIME ON THE AIR: 7:00 A.M. to 12:00 mid-
night.

Personnel

President Clifford M. Chafey
Station Manager Raymond A. Gaul
Sales Manager Robert Magee

Representative

George P. Hollingbery Co.

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts,
d.; 500 watts, n. OWNED BY: Scranton Broad-
casters, Inc. OPERATED BY: Scranton Broad-
casters, Inc. BUSINESS ADDRESS: 1000 Wy-
oming Ave. PHONE: 6296-7. STUDIO AD-
DRESS: Administration Bldg. of International
Correspondence Schools. TRANSMITTER LO-
CATION: Drinker Turnpike, Dunmore, Pa.
TIME ON THE AIR: (daily) 7:00 a.m. to 2:00
a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICE: Standard Radio.

Personnel

President Frank Megargee
Station Manager Robert E. McDowell
Commercial & Sales
Manager Geo. D. Coleman
Program Director Frank Monaghan
Chief Engineer Kenneth R. Cooke

Coverage

Population—Primary	835,200
Radio Homes— "	175,700
Population—Secondary	1,646,000
Radio Homes— "	372,500

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

Representative

John Blair & Co.

W Q A N

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. OWNED BY: The Scranton
Times. OPERATED BY: The Scranton Times.
BUSINESS ADDRESS: Scranton. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: Shares Time with
WGBI. NEWSPAPER AFFILIATION: The Scranton
Times.

Personnel

Director A. J. O'Malley

(CALL LETTERS
UNASSIGNED)*

SCRANTON—EST. 1940

FREQUENCY: 1370 Kc. POWER: 250 watts,
d.; 100 Watts, n. OWNED BY: Union Broad-
casting Co. OPERATED BY: Union Broad-
casting Co. BUSINESS ADDRESS: Scranton. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: 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 P I C

"THE FRIENDLY VOICE OF THE
SHENANGO VALLEY"

SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts.
OWNED BY: Sharon Herald Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
P. O. Box 541. STUDIO ADDRESS: Pine Hol-
low Blvd. PHONE: 154. TRANSMITTER LO-
CATION: Same. TIME ON THE AIR: 6:30
A.M. to local sunset. NEWSPAPER AFFILIA-
TION: Sharon Herald. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associated.
MAINTAINS ARTISTS' BUREAU.

Personnel

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

Coverage

Population—Primary	718,329
Radio Homes— "	268,830
Population—Secondary	3,250,000
Radio Homes— "	1,160,340

Representatives

DeLisser-Boyd
Allied Representation Co.

W K O K

"FRIENDLY VOICE OF CENTRAL
PENNSYLVANIA"

SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: B. E. Beck, H. Haddon & G. Beck.
OPERATED BY: Sunbury Broadcasting Co.
BUSINESS ADDRESS: 1150 N. Front St. PHONE:
1326. STUDIO ADDRESS: 1150 N. Front St.
TRANSMITTER LOCATION: 1150 N. Front St.
TIME ON THE AIR: 8:00 a.m. to 9:00 p.m.

P E N N S Y L V A N I A

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

Personnel

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

Coverage

Population—Primary 141,146
 Radio Homes— " 31,725

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

W M B S

"YOUR HOME STATION"
 UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....M. E. Slagel
 Artists' Bureau Head.....Hugh Rafferty
 Sales Manager.....M. E. Slagel
 Publicity Director.....Sullivan Sages
 Musical Director.....Sullivan Sages
 Chief Engineer.....Kenneth M. Meredith

Coverage

Population—Primary 200,900

Source: Field intensity measurements.

W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER 100 watts.
 OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTION LOCATION: Plains Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m., daily; 9:00 a.m. to 1:00 a.m., Sundays. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE NBC Thesaurus.

Personnel

President.....John H. Stenger, Jr.
 General Manager.....Dale Robertson
 Commercial Manager.....Harry Thomas
 Artists' Bureau Head.....Jones Evans
 Musical & Program Director.....Ken Beghold
 Promotion Manager.....John Garfield
 Chief Engineer.....John H. Stenger, Jr.

Coverage

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

Source: Station survey.

Representative

Weed & Co.

W B R E

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

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

Coverage

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

* Of total families.

† Over one million.

Source: Chamber of Commerce; field intensity measurements.

W R A K

WILLIAMSPORT—EST. 1929

QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: WRAC, Inc. OPERATED BY: WRAC, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W.

PENNSYLVANIA — RHODE ISLAND

4th St. **TIME ON THE AIR:** 7:30 a.m. to 10:15 p.m. **NEWSPAPER AFFILIATIONS:** Williamsport Sun & Williamsport Gazette & Bulletin. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Associated Program Service, Davis & Schwegler.

Personnel

President.....E. M. Case
 Vice-President.....R. T. S. Steele
 Treasurer.....W. Van Person
 Secretary-General Mgr.....George E. Joy
 Advertising Manager.....Thomas W. Metzger
 Chief Announcer.....Paul M. Breining
 Program Manager.....Oscar Linn
 Publicity Director.....J. W. Mackey
 Chief Engineer.....Louis Persio

Coverage

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

Source: Mail count survey.

Representative

J. P. McKinney & Son

W O R K

YORK—EST. 1932

NBC (RED & BLUE)—MBS—MASON-DIXON GROUP

FREQUENCY: 1320 Kc. **POWER:** 1000 Watts. **OWNED BY:** York Broadcasting Co., Inc. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 13 S. Beaver St. **PHONE:** 6629. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** West Manchester Township. **TIME ON THE AIR:** 7:00 a.m. to 1:00 a.m. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Lang-Worth.

Personnel

Station Manager.....Robert Gulick
 Program Manager.....Harold Miller

Coverage

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

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

Representative

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 169,000

Number of Radio Homes 155,500

Retail Sales \$241,676,600

Auto Registrations 175,802

W E A N

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE & COLONIAL NETWORKS MUTUAL

FREQUENCY: 780 Kc. **POWER:** 5000 Watts. d.; 1000 Watts, n. **OWNED BY:** The Yankee Network, Inc. **OPERATED BY:** The Yankee Network, Inc. **BUSINESS ADDRESS:** Crown Hotel. **PHONE:** Dexter 1500. **BOSTON OFFICE:** 21 Brookline Ave. **STUDIO ADDRESS:** Crown Hotel. **TRANSMITTER LOCATION:** East Providence. **TIME ON THE AIR:** Sunday, 8:00 A.M. to 2:00 A.M. **Week Days, 6:00 A.M. to 2:00 A.M.** **NEWS SERVICE:** Local News by staff reporters, Yankee Network News Service. **MAINTAINS AN ARTIST BUREAU.** **TRANSCRIPTION SERVICE:** Associated, Davis & Schwegler.

Personnel

President.....John Shepard, III
 Station & Sales Supervisor.....Malcolm S. Parker
 Chief Engineer.....Harold Tilley

Coverage

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

Source: Field intensity measurements.

Representative

Edward Pety & Co.

W J A R

"SOUTHERN GATEWAY OF NORTH EAST"

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. **POWER:** 5000 Watts, d.; 1000 Watts, n. **OWNED BY:** Outlet Co. **OPERATED BY:** Outlet Co. **BUSINESS ADDRESS:** Weybossett St. **PHONE:** Gaspee 1071. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Rumford. **TIME ON THE AIR:** 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. **TRANSCRIPTION SERVICE:** World Library Service **NEWS SERVICE:** Local news service.

• • • RHODE ISLAND — SOUTH CAROLINA • • •

Personnel

President.....Joseph Samuels
 Station Manager.....John J. Boyle
 Musical Director.....Earl Shean
 Chief Engineer.....Thomas Prior

Coverage

Population—Primary 983,600
 Radio Homes— " 219,900
 Population—Secondary 679,900
 Radio Homes— " 163,000

Source: Field intensity survey.

Representative

Weed & Co.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Cherry and
 Webb Broadcasting Co. OPERATED BY: Cher-

ry and Webb Broadcasting Co. BUSINESS AD-
 DRESS: Metropolitan Theatre Bldg. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 E. Providence. TIME ON THE AIR: Sunday,
 8:00 A.M. to 12:00 midnight. Week Days,
 6:00 A.M. to 1:00 A.M. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

General ManagerStephen P. Willis
 Commercial ManagerWilliam T. Bush

Coverage

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

Source: CBS Listening Area Study.

Representative

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000

Number of Radio Homes 207,300

Retail Sales \$273,026,600

Auto Registrations 285,000

W A I M

"THE VOICE OF THE ELECTRIC CITY"

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Wilton E. Hall. OPERATED BY:
 Same. BUSINESS ADDRESS: Anderson Col-
 lege. PHONE: 800. STUDIO ADDRESS: Ander-
 son College. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:00 a.m. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: Ander-
 son Independent, Anderson Daily Mail. NEWS
 SERVICE: Associated Press. MAINTAINS ART-
 ISTS' BUREAU. TRANSCRIPTION SERVICE:
 World Broadcasting System, Lang-Worth.

Personnel

OwnerWilton E. Hall
 Station Manager.....W. Ennis Bray
 Program Director.....James A. Bulleit
 Chief Announcer.....James Waldrop
 Auditor.....Helen Hall
 Artists Bureau Head.....Edith Hall
 Publicity Director.....G. Paul Browne
 Musical Director.....Dan B. Ferguson
 Chief Engineer.....Wendell C. Roberts
 Recording Engineer.....J. Roger Skelton

Coverage

Population—Primary	762,912
Radio Homes— "	73,001
Population—Secondary	376,873
Radio Homes— "	33,100

Source: Station survey.

W C S C

"THE VOICE OF COASTAL CAROLINA"

CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts,
 d.; 500 watts, n. OWNED BY: The South
 Carolina Broadcasting Co., Inc. OPERATED
 BY: The South Carolina Broadcasting Co.,
 Inc. BUSINESS ADDRESS: Francis Marion
 Hotel. PHONE: 7611. STUDIO ADDRESS:
 Francis Marion Hotel. TRANSMITTER LOCA-
 TION: St. Andrews Farm, one mile west of
 city. TIME ON THE AIR: Sundays—8:00 a.m.
 to 12:00 midnight; daily—6:45 a.m. to 12:00
 midnight. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

SOUTH CAROLINA

Personnel

President-Station Manager.....J. M. Rivers
 Program Director.....Charles McMahon
 Sales Manager.....Roland Weeks
 Publicity Director.....Phil Sutterfield
 Chief Engineer.....J. B. Fuqua

Coverage

Population—Primary 272,800
 Radio Homes— " 32,900
 Population—Secondary 505,300
 Radio Homes— " 58,200

Source: Field intensity survey and mail response analysis.

Representative

Free & Peters, Inc.

WTMA

"WTMA, FIRST WITH NEWS,
 FIRST IN SPORTS"

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Atlantic Coast Broadcasting Co.
 OPERATED BY: Atlantic Coast Broadcasting Co.
 BUSINESS ADDRESS: Wagener Terrace.
 STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR:

17½ hours daily; 16 hours, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager...William D. Workman, Jr.
 Commercial Manager.....Edward C. Powers
 Program Director.....C. Wylle Calder
 Chief Engineer.....D. M. Bradham

Coverage

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

Source: Field intensity survey.

Representative

George P. Hollingbery Co.

WCOS

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: Columbia. TIME ON THE AIR: Unlimited Li-

TOTAL SQ. MILES WIS DAYTIME COVERAGE

★ COLUMBIA, S.C.

5 My/M

WOLS FLORENCE, S.C. SIMULCASTING AVAILABLE

277.0
 237.0
 196.1
 291.5
 174.0
 316.2
 242.4
 12,121.2*
PRIMARY

5000 watts on 560 kilocycles does the job of covering more of South Carolina from one station, WIS, than the combined total wattage of all other six South Carolina stations. Good programs from their state capital, Columbia, cause lots of folks to give WIS listener preference well beyond the half millivolt contour. If you want just one station in South Carolina, for best results use WIS.



N. B. C. — BOTH RED AND BLUE NETWORKS

WIS

COLUMBIA
 SOUTH CAROLINA
 5,000 WATTS DAY
560Kc.
 1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

SOUTH CAROLINA

cense (17 hours, daily). **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Library.

Personnel

Commercial Manager.....J. W. McIver
 Program Director.....Sterling Wright
 Chief Engineer.....Charles A. Thoman

Coverage

Population—Primary 208,500
 Radio Homes— " 51,000
 Population—Secondary 239,380
 Radio Homes— " 113,970

Source: Station survey.

Representative

Furgason & Walker, Inc.

W I S

"SERVING A STATE-WIDE AUDIENCE
 FROM COLUMBIA, SOUTH CAROLINA"

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts.

d.; 1000 watts, n. **OWNED BY:** The Liberty Life Insurance Co. **OPERATED BY:** The Liberty Life Insurance Co. **BUSINESS ADDRESS:** 1811 Main St. **PHONE:** 22135-22136. **STUDIO ADDRESS:** 1811 Main St. **TRANSMITTER LOCATION:** Bluff Road. **TIME ON THE AIR:** Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President and Station
 ManagerG. Richard Shafto
 Advertising-Commercial
 Manager.....J. D. Saumenig
 Chief Announcer.....James W. Young
 Program and Publicity
 Director.....Floyd D. Rodgers, Jr.
 Chief Engineer.....Scott Helt
 Chief Control Engineer.....R. D. Lambert, Jr.

Coverage

Population—Primary 948,400
 Radio Homes— " 98,900
 Population—Secondary 2,780,600
 Radio Homes— " 389,600

Source: Field intensity and mail response analysis.

Representative

Free & Peters, Inc.

W O L S

"THE VOICE OF THE MAGIC CITY"

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 watts.

OWNED BY: O. Lee Stone. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Sanborn Hotel. **PHONE:** 48. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Charleston Highway South of Florence. **TIME ON THE AIR:** Un-

limited License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Program Service.

Personnel

President-Station Manager.....O. Lee Stone
 Commercial Manager.....Willard Miller
 Program Director.....Rod Dorsey
 Chief Engineer.....Robert M. Wallace

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts.

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

Personnel

PresidentB. H. Peace, Jr.
 Station ManagerB. T. Whitmire
 Commercial ManagerW. S. Lindsay
 Program Director.....Charles Batson
 Production Manager.....Jim Reid
 Publicity DirectorDan Crosland
 Musical DirectorEber Lineberger
 Chief Engineer.....W. C. Etheredge

Coverage

	Daytime	Evening
Population—Primary	887,190	589,183
Radio Homes— "	92,100	65,000
Population—Secondary	954,994	887,190
Radio Homes— "	96,100	65,000

Source: U. S. Census.

Representative

Bryant, Griffith and Brunson

W H T R *

SPARTANBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.

d.; 100 watts, n. **OWNED BY:** Spartanburg Advertising Co. **OPERATED BY:** Spartanburg Advertising Co. **BUSINESS ADDRESS:** Spartanburg. **STUDIO ADDRESS:** Spartanburg. **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 the usual requests.

W S P A

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts.

SOUTH CAROLINA — SOUTH DAKOTA

OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: Press-Radio Bldg. PHONE: 2900. STUDIO ADDRESS: Press-Radio Bldg. TRANSMITTER LOCATION: Evanston H'ls. TIME ON THE AIR: 6:00 A.M. to sunset. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

Population—Secondary 3,000,000
Radio Homes— " 700,000
Source: U. S. Census.

Representative
Headley-Reed Co.

W F I G *

SUMTER—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts. d.: 100 watts. n. OWNED BY: J. Samuel Brody. OPERATED BY: J. Samuel Brody. BUSINESS ADDRESS: Sumter. STUDIO ADDRESS: Sumter. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

Owner J. Samuel Brody
*Station was licensed to operate under a construction permit and reported that inauguration of service would begin on March 1.

Personnel

President and General Manager Virgil Evans
Commercial Manager John Brownlee
Chief Announcer B. E. Rocozie
Musical Director Hal Moore
Chief Engineer George Tate

Coverage

Population—Primary 1,400,000
Radio Homes— " 365,000

SOUTH DAKOTA

Population 692,000

Number of Families 167,000

Number of Radio Homes 132,900

Retail Sales \$162,320,400

Auto Registrations 187,729

K A B R

"VOICE OF THE HUB CITY"
ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1390 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, local news staff. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

Population—Primary 117,744
Radio Homes— " 29,436
Population—Secondary 159,652
Radio Homes— " 69,349
Source: Station survey.

Representative
Weed & Co.

K F D Y

"THE SOUTH DAKOTA STATE COLLEGE
RADIO STATION"
BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: Shares daytime hours.

Personnel

Station Manager S. W. Jones
Chief Engineer W. H. Gamble

K G F X

"THE PIONEER STATION"
PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

Personnel

Owner and Director Ida A. McNeil

Representative
James Hanley (Washington, D. C.)

K O B H

"THE CALL OF THE BLACK HILLS"
RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Black Hills Broadcast Co. of Rapid City. OPERATED BY: Black Hills Broadcast Co. of Rapid City. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 8:00 A.M. to 4:00 P.M., Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, and C. P. MacGregor.

Personnel

President.....C. A. Quarnberg
Vice-President-Managing Director,
Robert J. Dean
Secretary.....George E. Bruntlett
Treasurer.....W. J. McNulty
Program Director.....A. H. George, Jr.
Continuity Director.....B. C. Barth
Business Manager.....Margaret Bamsey
Chief Engineer.....M. J. Jones

Coverage

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

Source: Joint Committee.

Representative

Cox & Tanz

W C A T

"A PIONEER RADIO STATION OF THE
MIDWEST"

RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: South Dakota School of Mines.
OPERATED BY: South Dakota School of Mines.
BUSINESS ADDRESS: E. St. Joe St. PHONE:
1600-1. STUDIO ADDRESS: E. St. Joe St.
TRANSMITTER LOCATION: E. St. Joe St.
TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.
MST. NEWSPAPER AFFILIATIONS: Rapid City
Daily Journal. NEWS SERVICE: Associated
Press (non-Commercial). TRANSCRIPTION SER-
VICE: Standard Radio, NAB Library, Lang-
Worth.

Personnel

President.....J. P. Connolly
Chief Announcer.....Max Friedman
Station Manager.....C. M. Rowe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

K E L O

SIOUX FALLS—EST. 1937
NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Sioux Falls Broadcast Assoc., Inc.
OPERATED BY: Sioux Falls Broadcast Assoc.,
Inc. BUSINESS ADDRESS: 317 S. Phillips.
PHONE. 757-8-9. STUDIO ADDRESS: 317 S.
Phillips. TRANSMITTER LOCATION: 3 miles
west of city limits. TIME ON THE AIR: 10:00
A.M. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NBC Thesaurus, C. P. MacGregor.

Personnel

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

Representative

Howard H. Wilson & Co.

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY
FREQUENCY: 1110 Kc. POWER: 5000 watts.
OWNED BY: Sioux Falls Broadcasting Ass'n.,
Inc. OPERATED BY: Same. BUSINESS AD-
DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: 3 miles west of city limits. TIME ON
THE AIR: 6:00 A.M. to local sunset; Sunday,
8:00 A.M. to local sunset. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE: NBC
Thesaurus.

Personnel

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

Coverage

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

Source: NBC Statistical Department.

Representative

Howard H. Wilson & Co.

K U S D

"THE UNIVERSITY STATION"
VERMILLION—EST. 1922

FREQUENCY: 890 Kc. POWER: 500 Watts.
OWNED BY: University of South Dakota. OP-
ERATED BY: University of South Dakota. BUSI-

• • • **SOUTH DAKOTA** • • •

NESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:30 P.M. to 5:00 P.M.

Personnel

Manager-Program Director . . . R. E. Rawlins, Jr.
Chief Engineer W. H. Jordan

K W A T *

WATERTOWN—EST. 1940

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Midland National Life Insurance Co. OPERATED BY: Midland National Life Insurance Co. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Watertown. 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 N A X

"SERVING THE MIDWEST FARMER"
YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight—(Daily) 7:30 A.M. to 12:00 midnight—(Sundays). NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President Gardner Cowles, Jr.
Station Manager Robert R. Tinch
Commercial Manager Phil Hoffman
Program Director Arthur J. Smith
Chief Engineer Clifton M. Todd

Coverage

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

Source: CBS Listening Area Study.

Representative

The Katz Agency

70,570 RADIO HOMES

await your message

WOPI

250 Watts Day and Night RCA Equipped Throughout

Merchandising Department

Bristol

Tennessee-Virginia

Two Markets to Market

Sometimes Overlooked by Smart Advertisers

TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$530,844,600

Auto Registrations 412,100

WOPI

"THE VOICE OF THE APPALACHIANS"
BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President and General Manager. W. A. Wilson
Commercial Manager. Walter Pritchard
Artists Bureau Head. Mary Abell
Program Director-Chief Announcer, Fey Rogers

Publicity Director and Continuity, Harry Hudson

Chief Engineer. Robert Smith

Coverage

	Daytime	Evening
Population—Primary	186,984	103,120
Radio Homes— "	29,880	22,910
Population—Secondary	319,124
Radio Homes— "	40,690

Source: Station survey.

Representative

Burn-Smith Co.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"
CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts (C.P. 1120 Kc., 500 watts). OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 6:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner. W. A. Patterson
General Manager. R. G. Patterson
Advertising Manager. Nelson Krepps
Chief Engineer. B. B. Barnes

WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: Brainerd, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President. Norman A. Thomas
Commercial Manager. Carter M. Parham
Program Manager. D. W. McCurdy
Chief Engineer. J. C. Vessels

Coverage

Population—Primary	669,867
Radio Homes— "	81,127
Population—Secondary	659,682
Radio Homes— "	64,268

Source: Mail response analysis and field intensity survey.

Representative

Paul H. Raymer Company

WHUB

COOKEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: M. L. Medley. OPERATED BY: M. L. Medley. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS: Cookeville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner. M. L. Medley
Station Manager. Jim Turner
Chief Engineer. Charles R. Duke

Coverage

	Daytime
Population—Primary	100,700
Radio Homes— "	15,750
Population—Secondary	299,300
Radio Homes— "	45,000

Source: U. S. Census; Joint Committee.

W T J S

JACKSON—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Sun Pub. Co. OPERATED BY:
 Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg.
 PHONE: 3340-3341-1106-1107. MAIN STUDIO
 ADDRESS: Sun Bldg. OTHER STUDIOS: Union
 City, Milan, Humboldt, and Corinth, Miss.
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
 NEWSPAPER AFFILIATION: Jackson Sun.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: NBC Thesaurus.

Personnel

President.....C. E. Pigford
 Vice-President.....Albert A. Stone
 Business-Commercial Manager.....A. B. Robinson
 Advertising Manager.....Bill Winsett
 Artists' Bureau Head.....James Allen
 Publicity Director.....Leslie Brooks
 Musical Director.....James Allen
 Chief Engineer.....C. B. Brummell

Coverage

Population—Primary	279,727
Radio Homes— "	46,495
Population—Secondary	226,499
Radio Homes— "	36,285

Source: Mail response analysis and field intensity survey.

Representative

The Branham Company

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: WJHL, Inc. OPERATED BY:
 WJHL, Inc. BUSINESS ADDRESS: P. O. Box
 871. STUDIO ADDRESS: 412 S. Roan St. and
 Times Bldg., Kingsfirt, Tenn. PHONE: 998.
 TRANSMITTER LOCATION: Johnson City.
 PHONE: 2211. TIME ON THE AIR: 6:30 A.M. to
 11:00 P.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: Standard Radio,
 Associated.

Personnel

Manager.....W. Hanes Lancaster
 Commercial Manager.....J. D. Schacklett
 Program Director.....Henry Frick
 Chief Engineer.....O. K. Garland

W N O X

"TENNESSEE'S OLDEST STATION"
KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts.
 d.; 1000 watts, n. OWNED BY: Scripps-
 Howard Radio, Inc. OPERATED BY: Scripps-
 Howard Radio, Inc. BUSINESS ADDRESS:
 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO

ADDRESS: 110-112 S. Gay St. TRANSMITTER
 LOCATION: Anderson Road near Beverly.
 TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.,
 daily; Sunday, 6:00 A.M. to 12:00 midnight.
 NEWSPAPER AFFILIATION: Knoxville News-
 Sentinel. NEWS SERVICE: United Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: Associated Library, Standard
 Radio.

Personnel

General & Commercial
 Manager.....R. B. Westergaard
 Program Director.....Lowell Blanchard
 Publicity Director.....C. B. Davis
 Cashier-Office Manager.....Paul Healy
 Chief Engineer.....J. B. Epperson

Coverage

	Daytime	Evening
Population—Primary	495,000
Radio Homes— "	75,840	57,560
Population—Secondary	493,000
Radio Homes— "	90,770	61,000

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

Representative

The Branham Co.

W R O L

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

TENNESSEE STATE NET

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Stuart Broadcasting Corp. OP-
 ERATED BY: Same. BUSINESS ADDRESS: 524
 S. Gay St. PHONE: 2-7112. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 201 Randolph St. TIME ON THE AIR: 5:15
 A.M. to 12:05 A.M., daily; 7:30 A.M. to 12:05
 A.M., Sundays. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Davis & Schwegler.

Personnel

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

Coverage

Population—Primary	338,522
Radio Homes— "	58,280
Population—Secondary	548,655
Radio Homes— "	90,640

Source: Department of Commerce; Joint Com-
 mittee.

Representative

John Blair & Co.

W H B Q

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Broadcasting Station WHBQ.
 Inc. OPERATED BY: Broadcasting Station

T E N N E S S E E

WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

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

Coverage

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

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

W M C

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler.

Personnel

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

Coverage

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

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

Representative

The Branham Company

W M P S

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis

Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

Personnel

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

Coverage

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

Source: Mail response analysis.

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.

OWNED BY: J. T. Ward. OPERATED BY:

BUSINESS KEEPS Climbing AT WLAC

NATIONAL ADVERTISING GAINS:

1936 over 1935 —	215%
1937 over 1936 —	69%
1938 over 1937 —	16%
1939 over 1938 —	85%
1939 over 1935 —	1,043%

And 1940 is showing substantial gains over 1939! The reason for these phenomenal gains is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.

W L A C

5,000 Watts

Nashville, Tennessee

J. T. Ward, Owner F. C. Sowell, Gen. Mgr.

Member Station C. B. S.

Paul H. Raymer & Co.

National Representatives

Affiliated with World Broadcasting System



X WE

● WSM has one of the Largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

National Representatives, Edward Petry & Co., Inc.



NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

• • • **T E N N E S S E E** • • •

WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

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

Coverage

Population—Primary	583,000
Radio Homes— "	103,900
Population—Secondary	468,000
Radio Homes— "	72,900

Source: Mail response analysis.

Representative

Paul H. Raymer Company

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. OPERATED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President-General Manager... Hoyt B. Wooten

Coverage

Population—Primary	2,110,900
Radio Homes— "	348,500

Source: Field intensity survey.

Representative

The Katz Agency

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Nashville Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobel Sts. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Nashville Banner. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Lang-Worth, Associated Program Service, Davis & Schwegler.

Personnel

President..... Jack M. Draughon
 Commercial Manager..... Gene Tanner
 Chief Engineer..... B. E. Porter

Representative

Headley-Reed Co.

W S M

"WE SHIELD MILLIONS"

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

Vice-President..... Edwin W. Craig
 Station Manager..... Harry Stone
 Advertising Manager..... W. S. Dustin
 Publicity Director..... Jack Harris
 Chief Engineer..... J. H. DeWitt, Jr.

Coverage

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

Source: Mail response analysis.

Representative

Edward Petry & Co.

WSIX

The Voice of Nashville

NASHVILLE

MUTUAL BROADCASTING SYSTEM

Headley-Reed Co., National Representatives

This rich Nashville area — one of the highest retail sales per capita markets in the U. S. — is covered by WSIX with a listener preference attested through numerous surveys covering automobiles, homes, and business institutions.

HIGH IN THE TEXAS SKY!

TAYLOR-HOWE- SNOWDEN GROUP

KGNC, KTSA, KFYO and KRGV, the stations which comprise this group, have all hit new highs the past year. Highs in national and local advertising volume . . . in merchandising service . . . in showmanship . . . in community service . . . in coverage!

Advertisers who have used these stations to sell the vast Texas market have hit new highs, too. If you have an advertising job to do down in the Lone Star State, you can do it best by using these four stations, which together dominate 35% of Texas' radio homes!

KGNC

AMARILLO

KTSA

SAN ANTONIO

KFYO

LUBBOCK

KRGV

WESLACO

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York

Chicago

Kansas City

San Francisco

TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,418,190,400

Auto Registrations 1,605,930

K R B C

"STARS OVER WEST TEXAS"

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts.

OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel PHONE: 6225 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Abilene. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. daily except Saturday; 6:30 A.M. to 12:00 Midnight, Saturdays. NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: Associated Press, (United Press, from Texas State Network). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....M. B. Hanks
Vice-President & Managing
Director.....Howard Barrett
General Manager.....Elliott Roosevelt
Secretary.....Athalene Culley
Commercial Manager.....Poole Robertson
Chief Engineer.....W. W. Robertson

Coverage

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

Source: Mail response analysis.

Representative

Texas State Network

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press supplied by Texas State Network. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

General Manager.....Earl R. Strandberg
Program Director.....Carter Reynolds
Chief Engineer.....Ralph E. Cannon, Jr.

Coverage

	Daytime	Evening
Population—Primary	147,670	99,116
Radio Homes— " "	33,420	18,900
Population—Secondary	182,768	65,584
Radio Homes— " "	21,180	10,850

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

Representative

John H. Perry Associates

K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500

Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President.....O. L. Taylor
Station and Commercial
Manager.....John Ballard
Artists' Bureau Head and
Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe
Merchandise Manager, Raymond Hollingsworth

Coverage

Population—Primary 250,000
Radio Homes— " 44,300
Population—Secondary 180,500
Radio Homes— " 29,700

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

K N O W

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO

TEXAS

ADDRESS: Same. TRANSMITTER LOCATION: 400 Tillery St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....James W. Pate
Commercial Manager..... Paul Forchheimer
Program Director..... Pat Adelman
Production Manager..... Alvin Cowan
Chief Engineer..... T. E. Daniels

Coverage

Population—Primary	91,300
Radio Homes— "	13,500
Population—Secondary	297,000
Radio Homes— "	38,300

Source: Station survey.

K T B C

AUSTIN—EST. 1939

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified Daytime Hours with WTAW. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. B. Anderson
Program Director..... Fred Caldwell
News Editor..... Merle McMurry
Office Manager..... Eva Wise
Chief Engineer..... Harry Slife

Coverage

Population—Primary	304,510
--------------------------	---------

Source: Joint Committee.

K F D M

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY
FREQUENCY: 560 Kc. POWER: 1000 Watts. OWNED BY: Beaumont Broadcasting Co., Inc. OPERATED BY: Beaumont Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 2950. PHONE: 3882. STUDIO ADDRESS: Edison Hotel. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....C. W. Snider
Secretary-Treasurer..... D. A. Kahn
General Manager..... C. B. Locke
Program Director..... Faye McCarthy
Production Manager..... Leon Taylor
Chief Engineer..... Leon Saye

Coverage

Population—Primary	320,400
Radio Homes— "	56,200
Population—Secondary	524,500
Radio Homes— "	68,100

Source: Mail response analysis.

Representative

John Blair & Co.

K R I C

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily except Saturday and Sunday; 6:30 A.M. to 2:00 A.M., Saturdays; 8:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, World Broadcasting System.

Personnel

President.....Mrs. J. L. Mapes
Vice-President-Treasurer..... E. C. Davis
Secretary..... Mrs. Eva Dujay
Station Director..... Bert Horswell

Coverage

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

Source: Chamber of Commerce: station survey.

Representative

Headley-Reed Co.

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 16½ hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... Elliott Roosevelt
Supervisor..... Howard Barrett
Commercial Manager..... Jack Wallace
Program Director..... Mary Vance Keneaster
Chief Engineer..... J. B. Casey

Coverage

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

Source: Joint Committee.

Representative

Texas State Network

•
KNEL

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....G. L. Burns
Commercial Manager.....John Sloane
Chief Announcer.....Forest Cox
Chief Engineer.....Marion Crawford

Coverage

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

Source: Mail response analysis.

Representative

Cox & Tanz

•
KGFI

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Lawrence D. Yates
Commercial Manager.....Grover A. Godfrey
Chief Engineer.....Willis Wilson

Representative

Cox & Tanz

•
WTAW

COLLEGE STATION—EST. 1921

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY:

A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

Personnel

Station Manager.....E. P. Humbert
Chief Engineer.....H. C. Dillingham

•
KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 840. PHONE: 6354. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. NEWSPAPER AFFILIATION: Corpus Christi Caller-Times.

Personnel

ManagerT. Frank Smith
Promotion Manager.....H. B. Lockhart

Coverage

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

Source: Mail response analysis.

Representative

The Branham Co.

•
KAND

CORSICANA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....J. C. West

•
KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANS-

MITTER LOCATION: Garland. TIME ON THE AIR: 5:45 A.M. to midnight. NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Tom C. Gooch
 Managing Director.....J. W. Runyon
 Station & Com. Mgr.....C. W. Rember
 Chief Announcer.....Royce Colon
 Chief Engineer.....R. M. Flynn

Coverage

Population—Primary 1,750,900
 Radio Homes— " 256,200
 Population—Secondary 7,120,400
 Radio Homes— " 884,800

Source: Mail response analysis.

Representative

The Branham Co.

•
W F A A

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and The Dallas Morning News. BUSINESS ADDRESS: Baker Hotel. PHONE: 7-9631, LD 794. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

Personnel

General Manager.....Martin Campbell
 Merchandising Manager.....Irvin Gross
 Program Director.....Elph Nimmons
 Regional Sales Manager.....Alex Keese
 Publicity Director.....Dick Jordan
 Chief Engineer.....Raymond Collins

Coverage*

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

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

Source: NBC Airea Study.

Representative

Edward Petry & Co., Inc.

•
W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts.

OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Municipal Radio Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director.....Charles B. Jordan
 Commercial Manager.....Dale Drake
 Program Director.....Pete Teddlie
 Musical Director.....Murray Lambert
 Chief Engineer.....D. J. Tucker

Coverage

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

Source: Station survey.

•
K D N T

"SERVING 2½ MILLION POPULATION"
DENTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: 216 Jackson Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 24. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Harwell V. Shepard
 Chief Engineer.....B. B. Honeycutt

Coverage

	Daytime	Evening
Population—Primary	2,500,000	1,000,000

Source: Mail and telephone response analysis.

•
K F P L

"SERVING 56 COUNTIES—WITH OVER ONE MILLION POPULATION"
DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:30 A.M. to 9:30 P.M., daily; 7:00 A.M. to 5:00 P.M., Sundays. NEWS SERVICE: Christian Science Monitor, United Press, Transradio Press.

Personnel

Station Manager.....M. D. Gallagher
 Commercial Manager.....J. D. Gallagher
 Program Director.....Mickey Murphy
 Continuity Editor.....E. Carr

Merchandise Director.....A. M. O'Donnell
Sports & Publicity Editor.....Dave Tipton
Chief Engineer.....Clarence B. Williams

Coverage

	Daytime	Evening
Population—Primary	1,000,000	500,000

Source: U. S. Census; Department of Commerce.

K R O D *

EL PASO

FREQUENCY: 1500 Kc. POWER: 250 Watts.
OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: Cortes Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS-PAPER AFFILIATION: El Paso Times.

Personnel

Owner.....Dorrance D. Roderick
Chief Engineer.....Edward P. Talbott

Coverage

	Daytime	Evening
Population—Primary	130,000	130,000

Source: Station estimate.

* Station was licensed to operate under a construction permit at time of going to press and transmitter was in the process of construction.

K T S M

"THE VOICE OF EL PASO"
EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 1350 Kc., 500 Watts, d.; 250 Watts, n.). OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A. M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P. M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio.

Personnel

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

Coverage

Population—Primary	125,000
Radio Homes— "	25,500
Population—Secondary	143,000
Radio Homes— "	28,500

Source: Station survey.

Representative

George P. Hollingbery Co.

W D A H

EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

Personnel

President.....Mrs. L. E. Bredberg
Station Manager.....Karl O. Wyler

K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts.
OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: Hotel Texas STUDIO ADDRESS: Hotel Texas, 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentElliott Roosevelt
Secretary-Treasurer.....H. A. Hutchinson
Manager.....Gene L. Cagle
Commercial Manager.....Charles B. Meade
Program & Musical Director.....L. Roy Duffy
Chief Engineer.....Ed L. Starnes

Coverage

	Daytime	Evening
Population—Primary	1,655,580	1,544,480
Radio Homes— "	256,300	256,300

Source: Field intensity survey.

Representative

Texas State Network

K G K O

FORT WORTH—EST. 1928

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 a.m. to midnight, daily; 8:00 a.m. to midnight, Sundays. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentAmon G. Carter
General ManagerHarold V. Hough
Assistant General Manager...George Cranston

TEXAS

Commercial Manager.....Jack Keasler
 Continuity Director.....Howard Carraway
 Chief Engineer.....R. C. Stinson
 Program Director.....Ed Lalley

Coverage

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

Source: Joint Committee.

Representative

Free & Peters, Inc.

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....Amon G. Carter
 General Manager.....Harold V. Hough
 Assistant General Manager...Herb C. Southard
 Program Director.....David Byrn
 Chief Engineer.....R. C. Stinson

Coverage*

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

* Installation of new antenna is estimated to have increased coverage and new figures are in preparation.

Source: NBC Airea Study.

Representative

Edward Pety & Company

K L U F

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m.—12:00 midnight to 1:00 a.m. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Geo. Roy Clough
 Chief Engineer.....John Taylor

Coverage

Population—Primary
 797,573 |

Source: Station survey.

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President.....W. P. Hobby
 Station Manager.....Kern Tips
 Chief Engineer.....H. T. Wheeler

Coverage

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

Source: NBC Airea Study.

Representative

Edward Pety & Co.

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 a.m. to midnight (daily); 7:45 a.m. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

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

Coverage

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

Source: Mail response analysis and field intensity measurements.

Representative

John Blair & Company

K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.
 OWNED BY: Harris County Broadcast Co.
 OPERATED BY: Harris County Broadcast Co.
 BUSINESS ADDRESS: 5th floor, Gulf Bldg.
 STUDIO ADDRESS: Same. TRANSMITTER
 LOCATION: Houston. TIME ON THE AIR:
 24 hours a day. MAINTAINS AN ARTIST
 BUREAU. TRANSCRIPTION SERVICE: NAB Li-
 brary, Lang-Worth.

Personnel

Manager.....T. F. Smith

Coverage

Population—Primary 648,700
 Radio Homes— " 153,900
 Population—Secondary 396,000
 Radio Homes— " 58,700

Source: Mail response analysis.

Representative

The Branham Co.

K S A M

"THE HOME OF THE SAM HOUSTON
 STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Sam Houston Broadcasting Asso-
 ciation. OPERATED BY: Same. BUSINESS AD-
 DRESS: 1121 Twelfth St. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Walker
 County Fair Grounds. TIME ON THE AIR: 6:30
 A.M. to local sunset. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: Standard
 Radio.

Personnel

Manager V. A. Coker
 Program Director..... Sonny Phillips
 Chief Engineer..... Jack Whitley

K O C A

"KILGORE, THE OIL CAPITAL OF
 AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Oil Capitol Broadcasting Asso-
 ciation. OPERATED BY: Same. BUSINESS
 ADDRESS: 102½ East North St. PHONE:
 616. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Kilgore. TIME ON THE
 AIR: 6:00 a.m. to 10:00 p.m. NEWSPA-
 PER AFFILIATIONS: Kilgore Daily News.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICE: Standard Radio.

Personnel

General Manager Roy G. Terry
 Promotion Manager..... B. V. Hammond
 Program Director..... Orvin Franklin
 Chief Engineer..... Eugene A. Norris

K P A B

"THE STATION WHERE NATION MEETS
 NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Mervel M. Valentine. OPERATED
 BY: Mervel M. Valentine. BUSINESS ADDRESS:
 300 Gates St. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 1 Stone Ave. TIME
 ON THE AIR: 24 hours daily. NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 NBC Thesaurus.

Personnel

General Manager.....Mervel M. Valentine
 Commercial Manager.....R. W. Bennett

Coverage

	Daytime	Evening
Population—Primary	100,000	150,000
Radio Homes— " "	20,000	35,000
Population—Secondary	150,000	200,000
Radio Homes— " "	25,000	40,000

Source: Station survey.

Representatives

Forjoe & Company, New York
 William R. Stewart

K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1340 Kc. POWER: 1000 watts.
 OWNED BY: Voice of Longview. OPERATED
 BY: Voice of Longview. BUSINESS ADDRESS:
 Box 616. PHONE: 411. STUDIO ADDRESS:
 620 Glover Crim Bldg. TRANSMITTER LOCA-
 TION: Marshall-Longview Highway. TIME ON
 THE AIR: 6:00 a.m. to 12:00 midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: NAB Library, Lang-Worth. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President-General Manager.....James R. Curtis

Coverage

	Daytime	Evening
Population—Primary	99,997	99,997
Radio Homes— " "	26,595	26,595
Population—Secondary	787,107	500,000
Radio Homes— " "	209,337	150,000

Source: Joint Committee.

Representatives

Forjoe & Co.
 John H. Reagin, Atlanta, Ga.
 Radio Time Agency, Chicago
 Walter Biddick, Los Angeles

K F Y O

"LUBBOCK, HUB OF THE PLAINS,
 HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 d.; 100 Watts, n. OWNED BY: Plains Radio
 Broadcasting Co. OPERATED BY: Plains Radio

TEXAS

Broadcasting Co. **BUSINESS ADDRESS:** Box 1448. **PHONE:** 1700-1 (Trans) 1540. **STUDIO ADDRESS:** 914 Ave. J. **TRANSMITTER LOCATION:** 2312 5th St. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). **MAINTAINS ARTISTS' BUREAU.** **NEWSPAPER AFFILIATIONS:** Lubbock Avalanche Journal. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICES:** Standard Radio, NAB Library.

Personnel

President.....O. L. Taylor (Amarillo)
 Station Manager.....DeWitt Landis
 Commercial Manager.....DeWitt Landis
 Artists' Bureau Head.....R. B. McAllister
 Chief Announcer.....Wesley Youngblood
 Publicity Director.....Bruce Collier
 Musical Director.....O. D. Cook
 Chief Engineer.....W. H. Torrey

Coverage

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

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

Representative

Howard H. Wilson Company

K R B A

"THE VOICE OF WELCOME IN THE
 HEART OF THE PINEY WOODS"

LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. **POWER:** 250 watts.
OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). **OPERATED BY:** Red Lands Broadcasting Association. **BUSINESS ADDRESS:** 108½ S. First St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 35. **TIME ON THE AIR:** Daytime License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President.....Ben T. Wilson
 ManagerDarrell E. Yates

K R L H

"SERVICE, COOPERATION AND
 EDUCATION"

MIDLAND—EST. 1935

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. **POWER:** 100 Watts.
OWNED BY: Clarence Scharbauer. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Scharbauer. **PHONE:** 1070. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** 2100 West Wall. **TIME ON THE AIR:** 6:45 a.m. to 5:45 p.m., daily; 10:00 a.m. to 7:00 p.m., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Standard Radio.

Personnel

Station Manager.....W. H. McCumber
 Program Director.....C. A. Roark
 Director of Women's Programs. Claudine Hogan
 Chief Engineer.....Robert Harmon

Coverage

	Daytime	Evening
Population—Primary	40,000	40,000
Radio Homes— "	10,000	10,000
Population—Secondary	120,000	60,000
Radio Homes— "	38,000	10,000

Source: Field intensity measurements.

Representative

Allied Representation Co.

K N E T

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. **POWER:** 100 Watts.
OWNED BY: Palestine Broadcasting Assn. **OPERATED BY:** Palestine Broadcasting Association. **BUSINESS ADDRESS:** John and Crawford Sts. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 43. **TIME ON THE AIR:** Daytime License. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

General Manager.....M. E. Danbom
 Station Manager.....John Sullivan
 Program Director.....W. D. Martin, Jr.
 Secretary.....Mary Louise Pryor
 Chief Engineer.....W. S. Hall

Coverage

	Daytime
Population—Primary	60,000
Radio Homes— "	8,000
Population—Secondary	75,000
Radio Homes— "	15,000

Source: Station estimate.

K P D N

"HIGH FIDELITY"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. **POWER:** 100 Watts.
OWNED BY: R. C. Hoiles. **OPERATED BY:** R. C. Hoiles. **BUSINESS ADDRESS:** 212½ N. Ballard. **PHONE:** 1100. **STUDIO ADDRESS:** 212½ N. Ballard. **TRANSMITTER LOCATION:** East of city limits. **TIME ON THE AIR:** 7:00 a.m. to 11:00 p.m. **NEWSPAPER AFFILIATION:** Pampa News. **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICES:** World Broadcasting System, C. P. MacGregor. **MAINTAINS ARTISTS' BUREAU.**

Personnel

General Manager.....H. E. Kreiger
 Commercial Manager.....Dale Robinson
 Program Director.....Ray Monday
 Chief Engineer.....Herman Kreiger

Coverage

	Daytime	Evening
Population—Primary	55,308	47,012
Radio Homes— "	19,170
Population—Secondary	25,456	21,637
Radio Homes— "	6,600

Source: U. S. Census; Joint Committee.

K P L T

"THE FRIENDLY STATION"
PARIS—EST. 1936

TEXAS STATE NETWORK
FREQUENCY: 1500 Kc. POWER: 250 Watts.
OWNED BY: North Texas Broadcasting Co.
OPERATED BY: North Texas Broadcasting Co.
BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. G. Pat Mayse
General Manager.....Fred E. Humphrey
Chief Engineer.....Weldon Jeffus

Coverage

Population—Primary	209,400
Radio Homes— "	25,600

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

K I U N

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney Hubbs.
BUSINESS ADDRESS: 306 S. Cedar St. STUDIO ADDRESS: 306 S. Cedar St. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Owner-General Manager...Jack Hawkins
Co-Owner-Publicity Director...Barney Hubbs
Chief Announcer.....Bill Sharpe
Musical Director.....Carl Watts
Chief Engineer.....Grady Cotton

K W B D *

PLAINVIEW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: W. B. Dennis. OPERATED BY: W.

B. Dennis. BUSINESS ADDRESS: Plainview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

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

K P A C

PORT ARTHUR—EST. 1934

FREQUENCY: 1220 Kc. POWER: 500 watts.
OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1521 Lake Shore Drive. PHONE: 7458. STUDIO ADDRESS: 1521 Lake Shore Drive. PHONE: 3320. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Carl Vaughan

Coverage

Population—Primary	175,000
Radio Homes— "	43,750
Population—Secondary	201,000
Radio Homes— "	50,250

Source: Station survey.

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK
FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: KGKL Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President.....H. C. Ragsdale
Gen'l & Comm. Mgr.....Fred E. Humphrey
Program Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

Coverage

Population	180,000
Radio Homes	26,300

Source: Station survey.

Representative

Joseph Hershey McGillvra

K A B C

"THE SPORTS STATION"
SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK
FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Alamo Broadcasting Co. OPER-

ATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 811 E. Myrtle St. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 11:00 p.m., Sundays. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. Early Wilson
 Manager Cliff Tatom
 Program Director Dave Young
 Production Manager Jerry Fisher

Coverage

	Daytime	Evening
Population—Primary	465,000	465,000
Radio Homes—	119,500	119,500
Population—Secondary	153,000	153,000
Radio Homes—	33,700	33,700

Source: Station survey.

K M A C

SAN ANTONIO—EST. 1930

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: W. W. McAllister and Howard W. Davis d/b as Walmac Co. OPERATED BY: Walmac Company. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: 319 Avenue A. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager Howard W. Davis
 Program Director A. S. Bessan
 Secretary-Treasurer Ruth Burleson

Coverage

	Daytime
Population—Primary	400,000
Source: Station survey.	

Representative

Burn-Smith Co.

K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 5171-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Manager Eugene J. Roth
 Program Director Bill Laurie
 Sales Manager James M. Brown
 Chief Engineer George Ing

Coverage

	Daytime
Population—Primary	350,000
Radio Homes—	92,000
Source: U. S. Census; Chamber of Commerce.	

Representative

Allied Representative Co.

W O A I

"THE MOST POWERFUL ADVERTISING INFLUENCE IN SAN ANTONIO AND THE SOUTHWEST"

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NBC Thesaurus, Lang-Worth.

Personnel

Pres. & General Manager Hugh A. L. Halff
 Chairman of Board G. A. C. Halff
 Vice-President Ellis Chaney

"Come and get it"

In the language of the range, we offer you this rich market—on a platter.

50,000 WATTS

WOAI

CLEARED CHANNEL

MEMBER TON - AFFILIATE NBC
 REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Secretary.....George Beary
 Sales Promotion & Merchandising
 Manager.....Walter S. Zahrt
 Program Director.....Dwight Bourn
 Chief Engineer.....Fred Sterling

Coverage

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800

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

Representative

Edw. Petry & Co., Inc.

K T S A

SAN ANTONIO—EST. 1927
 COLUMBIA BROADCASTING SYSTEM
 LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....George W. Johnson
 Commercial Manager.....Charles Balhrope
 Program Manager.....William C. Bryan
 Chief Engineer.....Wm. Egerton

Coverage

	Daytime	Evening
Population—Primary	1,680,657	1,348,676
Radio Homes— "	249,130	155,120
Population—Secondary	2,630,410	2,304,513
Radio Homes— "	368,433	291,150

Source: CBS Listening Study and station survey.

Representative

Howard H. Wilson Co.

K R R V

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. (C. P. 880 Kc., 1000 watts, unlimited.) OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....G. H. Wilcox
 Station Manager.....L. L. Hendrick

Commercial Manager.....Emory Reece
 Program Director-Chief
 Announcer.....Bill Hutchins
 Denison Studio Manager.....Maurice Wray
 Chief Engineer.....T. E. Spellman

Coverage

Population—Primary	246,000
Radio Homes— "	31,500
Population—Secondary	220,000
Radio Homes— "	25,900

Source: Station survey.

Representative

Texas State Network

K X O X

SWEETWATER—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George Bennett
 Secretary-Treasurer & General
 Manager.....Russell Bennett
 Commercial Manager.....J. Allen Brown

Coverage

Population—Primary	411,699
Radio Homes— "	45,700

Source: Mail response analysis.

K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Ruth Mayborn
 General Manager.....Frank Mayborn
 Station Manager.....Burton Bishop
 Chief Engineer.....Paul Shaw

Coverage

	Daytime	Evening
Population—Primary	289,543	50,030
Radio Homes— "	48,280	8,560
Population—Secondary	267,901	239,543
Radio Homes— "	43,880	39,720

Source: Mail response analysis.

Representative

Texas State Network

K C M C

"KCMC, THE VOICE OF SERVICE IN TEXARKANA AND THE FOUR STATE AREA"

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-2525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President Henry Humphrey
 General Manager Foster W. Fort
 Commercial Manager..... John E. Marsh
 Artists Bureau Head and
 Traffic Manager..... Paulyne Sorsby
 Program & Publicity Dir..... Thomas Dillahunty
 Chief Engineer..... Harvey Robertson

Coverage

Radio Homes—Primary 30,810
 Radio Homes—Secondary 58,580
 Source: Station survey.

Representative

Radio Time Agency

K G K B

TYLER—EST. 1931

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President..... W. M. Roberts
 Operator Jas. G. Ulmer
 General Manager..... M. E. Danbom

Coverage

	Daytime	Evening
Population—Primary	303,100	303,100
Radio Homes—"	26,500	26,500
Population—Secondary	303,021	303,021
Radio Homes—"	28,400	28,400

Source: Joint Committee; Texas Almanac.

K V W C

VERNON—EST. 1939

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS AD-

DRESS: 1813 Wilbarger St. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: Vernon. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President R. H. Nichols
 Station Manager..... Herman Cecll
 Commercial Manager..... W. D. Dixon
 Program Director..... J. D. Ralston
 Chief Engineer..... W. M. Fowler, Jr.

Coverage

Population—Primary	208,940
Radio Homes—"	57,300
Population—Secondary	171,222
Radio Homes—"	47,420

Source: Station survey.

K V I C *

VICTORIA—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Radio Enterprises, Inc. BUSINESS ADDRESS: Victoria. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

W A C O

"SERVING THE PUBLIC INTEREST"
WACO—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager..... J. W. Pate
 Commercial Manager..... R. E. L. Glasgow
 Program Director..... Bernard P. Helton
 Publicity Director..... Lewis Love
 Musical Director..... Mary Holiday
 Chief Engineer..... L. H. Appleman

Coverage

Population—Primary	376,181
Radio Homes—"	44,600
Population—Secondary	226,767
Radio Homes—"	25,600

Source: Texas Almanac; Joint Committee.

K R G V

"YOUR VALLEY VOICE"
WESLACO—EST. 1926
 NBC—(RED OR BLUE)
 LONE STAR CHAIN

FREQUENCY: 1260 Kc. POWER: 1000 Watts.
 OWNED BY: KRGV, Inc. OPERATED BY:
 Same. BUSINESS ADDRESS: 201 Border.
 PHONE: 375-6. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 6:00 A.M. to 11:00 P.M. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: Standard Radio, Davis & Schwegler.

Personnel

President.....O. L. Taylor
 Station Manager.....Ken Lowell Sibson
 Assistant Manager.....Guy W. Bradford
 Program Director.....Dick Watkins
 Chief Engineer.....Neal McNaughton

Coverage

Population—Primary.....383,909
 Radio Homes— ".....37,860
 Source: Station survey.

Representative

Howard H. Wilson Co.

K W F T

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 620 Kc. POWER: 1000 Watts,
 d.; 250 Watts, n. OWNED BY: Wichita Broad-
 casting Co. OPERATED BY: Wichita Broad-
 casting Co. BUSINESS ADDRESS: 807 Hamil-
 ton Bldg. STUDIO ADDRESS: Kemp Hotel.
 TRANSMITTER LOCATION: Wichita Gardens.
 TIME ON THE AIR: 6:30 A.M. to 12:00 midnight.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Associated Music Publishers.
 MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Joe B. Carrigan
 Manager.....W. P. Hood
 Program Director.....Eddie Evans
 Sales Manager.....Charles Clough
 Merchandising Director.....Harold Kimmell
 Chief Engineer.....John Adams

Coverage

	Daytime	Evening
Population—Primary.....	750,000	300,500
Radio Homes— ".....	145,000	32,300
Population—Secondary.....	2,607,500	541,900
Radio Homes— ".....	502,300	95,270

Source: Chamber of Commerce; U. S. Census;
 field intensity measurements.

Representative

Paul H. Raymer Co.

UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$145,307,800

Auto Registrations 153,081

K S U B

"GATEWAY TO SOUTHERN UTAH'S
 SCENIC WONDERLAND"

CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts.
 OWNED BY: Johnson & Perry. OPERATED BY:
 Leland Perry. BUSINESS ADDRESS: Escalante
 Hotel. PHONE: 398. STUDIO ADDRESS:
 Escalante Hotel. TRANSMITTER LOCATION:
 West 2nd South. TIME ON THE AIR: Unlimited
 License. NEWS SERVICE: Transradio Press.
 TRANSCRIPTION SERVICES: NBC Thesaurus,
 C. P. MacGregor.

Personnel

Co-Owners..Leland M. Perry, Harold Johnson
 Station Manager.....Sherman T. Wright

Representative

Cox & Tanz

K V N U

LOGAN—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Cache Valley Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 41 S. Main St. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Logan. TIME ON
 THE AIR: 6:00 A.M. to 12:00 midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICE: Standard Radio.

Personnel

Manager.....Reed Bullen

Coverage

	Daytime	Evening
Population—Primary.....	100,000	110,000
Radio Homes— ".....	30,000	33,000

Source: Station survey.

K L O

"THE VOICE OF UTAH"
OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1400 Kc. POWER: 5000 watts.
 OWNED BY: Interstate Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 7th floor, Hotel Ben Lomond. PHONE: 84.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Kaneshville, Utah. TIME ON THE
 AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER
 AFFILIATION: Ogden Standard Examiner.
 NEWS SERVICE: Associated Press. MAIN-
 TAINS ARTISTS' BUREAU.

Personnel

President A. L. Glasmann
 Vice President-General
 Manager Paul R. Heitmeyer
 Advertising Manager M. J. Bunnell
 Chief Announcer Stuart Daniels
 Program Manager Ethel G. Clark
 Production Director Jack Riaska
 Musical Director Ed Berry
 Chief Engineer W. D'Orr Cozzens
 Production Manager Jack Riaska

Coverage

	Daytime	Evening*
Population—Primary	403,749	403,749
Radio Homes—"	91,158	91,158
Population—Secondary	88,961	253,194
Radio Homes—"	21,700	61,750

*Based on 1000 Watts power.

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

Representative

Bryant Griffith & Brunson

K E U B

"THE VOICE OF EASTERN UTAH"
PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: E. Utah Broadcasting Co. (Sam. G. Weiss). OPERATED BY: E. Utah Broadcast-
 ing Co. BUSINESS ADDRESS: Price. PHONE:
 Price 200. STUDIO ADDRESS: Price. TRANS-
 MITTER LOCATION: Price. TIME ON THE AIR:
 Unlimited License. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

Station Manager Sam G. Weiss
 Program Director-Commercial
 Manager Jack Richards
 Chief Engineer Carl E. Busart

K O V O

"THE VOICE OF CENTRAL UTAH"
PROVO—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Clifford A. Talboe, trustee, d/b
 as Citizens Voice and Air Show. OPERATED
 BY: Same. BUSINESS ADDRESS: 108 West
 Center St. STUDIO ADDRESS: 108 West Center
 St. TRANSMITTER LOCATION: 17 West Sec-
 ond St., South. TIME ON THE AIR: 7:00 A.M.
 to 11:00 P.M. NEWS SERVICE: Transradio
 Press, United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus, Standard Radio.

Personnel

Manager Arch L. Madsen
 Production Director A. C. Priddy
 Chief Engineer Howard Johnson

Coverage

	Daytime	Evening
Population—Primary	58,745	51,000
Radio Homes—"	11,760	10,060
Population—Secondary	24,370	7,845
Radio Homes—"	4,876	1,800

Source: Joint Committee.

K D Y L

"THE POPULAR STATION"
SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Intermountain
 Broadcasting Corp. OPERATED BY: Same.
 BUSINESS ADDRESS: 6th floor, Tribune-Tele-

For Results
 in the
**INTERMOUNTAIN
 MARKET**
 it's
KDYL
 SALT LAKE CITY
 The **POPULAR** Station
 NBC
 RED
 NETWORK

Representative: JOHN BLAIR & CO.

gram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager.....S. S. Fox
 Commercial Manager.....W. E. Wagstaff
 Program Director.....Myron Fox
 Sales Manager.....W. E. Wagstaff
 Chief Engineer.....J. M. Baldwin

Coverage

	Daytime	Evening
Population—Primary	607,805	432,734
Radio Homes— "	131,460	94,650
Population—Secondary	246,076	103,920
Radio Homes— "	54,180	22,689

Source: Field intensity survey and mail count.

Representative

John Blair & Company

K S L

SALT LAKE CITY—EST. 1922
 COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1130 Kc. POWER: 50,000

watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Vice-President.....John F. Fitzpatrick
 Assistant to President-Director of
 Station Operations.....Ivor Sharp
 Secretary-Treasurer.....Joseph L. Wirthlin
 Commercial Manager-Auditor.....Dan H. Vincent
 Sales and Traffic Manager, Lennox Murdoch
 Chief Engineer.....Willice E. Groves
 Production Manager-Chief Announcer,

Glenn Shaw

Musical Director.....Albert J. Southwick
 Director of Special Events.....Richard L. Evans
 Director of Public Events, Sports and
 Promotional Activities...Thomas H. Axelsen

SUPREME IN THE WEST



Columbia's 50,000-Watt Affiliate in Salt Lake City

Edward Petry & Company, Inc., National Representative

UTAH—VERMONT

Director of News Broadcasts, Earl J. Glade, Jr.
 Director of Educational Broadcasts,
 Irma Felt Bitner

Coverage

	Daytime	Evening
Population—Primary	844,000	1,690,800
Radio Homes— "	145,750	306,990
Population—Secondary	10,607,900	11,687,300
Radio Homes— "	2,458,400	2,619,600

Source: CBS Listening Area Study.

Representative

Edward Petry & Co., Inc.

K U T A

"TOPS ON THE DIAL"
SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel.

PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St., West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Frank C. Carman
 Assistant Manager-Program Director,
 William B. Sears
 Chief Engineer.....Lyle Wahlquist

Coverage

	Daytime	Evening
Population—Primary	220,000	200,000
Radio Homes— "	47,660	47,660
Population—Secondary	250,000	250,000
Radio Homes— "	56,560	56,560

Source: Field strength survey; Joint Committee.

Representative

Joseph Hershey McGillvra

VERMONT

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$109,033,100

Auto Registrations 89,496

W C A X

"THE VOICE OF VERMONT"
BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 4880. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

Personnel

President-Treasurer.....C. P. Hasbrook
 Program and Production Manager, H. B. Wight
 Treasurer.....E. E. Germain
 Chief Engineer.....James W. Tierney

Coverage

	Daytime	Evening
Population—Primary		507,942
Radio Homes— "	47,480	94,960

Source: Station survey.

W S Y B

"WE SERVE YOU BEST"
RUTLAND—EST. 1930
 FREQUENCY: 1500 Kc. POWER: 250 watts.

OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President

Station Manager

Chief Engineer.....M. R. Francis

W Q D M

"THIS IS YOUR STATION"
ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts.
 OWNED BY: F. Arthur Bostwick and E. J. Regan. OPERATED BY F. Arthur Bostwick and E. J. Regan. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager.....G. S. Wasser
 Production Manager.....Alec Coursey

• • • VERMONT—VIRGINIA • • •

Continuity Director.....Walter Murtrogh
 Chief Engineer.....Edward J. Regan

Coverage

Population—Primary 185,733
 Radio Homes— " 33,870
 Population—Secondary 181,086
 Radio Homes— " 52,720

Source: Mail count and field strength measurements.

Representative

Weed & Co.

W N B X *

SPRINGFIELD—EST. 1927

(*See WKNE, Keene, N. H.)

W D E V

"VERMONT'S MID-STATE STATION"
 WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station and Sales Manager.....L. E. Squier
 Commercial and Advertising Manager,
 W. G. Ricker
 Chief Announcer.....Mal Weaver
 Musical Director.....Paul Turner
 Chief Engineer.....Melvin Stickles

Coverage

Population—Primary 200,000
 Radio Homes— " 50,000
 Population—Secondary 400,000
 Radio Homes— " 100,000

Source: Mail response and field intensity survey.

VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$518,461,900

Auto Registrations 444,860

W C H V

"IN THE HEART OF HISTORIC VIRGINIA"
 CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 watts.

OWNED BY: Community Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 E. Market and 4th. PHONE: 2500. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Route 250, Jefferson Highway. TIME ON THE
 AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS' BUREAU.
 TRANSCRIPTION SERVICE: Associated Music
 Publishers, Lang-Worth.

Personnel

Station Manager.....John F. Arrington, Jr.
 Secretary-Treasurer.....Marcia Arrington
 Commercial Manager.....George B. Russell
 Program Director.....Jane Brooks
 Chief Engineer.....Walter W. Gray

Coverage

Population—Primary 202,973
 Radio Homes— " 30,688
 Population—Secondary 268,111
 Radio Homes— " 43,903

Source: Station survey.

Representative

Burn-Smith Co.

W B T M

DANVILLE—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)
 FREQUENCY: 1370 Kc. POWER: 250 Watts,
 d., 100 Watts, n. OWNED BY: Piedmont
 Broadcasting Corp. OPERATED BY: Piedmont
 Broadcasting Corp. BUSINESS ADDRESS: Hotel
 Danville. PHONE: 2350. STUDIO ADDRESS:
 Hotel Danville. TRANSMITTER LOCATION:
 Danville. TIME ON THE AIR: 6:00 A.M. to
 11:00 P.M., daily; 9:00 A.M. to 6:00 P.M., Sun-
 days. NEWS SERVICE: Transradio Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: C. P. MacGregor, Standard
 Radio.

VIRGINIA

Personnel

President L. N. Dibrell
 Vice-President Edward A. Allen
 Vice President and General
 Manager Philip P. Allen
 Program Director W. P. Heffernan
 Chief Engineer Phil Briggs

Coverage

	Daytime	Evening
Population—Primary	238,200	238,200
Radio Homes— "	39,200	39,200
Population—Secondary	208,900	208,900
Radio Homes— "	37,800	37,800

Source: Mail response analysis.

W F V A

FREDERICKSBURG—EST. 1939

FREQUENCY: 1260 Kc. POWER: 250 watts.
 OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericksburg. TIME ON THE AIR: Daytime License.

W S V A

"THE VALLEY STATION"
HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 500 Watts.
 OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Professional Bldg., Staunton. PHONE: Staunton 647. TRANSMITTER LOCATION: 5 miles South of Harrisonburg on U. S. Route 11. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General and Commercial
 Manager Chas. P. Blackley
 Program Director Wendell Siler
 Chief Engineer U. L. Lynch

Coverage

Population—Primary	148,028
Radio Homes— "	26,300
Population—Secondary	145,014
Radio Homes— "	17,900

Source: Department of Commerce; mail response analysis.

Representative

Joseph Hershey McGillyvra

W L V A

LYNCHBURG—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)
 FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Lynchburg Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

Personnel

President Edw. A. Allen
 Station Manager Philip P. Allen
 Program Director James Moore
 Chief Engineer Albert E. Heisen

W G H

NEWPORT NEWS—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Boat Harbor, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031; Newport News, 2297. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President Raymond B. Bottom
 Vice-President & General
 Manager Edward E. Bishop
 Secretary-Treasurer W. R. VanBuren
 Commercial Manager Edward E. Edgar
 Program Director Gene D. Stratton
 Chief Announcer Joel F. Wahlberg
 Musical Director Willby Goff
 Chief Engineer Raymond P. Aylor, Jr.
 Director of Women's Programs. Audrey Clegg
 Special Events
 Manager Irving C. Waugh, Jr.

(CALL LETTERS UNASSIGNED)*

MARTINSVILLE—EST. 1940

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Martinsville. 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.

VIRGINIA

Coverage

	Daytime	Evening
Population—Primary	224,145	224,145
Radio Homes— "	49,810	49,810
Population—Secondary	6,458
Radio Homes— "	1,435

Source: Station survey.

Representative

Edward Petry & Co., Inc.

W R V A

"DOWN WHERE THE SOUTH BEGINS"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts.
 OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Richmond, 9th & Grace St. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: R.F.D. No. 5, Edgeworth, Va. 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. TRANSCRIPTION SERVICE: World Broadcasting System.

NAB Library, Langworth, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Public Relations Director.....W. S. Bishop
 Program Service Manager.....Irvin Abeloff
 Publicity Director.....William L. Willis
 Musical Director.....E. D. Naff
 Special Events Production Manager.....Ira L. Avery
 Artists' Bureau Manager.....Stuart L. Brauer
 Chief Engineer.....D. C. Woods

Coverage

	Evening
Population—Primary	1,215,880
Radio Homes— "	213,810

Source: U. S. Census; County Census.

Representative

Paul H. Raymer Company

W B B L

RICHMOND—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian

WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this one station at one cost! Dozens and dozens of wise advertisers are doing it now on

VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO



VIRGINIA

Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 11:00 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

Personnel

Agent..... M. A. Sitton

Coverage

	Daytime
Population—Primary	150,000
Radio Homes— "	50,000
Source: Station estimate.	

W M B G

"THE HAVENS AND MARTIN STATION"
RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts (C.P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: Broad at Tilden Sts. PHONE: 5-8611. STUDIO ADDRESS: Broad at Tilden Sts. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

President & Station
 Manager..... Wilbur M. Havens
 Secretary..... C. H. Woodward
 Treasurer..... Wilfred H. Wood
 Chief Announcer..... Jack Hooper
 Program Director..... Garnett Tate
 Local Sales Manager..... Wm. Filer
 Publicity Director & National
 Sales Manager..... R. E. Mitchell
 Production & Musical
 Director..... T. Spencer Meyer
 Chief Engineer..... Wilfred H. Wood

Coverage

Population—Primary	420,900
Radio Homes— "	62,600
Population—Secondary	118,300
Radio Homes— "	19,100
Source: Department of Commerce; Joint Committee.	

Representative

John Blair & Co.

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hgts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NAB Library, Langworth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... J. P. Fishburn
 Station Manager..... Ray P. Jordan
 Commercial Manager..... F. D. Kesler
 Program Director..... Jack Weldon
 Studio Director..... Paul Reynolds
 Artists' Bureau Head &
 Musical Director..... Mary Henson
 Chief Engineer..... J. W. Robertson

Coverage

	Daytime	Evening
Population—Primary	320,200	133,300
Radio Homes— "	47,860	26,880
Population—Secondary	2,212,900	924,800
Radio Homes— "	261,300	109,990
Source: CBS Listening Area Study.		

Representative

Free & Peters, Inc.

WDBJ

5000 WATTS (DAY)
1000 WATTS (NIGHT)

SURVEYS SHOW that W D B J

is the ONLY station that can be heard consistently and satisfactorily AT ALL TIMES in Roanoke and the immediate surrounding territory.

BUSINESS IS GOOD IN ROANOKE!

Are You Getting Your Share?

Represented by
FREE AND PETERS, INC.

W D B J

in the heart of a great
TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

W L P M *

"WORLD'S LARGEST PEANUT MARKET"
SUFFOLK—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts.
d.; 100 Watts. n. OWNED BY: Suffolk Broad-
casting Corp. OPERATED BY: Suffolk Broad-
casting Corp. BUSINESS ADDRESS: Suffolk.

STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Same. TIME ON THE AIR: Un-
limited License.

* Station was licensed to operate under a
construction permit at time of going to press
and reported that construction would be com-
pleted in March 1940.

WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$581,579,900

Auto Registrations 527,625

K X R O

ABERDEEN—EST. 1928

MUTUAL—DON LEE BROADCASTING CO.
FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: KXRO, Inc. OPERATED BY:
KXRO, Inc. BUSINESS ADDRESS: P. O. Box
1120. PHONE: Aberdeen 4098 and 4099.
STUDIO ADDRESS: 207 East Market St.
TRANSMITTER LOCATION: Finch Farms.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....Ben Weatherwax
Publicity Director.....Edwin J. Alexander
Musical Director.....Stan Spiegle
Chief Engineer.....W. M. McGoffin

Coverage

	Daytime	Evening
Population—Primary	85,346	85,346
Radio Homes— "	21,300	21,300
Population—Secondary	39,866	19,933
Radio Homes— "	13,950	6,975

Source: MBS Survey.

Representative

John Blair & Company

K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 Watts.
OWNED BY: KVOS, Inc. OPERATED BY:
KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg.
PHONE: 4200-1627-34. STUDIO ADDRESS:
KVOS Bldg. TRANSMITTER LOCATION: 900
Roeder Ave. TIME ON THE AIR: 6:00 A.M. to
11:00 P.M. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICES:
Langworth, C. P. MacGregor.

Personnel

President.....Rogan Jones

Advertising & Sales Manager....Tom Schafer
Chief Engineer.....Joe Ernst

Coverage

Population—Primary	117,767
Radio Homes— "	22,200

Source: Mail response analysis.

Representative

John Blair & Co.

K E L A

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.
OWNED BY: Central Broadcasting Corp.
OPERATED BY: Central Broadcasting Corp.
BUSINESS ADDRESS: Kela Bldg. PHONE:
Chehalis 721—Centralia 721. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to 12:30
A.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Lang-Worth, Davis
& Schwegler.

Personnel

General Manager.....J. Elroy McCaw
Commercial Manager.....Joseph Chytil
Program Director.....Paul Corbin

Coverage

Population—Primary	199,200
Radio Homes— "	52,400

Source: Mail response analysis.

Representative

John Blair & Company

K R K O

"THE VOICE OF EVERETT AND
SNOHOMISH COUNTY"
EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.
OWNED BY: Lee E. Mudgett. OPERATED BY:
Lee E. Mudgett. BUSINESS ADDRESS: 300

• • • **WASHINGTON** • • •

Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: 2814 Rucker Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Lee E. Mudgett
 Station Manager.....W. F. Knehr
 Musical Director.....Maynard Bordsen
 Chief Engineer.....Lee E. Mudgett

Coverage

Population—Primary 123,800
 Radio Homes— " 33,900
 Source: Mail response analysis.

Representative

John Blair & Co.

•
K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 250 Watts.
 OWNED BY: Twin City Broadcasting Corp.
 OPERATED BY: Twin City Broadcasting Corp.
 BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager.....A. H. Green
 Production Manager.....Rod Whalen

•
K G Y

"IN WASHINGTON'S CAPITOL CITY"
OLYMPIA—EST. 1921 (non-Comm.)
 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING
 SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 5000. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press, Transradio Press.

Personnel

President.....Louis A. Wasmer
 Vice President.....Archie G. Taft
 Station Manager.....W. R. Taft
 Commercial Manager.....Tom Olsen

Program Director.....Dan Cubberly
 Chief Engineer.....John H. Thatcher

Coverage

Population—Primary 286,900
 Radio Homes— " 77,200
 Source: Mail response analysis.

Representative

John H. Blair & Co.

•
K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1921

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 71 hours per week.

Personnel

President.....E. O. Holland
 Station Manager.....Kenneth E. Yeend
 Production Director.....Hugo L. Libby
 Chief Engineer.....Leonard Burton

•
K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General
 Manager.....Arthur C. Dailey
 Chief Engineer.....Dick Nickols

•
K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.
 OWNED BY: Queen City Broadcasting Co.
 OPERATED BY: Queen City Broadcasting Co.
 BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
 Station Manager.....H. J. Quilliam
 Business Manager.....Loren B. Stone

WASHINGTON

Program Director.....Tommy Thomas
 Sales Manager.....J. A. Morton
 Chief Announcer.....Maurice Rider
 Publicity Director.....Vera E. Jedlick
 Chief Engineer.....James Hatfield

Coverage

	Daytime	Evening
Population—Primary	1,137,800	1,315,500
Radio Homes— "	261,300	295,303
Population—Secondary ..	1,033,400	1,379,600
Radio Homes— "	244,280	307,480

Source: CBS Listening Area Study.

Representative

The Katz Agency

K J R

"NORTHWEST NEWS AND SPECIAL
 EVENTS STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)

NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts.

OWNED BY: National Broadcasting Co. OP-
 ERATED BY: Fisher's Blend Station, Inc.
 BUSINESS ADDRESS: Skinner Bldg. PHONE:
 Elliott 5890. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 2600 26th Ave.,
 S. W. West Waterway. TIME ON THE AIR:
 (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00
 A.M. to 11:00 P.M. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Operations Supervisor.....Bennett Fisher
 Operations Supervisor.....Homer Pope
 News Director.....Dick Keplinger
 Publicity Director.....C. E. Arney, Jr.
 Sales Promotion Manager.....Charles A. Bailie
 Dramatic Director.....John Pearson
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes— "	213,800	213,800
Population—Secondary ..	118,100	118,100
Radio Homes— "	20,900	20,900

Source: Station survey.

Representative

Edward Petry & Co., Inc.

K O L

SEATTLE—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1270 Kc. POWER: 5000 Watts.

OWNED BY: Seattle Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS:
 Northern Life Tower. PHONE: Main 2312.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: 1110 West Florida. TIME ON THE
 AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00
 A.M. to 11:00 P.M., Sundays. NEWS SERVICES:
 United Press. TRANSCRIPTION SERVICES:
 Standard Radio, Davis & Schwegler, NAB
 Library.

Personnel

Manager.....Archie Taft
 Commercial Manager.....Cliver A. Runchey
 Production Manager.....Edward J. Jansen
 Musical Director.....Don Isham

Coverage

	Daytime	Evening
Population—Primary	1,010,000	1,010,000
Radio Homes— "	271,010	271,010

Source: Field strength measurements and
 mail response analysis.

Representative

John Blair & Co.

K O M O

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Fisher's
 Blend Station Inc. OPERATED BY: Same.
 BUSINESS ADDRESS: Skinner Bldg. PHONE:
 Elliott 5890. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 2600 26th Ave.,
 S. W. West Waterway. TIME ON THE AIR:
 (daily) 7:00 A.M. to 12:00 Midnight. (Sunday)
 8:00 A.M. to 11:00 P.M. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Program Director.....W. W. Warren
 Operations Supervisor.....Bennett Fisher
 Operations Supervisor.....Homer Pope
 Publicity News Director.....Dick Keplinger
 Publicity Director.....C. E. Arney, Jr.
 Sales Promotion
 Manager.....Charles A. Bailie
 Dramatic Director.....John Pearson
 Traffic Manager.....Virginia Murray
 Auditor.....J. B. Henley
 Chief Engineer.....Francis Brott

Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes— "	213,800	213,800
Population—Secondary ..	99,900	99,900
Radio Homes— "	17,200	17,200

Source: Station survey.

Representative

Edward Petry & Co., Inc.

K R S C

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts (C.P. 1000 Watts). OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Main 0110. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Standard Radio, Associated Music Publishers, Davis & Schwegler.

Personnel

President.....P. K. Leberman
 Station Manager.....Robt. E. Priebe
 Commercial Manager.....R. C. Fuller
 Chief Announcer.....Ted Bell
 Publicity Director.....E. B. Rivers
 Musical Director.....Jack Meves
 Chief Engineer.....George A. Freeman

Coverage

Population—Primary 735,200
 Radio Homes— " 204,900
 Source: Field strength survey.

K T W

SEATTLE—EST. 1920

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

Personnel

Pastor and Station
 Manager.....Dr. M. A. Matthews
 Chief Announcer.....Gene Freeman
 Mrs. C. R. Foss
 Musical Director.....Mrs. C. R. Foss
 Chief Engineer.....James S. Ross

K X A

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: Atlantic St., Dock "A." TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

Personnel

President.....R. F. Meggee
 Station Manager.....Florence Wallace
 Chief Announcer.....Jackson Latham
 Chief Engineer.....Maurice M. McMullen

Representative

Cox and Tanz

K F P Y

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00 A.M. to 12:05 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, NAB Library, Standard Radio, Davis & Schwegler.

Personnel

President.....T. W. Symons, Jr.
 Vice-President & Commercial
 Manager.....Arthur L. Bright
 Chief Engineer.....George Langford

K F P Y SPOKANE

890 KC - - - - CBS

5000 WATTS FULL TIME
 plus
 CREATIVE LOCAL PROGRAMMING
 equals
 BROADCASTING SUCCESS
 in
 SPOKANE'S UPSURGING MARKET

- ASK ANY KATZ AGENCY OFFICE FOR
- † Ross-Federal's 3 latest Spokane audience surveys
 - † Comparative lists of Spokane's local radio advertisers
 - † KPZY programs that GET and KEEP audiences

K F P Y

SYMONS BROADCASTING COMPANY

T. W. Symons Jr., President
 Arthur L. Bright, Vice-President
 Symons Building

SPOKANE

Nationally Represented by
 THE KATZ AGENCY

WASHINGTON

Program Director.....R. W. Brazeal
 Production Manager.....S. L. Hannon
 Musical Director.....James B. Clark

Coverage

	Daytime	Evening
Population—Primary	506,100	523,500
Radio Homes— "	103,350	106,120
Population—Secondary	726,800	279,800
Radio Homes— "	179,170	60,410

Source: CBS Listening Area Study.

Representative

The Katz Agency

K F I O

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts.
 OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Manager.....Arthur L. Smith
 Commercial Manager.....B. E. Woolston
 Program Director.....G. Longmeier

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
 FREQUENCY: 1470 Kc. POWER: 5000 Watts.
 OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lidgewood & Rowan. TIME ON THE AIR: Full Time License.

Personnel

Station Manager.....Louis Wasmer
 Assistant Manager.....Harvey Wixson

Coverage

Population—Primary	232,700
Radio Homes— "	84,600
Population—Secondary	103,200
Radio Homes— "	24,900

Source: Mail response analysis.

Representative

Edward Petry & Company

K H Q

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN
 NATIONAL BROADCASTING CO.—(RED)
 FREQUENCY: 590 Kc. POWER: 5000 Watts.
 OWNED BY: Louis Wasmer, Inc. OPERATED BY: Louis Wasmer, Inc. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STU-

DIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 4105 S. Regal St. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

Personnel

President.....Louis Wasmer
 Station Manager.....Harvey Wixson
 Chief Announcer.....Harry Lantry
 Musical Director.....Earl Shinkoskey
 Chief Engineer.....A. G. Sparling

Coverage

Population—Primary	539,900
Radio Homes— "	125,800
Population—Secondary	191,000
Radio Homes— "	46,300

Source: Mail analysis and field strength survey.

Representative

Edward Petry & Co., Inc.

K M O

"THE VOICE OF TACOMA"
 TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
 PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
 OWNED BY: Carl E. Haymond. OPERATED BY: Carl E. Haymond. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President and Station
 Manager.....Carl E. Haymond
 Program Director.....Dick Ross
 Publicity Director.....Larry Huesby
 Chief Engineer.....Joe Kolesar

Coverage

Population—Primary	934,200
Radio Homes— "	257,000

Source: Mail response analysis.

Representative

John Blair & Company

K V I

"THE PUGET SOUND STATION"
 TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma, Olympic Hotel-Seattle. TRANSMITTER LO-

• • • **WASHINGTON** • • •

CATION: Vashon Island. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATION:** Tacoma News Tribune. **NEWS SERVICE:** Associated Press (non-commercial).

Personnel

President & Station Vernice Irwin
 Manager Earl T. Irwin
 Commercial Manager Elvin E. Evans
 Sales Promotion Director Jane Powers
 Musical Director Wade Thompson
 Program Director James W. Wallace
 Chief Engineer

Coverage

Population—Primary 997,700
 Radio Homes— " 252,300

Source: Mail response analysis.

Representative

Free & Peters, Inc.

K V A N

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. **POWER:** 250 watts.
OWNED BY: Vancouver Radio Corp. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Evergreen Hotel. **STUDIO ADDRESS:** Evergreen Hotel. **TRANSMITTER LOCATION:** 2915 Fruit Valley Road. **TIME ON THE AIR:** Daytime License. **NEWSPAPER AFFILIATION:** Clark County Sun, Vancouver Sun. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President-General Manager Walter L. Read
 Vice-President D. Elwood Caples
 Commercial Manager S. W. McReady
 Chief Engineer Paul W. Spargo

Coverage

Population—Primary 420,000
 Radio Homes— " 114,250
 Population—Secondary 600,000
 Radio Homes— " 196,423

Source: Field intensity survey.

K U J

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. **POWER:** 100 Watts.
OWNED BY: KUJ, Inc. **OPERATED BY:** KUJ, Inc. **BUSINESS ADDRESS:** 2nd and Rose Sts. **PHONE:** 1230. **STUDIO ADDRESS:** 2nd and Rose Sts. **TRANSMITTER LOCATION:** 2nd and Rose Sts. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Lang-Worth, C. P. MacGregor.

Personnel

President and General Manager H. E. Studebaker
 Commercial Director Jerry Jensen
 Advertising Director Norval Armes
 Program Director Richard Clodius
 Publicity Director Esther Carter
 Musical Director Roy Dorr
 Chief Engineer Milton MacLafferty

Coverage

	Daytime	Evening
Population—Primary	50,000	25,000
Radio Homes— "	12,500	6,500
Population—Secondary	100,000	50,000
Radio Homes— "	25,000	12,500

Source: U. S. Census.

Representatives

Cox & Tanz, Philadelphia
 Sears & Ayer, Chicago
 Walter Biddick Co., Pacific Coast

K P Q

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. **POWER:** 250 Watts.
OWNED BY: Wescoast Broadcasting Co. **OPERATED BY:** Wescoast Broadcasting Co. **BUSINESS ADDRESS:** KPQ Bldg. **PHONE:** 45 and 875. **STUDIO ADDRESS:** KPQ Bldg. **TIME ON THE AIR:** 6:30 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). **NEWS SERVICE:** International News Service.

Personnel

President Rogan Jones
 Station and Commercial Manager Cole Wylie
 Chief Announcer Hal Thomas
 Chief Engineer E. E. Wylie

Coverage

Population—Primary 74,500
 Radio Homes— " 19,000

Source: Mail response analysis.

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. **POWER:** 1000 Watts.
OWNED BY: Carl E. Haymond. **OPERATED BY:** Carl B. Haymond. **BUSINESS ADDRESS:** 414 E. Yakima Ave. **PHONE:** 8115, 8116, 4513. **STUDIO ADDRESS:** 414 E. Yakima Ave. **TRANSMITTER LOCATION:** Old Town, Wash. **TIME ON THE AIR:** 6:30 A.M. to 12:00 Mid-night. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICES:** Lang-Worth, Davis & Schwegler.

Personnel

President Carl E. Haymond
 Resident Station Manager J. A. Murphy
 Commercial Manager A. Q. Moore
 Chief Engineer H. B. Murphy

Coverage

Population—Primary 168,900
 Radio Homes— " 43,700

Source: Mail response analysis.

Representative

John Blair & Company

WTAR

NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glen Rock Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Davis & Schweigler, Langworth.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Continuity & Publicity
 Director.....Lee Chadwick
 Program & Musical
 Director.....Henry Cowles Whitehead
 Sports & Special Events
 Director.....Blair Eubanks
 Program Planning Director....Edward Andrus
 Commercial Traffic
 Manager.....Shirly Enright
 Production Manager.....Vaughn Bradshaw

Sales Promotion Director...Ralph S. Hatcher
 Technical Director.....J. L. Grether

Coverage

	Daytime	Evening
Population—Primary	594,825	336,803
Radio Homes— "	113,040	63,660
Population—Secondary	588,000	79,600
Radio Homes— "	108,000	8,900

Source: Field intensity measurements.

Representative

Edward Petry & Co.

WPID*

PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

Personnel

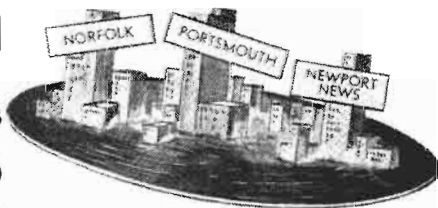
President.....W. E. Harris

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

This Market is FIRST in Virginia

The Norfolk metropolitan district ranks **FIRST** in Virginia in:

Population	273,233
White Families	41,661
Retail Sales	\$86,488,000
Home Owners	17,321



and WTAR is FIRST in Norfolk

FIRST in Popularity
 FIRST in Mail Count
 FIRST in Local Advertising
 FIRST in National Spot Advertising
 FIRST in Fine Local Programs
 FIRST with the Cream of NBC Red and Blue Programs

... and WTAR gives you additional primary coverage of 321,592* prosperous rural population beyond the borders of the Norfolk metropolitan district.

*Daytime Area

PROOF

- 1 advertiser has used WTAR for 16 years!
- 1 advertiser has used WTAR for 13 years!
- 1 advertiser has used WTAR for 11 years!
- 1 advertiser has used WTAR for 10 years!
- 3 advertisers have used WTAR for 6 years!
- 4 national advertisers have used WTAR for 5 years!
- 9 local advertisers have used WTAR for 5 years!

Complete NBC Service

WTAR

FIRST in VIRGINIA

Owned and Operated by
 Norfolk Newspapers, Inc.

National Representatives
 EDWARD PETRY & CO.

W R N L

"THE FRIENDLY STATION IN THE MIDDLE OF YOUR DIAL"

RICHMOND—EST. 1927

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.: 1000 watts, Full Time License). OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 6:00 a.m. to local sunset; Sunday, 8:00 a.m. to local sunset. NEWSPAPER AFFILIATION: Richmond News Leader. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

Personnel

President..... John Stewart Bryan
 Vice-President..... Dr. D. S. Freeman
 Secretary-Treasurer..... Tennant Bryan
 Station Manager..... E. S. Whitlock

Coverage

Population—Primary	735,000
Radio Homes— "	125,900
Population—Secondary	915,000
Radio Homes— "	640,000

Source: Station survey.

Representative

Sawyer-Ferguson-Walker Co.

W R T D

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1500 Kc. POWER: 100 Watts (C.P. 590 Kc., 1000 Watts). OWNED BY: Times-Dispatch Radio Corp. OPERATED BY: Times-Dispatch Radio Corp., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President..... John D. Wise
 Vice-President..... Campbell Arnoux
 Secretary-Treasurer..... J. L. Stott
 Manager..... Ovelton Maxey
 Chief Engineer..... David Bain
 Assistant to Manager..... Grace E. Gatling
 Program Director..... Robert W. Ehrman

W R N L

PRIMARY COVERAGE

RICHMOND and
 28 Wealthy Virginia Counties
 with
 100,390 Radio Homes
 618,120 Population
 \$128,596,000 Retail Sales

National Representative

Sawyer-Ferguson-Walker Co.

New York Chicago Detroit Atlanta

Serving

RICHMOND

with

NBC BLUE

Selling

more local

time than any

other radio station

in Richmond, Virginia

W R T D

WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$365,409,000

Auto Registrations 259,000

WJLS

"VOICE OF THE SMOKELESS
COALFIELDS"

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Joe L. Smith Jr. OPERATED BY:
Joe L. Smith Jr. BUSINESS ADDRESS: WJLS
Bldg., Main St. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Teel Road. TIME
ON THE AIR: 6:00 a.m. to 10:00 p.m., daily;
9:00 a.m. to 6:30 p.m., Sundays. NEWS SER-
VICE: Transradio Press, United Press. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, Davis
& Schwegler.

Personnel

Station Manager.....Joe L. Smith Jr.
Commercial Manager....C. H. Murphey, Jr.
Program Directors,

Barnes H. Nash, George Dale
Continuity Director....Charles R. Armentrout
Chief Engineer.....Marian H. McDowell

Coverage

	Daytime	Evening
Population—Primary	217,394	176,237
Radio Homes—"	40,470	32,890
Population—Secondary	234,922	102,717
Radio Homes—"	43,610	19,410

Source: U. S. Census; Joint Committee.

WHIS

"SERVING THE BILLION DOLLAR
COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts,
d.; 500 watts, n. OWNED BY: Daily Tele-
graph Printing Co. OPERATED BY: Daily
Telegraph Printing Co. BUSINESS ADDRESS:
621 Commerce St., Bodell Bldg. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Harry Heights. TIME ON THE AIR: Week
days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00
A.M. to 9:00 P.M. NEWSPAPER AFFILIA-
TION: Bluefield Daily Telegraph, Sunset News.
TRANSCRIPTION SERVICE: World Broadcast-
ing System. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....J. Lindsey Alley
Program Director.....Melvin Barnett
Chief Engineer.....P. T. Flanagan

Coverage

Population—Primary	559,295
Radio Homes—"	97,580

Population—Secondary 321,610
Radio Homes— " 51,550

Source: Station survey.

Representative

The Katz Agency

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK
FREQUENCY: 580 Kc. POWER: 5000 Watts,
d.; 500 Watts, n. OWNED BY: John A. Ke-
nedy. OPERATED BY: Howard L. Chernoff,
Station Manager. BUSINESS ADDRESS: 1016
Lee St. PHONE: 28-131-2-3-4. STUDIO AD-
DRESS: 1016 Lee St. TRANSMITTER LOCA-
TION: Kanawha Country Club Road. TIME ON
THE AIR: 6:00 A.M. to 1 A.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Program Director.....Nicholas Pagliaro
Local Commercial Mgr.....H. C. Wright

Coverage

	Daytime	Evening
Population—Primary	1,186,628	*140,670
Radio Homes—"	244,986	142,230
Population—Secondary	580,805	*168,794
Radio Homes—"	131,737	163,700

* Families.

Source: Department of Commerce.

Representative

The Branham Co.

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.
FREQUENCY: 1500 Kc. POWER: 100 watts.
OWNED BY: Kanawha Valley Broadcasting
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 1016 Lee St. STUDIO ADDRESS: 1016
Lee St. TRANSMITTER LOCATION: Coal
Branch Heights. 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: Associated
Music Publishers.

WEST VIRGINIA

Personnel

President..... W. A. Carroll
 Managing Director..... R. F. Sowers

W B L K

CLARKSBURG—EST. 1937
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... John A. Kennedy
 Station & Commercial
 Manager..... Meyer "Mike" Layman
 Chief Announcer & Program
 Director..... Don McWhorter
 Chief Engineer..... Russell Banks

Coverage

Population—Primary *51,136
 Radio Homes— " 49,520
 Population—Secondary *45,242
 Radio Homes— " 42,050
 * Families.

Source: U. S. Census.

Representative

The Branham Co.

W M M N

"THE VOICE OF WEST VIRGINIA"
FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... George B. Storer
 Station & Sales Manager..... O. J. Kelchner
 Office Manager..... R. C. Warden
 Program Manager & Chief
 Announcer..... Howard Wolfe
 Production Manager..... Bill Edwards
 Continuity Editor..... C. Swiger
 Publicity Director..... Bill Ferguson
 Musical Director..... Ted Grant
 Chief Engineer..... Roy Heck

Coverage

	Daytime	Evening
Population—Primary	1,235,500	763,000
Radio Homes— "	258,190	163,240
Population—Secondary	1,142,500	690,762
Radio Homes— "	241,260	152,670

Source: Sales Management.

Representative

John Blair & Company

W S A Z

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK
 FREQUENCY: 1190 Kc. POWER: 1000
 Watts. OWNED BY: WSAZ, Inc. OPERATED
 BY: WSAZ, Inc. BUSINESS ADDRESS: 927½
 4th Ave. PHONE: 4106. STUDIO ADDRESS:
 927½ 4th Ave. TRANSMITTER LOCATION:
 Pleasant Heights. TIME ON THE AIR: 6:00
 A.M. to 8:00 P.M. NEWSPAPER AFFILIA-
 TIONS: Huntington Publishing Co. NEWS
 SERVICE: Associated Press. TRANSCRIPTION
 SERVICES: Standard Radio, MacGregor, Davis
 & Schwegler.

Personnel

President and General
 Manager..... John A. Kennedy
 Commercial Manager..... Edward W. Klein
 Advertising Manager..... V. C. Bailey
 Program Director..... Fred Burns
 Publicity Manager..... V. C. Bailey
 Chief Engineer..... Glenn E. Chase

Coverage

Population—Primary 909,961
 Radio Homes— " 184,766
 Population—Secondary 1,363,610
 Radio Homes— " 277,782

Source: Station survey.

(CALL LETTERS UNASSIGNED)*

LOGAN—EST. 1940

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Clarence H. Frey and Robert O.
 Greever. OPERATED BY: Clarence H. Frey
 and Robert O. Greever. BUSINESS ADDRESS:
 Logan. STUDIO ADDRESS: Same. TRANSMIT-
 TERS LOCATION: Same. TIME ON THE AIR:
 Daytime License.

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

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK
 FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: Ohio Valley Broadcasting Corp.
 OPERATED BY: Ohio Valley Broadcasting

WEST VIRGINIA — WISCONSIN

Corp. **BUSINESS ADDRESS:** Grinter Bldg.
STUDIO ADDRESS: Same. **TRANSMITTER**
LOCATION: Gihon Road, S. Parkersburg.
TIME ON THE AIR: 7:00 a.m. to 11:05 p.m.,
 daily; 9:00 a.m. to 11:05 p.m., Sundays. **NEWS**
SERVICE: United Press. **TRANSCRIPTION**
SERVICE: World Broadcasting System.

Personnel

President..... John A. Kennedy
 Station Manager..... Abe Rauch
 Commercial Manager..... Aud Archer
 Program Director..... Ken D. Given
 Assistant Program Director..... Carl Loose
 Musical Director..... Sarah Heermans
 Chief Engineer..... William Sodaro

Coverage

	Daytime	Evening
Population—Primary*	33,915	31,575
Radio Homes— "	32,380	30,250
Population—Secondary	125,086	82,909
Radio Homes— "	119,250	79,870

* Families.

Source: Joint Committee.

Representative

The Branham Co.

W W V A

"THE FRIENDLY VOICE FROM OUT
 OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. **POWER:** 5000
 Watts. **OWNED BY:** West Virginia Broadcast-
 ing Co. **OPERATED BY:** West Virginia Broad-
 casting Co. **BUSINESS ADDRESS:** Hawley
 Bldg. **PHONE:** Wheeling 5383. **STUDIO AD-**
DRESS: Hawley Bldg. **TRANSMITTER LOCA-**
TION: Near West Liberty. **TIME ON THE AIR:**

5:45 a.m. to between 8:00 p.m. and 2:00 a.m.,
 daily; 7:00 a.m. to between 8:00 p.m. and 2:00
 a.m., Sundays. **NEWSPAPER AFFILIATION:**
 Greater Wheeling Home Talk. **NEWS SER-**
VICE: International News Service. **TRAN-**
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... George B. Storer
 Managing Director..... George W. Smith
 Production Manager..... Paul J. Miller
 Program Director..... Wayne Sanders
 Chief Engineer..... Glenn G. Boudy

Coverage

	Daytime	Evening
Population—Primary	3,051,400	1,356,400
Radio Homes— "	523,310	238,740
Population—Secondary	6,145,300	4,537,100
Radio Homes— "	1,272,800	890,450

Source: Columbia Listening Area Study.

Representative

John Blair & Company

W B T H

WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. **POWER:** 250 watts.
OWNED BY: Williamson Broadcasting Corp.
OPERATED BY: Same. **BUSINESS ADDRESS:**
 P. O. Box 261. **STUDIO ADDRESS:** Mountaineer
 Hotel Block. **TRANSCRIPTION LOCATION:**
 Williamson. **TIME ON THE AIR:** Full Time
 License. **TRANSCRIPTION SERVICE:** Standard
 Radio.

Personnel

President..... G. W. Taylor
 Station Manager..... Harold McWhorter
 Program Director..... Eddie Whitehart
 Chief Engineer..... W. N. Nungesser

WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$959,015,200

Auto Registrations 868,000

W H B Y

"VOICE OF THE FOX RIVER VALLEY"

APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. **POWER:** 250 watts.
OWNED BY: WHBY, Inc. **OPERATED BY:**
 WHBY, Inc., subsidiary of St. Norbert College.
BUSINESS ADDRESS: Bellin Bldg., Green Bay,
 Wisc. and Grand Chute Island, Appleton.
STUDIO ADDRESS: Grand Chute Island.
PHONE: Appleton 1161. **TRANSMITTER LO-**

CATION: Grand Chute Island. **TIME ON THE**
AIR: 8:00 a.m. to 9:30 p.m. **MAINTAINS ART-**
ISTS' BUREAU. **NEWS SERVICE:** United Press.
TRANSCRIPTION SERVICE: World Broadcast-
 ing System, C. P. MacGregor.

Personnel

President..... B. H. Pennings
 Station & Commercial
 Manager..... Rev. James A. Wagner
 Sales Manager..... Val Schneider
 Publicity Director..... Elliott Henry

Chief Engineer.....Wallace J. Stangel

Coverage

Population—Primary	200,000
Radio Homes— "	45,000
Population—Secondary	370,000
Radio Homes— "	79,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W A T W

ASHLAND—EST. 1939

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: Ashland. STUDIO ADDRESS: Ashland. TRANSMITTER LOCATION: West of Ashland on U. S. Highway No. 2. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

General Manager.....N. C. Ruddell

Coverage

	Daytime	Evening
Population—Primary	65,000	65,000
Radio Homes— "	16,500	16,500
Population—Secondary	30,000	30,000
Radio Homes— "	7,500	7,500

Source: U. S. Census.

W E A U

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 5,000 watts, d.; 1000 watts, n. OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crescent Ave. TIME ON THE AIR: 6:00 a.m. to Los Angeles sunset. NEWSPAPER AFFILIATION: Superior Evening Telegram, Eau Claire Leader. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President.....W. C. Bridges

Manager.....John J. Stack

Coverage

	Daytime
Population—Primary	600,000
Radio Homes— "	50,000

Source: Station Survey.

Representative

George P. Hollingsbery Co.

K F I Z

FOND-DU-LAC—EST. 1922

FREQUENCY: 1420 Kc. POWER: 100 watts.

OWNED BY: Reporter Printing Co. OPERATED BY: Reporter Printing Co. BUSINESS ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO ADDRESS: 18 W. 1st St. TRANSMITTER LOCATION: 18 W. 1st St. TIME ON THE AIR: 8:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Lynn N. Fairbanks

Representative

Small & Brewer, Inc.

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily, 7:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings

Secretary-Treasurer...Rev. James A. Wagner
Station & Commercial

Manager.....Hayden Evans

Artists' Bureau Head-Chief

Announcer.....Em Owens

Sales Manager.....Val Schneider

Publicity Director.....Elliott Henry

Musical Director.....Em Owen

Chief Engineer.....Wallace J. Stangel

Coverage

Population—Primary	300,000
Radio Homes— "	60,000
Population—Secondary	555,000
Radio Homes— "	115,000

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

W C L O

"THE VOICE OF SOUTHERN WISCONSIN"

JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Gazette Bldg. PHONE: 2500. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: 1436 Oakhill Ave. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Associated

W I S C O N S I N

Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** NBC Thesaurus, Standard Radio.

Personnel

General Manager.....James F. Kyler
 Chief Engineer.....Chas. Brannen
 Program Director.....Hester Kyler
 Commercial Manager.....V. A. Weber

Coverage

	Daytime	Evening
Population—Primary	61,081	61,081
Source: Department of Commerce.		

W K B H

"THE NEWS VOICE OF THE
NORTHWEST"

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.
 OWNED BY: WKBH, Inc. OPERATED BY:
 WKBH, Inc. BUSINESS ADDRESS: Radio
 Building, 409 Main St. PHONE: 450. STUDIO
 ADDRESS: Radio Building, 409 Main St.;
 Hotel Winona, Winona. TRANSMITTER LO-
 CATION: R.F.D., La Crosse. TIME ON THE
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SER-
 VICES: United Press, local news. TRANSCRIP-
 TION SERVICE: World Broadcasting System.

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Vice-President.....Milo Casberg
 Secretary-Treasurer & Commercial
 Manager.....Chas. F. Callaway
 Program Director.....Bernice Callaway
 Musical Director.....Gene Mendez
 Chief Engineer.....Al Leeman

Coverage

	Daytime	Evening
Population—Primary	259,800	209,900
Radio Homes— "	53,440	49,990
Population—Secondary	578,500	646,400
Radio Homes— "	116,630	132,470

Source: CBS Listening Area Study.

Representative

Howard H. Wilson Co.

W H A

AMERICA'S OLDEST EDUCATIONAL
BROADCASTING STATION

**MADISON—EST. 1917 (as 9XM)
1922 (as WHA)**

FREQUENCY: 940 Kc. POWER: 5000 Watts.
 OWNED BY: University of Wisconsin. OPER-
 ATED BY: University of Wisconsin. BUSI-
 NESS ADDRESS: Madison. STUDIO ADDRESS:
 Radio Hall, U. of W. Campus. TRANSMIT-
 TER LOCATION: Fish Hatchery Road. TIME
 ON THE AIR: 8:00 A.M. to local sunset.

Personnel

Director.....H. B. McCarty

Public Relations Director.....H. A. Engel
 Musical Director.....Frederick Fuller
 Chief Operator.....John Stiehl

Policies

Station does not sell time.

W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Badger Broad-
 casting Co. OPERATED BY: Badger Broad-
 casting Co. BUSINESS ADDRESS: 111 King St.
 PHONE: Fairchild 8800. STUDIO ADDRESS:
 111 King St. TRANSMITTER LOCATION: Rt. 5.
 Madison. TIME ON THE AIR: 7:00 A.M. to
 midnight. NEWSPAPER AFFILIATIONS: The
 Capital Times, Wisconsin State Journal. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICES: World Broadcasting System, NBC
 Thesaurus.

Personnel

President.....William T. Evjue
 Secretary-Treasurer.....Tom C. Bowden
 Vice-President.....A. M. Brayton
 Business Manager.....W. E. Walker
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

Coverage

	Daytime	Evening
Population—Primary	577,400	129,900
Radio Homes— "	134,280	30,250
Population—Secondary	950,000	250,000
Radio Homes— "	221,000	58,100

Source: Field intensity survey: U. S. Census.

Representative

Reynolds-Fitzgerald, Inc.

W O M T

"THE NEWSPAPER OF THE AIR"

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Francis M. Kadow. OPERATED
 BY: Same. BUSINESS ADDRESS: Radio Bldg.
 PHONE: 167-400W. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 11110 Washing-
 ton St. TIME ON THE AIR: 6:57 A.M. to 9:30
 P.M. NEWS SERVICE: United Press. TRAN-
 Scription SERVICE: World Broadcasting
 System.

Personnel

General Manager.....F. M. Kadow
 Commercial Manager.....Arthur Blake
 Program Director.....Fred Hessler
 Chief Engineer.....W. F. Dubin

Coverage

	Daytime	Evening
Population—Primary	125,000	125,000
Radio Homes— "	36,000	36,000

W I S C O N S I N

Population—Secondary . . . 40,000
 Radio Homes— " 8,000
 Source: U. S. Census.

W M A N

MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts.
 OWNED BY: M. & M. Broadcasting Co. OP-
 ERATED BY: M. & M. Broadcasting Co. BUSI-
 NESS ADDRESS: 400 Wells St. STUDIO AD-
 DRESS: 400 Wells St. TRANSMITTER LOCA-
 TION: Same. TIME ON THE AIR: 6:00 a.m.
 to local sunset, daily; 7:00 a.m. to local sun-
 set, Sundays. TRANSCRIPTION SERVICE: As-
 sociated Music Publishers.

Personnel

General Manager M. F. Chapin

Representative

Reynolds-Fitzgerald, Inc.

W I S N

"PROGRAMS LISTENERS LIKE"

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts,
 d.; 250 watts, n. OWNED BY: Hearst Radio,
 Inc. OPERATED BY: Hearst Radio, Inc. BUSI-
 NESS ADDRESS: 123 W. Michigan. PHONE:
 Daly 3900. STUDIO ADDRESS: 123 W. Michi-
 gan. TRANSMITTER LOCATION: 231 W.

Michigan. TIME ON THE AIR: 6:00 a.m. to
 12:00 midnight; Sunday, 7:30 a.m. to 12:00
 midnight. NEWSPAPER AFFILIATIONS: MIL-
 waukee Sentinel, Sunday News-Sentinel. NEWS
 SERVICE: International News Service. TRAN-
 SCRIPTON SERVICE: World Broadcasting Sys-
 tem.

Personnel

Station Manager G. W. Grignon
 Sales Manager Fred H. Zindler
 Musical Director E. Krebs
 Chief Engineer D. A. Weller

Coverage

	Daytime	Evening
Population—Primary	1,250,000	800,000
Radio Homes— "	250,000	160,000
Population—Secondary	1,500,000	1,000,000
Radio Homes— "	300,000	200,000

Source: Station survey.

Representative

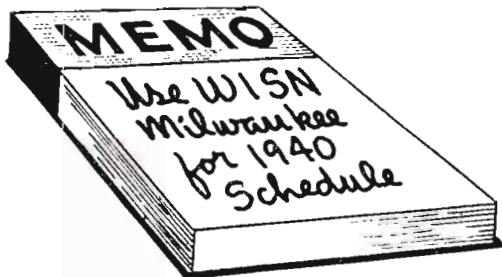
International Radio Sales

W E M P

"THE ENTERTAINMENT CENTER ON
 YOUR DIAL"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Milwaukee Broadcasting Co. OP-
 ERATED BY: Milwaukee Broadcasting Co.
 BUSINESS ADDRESS: 710 N. Plankinton.
 PHONE: Marquette 7722. STUDIO ADDRESS:



91% GAIN

IN NATIONAL SPOT BUSINESS

Plus a 55% Increase in CBS Network Commercial Time

(Six Months Period Ending Jan. 1)

TO SELL MILWAUKEE YOU NEED A MILWAUKEE STATION

W I S N

Represented by

INTERNATIONAL RADIO SALES

W I S C O N S I N

711 Empire Bldg. TRANSMITTER LOCATION;
710 Empire Bldg. TIME ON THE AIR: 6:30
A.M. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NAB Library.

Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Program Director.....Chas. La Force
Sales Manager.....Ben Wolff
Chief Announcer.....Carl Zimmerman
Publicity Director.....Bert Mulroy
Musical Director.....Florence Betty-Kelly
Chief Engineer.....Raymond Host

Coverage

Population—Primary 861,236
Radio Homes— " 170,490
Population—Secondary 53,524
Radio Homes— " 24,540
Source: Field intensity survey; U. S. Census.

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: The Journal
Company. OPERATED BY: The Milwaukee
Journal. BUSINESS ADDRESS: 333 West State
St. PHONE: Marquette 6000. STUDIO AD-
DRESS: 333 W. State St. TRANSMITTER LO-
CATION: 12 miles west of Milwaukee on Blue
Mound Road. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight. MAINTAINS TALENT
SERVICE. NEWSPAPER AFFILIATIONS: The
Milwaukee Journal. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager.....W. J. Damm
Station Manager.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittmann
Chief Announcer.....Robt. Heiss
Continuity Manager.....Russ W. Tolg
Musical Director.....Wm. J. Benning
Chief Technician.....D. W. Gellerup

Coverage

	Daytime	Evening
Population—Primary	2,984,189	1,634,345
Radio Homes— " "	646,330	365,250
Population—Secondary	6,480,000	5,246,000
Radio Homes— " "	1,407,000	1,168,000

Source: Field intensity measurements.

Representative

Edward Petry & Company

W I B U

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Wm. C. Forrest. OPERATED BY:

Same. BUSINESS ADDRESS: RFD No. 2.
PHONE: 97R5. STUDIO ADDRESS: Poynette;
Portage; Beaver Dam; Madison. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
7:00 a.m. to 9:00 p.m. NEWSPAPER AFFILIA-
TION: Baraboo News Republic. NEWS SER-
VICE: United Press. TRANSCRIPTION SER-
VICE: Standard Radio.

Personnel

Station Manager.....Wm. C. Forrest
Chief Announcer.....Charles Harrison
Portage Studio Manager.....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Madison Studio Manager.....Ralph O'Connor
Chief Engineer.....Leonard Does

W R J N

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Racine Broadcasting Corp. OP-
ERATED BY: Same. BUSINESS ADDRESS:
441 Main St. PHONE: Jackson 290.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mt. Pleasant. TIME ON THE AIR:
8:30 a.m. to 10:00 p.m. NEWSPAPER AF-
FILATIONS: Racine Journal-Times. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICES: Lang-Worth, C. P. MacGregor.

Personnel

President.....F. R. Starbuck
Secretary-Treasurer &
General Manager.....Harry R. LePoidevin
Station & Commercial
Manager.....Harold J. Newcomb
Program Director.....H. S. Mann, Jr.
Publicity Director.....Ken Hegard
Chief Engineer.....F. Lee Dechant

Coverage

	Daytime	Evening
Population—Primary	921,832	921,832
Radio Homes— " "	196,356	196,356
Population—Secondary	142,523	142,523
Radio Homes— " "	30,427	30,427

Source: Field intensity survey; Joint Commit-
tee; U. S. Census.

Representative

Allied Representation Co.

W J M C

"THE VOICE OF THE DAIRY COUNTRY"
"IN THE HEART OF VACATIONLAND"
RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Walter H. McGenty. OPERATED
BY: J. J. McGenty. BUSINESS ADDRESS: 410
North Main St. PHONE: 550. STUDIO AD-
DRESS: 410 North Main St. TRANSMITTER LO-
CATION: 1615 South Main St. TIME ON THE
AIR: 6:00 a.m. to local sunset, daily; 8:00 a.m.
to local sunset, Sundays. NEWS SERVICE:

W I S C O N S I N

Transradio Press. TRANSCRIPTION SERVICE:
Standard Radio. MAINTAINS ARTISTS' BU-
REAU.

Personnel

General Manager..... J. J. McGenty
Station Manager..... C. C. Rice
Business Manager..... C. C. Leonard
Public Relations Director..... Dr. J. H. Wallis
Chief Announcer..... Carlton Beaudette
Agricultural Director..... Ingvald Hembre
Chief Engineer..... Lawrence Bruner

Coverage

Population—Primary	100,000
Radio Homes— "	25,000
Population—Secondary	25,000
Radio Homes— "	6,000

Source: Joint Committee.

W H B L

"THE VOICE OF DAIRYLAND"
SHEBOYGAN—EST. 1928
WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 1000 watts,
d.; 250 watts, n. OWNED BY: Press Publishing
Co. OPERATED BY: Press Publishing Co.
BUSINESS ADDRESS: 626-636 Center Ave.
PHONE: 1900. STUDIO ADDRESS: 636 Center
Ave. TRANSMITTER LOCATION: R R 3 Shebo-
yan, Wis. TIME ON THE AIR: daily, 7:00 a.m. to
10:15 p.m.; Sunday, 10:00 a.m. to 10:15 p.m.
NEWSPAPER AFFILIATION: Sheboygan Press.
NEWS SERVICE: United Press. MAINTAINS
ARTISTS' BUREAU. TRANSCRIPTION SER-
VICES: Standard Radio, NBC Thesaurus.

Personnel

President..... C. E. Broughton
Manager..... Ed Cuniff
Chief Announcer..... Glen James
Bus. Mgr..... H. H. Born
Publicity Director..... E. Zufelt
Program & Musical Director..... M. J. Pape
Chief Engineer..... Herbert Mayer

Coverage

Population—Primary	587,505
Radio Homes— "	121,680
Population—Secondary	162,201
Radio Homes— "	31,250

Source: Station survey.

Representative

Howard H. Wilson & Co.

W L B L

"WISCONSIN LAND OF BEAUTIFUL
LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts.
OWNED BY: State of Wisconsin-Department
of Agriculture and Markets. OPERATED BY:
Department of Agriculture and Markets. BUSI-

NESS ADDRESS: State Teachers' College.
PHONE: 525. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Auburndale. TIME
ON THE AIR: Daytime License.

Personnel

Station Manager..... F. R. Calvert
Program Director..... W. P. Wichmann
Chief Engineer..... H. O. Brickson

W D S M

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: WDSM, Inc. OPERATED BY:
WDSM, Inc. BUSINESS ADDRESS: Board of
Trade Bldg. STUDIO ADDRESS: Board of Trade
Bldg. TRANSMITTER LOCATION: Connor's
Point. TIME ON THE AIR: 18½ hours daily.
TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager..... Robert D. Kennedy
Program Director..... James Payton

Coverage

Population—Primary	348,560*
Radio Homes— "	87,140*

* Includes both primary and secondary
areas.

Source: Station survey.

W S A U

"YOUR STATION"

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Northern Broadcasting Co., Inc.
OPERATED BY: Northern Broadcasting Co.,
Inc. BUSINESS ADDRESS: 113-115 Third St.
PHONE: 6521. STUDIO ADDRESS: 113-115
Third St. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 6:45 a.m. to 10:15 p.m.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.
MAINTAINS ARTISTS' BUREAU.

Personnel

President..... W. E. Walker
General Manager..... Wayne W. Crlbb
Program Director..... Donald R. Burt
Musical Director..... Vern Peterson
Chief Engineer..... Roland Richardt

Coverage

	Daytime	Evening
Population—Primary	236,200	91,700
Radio Homes— "	48,224	18,966
Population—Secondary	136,800	92,700
Radio Homes— "	29,219	18,920

Source: Mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

WYOMING

Population 235,000

Number of Families 60,300

Number of Radio Homes 49,800

Retail Sales \$90,949,100

Auto Registrations 82,450

K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Davis & Schwegler.

Personnel

Station & Sales Manager..... D. L. Hathaway
Commercial Manager..... F. R. Hufsmith
Chief Announcer..... M. Nichols
Publicity Director..... H. Brewer
Chief Engineer..... F. Wickencamp

Coverage

Population—Primary 87,428
Radio Homes— " 17,557
Population—Secondary 58,622
Radio Homes— " 11,296

Source: Station survey; Joint Committee.

Representatives

Sears and Ayer, James F. Fay,
Walter Biddick Co.

K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC The-saurus, C. P. MacGregor.

Personnel

President..... R. R. West
General Manager..... Ken Nielsen
Chief Engineer..... C. R. Miller

K W Y O

"THE VOICE OF WYOMING"
SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSI-

NESS ADDRESS: Sheridan. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

Personnel

President..... R. E. Carroll
Station Manager..... Herb Siebert
Program Director..... Jim Carroll
Chief Announcer..... Paul Boyer
Chief Engineer..... Bob Crossthwaite

Coverage

	Daytime	Evening
Population—Primary	38,205	38,205
Radio Homes— "	12,636	12,636
Population—Secondary	50,000	50,000
Radio Homes— "	17,000	17,000

Source: Station Survey.

Representatives

Sears & Ayer, Inc.
Homer Owen Griffith

I WONDER
WHAT
RADIO DAILY
WILL SAY
ABOUT IT?

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President and General
Manager.....R. E. McDonald
Program Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

Representative

Walter Biddick Co.

K F A R

FAIRBANKS—EST. 1938

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Lathrop Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fairbanks. TIME ON THE AIR: 8:00 a.m. to 1:00 p.m. and 5:00 p.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Fairbanks Daily Newsminer. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....A. E. Lathrop
Vice-President.....E. F. Medley
Secretary-Treasurer.....Miriam Dickey
Manager.....Jack Winston
Assistant Manager.....Wilson K. Foster
Chief Engineer.....Stanton D. Bennett

Coverage

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	40,000	40,000

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

K I N Y

"THE FRIENDLY VOICE OF THE
CAPITOL"

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 1000 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597, PHONE: 197. STUDIO ADDRESS: Triangle Bldg. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 7:45 a.m. to 1:30 p.m. and 4:30 p.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....C. B. Arnold
Program & Commercial Mgr.....Harry W. Long
Chief Engineer.....C. F. Heister

Coverage

	Daytime	Evening
Population—Primary*	35,000	55,000
Radio Homes—"	31,500	47,000
Population—Secondary	7,000	12,000
Radio Homes—"	6,300	10,800

* Families.

Source: Mail response analysis.

Representatives

Northwest Radio Adv. Co., Inc., Seattle
Joseph Hershey
McGillvra

K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 500 watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Langworth.

Personnel

President-General Mgr.....James A. Britton
Vice-President.....R. W. Britton

Hawaii

K H B C

"THE HOME OF PELE"

HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: P. O. Box 595. STUDIO ADDRESS: 1285 Kalaniole Ave. TRANSMITTER LOCATION: Hilo. TIME ON THE AIR: 6:30 a.m. to 10:30 p.m., daily; 8:00 a.m. to 9:30 p.m., Sundays. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

General Manager.....J. Howard Worrall
 Station Manager.....Earl A. Nielsen

Representative

John Blair & Co.

K G M B

HONOLULU—EST. 1929

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts.
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Kapiolani Blvd. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Honolulu. TIME ON THE AIR: 5:55 a.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. MacGregor, NAB Library.

Personnel

President-General
 Manager.....J. Howard Worrall
 Station Manager.....Webley Edwards

Coverage

	Daytime	Evening
Population—Primary	411,485	411,485
Radio Homes— "	60,000	60,000

Representative

John Blair & Co.

K G U

"VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts.
 OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....M. A. Mulrony
 Program Manager.....Richard McGuire
 Director of Natl. Advertising...R. S. Thurston
 Assistant Manager.....Don O. Crozier

Representatives

The Katz Agency
 Walter Biddick Co. (Coast)

K T O H *

"AMERICA'S MOST WESTERLY STATION"

LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1748. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily. NEWSPAPER AFFILIATION: The Garden Island, Kauai Filipino News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....C. J. Fern
 Station Manager.....Deane Stewart
 Program Director.....William Parsons
 Chief Engineer.....Robert Glenn

Coverage

	Daytime	Evening
Population—Primary	40,000	300,000
Radio Homes— "	7,000	50,000
Population—Secondary		400,000
Radio Homes— "		70,000

Source: Radio Commission of Hawaii.

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

Puerto Rico

W P R A

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. (C. P. 780 Kc., 2500 watts, d.; 1000 watts, n.) OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President Andres Camara
 Station Manager Patricio R. Fermaint
 Chief Announcer Mario Acosta
 Musical Director Celso Torres
 Chief Engineer Ralph P. Perry

W P R P

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts. (Application applied for 1480 Kc., 5000 watts.) OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Langworth.

Personnel

General Manager Julio M. Conesa
 Artists' Bureau Head G. Ayala
 Commercial Manager A. Mirabal
 Chief Engineer I. S. Smidtko

Coverage

	Daytime	Evening
Population—Primary	700,000	400,000
Radio Homes—"	1,900,000	1,000,000

Source: Station estimate.

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 430. NEW YORK OFFICE: c/o International Telephone & Telegraph Co., 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: Transradio-Radio News Association. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President-General

Manager John A. Zerbe
 Commercial Manager Jose C. Iriazary
 Program Director David A. Brown

Coverage

	Daytime	Evening
Population—Primary	828,300	821,250
Radio Homes—"	31,800	31,600
Population—Secondary	945,450	952,500
Radio Homes—"	18,200	18,400

Source: Field intensity survey; Department of Commerce.

W N E L

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

Owner-Operator Juan Piza
 General Manager Edgar S. Belaval
 Commercial Manager Augustin Camunas
 Program Director-Promotion
 Manager Gustavo Diaz
 Chief Engineer William N. Greer

Representative

Broadcasting Abroad, Ltd.

RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1940.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Ayers, Anniston.
The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News
Co., Birmingham.
Through stock ownership.....WSFA
Licensee—Montgomery Broadcasting
Co., Montgomery.

ARIZONA

Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broad-
casting Co., Phoenix.
Arizona RepublicKTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co.,
Phoenix.
Arizona RepublicKVOA
Phoenix Gazette
Licensee—Arizona Broadcasting Co.,
Tucson.

ARKANSAS

Arkansas GazetteKGHI
Licensee — Arkansas Broadcasting
Co., Little Rock.
Arkansas GazetteKLRA
Licensee — Arkansas Broadcasting
Co., Little Rock.

CALIFORNIA

McClatchy NewspapersKERN
Licensee — McClatchy Broadcasting
Co., Bakersfield, Cal.
Marysville Appeal-Democrat.....KHSL
Licensee—Golden Empire Broadcast-
ing Co., Chico, Cal.
Humboldt TimesKIEM
Humboldt Standard
Licensee—Redwood Broadcasting Co.,
Eureka.
McClatchy NewspapersKMJ
Licensee — McClatchy Broadcasting
Co., Fresno, Cal.
Merced Sun Star.....KYOS
Licensee—Merced Broadcasting Co.,
Merced, Cal.
Monterey Peninsula Herald.....KDON

Salinas Index-Journal
Salinas Post
Licensee—Monterey Peninsula
Broadcasting Co., Monterey, Cal.
The Oakland TribuneKLX
Licensee — Tribune Building Co.
Oakland, Cal.
Pasadena Star-News.....KPPC
Licensee — Pasadena Presbyterian
Church, Pasadena.
Redding SearchlightKVCV
(See KHSL)
Licensee—Golden Empire Broadcast-
ing Co., Redding.
McClatchy NewspapersKFBK
Licensee — McClatchy Broadcasting
Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee — Hearst Radio, Inc., San
Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publish-
ing Co., Santa Barbara, Cal.
Santa Rosa Press-Democrat.....KSRO
Licensee—The Press-Democrat Pub-
lishing Co., Santa Rosa, Cal.
McClatchy NewspapersKWWG
Licensee — McClatchy Broadcasting
Co., Stockton, Cal.
Visalia Times Delta.....KTKC
Licensee — Tulare-Kings Counties
Radio Associates, Charles A.
Whitmore, Pres., Visalia, Cal.
Register-PajaronianKHUB
Licensee—John P. Scripps, Watson-
ville, Cal.

COLORADO

Stockholders interested in Okla- KVVOR
homa Publishing Co.; The Okla-
homa Gazette & Telegraph; (Daily Okla-
homan, Oklahoma City Times and
Farmer - Stockman). Oklahoma
Publishing Co., 33% stockholder.
Licensee—Outwest Broadcasting Co.,
Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee — KLZ Broadcasting Co.,
Denver, Colo.

CONNECTICUT

Hartford Times WTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc.,
Hartford, Conn.
Waterbury American WBRY
Waterbury Republican
Licensee — American-Republican,
Inc., Waterbury.

DELAWARE

Lancaster (Pa.) Newspapers, Inc. WDEL
Licensee—WDEL, Inc., Wilmington,
Del.
Lancaster (Pa.) Newspapers, Inc. WILM
Licensee — Delaware Broadcasting
Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star WMAL
Licensee—National Broadcasting Co.,
Washington, D. C.
Station owned by Star Newspaper Co.
and is operated by the National
Broadcasting Co.

FLORIDA

Jacksonville Journal WJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
Licensee—The Metropolis Co., Jack-
sonville.
The Miami Daily News WIOD-WMBF
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broad-
casting Corp., Miami, Fla.
Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentine,
Miami Beach, Fla.
Pensacola News WCOA
Pensacola Journal
Licensee — Pensacola Broadcasting
Co., Pensacola, Fla.
Highlands County Pilot WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broad-
casters, Inc., Tallahassee, Fla.
Tampa Times WDAE
Licensee—Tampa Times Company,
Tampa, Fla.
Waycross Journal-Herald WAYX
Licensee — Waycross Broadcasting
Co., Waycross, Ga.

GEORGIA

Athens Banner-Herald WGAU
Licensee—J. K. Patrick Co., Athens,
Ga.
One of licensee-partners is a pub-
lisher.
Atlanta Journal WAGA

Licensee—Liberty Broadcasting Co.,
Atlanta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal WSB
Licensee—The Atlanta Journal Co.,
Atlanta, Ga.
Cordele Dispatch WMJM
Licensee—Cordele Dispatch Publish-
ing Co., Cordele.
Waycross Journal WAYX
Licensee—Jack Williams, Waycross.

ILLINOIS

News-Gazette WDWS
Licensee—Champaign News-Gazette,
Inc., Champaign, Ill.
Chicago Daily Drovers Journal WAAF
Licensee—Drovers Journal Publish-
ing Co., Chicago, Ill.
Chicago Tribune & News-Syndicate, WGN
Inc., publisher of the N. Y.
News. Directors interested in the
Washington Herald; Rockford
Morning Star and Register Re-
public.
Licensee—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly WLS
Prairie Farmer
Stand-By
Licensee — Agricultural Broadcast-
ing Co., Chicago, Ill.
Danville Commercial-News WDAN
100% owned by Gannett Publications.
Licensee—Northwest Publishing Co.,
Danville, Ill.
Decatur Herald WJBL
Decatur Review
Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.
Galesburg Register-Mail WGIL
Licensee — Galesburg Broadcasting
Co., Galesburg, Ill.
Rockford Consolidated Newspapers, WROK
Inc.
Rockford Morning Star
Rockford Register Republic
Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.
Rock Island Argus WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.
Illinois State Journal WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.
Hammond-Lake County Times WHIP
Licensee — Hammond-Calumet
Broadcasting Corp., Hammond,
Ind.
Central Newspapers, Inc. (100%) WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcast-
ing, Inc., Indianapolis, Ind.

South Bend Tribune.....WFAM
Licensee—The South Bend Tribune,
 South Bend, Ind.
 The South Bend Tribune.....WSBT
Licensee—The South Bend Tribune,
 South Bend, Ind.

IOWA

Des Moines Register & Tribune.....WMT
Licensee—Iowa Broadcasting Co.,
 Cedar Rapids, Iowa.
 Register & Tribune.....KRNT
Licensee—Iowa Broadcasting Co.,
 Des Moines, Iowa.
 Register & Tribune.....KSO
Licensee—Iowa Broadcasting Co.,
 Des Moines, Iowa.
 Director interested in The Daven- WHO
 port Democrat and Leader, Dav-
 enport, Iowa.
Licensee—Central Broadcasting Co.,
 Des Moines, Iowa.
 Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co.,
 Dubuque, Iowa.
 Globe-GazetteKGLO
Licensee—Mason City Glohe Ga-
 zette Co., Mason City, Iowa.
 The Sioux City Journal.....KSCJ
 Sioux City, Iowa.
Licensee—Perkins Bros. Co., Sioux
 City, Iowa (The Sioux City Jour-
 nal).
 Principal Stockholder: Tribune Co. KTRI
 publisher of Sioux City Tribune
 (50%).
Licensee—Sioux City Broadcasting
 Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
 Coffeyville, Kans.
Licensee—Hugh J. Powell, Coffey-
 ville, Kans.
 Dodge City Daily Globe.....KGNO
 Dodge City, Kans.
Licensee—The Dodge City Broad-
 casting Co., Inc., Dodge City,
 Kans.
 Kansas City Kansan.....KCKN
 Topeka Daily Capital
 (Capper Publications)
Licensee—KCKN Broadcasting Co.
 Kansas City, Kans.
 Salina JournalKSAL
 Hays Daily News
 Goodland Daily News
 Hall City Times
Licensee—R. J. Laubengayer, Sa-
 lina, Kans.
 The Topeka Daily Capital.....WIBW
 Kansas City Kansan
 (Capper Publications)
Licensee—Topeka Broadcasting As-
 sociation, Inc., Topeka, Kans.
 The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co.,
 Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcas-
 ting Co., Ashland, Ky.
 Louisville TimesWHAS
 Louisville Courier-Journal
Licensee—The Courier Journal Co.
 and the Louisville Times Co.,
 Louisville, Ky.
 Owensboro MessengerWOMI
 Owensboro Inquirer
Licensee—Owensboro Broadcasting
 Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcas-
 ting Co., Inc., Baton Rouge, La.
 Lafayette AdvertiserKVOL
Licensee—Evangeline Broadcasting
 Co., Inc., Lafayette, La.
 Stockholders interested in KPLC
 KRRV and KVOL.
Licensee—Calcasieu Broadcasting
 Co., Lake Charles, La.
 Stockholders interested in news- KRMD
 paper publishing.
 (See KPLC, KRRV and KHBC.)
Licensee—Radio Station KRMD,
 Inc., Shreveport, La.
 (See KPLC, KRRV and KHBC.)
 The Shreveport Times.....KTBS
Licensee—Tri-State Broadcasting
 System, Inc., Shreveport, La.
 The Shreveport Times.....KWKH
Licensee—International Broadcast-
 ing Corp., Shreveport, La.

MAINE

Stockholder with 99.4% interest in the WCOU
 newspaper business.
Licensee—Twin City Broadcasting
 Co., Lewiston, Maine.
 Stockholders are interested in news- WGAN
 paper publishing.
Licensee—Portland Broadcasting
 System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting
 Co., Baltimore, Md.

MASSACHUSETTS

Lawrence Daily Eagle.....WLAW
 The Evening Tribune
Licensee—Hildreth & Rogers Co.,
 Lawrence, Mass.
 The Evening Standard Times.....WNBH
 The Sunday Standard-Times
 The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
 New Bedford, Mass.
 Worcester TelegramWTAG
 Worcester Evening Gazette
Licensee—Worcester Telegram Pub-
 lishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
 (Federated Publications, Inc.)
Licensee—Enquirer-News Co., Battle Creek, Mich.
 Calumet NewsWHDF
 Houghton Mining Gazette
Licensee—Upper Michigan Broadcasting Co., Calumet, Mich.
 The Detroit News.....WJW
Licensee—The Evening News Association, Detroit, Mich.
 The Daily Mining Journal.....WBEO
 The Rhinelander News
 Rhinelander, Wis.
 The Iron Mountain News
 Iron Mountain, Mich.
Licensee—The Lake Superior Broadcasting Co., Marquette, Mich.
 Farmington (Mich.) Enterprise.....WCAR
Licensee—Pontiac Broadcasting Co., Pontiac.

MINNESOTA

Northwestern Jeweler (Trade Paper) KATE
Licensee—Albert Lea Broadcasting Corp., Albert Lea, Minn.
 Owner of one sixth interest in president of Trades Publishing Co.
 Duluth News-TribuneWEBC
 Superior Telegram
 Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.
Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
 Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
 St. Paul Dispatch-Pioneer PressWTCN
 Minnesota (Minneapolis) Tribune (Northwest Publications, Inc.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.
 Times-JournalKFAM
Licensee—The Times Publishing Co., St. Cloud, Minn.
 Evening TelegramWHLB
 (See WEBC)
Licensee—Head of Lakes Broadcasting Co., Virginia, Minn.
 Winona Republican-HeraldKWNO
 Partners are editor and general manager of newspaper.
Licensee—Winona Radio Service, Winona, Minn.

MISSISSIPPI

The Clarke County Tribune.....WCOC
 Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
 The Vicksburg Evening PostWQBC

The Vicksburg Herald
Licensee—Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times.....KFRR
Licensee—KFRR, Inc., Columbia, Mo.
 Capital NewsKWOS
 Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
 Joplin GlobeWMBH
 Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
 Kansas City Star.....WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
 Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette. KFEQ
 Poplar Bluff American Republic...KWOC
Licensee—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.
Licensee — KFEQ, Inc., St. Joseph Mo.
 Post-DispatchKSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
 Star-TimesKXOK
Licensee — Star-Times Publishing Co., St. Louis, Mo.
 Springfield NewsKGBX
Licensee — Springfield Broadcasting Co., Springfield, Mo.
 Springfield NewsKWTO
 Leader & News
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Stockholder interested in Great Falls Tribune. KFBB
Licensee — Buttrey Broadcast, Inc., Great Falls, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
 Hastings Daily Tribune.....KHAS
Licensee—Hastings Broadcasting Co., Hastings.
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFAB
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFRR
Licensee — Cornbelt Broadcasting Corp., Lincoln, Neb.
 The Norfolk Daily News.....WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
 Stockholders interested in State Jour- KOIL

nal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.
Licensee—Central States Broadcasting Co., Omaha, Neb.
 Omaha World-Herald WAAW
Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy Newspapers KOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW JERSEY

Atlantic City Press.....WBAB
 Atlantic City Union
Licensee — Press Union Publishing Co., Atlantic City.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following: KOB
 Albuquerque Publishing Co.;
 Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co.
Licensee — Albuquerque Broadcasting Co., Albuquerque, New Mex.
 Pecos Enterprise, Pecos, Tex.....KLAH
Licensee — Carlsbad Broadcasting Co., Carlsbad, N. M.

NEW YORK

Knickerbocker News WABY
Licensee—Adirondack Broadcasting Co., Albany, N. Y.
 Knickerbocker News WOKO
Licensee — WOKO, Inc., Albany, N. Y.
 Auburn Citizen-Advertiser WMBO
Licensee—WMBO, Inc., Auburn, N. Y.
 Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo, N. Y.
 Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo, N. Y.
 Elmira Star Gazette.....WENY
 Elmira Advertiser
Licensee—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications
 Elmira, N. Y.
 Elmira Star Gazette.....WESG
 Elmira Advertiser
 Operated under lease by Gannett Publications.
Licensee — Cornell University, Elmira, N. Y.
 Poughkeepsie Sunday Courier.....WGNY
Licensee—Courier Publishing Corp., Newburgh, N. Y.
 Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Fund, Inc., New York City.

Officers and directors are publishers.
 *American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New York, N. Y.
 Niagara Falls Gazette.....WHL
Licensee — Niagara Falls Gazette Publishing Co., Niagara Falls.
 Through stock ownership.....WSLB
Licensee—St. Lawrence Broadcasting Corp., Ogdensburg.
 Olean Times Herald.....WHDL
Licensee—WHDL, Inc., Olean, N. Y.
 Through stock ownership.....WKIP
Licensee — Poughkeepsie Broadcasting Corp., Poughkeepsie.
 Gannett Co., Inc.....WHEC
 (Newspaper publishers)
Licensee — WHEC, Inc., Rochester, N. Y.
 Yonkers Herald-Statesman.....WFAS
 (Westchester Newspapers, Inc.)
Licensee—Westchester Broadcasting Corp., White Plains.
 *This station has been sold to Milton Biow and is awaiting final approval of FCC at time of going to press.

NORTH CAROLINA

Asheville Daily News.....WISE
Licensee—Harold H. Thoms, Asheville.
 Asheville Citizen-TimesWWNC
Licensee — Asheville Citizen-Times Co., Inc., Asheville, N. C.
 The Durham Morning Herald.....WDNC
 The Durham Sun
Licensee — Durham Radio Corp., Durham, N. C.
 Goldsboro News-ArgusWGBR
Licensee — Eastern Carolina Broadcasting Co., Goldsboro.
 Salisbury Post.....WSTP
 Stockholder with 39.33% interest is vice president and treasurer of a newspaper.
Licensee — Piedmont Broadcasting Co., Salisbury, N. C.
 Winston-Salem JournalWSJS
Licensee—Piedmont Publishing Co., Winston-Salem, N. C.

NORTH DAKOTA

Fargo ForumWDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-BeaconWICA
 Geneva Free Press
 Conneaut News-Herald
 Painesville Telegraph
Licensee — WICA, Inc., Ashtabula, Ohio.
 Canton RepositoryWHBC
Licensee—The Ohio Broadcasting Co., Canton, Ohio.
 100% owned by Brush-Moore Newspapers Inc.
 Scripps-Howard NewspapersWCPO
 Cincinnati Post

Licensee — Scripps-Howard Radio Inc., Cincinnati, Ohio.
 The Cleveland Plain Dealer.....WHK
Licensee—United Broadcasting Co., Cleveland, Ohio.
 The Cleveland Plain Dealer.....WCLE
Licensee—United Broadcasting Co., Cleveland, Ohio.
 Columbus DispatchWBNS
 Ohio State Journal
Licensee—WBNS, Inc., Columbus, Ohio.
 The Cleveland Plain Dealer.....WHKC
Licensee—United Broadcasting Co., Columbus, Ohio.
 Dayton Daily News.....WHIO
 Springfield News
 Springfield Sun
Licensee—Miami Valley Broadcasting Corp., Dayton, Ohio.
 Owners interested in newspaper publishing. WPAY
 (Brush-Moore Newspapers, Inc.)
Licensee — Vee Bee Corp., Portsmouth, Ohio.
 Stockholders interested in Cleveland Plain Dealer. WKBN
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.
 Youngstown Vindicator & Telegram..WMFJ
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.

OKLAHOMA

The ArdmoreiteKVSO
Licensee—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
 Enid Morning News.....KCRC
 Enid Daily Eagle
Licensee — Enid Radiophone Co., Enid, Okla.
 Daily Phoenix and Times Democrat..KBIX
Licensee—Okla. Press Publishing Co., Muskogee, Okla.
 Fort Worth (Texas) Star Telegram...KTOK
Licensee—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
 Oklahoma City Oklahoman.....WKY
 Oklahoma City Times
Licensee—WKY Radiophone Co., Oklahoma City, Okla.
 Stauffer Publications Inc.....KGFF
 Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.
Licensee—KGFF Broadcasting Co., Inc., Shawnee, Okla.
 Owner is a publisher.....KOME
Licensee—Capitol Sales Corp., Tulsa, Okla.

OREGON

Astoria-BudgetKAST
Licensee—Astoria Broadcasting Co., Inc., Astoria, Ore.
 Bend BulletinKBND
Licensee—The Bend Bulletin, Bend, Ore.
 Grants Pass Courier.....KUIW
 Humboldt (Calif.) Times

Humboldt (Calif.) Standard
Licensee—Southern Oregon Broadcasting Co., Grants Pass.
 La Grande Observer.....KLBM
Licensee—Harold & Mrs. Eloise Finlay, La Grande, Ore.
 Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield, Ore.
 Oregon JournalKALE
Licensee — KALE, Inc., Portland, Ore.
 Morning OregonianKEX
Licensee—Oregonian Publishing Co., Portland, Ore.
 OregonianKGW
Licensee — Oregonian Publishing Co., Portland, Ore.
 Oregon JournalKOIN
Licensee — KOIN, Inc., Portland Ore.
 Roseburg News-ReviewKRNR
 Klamath Falls Herald and News
 Medford Mail-Tribune
Licensee—Southern Oregon Publishing Co., Roseburg, Ore.

PENNSYLVANIA

Allentown CallWCBA-WSAN
 Chronicle & News
Licensee—Lehigh Valley Broadcasting Co., Allentown, Pa.
 Stockholders interested in newspaper publications. WEST
Licensee — Associated Broadcasters, Inc., Easton, Pa.
 The Harrisburg Telegraph.....WHP
Licensee—WHP, Inc., Harrisburg, Pa.
 Harrisburg Telegraph News.....WKBO
Licensee — Keystone Broadcasting Corp., Harrisburg, Pa.
 Stockholders interested in newspaper publishing. WAZL
Licensee — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
 Johnstown TribuneWJAC
Licensee—WJAC, Inc., Johnstown, Pa.
 Lancaster Newspapers, Inc.....WGAL
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
Licensee — WGAL, Inc., Lancaster Pa.
 Pittsburgh Sun-Telegraph.....WCAE
Licensee—WCAE, Inc., Pittsburgh, Pa.
 Pittsburgh Post Gazette.....WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
 Scranton TimesWQAN
Licensee — The Scranton Times, Scranton, Pa.
 Sharon HeraldWPIC
Licensee—Sharon Herald Publishing Co., Sharon, Pa.
 Sunbury ItemWKOK

Licensee — Sunbury Broadcasting Corp., Sunbury Pa.
 Williamsport SunWRAK
 Williamsport Gazette-Bulletin
Licensee — WRAK, Inc., Williamsport, Pa.
 Lancaster Newspapers, Inc.....WORK
 Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail.....WAIM
Licensee—Wilton F. Hall, Anderson, S. C.
 Greenville NewsWFBC
 Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WMAX
Licensee—WMAX Broadcasting Co., Yankton, S. D.

TENNESSEE

Jackson SunWTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
 Scripps-Howard NewspapersWNOX
Licensee — Scripps-Howard Radio Inc., Knoxville, Tenn.
 Memphis Commercial Appeal.....WMC
Licensee—Memphis Commercial Appeal Co., Memphis, Tenn.
 Memphis Press-ScimitarWMPS
Licensee — Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater ReporterKRBC
 Big Spring Herald
 Paris News
 Corpus Christi Caller
 Corpus Christi Times
 San Angelo Standard
Licensee — Reporter Broadcasting Co., Abilene, Tex.
 Amarillo Globe & News.....KGNC
 Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
 American Newspapers, Inc.....KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.
 Beaumont EnterpriseKRIC
 Beaumont Journal
Licensee — Beaumont Enterprise & Journal, Beaumont
 Big Spring Herald.....KBST
 San Angelo Standard
 Corpus Cristi Caller
 Corpus Christi Times
 Sweetwater Reporter
Licensee—Big Spring Herald Broadcasting Co., Big Spring, Tex.

Corpus Christi Caller-Times.....KGFI
 (W. G. Kinsolving, publisher, 14% stockholder).
Licensee—Eagle Broadcasting Co., Brownsville, Texas.
 Corpus Christi Caller-Times.....KRIS
 (W. G. Kinsolving, publisher, 40% stockholder).
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
 Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
 Dallas NewsWFAA
 Dallas Journal
 Farm News (semi-weekly)
 Texas Almanac
 State Industrial Guide
Licensee—A. H. Belo Corp., Dallas, Tex.
 El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
 Fort Worth Star-Telegram.....KGKO
Licensee—KGKO Broadcasting Co., Fort Worth, Tex.
 Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
 Houston PostKPRC
Licensee—Houston Printing Co., Houston, Tex.
 Houston ChronicleKTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
 Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
 Lubbock Avalanche-JournalKFYO
 (See KRBC and KBST)
Licensee—Plains Radio Broadcasting Co.
 Santa Ana (Calif.) Daily Register...KPDN
 Clovis (N. M.) News Journal
 Bucyrus (Ohio) Telegraph-Forum
 Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
 Paris NewsKPLT
 (See KRBC and KBST)
Licensee—North Texas Broadcasting Co., Paris, Tex.
 Pecos EnterpriseKIUN
Licensee—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
 San Angelo Standard Times.....KGKL
 Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
 San Antonio Light.....KTSA
Licensee—Sunshine Broadcasting Co., San Antonio, Tex.
 The Sherman Democrat.....KRRV
 Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
 Sweetwater ReporterKXOK

Licensee — Sweetwater Radio, Inc.,
Sweetwater.
Temple TelegramKTEM
Licensee—Bell Broadcasting Co.,
Temple, Tex.
Texarkana GazetteKCMC
Texarkana Daily News
Licensee — KCMC, Inc., Texarkana.
American Newspapers, Inc.....WACO
Licensee—Frontier Broadcasting Co.,
Waco, Tex.
Amarillo Globe-NewsKRGV
Licensee — KRGV, Inc., Weslaco,
Texas.
98.43% stockholder is also inter-
ested in Globe News Publishing
Co.
Wichita Falls Post.....KWFT
Licensee — Wichita Falls Broad-
casting Co., Wichita Falls, Tex.

UTAH

Ogden Standard-ExaminerKLO
Licensee — Interstate Broadcasting
Corp., Ogden, Utah
Salt Lake City Tribune, Salt Lake KSL
City Telegram.
Licensee—Radio Service Corp. of
Utah, Salt Lake City, Utah.

VERMONT

Burlington Daily News.....WCAX
Licensee — Vermont Broadcasting
Corp., Burlington, Vt.

VIRGINIA

Newport News Press.....WGH
Newport News Times-Herald
Licensee — Hanpton Roads Broad-
casting Corp., Newport News.
Ledger-DispatchWTAR
Virginian Pilot
Licensee—WTAR Radio Corp., Nor-
folk, Va.
Petersburg Progress-IndexWPIV
Licensee — Petersburg Newspaper
Corp., Petersburg, Va.
Richmond News Leader.....WRNL
Licensee — WLBG, Inc., Richmond,
Va.
Times-DispatchWRTD
Licensee—The Times-Dispatch Ra-
dio Corp., Richmond, Va.
Roanoke TimesWDBJ
World News
Licensee—Times World Corp., Roa-
noke, Va.

WASHINGTON

Longview Daily News.....KWLK
Licensee — Twin City Broadcasting
Corp., Longview, Wash.
Coos Bay TimesKVAN
(See KOOS)
Licensee—Vancouver Radio Corp.,
Vancouver.

WEST VIRGINIA

Bluefield Daily Telegram.....WHIS
Sunset-News & Times-Leader

Licensee—Daily Telegraph Printing
Co., Bluefield, W. Va.
The Huntington Advertiser.....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
(See WBLK and WPAR)
Licensee — Charleston Broadcasting
Corp., Charleston, W. Va.
Clarksburg ExponentWBLK
Clarksburg Telegram
(See WCHS and WPAR)
Licensee—The Exponent Co., Clarks-
burg, W. Va.
Huntington Herald-DispatchWSAZ
Huntington Advertiser
Licensee—WSAZ, Inc., Huntington,
W. Va.
Clarksburg ExponentWPAR
Clarksburg Telegram
(See WBLK and WCHS)
Licensee—Ohio Valley Broadcasting
Corp., Parkersburg, W. Va.

WISCONSIN

Superior Evening Telegram.....WEAU
Eau Claire Telegram
Eau Claire Leader
Licensee—Central Broadcasting Co.,
Eau Claire, Wisc.
FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co.,
Fond du Lac, Wis.
Janesville GazetteWCLO
Licensee — Gazette Printing Co.,
Janesville, Wis.
Madison Capital Times.....WIBA
Wisconsin State Journal
Licensee—Badger Broadcasting Co.,
Inc., Madison, Wis.
American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Mil-
waukee, Wis.
The Milwaukee JournalWTMJ
Licensee—The Journal Co. (The Mil-
waukee Journal), Milwaukee, Wis.
Racine Journal Times.....WRJN
Catholic Daily Tribune
Licensee — Racine Broadcasting
Corp., Racine, Wis.
Stock & Dairy Farmer.....WJMC
Licensee—Walter H. McGenty, Rice
Lake, Wisc.
The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., She-
boygan, Wis.

ALASKA

Fairbanks News-MinerKFAR
Licensee—Midnight Sun Broad-
casting Co., Fairbanks, Alaska.

HAWAII

Honolulu AdvertiserKGU
Licensee — Marion A. Mulrony &
Advertiser Publishing Co., Ltd.,
Honolulu, T. H.
Garden City Publishing Co.....KTOH
Licensee—Garden City Publishing
Co., Lihue, T. H.