

# NATIONAL



# BROADCASTING COMPANY

**NILES TRAMMELL**  
President

**T**HE year 1940 gave radio a remarkable opportunity to demonstrate the scope of its service to the American public by accurate and complete coverage of the European war and the selection of a President of the United States. These outstanding events found radio's news organizations operating at a new high in efficiency.

Of all events of the year, the presidential campaign was perhaps of the most intense interest to this country. Radio, operating as a free instrument of that democracy which gives it life and strength, made its facilities equally available to all political parties so that the issues of the campaign might be freely discussed and fully known.

### Public Service

Evidence that the American system of broadcasting is continuing to render a wide national service is found in the large number of public service programs aired during 1940—an activity made possible only by the revenue from commercial programs.

American listeners, as well as those peoples within range of NBC's short wave programs received an accurate and complete picture of events throughout the world. NBC representatives in the capitals of belligerent nations, and in all news centers of this country, as well as the fine coverage by the American press associations, made this possible.

With the launching of the greatest peace-time defense program in history, the radio industry was ready to aid in every way possible the successful execution of the program. NBC has inaugurated several special series which relate to our defense activity and will extend its service in this field as public need indicates.

The interest of government and industry in cementing friendly relations with the Latin-American republics has

long been shared by radio broadcasters. Continuing its leadership in this direction, NBC in 1940 increased its short wave schedule over stations WNBI and WRCA from 16 to 18 hours a day, and completed an arrangement whereby local stations in the twenty Latin-American countries can rebroadcast, without cost to them, all short wave programs originating with NBC.

### International Shortwave

The International Division of the company also made outstanding progress in interesting sponsors in the Latin American markets. The first year of commercial operation ended on December 1.

Radio broadcasting revenue in general rose during 1940, with networks and individual stations alike reflecting an industry wide improvement. Both the NBC Red and Blue networks made substantial gains. But one of the most dramatic economic improvements of the entire industry was made by the Blue network which added many new commercial programs to its schedule.

Financial growth of the company was equalled by a substantial expansion of national coverage, including the addition of 40 stations, bringing the total affiliates of the Red and Blue Networks to 220 stations. In addition, 41 associated stations increased their ability to serve their respective communities through new transmitters, directional antennas and increased power. The Blue network strengthened its public service by the addition of a number of outlets in strategic sections of the country, particularly in the South and Southwest where 23 additional stations are now enjoying regular Blue Network service.



# NATIONAL BROADCAST



**RED NETWORK**  
**AS OF JAN. 1st, 1941**



# NATIONAL BROADCAST



BLUE NETWORK  
AS OF JAN. 1st, 1941





# NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

Angell, James Rowland	Harbord, James G.
Bliss, Cornelius N.	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David

Trammell, Niles

## ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Green, William
Belmont, Mrs. August	Harbord, James G.
Coffin, Henry Sloan	Hutchins, Robert M.
Comstock, Ada	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.
Farrell, Francis D.	Davis, John W.

## Officers

Sarnoff, David.....Chairman of the Board	Morton, Alfred H.....Vice-President
Trammell, Niles.....President	Royal, John F.....Vice-President
Mullen, Frank E., Vice-President & General Manager	Russell, Frank M.....Vice-President
Ashby, A. L...Vice-President & General Counsel	Strotz, Sidney N.....Vice-President
Egner, C. Lloyd.....Vice-President	Witmer, Roy C.....Vice-President
Engles, George.....Vice-President	Woods, Mark, Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.....Vice-President	Horn, C. W.....Assistant Vice-President
Hanson, O. B.....Vice-President	Nelson, A. E.....Assistant Vice-President
Hedges, William S.....Vice-President	Teichner, R. J.....Assistant Treasurer
Kobak, Edgar.....Vice-President	MacConnach, Lewis.....Secretary
Mason, Frank E.....Vice-President	Pfautz, C. E.....Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Offices

Trammell, Niles ..... President  
 Mullen, Frank E.  
     Vice-President & General Manager  
 Morgan, Clayland T. .... Assistant to President  
 Angell, James Rowland,  
     Counselor for Public Service Programs

### Continuity Acceptance Department

MacRorie, Janet ..... Editor  
 Kemble, Dorothy ..... Assistant Editor

### Engineering Department

Hanson, O. B. .... Vice-President and Chief Engineer  
 Clarke, William A.,  
     Manager of Technical Services  
 Guy, R. F. .... Radio Facilities Engineer  
 McElrath, George ..... Operating Engineer  
 Milne, George ..... Eastern Division Engineer  
 Morris, Robert M. .... Development Engineer  
 Rackey, C. A. .... Audio & Video Facilities Engineer  
 Shelby, R. E. .... Television Operations Engineer

### General Service Department

Gilcher, Vincent J. .... Director of General Service  
 Dunn, Ashton ..... Personnel Manager  
 Lowell, Edward M.,  
     Manager of Building Maintenance Division  
 Martin, William G.  
     Manager of Guest Relations Division  
 Van Houten, D. B.,  
     Manager of Office Services Division

### Information Department

Mason, Frank E. .... Vice-President in Charge  
 Barnard, Anita ..... Manager of Information Division  
 Kostka, William ..... Manager of the Press Division

### International Relations- Television- New Developments

Royal John F. .... Vice-President In Charge  
     *Development and Research*  
 Horn, C. W. .... Assistant Vice-President In Charge  
     *International Shortwave Department*  
 Yandell, Lunsford P.  
     Executive manager of International Broad-  
     casting  
     *Television Department*  
 Morton, A. H.  
     Vice-President in Charge of Television  
 Hutchinson, Thomas H.  
     Manager of Television Program Division  
 Kersta, Noran E.  
     Assistant to Vice-President in Charge of  
     Television

### Legal Department

Ashby, A. L. .... Vice-President & General Counsel  
 Butler, Franklin ..... Attorney  
 Graham, R. H. .... Attorney-Hollywood  
 Grimshaw, I. L. .... Attorney  
 Hennessey, P. J., Jr. .... Counsel—Washington  
 Hurley, J. .... Attorney—Washington  
 Ladner, Henry ..... Attorney  
 Leuschner, Frederick ..... Attorney—Hollywood  
 McDonald, J. A. .... Attorney—Chicago  
 Myers, R. P. .... Attorney  
 Swezey, Robert D. .... Attorney

### NBC Concert Service

Engles, George,  
     Vice-President & Managing Director  
 Bottorff, O. O. .... Vice-President and  
     General Manager of Civic Concert Service, Inc.  
     (subsidiary of NBC)  
 Jones, A. Frank. .... Asst. to Vice-Pres. in Charge  
 Levine, Marks. .... Manager of Concert Division

### NBC Radio Recording Department

Egner, C. Lloyd ..... Vice-President & Manager  
 Friedheim, Robert W. .... Eastern Sales Manager  
 MacDonald, John H. .... Business Manager  
 Parsons, Willis B. .... Sales Promotion Manager  
 Thomas, Reginald ..... Program Director

### Program Department

Strotz, Sidney N.,  
     Vice-President in Charge of Programs  
 Carlin, Phillips,  
     Red Network Program Manager  
 Hillpot, William ..... Blue Network Program Manager  
 Brainard, Bertha,  
     Manager, Program and Talent Sales Division  
 Menser, Clarence L. .... National Production Director  
 Almonte, J. de Jara. .... Night Program Manager  
 Belviso, Thomas H.  
     Manager, Music Library Division  
 Black, Frank. .... General Music Director  
 Chotzinoff, Samuel ..... Manager of Music Division  
 Cuthbert, Margaret,  
     Director, Women's and Children's Programs  
 Dunham, Franklin  
     Director of Religious Broadcasts  
 Kelly, Patrick J. .... Supervisor of Announcing  
 Kelly, N. Ray ..... Supervisor of Sound Effects  
 La Prade, Ernest ..... Director, Music Research  
 Miller, William Burke ..... Director of Talks  
 Preston, Walter G., Jr.,  
     Manager, Public Service Division  
 Roberts, Wilfred S.  
     Manager of Production Division  
 Schechter, A. A.,  
     Director of News and Special Events  
 Titterton, Lewis H. .... Manager of Continuity  
 Wall, C. A. .... Business Manager

## Sales Department

### *Blue Network*

Kobak, Edgar.....Vice-President In Charge  
 James, E. P. H.....Sales Promotion Manager  
 Kiggins, Keith.....Sales Manager  
 Saudek, Robert.....Assistant To Sales Manager

### *Red Network*

Witmer, Roy C.....Vice-President In Charge  
 Brown, C. B.....Sales Promotion Manager  
 Showerman, I. E.....Eastern Sales Manager  
 Frey, George H.....Sales Service Manager  
 Hitz, Edward R.,  
 Assistant To The Vice-President In Charge

### *Sales Traffic*

Greene, F. Melville.....Sales Traffic Manager

## Stations Department

Hedges, William S.  
 Vice-President in Charge of Stations  
 Norton, John H., Jr.....Assistant to  
 Vice-President in Charge of Stations

### *Facilities, Development and Research*

Merryman, Philip I.....Co-Director  
 Lent, W. C.....Co-Director, Washington Office

### *Station Relations Department*

Hickox, Sheldon B., Jr.  
 Manager of the Red Network Division  
 Norton, John H., Jr.  
 Manager of the Blue Network Division  
 Woolley, Easton C.  
 Manager of the Service Division

### *Managed Or Programmed Stations Department*

Gregory, Sherman D.....Manager

### *National Spot and Local Sales Department*

McConnell, J. V.  
 National Spot & Local Sales Manager  
 Roux, Willan C.  
 National, Spot & Local Sales Promotion  
 Manager  
 Tilenius, William O.....Assistant Manager  
 of Spot & Local Sales

### *Traffic Department*

McClancy, B. F.....Traffic Manager

## Managed Or Programmed Stations

### *Managed Or Programmed Stations Station Managers*

CLEVELAND, OHIO  
 Pribble, Vernon H., Manager, Station WTAM  
 DENVER, COLO.  
 Yoder, Lloyd C., Manager, Station KOA  
 SAN FRANCISCO, CALIF.  
 Nelson, A. E., Manager Stations KPO-KGO  
 WASHINGTON, D. C.  
 Berkeley, Kenneth H., Manager Stations WRC  
 WMAL

## Treasury Department

Woods, Mark,  
 Vice-President, Treasurer & Asst. Secretary  
 Bloxham, William D.....Purchasing Agent  
 Kelly, Harold M.....Asst. Auditor  
 McKeon, Harry F.....Auditor  
 Payne, Glenn W.....Budget Officer  
 Teichner, R. J.....Assistant Treasurer

## Central Division—Chicago

### *Merchandise Mart Phone: Superior 8300*

Kopf, H. C.....Manager of The Central Division  
 Borroff, Edwin R...Sales Manager—Blue Network  
 Boyd, Maurice M...Local & Spot Sales Manager  
 Carlson, Emmons C.  
 Sales Promotion and Advertising Manager  
 Chizzini, Frank....Manager of Radio Recording  
 Cunningham, E. C.....Evening Manager  
 Drips, William E.....Director of Agriculture  
 Fry, Kenneth D.....Director of Special Events  
 Golder, Frank.....Program Traffic Supervisor  
 Herbubeaux, Jules.....Program Manager  
 Kaney, A. W.....Assistant to the Manager  
 Luttgens, Howard C...Central Division Engineer  
 McCluer, Paul....Sales Manager—Red Network  
 McDonald, J. A.....Attorney  
 Morton, Oliver....Special Sales Representative  
 —Westinghouse Stations  
 Tilden, Louis E...Sales Representative, Int'l Dept.  
 Murphy, William J.....Continuity Editor  
 Ray, William B.....Manager of Press Relations  
 Stirton, James L.,  
 Manager, Program and Talent Sales  
 Waller, Judith C.....Educational Director  
 Whalley, John F.....Business Manager  
 Wright, W. P.....Production Manager



**Western Division—  
Hollywood**

*Sunset Blvd. & Vine St.  
Phone: Hollywood 6161*

Gilman, Don E. . . . . Vice-Pres. in Charge  
 Andrews, William . . . Manager of Guest Relations  
 Bock, Harold . . . . . Manager of Press Relations  
 Dellett, F. V. . . . . Auditor  
 Dixon, Sydney L. . . . Sales Manager—Red Network  
 Frost, Lewis . . . . . Assistant to Vice-President  
 Gale, Paul . . . . . Traffic Supervisor  
 Graham, R. H. . . . . Attorney—Assistant to Leuschner  
 Leuschner, Frederick . . . . . Attorney  
 McAndrews, Robert . . . Sales Promotion Manager  
 Moore, Tracy . . . . . Sales Manager—Blue Network  
 Robb, Alex. S. . . . . Manager, Program and Talent Sales  
 Saxton, A. H. . . . . Western Division Engineer  
 Schuetz, Robert . . . . . Manager of Recording Division  
 Swallow, John . . . . . Program Manager  
 Williams, Wendell . . . . . Continuity Editor

**Washington, D. C.**

*14th St. & New York Ave.  
Phone: Republic 4000*

Russell, Frank M. . . . . Vice-President in Charge  
 Berkeley, Kenneth H.,  
     General Manager WRC and WMAL  
 Barry, Charles . . . . . Night Supervisor WRC and WMAL  
 Coldenstroth, R. G. . . . . Auditor  
 Dodge, John . . . . . Sales Manager WRC and WMAL  
 Hennessey, P. J., Jr. . . . . Counsel  
 Hurley, John . . . . . Attorney  
 Johnson, A. E. . . . . Division Engineer  
 Knode, Thomas E. . . . . In Charge of News,  
     Press & Special Events  
 Shawn, Fred . . . . . Assistant Manager WRC and WMAL  
 Smith, Carleton E.,  
     Assistant Manager WRC and WMAL

**Foreign Representatives**

Archinard, Paul . . . . . Vichy, France  
 Bate, Fred . . . . . England  
 Jordan, Max . . . . . Switzerland

**Stations Owned and/or Managed and/or Programmed by the**

**NATIONAL BROADCASTING COMPANY**

WEAF New York . . . . . Owned, managed, operated and programmed by NBC  
 WJZ New York . . . . . Owned, managed, operated and programmed by NBC  
 WMAQ Chicago . . . . . Owned, managed, operated and programmed by NBC  
 WENR Chicago . . . . . Owned, managed, operated and programmed by NBC  
 WRC Washington . . . . . Owned, managed, operated and programmed by NBC  
 WTAM Cleveland . . . . . Owned, managed, operated and programmed by NBC  
 KPO San Francisco . . . . . Owned, managed, operated and programmed by NBC  
 WMAL Washington . . . . . Owned by Evening Star Publishing Co.  
     Managed, operated and programmed by the NBC.  
 KGO San Francisco . . . . . Owned by General Electric  
     Managed, operated and programmed by the NBC.  
 KOA Denver . . . . . Owned by General Electric  
     Managed, operated and programmed by the NBC.  
 KEX Portland, Ore. . . . . Owned by National Broadcasting Company  
     Leased to, license held by, operated, managed and  
     programmed by Oregonian Publishing Company.  
 KJR Seattle . . . . . Owned by National Broadcasting Company  
     Leased to, license held by, operated, managed and  
     programmed by Fishers Blend Station, Inc.  
 KGA Spokane . . . . . Owned by National Broadcasting Company  
     Leased to, license held by, operated, managed and  
     programmed by Louis Wasmer.

# REGIONAL NETWORKS

*Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.*

*With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.*

*As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1941 will be toward greater application to selective markets as exemplified by regional networks.*

## The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.  
Phone: 4-3434

### PERSONNEL

President ..... Henry P. Johnston  
Vice-President ..... Howard E. Pill  
Secretary-Treasurer ..... Bascom H. Hopson

### STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham; WHBB, Selma.

### COVERAGE

Primary area of the network comprises 29 counties in Alabama, whose total population in the 1940 preliminary population figures of the U. S. Census was announced at 2,830,285, an increase of seven per cent over 1930. Approximately 81 per cent of the radio homes in the state are in the network's primary area.

### NATIONAL REPRESENTATIVE

Headley-Reed Co.



## Arizona Broadcasting Co.

(ABC Network)  
711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

President ..... R. B. Williams  
Manager ..... Dick Lewis  
Commercial Manager ..... J. R. Heath  
Promotion Manager ..... K. M. Pennington

### STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe; KYCA, Prescott.

### BRANCH OFFICE

48 East Broadway, Tucson, Ariz.  
Phone 3703

Executive In Charge ..... R. B. Williams

### COVERAGE

State of Arizona.  
NATIONAL REPRESENTATIVE  
Paul H. Raymer Company



## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

### PERSONNEL

Manager (KOY) ..... Fred A. Palmer  
Manager (KTUC) ..... John Merino  
Manager (KSUN) ..... Carleton Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

### COVERAGE

	Primary	Secondary
Population .....	209,220	251,570
Radio Homes .....	35,613	33,217

### NATIONAL REPRESENTATIVE

John Blair Company



## Arkansas Network

11th Floor, Union Life Bldg., Little Rock, Ark.  
Phone: 2-1841-2 & Long Distance 224

### PERSONNEL

Manager (KARK) ..... G. E. Zimmerman  
Manager (KCMC) ..... Cliff Tatom  
Manager (KUOA) ..... Storm Whaley  
Manager (KOTN) ..... B. J. Parrish

Manager (KFPW).....Dorothy A. Gibson.  
 Manager (KBTM).....Jay P. Beard  
 Manager (KTHS).....John I. Prosser  
 Manager (KELD).....F. E. Bolls  
 Manager (WMC).....H. W. Slavick  
 Manager (WREC).....Hoyt B. Wooten

## STATIONS

KARK, Little Rock; KCMC, Texarkana, Texas; KUOA, Siloam Springs; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; KTHS, Hot Springs; KELD, El Dorado; WMC, Memphis, Tenn.; WREC, Memphis, Tenn.

★

### Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

## PERSONNEL

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

## STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

## COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

## NATIONAL REPRESENTATIVE

George P. Hollingsbery Co.

★

### Blue Ridge Network

Hotel Greenville, Greenville, S. C.  
 Phone: Greenville 362

## PERSONNEL

Manager.....B. T. Whitmire

## STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

## REPRESENTATIVE

Weed & Company

★

### California Radio System

708 Eye Street, Sacramento, Calif.  
 Phone: Main 5000

## PERSONNEL

Vice-President.....G. C. Hamilton  
 General Manager.....Howard Lane

## STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakers-

field; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

## COVERAGE

Network offers state coverage through the ten stations located in each of the first eight population centers of California.

## BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MUrray Hill 2-8690

Manager.....Humboldt Grieg  
 530 West Sixth St., Los Angeles, Calif.

2223 Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

## NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

★

### Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Phone: Jackson 7626

Lincoln (Nebr.): Hotel Lincoln

Phone: 2-3214

## PERSONNEL

President.....Frank D. Throop  
 General Manager.....Don Searle  
 Sales Manager.....Frank Pellegrin  
 Manager, Lincoln Office.....Jud Woods  
 Chief Engineer.....Mark Bullock

## STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

## COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

## REPRESENTATIVE

Edward Petry & Co., Inc.

★

### The Colonial Network

21 Brookline Ave., Boston, Mass.  
 Phone: Commonwealth 0800

## PERSONNEL

President.....John Shepard 3rd  
 V-P in Charge of Operations.....R. L. Harlow  
 V-P in Chg. of Sales & Production...Linus Travers  
 V-P in Chg. of Engineering...Paul A. DeMars  
 Sales Manager.....W. W. Warner  
 Sales & Station Relations.....Gerald Harrison  
 Editor of Colonial Network

News Service.....Leland Bickford  
 Director, Merchandising &

Promotion.....Robert S. Mairfair  
 Director of Publicity.....Al Stephenson  
 Merchandising.....F. Carleton McVarish  
 Director of Special Events...Fred McLaughlin

Chief Engineer.....Irving Robinson  
 Program Director.....Eleanor Geer  
 Sports Editor.....Jim Britt  
 Manager of Artist Bureau...Josephine White

**BRANCH OFFICES**

Crown Hotel, Providence, R. I.  
 Phone: Dexter 1500

Supervisor.....Malcolm S. Parker  
 Hotel Stratfield, New Haven, Conn.  
 Phone: 6-1121

Supervisor.....Judson LaHaye

**STATIONS**

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WHTT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven.

**COVERAGE**

	Evening	Daytime
Population .....	5,538,299	5,674,855
Radio Homes .....	1,274,009	1,305,019

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.



**Connecticut Broadcasting System**

Address Individual Stations

**PERSONNEL**

Manager (WELI).....James T. Milne  
 Manager (WNBC).....Richard W. Davis  
 Manager (WATR).....Harold Thomas

**STATIONS**

WELI, New Haven; WNBC, New Britain;  
 WATR, Waterbury; WNLC, New London.



**Corn Belt Wireless  
 Rebroadcasting Service**

c/o WHO, Des Moines, Ia.  
 Phone: 3-7147

**PERSONNEL**

Vice-President.....J. O. Maland  
 Sales Manager.....Hale Bondurant  
 Program Director.....Harold Fair  
 Technical Supervisor.....Paul A. Loyet

**STATIONS**

Basic: WHO, Des Moines; WOC, Davenport;  
 KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

**NATIONAL REPRESENTATIVE**

Free & Peters, Inc.



**The Cowles Group**

Des Moines Register and Tribune Building,  
 Des Moines, Ia.  
 Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.  
 Waterloo Office: Russell Lamson Hotel  
 Sioux City Office: Orpheum Theater Bldg.  
 Yankton Office: Gurney Bldg.

**PERSONNEL**

President .....Gardner Cowles, Jr.  
 Vice-President.....John Cowles  
 Vice-President and Treasurer...Luther L. Hill  
 Vice-President .....Sumner Quarton  
 Manager (WNAX).....Robert R. Tinch  
 National Sales Manager.....H. T. Enns  
 Com. Manager (Des Moines)...Craig Lawrence  
 Com. Manager (Cedar Rapids)...W. B. Quarton  
 Com. Manager (Yankton).....Phil Hoffman

**STATIONS**

KSO, Des Moines; KRNT, Des Moines; WMT,  
 Waterloo-Cedar Rapids; WNAX, Yankton-Sioux  
 City.

**SERVICES**

Network maintains production, announcing and technical staffs available to advertisers without charge.

**COVERAGE\***

Population .....	6,700,649
Families .....	1,644,549
Radio Families .....	1,364,860

\* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

**NATIONAL REPRESENTATIVE**

The Katz Agency



**Don Lee Broadcasting System**

5515 Melrose Ave., Hollywood, Calif.  
 Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.



PERSONNEL

V-P & General Manager... Lewis Allen Weiss  
 Assistant Manager... Willet Brown  
 General Sales Manager... Wilbur Eickelberg  
 Program Director... Van Newkirk  
 Production Manager... James Burton  
 Publicity Director... Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.  
 Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview.

NATIONAL REPRESENTATIVE

John Blair & Co.



**Georgia Broadcasting System**

*(Selling Group; not available as a network)*

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager... J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

COVERAGE\*

	Evening	Daytime
Population	636,280	948,600
Radio Homes	112,577	140,990

\* In primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE

International Radio Sales



**Georgia Major Market Trio**

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 211 Cotton Ave.

Phone: 3131-2

Savannah Office: 516 Abercorn St.

Phone: 2-127-8-9

PERSONNEL

General Manager (WGST)... C. H. Calhoun  
 General Manager (WMAZ)... E. K. Cargill  
 General Manager (WTOC)... Marjorie B. Willis

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

COVERAGE\*

	Primary	Secondary
Population	2,058,532	2,023,064
Radio Homes	277,640	282,640

\* Population is based on the 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

REPRESENTATIVE

The Katz Agency



**Inter-City Broadcasting System**

1657 Broadway, New York City

Phone: Circle 6-2200

Philadelphia Office: 35 S. 9th St.

Phone: Walnut 6800

PERSONNEL

General Manager... Don S. Shaw  
 Assistants to General Manager... Jack Curtis, L. E. Roberts

Director of Sales... Charles M. Stark

Publicity-Special Events Dir... Leon Goldstein

Program Manager... Charles Capps

Musical Director... Joe Rines

Continuity Director... Raymond Sweeney

Sports & News Director... Hal Janis

Chief Engineer... Frank Marx

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; other stations and cities available on request.

COVERAGE

Linked together by A. T. & T. lines, the stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

REPRESENTATIVE

Virgil Reiter & Co. (West)



**Intermountain Network**

McIntyre Bldg., Salt Lake City, Utah

PERSONNEL

President... Paul R. Heitmeyer

STATIONS

KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE

George P. Hollingbery Co.

### Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.  
Phone: Harrison 1161

**PERSONNEL**

Sales Manager.....Don Davis  
Program Co-Ordinator.....J. Nelson Rupard  
Regional Sales Manager.....Bryan P. Murphy

**EXECUTIVE COMMITTEE**

K. W. Pyle (KFBI); R. J. Laubengayer (KSAL);  
K. W. Trimble (KTSW); Clem Morgan (KVGB);  
John Schilling (WHB).

**BRANCH OFFICE**

1012 Baltimore, Kansas City, Mo.  
Phone: Grand 0810

Executive in Charge.....Bryan P. Murphy

**STATIONS**

WHB, Kansas City (Mo.); KFBI, Wichita;  
KSAL, Salina; KTSW, Emporia; KVGB, Great  
Bend.

**COVERAGE\***

	Primary
Population .....	2,924,021
Radio Homes .....	830,440

\*Population is based on 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

**REPRESENTATIVE**

William G. Rambeau Co.

★

### The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas  
Phone: 3-1234  
Dallas Office: c/o WFAA & KGKO

**PERSONNEL**

Managing Director.....Sam H. Bennett  
Operating Committee.....Harold V. Hough.  
Chairman; O. L. Taylor, Tilford Jones.

**STATIONS**

KGKO, Fort Worth-Dallas; KXYZ, Houston;  
KRIS, Corpus Christi; K TSA, San Antonio;  
KRGV, Weslaco; KGNC, Amarillo; KFDM,  
Beaumont (supplementary).

**COVERAGE**

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

**NATIONAL REPRESENTATIVES**

Howard H. Wilson Co.

★

### Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.  
Phone 5252

**PERSONNEL**

General Manager.....Clair R. McCollough

**STATIONS**

WORK, York, Pa.; WDEL, Wilmington, Del.;  
WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;  
WEST, Easton, Pa.; WILM, Wilmington, Del.;  
WKBO, Harrisburg, Pa.

**NATIONAL REPRESENTATIVE**

Paul H. Raymer Co.

★

### Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.  
Phone: Cherry 8321

**PERSONNEL**

President-Treasurer.....George W. Trendle  
Secretary-General Manager H. Allen Campbell  
Vice-President.....John H. King

**STATIONS**

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

**COVERAGE**

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

**REPRESENTATIVE**

Paul H. Raymer Co.

★

### The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.  
Phone Bridgeport 3222  
St. Paul Office: St. Paul Hotel  
Phone Cedar 5511

**PERSONNEL**

General Sales Manager.....Ray C. Jenkins

**STATIONS**

KSTP, Minneapolis-St. Paul (key station);  
KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

**COVERAGE**

	Primary*
Population .....	2,360,218
Radio Homes .....	549,520

\* The primary area of the four stations combines the total of 86 counties in Minnesota, Wisconsin and Iowa; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

**NATIONAL REPRESENTATIVE**

Howard H. Wilson Co.

**Mountain & Plain Network**

Albany Hotel, Denver, Colo.  
Phone: Keystone 0178

**PERSONNEL**

Sales Manager.....Gene O'Fallon  
Manager of Station Relations....Frank Bishop

**STATIONS**

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KYAN, Cheyenne, Wyo.



**New York Broadcasting System, Inc.**

20 East 57th St., New York, N. Y.  
Phone: ELdorado 5-6100

**PERSONNEL**

President.....Major E. M. Stoer  
Managing Director-Sales Mgr...C. H. Hackett  
Manager .....Albert Grobe  
Director of Publicity, News & Special Events.....Bernard Estes

**STATIONS**

WINS\*, New York City; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo; WJTN, Jamestown; WTRY, Troy; WOLF, Syracuse; WKNY, Kingston.

\*WINS is the New York City daytime outlet; choice of WHN or WMCA as the nighttime outlet.

**COVERAGE**

The New York Broadcasting System claims coverage of the entire state of New York with its total population equaling one sixth of the total for the United States.

**NATIONAL REPRESENTATIVE**  
International Radio Sales



**North Central Broadcasting System, Inc.**

Commodore Hotel, St. Paul, Minn.  
Phone: Dale 6595

**PERSONNEL**

President-General Manager....John W. Boler  
Vice-President.....Howard S. Johnson  
Treasurer.....D. C. Shepard

**STATIONS**

WLOL, Minneapolis, Minn.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.

**Northern Broadcasting & Publishing, Ltd.**

Thomson Bldg., Timmins, Ont., Canada  
Phone: 500

**PERSONNEL**

General Manager.....Jack K. Cooke  
Manager (CJKL).....Brian G. Shellon  
Manager (CFCH) .....Cliff Pickrem

**STATIONS**

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.

**BRANCH OFFICE**

305 Victory Bldg., Toronto, Ont., Canada  
Phone: 500  
Manager.....J. Reg Beattie



**Northwest Triangle Chain**

Address Individual Stations

**PERSONNEL**

Manager (Seattle).....Birt Fisher  
Manager (Spokane).....Louis Wasmer  
Manager (Portland).....W. Carey Jennings

**STATIONS**

KOMO, Seattle; KJR, Seattle; KHQ, Spokane; KGA, Spokane; KGW, Portland; KEX, Portland.

**REPRESENTATIVE**

Edward Petry & Co.



**Oklahoma Metropolitan Line**

c/o KOMA, Biltmore Hotel  
Oklahoma City, Okla.  
Phone 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.  
Phone 4-8188

**PERSONNEL**

Manager (KOMA).....Neal Barrett  
Manager (KTUL).....William C. Gillespie  
Commercial Manager (KOMA)...Jack Howell  
Commercial Manager (KTUL)...Lawson Taylor

**NATIONAL REPRESENTATIVE**

Free & Peters, Inc.



**The Oklahoma Network**

1800 West Main St., Oklahoma City, Okla.  
Phone: 3-8352

**PERSONNEL**

President.....Ross U. Porter  
Vice-President.....Tams Bixby, Jr.  
Secretary-Treasurer.....Kenyon M. Douglass  
Managing Director.....Kenyon M. Douglass

**STATIONS**

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa.

**NATIONAL REPRESENTATIVE**  
Arthur H. Hagg & Associates



**Pacific Broadcasting Co.**

914 Broadway, Tacoma, Wash.  
Phone: Main 4144

**PERSONNEL**

General Manager.....Carl E. Haymond  
Traffic Manager.....John K. Clarke  
Auditor.....Paul F. Benton

**STATIONS**

Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KWLK, Longview.

**COVERAGE**

Network outlets in each of the 9 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

**NATIONAL REPRESENTATIVE**  
John Blair & Co.



**The Pennsylvania Network**

1622 Chestnut St., Philadelphia, Pa.  
Phone Locust 7700

**PERSONNEL**

Manager.....Kenneth W. Stowman

**STATIONS**

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; WARM, Scranton; (Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional).

**COVERAGE**

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

**Quaker Network**

Widener Bldg., Philadelphia, Pa.  
Phone: Rittenhouse 6900

**PERSONNEL**

General Manager.....Roger W. Clipp

**STATIONS**

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



**South Central Quality Network**

Address Individual Stations

**PERSONNEL**

Manager (WMC).....H. W. Slavick  
Manager (WJDX).....Wiley Harris  
Manager (WSMB).....H. Wheelahan  
Manager (KARK).....G. E. Zimmerman  
Manager (KWKH).....John C. McCormack  
Manager (KTBS).....John C. McCormack

**STATIONS**

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.



**The Southern Network**

Radio Bldg., Walnut & Short Sts.  
Lexington, Ky.  
Phone 1721

**PERSONNEL**

President.....Gilmore N. Nunn  
Vice-President.....J. Lindsay Nunn  
Secretary-Treasurer.....Warren G. Davis  
Production Manager.....Ted Grizzard  
Chief Engineer.....Sanford Helt

**STATIONS**

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

**REPRESENTATIVE**  
Burn-Smith Co., Inc.



**The Texas Quality Network**

Address Individual Stations  
The Texas Quality Network has no officers or



directors, each outlet being a sales office for the other.

**STATIONS**

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

★

**Texas State Network**

1201 West Lancaster Ave., Fort Worth, Texas  
Phone: 3-9363

**PERSONNEL**

President.....Ruth G. Roosevelt  
Vice-President-Secretary-  
General Manager.....Harry A. Hutchinson  
Vice-President-Treasurer....Gerald T. Stanley  
Assistant General Manager....Gene L. Cagle  
Merchandising Director.....L. R. Duffy  
Program Director.....Helen Jane Behlke  
Chief Accountant.....D. C. Hornburg  
Traffic Manager.....Dorothy Smith  
Technical Supervisor.....Truett Kimzey

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

★

**West Virginia Network**

WCHS Auditorium, Charleston, W. Va.

**PERSONNEL**

President.....John A. Kennedy  
Managing Director.....Howard L. Chernoff  
Program Director & Artist  
Bureau Head.....James C. Keefe  
Chief Engineer.....O. Robinson  
Publicity Director.....Harold Miller

**STATIONS**

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington.

**POLICIES**

Advertising of alcoholic beverages accepted.

**NATIONAL REPRESENTATIVE**

The Branham Co.

**The Yankee Network**

"Covering New England"

21 Brookline Ave., Boston, Mass.  
Phone: Commonwealth 0800

**PERSONNEL**

President.....John Shepard 3rd  
V-P in Chg. of Operations.....R. L. Harlow  
V-P in Chg. of Sales & Production...Linus Travers  
V-P in Chg. of Engineering...Paul A. DeMars  
Editor of Yankee Network  
News Service.....Leland Bickford  
Director of Merchandising &  
Promotion.....Robert S. Playfair  
Director of Publicity.....Al Stephenson  
Merchandising.....F. Carleton McVarish  
Director of Special Events....Fred McLaughlin  
Chief Engineer.....Irving Robinson  
Sports Editor.....Jim Britt  
Chief Meteorologist.....Salvatore Pagliuca  
Manager of Yankee Network  
Artists Bureau.....Josephine White

**STATIONS**

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven, Conn.

**COVERAGE**

	Evening	Daytime
Population .....	6,444,623	5,293,767
Radio Homes .....	1,482,264	1,217,559

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

★

**Z (Bar) Net**

P. O. Box 1956, Butte, Montana  
Phone: 22-344

**PERSONNEL**

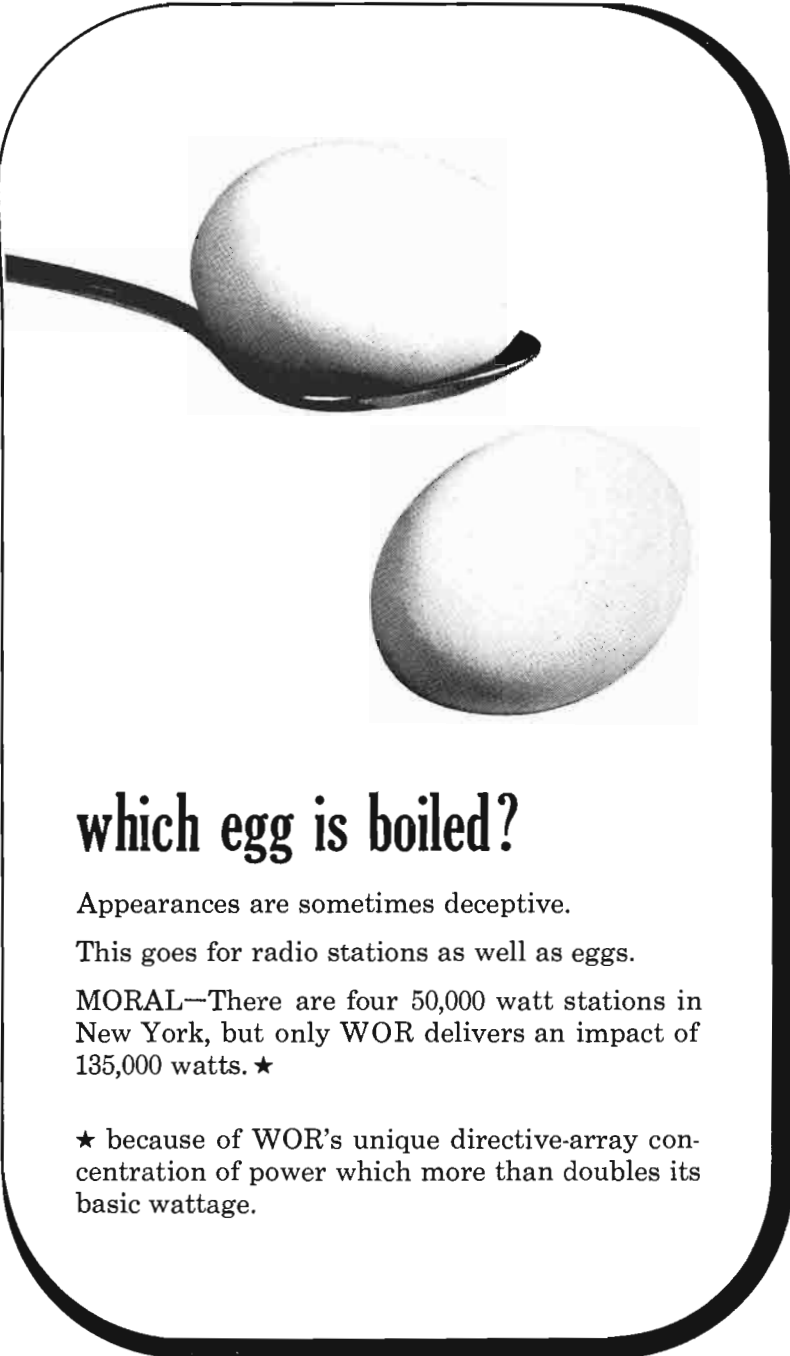
Manager.....E. B. Craney

**STATIONS**

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

**NATIONAL REPRESENTATIVE**

Gene Furgason & Co.



## which egg is boiled?

Appearances are sometimes deceptive.

This goes for radio stations as well as eggs.

**MORAL**—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts. ★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.



# STATIONS

*OF THE  
UNITED STATES*



*STANDARD  
STATIONS*



*NEWSPAPER  
OWNED STATIONS*



*MAJOR NETWORK  
AFFILIATIONS*

**FOR MOVING DRUG AND GROCERY  
ITEMS THROUGH RETAIL OUTLETS  
BECAUSE IT CREATES INSTANT  
AND CONSTANT  
CONSUMER DEMAND!**



"WLW is a powerful sales stimulator in our territory. Whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well stocked."

**Geo. H. Kauffman, Pres. & Sales Manager**  
Kauffman-Lattimer Co., Wholesale Druggists  
Columbus, Ohio

"WLW's powerful advertising is doing a most effective job for us. Due to the widespread consumer preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

**G. B. Moxley, President**  
Kiefer-Stewart Co., Wholesale Druggists  
Indianapolis, Indiana



"As an advertising medium in the movement of merchandise, WLW, the Nation's Station, is a powerful influence in this area and we feel that the opportunity of co-operating fills a definite merchandising need."

**Elmer Brown, General Manager**  
Midland Grocer Co., Wholesale Grocers  
Portsmouth, Ohio

"We feel that WLW is the most powerful influence for the quick turn-over of nationally advertised brands. Through WLW's resources we are able to keep our sales force informed of expected sales increases of the listening public's demand."

**D. Sayre, President**  
Hagen-Ratcliff and Co., Wholesale Grocers  
Huntington, W. Va.



# WLW

**THE NATION'S**  
*most Merchandise-able*  
**STATION**

REPRESENTATIVES:

NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue  
SAN FRANCISCO—International Radio Sales



# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)  
—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.....	1450	250	575
KABR . . .	Aberdeen, S. Dak.....	1420	5000	556
KADA . . .	Ada, Okla. ....	1230	250	525
KALB . . .	Alexandria, La. ....	1240	250	431
KALE . . .	Portland, Ore. ....	1330	5000	532
KAND . . .	Corsicana, Tex. ....	1340	250	568
KANS . . .	Wichita, Kans. ....	1240	250	426
KARK . . .	Little Rock, Ark.....	920	5000	351
KARM . . .	Fresno, Calif. ....	1340	250	354
KASA . . .	Elk City, Okla.....	1240	250	525
KASt . . .	Astoria, Ore. ....	1230	250	530
KATE . . .	Albert Lea, Minn.....	1450	250	457
KAWM . . .	Gallup, New Mex.....	1490	250	482
KBIX . . .	Muskogee, Okla. ....	1490	250	527
KBIZ . . .	Ottumwa, Ia. ....	1240	250	421
KBKR . . .	Baker, Ore. ....	1490	250	530
KBND . . .	Bend, Ore. ....	1340	250	530
KBPS . . .	Portland, Ore. ....	1450	250	532
KBST . . .	Big Spring, Tex.....	1490	250	566
KBtM . . .	Jonesboro, Ark. ....	1230	250	351
KBWD . . .	Brownwood, Texas.....	1380	500	567
KCKN . . .	Kansas City, Kan.....	1340	250	425
KCMC . . .	Texarkana, Ark.-Tex. ....	1450	250	577
KCMO . . .	Kansas City, Mo. ....	1480	5000 d., 1000 n.	467
KCRC . . .	Enid, Okla. ....	1390	1000	527
KCRJ . . .	Jerome, Ariz. ....	1340	250	347
KDAL . . .	Duluth, Minn. ....	1490	250	457
KDB . . .	Santa Barbara, Calif.....	1490	250	366
KDFN . . .	Casper, Wyo. ....	1470	1000	604
KDKA . . .	Pittsburgh, Pa. ....	1020	50000	543
KDLR . . .	Devils Lake, N. Dak.....	1240	250	512
KDNT . . .	Denton, Tex. ....	1450	250	569
KDON . . .	Monterey, Calif. ....	1240	250	360
KDRO . . .	Sedalia, Mo. ....	1490	250	470
KDTH . . .	Dubuque, Ia. ....	1370	1000	420
KDYL . . .	Salt Lake City, Utah.....	1320	5000	580
KECA . . .	Los Angeles, Calif. ....	790	5000	355
KELA . . .	Between Centralla and Chehalis, Wash.	1470	1000	588
KELD . . .	El Dorado, Ark.....	1400	250	350
KELO . . .	Sioux Falls, S. Dak.....	1230	250	557

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KENO	Las Vegas, Nev.	1400	250	476
KEBN	Bakersfield, Calif.	1410	1000	353
KEUB	Price, Utah	1450	250	580
KEVR	Seattle, Wash.	1400	250	590
KEX	Portland, Ore.	1190	50000	533
KEYS	Corpus Christi, Texas	1190	250	567
KFAB	Lincoln, Nebr.	780	10000	474
KFAC	Los Angeles, Calif.	1330	1000	357
KFAM	St. Cloud, Minn.	1450	250	461
KFAR	Fairbanks, Alaska	610	1000	605
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1455	250	604
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	426
KFBK	Sacramento, Calif.	1530	10300	361
KFDA	Amarillo, Tex.	1230	250	565
KFDM	Beaumont, Tex.	560	1000	566
KFDY	Brookings, S. Dak.	790	1000	556
KFEL	Denver, Colo.	950	5000	369
KFEQ	St. Joseph, Mo.	680	2500 d., 500 u.	468
KFGQ	Boone, Ia.	1400	250	418
KFH	Wichita, Kansas	1330	5000	427
KFI	Los Angeles, Calif.	640	50000	357
KFIO	Spokane, Wash.	1150	100	591
KFIZ	Fond Du Lac, Wisc.	1450	250	598
KFJB	Marshalltown, Ia.	1230	250	420
KFJI	Klamath Falls, Ore.	1240	250	531
KFJM	Grand Forks, N. Dak.	1440	1000 d., 500 n.	512
KFJZ	Fort Worth, Tex.	1270	5000	571
KFKA	Greeley, Colo.	910	1000	371
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	425
KFMB	San Diego, Calif.	1450	250	362
KFNF	Shenandoah, Ia.	920	1000 d, 500 n.	421
KFOR	Lincoln, Nebr.	1240	250	474
KFOX	Long Beach, Calif.	1280	1000	355
KFPL	Dublin, Tex.	1340	250	569
KFPW	Fort Smith, Ark.	1400	250	350
KFPY	Spokane, Wash.	920	5000	592
KFQD	Anchorage, Alaska	790	250	605
KFRC	San Francisco, Calif.	610	5000	363
KFRO	Longview, Tex.	1370	1000	573
KFRU	Columbia, Mo.	1400	250	466
KFSD	San Diego, Calif.	600	5000	362
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	358
KFUO	Clayton, (St. Louis) Mo.	850	5000	466
KFVD	Los Angeles, Calif.	1020	1000	357
KFVS	Cape Girardeau, Mo.	1400	250	466
KFWB	Los Angeles, Calif.	980	5000	357
KFXD	Nampa, Idaho	1230	250	399
KFXJ	Grand Junction, Colo.	1230	250	371
KFXM	San Bernardino, Calif.	1240	250	362
KFYO	Lubbock, Texas	1340	250	573
KFYR	Bismarck, N. Dak.	550	5000	511
KGA	Spokane, Wash.	1510	10000	592
KGB	San Diego, Calif.	1360	1000	363
KGBU	Ketchikan, Alaska	930	500	606
KGBX	Springfield, Mo.	1260	5000	470

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU . . .	Mandan, N. Dak.....	1270	1000 d., 500 n.	512
KGCX . . .	Wolf Point, Mont. ....	1480	1000	472
KGDE . . .	Fergus Falls, Minn.....	1230	250	457
KGDM . . .	Stockton, Calif. ....	1130	1000	367
KGER . . .	Sterling, Colo. ....	1230	250	373
KGER . . .	Long Beach, Calif.....	1390	1000	355
KGEZ . . .	Kalspell, Mont. ....	1340	250	472
	..... Conditional	1460	1000	
KGFF . . .	Shawnee, Okla. ....	1450	250	529
KGFI . . .	Brownsville, Tex. ....	1490	250	567
KGFI . . .	Los Angeles, Calif.....	1230	250	358
KGFL . . .	Roswell, New Mex. ....	1400	250	482
KGFW . . .	Kearney, Nebr. ....	1340	250	474
KGFX . . .	Pierre, S. Dak.....	630	200	556
KGGF . . .	Coffeyville, Kans. ....	690	1000	422
KGGM . . .	Albuquerque, N. Mex.....	1260	1000	481
KGHF . . .	Pueblo, Colo. ....	1350	500	373
KGHI . . .	Little Rock, Ark.....	1230	250	352
KGHL . . .	Billings, Mont. ....	790	5000	471
KGIR . . .	Butte, Mont. ....	1370	5000	471
KGIW . . .	Alamosa, Colo. ....	1450	250	368
KGKB . . .	Tyler, Tex. ....	1490	250	577
KGKL . . .	San Angelo, Tex.....	1400	250	575
KGKO . . .	Fort Worth, Tex.....	570	5000	571
KGKY . . .	Scottsbluff, Nebr. ....	1490	250	476
KGLO . . .	Mason City, Ia.....	1300	1000	421
KGLU . . .	Safford, Ariz. ....	1450	250	349
KGMB . . .	Honolulu, Hawaii ....	590	5000	606
KGNC . . .	Amarillo, Tex. ....	1440	5000 d., 1000 n.	565
KGNF . . .	North Platte, Nebr.....	1460	1000	475
KGNO . . .	Dodge City, Kans.....	1370	1000 d., 250 n.	423
KGO . . .	San Francisco, Calif.....	810	10000	363
KGU . . .	Honolulu, Hawaii ....	760	2500	606
KGVO . . .	Missoula, Mont. ....	1290	5000 d., 1000 n.	472
KGW . . .	Portland, Ore. ....	620	5000	533
KGY . . .	Olympia, Wash. ....	1240	250	589
KHAS . . .	Hastings, Nebr. ....	1230	250	474
KHBC . . .	Hilo, Hawaii ....	1230	250	606
KHBG . . .	Okmulgee, Okla. ....	1240	250	528
KHJ . . .	Los Angeles, Calif.....	930	5000	358
KHQ . . .	Spokane, Wash. ....	590	5000	592
KHSL . . .	Chico, Calif. ....	1290	1000 d., 500 n.	354
KHUB . . .	Watsonville, Calif.....	1340	250	368
KICA . . .	Clovis, New Mex.....	1400	250	481
KID . . .	Idaho Falls, Idaho.....	1350	5000 d., 500 n.	398
KIDO . . .	Boise, Idaho ....	1380	2500 d., 1000 n.	398
KIDW . . .	Lamar, Colo. ....	1450	250	371
KIEM . . .	Eureka, Calif. ....	1480	1000 d., 500 n.	354
KIEV . . .	Glendale, Calif. ....	870	250	355
KINY . . .	Juneau, Alaska ....	1460	1000	605
KIRO . . .	Seattle, Wash. ....	710	10000	590
KIT . . .	Yakima, Wash. ....	1280	1000	594
KITE . . .	Kansas City, Mo.....	1590	1000	467
KIUL . . .	Garden City, Kans.....	1240	250	423
KIUN . . .	Pecos, Tex. ....	1400	250	574
KIUP . . .	Durango, Colo. ....	1400	250	371
KJBS . . .	San Francisco, Calif.....	1100	500	363

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KJE . . . .	Seattle, Wash. . . . .	1000	10000	590
KLAH . . . .	Carlsbad, New Mex. . . . .	1240	250	481
KLBM . . . .	La Grande, Ore. . . . .	1450	250	532
KLCN . . . .	Blytheville, Ark. . . . .	1320	100	350
KLO . . . .	Ogden, Utah . . . . .	1430	5000	579
KLPM . . . .	Minot, N. Dak. . . . .	1390	1000	513
KLRA . . . .	Little Rock, Ark. . . . .	1420	5000	352
KLS . . . .	Oakland, Calif. . . . .	1310	1000	360
KLUF . . . .	Galveston, Tex. . . . .	1400	250	571
KLX . . . .	Oakland, Calif. . . . .	910	1000	360
KLZ . . . .	Denver, Colo. . . . .	560	5000	369
KMA . . . .	Shenandoah, Iowa . . . . .	960	5000 d., 1000 n.	421
KMAC . . . .	San Antonio, Tex. . . . .	1400	250	575
KMBC . . . .	Kansas City, Mo. . . . .	980	5000	467
KMED . . . .	Medford, Ore. . . . .	1440	1000	532
KMJ . . . .	Fresno, Calif. . . . .	580	5000	355
KMLB . . . .	Monroe, La. . . . .	1230	250	432
KMMJ . . . .	Grand Island, Nebr. . . . .	750	1000	473
KMO . . . .	Tacoma, Wash. . . . .	1360	5000	592
KMOX . . . .	St. Louis, Mo. . . . .	1120	50000	468
KMPC . . . .	Beverly Hills, Calif. . . . .	710	5000	353
KMTR . . . .	Los Angeles, Calif. . . . .	570	1000	358
KMYC . . . .	Marysville, Calif. . . . .	1450	250	359
KMYR . . . .	Denver, Colo. . . . .	1340	250	370
KNEL . . . .	Brady, Tex. . . . .	1490	250	567
KNET . . . .	Palestine, Tex. . . . .	1450	250	574
KNOE . . . .	Munroe, La. . . . .	1120	250	432
KNOW . . . .	Austin, Tex. . . . .	1490	250	566
KNX . . . .	Los Angeles, Calif. . . . .	1070	50000	358
KOA . . . .	Denver, Colo. . . . .	850	50000	370
KOAC . . . .	Corvallis, Ore. . . . .	550	5000 d., 1000 n.	531
KOAM . . . .	Pittsburg, Kans. . . . .	810	1000	426
KOB . . . .	Albuquerque, New Mex. . . . .	1030	50000	481
KOBH . . . .	Rapid City, S. Dak. . . . .	1400	250	556
KOCA . . . .	Kilgore, Tex. . . . .	1240	250	572
KOCY . . . .	Oklahoma City, Okla. . . . .	1340	250	528
KODL . . . .	The Dalles, Ore. . . . .	1230	250	531
KOH . . . .	Reno, Nev. . . . .	630	1000	476
KOIL . . . .	Omaha, Nebr. . . . .	1290	5000	475
KOIN . . . .	Portland, Ore. . . . .	970	5000	533
KOKO . . . .	La Junta, Colo. . . . .	1400	250	371
KOL . . . .	Seattle, Wash. . . . .	1300	5000 d., 1000 n.	590
KOMA . . . .	Oklahoma City, Okla. . . . .	1520	5000	527
KOME . . . .	Tulsa, Okla. . . . .	1340	250	529
KOMO . . . .	Seattle, Wash. . . . .	950	5000	591
KONB . . . .	Omaha, Nebr. . . . .	1400	250	475
KONO . . . .	San Antonio, Tex. . . . .	1400	250	575
KOOS . . . .	Marshfield, Ore. . . . .	1230	250	532
KORE . . . .	Eugene, Ore. . . . .	1450	250	531
KORN . . . .	Fremont, Nebr. . . . .	1400	250	473
KOTN . . . .	Pine Bluff, Ark. . . . .	1490	250	352
KOVC . . . .	Valley City, N. Dak. . . . .	1490	250	513
KOVO . . . .	Provo, Utah . . . . .	1240	250	580
KOWH . . . .	Omaha, Nebr. . . . .	660	500	475
KOY . . . .	Phoenix, Ariz. . . . .	550	1000	347
KPAB . . . .	Laredo, Tex. . . . .	1490	250	573

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC . . .	Port Arthur, Tex. . . . .	1250	500	575
KPDN . . .	Pampa, Tex. . . . .	1340	250	574
KPFA . . .	Helena, Mont. . . . .	1240	250	472
KPHO . . .	Phoenix, Ariz. . . . .	1230	250	348
KPLC . . .	Lake Charles, La. . . . .	1490	250	432
KPLT . . .	Paris, Tex. . . . .	1490	250	574
KPMC . . .	Yakersfield, Calif. . . . .	1600	1000	353
KPO . . .	San Francisco, Calif. . . . .	680	50000	365
KPOF . . .	Denver, Colo. . . . .	910	1000	370
KPOW . . .	Powell, Wyo. . . . .	1230	250	604
KPPC . . .	Pasadena, Calif. . . . .	1240	250	361
KPQ . . .	Wenatchee, Wash. . . . .	1490	250	593
KPRC . . .	Houston, Tex. . . . .	950	5000	572
KQV . . .	Pittsburgh, Pa. . . . .	1410	1000	545
KQW . . .	San Jose, Calif. . . . .	740	5000	366
KRBA . . .	Lufkin, Tex. . . . .	1340	250	573
KRBC . . .	Abilene, Tex. . . . .	1450	250	565
KRBM . . .	Bozeman, Mont. . . . .	1450	250	471
KRE . . .	Berkeley, Calif. . . . .	1400	250	353
KRGV . . .	Weslaco, Tex. . . . .	1290	1000	578
KRIC . . .	Beaumont, Tex. . . . .	1450	250	566
KRIS . . .	Corpus Christi, Tex. . . . .	1360	1000	568
KRJF . . .	Miles City, Mont. . . . .	1340	250	472
KRKD . . .	Los Angeles, Calif. . . . .	1150	2500 d., 1000 n.	359
KRKO . . .	Everett, Wash. . . . .	1400	250	589
KRLC . . .	Lewiston, Idaho . . . . .	1400	250	399
KRLD . . .	Dallas, Tex. . . . .	1080	50000	568
KRLH . . .	Midland, Tex. . . . .	1450	250	573
KRMC . . .	Jamestown, N. Dak. . . . .	1400	250	512
KRMD . . .	Shreveport, La. . . . .	1340	250	434
KRNR . . .	Roseburg, Ore. . . . .	1490	250	534
KRNT . . .	Des Moines, Iowa . . . . .	1350	5000	419
KROC . . .	Rochester, Minn. . . . .	1340	250	461
KROD . . .	El Paso, Tex. . . . .	600	1000 d., 500 n.	569
KROW . . .	Oakland, Calif. . . . .	960	1000	360
KROY . . .	Sacramento, Calif. . . . .	1240	250	362
KRRV . . .	Sherman, Tex. . . . .	910	1000	577
KRSC . . .	Seattle, Wash. . . . .	1150	1000	591
KSAC . . .	Manhattan, Kans. . . . .	580	1000 d., 500 n.	425
KSAL . . .	Salina, Kans. . . . .	1150	1000	426
KSAM . . .	Huntsville, Tex. . . . .	1490	250	572
KSAN . . .	San Francisco, Calif. . . . .	1450	250	365
KSCJ . . .	Sioux City, Ia. . . . .	1360	5000	422
KSD . . .	St. Louis, Mo. . . . .	550	5000 d., 1000 n.	469
KSEI . . .	Pocatello, Idaho . . . . .	930	1000 d., 250 n.	399
KSFO . . .	San Francisco, Calif. . . . .	560	5000 d., 1000 n.	365
KSL . . .	Salt Lake City, Utah. . . . .	1160	50000	581
KSLM . . .	Salem, Ore. . . . .	1390	1000	534
KSO . . .	Des Moines, Iowa. . . . .	1460	5000 d., 1000 n.	419
KSOO . . .	Sioux Falls, S. Dak. . . . .	1140	5000	557
KSRO . . .	Santa Rosa, Calif. . . . .	1340	1000	367
KSTP . . .	St. Paul, Minn. . . . .	1500	50000	462
KSUB . . .	Cedar City, Utah. . . . .	1340	250	579
KSUN . . .	Lowell, Ariz. . . . .	1230	250	347
KSWO . . .	Lawton, Okla. . . . .	1150	250	527
KTAR . . .	Phoenix, Ariz. . . . .	620	5000	348



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTBC . . .	Austin, Tex. . . . .	1150	1000	566
KTBS . . .	Shreveport, La. . . . .	1480	1000	434
KTEM . . .	Temple, Tex. . . . .	1400	250	577
KTFI . . .	Twin Falls, Idaho. . . . .	1270	1000	400
KTHS . . .	Hot Springs National Park, Ark. . . . .	1090	50000	350
KTKC . . .	Visalia, Calif. . . . .	920	1000	367
KTMS . . .	Santa Barbara, Calif. . . . .	1250	1000	367
KTOH . . .	Lihue, Hawaii . . . . .	1490	250	607
KTOK . . .	Oklahoma City, Okla. . . . .	1400	250	528
KTEB . . .	Modesto, Calif. . . . .	860	250	360
KTRH . . .	Houston, Tex. . . . .	1320	5000 d., 1000 n.	572
KTRI . . .	Sioux City, Ia. . . . .	1450	250	422
KTSA . . .	San Antonio, Tex. . . . .	550	5000 d., 1000 n.	576
KTSM . . .	El Paso, Tex. . . . .	1380	500	569
KTSW . . .	Emporia, Kans. . . . .	1400	250	423
KTUC . . .	Tucson, Ariz. . . . .	1400	250	349
KTUL . . .	Tulsa, Okla. . . . .	1430	5000	529
KTW . . .	Seattle, Wash. . . . .	1250	1000	591
KUIN . . .	Grants Pass, Ore. . . . .	1340	250	531
KUJ . . .	Walla Walla, Wash. . . . .	1420	1000	593
KUOA . . .	Siloam Springs, Ark. . . . .	1290	5000	352
KUSD . . .	Vermillion, S. Dak. . . . .	920	500	557
KUTA . . .	Salt Lake City, Utah. . . . .	570	1000	582
KVAK . . .	Atchison, Kans. . . . .	1450	250	422
KVAN . . .	Vancouver, Wash. . . . .	910	250	593
KVCV . . .	Redding, Calif. . . . .	1230	250	361
KVEC . . .	San Luis Obispo, Calif. . . . .	1230	250	366
KVFD . . .	Fort Dodge, Ia. . . . .	1400	250	420
KVGB . . .	Great Bend, Kans. . . . .	1400	250	423
KVI . . .	Tacoma, Wash. . . . .	570	5000	593
KVIC . . .	Victoria, Texas . . . . .	1340	250	578
KVNU . . .	Logan, Utah . . . . .	1230	250	579
KVOA . . .	Tucson, Ariz. . . . .	1290	1000	349
KVOD . . .	Denver, Colo. . . . .	630	1000	370
KVOE . . .	Santa Ana, Calif. . . . .	1490	250	366
KVOL . . .	Lafayette, La. . . . .	1340	250	432
KVOO . . .	Tulsa, Okla. . . . .	1170	50000	529
KVOR . . .	Colorado Springs, Colo. . . . .	1300	1000	368
KVOS . . .	Bellingham, Wash. . . . .	1230	250	588
KVOX . . .	Moorhead, Minn. . . . .	1340	250	461
KVRS . . .	Rock Springs, Wyoming. . . . .	1400	250	604
KVSF . . .	Santa Fe, N. M. . . . .	1340	250	482
KVSO . . .	Ardmore, Okla. . . . .	1240	250	525
KVWC . . .	Vernon, Tex. . . . .	1490	250	578
KWAL . . .	Wallace, Ida. . . . .	1450	250	400
KWAT . . .	Watertown, S. D. . . . .	1240	250	557
KWBG . . .	Hutchinson, Kans. . . . .	1450	250	423
KWEW . . .	Hobbs, New Mexico. . . . .	1490	250	482
KWFC . . .	Hot Springs, Ark. . . . .	1340	250	350
KWFT . . .	Wichita Falls, Tex. . . . .	620	5000 d., 1000 n.	579
KWG . . .	Stockton, Calif. . . . .	1230	250	367
KWIL . . .	Albany, Ore. . . . .	1240	250	530
KWJB . . .	Globe, Ariz. . . . .	1340	250	462
KWJJ . . .	Portland, Ore. . . . .	1080	500	533
KWK . . .	St. Louis, Mo. . . . .	1380	5000	460
KWKH . . .	Shreveport, La. . . . .	1130	50000	433

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWLC	Decorah, Iowa	1240	250	419
KWLK	Longview, Wash.	1400	250	589
KWLM	Willmar, Minn.	1340	250	462
KWNO	Winona, Minn.	1230	250	463
KWOC	Poplar Bluff, Mo.	1340	250	468
KWOS	Jefferson City, Mo.	1340	250	466
KWSC	Pullman, Wash.	1250	5000	589
KWTO	Springfield, Mo.	560	5000	470
KWYO	Sheridan, Wyoming	1400	250	605
KXA	Seattle, Wash.	770	1000	591
KXL	Portland, Ore.	1450	250	534
KXO	El Centro, Calif.	1490	250	354
KXOK	St. Louis, Mo.	630	5000	469
KXOX	Sweetwater, Tex.	1240	250	577
KXRO	Aberdeen, Wash.	1340	250	588
KXYZ	Houston, Tex.	1470	1000	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	365
KYAN	Cheyenne, Wyo.	1400	250	604
KYCA	Prescott, Ariz.	1490	250	348
KYOS	Meredee, Calif.	1080	250	359
KYSM	Mankato, Minn.	1230	250	458
KYUM	Yuma, Ariz.	1240	250	349
KYW	Philadelphia, Pa.	1060	50000	539
WAAB	Boston, Mass.	1440	1000	440
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	479
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	250	435
WABY	Albany, N. Y.	1400	250	482
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	1480	1000 d., 500 n.	391
WAGE	Salina, N. Y.	620	1000	500
WAGF	Dothan, Ala.	1400	250	344
WAGM	Presque Isle, Maine	1450	250	437
WAIM	Anderson, S. C.	1230	250	552
WAIR	Winston-Salem, N. C.	1340	250	511
WAJR	Morgantown, W. Va.	1230	250	596
WAKR	Akron, Ohio	1590	1000	515
WALA	Mobile, Ala.	1410	5000	345
WALB	Albany, Ga.	1590	1000	391
WAML	Laurel, Miss.	1340	250	465
WAOV	Vincennes, Ind.	1450	250	417
WAPI	Birmingham, Ala.	1070	50000	343
	Condonal	1170		
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	558
WARD	Brooklyn, N. Y.	1430	500	484
WARM	Scranton, Pa.	1400	250	547
WASH	Grand Rapids, Mich.	1300	5000	454
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	250	376
WATW	Ashland, Wis.	1400	250	598
WAVE	Louisville, Ky.	970	5000	429
WAWZ	Zarephath, N. J.	1380	1000	480
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	538
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	418
WBAB	Atlantic City, N. J.	1490	250	478
WBAL	Baltimore, Md.	1090	50000	437
WBAP	Fort Worth, Tex.	820	50000	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBAX	Wilkes-Barre, Pa.	1240	250	549
WBBC	Brooklyn, N. Y.	1430	500	484
WBBL	Richmond, Va.	1240	250	586
WBBM	Chicago, Ill.	780	5000	403
WBBR	Brooklyn, N. Y.	1330	1000	484
WBBZ	Ponca City, Okla.	1230	250	528
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	449
WBEN	Buffalo, N. Y.	930	5000	485
WBHF	Huntsville, Ala.	1230	250	344
WBIG	Greensboro, N. C.	1470	5000	507
WBLK	Clarksburg, W. Va.	1400	250	595
WBIR	Knoxville, Tenn.	1240	250	560
WBLJ	Dalton, Ga.	1230	250	394
WBML	Macon, Ga.	1240	250	395
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	519
WBNX	New York, N. Y.	1380	5000	489
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1490	250	440
WBOW	Terre Haute, Ind.	1230	250	417
WBRB	Red Bank, N. J.	1240	250	480
WBRC	Birmingham, Ala.	960	5000	343
WBRE	Wilkes-Barre, Pa.	1340	250	549
WBRK	Pittsfield, Mass.	1340	250	447
WBRY	Waterbury, Conn.	1590	5000	376
WBRW	Welch, W. Va.	1340	250	597
WBT	Charlotte, N. C.	1110	5000	506
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	597
WBTM	Danville, Va.	1400	250	583
WBZ	Boston, Mass.	1030	5000	441
WBZA	Boston, Mass.	1030	1000	441
WCAD	Canton, N. Y.	1250	500	487
WCAE	Pittsburgh, Pa.	1250	5000	545
WCAL	Northfield, Minn.	770	5000	461
WCAM	Camden, N. J.	1310	500	479
WCAO	Baltimore, Md.	600	1000 d., 500 n.	438
WCAP	Asbury Park, N. J.	1310	500	478
WCAR	Pontiac, Mich.	1130	1000 d	455
WCAT	Rapid City, S. Dak.	1230	250	557
WCAU	Philadelphia, Pa.	1210	5000	541
WCAX	Burlington, Vt.	1230	250	582
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	1000	535
WCBD	Chicago, Ill.	1110	5000	403
WCBI	Columbus, Miss.	1400	250	463
WCBM	Baltimore, Md.	1400	250	438
WCBS	Springfield, Ill.	1450	250	412
WCBT	Roanoke Rapids, N. C.	1230	250	510
WCCO	Minneapolis, Minn.	830	5000	459
WCED	Du Bois, Pa.	1230	250	536
WCFL	Chicago, Ill.	1000	1000	403
WCHS	Charleston, W. Va.	580	5000	595
WCHV	Charlottesville, Va.	1450	250	583
WCKY	Cincinnati, Ohio	1530	5000	516
WCLE	Cleveland, Ohio	610	500	517
WCLO	Janesville, Wisc.	1230	250	599
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1340	250	427
WCNC	Elizabeth City, N. C.	1400	250	506
WCNW	Brooklyn, N. Y.	1600	500	484
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	465
WCOL	Columbus, Ohio	1230	250	519
WCOP	Boston, Mass.	1150	500	443
WCOS	Columbia, S. C.	1400	250	552
WCOU	Lewiston, Me.	1240	250	435
WCOV	Montgomery, Ala.	1240	250	345
WCPO	Cincinnati, Ohio	1230	250	516
WCRV	Chicago, Ill.	1240	250	403
WCSC	Charleston, S. C.	1390	1000	552
WCSH	Portland, Maine	970	5000	437
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBU	Poynette, Wisc.	1240	250	602
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	515
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	373
WIGM	Medford, Wisc.	1490	250	600
WIL	St. Louis, Mo.	1230	250	469
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	377
WIND	Gury, Ind.	560	5000	414
WING	Dayton, Ohio	1410	5000	520
WINN	Louisville, Ky.	1240	250	420
WINS	New York, N. Y.	1000	1000	491
WINX	Washington, D. C.	1340	250 & 50-amp.	378
WIOD-WMBF	Miami, Fla.	610	5000	383
WIP	Philadelphia, Pa.	610	5000	543
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000	553
WISE	Asheville, N. C.	1406	250	505
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	416
WISN	Milwaukee, Wisc.	1150	5000	601
WITH	Baltimore, Md.	1230	250	439
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	538
WJAG	Norfolk, Nebr.	780	1000	474
WJAR	Providence, R. I.	920	5000	551
WJAS	Pittsburgh, Pa.	1320	5000	545
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	381
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	451
WJBO	Baton Rouge, La.	1150	5000	432
WJBW	New Orleans, La.	1230	250	433
WJBY	Gadsden, Ala.	1240	250	344
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	464
WJEJ	Hagerstown, Md.	1240	250	440
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250	346
WJHP	Jacksonville, Fla.	1240	250	455
WJIM	Lansing, Mich.	1160	20000	407
WJJD	Chicago, Ill.	1240	250	504
WJLS	Beckley, W. Va.	1240	250	602
WJMC	Rice Lake, Wisc.	1450	250	454
WJMS	Ironwood, Mich.	1230	250	390
WJNO	West Palm Beach, Fla.	1230	250	415
WJOB	Hammond, Ind.	1340	250	410
WJPF	Herrin, Ill.	1340	250	463
WJPR	Greenville, Miss.	760	50000	451
WJR	Detroit, Mich.	1230	250	346
WJRD	Tuscaloosa, Ala.	1500	50000	378
WJSV	Washington, D. C.	1240	250	488
WJTN	Jamestown, N. Y.	1240	250	515
WJW	Akron, Ohio	770	50000	493
WJZ	New York, N. Y.	620	5000	607
WKAQ	San Juan, Puerto Rico	870	5000	453
WKAR	East Lansing, Mich.	1360	1000	385
WKAT	Miami Beach, Fla.	1490	250	420
WKBB	Dubuque, Ia.	1410	5000	599
WKBH	La Crosse, Wisc.	570	1000 d., 500 n.	524
WKBN	Youngstown, Ohio	1230	250	537
WKBO	Harrisburg, Pa.	1490	250	417
WKBV	Richmond, Ind.	1520	50000	487
WKBW	Buffalo, N. Y.	1490	250	455
WKBZ	Muskegon, Mich.	1450	250	395
WKEU	Griffin, Ga.	970	5000 d., 1000 n.	390
WKG A	Tampa, Fla.	1450	250	499
WKIP	Poughkeepsie, N. Y.	1400	250	416
WKMO	Kokomo, Ind.	1290	5000	477
WKNE	Keene, N. H.	1490	250	488
WKNY	Kingston, N. Y.	1240	250	518
WKOK	Sunbury, Pa.	1150	250	539
WKPA	New Kensington, Pa.	1400	250	560
WKPT	Kingsport, Tenn.	550	5000 d., 1000 n.	517
WKRC	Cincinnati, Ohio			

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	467
WDAN	Danville, Ill.	1490	250	409
WDAK	West Point, Ga.	1340	250	398
WDAS	Philadelphia, Pa.	1400	250	541
WDAY	Fargo, N. Dak.	970	5000	512
WDBC	Roscanaba, Mich.	1490	250	452
WDBJ	Roanoke, Va.	960	5000	587
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	5000	378
WDEV	Waterbury, Vt.	550	1000	582
WDGY	Minneapolis, Minn.	1130	5000 d., 1000 n.	459
WDLP	Panama City, Fla.	1230	250	387
WDMJ	Marquette, Mich.	1340	250	455
WDNC	Durham, N. C.	1490	250	506
WDOD	Chattanooga, Tenn.	1310	5000	559
WDRC	Hartford, Conn.	1360	5000	375
WDSM	Superior, Wisc.	1230	250	603
WDSU	New Orleans, La.	1280	5000	433
WDWS	Champaign, Ill.	1400	250	401
WDZ	Tuscola, Ill.	1050	1000	412
WEAF	New York, N. Y.	660	50000	489
WEAN	Providence, R. I.	790	5000	550
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n.	598
WEBC	Duluth, Minn.	1320	5000	457
WEBQ	Harrisburg, Ill.	1240	250	410
WEBR	Buffalo, N. Y.	1340	250	486
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	510
WEEI	Boston, Mass.	590	5000	441
WEEU	Reading, Pa.	850	1000	547
WELI	New Haven, Conn.	960	1000	376
WELL	Battle Creek, Mich.	1400	250	449
WEMP	Milwaukee, Wisc.	1340	250	600
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	487
WEOA	Evansville, Ind.	1400	250	413
WERC	Eric, Pa.	1490	250	536
WEST	Easton, Pa.	1400	250	536
WESX	Salem, Mass.	1230	250	448
WEVD	New York, N. Y.	1330	1000	491
WEW	St. Louis, Mo.	770	1000	469
WEXL	Royal Oak, Mich.	1340	250	456
WFAA	Dallas, Tex.	820	50000	568
WFAM	South Bend, Ind.	1230	250	417
WFAS	White Plains, N. Y.	1246	250	504
WFBC	Greenville, S. C.	1330	5000	553
WFBG	Altoona, Pa.	1340	250	535
WFBL	Syracuse, N. Y.	1390	5000	503
WFBM	Indianapolis, Ind.	1260	5000	415
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1420	1000	550
WFDF	Flint, Mich.	910	1000	453
WFEE	Manchester, N. H.	1370	5000	477
WFIG	Sumter, S. C.	1340	250	555
WFIL	Philadelphia, Pa.	560	1000	541
WFHR	Wisconsin Rapids, Wisc.	1340	250	603
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	390
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, Ohio	1450	250	524
WFNC	Fayetteville, N. C.	1370	250	507
WFOR	Hattiesburg, Miss.	1400	250	464
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	478
WFTC	Kinston, N. C.	1230	250	509
WFTL	Fort Lauderdale, Fla.	1400	250	381
WFTM	Fort Myers, Fla.	1240	250	381
WFVA	Fredericksburg, Va.	1290	250	583
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	538
WGAN	Portland, Me.	560	5000	437
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	518



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	250	487
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	413
WGBI	Seranton, Pa.	910	1000 d., 500 n.	548
WGBR	Goldsboro, N. C.	1400	250	507
WGCM	Gulfport, Miss.	1240	250	464
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n.	403
WGGA	Gainesville, Ga.	1240	250	395
WGH	Newport News, Va.	1340	250	584
WGIL	Galesburg, Ill.	1400	250	409
WGKV	Charleston, W. Va.	1490	250	595
WGL	Fort Wayne, Ind.	1450	250	414
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	507
WGNV	Newburgh, N. Y.	1250	250	488
WGOV	Valdosta, Ga.	1450	250	397
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	486
WGRB	Grand Rapids, Mich.	1230	250	453
WGRC	New Albany, Ind.	1400	250	416
WGRM	Grenada, Miss.	1240	250	463
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1490	250	508
WGTM	Wilson, N. C.	1340	250	510
WGY	Schenectady, N. Y.	810	50000	500
WHA	Madison, Wisc.	970	5000	599
WHAI	Greenfield, Mass.	1240	250	445
WHAL	Saginaw, Mich.	980	500	456
WHAM	Rochester, N. Y.	1180	50000	499
WHAS	Louisville, Ky.	840	50000	431
WHAT	Philadelphia, Pa.	1340	250	543
WHAZ	Troy, N. Y.	1330	1000	503
WHB	Kansas City, Mo.	880	1000	468
WHBB	Selma, Ala.	1490	250	346
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	480
WHBL	Sheboygan, Wisc.	1330	1000 d., 500 n.	602
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	413
WHBY	Appleton, Wisc.	1230	250	598
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1400	250	451
WHDH	Boston, Mass.	850	1000	441
WHDL	Olean, N. Y.	1450	250	497
WHEB	Portsmouth, N. H.	750	1000	478
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	499
WHFC	Cicero, Ill.	1450	250	408
WHIO	Dayton, Ohio	1290	5000	520
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	594
WHIZ	Zanesville, Ohio	1240	250	524
WHJB	Greensburg, Pa.	620	250	507
WHK	Cleveland, Ohio	1420	5000	518
WHKC	Columbus, Ohio	640	500	519
WHKY	Hickory, N. C.	1400	250	508
WHLB	Virginia, Minn.	1400	250	462
WHLD	Niagara Falls, N. Y.	1290	1000	497
WHLN	Hurlan, Ky.	1450	250	427
WHLS	Port Huron, Mich.	1450	250	456
WHMA	Anniston, Ala.	1450	250	343
WHN	New York, N. Y.	1050	5000 d., 1000 n.	491
WHO	Des Moines, Ia.	1040	10000	419
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	479
WHOP	Hopkinsville, Ky.	1230	250	429
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	537
WHUB	Cookeville, Tenn.	1400	250	559
WHYN	Holyoke, Mass.	1400	250	445
WIBA	Madison, Wisc.	1310	5000	600
WIBC	Indianapolis, Ind.	1070	3000 d., 1000 n.	415
WIBG	Glenside, Pa.	990	1000	537
WIBM	Jackson, Mich.	1450	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WKRO	Calro, Ill.	1490	250	401
WKST	New Castle, Pa.	1280	1000	538
WKWK	Wheeling, W. Va.	1400	250	597
WKY	Oklahoma City, Okla.	930	5000	528
WKZO	Kalamazoo, Mich.	590	1000	454
WLAC	Nashville, Tenn.	1510	50000	563
WLAG	La Grange, Ga.	1240	250	395
WLAK	Lakeland, Fla.	1340	250	383
WLAP	Lexington, Ky.	1450	250	429
WLAV	Grand Rapids, Mich.	1340	250	453
WLAW	Lawrence, Mass.	680	5000	446
WLB	Minneapolis, Minn.	770	5000	459
WLBC	Muncie, Ind.	1340	250	416
WLBJ	Bowling Green, Ky.	1340	250	427
WLBL	Stevens Point, Wisc.	930	5000	603
WLBZ	Bangor, Me.	620	1000 d., 500 n.	435
WLEU	Erle, Pa.	1450	250	536
WLLH	Lowell, Mass.	1400	250	446
WLNH	Laconia, N. H.	1340	250	477
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	596
WLOK	Lima, Ohio	1240	250	521
WLOL	Minneapolis, Minn.	1330	1000	459
WLPM	Suffolk, Va.	1450	250	587
WLS	Chicago, Ill.	890	50000	407
WLTH	Brooklyn, N. Y.	1430	500	493
WLVA	Lynchburg, Va.	1230	250	584
WLW	Cincinnati, Ohio	700	50000	517
WMAL	Washington, D. C.	630	5000	378
WMAM	Marinette, Wisc.	570	250	600
WMAN	Mansfield, Ohio	1400	250	521
WMAQ	Chicago, Ill.	670	50000	407
WMAS	Springfield, Mass.	1450	250	448
WMAW	Worcester, Mass.	1230	250	448
WMAZ	Macon, Ga.	940	5000	396
WMBC	Detroit, Mich.	1400	250	451
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	410
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)	1380	5000 d., 1000 n.	585
WMBG	Richmond, Va.	1450	250	466
WMBH	Joplin, Mo.	1110	5000	408
WMBI	Chicago, Ill.	1110	5000	408
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	549
WMC	Memphis, Tenn.	790	5000 d., 1000 n.	561
WMCA	New York, N. Y.	570	5000 d., 1000 n.	493
WMDF	Greenwood, S. C.	1450	250	555
WMEX	Boston, Mass.	1510	5000	443
WMFD	Wilmington, N. C.	1400	250	510
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	458
WMFJ	Daytona Beach, Fla.	1450	250	380
WMFR	High Point, N. C.	1230	250	508
WMGA	Moultrie, Ga.	1400	250	396
WMIN	St. Paul, Minn.	1400	250	462
WMJM	Cordele, Ga.	1490	250	394
WMMN	Fairmont, W. Va.	920	5000	595
WMOB	Mobile, Ala.	1230	250	345
WMOG	Brunswick, Ga.	1490	250	394
WMPC	Lapeer, Mich.	1230	250	455
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	561
WMRC	Greenville, S. C.	1450	250	553
WMRN	Marion, Ohio	1490	250	521
WMRO	Aurora, Ill.	1280	250	400
WMSD	Muscle Shoals City, Ala.	1450	250	346
WMSL	Decatur, Ala.	1400	250	344
WMT	Cedar Rapids, Ia.	600	5000	418
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	477
WMVA	Martinsville, Va.	1450	250	584
WMWH	Augusta, Ga.	1450	250	393
WNAB	Bridgeport, Conn.	1450	250	373
WNAC	Boston, Mass.	1260	5000	443
WNAD	Norman, Okla.	890	1000	527

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WNAX	Yankton, S. D.	570	5000	558
WNBC	New Britain, Conn.	1410	5000 d., 1000 n.	375
WNBK	Binghamton, N. Y.	1490	250	484
WNBH	New Bedford, Mass.	1340	250	447
WNBZ	Saranac Lake, N. Y.	1320	100	500
WNEL	San Juan, Puerto Rico	1320	5000	607
WNEW	New York, N. Y.	1280	5000	493
WNLC	New London, Conn.	1490	250	376
WNOE	New Orleans, La.	1450	250	433
WNOX	Knoxville, Tenn.	990	5000 d., 1000 n.	560
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Tex.	1200	50000	476
WOC	Davenport, Ia.	1450	250	418
WOCB	Hyannis, Mass.	1240	250	445
WOI	Ames, Ia.	640	5000	418
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	379
WOLF	Syracuse, N. Y.	1490	250	501
WOLS	Florence, S. C.	1230	250	553
WOMI	Owensboro, Ky.	1490	250	431
WOMT	Manitowoc, Wisc.	1240	250	600
WOOD	Grand Rapids, Mich.	1300	5000	454
WOPI	Bristol, Tenn.	1490	250	558
WOR	New York, N. Y.	710	50000	495
WORC	Worcester, Mass.	1310	1000	448
WORD	Spartanburg, S. C.	1400	250	555
WORK	York, Pa.	1350	1000	550
WORL	Boston, Mass.	950	1000	445
WOSU	Columbus, Ohio	570	1000	519
WOV	New York, N. Y.	1130	10000	497
WOW	Omaha, Nebr.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	50000	414
WPAB	Ponce, Puerto Rico	1370	1000	607
WPAD	Paducah, Ky.	1450	250	431
WPAP	Parkersburg, W. Va.	1450	250	596
WPAT	Paterson, N. J.	930	1000	480
WPAX	Thomasville, Ga.	1240	250	397
WPAY	Portsmouth, Ohio	1400	250	521
WPEN	Philadelphia, Pa.	950	5000	543
WPER	DeLand, Fla.	1340	250	380
WPIC	Sharon, Pa.	790	1000	548
WPID	Petersburg, Va.	1240	250	585
WPRA	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	607
WPRO	Providence, R. I.	630	5000	551
WPRP	Ponce, Puerto Rico	1520	5000 d., 1000 n.	607
WPTF	Raleigh, N. C.	680	50000	509
WQAM	Miami, Fla.	560	1000	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	548
WQBC	Vicksburg, Miss.	1390	1000	465
WQDM	St. Albans, Vt.	1420	1000	582
WQXR	New York, N. Y.	1600	10000	495
WRAK	Williamsport, Pa.	1400	250	549
WRAL	Raleigh, N. C.	1240	250	509
WRAW	Reading, Pa.	1340	250	547
WRBL	Columbus, Ga.	1230	250	394
WRC	Washington, D. C.	980	5000	380
WRDO	Augusta, Me.	1400	250	434
WRDW	Augusta, Ga.	1400	250	394
WREC	Memphis, Tenn.	600	5000	563
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	425
WRGA	Rome, Ga.	1490	250	396
WRJN	Racine, Wisc.	1400	250	602
WRLC	Toccoa, Ga.	1450	250	397
WRNL	Richmond, Va.	910	1000	586
WROK	Rockford, Ill.	1440	1000 d., 500 n.	411
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR	Dallas, Tex.	1310	5000	569
WRUF	Gainesville, Fla.	850	5000	381
WRVA	Richmond, Va.	1140	50000	586
WSAI	Cincinnati, Ohio	1360	5000	517
WSAJ	Grove City, Pa.	1340	250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSAM	Saginaw, Mich.	1230	250	456
WSAN	Allentown, Pa.	1470	1000	535
WSAR	Fall River, Mass.	1480	1000	445
WSAU	Wausau, Wisc.	1400	250	603
WSAV	Savannah, Ga.	1340	250	396
WSAY	Rochester, N. Y.	1240	250	500
WSAZ	Huntington, W. Va.	930	1000	596
WSB	Atlanta, Ga.	750	50000	393
WSBC	Chicago, Ill.	1240	250	408
WSBT	South Bend, Ind.	960	500	417
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	345
WSGN	Birmingham, Ala.	1340	250	343
WSIX	Nashville, Tenn.	1240	250	563
WSJS	Winston-Salem, N. C.	600	1000	511
WSKB	McComb, Miss.	1230	250	465
WSLB	Ogdensburg, N. Y.	1400	250	497
WSLI	Jackson, Miss.	1450	250	464
WSLS	Roanoke, Va.	1490	250	587
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	433
WSNJ	Bridgeton, N. J.	1240	250	479
WSOC	Charlotte, N. C.	1240	250	506
WSOO	Sault Ste. Marie, Mich.	1230	250	456
WSOY	Decatur, Ill.	1340	250	409
WSPA	Spartanburg, S. C.	950	1000	555
WSPB	Sarasota, Fla.	1450	250	389
WSPD	Toledo, Ohio	1370	5000	524
WSPR	Springfield, Mass.	1270	500	448
WSTP	Salisbury, N. C.	1490	250	510
WSTV	Steubenville, Ohio	1340	250	523
WSUI	Iowa City, Ia.	910	5000 d., 1000 n.	420
WSUN	St. Petersburg, Fla.	620	5000	389
WSVA	Harrisonburg, Va.	550	1000	584
WSVS	Buffalo, N. Y.	1400	250	487
WSYB	Rutland, Vt.	1490	250	582
WSYR	Syracuse, N. Y.	576	1000	503
WTAD	Quincy, Ill.	930	1000	410
WTAG	Worcester, Mass.	580	5000 d., 1000 n.	449
WTAL	Tallahassee, Fla.	1340	250	389
WTAM	Cleveland, Ohio	1100	50000	518
WTAQ	Green Bay, Wisc.	1360	5000	599
WTAR	Norfolk, Va.	790	5000	585
WTAW	College Station, Tex.	1150	1000	567
WTAX	Springfield, Ill.	1240	250	412
WTBO	Cumberland, Md.	820	250	439
WTCM	Traverse City, Mich.	1400	250	456
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	461
WTEL	Philadelphia, Pa.	1340	250	543
WTHT	Hartford, Conn.	1230	250	375
WTIC	Hartford, Conn.	1080	50000	375
WTJS	Jackson, Tenn.	1390	1000	559
WTMA	Charleston, S. C.	1250	1000	552
WTMC	Ocala, Fla.	1490	250	385
WTMJ	Milwaukee, Wisc.	620	5000	601
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	480
WTOC	Savannah, Ga.	1290	5000 d., 1000 n.	397
WTOL	Toledo, Ohio	1230	250	523
WTBC	Elkhart, Ind.	1340	250	413
WTRY	Troy, N. Y.	980	1000	503
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WVFW	Brooklyn, N. Y.	1430	500	485
WWDC	Washington, D. C.	1400	250	380
WWJ	Detroit, Mich.	950	5000	452
WWL	New Orleans, La.	870	50000	434
WWNC	Asheville, N. C.	570	1000	505
WWNY	Watertown, N. Y.	1300	500	504
WWBL	Woodside, N. Y.	1600	500	505
WWSW	Pittsburgh, Pa.	1490	250	547
WWVA	Wheeling, W. Va.	1170	50000	597
WXYZ	Detroit, Mich.	1270	5000	452

# STATIONS BY CITIES

## ● 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	M	Augusta, Me.	WRDO	NB-NR-M
Aberdeen, Wash.	KXRO	M	Aurora, Ill.	WMRO	
Abilene, Texas	KRBC	M	Austin, Texas	KNOW	M
Ada, Okla.	KADA	M-NB		KTBC	
Akron, Ohio (Tallmadge)	WADC	C	Baker, Ore.	KBKR	
	WAKR	NB	Bakersfield, Calif.	KERN	NB
	WJW	M		KPMC	M
Alamosa, Colo.	KGIW		Baltimore, Md.	WBAL	NB-M
Albany, Ga.	WALB			WCAO	C
	WGPC			WCBM	M
Albany, N. Y.	WABY	NB-M		WFBR	NR
	WOKO	C		WITH	
Albany, Oregon	KWIL	M	Bangor, Me.	WABI	C
Albert Lea, Minn.	KATE	M		WLBZ	NB-NR-M
Albuquerque, N. M.	KGGM	C	Batavia, N. Y.	WBTA	
	KOB	NB-NR	Baton Rouge, La.	WJBO	NB
Alexandria, La.	KALB		Battle Creek, Mich.	WELL	NB
Allentown, Pa.	WCBA		Bay City, Mich.	WBCM	NB
	WSAN	NB-NR	Beaumont, Tex.	KFDM	NB
Altoona, Pa.	WFBG	NR		KRIC	
Amarillo, Texas	KFDA	M	Beckley, W. Va.	WJLS	
	KGNC	NR	Bellingham, Wash.	KVOS	M
Ames, Iowa	WOI		Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Big Spring, Tex.	KBST	M
Anderson, S. C.	WAIM	C	Billings, Mont.	KGHL	NB-NR
Anniston, Ala.	WHMA		Binghamton, N. Y.	WNBF	C-M
Appleton, Wisc.	WHBY	C	Birmingham, Ala.	WAPI	C
Ardmore, Okla.	KVSO	NB		WBRC	NR
Asbury Park, N. J.	WCAP			WSGN	NB-M
Asheville, N. C.	WISE	NR	Bismarck, N. D.	KFYR	NB-NR
	WWNC	C	Bloomington, Ill.	WJBC	
Ashland, Ky.	WCMI	M	Bluefield, W. Va.	WHIS	NB
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	M
Athens, Ga.	WGAU			WBZ	NB
Atlanta, Ga.	WAGA	NB		WBZA	NB
	WATL	M		WCOP	
	WGST	C		WEEI	C
	WSB	NR		WHDH	
Atlantic City, N. J.	WBAB	C		WMEX	
	WFPG			WNAC	NR
Auburn, N. Y.	WMBO			WORL	
Augusta, Ga.	WGAC	NB	Bowling Green, Ky.	WLBJ	
	WMWH		Bozeman, Mont.	KRBM	NB-NR
	WRDW	C	Brady, Texas	KNEL	



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Bridgeport, Conn.	WICC WNAB	NB-M		WKRC WLW WSAI	M NB-NR NB
Bridgeton, N. J.	WSNJ		Clarksburg, W. Va.	WBLK	NR-NB
Bristol, Tenn.	WOPI	NR	Clayton, Mo.	KFUO	
Brookings, S. D.	KFDY		Cleveland, Ohio	WCLE WGAR WHK WTAM	M C NB-M NR
Brooklyn, N. Y.	WARD WBBC WBBR WCNW WVFW		Clovis, N. M.	K1CA	
Brownsville, Texas	KGFI		Coffeyville, Kans.	KGGF	M
Brownwood, Texas	KBWD		College Station, Tex.	WTAW	
Brunswick, Ga.	WMOG		Colorado Springs, Colo.	KVOR	C
Buffalo, N. Y.	WBEN WBNY WEBR WGR WKBW WSVS	NR NB C-M C-M	Columbia, Mo.	KFRU	NB
Burlington, Vt.	WCAX	C	Columbia, S. C.	WCOS WIS	NB NR
Butte, Mont.	KGIR	NB-NR	Columbus, Ga.	WRBL	C
Cairo, Ill.	WKRO		Columbus, Miss.	WCBI	
Calumet, Mich.	WHDF		Columbus, Ohio	WBNS WCOL WHKC WOSU	C NB-NR M
Camden, N. J.	WCAM		Cookeville, Tenn.	WHUB	
Canton, N. Y.	WCAD		Cordele, Ga.	WMJM	
Canton, Ohio	WHBC	M	Corpus Christi, Tex.	KEYS KRIS	NB-NR-M
Cape Girardeau, Mo.	KFVS		Corsicana, Texas	KAND	
Carlsbad, N. M.	KLAH		Corvallis, Ore.	KOAC	
Carthage, Ill.	WCAZ		Cumberland, Md.	WTBO	
Casper, Wyoming	KDFN		Dallas, Tex.	KRLD WFAA WRR	C NR M
Cedar City, Utah	KSUB		The Dalles, Ore.	KODL	
Cedar Rapids, Iowa	WMT	M-C	Dalton, Ga.	WBLJ	
Centralia-Chehalis, Wash.	KELA	M	Danville, Ill.	WDAN	
Champaign, Ill.	WDWS		Danville, Va.	WBTM	M
Charleston, S. C.	WCSC WTMA	C NR	Davenport, Iowa	WOC	NB
Charleston, W. Va.	WCHS WGKV	C NR-NB	Dayton, Ohio	WHIO WING	C NR-NB
Charlotte, N. C.	WBT WSOC	C NR-M	Daytona Beach, Fla.	WMFJ	NB
Charlottesville, Va.	WCHV		Decatur, Ala.	WMSL	M
Chattanooga, Tenn.	WAPO WDEF WDOD	NB-NR M C	Decatur, Ill.	WSOY	
Cheyenne, Wyo.	KFBC KYAN	NB M	Decorah, Iowa	KWLC	
Chicago, Ill.	WAAF WBBM WCBD WCFL WCRW WEDC WENR WGES WGN WJJD WLS WMAQ WMBI WSBC	C C NR NR NR NB M NR NR NR NR NR NR NR NR NR	De Land, Fla.	WPER	
Chico, Calif.	KHSL	M	Denton, Tex.	KDNT	
Cicero, Ill.	WHFC		Denver, Colo.	KFEL KLZ KMYR KOA KPOF KVOD KRNT KSO WHO	M C C NR NB C NB-M NR
Cincinnati, Ohio	WCXY WCPO	C	Detroit, Mich.	WJBK WJR WMBC WWJ WXYZ	C C NR NR NR M
			Devils Lake, N. D.	KDLR	
			Dodge City, Kans.	KGNO	
			Dotham, Ala.	WAGF	
			Dublin, Texas	KFPL	
			Du Bois, Pa.	WCED	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH		Greensboro, N. C.	WBIG	C
	WKBB	NB	Greensburg, Pa.	WHJB	
Duluth, Minn.	KDAL	C	Greenville, Miss.	WJPR	
	WEBC	NB-NR	Greenville, N. C.	WGTC	
Durango, Colo.	KIUP		Greenwood, Miss.	WGRM	NB
Durham, N. C.	WDNC	C	Greenville, S. C.	WFBC	NR
East Lansing, Mich.	WKAR			WMRC	M
East St. Louis, Ill.	WTMV		Griffin, Ga.	WKUE	
Easton, Pa.	WEST	M	Grove City, Pa.	WSAJ	
Eau Claire, Wis.	WEAU	NB-NR	Gulport, Miss.	WGCM	
El Centro, Calif.	KXO	M	Hagerstown, Md.	WJEJ	M
El Dorado, Ark.	KELD		Hammond, Ind.	WHIP	
Elizabeth City, N. C.	WCNC			WJOB	
Elk City, Okla.	KASA		Harlan, Ky.	WHLN	
Elkhart, Ind.	WTRC		Harrisburg, Ill.	WEBQ	
Elmira, N. Y.	WENY	M	Harrisburg, Pa.	WHP	C
El Paso, Tex.	KROD	C		WKBO	NR-NB-M
	KTSM	NB-NR	Harrisonburg, Va.	WSVA	
Emporia, Kans.	KTSW	M	Hartford, Conn.	WDRG	C
Enid, Okla.	KCRC	M-NB		WTHT	M
Erie, Pa.	WERC			WTIC	NR
	WLEU	NB	Hastings, Nebr.	KHAS	
Escanaba, Mich.	WDBC		Hattiesburg, Miss.	WFOR	NR
Eugene, Ore.	KORE	M	Hazleton, Pa.	WAZL	M
Eureka, Calif.	KIEM	M	Helena, Mont.	KPFA	NB-NR
Evansville, Ind.	WEOA	C	Herrin, Ill.	WJPF	
	WGBF	NB-NR	Hibbing, Minn.	WMFG	C
Everett, Wash.	KRKO	M	Hickory, N. C.	WHKY	NB
Fairbanks, Alaska	KFAR		High Point, N. C.	WMFR	NB
Fairmont, W. Va.	WMMN	C	Hilo, Hawaii	KHCB	C-M
Fall River, Mass.	WSAR	M	Hobbs, N. M.	KWEW	
Fargo, N. D.	WDAY	NB-NR	Holyoke, Mass.	WHYN	
Fayetteville, N. C.	WFNC		Honolulu, Hawaii	KGMB	C-M
Fergus Falls, Minn.	KGDE	NB		KGU	NB-NR
Flint, Mich.	WFDF	NR	Hopkinsville, Ky.	WHOP	
Florence, S. C.	WOLS	M	Hot Springs, Ark.	KTHS	NB
Fond du Lac, Wis.	KFIZ			KWFC	M
Fort Dodge, Ia.	KVFD		Houston, Texas	KPRC	NR
Fort Lauderdale, Fla.	WFTL			KTRH	C
Fort Myers, Fla.	WFTM			KXYZ	NB-M
Fort Smith, Ark.	KFPW		Huntington, W. Va.	WSAZ	
Fort Wayne, Ind.	WGL	NB-NR	Huntsville, Ala.	WBHP	
	WOWO	NB	Huntsville, Tex.	KSAM	
Fort Worth, Tex.	KFJZ	M	Hutchinson, Kans.	KWBG	
	KGKO	NB	Hyannis, Mass.	WOCB	
	WBAP	NR	Idaho Falls, Ida.	KID	
Frederick, Md.	WFMD		Indianapolis, Ind.	WFBM	C
Fredericksburg, Va.	WFVA			WIBC	
Fremont, Mont.	KORN			WIRE	NR
Freeport, N. Y.	WGBB			WISH	
Fresno, Calif.	KARM	C	Iowa City, Iowa	WSUI	
	KMJ	NR	Ironwood, Mich.	WJMS	
Gadsden, Ala.	WJBY	M	Ithaca, N. Y.	WHCU	C
Gainesville, Fla.	WRUF		Jackson, Mich.	WIBM	NB
Gainesville, Ga.	WGGA		Jackson, Miss.	WJDX	NR
Galesburg, Ill.	WGIL			WLSI	NB
Gallup, N. M.	KAWM		Jackson, Tenn.	WTJS	M
Galveston, Texas	KLUF		Jacksonville, Fla.	WJAX	NR
Garden City, Kans.	KIUL			WJHP	NB
Gary, Ind.	WIND	C		WMBR	C
Gastonia, N. C.	WGNC	NB	Jamestown, N. Y.	WJTN	NB
Glendale, Calif.	KIEV		Jamestown, N. D.	KRMC	M
Glenside, Pa.	WIBG		Janesville, Wisc.	WCLO	
Globe, Ariz.	KWJB		Jefferson City, Mo.	KWOS	M
Goldsboro, N. C.	WGBR		Jerome, Ariz.	KCRJ	
Grand Forks, N. D.	KFJM		Jersey City, N. J.	WAAT	
Grand Island, Nebr.	KMMJ			WHOM	
Grand Junction, Colo.	KFXJ	M	Johnson City, Tenn.	WJHL	NB
Grand Rapids, Mich.	WASH		Johnstown, Pa.	WJAC	NR
	WGRB		Joliet, Ill.	WCLS	
	WLAV	M	Jonesboro, Ark.	KBTM	
	WOOD	NB-NR	Joplin, Mo.	WMBH	
Grants Pass, Ore.	KUIN		Juneau, Alaska	KINY	
Great Bend, Kans.	KVGB	M	Kalamazoo, Mich.	WKZO	C
Great Falls, Mont.	KFBB	C	Kalispell, Mont.	KGEZ	
Greeley, Colo.	KFKA	M	Kansas City, Kans.	KCKN	
Green Bay, Wisc.	WTAQ	C	Kansas City, Mo.	KCMO	
Greenfield, Mass.	WHAI	M		KITE	M
				KMBC	C
				WDAF	NR
				WHB	M
			Kearney, Nebr.	KGFW	
			Keene, N. H.	WKNE	C
			Ketchikan, Alaska	KGBU	M
			Kilgore, Texas	KOCA	
			Kingsport, Tenn.	WKPT	NR

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Kingston, N. Y.	WKNY		Medford, Wisc.	WIGM	
Kinston, N. C.	WFTC		Memphis, Tenn.	WHBQ	
Klamath Falls, Ore.	KFJJ	M		WMC	NR
Knoxville, Tenn.	WBFR	M		WMPS	NB-M
	WNOX	C		WREC	C
	WROL	NB-NR	Merced, Calif.	KYOS	M
Kokomo, Ind.	WKMO		Meridian, Miss.	WCOC	C
Laconia, N. H.	WLNH	M	Miami, Fla.	WIOD	NR
LaCrosse, Wisc.	WKBH	C		WQAM	C
Lafayette, La.	KVOL		Miami Beach, Fla.	WKAT	NB
LaGrange, Ga.	WLAG		Midland, Texas	KRLH	
La Grande, Ore.	KLBM		Miles City, Mont.	KRJJ	
LaJunta, Colo.	KOKO		Milwaukee, Wisc.	WEMP	NB
Lake Charles, La.	KPLC			WISN	C
Lakeland, Fla.	WLAJ	NR		WTMJ	NR
Lamar, Colo.	KIDW	NB-NR-M	Minneapolis, Minn.	WCCO	C
Lancaster, Pa.	WGAL	NB		WDGY	M
Lansing, Mich.	WJIM			WLB	
Lapeer, Mich.	WMPC			WLWL	M
Laredo, Tex.	KPAB			WTCN	NB
Las Vegas, Nev.	KENO		Minot, N. D.	KLPM	M
	KFUN	NR	Missoula, Mont.	KGVO	C
Laurel, Miss.	WAML		Mobile, Ala.	WALA	NB-NR
Lawrence, Kans.	KFKU			WMOB	M
	WREN	NB	Modesto, Calif.	KTRB	
Lawrence, Mass.	WLAJ	C	Monroe, La.	KMLB	
Lawton, Okla.	KSWO			KNOE	
Lewiston, Ida.	KRLC		Monterey, Calif.	KDON	M
Lewiston, Me.	WCOU	M	Montgomery, Ala.	WCOV	C
Lexington, Ky.	WLAP	M		WSFA	NR-NB
Lihue, Hawaii	KTOH		Moorhead, Minn.	KVOX	M
Lima, Ohio	WLOK	NR	Morgantown, W. Va.	WAJR	
Lincoln, Nebr.	KFAB	C	Moultrie, Ga.	WMGA	
	KFOR	M	Muncie, Ind.	WLBC	
Little Rock, Ark.	KARK	NR	Muscle Shoals City, Ala.	WMSD	
	KGHI	M	Muskegon, Mich.	WKBB	
	KLRA	C	Muskogee, Okla.	KBIX	M-NB
Logan, Utah	KVNU		Nampa, Ida.	KFXD	
Logan, W. Va.	WLOG		Nashville, Tenn.	WLAC	C
Long Beach, Calif.	KFOX			WSIX	M
	KGER			WSM	NR-NB
Longview, Texas	KFRO		New Albany, Ind.	WGRC	M
Longview, Wash.	KWLK	M	Newark, N. J.	WHBI	
Los Angeles, Calif.	KECA	NB		WOR	M
	KFAC		New Bedford, Mass.	WNBH	M
	KFI	NR	New Britain, Conn.	WNBC	NB
	KFSG		Newburgh, N. Y.	WGNV	
	KFVD		New Castle, Pa.	WKST	
	KFWB		New Haven, Conn.	WELI	M
	KGJF		New Kensington, Pa.	WKPA	
	KHJ	M	New London, Conn.	WNLC	M
	KMPC	C	New Orleans, La.	WDSU	NB
	KMTR			WJBW	
	KNX	C		WNOE	M
	KRKD			WSMB	NR
Louisville, Ky.	WAVE	NR		WWL	C
	WHAS	C	Newport News, Va.	WGH	M
	WINN	NB	New York	WABC	C
Lowell, Ariz.	KSUN			WBNX	
Lowell, Mass.	WLLH	M		WEAF	NR
Lubbock, Texas	KFYO	M		WEVD	
Lufkin, Texas	KRBA			WHN	
Lynchburg, Va.	WLVA	M		WINS	
Macon, Ga.	WBML	M		WJZ	NB
	WMAZ	C		WLTH	
Madison, Wisc.	WHA			WMCA	
	WIBA	NB-NR		WNEW	
Manchester, N. H.	WFEA	NB-NR-M		WNYC	
	WMUR			WOV	
Mandan, N. D.	KGCU	M		WQXR	
Manhattan, Kans.	KSAC		Niagara Falls, N. Y.	WHLI	
Manitowoc, Wisc.	WOMT		Norfolk, Nebr.	WJAG	
Mankato, Minn.	KYSM	NR-NB	Norfolk, Va.	WTAR	NR
Mansfield, Ohio	WMAN		Norman, Okla.	WNAD	
Marion, Ohio	WMRN		Northfield, Minn.	WCAL	
Marquette, Mich.	WDMJ		North Platte, Neb.	KGNF	
Marrinette, Wisc.	WMAM		Oakland, Calif.	KLS	
Marshalltown, Ia.	KFJB			KLX	
Marshfield, Ore.	KOOS	M		KROW	
Martinsville, Va.	WMVA		Ocala, Fla.	WTMC	NB
Marysville, Calif.	KMYC	M	Ogden, Utah.	KLO	NB-M
Mason City, Iowa	KGLO	C	Ogdensburg, N. Y.	WSLB	
Mayaguez, P. R.	WPRA				
McComb, Miss.	WSKB				
Medford, Ore.	KMED	NB-NR			

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Oklahoma City, Okla.	KOCY		Rapid City, S. D.	KOBH	
	KOMA	C		WCAT	
	KTOK	NB-M	Reading, Pa.	WEEU	NR
	WKY	NR		WRAW	NR
Okmulgee, Okla.	KHBG		Red Bank, N. J.	WBRB	
Olean, N. Y.	WHDL	NB	Redding, Calif.	KVCV	M
Olympia, Wash.	KGY	M	Reno, Nev.	KOH	NB
Omaha, Nebr.	KOIL	C-M	Rice Lake, Wisc.	WJMC	
	KONB		Richmond, Ind.	WKBV	
	KOWH	NB	Richmond, Va.	WBL	
	WOW	NR		WMBG	NR
Opelika, Ala.	WJHO			WRNL	NB
Orlando, Fla.	WDBO	C		WRVA	C-M
	WLOF	NB	Roanoke, Va.	WDBJ	C
Ottumwa, Iowa	KBIZ	NB		WLSL	M
Owensboro, Ky.	WOMI		Roanoke Rapids, N. C.	WCBT	NB
Paducah, Ky.	WPAD		Rochester, Minn.	KROC	NB-NR
Palestine, Tex.	KNET		Rochester, N. Y.	WHAM	NB
Pampa, Texas	KPDN			WHEC	C
Panama City, Fla.	WDLP			WSAY	M
Paris, Texas	KPLT		Rockford, Ill.	WROK	M
Parkersburg, W. Va.	WPAR	C	Rock Island, Ill.	WHBF	M
Pasadena, Calif.	KPPC		Rock Springs, Wyo.	KVRS	
Paterson, N. J.	WPAT		Rocky Mount, N. C.	WEED	NB
Pawtucket, R. I.	WPCI		Rome, Ga.	WRGA	
Pecos, Texas	KIUN		Roseburg, Ore.	KRNR	M
Pensacola, Fla.	WCOA	NB-NR	Roswell, N. M.	KGFL	
Peoria, Ill.	WMBD	C	Royal Oak, Mich.	WEXL	
Petersburg, Va.	WPID		Rutland, Vt.	WSYB	M
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	NR-NR
	WCAU	C	St. Albans, Vt.	WQDM	
	WDAS		St. Augustine, Fla.	WFOY	C
	WFIL	NB-M	St. Cloud, Minn.	KFAM	NB-NR
	WHAT		St. Joseph, Mo.	KFEQ	
	WIP	M	St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	WPEN			KSD	NR
	WTEL			KWK	M
	KOY	C		KXOK	NB
	KPHO			WEW	
	KTAR	NB-NR		WIL	
Pierre, S. D.	KGFX		St. Paul, Minn.	KSTP	NR
Pine Bluff, Ark.	KOTN	M		WMIN	
Pittsfield, Mass.	WBRK	M	St. Petersburg, Fla.	WSUN	NB
Pittsburg, Kans.	KOAM	NB-NR		WTSP	
Pittsburgh, Pa.	KDKA	NB	Sacramento, Calif.	KFBK	NB
	KQV			KROY	C
	WCAE	NR-M	Safford, Ariz.	KGLU	NB-NR
	WJAS	C	Saginaw, Mich.	WHAL	
	WWSW	M		WSAM	
Plattsburg, N. Y.	WMFF	NB	Salem, Mass.	WESX	
Pocatello, Ida.	KSEI	NB-NR	Salem, Ore.	KSLM	M
Ponca City, Okla.	WBBZ		Salina, Kans.	KSAL	M
Ponce, Puerto Rico	WPAB		Salina, N. Y.	WAGE	
	WPRP		Salisbury, Md.	WBOC	
Pontiac, Mich.	WCAR		Salisbury, N. C.	WSTP	M
Poplar Bluff, Mo.	KWOC		Salt Lake City, Utah	KDYL	NR
Port Arthur, Tex.	KPAC	M		KSL	C
Port Huron, Mich.	WHLS			KUTA	NB
Portland, Me.	WCSH	NR	San Angelo, Tex.	KGKL	M
	WGAN	C	San Antonio, Tex.	KABC	M
Portland, Ore.	KALE	M		KMAC	
	KBPS			KONO	
	KEX	NB		KTSA	C
	KGW	NR		WOAI	NR
	KOIN	C	San Bernardino, Calif.	KFXM	M
	KWJJ		San Diego, Calif.	KFMB	
	KXL			KFSO	NB
Portsmouth, N. H.	WHEB			KGB	M
Portsmouth, Ohio	WPAY	M	San Francisco, Calif.	KFRC	M
Poughkeepsie, N. Y.	WKIP	NB		KGO	NB
Powell, Wyo.	KPOW			KJBS	
Poynette, Wis.	WIBU			KPO	NR
Prescott, Ariz.	KYCA			KSAN	
Presque Isle, Me.	WAGM			KSFO	C
Price, Utah	KEUB	M		KYA	
Providence, R. I.	WEAN	NB-M	San Jose, Calif.	KQW	M
	WJAR	NR	San Juan, P. R.	WKAQ	C
	WPRO	C		WNL	
Provo, Utah	KOVO	M	San Luis Obispo, Calif.	KVEC	M
Pueblo, Colo.	KGHF	NB	Santa Ana, Calif.	KVOE	M
Pullman, Wash.	KWSC		Santa Barbara, Calif.	KDB	M
Quincy, Ill.	WTAD			KTMS	NB
Racine, Wisc.	WRJN		Santa Fe, N. M.	KVSF	C
Raleigh, N. C.	WPTF	NR	Santa Rosa, Calif.	KSRO	
	WRAL	M	Saranac Lake, N. Y.	WNBZ	

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Sarasota, Fla.	WSPB		Tucson, Ariz.	KTUC	C
Sault Ste. Marie, Mich.	WSOO			KVOA	NB-NR
Savannah, Ga.	WSAV	NR	Tulsa, Okla.	KOME	M-NB
	WTOC	C		KTUL	C
Schenectady, N. Y.	WGY	NR		KVOO	NR
Scottsbluff, Nebr.	KGKY		Tuscaloosa, Ala.	WJRD	
Scranton, Pa.	WARM	M	Tuscola, Ill.	WDZ	
	WGBI	C	Twin Falls, Ida.	KTFI	NB-NR
	WQAN		Tyler, Texas	KGKB	
Seattle, Wash.	KEVR		Uniontown, Pa.	WMBS	
	KIRO	C	Urbana, Ill.	WILL	
	KJR	NB	Utica, N. Y.	WIBX	C
	KOL	M	Valdosta, Ga.	WGOV	
	KOMO	NR	Valley City, N. D.	KOVQ	
	KRSC		Vancouver, Wash.	KVAN	
	KTW		Vermilion, S. D.	KUSD	
	KXA		Vernon, Texas	KVWC	
Sedalia, Mo.	KDRO		Vicksburg, Miss.	WQBC	
Selma, Ala.	WHBB	M	Victoria, Texas	KVIC	
Sharon, Pa.	WPIC		Vincennes, Ind.	WAOV	
Shawnee, Okla.	KGFF	M-NB	Virginia, Minn.	WHLB	C
Sheboygan, Wisc.	WHBL		Visalia, Calif.	KTCK	M
Shenandoah, Ia.	KFNF		Waco, Texas	WACO	M
	KMA	NB	Wallace, Ida.	KWAL	
Sheridan, Wyo.	KWYO		Walla Walla, Wash.	KUJ	
Sherman, Texas	KRRV	M	Washington, D. C.	WINX-WJSV	C
Shreveport, La.	KRMD			WMAL	NB
	KTBS	NR		WOL	M
	KWKH	C		WRC	NR
Siloam Springs, Ark.	KUOA			WWDG	
Sioux City, Ia.	KSCJ	NB	Waterbury, Conn.	WATR	M
	KTRI			WBRV	C
Sioux Falls, S. D.	KELO	NR-NB	Waterbury, Vt.	WDEV	
	KSOO	NB-NR	Watertown, N. Y.	WATN	
South Bend, Ind.	WFAM			WVNY	
	WSBT	C	Watertown, S. D.	KWAT	
Spartanburg, S. C.	WORD	C	Watsonville, Calif.	KHUB	
	WSPA		Wausau, Wisc.	WSAU	
Spokane, Wash.	KFIO		Waycross, Ga.	WAYX	
	KFPY	C	Welch, W. Va.	WBRW	
	KGA	NB	Wenatchee, Wash.	KPQ	M
	KHO	NR	Weslaco, Texas	KRGV	NB-NR-M
Springfield, Ill.	WCBS	NB	West Palm Beach, Fla.	WJNO	C
	WTAX		West Point, Ga.	WDAG	M
Springfield, Mass.	WBZA	NB	West Lafayette, Ind.	WBAA	
	WMAS	C	Wheeling, W. Va.	WKWK	
	WSPR	M		WVVA	C
Springfield, Mo.	KGBX	NB-NR	White Plains, N. Y.	WFAS	
	KWTO		Wichita, Kans.	KANS	NB-NR
Springfield, Ohio	WIZE	NR-NB		KFBI	M
Sterling, Colo.	KGEK			KFH	C
Steuenville, Ohio	WSTV	M	Wichita Falls, Tex.	KWFT	C
Stevens Pt., Wisc.	WLBL		Wilkes-Barre, Pa.	WBAX	M
Stockton, Calif.	KGDM			WBRE	NB-NR
	KWG	NB	Williamson, W. Va.	WBTH	
Suffolk, Va.	WLPM		Williamsport, Pa.	WRAM	
Sumter, S. C.	WFIG		Willmar, Minn.	KWLM	
Sunbury, Pa.	WKOK		Wilmington, Del.	WDEL	NR
Superior, Wisc.	WDSM	M		WILM	M
Sweetwater, Tex.	KXOX		Wilmington, N. C.	WMFD	NB
Syracuse, N. Y.	WFBL	C	Wilson, N. C.	WGTM	
	WOLF		Winona, Minn.	KWNO	M
	WSYR	NB	Winston Salem, N. C.	WAIR	M
Tacoma, Wash.	KMO	M		WSJS	NR
	KVI	C	Wisconsin Rapids, Wisc.	WFHR	
Tallahassee, Fla.	WTAL		Wolf Point, Mont.	KGCK	
Tallmadge, Ohio (Akron)	WADC	C	Woodside, N. Y.	WWRL	
Tampa, Fla.	WDAE	C	Worcester, Mass.	WMAW	
	WFLA	NR		WORC	C
	WGA			WTAG	NR
	WKG		Yakima, Wash.	KIT	M
Temple, Texas	KTEM	M	Yankton, S. Dak.	WNAX	C
Terre Haute, Ind.	WBOW	NB-NR	York, Pa.	WORK	NB-NR-M
Texarkana, Tex.	KCMC	M	Youngstown, Ohio	WFMJ	NB
Thomasville, Ga.	WPAX			WKBN	C
Toccoa, Ga.	WRLC		Yuma, Arizona	KYUM	NR-NB
Toledo, Ohio	WSPD	NR	Yuma, Arizona	KYUM	
	WTOL	NB	Zanesville, Ohio	WHIZ	NB-NR
	WTOL	C	Zarephath, N. J.	WAWZ	
Topeka, Kans.	WIBW				
Traverse City, Mich.	WTCM				
Trenton, N. J.	WTNJ				
Troy, N. Y.	WHAZ				
	WTRY				



# IMPORTANT NOTICE

## REGARDING THE LISTING OF THE 882 STATIONS THAT FOLLOW

### ***Compilation***

In presenting the following list of stations, exacting effort has been made, to produce a compilation which would intelligently reflect the transition after frequency and power revisions went into effect as per North American Regional Broadcast Agreement, March 29, 1941. The listing of power, particularly, presented a problem, and it was only after a consensus of opinion from time buyers, station representatives and broadcasters, that the use of the new frequency and power figures was decided upon.

### ***Power-Frequencies***

While it is mandatory that all stations coming within the realm of the Havana Treaty agreement switch to the newly assigned frequency as of March 29, 1941, new power grants are less stringent in rule as to when they shall be carried out. Inability to obtain suitable equipment, in many cases due to priority national defense orders, means that broadcasters will have to stagger their dates throughout the year. In every case however new frequencies, and power to which the station is entitled, is listed.

### ***Coverage***

Coverage data for respective stations has been supplied by the outlets to the extent of approximately 95 per cent of the total. The remaining five per cent has been compiled from the most authoritative sources available. Radio Annual, however, does not assume responsibility for market data supplied by stations or compiled from other sources. All coverage data listed in connection with outlets whose power is subject to change, is based on the lower wattage and not on the future increase.

### ***U. S. Census***

As an additional service to both time-buyer and broadcaster, U. S. Census for 1940 for all states and counties, also the District of Columbia, is available in this edition of Radio Annual. For all practical purposes and intents these figures may be considered final since any further changes contemplated by the Census Bureau cannot exceed one per cent. To further enhance the value of the Census to the industry, a cross index has been devised. This will be found at the head of each page listing stations by states.

# **KGBX**

**SPRINGFIELD, MO.**

**Now**

**5000 Watts**

**FULL TIME**

Now a basic supplementary of both  
networks of

**RED      N B C      BLUE**

**RALPH FOSTER, General Manager**

**National Representative, John E. Pearson, 360 N. Michigan, Chicago**

# ALABAMA

Population 2,832,961

Number of Radio Homes 376,330

Number of Families 670,111

Auto Registrations 331,860

For 1940 Census data, please turn to page 242

## WHMA

ANNISTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 Watts. OWNED BY: Harry M. Ayers. OPERATED BY: J. Allen Brown. BUSINESS ADDRESS: WHMA Bldg., 14th & Noble Sts. PHONE: 2380-2381. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited, 6 a.m. to 10:15 p.m. (114 hours weekly). NEWSPAPER AFFILIATION: Anniston Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner.....Harry M. Ayers  
General Manager.....J. Allen Brown  
Commercial Manager.....A. Lynne Brannen  
Program Director.....Edwin Mullinax  
Artists' Bureau Head.....John Cram  
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: 1940 U. S. Census; station survey.

## WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. (1170 Kc. Temporarily) POWER: 50,000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc. BUSINESS ADDRESS: Protective Life Bldg. PHONE: 3-8116. STUDIO ADDRESS: 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON AIR: 5:30 a.m. to 11:30 p.m.; Sundays, 8:00 a.m. to 11:30 p.m. (123½ hours weekly). NEWS SERVICE: United Press.

### Personnel

Owners' Representative.....P. O. Davis  
General Manager.....Thad Holt  
National Sales & Promotion  
Manager.....H. H. Holthouser  
Program Director-Chief  
Announcer.....Lionel Baxter

Production Manager.....Stuart Mims  
Publicity Director.....Mary Bennett  
Musical Director.....Clo McAlpin  
Chief Engineer.....N. S. Hurley

### Coverage

Population—Primary .....	1,141,968
Radio Homes— " .....	155,620
Population—Secondary .....	901,391
Radio Homes— " .....	100,770

Source: Hooper-Holmes Field Survey.

### Representative

Radio Sales

## WBRC

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 960 Kc. POWER: 5000 Watts. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: 2400 Arkadelphia Road, Birmingham. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Birmingham 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

BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts. OWNED BY: R. B. Broyles Co. OPERATED

BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel; Dixie Carleton Hotel. PHONE: 3-1121. 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 & Schwegerler.

**Personnel**

V-P. and Gen. Mgr. . . . . Henry P. Johnston  
 Chief Engineer . . . . . P. B. Cram  
 Production Manager . . . . . Bill Terry  
 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**

DECATUR—EST. 1935  
 MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: Mutual Savings Life Bldg. PHONE: 802-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 12:00 midnight; Sundays, 7:45 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: United Press.

**Personnel**

President-General Manager . . . . M. K. Vickrey  
 Vice-President . . . . . Clarence Calhoun, Jr.  
 Secretary-Treasurer . . . . . Bryan McAfee  
 Sales & Promotion Manager . . . . D. L. Sims  
 Commercial Manager . . . . . Kyle Frazier  
 Program-Production Director . . . . John Boggess  
 Chief Announcer . . . . . Joe Gannon  
 Musical Director . . . . . John Boggess  
 Chief Engineer . . . . . Hudie Brown

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	175,370	75,000
Radio Homes— " . . . . .	24,000	16,000
Population—Secondary . . . . .	487,961	. . . .
Radio Homes— " . . . . .	92,220	. . . .

Mail survey (station); U. S. Census.

**Representative**

Headley-Reed Company

**W A G F**

DOTHAN—EST. 1932

FREQUENCY: 1400 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. TRANSMITTER LOCATION: Headland-Alabama Highway. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager . . . . . Julian C. Smith  
 Commercial Manager . . . . . Fred Moseley  
 Program Director-Chief  
 Announcer . . . . . Samuel Hall  
 Publicity Director . . . . . Carl Shellgrove  
 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

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1240 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.

**Personnel**

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

**Representative**

Sears & Ayer.

**W B H P**

HUNTSVILLE—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 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: Unlimited license. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Mgr. . . . . W. H. Pollard

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, unlimited license). 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: Near 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 Lewis  
 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

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: S. B. Quigley. OPERATED BY: S. B. Quigley. BUSINESS ADDRESS: 600 St. Louis St. Belmont 2581. STUDIO ADDRESS: 600 St. Louis St. TRANSMITTER LOCATION: 600 St. Louis St. TIME ON THE AIR: 7:00 A. M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Owner-Manager . . . . . S. B. Quigley  
 Commercial Manager . . . . . F. E. Busby  
 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**

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2 Montgomery St. PHONE: Cedar 3301-2. STUDIO ADDRESS: Exchange Hotel. PHONE: Cedar 1126. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 6:30 A.M. to 12:00 midnight (125½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager . . . . . G. W. Covington, Jr.  
 Executive Secretary . . . . . Evelyn B. Robinson  
 Sales Manager . . . . . R. B. Raney  
 Program-Musical Director . . . . . Weston Britt  
 Publicity Director . . . . . John C. Hughes  
 Chief Announcer . . . . . Wallace Beecham  
 Chief Engineer . . . . . James Brewer

**Coverage**

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

Source: Station estimate.

**Representative**

Sears & Ayer

**W S F A**

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

(Red & Blue)

FREQUENCY: 1440 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 12:00 midnight. NEWSPAPER AFFILIATION: Montgomery Advertiser. 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: 1450 Kc. POWER: 250 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: 620 East Second St. PHONE: 181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press.

## Personnel

General Manager.....Joe Van Sandt  
Program-Musical Director.....James Connolly  
Chief Announcer.....George Martin  
Chief Engineer.....Maurice McKinney

## Coverage

	Daytime	Evening
Population—Primary . . . . .	134,561	75,000
Radio Homes— " . . . . .	13,500	8,500
Population—Secondary . . . . .	222,000	102,000
Radio Homes— " . . . . .	21,600	10,200

Source: Station estimate.

## Representative

Sears & Ayer

# W J H O

OPELIKA—EST. 1940

FREQUENCY: 1400 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: 1400 Auburn Road. PHONE: 750-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (107 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....J. H. Orr  
Program Director.....Hugh Webb  
Production Manager.....Kenneth Vance  
Chief Announcer.....Mal Richards  
Chief Engineer.....R. B. Wilds

## Coverage

Population—Primary . . . . .	186,000
Radio Homes— " . . . . .	97,876
Population—Secondary . . . . .	500,000
Radio Homes— " . . . . .	.....

Source: Station estimate.

## Representative

Associated Radio Sales

# W H B B

SELMA—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 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 10:00 P.M. (unlimited). NEWS SERVICE: Transradio Press.

## Personnel

President.....B. H. Hopson  
Vice-President-Station Mgr.....Julien Smith, Jr.  
Chief Engineer.....Sidney Spencer

## Coverage

Population—Primary . . . . .	174,000
Radio Homes— " . . . . .	25,600

Source: Station estimate.

# W J R D

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4464-3600. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager.....J. L. Doss  
Commercial Manager.....J. Ed Reynolds  
Program-Musical Director.....Wilhelmina Quarles  
Production Manager-Chief  
Announcer.....Alfred Owens  
Chief Engineer.....Fred James

## Coverage

	Daytime	Evening
Population—Primary . . . . .	365,000	190,000
Radio Homes— " . . . . .	78,000	38,000
Population—Secondary . . . . .	525,000	210,000
Radio Homes— " . . . . .	92,000	54,000

Source: Station estimate.

## Representative

Headley-Reed Company  
(for Alabama Network)

# ARIZONA

Population 499,261

Number of Radio Homes 99,420

Number of Families 130,020

Auto Registrations 135,000

*For 1940 Census data, please turn to page 243*

## K W J B

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: Globe. PHONE: 41. STUDIO ADDRESS: Hotel Globe. TRANSMITTER LOCATION: 1 mile south of Globe. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. (14 hours daily). NEWS SERVICE: United Press.

### Personnel

Owner-Manager.....Bartley T. Sims  
Sales Manager.....Gordon Dennis  
Program Director-Chief  
Announcer.....Chester Doll  
Publicity Director.....Emma Henderson  
Musical Director.....Elgin McCarty  
Chief Engineer.....Arthur Turnrose

### Coverage

Population—Primary ..... 55,000  
Radio Homes— " ..... 13,745

## K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: 811 Main St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (92 hours weekly). NEWS SERVICE: Transradio Press TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....Della Tovrea Stuart  
Manager.....Howard Kuhn  
Program Director.....Marian Kuhn  
Chief Announcer.....Charles Bennett  
Chief Engineer.....D. E. Towne

### Coverage

	Daytime	Evening
Population—Primary .....	102,200	50,020
Radio Homes— " .....	16,160	12,500
Population—Secondary .	103,700	2,000
Radio Homes— " .....	25,340	500

Source: Station Survey.

### Representative

Paul H. Raymer Co.

## K S U N

BISBEE-DOUGLAS—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell Station, Bisbee. PHONE: Bisbee 9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: between Bisbee and Douglas. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....James S. Maffeo  
Station & Commercial Mgr.....Carleton W. Morris  
Sales Manager.....Gerald O'Brien  
Program Director.....Esther Morris  
Production Manager.....Melvin Cody  
Publicity Director.....William Cody  
Chief Engineer.....John G. Gould

### Coverage

	Daytime	Evening
Population—Primary .....	40,000	24,000
Radio Homes— " .....	9,000	6,000
Population—Secondary .	80,000	30,000
Radio Homes— " .....	18,000	8,000

Source: Station survey; U.S. Census.

### Representative

John Blair & Company

## K O Y

PHOENIX—EST. 1921 (as KFCB)

1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM  
THE ARIZONA NETWORK

FREQUENCY: 550 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

President.....William A. Baldwin  
Business Manager.....Albert D. Johnson



Station Manager ..... Fred A. Palmer  
 Chief Announcer ..... Joe Dana  
 Program Director ..... Jack Williams  
 Publicity Director ..... Les Mawhinney  
 Musical Director ..... Alfred Becker  
 Chief Engineer ..... Robert Thompson

**Coverage**

Population—Primary ..... 190,200  
 Radio Homes— " ..... 32,770  
 Population—Secondary ..... 250,500  
 Radio Homes— " ..... 33,000

Source: CBS Listener and Dealer Study.

**Representative**

John Blair & Company

**K P H O**

PHOENIX—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reese. OPERATED BY: M. C. Reese. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 3-3197. STUDIO ADDRESS: 2323 Buckeye Rd. TRANSMITTER LOCATION: 2323 Buckeye Rd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Executive Manager ..... M. C. Reese  
 Station Manager ..... J. C. Sweeney  
 Sales Manager ..... F. M. Markley  
 Commercial Manager ..... Sheron Stanford  
 Program Director ..... Howard Seitz  
 Chief Engineer ..... F. Belcher

**Coverage**

Population—Primary ..... 120,000  
 Population—Secondary ..... 192,000

**K T A R**

PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 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: 36th St. & Thomas Rd. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and C. P. MacGregor.

**Personnel**

President ..... Sam Kahan  
 General Manager ..... Dick Lewis  
 Commercial Manager ..... J. R. Heath  
 Assistant Commercial Manager ..... J. E. Miller  
 Program Director ..... J. Howard Pyle  
 Production Manager ..... James Creasman  
 Sales Promotion Manager ..... K. M. Pennington  
 Artists' Bureau Head ..... Faye Meyerson  
 Publicity Director ..... Francis Connolly  
 Chief Announcer ..... A. C. Anderson  
 Musical Director ..... Paul Giroux  
 Sports Editor ..... Myron Drake  
 Traffic Manager ..... Harper Miller  
 Drama Director ..... Milton Sacks  
 Chief Engineer ..... A. C. Anderson

**Coverage**

Population—Primary ..... 400,000  
 Radio Homes— " ..... 60,000  
 Population—Secondary ..... 95,000  
 Radio Homes— " ..... 19,000

Source: U. S. Census 1930; Joint Committee; 1940 Census Estimate.

**Representative**

Paul H. Raymer Company

**K Y C A**

PRESCOTT—EST. 1939

ARIZONA BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Southwest Broadcasting. BUSINESS ADDRESS: East Guley St. PHONE: 244. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 103 hours weekly. NEWS-PAPER AFFILIATION: Arizona Republic & Gazette. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager ..... Albert Stetson  
 Program Director ..... Mucio Delgado  
 Production Manager ..... Rex Bowan  
 Publicity Director ..... Laura Marston  
 Chief Announcer ..... Fred Blackburn  
 Musica Director ..... Art Willcox  
 Chief Engineer ..... Norman H. Dewes

**Coverage**

Population—Primary ..... 26,000  
 Radio Homes— " ..... 3,500  
 Radio Homes—Secondary ..... 2,200

Source: Station estimate.

**Representative**

Paul H. Raymer Co.

# K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. PHONE: Safford 15. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (111 hours weekly) NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Safford Daily News. TRANSCRIPTION SERVICES: Standard Radio.

## Personnel

President.....Louis F. Long  
General Manager.....Paul Merrill  
Program Director.....Norman Harrington  
Chief Announcer.....Lester McBride  
Musical Director.....Alberta Hunt  
Chief Engineer.....August Brieske

## Coverage

Population—Primary .....	25,000
Radio Homes— " .....	5,000
Population—Secondary .....	45,000
Radio Homes— " .....	10,000

## Representative

Paul H. Raymer Co.

# K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Tucson Broadcasting Co. OPERATED BY: Tucson Broadcasting Co. BUSINESS ADDRESS: Box 390. STUDIO ADDRESS: 142 S. 6th Ave. PHONE: 5800. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. (17 hours daily) NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Ralph W. Bilby  
Station Manager.....John C. Merlino  
Sales Manager.....Victor Gillard  
Program Director.....Mac C. Matheson  
Chief Announcer.....Tom Hotchkiss  
Musical Director.....Keith Loftfield  
Chief Engineer.....Clifford Livingston

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	55,000
Radio Homes— " .....	9,700	8,500
Population—Secondary .....	60,000	45,000
Radio Homes— " .....	8,300	7,800

Source: Joint Committee.

# K V O A

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1290 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 11:00 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICES: United Press, International News Service 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.

# K Y U M

YUMA—EST. 1940

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: 19th Avenue & First St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus

## Personnel

President.....John H. Huber  
Station Manager.....G. E. Akers  
Commercial Manager.....George D. Smirl  
Program Director-Chief  
Announcer.....Clark Watterson  
Publicity Director.....Crystal Thomas  
Musical Director.....Irene Belzer  
Chief Engineer.....L. B. Shaw

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	25,000
Population—Secondary .....	50,000	....

Source: Station survey.

## Representative

Paul H. Raymer Company

# ARKANSAS

Population 1,949,387

Number of Radio Homes 252,760

Number of Families 494,716

Auto Registrations 252,744

*For 1940 Census data, please turn to page 243*

## K L C N

**BLYTHEVILLE—EST. 1923**

FREQUENCY: 1320 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Railroad & Walnut Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

### Personnel

President.....Fred O. Grimwood  
Station Manager.....Cleo Garner  
Sales Manager.....Algie Bishop  
Chief Announcer.....Melvin Unger

### Coverage

Population—Primary ..... 190,700  
Radio Homes— " ..... 32,000  
Population—Secondary ..... 256,000  
Radio Homes— " ..... 60,000

Source: Engineering survey; Joint Committee.

## K E L D

**EL DORADO—EST. 1935**

**ARKANSAS NETWORK**

FREQUENCY: 1400 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 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President .....R. E. Meinert  
Vice-President.....G. E. Zimmerman  
Station Manager .....F. E. Bolls  
Assistant Manager.....Ewing Canaday  
Chief Engineer.....John Riley

### Representative

Joseph Hershey McGillvra.

## K F P W

**FORT SMITH—EST. 1930**

**ARKANSAS NETWORK**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STU-

DIO ADDRESS: Same. TRANSMITTER LOCATION: Albert Pike & Kelly Highway. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (104 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....John A. England  
Station Manager.....Dorothy A. Gibson  
Commercial Manager .....Jimmie Barry  
Chief Announcer.....Bill Slaters  
Musical Director.....Afton Blake  
Chief Engineer.....D. W. Hoisington

## K W F C

**HOT SPRINGS—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: 819½ Central Ave. PHONE: 413, 412. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus

### Personnel

Station Manager.....Howard A. Shuman  
Commercial Manager.....Frank Rough  
Program Director-Chief  
Announcer.....Jack J. Wolever  
Production Manager.....Ward Hatcher  
Musical Director.....Doc Warren  
Chief Engineer.....James Beall Eschwege

## K T H S

**HOT SPRINGS—EST. 1924**

**NBC (RED and BLUE)**

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St. PHONE: 1160. STUDIO ADDRESS: 135 Benton St. PHONE: 887. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

Chairman, C of C. Radio Board..Lewis Brenner  
General Manager.....John I. Prosser

• • • ARKANSAS • • •

Program Director.....Ewald Kockritz  
 Director of Women's  
 Program.....Hazel Jacobs Konig  
 Chief Engineer .....J. Clinton Norman

**Coverage**

	Daytime	Evening
Population—Primary ....	147,600	248,489
Radio Homes— " .....	20,740	33,140
Population—Secondary .	989,245	1,078,256
Radio Homes— " .....	118,400	152,100

Source: Field intensity survey and mail analysis.

**Representative**

John Blair & Co.

**K B T M**

JONESBORO—EST. 1930  
 ARKANSAS NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Jay P. Beard. OPERATED BY:  
 Regional Broadcasting Co. BUSINESS AD-  
 DRESS: 104½ W. Washington. PHONE: 589.  
 STUDIO ADDRESS: Same. PHONE: 866.  
 TRANSMITTER LOCATION: State College Air-  
 port. TIME ON THE AIR: 6:00 A.M. to 10:00  
 P.M. (112 hours weekly). NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio.

**Personnel**

President-General Manager.....J. P. Beard  
 Program Director.....Martha Jean Booker  
 Production Manager.....Veda Beard  
 Chief Announcer.....Franklin Metzner  
 Chief Engineer.....J. C. Warren

**Coverage**

	Daytime	Evening
Population—Primary ....	150,117	100,078
Radio Homes— " .....	34,911	23,274
Population—Secondary .	334,506	223,004
Radio Homes— " .....	77,792	51,862

Source: Mail response survey; Joint Com-  
 mittee.

**K A R K**

LITTLE ROCK—EST. 1931

NBC (Southwest Red)

ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

FREQUENCY: 920 Kc. POWER: 5000 watts,  
 OWNED BY: Ark. Radio & Equipment Co.  
 OPERATED BY: Ark. Radio & Equipment Co.  
 BUSINESS ADDRESS: 11th Floor, Union Life  
 Bldg. PHONE: 2-1841; LD-224. STUDIO AD-

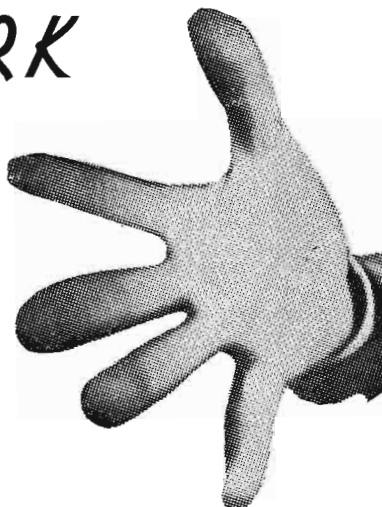
★ **ARKANSAS MARKET!**

★ **REACH THE**

*through KARK*

LITTLE ROCK, ARKANSAS

With 5,000 watts day and night from RCA DeLuxe Transmitter—KARK is the NBC Red outlet for Arkansas, and the *only* NBC *full-time* station in the state. 890 Kc., in the center of the dial where it counts. (920 Kc. after reallocation). In the Arkansas market, KARK has the listeners!



Member of  
 South Central Quality Network:  
 KARK, WMC, KWKH, KTBS, WSMB, WJDX

**KARK** LITTLE ROCK  
 ARKANSAS

Arkansas Radio and Equipment Co.  
 Ed Zimmerman, Vice-President and General Manager

NATIONAL REPRESENTATIVES:  
**EDWARD PETRY & CO.**  
 NEW YORK CHICAGO DETROIT  
 ST. LOUIS LOS ANGELES  
 SAN FRANCISCO

DRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. 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-Musical Director . . . . . Paul Godt  
 Publicity Director . . . . . Gene Weil  
 News Editor . . . . . Henry Orbach  
 Chief Engineer . . . . . Dan Winn

**Coverage**

	Daytime
Population—Primary . . . . .	965,056
Radio Homes— " . . . . .	133,155
Population—Secondary . . . . .	1,874,476
Radio Homes— " . . . . .	254,800

Source: Field intensity measurements.

**Representative**

Edward Petry & Company

**K G H I**

LITTLE ROCK—EST. 1927

FREQUENCY: 1230 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, C. P. MacGregor.

**Personnel**

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

**K L R A**

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 5000 watts. 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 The-saurus, World Transcription System.

**Personnel**

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

**Coverage**

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

Source: Field intensity survey.

**Representative**

The Katz Agency.

**K O T N**

PINE BLUFF—EST. 1934

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 721. STUDIO ADDRESS: 505½ Main. TRANSMITTER 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  
 Chief Engineer . . . . . J. R. Whitworth

**Coverage**

	Daytime	Evening
Radio Homes—Primary . . . . .	40,800	27,000

Source: Station Estimate.

**K U O A**

SILOAM SPRINGS—EST. 1923

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. PHONE: 28. TRANSMITTER LOCATION: Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset (98 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Programs, NAB Bureau of Copyrights.

**Personnel**

President . . . . . Richard Hodges  
 Station Manager . . . . . Storm Whaley  
 Chief Engineer . . . . . J. L. Miller

**Coverage**

Population—Primary . . . . .	444,376
Radio Homes— " . . . . .	71,100
Population—Secondary . . . . .	990,120
Radio Homes— " . . . . .	201,900

Source: Mail response survey.

**Representative**

Furgason & Walker, Inc.

# CALIFORNIA

Population 6,907,387

Number of Radio Homes 2,013,260

Number of Families 2,130,997

Auto Registrations 2,770,000

*For 1940 Census data, please turn to page 244*

## KERN

**BAKERSFIELD—EST. 1932**

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. PHONE: 978. TRANSMITTER LOCATION: Ming & Oak St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Guy C. Hamilton  
Station & Sales Mgr.....Robert L. Stoddard  
Program-Publicity Director.....Walt Lynn  
Production Manager-Chief

Announcer.....Paul Bartlett  
Chief Engineer.....Verne Shatto

### Coverage

Population—Primary.....135,000  
Radio Homes— ".....28,000  
Population—Secondary.....200,000  
Radio Homes— ".....47,000

Source: Station estimate.

### Representative

Paul H. Raymer Co.

## K P M C

**BAKERSFIELD—EST. 1933**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1600 Kc. POWER: 1000 watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### Personnel

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

### Coverage

Population—Primary.....200,000  
Radio Homes— ".....53,600

Source: Field intensity survey.

## K R E

**BERKELEY—EST. 1922**

FREQUENCY: 1400 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 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station & Commercial Mgr....Arthur Westlund  
Program Director.....Don Hambly  
Musical Director.....Harold S. Hawley

### Coverage

Population—Primary.....1,650,000\*  
Population—Secondary.....407,000\*  
\* Estimate.

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

## K M P C

**BEVERLY HILLS—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 5000 watts. OWNED BY: G. A. Richards. OPERATED BY: KMPC, Inc. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: CRestview 6-6211; BRadshaw 2-4411. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: 1481 East 81st. 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. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus, Davis & Schwegler.

### Personnel

President.....G. A. Richards  
Vice-President.....Leo Fitzpatrick  
Vice-President.....John Patt  
Vice-President-General Manager...Leo B. Tyson  
Sales Manager.....Robert O. Reynolds  
Program Director.....Alan Cameron  
Production Manager.....Arthur Faust  
Sales Promotion Manager.....Bill Anderson  
Chief Announcer.....Jack Stafford  
Musical Director.....Rex Corey  
Chief Engineer.....Roger Love

**Coverage**

Population—Primary ..... 2,690,600  
 Radio Homes— " ..... 829,228  
 Source: Field survey; U. S. Census; Joint  
 Committee.

**Representative**

A. K. Bucholz (Chicago)  
 Lloyd Venard (New York)

**K H S L**

**CHICO—EST. 1935**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEM**

FREQUENCY: 1290 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Golden Empire  
 Broadcasting Co. OPERATED BY: Same.  
 BUSINESS ADDRESS: 4th & Broadway. PHONE:  
 237-8. STUDIO ADDRESS: 4th & Broadway.  
 TRANSMITTER LOCATION: Hooker & Madrone  
 Aves. TIME ON THE AIR: 7:00 A.M. to 12:00  
 midnight, except Sunday (118 hours weekly).  
 NEWSPAPER AFFILIATION: Marysville Ap-  
 peal-Democrat. NEWS SERVICE: Don Lee Press  
 Bureau. TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President.....Horace Thomas  
 Vice-President.....Hugh McClung  
 Secretary-General Mgr.....M. F. Woodling  
 Chief Announcer.....Orel Phillips  
 Musical Director.....Earl Wright  
 Chief Engineer .....Emory P. Milburn

**Coverage**

	Daytime	Evening
Population—Primary ....	307,717	298,640
Radio Homes— " .....	103,662	100,634
Population—Secondary ..	47,702	43,300
Radio Homes— " .....	16,054	15,588

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: 1490 Kc. POWER: 250 watts.  
 OWNED BY: F. M. Bowles. OPERATED BY:  
 F. M. Bowles. BUSINESS ADDRESS: 793 Main  
 Street. PHONE: El Centro 1100. STUDIO AD-  
 DRESS: 793 Main Street. TRANSMITTER LO-  
 CATION: 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**

**EUREKA—EST. 1933**

**MUTUAL—DON LEE**

FREQUENCY: 1480 Kc. POWER: 1000 watts,  
 d.; 500 Watts, n. OWNED BY: Redwood  
 Broadcasting Co., Inc. OPERATED BY: Same.  
 BUSINESS ADDRESS: P. O. Box 43. PHONES:  
 93 and 94. STUDIO ADDRESS: Vance Hotel.  
 TRANSMITTER LOCATION: Eureka Inlet, Hum-  
 boldt Bay. TIME ON THE AIR: 7:00 A.M. to  
 11:00 P.M. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System, C. P. MacGregor, Lang-Worth.

**Personnel**

Station Manager.....Wm. B. Smullin  
 Commercial Manager.....Donald Telford  
 Production Manager-Chief Announcer,  
 Charles P. Corbin  
 Musical Director.....James Fasullo  
 Religious Director...Rev. Charles H. Hudson  
 Office Manager.....George E. Thomson  
 Traffic Manager.....Beatrice Stuart  
 Education Director.....Earl Roberts  
 Engineers.....Alvar Olson, Charles Baker

**Coverage**

	Daytime	Evening
Population—Primary ....	58,783	45,420
Radio Homes— " .....	17,080	14,240
Population—Secondary ..	137,678	120,000
Radio Homes— " .....	38,550	34,000

Source: Mail analysis.

**K A R M**

**FRESNO—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: George Harm Estate. OPERATED  
 BY: George Harm Estate. BUSINESS ADDRESS:  
 1333 Van Ness Ave. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: First & Clinton Sts.  
 TIME ON THE AIR: Full Time License (124  
 hours weekly). NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Standard Radio.

**Personnel**

President.....Mrs. George Harm  
 Acting Station Manager..William W. Gardner  
 Sales and Sales Promotion Manager,  
 Don C. Robbin  
 Publicity Director.....Dean Metcalf  
 Chief Announcer.....Milton Cook  
 Musical Director.....Jack Clawson  
 Program Director .....Dick Wegener  
 Chief Engineer .....John Scales



**Coverage**

Population—Primary .....	344,000
Radio Homes— " .....	104,243
Population—Secondary .....	630,291
Radio Homes— " .....	185,086

**Representative**

Joseph Hershey McGillvra  
Edward S. Townsend Co. (Pacific Coast)

**K M J**

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.  
CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts.  
OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 3-6277; Transmitter, 4-2400. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ventura and Fowler. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President ..... Guy Hamilton  
Commercial Manager ..... Howard Lane  
National Sales Manager (N. Y. C.)

Station Manager ..... Humboldt J. Gregg  
..... 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**

GLENDALE—EST. 1932

FREQUENCY: 870 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-owner ..... D. H. Cannon  
Co-owner ..... Reed Callister  
General Manager ..... L. W. Peters  
Program Director ..... W. R. McLain

**K F O X**

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1280 Kc. POWER: 1000 watts.  
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 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

**Personnel**

President ..... Hal G. Nichols  
Commercial Manager ..... Lawrence W. McDowell  
Publicity Director ..... John T. Hughes  
Chief Engineer ..... Lawrence W. McDowell

**Coverage**

	Daytime	Evening
Population—Primary ...	*880,000	*1,010,000
Radio Homes— " .....	500,000	561,000
Population—Secondary .	*25,000	*25,000
Radio Homes— " .....	9,600	9,600

\* Families.

Source: Station estimate.

**Representative**

Walter Biddick Co.

**K G E R**

LONG BEACH—EST. 1925

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
OWNED BY: Consolidated Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 435 Pine Ave. STUDIO ADDRESS: 435 Pine Ave.; 643 S. Olive, Los Angeles. TRANSMITTER LOCATION: San Francisco St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President-Gen'l Manager... C. Merwyn Dobyns  
Commercial Manager ..... John A. Dobyns  
Business Manager ..... Tom Hunter  
Sales Manager ..... Don Alderman  
Program Director ..... Helene Smith  
Public Relations Manager ..... Lee Wynne  
Chief Engineer ..... Jay Tapp

**Coverage**

Population—Primary .....	2,440,000
Radio Homes— " .....	725,000
Population—Secondary .....	501,000
Radio Homes— " .....	145,000

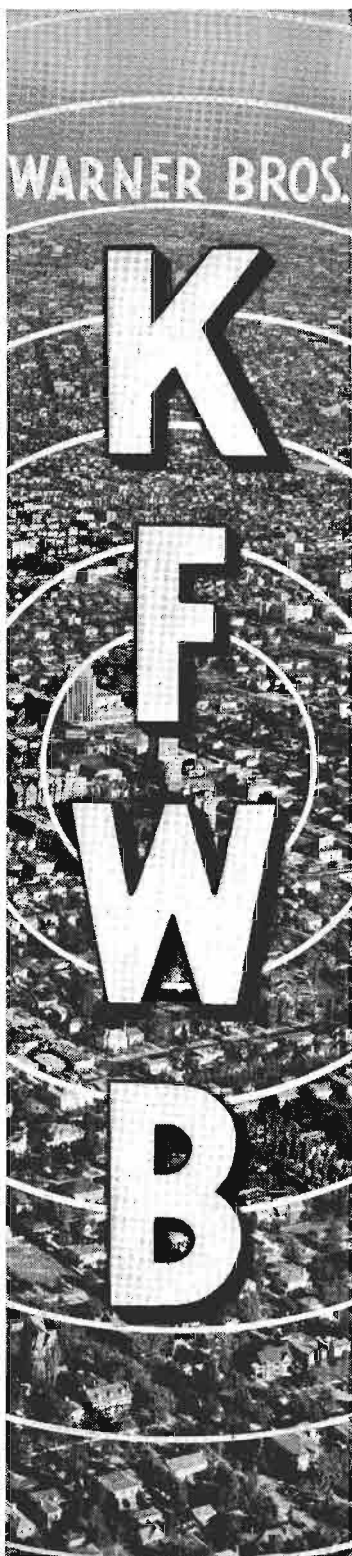
Source: Field intensity survey and mail analysis.

**K E C A**

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 790 Kc. POWER: 5000 watts.  
OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:



(Photo by Fairchild Aerial Surveys, Inc.)

**K F W B**, Hollywood's own station, carries *more local business than any other station in the greater Los Angeles area*—this is as it should be:—

★ **BECAUSE** Warner Bros.' experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ **BECAUSE** K F W B's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ **BECAUSE** K F W B has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a *real opportunity to merchandise his show*;

★ **BECAUSE** K F W B's 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ **BECAUSE** K F W B's position on the dial places it right in the center of the greatest activity.

• • •

WARNER BROS.

**K F W B**

LOS ANGELES, CALIF.

*Harry Maizlish, Gen. Mgr.*

5833 Fernwood Avenue  
HOLLYWOOD, CALIF.

2951 Moynier Lane, Culver City. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Harrison Holliday  
 Commercial and Sales Manager...Clyde Scott  
 Program Manager.....Glan Heisch  
 Musical Director.....Claude Sweeten  
 Production Manager.....John I. Edwards  
 Sales Promotion Manager.....E. Pederson  
 Publicity Director.....Bernard M. Smith  
 Editor.....Jose Rodriguez  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Chief Engineers.....Curtis Mason.  
 H. L. Blatterman

**Coverage**

Population-Primary.....3,154,380  
 Radio Home- ".....896,830

Source: Station estimate

**Representative**

Free & Peters, Inc.

**K F A C**

LOS ANGELES—EST. 1932

FREQUENCY: 1330 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: 168 hours weekly. 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.....Edith Reeback  
 Traffic Manager.....Lucile Blake  
 Record Librarian.....Don Otis  
 Chief Engineer.....H. W. Anderson

**Coverage**

	Daytime	Evening
Population—Primary ...	3,000,000	1,150,000
Radio Homes— " ...	851,210	500,000

Source: Station survey.

**K F I**

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: 6:30 A.M. to

12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Harrison Holliday  
 Sales Manager.....Clyde Scott  
 Program Manager.....Glan Heisch  
 Production Manager.....John I. Edwards  
 News Editor.....Jose Rodriguez  
 Publicity Director.....Bernard M. Smith  
 Sales Promotion Manager.....E. Pederson  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Musical Director.....Claude Sweeten  
 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 V D**

LOS ANGELES

FREQUENCY: 1020 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 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**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**

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 980 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, Culver City. TIME ON THE AIR: 130 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....L. J. Halper  
 Station Manager.....Harry Maizlish

Commercial Manager.....Jack O. Gross  
 Chief Announcer.....Harry Hall  
 Production Manager.....Manning Ostroff  
 Promotion Dept... Dave Davidson, William Ray  
 Musical Director.....Leon Leonardi  
 Chief Engineer.....Harry Myers

**Representative**

Paul H. Raymer Co.

**K F S G**

**LOS ANGELES—EST. 1923**

FREQUENCY: 1150 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. PHONE: Exposition 1141. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. 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 7:00 P.M. to 12:00 Midnight (29½ hours weekly).

**Personnel**

President.....Aimee Semple McPherson  
 Station Manager.....Phil Kerr  
 Chief Engineer.....Myron Kluge

**K G F J**

**LOS ANGELES—EST. 1926**

FREQUENCY: 1230 Kc. POWER: 250 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: 24 hours daily. NEWS SERVICE: International News Service.

**Personnel**

Manager.....Ben S. McGlashan  
 Assistant Manager.....H. Duke Hancock  
 Program Director.....Thelma Kirchner

**Coverage**

	Daytime	Evening
Population—Primary	500,000	1,000,000
Radio Homes—"	300,000	800,000
Population—Secondary	150,000	400,000
Radio Homes—"	75,000	200,000

Source: Station estimate.

**Representative**

Cox & Tanz

**K H J**

**LOS ANGELES—EST. 1923**

MBS—DON LEE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. PHONE: Hollywood 8111. STUDIO LO-

CATION: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 AM. to 12:00 Midnight (Sunday) NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas Lee  
 Vice-President and General Manager  
     Lewis Allen Weiss  
 Assistant Manager.....Willet 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.....Dave Rose  
 Chief Engineer.....Frank 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**

**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. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

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

**Representative**

Burn-Smith Co.

**K N X**

**LOS ANGELES—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 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  
 Assistant Manager, North California Office,

Charles S. Morin

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  
 KNX-Sales Promotion Manager,

Edwin W. Buckalew

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: 1150 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: 5:30 A.M. to 7:45 P.M. and 12:00 Midnight to 2:00 A.M., except Fridays and Sundays; Fridays, 7:45 P.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 10:00 A.M., 12:30 P.M. to 3:00 P.M. and 4:15 P.M. to 7:00 P.M. NEWS SERVICE: International News Service

**Personnel**

General Manager... John A. Driscoll  
 Studio Manager & Program Director

Howard R. Bell

Publicity Director... Marcia Conrad

Musical Director... Salvatore Santaella

**Coverage**

Population—Primary ..... \*798,847  
 Population—Secondary ..... \*753,450

\*Families

Source: Los Angeles Chamber of Commerce.

**K M Y C**

**MARYSVILLE—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**DON LEE BROADCASTING SYSTEM**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: State Theater Bldg., 515 E St. PHONES: 2080-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverside Ave., 2 miles north of Marysville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Saturdays, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Horace Thomas

General Manager ..... Hugh McClung

Station Manager ..... Walter Conway

Commercial Manager ..... Carl Winther

Sales Promotion Manager ..... Paul McConnell

Program-Musical Director ..... Robert Hamby

Production Manager-Publicity Director,

William Mathews

Chief Engineer ..... Leon Stauffer

**Coverage**

Population—Primary	54,450
Radio Homes—	13,350
Population—Secondary	110,219
Radio Homes—	30,350

Source: U. S. Census; Joint Committee; Mail response analysis and field strength survey.

**Representative**

John Blair & Co.

**K Y O S**

**MERCED—EST. 1936**

**MUTUAL—DON LEE BROADCASTING SYSTEM**

FREQUENCY: 1080 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 Sun-Star. TRANSCRIPTION

SERVICE: C. P. MacGregor.

**Personnel**

President ..... Hugh McClung

Station Manager ..... David S. Ballou

Commercial Manager ..... Kenneth Gorsuch

Program Director ..... Charles Kinsley, Jr.

Publicity Director.....Viola Geary  
Chief Engineer.....Erwin Dold

**Coverage**

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

**Representative**

John Blair & Co.

**K T R B**

MODESTO—EST. 1934

FREQUENCY: 860 Kc. POWER: 250 watts.  
OWNED BY: KTRB Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 495. 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.

**Personnel**

General Manager.....William H. Bates, Jr.  
Commercial Manager.....Doug McCreary  
Program Director.....Cecil Lynch  
Chief Engineer.....Wayne Bethold

**Coverage**

Population—Primary ..... 250,000  
Population—Secondary ..... 2,000,000  
Source: Station estimate.

**K D O N**

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl St. 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 11:00 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  
Publicity Director.....Bob Pinkerton  
Chief Engineer.....Omer Wright

**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: 1310 Kc. POWER: 1000 watts.  
OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327—21st St. PHONE: Higate 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  
Program Director.....C. de Costa  
Publicity Director.....Mary Dorr  
Chief Engineer.....R. C. Butler

**Coverage**

	Daytime	Evening
Population—Primary ....	1,096,112	1,555,245
Radio Homes— " .....	186,342	236,924
Population—Secondary ..	2,050,927	2,213,004
Radio Homes— " ..	296,515	313,329

Source: Station survey.

**K L X**

OAKLAND—EST. 1922

FREQUENCY: 910 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: 960 Kc. POWER: 1000 watts.  
OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 464—19th St. PHONE: Glencourt 6774. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: 167¼ hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

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

Program Director..... Keith Kerby  
 Production Manager..... Scott Weakley  
 Publicity Director..... Don Logan  
 Musical Director..... Edward House  
 Chief Engineer..... C. E. Downey

**Coverage**

	Daytime	Evening
Population—Primary	1,929,000	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: 1240 Kc. POWER: 250 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. TRANSCRIPTION SERVICE: Standard Radio.

**K R O W**

★

"THE HOME-INTEREST STATION OF  
 THE GREAT OAKLAND-SAN FRANCISCO  
 METROPOLITAN AREA."

★

RADIO CENTER BUILDING  
 19th and Broadway  
 Oakland, California

Philip G. Lasky, General Manager

Represented Nationally by Free and Peters, Inc.

**Personnel**

Station Manager..... Frank M. Veale  
 Chief Announcer..... Vincent Parsons  
 Program-Musical Director..... Leon Hill  
 Production Manager..... Raymond Wylie  
 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**

**REDDING—EST. 1936**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1230 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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Horace E. Thomas  
 Station Manager..... Frank H. Coffin  
 Commercial Manager..... Harold Winther  
 Program Director..... Orville Burda  
 Chief Engineer..... John Boren

**Coverage**

Population—Primary	55,160
Radio Homes—	18,383
Population—Secondary	23,087
Radio Homes—	6,021

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

**Representative**

John Blair & Company

**K F B K**

**SACRAMENTO—EST. 1922**

NBC (RED & BLUE)—CALIFORNIA  
 RADIO SYSTEM

FREQUENCY: 1530 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..... J. Cieloha  
 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**

**SACRAMENTO—EST. 1937**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Royal Miller. OPERATED BY:  
 Same. BUSINESS ADDRESS: Sacramento Ho-  
 tel. PHONE: Main 665-6. STUDIO ADDRESS:  
 Sacramento Hotel. TRANSMITTER LOCA-  
 TION: 14th Ave. & 65th St. TIME ON THE  
 AIR: 7:00 A.M. to 12:30 A.M. NEWS SER-  
 VICE: International News Service. (132½ hours  
 weekly). TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President-Owner ..... Royal Miller  
 Station Manager..... Will Thompson, Jr.  
 Sales Manager..... D. E. Lundy  
 Sales Promotion Manager..... Elton Rule  
 Program Director..... Ann Farrar  
 Production Manager..... Bert Barry  
 Chief Announcer..... Bob Tutt  
 Musical Director..... Garland Schuler  
 Director of Women's Programs,

Evangeline Baker

Chief Engineer..... Milton Cooper

**Coverage**

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

Source: Mail response analysis.

**Representative**

Edward S. Townsend Co.

**K F X M**

**SAN BERNARDINO—EST. 1929**

MUTUAL—DON LEE

FREQUENCY: 1240 Kc. POWER: 250 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: 990 Colton Ave. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 P.M. except Wednes-  
 day: 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 SER-  
 VICE: Standard Radio, Davis & Schwegler.

**Personnel**

Station Manager..... J. Clifford Lee  
 Commercial Manager..... Gene W. Lee  
 Chief Announcer..... Howard Baichly  
 Sales Manager..... Maury A. Vroman  
 Publicity Director..... George A. Burns  
 Chief Engineer..... Richard T. Sampson

**Coverage**

	Daytime	Evening
Population—Primary ....	149,901	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 M B**

**SAN DIEGO—EST. 1940**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Worcester Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Pacific Square. PHONE: Main 2114. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 1124 S. 34th St. TIME ON THE AIR: 118  
 hours weekly.

**Personnel**

President..... Warren B. Worcester  
 Sales Manager..... Mr. Heitfeld

**K F S D**

**SAN DIEGO—EST. 1926**

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 5000 watts.  
 OWNED BY: Airfan Radio Corp., Ltd. OPER-  
 ATED BY: Airfan Radio Corp., Ltd. BUSINESS  
 ADDRESS: U. S. Grant Hotel, 326 Broadway.  
 PHONE: Franklin 6353. STUDIO ADDRESS:  
 U. S. Grant Hotel, 326 Broadway. TRANSMIT-  
 TER LOCATION: U. S. Grant Hotel, 326 Broad-  
 way. TIME ON THE AIR: (daily) 7:00 A.M. to  
 midnight; (Sunday) 8:00 A.M. to midnight.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager... Thomas E. Sharp  
 Assistant Manager..... Sam Lipsell  
 Commercial Manager..... John Babcock  
 Program-Publicity 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: 1360 Kc. POWER: 1000 watts.  
 OWNED BY: Don Lee Broadcasting System.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 1012 First Ave. PHONE: Franklin 6151. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: (daily) 7:00  
 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to Mid-  
 night (124 hours weekly). NEWS SERVICES:  
 Associated Press, United 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 . . . . . James Dillon  
 Publicity Director . . . . . David Titus  
 Chief Announcer . . . . . Gene Ericson  
 Musical Director . . . . . George Bacon  
 Chief Engineer . . . . . Verne Milton

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	280,000	280,000
Radio Homes— " . . . . .	75,334	75,334

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.  
 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: Inter-  
 national News Service, Associated Press.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**Personnel**

President . . . . . Thomas S. Lee  
 Station Manager . . . . . William D. Pabst  
 Commercial Manager . . . . . Ward D. Ingram  
 Program Director . . . . . Ben Harkins  
 Production Manager . . . . . Mel Venter  
 Sales Promotion Manager . . . . . Gary Kreidt  
 Chief Announcer . . . . . Bob Bence  
 Sales-Traffic Manager . . . . . Enes Canata  
 Publicity Director . . . . . Pat Kelly  
 Musical Director . . . . . Cy Trobbe  
 Chief Engineer . . . . . Ernest G. Underwood

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,554,209	2,136,890
Radio Homes— " . . . . .	663,120	580,940
Population—Secondary . . . . .	3,270,260	
Radio Homes— " . . . . .	841,710	780,670

Source: Joint Committee.

**Representative**

John Blair & Co.

**K G O**

**SAN FRANCISCO—EST. 1924**  
**NATIONAL BROADCASTING CO.**

FREQUENCY: 810 Kc. POWER: 10,000 watts.  
 OWNED BY: General Electric Co. OPERATED  
 BY: National Broadcasting Co. BUSINESS  
 ADDRESS: 111 Sutter St. PHONE: Sutter  
 1920. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Oakland. TIME ON THE  
 AIR: (daily) 6:30 A.M. to midnight—(Sunday)  
 7:30 A.M. to midnight. NEWS SERVICE: In-  
 ternational News Service and United Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus,  
 Davis & Schwegler.

**Personnel**

Station Manager . . . . . A. E. Nelson  
 Sales Promotion Manager . . . . . Gene Clark  
 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  
 Director . . . . . Jennings Pierce  
 Publicity Director . . . . . Milton Samuel  
 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: Field intensity survey and mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**K J B S**

**SAN FRANCISCO—EST. 1925**

**KJBS-KQW COMBINATION**  
 FREQUENCY: 1100 Kc. POWER: 500 watts.  
 OWNED BY: Julius Brunton & Sons Co. OP-  
 ERATED BY: Julius Brunton & Sons Co. BUSI-  
 NESS ADDRESS: 1470 Pine St. PHONE: Ord-  
 way 4148. STUDIO ADDRESS: 1470 Pine St.  
 TRANSMITTER LOCATION: 1470 Pine St.  
 TIME ON THE AIR: (Mon., Tues., Wed., Thurs.,  
 Fri. and Sunday) 10:00 P.M. to local sunset  
 the following day; Saturday, 11:30 to local sunset  
 the following day. NEWS SERVICE: United

**KYA**

more frequently  
than all other local  
independent stations  
combined

# KYA

**FACTS CONSOLIDATED • Marketing Research**  
68 POST STREET, SAN FRANCISCO • TELEPHONE GARFIELD 4047

January 30, 1941

Mr. Harold H. Meyer  
Radio Station KYA  
Hearst Building  
San Francisco, California

Dear Mr. Meyer:

The report enclosed herewith covers the survey of families having push-button radio sets with five buttons, which you authorized us to make locally in November, December, and January. All interviews were made by means of properly distributed personal calls at homes.

Of particular interest to you is the fact that KYA appeared on the push-buttons of five-button sets more frequently than all other local independent stations combined.

More specifically, KYA appeared on the buttons of 67% of the five-button sets in the homes contacted, the next highest station appearing on 38.8% of the sets.

Sincerely,

*A. B. Mueller*  
A. B. Mueller  
Vice-President

ABM:fml

# KYA

1230 KC  
5000 W. DAY  
1000 W. NIGHT

**SAN FRANCISCO'S LEADING INDEPENDENT!**  
EXAMINER BUILDING • SAN FRANCISCO • Harold H. Meyer, General Manager  
REPRESENTED BY • INTERNATIONAL RADIO SALES

Press, International News Service, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, NAB Library, C. P. MacGregor.

**Personnel**

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

**Coverage**

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

Source: Field intensity measurements.

**Representative**

Homer Owen Griffith, Los Angeles

**K P O**

**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**

Station Manager.....A. E. Nelson  
 Sales Promotion Manager.....Gene Clark  
 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

Director .....Jennings Pierce  
 Publicity Director.....Milton Samuel  
 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: Field intensity survey and mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**K S A N**

**SAN FRANCISCO—EST. 1925**

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1450 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: 168 hours

weekly. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....S. H. Patterson  
 Station Manager.....Lou Keplinger  
 Program Director.....Lee Goldsmith  
 Publicity Director.....Jean Anderson  
 Chief Announcer.....Charles Cooper  
 Chief Engineer.....Mel Williams

**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 Jesse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....W. I. Dumm  
 General Manager.....Lincoln Dellar  
 National Sales Manager.....Haan J. Tyler  
 Program Director.....Clifton Howell  
 Director of Public Relations.....R. W. Dumm  
 Sales Promotion Manager.....Jack P. Cowden  
 Chief Announcer.....Ken Craig  
 Traffic Manager.....I. V. Newlin  
 Publicity Director.....Marie Houlihan  
 Musical Director.....Dick Aurandt  
 Chief Engineer.....R. V. Howard

**Coverage**

	Daytime	Evening
Population—Primary	2,181,800	2,076,700
Radio Homes— "	643,120	611,970
Population—Secondary	482,300	132,600
Radio Homes— "	99,070	23,700

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

**Representative**

Edward Petry & Co.

**K Y A**

**SAN FRANCISCO—EST. 1926**

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1,000 Watts, n. OWNED BY: Hearst Radio, 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) 6:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Call-Bulletin. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....C. B. McCabe  
 General Manager.....Harold Meyer  
 Program Director.....Reiland Quin  
 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. 1912**  
 MUTUAL—DON LEE

FREQUENCY: 740 Kc. POWER: 5000 watts. 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, Calif. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, C. P. MacGregor.

**Personnel**

President.....Ralph R. Brunton  
 General Manager.....C. L. McCarthy  
 Sales Manager.....H. O. Fiebig  
 Production Manager.....Dick Ellers  
 Sales Promotion and Program Manager,  
 Ray Lewis  
 Musical Director.....Fred Ruegg  
 Chief Engineer.....C. V. Davey

**Coverage**

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

Source: Joint Committee; Chamber of Commerce; field intensity survey.

**Representative**

Reynolds-Fitzgerald, Inc.

**K V E C**

**SAN LUIS OBISPO—EST. 1937**  
 MUTUAL—DON LEE

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (119½ hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Sales Manager.....Joe Shuttleworth  
 Program Director.....Aram Rejebian  
 Chief Announcer.....William Barton  
 Chief Engineer.....Earl Travis

**Representative**

John Blair & Co.

**K V O E**

**SANTA ANA—EST. 1926**  
 DON LEE—MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 307 North Broadway. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. PHONE: 4900. 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  
 Vice-President.....C. P. MacGregor  
 Sales Manager.....Puck Wendling  
 Production Manager.....Wallace S. Wiggins  
 Merchandising & Promotion  
 Manager.....Vic Rowland  
 Chief Engineer.....Wallace S. Wiggins

**Representative**

John Blair & Company

**K D B**

**SANTA BARBARA—EST. 1929**  
 MUTUAL—DON-LEE BROADCASTING  
 SYSTEMS

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 6:45 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas S. Lee  
 Station Manager.....Earl Pollock  
 Production Manager & Chief  
 Announcer.....Bob Perry  
 Sales Manager.....Arthur Manuel  
 Chief Engineer.....Walter Radtke

**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: 1250 Kc. POWER: 1000 watts.  
 OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: De La Guerra Plaza; Ventura, Calif. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 6:45 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager.....Charles A. Storke

**Coverage**

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

Source: U. S. Census.

**Representative**

Paul H. Raymer Co.

**K S R O**

SANTA ROSA—EST. 1937

FREQUENCY: 1350 Kc. POWER: 1000 watts.  
 OWNED BY: E. L. Finley. OPERATED BY: Wilt Gunzendorfer. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: Press Democrat Bldg. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Santa Rosa 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  
 Program Director.....Gordon Brown  
 Production Manager-Chief Announcer,  
 Larry Hays  
 Publicity Director.....Mike Pardee  
 Chief Engineer.....Howard McCauley

**Coverage**

Radio Homes—Primary.....139,410

Based on 250 Watts:

Source: Station survey.

**K G D M**

STOCKTON—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts.  
 OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. BUSINESS ADDRESS: 40 S. California St. PHONE: 44551. STUDIO ADDRESS: 515 E. Market. TRANSMITTER LOCATION: Highway 99, S.E. TIME ON THE AIR: 5:45 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager.....E. Smith  
 Program Director.....Donald J. Ralph

**K W G**

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 2-2727. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 6:00 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.....Lester Jacobson  
 Chief Engineer.....Russell Bennett

**Representative**

Paul H. Raymer Company

**K T K C**

VISALIA—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 920 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. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

General Manager.....Chas. A. Whitmore  
Station Manager.....Chas. P. Scott  
Sales Manager.....Milliard Kibbe  
Program-Musical Director.....Jerry Irwin  
Production Manager.....Ken Aitken  
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**

**WATSONVILLE—EST. 1937**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John P. Scripps. OPERATED BY: E. W. Slusser. BUSINESS ADDRESS: Atkinson Lane. PHONE: 1700-1. STUDIO ADDRESS: Atkinson Lane. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Watsonville Register-Pajaronian. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John P. Scripps  
Station Manager.....E. W. Slusser  
Commercial Manager.....George Barringer  
Program-Publicity Director.....Eddie Calder  
Chief Announcer.....Morry Bertsch  
Musical Director.....Nana Taylor  
Chief Engineer.....Farrel Buckley

**Coverage**

	Daytime	Evening
Population—Primary	50,000	30,000
Population—Secondary	20,000	

**Representative**

Walter Biddick Co.  
Forjoe & Co.

**COLORADO**

Population 1,123,296

Number of Radio Homes 254,900

Number of Families 314,952

Auto Registrations 362,000

*For 1940 Census data, please turn to page 245*

**K G I W**

**ALAMOSA—EST. 1929**

FREQUENCY: 1450 Kc. POWER: 250 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 LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:00 A.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....E. L. Allen

**K V O R**

**COLORADO SPRINGS—EST. 1922**

CBS

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Outwest Broadcasting Co. OPERATED 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 AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features.

**Personnel**

President.....E. K. Gaylord  
Station Manager.....Dudley Tichenor  
Program Director.....Elaine Clemons  
Musical Director.....Duane Osborn  
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



# K F E L

DENVER—EST. 1923

MUTUAL

MOUNTAIN & PLAIN NETWORK

FREQUENCY: 950 Kc. POWER: 5000 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: 5350 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M., daily; 7:00 A.M. to 12:30 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schweigler, C. P. MacGregor.

## Personnel

President-Station Manager.....Gene O'Fallon  
 Director.....Frank Bishop  
 Commercial Manager.....Holly Moyer  
 Program and Sales Promotion Manager,  
 Don McCraig  
 Production Manager-Chief Announcer,  
 Herb Trackman  
 Chief Engineer.....Charles Hastings

## Coverage

	Daytime	Evening
Population—Primary . . . .	526,445	526,445
Radio Homes— " . . . .	124,600	110,000
Population—Secondary . .	323,300	526,445
Radio Homes— " . . . .	150,000	124,600

Source: Mail analysis.

## Representative

John Blair & Company

# K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 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: S. Franklin at Hamden, Englewood, Colo. TIME ON THE AIR: 5:00 A.M. to 1:05 A.M.; Sunday, 6:30 A.M. to 12:00 Midnight (138 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

# K F E L

"THE MILE-HIGH MUTUAL NETWORK STATION"

DENVER, COLORADO

5000 Watt Western Electric Transmitter  
 with Directive Array—

Concentrating its Power in the Population Centers  
 DAY and NIGHT

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

GENE O'FALLON, MGR.



Represented by  
 JOHN BLAIR & CO.

**Personnel**

President.....E. K. Gaylord  
 Station Manager.....Hugh B. Terry  
 Program Director.....Arthur Wuth  
 Production Manager.....Derby Sproul  
 Promotion Director.....R. C. Goffman  
 Musical Director.....Les Weelans  
 Chief Engineer.....T. A. McClelland

**Coverage**

	Daytime	Evening
Population—Primary	953,265	708,400
Radio Homes—"	204,641	156,068

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K M Y R \***

DENVER—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: F. W. Meyer. OPERATED BY:  
 F. W. Meyer. BUSINESS ADDRESS: Denver.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: 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 fur-  
 ther information was available after the usual  
 requests.

**K O A**

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 850 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. TRANSMIT-  
 TER LOCATION: Aurora, Colo. TIME ON THE  
 AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00  
 A.M. to 1:00 A.M. (135 hours weekly). NEWS  
 SERVICE: United Press, International News  
 Service. TRANSCRIPTION SERVICES: NBC  
 Thesaurus, Standard Radio. MAINTAINS ART-  
 ISTS BUREAU.

**Personnel**

President, General Electric....Charles Wilson  
 President, National Broadcasting,

Niles Trammell

General Manager.....Lloyd E. Yoder  
 Assistant Manager.....Robert H. Owen  
 National Spot Sales Manager,

James R. MacPherson

Local Sales Manager.....A. W. Crapsey  
 Production Manager.....John B. Lyman, Jr.  
 Publicity Director.....Don Martin  
 News Editor.....Albert Orrick  
 Auditor-Office Manager.....Dale L. Newbold  
 Traffic Manager.....H. M. Loucks  
 Musical Directors,

Milton Shrednik, Chester Smith

Program Director.....Clarence C. Moore

Artists Bureau Head.....Duncan McColl  
 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—"	104,400	625,700

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

**Representative**

National Broadcasting Co., Inc.

**K P O F**

DENVER—EST. 1928

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 OWNED BY: Pillar of Fire (A Corporation).  
 OPERATED BY: Pillar of Fire (A Corporation)  
 BUSINESS ADDRESS: 1845 Champa St. STU-  
 DIO ADDRESS: 1845 Champa St.  
 (Non-Commercial Station.)

**K V O D**

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
 OWNED BY: Colorado Radio Corp. OP-

STATION

**K V O D**

DENVER

Takes great pleasure in  
 announcing the appointment of  
**WEED AND COMPANY**  
 as its National Representative.



NBC Affiliate 630 Kilocycles

ERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TIME ON THE AIR: 18½ hours daily; Sundays, 17 hours. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, C. P. MacGregor.

**Personnel**

President and General Manager... W. D. Pyle  
 Station & Commercial Manager... T. C. Ekrem  
 Program Director... J. E. Finch  
 Sales Dept... Con Hecker  
 Publicity Director... B. H. Stanton

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,091,043	682,227
Radio Homes— " . . . . .	229,430	151,430
Population—Secondary . . . . .	227,437	134,983
Radio Homes— " . . . . .	45,245	27,366

Source: U. S. Census; Joint Committee.

**Representative**

Weed & Co.

**K I U P**

**DURANGO—EST. 1935**

FREQUENCY: 1400 Kc. POWER: 250 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 10:00 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  
 MOUNTAIN & PLAIN NETWORK

FREQUENCY: 1230 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. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager... Rex Howell  
 Commercial Manager... Chas. Howell  
 Traffic and Publicity Manager... Alice Barber  
 Chief Engineer... Fred Mendenhall

**Coverage**

Population—Primary . . . . .	18,321
Radio Homes— " . . . . .	13,204

Source: Field strength measurements.

**K F K A**

**GREELEY—EST. 1921**

MUTUAL BROADCASTING SYSTEM  
 MOUNTAIN & PLAIN NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. 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: 90 hours weekly. NEWS SERVICE: United Press.

**Personnel**

President-Station Manager... Francis Price  
 Program Director... Dorothy Baldwin  
 Production Manager... Charles W. Lang

**Coverage**

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

Source: U. S. Census; Joint Committee.

**Representative**

Furgason & Walker, Inc.

**K O K O**

**LA JUNTA—EST. 1937**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: La Junta. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager... Leonard E. Wilson

**K I D W**

**LAMAR—EST. 1932**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: The Lamar Broadcasting Co. OPERATED BY: Lamar Broadcasting Co. 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. and 9:30 P.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.



## DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September, 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at \$3,423.00, the highest of any of the United States and 39%

above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

**WTIC 50,000  
WATTS**

**A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET**

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

**Personnel**

General Manager.....C. R. Anderson

**K G H F**

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.  
(BLUE & RED)

FREQUENCY: 1350 Kc. POWER: 500 watts.  
OWNED BY: Curtis P. Ritchie. OPERATED  
BY: Same. BUSINESS ADDRESS: Pueblo Sav-  
ings & Trust Co. Bldg. PHONE: 3877. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
U. S. Highway No. 87. TIME ON THE AIR:  
Unlimited license. TRANSCRIPTION SERVICE:  
World Broadcasting System.

**Personnel**

Owner.....Curtis P. Ritchie  
Station Manager.....J. H. McGill

Commercial Manager.....Maxson I. Bevens  
Program Director.....Fred Amos

**Representative**

Howard H. Wilson Co.

**K G E K**

STERLING—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Elmer G. Beehler. OPERATED  
BY: Elmer G. Beehler. BUSINESS ADDRESS:  
Fleming Road. PHONE: 679. STUDIO AD-  
DRESS: 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.

**CONNECTICUT**

Population 1,709,242

Number of Radio Homes 410,790

Number of Families 446,717

Auto Registrations 480,000

*For 1940 Census data, please turn to page 246*

**W I C C**

BRIDGEPORT (New Haven)—  
EST. 1926

NBC-MBS-YANKEE AND  
COLONIAL NETWORKS

FREQUENCY: 600 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: The Yankee  
Network, Inc. OPERATED BY: The Yankee  
Network, Inc. BUSINESS ADDRESS: 21 Brook-  
line Ave., Boston, Mass. STUDIO ADDRESS:  
1241 Main St., Bridgeport. PHONE: 6-1121.  
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. TRANSCRIP-  
TION SERVICES: Associated Library. AFFILI-  
ATED with Yankee Network Artists' Bureau.

**Personnel**

President.....John Shepard 3rd  
Station Manager.....Joseph Lopez  
Supervisor, New Haven  
Studios .....Judson LaHaye  
Sales Manager.....Norman Whittaker  
Publicity Director and  
Program Director.....Florence Ballou

Musical Director.....Gus Meyers, Jr.  
Chief Engineer.....Garro 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 N A B\***

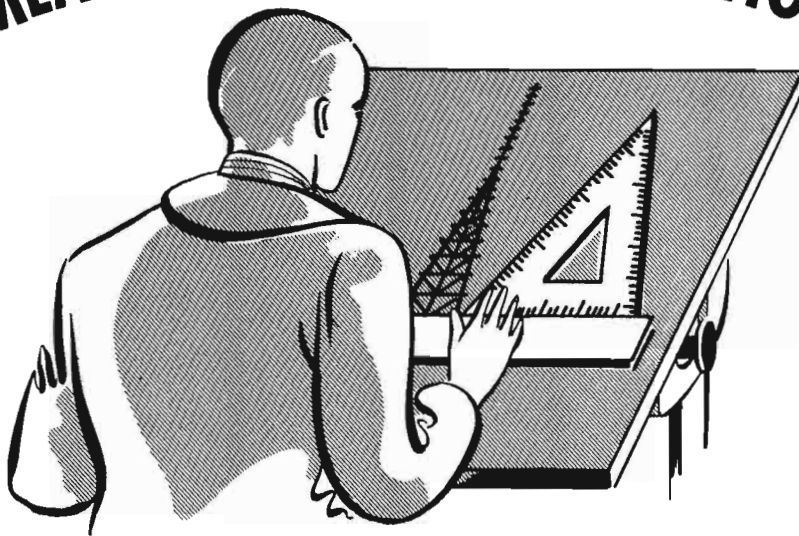
BRIDGEPORT—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Harold Thomas. OPERATED BY:  
Harold Thomas. BUSINESS ADDRESS: Bridge-  
port. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Same. TIME ON THE AIR:  
Unlimited License.

**Personnel**

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

# MEASURING A RADIO STATION



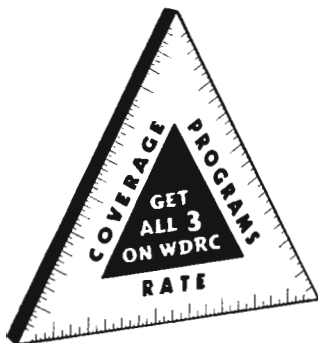
**Choosing** a radio station for “spot” business can be a measured procedure — as exact as a geometric formula.

To crystallize the formula, we give you a triangle. On one side, you have *coverage*. On the other, *programs*. And on the base of the

triangle, *rate*.

When you take all three factors into consideration, you inevitably get the right answer—and the right station.

In the Hartford Area—Connecticut’s Major Market—the triangle has a very pointed story. You get *all three*—on WDRG.



# WDRG

CONNECTICUT'S PIONEER BROADCASTER

5,000 WATTS 18 HOURS DAILY  
BASIC CBS FOR CONNECTICUT

# W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
 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); 8:00 A.M. to  
 1:00 A.M. (Sunday). NEWS SERVICE: United  
 Press TRANSCRIPTION SERVICE: Associated.

## Personnel

President and Station

Manager .....Franklin M. Doolittle  
 Commercial & Advertising

Manager .....Wm. F. Malo  
 Program Director.....Walter B. Haase  
 Publicity Director.....Jack Zaiman  
 Chief Announcer.....Ray Barrett  
 Musical Director.....Sterling V. Couch  
 Chief Engineer.....Italo Martino

## Coverage

Population—Primary ..... 548,109  
 Radio Homes— " ..... 341,959

Source: Station survey.

## Representative

Paul H. Raymer Co.  
 Robert C. Foster (Boston)

# W T H T

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Hartford Times. OPERATED BY:  
 Same. BUSINESS ADDRESS: 983 Main St.  
 PHONE: 2-0237. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 7:00 A.M. to Midnight; Sunday,  
 8:00 A.M. to Midnight. NEWSPAPER AFFILIA-  
 TION: The Hartford Times. NEWS SERVICES:  
 Associated Press. TRANSCRIPTION SERVICE:  
 Lang-Worth, Standard Radio.

## Personnel

President.....Francis S. Murphy  
 Station Manager .....Cedric W. Foster  
 Commercial Manager.....C. Glover Delaney  
 Program Director.....Laureat H. Martineau  
 Publicity Director.....Bob Martineau  
 Chief Announcer.....Jack Lloyd  
 Musical Director.....Charlotte Kaufman  
 Chief Engineer.....Richard K. Blackburn

## Coverage

Population—Primary ..... 350,000  
 Radio Homes— " ..... 87,000  
 Population—Secondary ..... 250,000  
 Radio Homes— " ..... 62,000

Source: Field intensity measurements.

## Representative

J. P. McKinney & Son

# W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1080 Kc. POWER: 50,000  
 Watts. OWNED BY: Travelers Indemnity Co.  
 OPERATED BY: Travelers Broadcasting Ser-  
 vice 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 SERV-  
 ICE: Transradio Press. TRANSCRIPTION SER-  
 VICE: 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  
 Program Director.....Thomas C. McCray  
 Publicity Director .....G. Malcolm-Smith  
 Musical Director .....Moshe Paranov  
 Chief Engineer .....J. C. Randall

## Coverage

Population—Primary ..... 2,573,810  
 Radio Homes— " ..... 597,600  
 Population—Secondary ..... 1,230,120  
 Radio Homes— " ..... 289,490

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

## Representative

Weed & Company  
 (See Page 372)

# W N B C

NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1410 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: State Broad-  
 casting Corp. OPERATED BY: State Broad-  
 casting Corp. BUSINESS ADDRESS: 54 Pratt  
 St., Hartford. PHONE: 7-9131. STUDIO AD-  
 DRESS: 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: As-  
 sociated Library.

## Personnel

President.....Patrick J. Goode  
 Vice-President .....Harold Lafout  
 Treasurer.....F. V. Goldstein  
 General Manager.....Richard W. Davis  
 Program Director.....Ralph Kanna  
 Commercial Manager.....Laurence C. Edwardson  
 Publicity Director.....Milton Berkowitz  
 Chief Announcer.....Jack Lacy  
 Traffic Manager.....Crean Patterson  
 Chief Engineer.....Rogers B. Holt

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	501,100	421,000
Radio Homes— " . . . . .	124,200	104,450
Population—Secondary . . . . .	1,008,500	626,100
Radio Homes— " . . . . .	248,510	156,680

Source: Mail response analysis and field intensity survey.

**Representative**

Headley-Reed Company

**W E L I**

**NEW HAVEN—EST. 1935**

MBS-YANKEE & COLONIAL NETWORKS  
CONNECTICUT BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 1000 watts.

OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. (119 hours weekly). 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  
 Program Director . . . . . Charles H. Wright  
 Production Manager . . . . . Robert Fleming  
 News Editor . . . . . William Dukeshire  
 Publicity Director . . . . . Vincent E. Palmeri  
 Musical Director . . . . . Marion Reynolds  
 Chief Engineer . . . . . J. Gordon Keyworth

**Coverage**

Population—Primary . . . . .	1,095,088
Radio Homes— " . . . . .	262,090
Population—Secondary . . . . .	818,351
Radio Homes— " . . . . .	165,990

Source: Field strength measurements.

**Representative**

William G. Rambeau Co.

**W N L C**

**NEW LONDON—EST. 1936**

YANKEE-COLONIAL-MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 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: 8:00 A.M. to Midnight. MAINTAINS ARTISTS BUREAU.

**Personnel**

President . . . . . R. L. Morey  
 Station Manager . . . . . G. J. Morey  
 Commercial & Advertising  
 Manager . . . . . Ivon B. Newman

Program Director-Artists' Bureau Head,  
 Len Stevens

Publicity Director-Chief Announcer,

Ted Hodge

Musical Director . . . . . Richard Benvenuti

Chief Engineer . . . . . Francis C. Garufy

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	142,090	142,090
Radio Homes— " . . . . .	35,516	35,516
Population—Secondary . . . . .	32,240	
Radio Homes— " . . . . .	8,059	

Source: Field intensity measurements (based on 100 watts); U. S. Census.

**W A T R**

**WATERBURY—EST. 1934**

MUTUAL-COLONIAL-YANKEE

FREQUENCY: 1320 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 . . . . . Foy Clark  
 Musical Director . . . . . Edith Lacci  
 Chief Engineer . . . . . John Burke

**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**

**WATERBURY-NEW HAVEN**

**EST. 1934**

CBS

FREQUENCY: 1590 Kc. POWER: 5000 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. STUDIO ADDRESSES: Same. TRANSMITTER LOCATION: Prospect, Conn. TIME ON THE AIR: 111 hours weekly. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



**Personnel**

President.....W. J. Pape  
 Station Manager.....E. J. Frey  
 Program Director.....Jack Henry  
 Commercial Manager...Murray L. Grossman  
 Publicity Director.....E. Christy Erk  
 Chief Announcer.....Walter Howard  
 Musical Director.....Waldo S. Newbury  
 Manager, New Haven.....Harry DeVorken

Program Director, New Haven,

Scott Buckley

**Coverage**

Population—Primary .....	572,988
Radio Homes— " .....	97,494
Population—Secondary .....	276,026
Radio Homes— " .....	56,813

Source: Field intensity survey.

**Representative**

Joseph Hershey McGillvra

**DELAWARE**

Population 266,505

Number of Radio Homes 60,700

Number of Families 70,572

Auto Registrations 70,600

*For 1940 Census data, please turn to page 246*

**W D E L**

WILMINGTON—EST. 1922

NBC (Basic Red)  
 MASON-DIXON GROUP

FREQUENCY: 1150 Kc. POWER: 5000 watts.  
 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.

**Personnel**

Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 Program Manager.....Harvey Smith  
 Publicity Director.....Robert Roberts

**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.

**Any Time is Profitable Time on**

**WDEL**

1120 KC. — 1000 WATTS  
 (C. P. 5000 Watts)

NBC BASIC RED NETWORK—  
 Covers Delaware, parts of  
 Maryland, New Jersey, Penna.

- Careful network and local programming assures our many advertisers a large audience in this rich sales territory. Evidence of sustained listener interest—more than 44,000 program letters received in 1940.

# W I L M

**WILMINGTON—EST. 1922**  
**MUTUAL BROADCASTING SYSTEM**  
**MASON-DIXON GROUP**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Delaware Broadcasting Co., Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 820 King St. PHONE: 7268. STUDIO AD-  
 DRESS: 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 The-  
 saurus, Lang-Worth.

## Personnel

Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 Program Manager.....Robert Kelly  
 Publicity Director.....Henry Sholly

## 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 analy-  
 sis.

## Representative

Paul H. Raymer Co.

# DISTRICT OF COLUMBIA

Population 663,091

Number of Families 171,023

Number of Radio Homes 155,800

Auto Registrations 173,100

*For 1940 Census data, please turn to page 246*

# W I N X

**WASHINGTON, D. C.—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts  
 with 50-watt synchronized amplifier. OWNED  
 BY: Lawrence J. Heller. OPERATED BY: Law-  
 rence J. Heller. BUSINESS ADDRESS: 8th and  
 Eye Sts., N. W. PHONE: Republic 8000. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: 168 hours  
 weekly. NEWS SERVICE: International News  
 Service. TRANSCRIPTION SERVICE: Standard  
 Radio.

## Personnel

President.....Lawrence J. Heller  
 Station Manager.....Reggie Martin  
 Sales Manager.....Helen K. Mobberley  
 Program Director.....Frank Owen  
 Production Manager...Anson S. Carpenter, Jr.  
 Sales Promotion Manager...Jack B. Creamer  
 Chief Announcer.....Sam Lawder  
 Musical Director.....Bob Callahan  
 Chief Engineer.....Ralph E. Cannon, Jr.

## Representative

Radio Advertising Corp.

# W J S V

**WASHINGTON, D. C.—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1500 Kc. POWER: 50,000 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) 6:00

A.M. to 1:00 A.M. (Sunday) 7:30 A.M. to 1:00  
 A.M. NEWS SERVICE: United Press, Associ-  
 ated 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.....Paul Glynn  
 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: 5000 watts.  
 OWNED BY: M. A. Leese Radio Corp. OPER-  
 ATED BY: National Broadcasting Co. BUSI-  
 NESS ADDRESS: Radio Center, 724—14th St.,  
 N. W. PHONE: Republic 4000. STUDIO AD-

DRESS: Same. TRANSMITTER LOCATION: 712 Eleventh St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWSPAPER AFFILIATION: Evening Star Newspaper, Inc. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth, Standard Radio, Associated.

**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  
 Sales Promotion Manager....J. M. Dinwiddie  
 Production Supervisor.....Ross Filion  
 Musical Director.....Morgan Baer  
 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.

**W O L**

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—

FREQUENCY: 1260 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: 24 hours daily; Sunday, 6:30 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, Standard Radio, Davis & Schwegler.

**Personnel**

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


**Coverage**

	Daytime	Evening
Population—Primary .....	1,029,453	838,153
Radio Homes— " .....	221,580	186,470

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

*Washington's  
 Only 24-Hour  
 Station!*

WOL



1000 Watts. 1260 Kilocycles Unlimited Time

MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA  
 1627 K Street, Northwest, Washington, D. C.  
 METropolitan 0010

**SIXTEENTH DECENNIAL CENSUS OF UNITED STATES**

**RADIO HOMES**

— 1 9 4 0 —

1/2 millivolt contour .....	256,452
WOL Base Daytime Hour Rate .....	\$90.00
Cost Per M Radio Homes .....	.35

... LOWEST IN WASHINGTON!

**AFFILIATED WITH MUTUAL BROADCASTING SYSTEM**

*National Representatives:* INTERNATIONAL RADIO SALES

## W R C

**WASHINGTON, D. C.—EST. 1923**  
**NATIONAL BROADCASTING CO.**  
 (BASIC RED)

FREQUENCY: 980 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, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, Associated, 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  
 Sales Promotion Manager.....J. M. Dinwiddie  
 Production Supervisor.....Ross Filion  
 Musical Director.....Morgan Baer  
 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.

## W W D C

**WASHINGTON, D. C.—EST. 1940**

FREQUENCY: 1450 Kc. POWER: 250 watts with 100-watt amplifier. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Capitol Broadcasting Co. BUSINESS ADDRESS: 1000 Connecticut Ave., N. W. PHONE: National 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 61 Pierce St., N. E. BOOSTER LOCATION: East-West Highway, Montgomery County, Md. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly).

### Personnel

President .....Stanley H. Horner  
 General Manager.....Edwin M. Spence

# FLORIDA

Population 1,897,414

Number of Families 519,436

Number of Radio Homes 354,980

Auto Registrations 495,000

*For 1940 Census data, please turn to page 246*

## W M F J

**DAYTONA BEACH—EST. 1935**  
 NBC-BLUE

FREQUENCY: 1450 Kc. POWER: 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: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

### Personnel

Owner .....W. Wright Esch  
 Station Manager.....Billee B. Esch  
 Program Director.....Ray Clancy  
 Chief Engineer.....W. K. Ellenwood  
 Chief Engineer.....W. K. Ellenwood

### Coverage

Population—Primary . . . . .	198,895
Radio Homes— " . . . . .	37,844
Population—Secondary . . . . .	305,381
Radio Homes— " . . . . .	58,183

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

## W P E R \*

**DE LAND—EST. 1941**

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Tropical Broadcasting Co. OPERATED BY: Tropical Broadcasting Co. BUSINESS ADDRESS: De Land. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

### Personnel

President.....Carl E. Raymond  
 Vice-President.....V. M. Fountain  
 Secretary-Treasurer.....W. H. Acree  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# WFTL

**FORT LAUDERDALE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Tom M. Bryan. OPERATED BY:  
 WFTL Broadcasting Co. BUSINESS ADDRESS:  
 2700 South Andrews Ave. PHONE: 1300-1 and  
 1799. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE AIR:  
 7:00 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Standard Radio, Associated Library.

## Personnel

Owner & Operator..... Tom M. Bryan  
 General Manager..... R. M. Tigert  
 Assistant Manager..... Perry N. Bryan  
 Program-Publicity Director... William M. Johns  
 Chief Announcer..... Marion Moore  
 Chief Engineer..... Francis Carroll

## Coverage

	Daytime	Evening
Population—Primary .....	125,000	60,000
Radio Homes— " .....	40,000	10,000
Population—Secondary ..	175,000	65,000
Radio Homes— " .....	50,000	12,000

Source: Field strength survey.

# WFTM

**FORT MEYERS—EST. 1939**

FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OPERATED BY: Fort Meyers Broadcasting Co.  
 OWNED BY: Fort Meyers Broadcasting Co.  
 BUSINESS ADDRESS: 51 East 1st St. PHONE:  
 818. STUDIO ADDRESS: 51 East 1st St. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE  
 AIR: 7:15 A.M. to 10:00 P.M. NEWS SERVICE:  
 International News Service. TRANSCRIPTION  
 SERVICE: Standard Radio.

## Personnel

President-Station Manager,  
 William E. Bennis, Jr.  
 Commercial Manager.... Mrs. W. E. Bennis, Jr.  
 Program Director..... Margaret Williams  
 Publicity Director..... Joe Ellis  
 Chief Announcer..... Boyd Wood  
 Musical Director..... Barbara Brady  
 Chief Engineer..... Lewis Shea

## Coverage

	Winter	Summer
Population—Primary .....	94,250	86,500
Population—Secondary ..	82,200	75,300

# WRUF

**GAINESVILLE—EST. 1928**

FREQUENCY: 850 Kc. POWER: 5000 watts.  
 OPERATED BY: University of Florida. BUSI-  
 NESS ADDRESS: University Campus. PHONE:  
 1000 Ext. 55. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 6:30 A.M. to sunset at Denver, Colo.;  
 Sunday, 7:00 A.M. to sunset at Denver, Colo.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting  
 System, Lang-Worth.

## Personnel

Director ..... Garland Powell  
 Assistant to Director... Charles W. Dudley, Jr.  
 Commercial Manager..... Francis Kearney  
 Publicity Director..... Sam Founts  
 Office Manager..... John L. Berry  
 Production Manager..... Alvin Flanagan  
 Musical Director..... Elizabeth Tew  
 Chief Engineer..... Dean Joseph Weil

## Coverage

	Daytime
Radio Homes—Primary.....	29,614
Radio Homes—Secondary.....	137,878

Source: Field intensity survey.

## Representative

Burn-Smith Company

# WJAX

**JACKSONVILLE—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 5000 watts,  
 d.; 1000 Watts, n. OWNED BY: City of  
 Jacksonville. OPERATED BY: Same. BUSI-

# W J A X

JACKSONVILLE, FLORIDA

♦

## THE MUNICIPAL BROADCASTING STATION

♦

## NBC RED NETWORK

♦

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

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



# THE NEW FLORIDA SILHOUETTE

Palm trees were there when lusty pirates hid their stolen treasure. Today the treasure of all South Florida reflects in the changing skyline of America's fastest-growing metropolitan area.

This amazing growth (up 20% in 1940) means comparable gains for advertisers who know the Miami story. Growing, too, 5,000 watt WIOD now travels your sales message via salt water to all South Florida, delivering **THE MOST COMPLETE COVERAGE** of these rich markets.

**WIOD**  
M I A M I

**NBC Red**  
•  
**5,000**  
**ON**  
**610**

NESS 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) 8:00 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 .....Harry Cole

**Representative**

John Blair & Co.  
Harry Cummings, Atlanta

•  
**W J H P**

**JACKSONVILLE—EST. 1940**

NATIONAL BROADCASTING CO.

FREQUENCY: 1320 Kc. POWER: 250 watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: 500 Laura St. PHONE: 57610. STUDIO ADDRESS: 500 Laura St. TRANSMITTER LOCATION: Read and Alamo St. TIME ON THE AIR: 18 hours daily. NEWSPAPER AFFILIATION: Jacksonville Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John H. Perry  
Station Manager.....H. G. Wells, Jr.  
Sales Manager.....I. M. Koger  
Program Director.....James W. Young  
Publicity Director.....Speed Veal  
Chief Announcer.....Jack Rathburn  
Musical Director.....Fred Maurie  
Chief Engineer.....B. Hayford

**Representative**

John H. Perry Associates

•  
**W M B R**

**JACKSONVILLE—EST. 1933**

COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1400 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  
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: 1340 Kc. POWER: 250 watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1211. STUDIO ADDRESS: Shore Acres, East Lime St. PHONE: 2127. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Davis & Schweigler.

**Personnel**

President.....J. E. P. Marchant  
Station Manager.....Bert Arnold  
Sales Manager.....D. M. Brown  
Commercial Manager.....James H. Jones  
Program Director.....Gordon Fletcher  
Musical Director.....Elvan B. Wilson  
Chief Engineer.....Powell Hunter

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	101,000	101,000
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 I O D**

**MIAMI—EST. 1926**

NATIONAL BROADCASTING CO.

FREQUENCY: 610 Kc. POWER: 5000 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: 79th St., Biscayne Bay. 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, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

WHERE THE NATION COMES TO PLAY

MIAMI BEACH

~ F L O R I D A ~

AND

WKAT

GIVE YOU

THE MARKET WHERE  
PEOPLE WITH MONEY  
SPEND THEIR VACATIONS

•

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • NBC BLUE AFFILIATE



**Personnel**

President.....D. J. Mahoney  
 Secretary-Treasurer.....Ross A. Reeder  
 Station Manager.....Arch Robb  
 Commercial Manager.....S. A. Vetter  
 Promotion Manager.....Frank Jaffe  
 Production Manager.....Charles Green  
 Musical Director.....Clark Fiers  
 Chief Engineer.....Milton C. Scott Jr.

**Coverage**

Population—Primary ..... 450,753  
 Radio Homes— " ..... 138,000  
 Population—Secondary ..... 79,711  
 Radio Homes— " ..... 21,348

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

**Representatives**

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

**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 ..... 420,861  
 Radio Homes— " ..... 93,350  
 Population—Secondary ..... 471,758  
 Radio Homes— " ..... 104,350

Source: Field intensity survey.

**Representative**

John Blair & Co.

**W K A T**

MIAMI BEACH—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 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  
 Sales Manager.....A. Campbell  
 Business Manager.....A. Wampler  
 Publicity Director.....O. Revelle  
 Musical Director.....Betty Lee Taylor  
 Engineers.....Tom Magee, Arthur Smith

**W T M C**

OCALA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Anthony and Henry Sts. PHONE: 128. TRANSMITTER LOCATION: 1 Broadcast Place. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....John T. Alsop, Jr.  
 General Manager.....Hal Davis  
 Commercial Manager.....Helen Davis  
 Program Director.....Lester Weil  
 Production Manager.....Ethel London  
 Artists' Bureau Head-Musical Director,  
 Charles Beresford, Jr.  
 Chief Announcer.....Al Jennings  
 Chief Engineer.....Bradley Overton

**Coverage**

Population—Primary ..... 45,576  
 Radio Homes— " ..... 10,112  
 Source: Station survey.

**Representatives**

John H. Perry Associates

**RADIO DAILY  
 READERS  
 ARE  
 EVERYWHERE**

# W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts.

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. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairville, Fla. TIME ON THE AIR: (daily) 6:30 A.M. to 12:05 A.M.; (Sunday) 7:00 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.....Charles Batchelder  
 Program Director.....Ralph Rogers  
 Musical Director.....Walter D. Kimble  
 Artists' Bureau Head.....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 L O F

ORLANDO—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts.

OWNED BY: Hazelwood, Inc. OPERATED BY: Hazelwood, Inc. BUSINESS ADDRESS: P. O. Box 1272. STUDIO ADDRESS: Angebilt Hotel. PHONE: 2-1061. TRANSMITTER LOCATION: Orlando. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-General Manager,  
 George A. Hazelwood  
 Commercial-Program Manager,  
 John VanCronkhite  
 Publicity Director.....Tom Sawyer  
 Chief Announcer.....Bob Caffey  
 Chief Engineer.....W. Dod Daniel

*A Blanket in Florida?*

SURE!

# W D B O

ORLANDO

RADIO BLANKET OF THE SUN EMPIRE

5000 Watts—DAY & NIGHT—580 Kcs.

# 1/2 FLORIDA

AREA

BUYING POWER

POPULATION

Lowest Cost Response—Tops in Florida Radio Power

Representative: Paul H. Raymer—New York, Chicago, Los Angeles

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	90,000	78,000
Population—Secondary . . . . .	275,543	135,000

Source: Chamber of Commerce.

**W D L P**

**PANAMA CITY—EST. 1939**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Panama City Broadcasting Co.  
 OPERATED BY: Panama City Broadcasting Co.  
 BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: First and Mercer Sts. PHONE: 777.  
 TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily; 102 hours weekly.  
 NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . P. A. Roll  
 Station Manager . . . . . Braden Ball  
 Commercial Manager . . . . . Fred RaBell  
 Program-Musical Director . . . . . Fred Phillips  
 Chief Engineer . . . . . Eddie Pierce

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	50,000	20,000
Radio Homes— " . . . . .	10,000	7,500
Population—Secondary . . . . .	200,000	70,000
Radio Homes— " . . . . .	75,000	50,000

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

**Representative**

John H. Perry Associates

**W C O A**

**PENSACOLA—EST. 1926**

NATIONAL BROADCASTING COMPANY  
 FLORIDA STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 1000 watts. d.; 500 watts, n. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: San Carlos Hotel. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Ridge. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. (18 hours daily; 125 hours weekly). NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . John H. Perry  
 General Manager . . . . . Irving F. Welch  
 Commercial Manager . . . . . Bill Helie  
 Program Director . . . . . Virgil Evans  
 Sales Promotion Manager . . . . . James Larkin

Publicity Director . . . . . Charles Sullivan  
 Continuity Director . . . . . Dorothy Eastman  
 Musical Director . . . . . Ray Rogers  
 Chief Engineer . . . . . Bert Mead

**Coverage**

Population—Primary . . . . .	162,500
Radio Homes— " . . . . .	21,020
Population—Secondary . . . . .	258,700
Radio Homes— " . . . . .	35,380

Source: Joint Committee; station survey.

**Representative**

John H. Perry Associates

**W F O Y**

**COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM  
 ST. AUGUSTINE—EST. 1936**

FREQUENCY: 1240 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: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press.

**Personnel**

President-Station Manager . . Glenn Marshall, Jr.  
 Sales Manager . . . . . Frank King  
 Commercial Manager . . . . . John H. Cummins  
 Program Director . . . . . Winifred Hill  
 Chief Engineer . . . . . Pat Bernhard

**Coverage**

Population—Primary . . . . .	25,902
Radio Homes— " . . . . .	20,488
Population—Secondary . . . . .	113,721
Radio Homes— " . . . . .	89,839

**Representative**

Paul H. Raymer Co.

**W T S P**

**ST. PETERSBURG—EST. 1939**

FREQUENCY: 1380 Kc. POWER: 1000 watts. d.; 500 watts, n. 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. (17½ hours daily; 14½ hours Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Nelson Poynter  
 General Manager . . . . . Ovelton Maxey  
 Program Director . . . . . Coburn Gum

*We've Got Salt Water Here Too! And It Leads  
Direct to Florida's Largest, Richest Market*

# WSUN

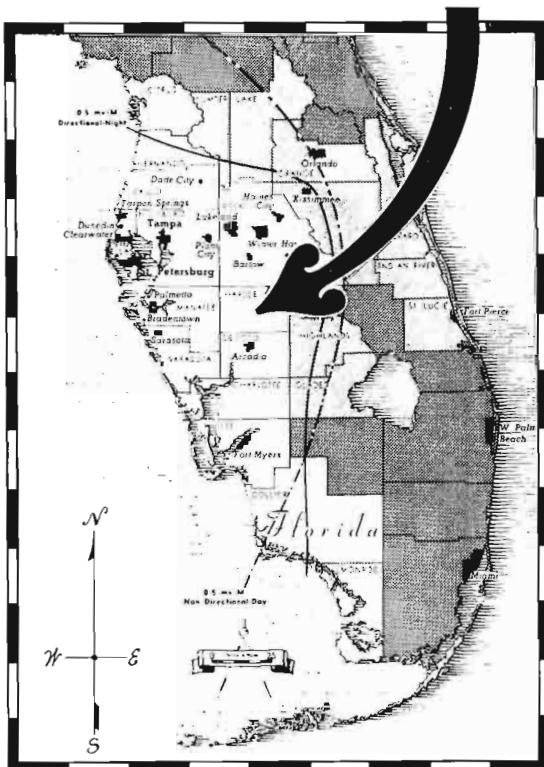
Since 1927 the ESTABLISHED RADIO PROGRAM SERVICE for West Coast and Central Florida . . . Tampa and St. Petersburg.

*Now*

**FULL TIME  
5000 WATTS**

**620 KC NBC Blue**

WSUN's transmitter was ONE OF THE FIRST to utilize the superior transmission benefits of a location on SALT WATER. 620 kilocycles carries YOUR program to ALL of this rich market.



Engineering field measurements by  
McNary and Chambers, Sept. 1940

FLORIDA LEADS ALL STATES: Earliest census figures give FLORIDA a 29.2% increase . . . leading ALL OTHER STATES. WSUN's "airea" enjoys more than its share of this increase. BONUS LISTENERS TOO! During certain winter and spring months a conservative estimate gives you at least DOUBLE normal listening audience due to the tremendous numbers of seasonal residents. Radio is their most important personal diversion. They're all well above average buying power.

## W S U N

BUSINESS OFFICES AND STUDIOS: RECREATION PIER, ST. PETERSBURG, FLORIDA

LOUIS J. LINK, General Manager

Represented by

**INTERNATIONAL RADIO SALES**

NEW YORK CHICAGO SAN FRANCISCO

Continuity Director.....Tommy Tucker  
 Chief Announcer.....Jack Swift  
 Chief Engineer.....Garvin Combs

**Coverage**

Population—Primary ..... 64,638  
 Radio Homes— " ..... 17,420  
 Population—Secondary ..... 205,988  
 Radio Homes— " ..... 40,100

Source: Field intensity survey.

**W S U N**

**ST. PETERSBURG—EST. 1927**

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts.  
 OWNED BY: City of St. Petersburg. OPERATED BY: City of St. Petersburg. BUSINESS ADDRESS: Municipal Pier. PHONE: 4747. STUDIO ADDRESS: Municipal Pier. TRANSMITTER LOCATION: Bayview-Clearwater, Fla. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Station Manager.....Louis J. Link  
 Sales Manager.....Jerry Wigley  
 Program Director-Chief Announcer, Fred Daiger  
 Production Manager.....Maurice Hayes  
 Public Relations Director.....Joe Frohock  
 Director of Women's Activities....Ruth Clark  
 Musical Director.....Edith Ginn  
 Sales Promotion Manager....Genevieve Burke  
 Chief Engineer.....Tom Herrin

**Coverage**

Population—Primary ..... 460,691  
 Radio Homes— " ..... 82,730  
 Population—Secondary ..... 198,763  
 Radio Homes— " ..... 34,790

**Representative**

International Radio Sales

**W S P B**

**SARASOTA—EST. 1939**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESS: City Island. PHONE: 2541. 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, World Broadcasting System.

**Personnel**

President-Station Manager.....Frank S. Lane  
 Vice-President.....Ken Flenniken  
 Treasurer.....S. C. Hutcheson  
 Commercial Manager.....Fred Temple

**Coverage**

Radio Homes—Primary..... 61,520

**W T A L**

**TALLAHASSEE—EST. 1935**

FLORIDA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Florida Capitol Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 989. STUDIO ADDRESS: Thomasville Highway. PHONE: 2160, 2161-W. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (117 hours weekly). NEWSPAPER AFFILIATION: Highlands County Pilot, Scenic Highlands Sun (Avon, Fla.). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President .....Gilbert Freeman  
 Station Manager.....William C. Wyatt  
 Program Director.....Mildred E. Williams  
 Chief Engineer.....William A. Snowden, Jr.

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	25,000
Radio Homes— " .....	32,000	10,000
Population—Secondary .....	350,000	
Radio Homes— " .....	125,000	

Source: Mail and telephone analysis.

**Representative**

Adams & Adams

**W D A E**

**TAMPA—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: 114 N. Franklin St. 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. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President .....David E. Smiley  
 Vice-President.....Ralph Nicholson  
 Station Manager .....L. S. Mitchell  
 Program Director.....Kenneth W. Skelton  
 Publicity Director.....J. F. Smiley  
 Musical Director.....M. E. Plattner  
 Chief Engineer.....William Pharr Moore

**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**

Paul H. Raymer Co.

# WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.  
ORANGE NETWORK

FREQUENCY: 970 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: Tampa H 1828; Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 6:45 A.M. to Midnight. NEWSPAPER 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  
Local Sales Manager.....Melvin A. Meyer  
Artists' Bureau Head.....Frank Grasso  
Program Director.....Paul Jones  
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.

# WKGA\*

TAMPA—EST. 1941

FREQUENCY: 940 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Tribune Company. OPERATED BY: The Tribune Co. BUSINESS ADDRESS: Tribune. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Tampa Tribune.

### Personnel

Chairman of Board.....John S. Bryan  
President-Treasurer.....S. E. Thomason  
Vice President-Secretary.....J. S. Mims  
Assistant Secretary.....George O. Webb

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

# WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 3638-9. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Laura O'Brien  
General Manager.....Stephen Willis  
Program Director.....Vernon Crawford  
Chief Engineer.....John Moore

### Coverage

Population—Primary .....	80,000
Radio Homes— " .....	16,000

Source: Station survey.

### Representative

Weed & Company

# TEST

NEXT SUMMER'S  
merchandising and  
advertising plan  
NOW... in Palm Beach.

# WJNO

"The Voice of the Palm Beaches"  
West Palm Beach, Florida

AFFILIATED WITH THE COLUMBIA  
BROADCASTING SYSTEM

# GEORGIA

Population 3,123,723

Number of Radio Homes 396,240

Number of Families 750,633

Auto Registrations 503,599

For 1940 Census data, please turn to page 247

## W A L B \*

ALBANY—EST. 1941

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Herald Publishing Co. OPERATED BY: Herald Publishing Co. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 2½ miles north of Albany on Dixie Highway. TRANSMITTER LOCATION: Albany. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Albany Herald.

### Personnel

President ..... H. T. McIntosh  
General Manager ..... Edward J. Lord

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

## W G P C

ALBANY—EST. 1934

FREQUENCY: 1590 Kc. POWER: 250 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: Gillionville Rd. (2 miles west of Albany). TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

### Personnel

President ..... J. W. Woodruff, Sr.  
General Manager ..... J. W. Woodruff, Jr.  
Resident Manager ..... A. T. Spies  
Program Director ..... Jerry Winters  
Production Manager-Publicity Director,

Billie Poole

Chief Engineer ..... O. E. Johnson

### Coverage

Population—Primary .....	460,500
Radio Homes— " .....	31,875
Population—Secondary .....	480,349
Radio Homes— " .....	22,172

Source: U. S. Census; station estimate.

### Representative

International Radio Sales

## W G A U

ATHENS—EST. 1938

FREQUENCY: 1340 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. NEWS-PAPER AFFILIATION: Athens Banner-Herald. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager-Chief Engineer ..... M. C. Gorman  
Program Director ..... Bill Evans

## W A G A

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: Liberty Broadcasting Corp. 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... George B. Storer  
General Manager ..... Don Isolat  
Sales Manager ..... Maurice C. Coleman  
Program Director ..... Howard Donahoe  
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.

### Representative

John Blair & Co.

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: J. W. Woodruff, Trustee as Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 26 Cain St., N. W. 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 TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth.

THE ATLANTA JOURNAL STATION

# WSB

ATLANTA, GEORGIA

*In Southern Ohio*  
IT'S  
**WHIO**  
DAYTON

**POWER  
PROGRAMS  
PUBLICITY**

*In Florida*  
IT'S  
**WIOD**  
MIAMI

*Sales*  
**THE VOICE OF THE SOUTH**

**50,000 WATTS** ⚡ **NBC-RED** ⚡ **CLEAR CHANNEL**

EDWARD PETRY & CO., INC.—National Representatives



**Personnel**

President.....J. W. Woodruff  
 Sales Promotio nManager.....James Knight  
 Program-Musical Director.....Ken Keese  
 Production Manager.....Allen Parks  
 Publicity Director.....Barney Oakes  
 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**

International Radio Sales

**W S B**

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 750 Kc. POWER: 50,000  
 Watts. OWNED BY: Atlanta Journal Co.  
 OPERATED BY: Atlanta Journal Co. BUSINESS  
 ADDRESS: Biltmore Hotel. PHONE: Hemlock  
 1045. STUDIO ADDRESS: Biltmore Hotel.  
 TRANSMITTER LOCATION: Near Tucker, Ga.  
 TIME ON THE AIR: Daily, 5:30 A.M. to 12:30  
 P.M.; Sunday, 7:00 A.M. to 12:00 Midnight.  
 NEWS PAPER AFFILIATION: Atlanta Journal.  
 NEWS SERVICE: Associated Press, United  
 res. TRANSCRIPTION SERVICE: C. P. Mac-  
 gregor, Lang-Worth.

**Personnel**

Manager.....J. Leonard Reinsch  
 Sales Manager.....John M. Outler, Jr.  
 Program Director.....Roy McMillen  
 Production Manager.....Marcus Bartlett  
 Sales Promotion Manager.....Loris S. Myers  
 Artists' Bureau Head.....John Lair  
 Publicity Director.....Elmo Israel  
 Farm Director.....Bill Prance  
 Musical Director.....Earl Landis  
 Chief Engineer.....C. F. Daugherty

**Coverage**

	Daytime	Evening
Population—Primary.....	1,567,500	1,836,700
Radio Homes—.....	247,500	249,830
Population—Secondary ..	3,170,400	9,730,700
Radio Homes—.....	399,530	1,370,100

Source: NBC area survey; Consumer Market  
 Data Hand Book.

**Representative**

Edward Petry & Company

**W G A C**

AUGUSTA—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Twin States Broadcasting Co.  
 OPERATED BY: Twin States Broadcasting Co.  
 BUSINESS ADDRESS: Augusta. PHONE:

2-2692-3. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Sand Bar Ferry Road.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-  
 night; Sundays, 8:00 A.M. to 12 midnight.  
 NEWSPAPER AFFILIATION: Augusta Herald.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRIPTIION SERVICE: Associated.

**Personnel**

President.....F. Frederick Kennedy  
 General Manager.....J. B. Fuqua  
 Program Director.....John W. Watkins  
 Chief Engineer.....William Nungesser

**Coverage**

	Daytime	Evening
Population—Primary ....	120,000	80,000
Radio Homes—.....	25,000	20,000

Source: Field intensity survey.

**Representative**

Headley-Reed Co.

**W G S T**

AUGUSTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA MAJOR MARKET TRIO

FREQUENCY: 920 Kc. OWER: 5000 watts,  
 d.; 1000 Watts. n. OWNED BY: Georgia School  
 of Technology. OPERATED BY: Southern  
 Broadcasting Stations, Inc. BUSINESS AD-  
 DRESS: Forsyth Bldg. PHONE: Walnut 8441.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Cheshire Bridge Road. TIME ON  
 THE AIR: 6:00 A.M. to 12:00 Midnight.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRIPTIION SERVICE: World Broadcasting  
 System.

**Personnel**

President.....C. H. Calhoun  
 Treasurer.....P. J. Williams  
 National Sales-Promotion Manager,  
 Frank Gaither  
 Program Director.....John Fulton  
 Production Director.....Don Naylor  
 Publicity Director.....Mike Clarke  
 Musical Director.....Lola Wallace  
 Chief Engineer.....Ben Akerman

**Coverage**

Population—Primary.....	705,977*
Radio Homes—.....	112,270*

Source: Field intensity measurements based  
 on 0.5 millivolt signal.

**Representative**

The Katz Agency

**W M W H \***

AUGUSTA—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 Watts.  
 OWNED BY: W. Montgomery Harrison. OPER-  
 ATED BY: W. Montgomery Harrison. BUSINESS  
 ADDRESS: Augusta.

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

# WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2-8805. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:00 A.M. to Midnight; Sunday, 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Arthur Lucas  
 Station Manager..... W. R. Ringson  
 Sec. & Treas..... F. J. Miller  
 Program Director..... Charles Walters  
 Sales Manager..... Thurston Bennett  
 Publicity Director..... J. Marion Harman  
 Musical Director..... Paul Reed  
 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.

# WMOG

BRUNSWICK—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Coastal Broadcasting Co. OPERATED BY: Coastal Broadcasting Co. BUSINESS ADDRESS: Brunswick. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brunswick. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President..... Alma W. King  
 General Manager..... Kenneth E. White  
 Program Director..... Leon Lloyd  
 Chief Announcer..... Tom Gilchrist  
 Chief Engineer..... Herman Lange

# WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1230 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 LO-

CATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sundays, 8:00 A.M. to 11:00 P.M. 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.  
 Sales Manager..... James Davenport  
 Chief Announcer Program Director, Jack Gibney

## Coverage

Population—Primary	500,000
Radio Homes—"	44,100
Population—Secondary	200,000
Radio Homes—"	21,000

Source: Mail response analysis.

## Representative

International Radio Sales

# WMJM

CORDELE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Cordele Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Transco.

## Personnel

Business and General Manager,  
 J. J. Mangham, Jr.  
 Station-Commercial Manager, Harry G. Clark  
 Program Director..... Ellen M. Stewart  
 Chief Engineer..... Noel Martin

# WBLJ

DALTON—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Dalton Broadcasting Corp. OPERATED BY: Dalton Broadcasting Corp. BUSINESS ADDRESS: Kenemer Bldg. PHONE: Dalton 684. STUDIO ADDRESS: Kenemer Bldg. TRANSMITTER LOCATION: River Bend Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. (112 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... Baxter Roach  
 Secretary-Treasurer..... W. V. Williams  
 General Manager..... Don Spencer  
 Program Director-Artists' Bureau Head,  
 Bill Davies  
 Publicity Director..... Jack McCoy  
 Chief Engineer..... W. Roberts

**W G G A \***

**GAINESVILLE—EST. 1941**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Harry Estes, Austin Dean and  
 L. H. Christian d/b as Gainesville Broadcast-  
 ers. OPERATED BY: Gainesville Broadcasters.  
 BUSINESS ADDRESS: Gainesville. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Unlimited license.  
 NEWSPAPER AFFILIATION: Gainesville Eagle.

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

**W K E U**

**GRIFFIN—EST. 1934**

FREQUENCY: 1450 Kc. POWER: 250 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. TRAN-  
 SCRPTION SERVICE: C. P. MacGregor.

**Personnel**

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

**Representative**

Sears & Ayer, Inc.

**W L A G \***

**LA GRANGE—EST. 1941**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: La Grange Broadcasting Co.  
 OPERATED BY: La Grange Broadcasting Co.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Unlimited license. NEWSPAPER  
 AFFILIATION: La Grange News.

**Personnel**

President ..... Roy C. Swank  
 Vice President-Secretary ..... Willis J. Davis  
 Treasurer ..... Arthur E. Edge, Jr.

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

**W B M L**

**MACON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Middle Georgia Broadcasting Co.  
 OPERATED BY: Middle Georgia Broadcasting  
 Co. BUSINESS ADDRESS: First National Bank  
 Bldg. PHONE: 2728. STUDIO ADDRESS: First  
 National Bank Bldg. TRANSMITTER LOCA-  
 TION: Eighth and Cherry Sts. TIME ON THE  
 AIR: 6:30 A.M. to 12:00 Midnight; Sundays,  
 7:30 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**\$14,000,000 in defense projects within ten miles—  
 military Strategists know**

**A GOOD MARKSMAN ALWAYS AIMS  
 AT THE CENTER OF HIS TARGET!!**

Concentrate your pattern in  
 MIDDLE GEORGIA  
 with

**W B M L**

*"In Beat with the Heart of Georgia"*

UNITED PRESS  
 News of the Hour on the Hour

**MACON, GEORGIA**

MUTUAL BROADCASTING SYSTEM  
 REPRESENTATIVES: INTERNATIONAL RADIO SALES

**Personnel**

President.....Ernest D. Black  
 General Manager.....Robert R. Feagin  
 Business Manager.....Charles W. Pittman  
 Sales Promotion Manager.....Pat Padgett  
 Program Director.....Earl J. Pudney  
 Chief Announcer.....Sid Willard  
 Musical Director.....Mary Hester Richardson  
 Chief Engineer.....David Bain

**Coverage**

	Daytime	Evening
Population—Primary .....	300,000	150,000
Radio Homes— " .....	50,200	13,860
Population—Secondary ..	450,000	200,000
Radio Homes— " .....	72,400	15,000

Source: Station survey.

**Representative**

International Radio Sales

**W M A Z**

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts.  
 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, 7:30 A.M. to 12:00 Midnight.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co.

**Personnel**

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

**Coverage**

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

Source: Field intensity survey.

**Representative**

The Katz Agency

**W M G A**

**MOULTRIE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Frank R. Pidcock, Sr.  
 BUSINESS ADDRESS: Moultrie. PHONE: 999.  
 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.....John F. 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.

**Representative**

F. Lacelle Williams

**W R G A**

**ROME—EST. 1929**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Rome Broadcasting Corp.  
 OPERATED BY: Rome Broadcasting Corp.  
 BUSINESS ADDRESS: National City Bank Bldg.  
 PHONE: 6589.  
 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; 8:00 A.M. to 11:00 P.M., Sundays.  
 NEWS SERVICE: United Press.

**Personnel**

President.....John W. Quarles  
 Station Manager-Treasurer...Happy Quarles  
 Sales Manager.....Price Selby  
 Commercial Manager.....Mather Payne  
 Program Director.....Jimmy Kirby

**W S A V**

**SAVANNAH—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: WSAV, Inc.  
 OPERATED BY: WSAV, Inc.  
 BUSINESS ADDRESS: Liberty National Bank Bldg.  
 PHONE: 5600 and 3-4554.  
 STUDIO ADDRESS: Liberty National Bank Bldg.  
 TRANSMITTER LOCATION: President St.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays.  
 MAINTAINS ARTISTS' BUREAU.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Arthur Lucas  
 General Manager.....Harben Daniel  
 Commercial-Sales Promotion Manager, N. W. Brandon  
 Program-Musical Director...Electa Robertson  
 Production Manager.....Robert Eisenman  
 Publicity Director.....Ganus Scarborough  
 Chief Engineer.....Meredith Thompson

**Coverage**

	Daytime	Evening
Population—Primary .....	166,776	123,479
Radio Homes— " .....	33,356	24,696

Source: Field intensity measurements and mail response analysis; 1940 U. S. Census.

**Representative**

George P. Hollingbery Co.

# W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 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 Midnight. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

## Personnel

President ..... W. T. Knight, Jr.  
 Treasurer-Station Manager... Marjorie B. Willis  
 Program Director..... Fred P. Pfahler, Jr.  
 Production-Publicity..... William B. Smart  
 Musical Director..... Dwight J. Bruce  
 Chief Engineer..... James Reynolds Donovan

## Coverage

	Daytime	Evening
Population—Primary . . . . .	322,600	431,800
Radio Homes— " . . . . .	35,980	45,940
Population—Secondary . . . . .	802,700	543,100
Radio Homes— " . . . . .	183,300	125,800

Source: CBS Listener Study.

## Representative

The Katz Agency, Inc.

# WE'RE "ON THE SPOT"!!

Where new sales records are being made!

Where a greater, richer audience is being served better by the new W T O C

Where modernized promotion, merchandising, and publicity activities really serve clients

IN SAVANNAH

SALES ARE UP  
 POPULATION IS UP  
 BUYING POWER IS UP

# W T O C

CBS • 5000 WATTS • 1290 KC.

United Press News • Member Major Market Trio • Columbia's "Voice of the Coastal Empire"

(For Proof of Above Statements Consult Nearest "KATZ" Man)

# W P A X

THOMASVILLE—EST. 1934

FREQUENCY: 1240 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: Unlimited License.

## Personnel

Station Manager.....H. Wimpy

# W R L C \*

TOCCOA—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: R. G. LeTourneau. OPERATED BY: R. G. LeTourneau. BUSINESS ADDRESS: Toccoa. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

## Personnel

Owner.....R. G. LeTourneau

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

# W G O V

VALDOSTA—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: E. D. Rivers. OPERATED BY: E. D. Rivers. BUSINESS ADDRESS: East Park Ave., Lakeland Highway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

## Personnel

Business and General Manager,  
 J. J. Mangham, Jr.  
 Program Director.....Harry L. Grimes  
 Chief Engineer.....David S. Traer

## Coverage

Population—Primary . . . . .	244,386
Population—Secondary . . . . .	500,000

Source: Station survey.

# W A Y X

WAYCROSS—EST. 1936

FREQUENCY: 1230 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-Herald. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... Jack Williams  
 Station Manager-Chief Engineer,  
 John J. Tobola  
 Commercial Manager..... Jack Harder  
 Program Director..... Martha Jane Folsom

**Coverage**

Population—Primary ..... 303,815  
 Population—Secondary ..... 404,834  
 Source: Station survey.

**W D A K**

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Valley Broadcasting Co. OPER-

ATED BY: Valley Broadcasting Co. BUSINESS ADDRESS: General Tyler Hotel Bldg. PHONE: 173 and 193. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

**Personnel**

General Manager..... L. J. Duncan  
 Program Director..... Thomas Phillips  
 La Grange Studio Manager... Richard Ellis  
 Chief Announcer..... Perry Elliott  
 Chief Engineer..... James L. Williams

**Coverage**

	Daytime	Evening
Population—Primary ....	225,000	52,000

**IDAHO**

Population 524,873

Number of Radio Homes 111,880

Number of Families 140,742

Auto Registrations 160,500

*For 1940 Census data, please turn to page 249*

**K I D O**

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1380 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. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager..... C. G. Phillips  
 Commercial Manager... Richard G. McBroom  
 Program Director—Chief Announcer,  
 Billy Phillips  
 Production Manager..... Roy Civile  
 Publicity Director..... Boyd Braithwaite  
 General Office Manager..... Bonnie Scotland  
 Traffic Manager..... Catherine Scotland  
 Sales Promotion Manager..... Clete Lee  
 Musical Director..... Vern Moore  
 Chief Engineer..... Harold Toedtmeier

**Coverage**

	Daytime	Evening
Population—Primary ....	120,800	247,500
Radio Homes— " .....	31,000	52,300
Population—Secondary ..	150,200	308,000
Radio Homes— " .....	38,700	65,000

Source: Mail analysis survey.

**Representative**

John Blair and Company

**K I D**

IDAHO FALLS—EST. 1928

FREQUENCY: 1350 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 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and General Manager,  
 J. W. Duckworth  
 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

# K R L C

LEWISTON—EST. 1935

FREQUENCY: 1400 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) 12:15 P.M. to 7:15 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

## Personnel

Owner.....H. E. Studebaker  
 Station Manager.....Donald A. Wike  
 Commercial Manager.....R. A. Klise  
 Chief Engineer.....Milton MacLafferty

## 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

John Blair & Co.

# K F X D

NAMPA—EST. 1922

FREQUENCY: 1230 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 10:00 P.M.; Sundays, 8:30 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

# K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 1000 watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960.

# K I D O

Boise



# NBC Red and Blue

IDAHO'S

Metropolitan Station

Serves

**46%**

of Idaho's Total

Retail Sales

JOHN BLAIR & CO., Nat. Reps.

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: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice Pres.-Gen. Manager...Henry H. 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**

TWIN FALLS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 1270 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sundays, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice Pres.-Gen. 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 ....	96,342	84,228
Radio Homes— " .....	16,900	14,600
Population—Secondary ..	168,203	56,783
Radio Homes— " .....	49,830	11,700

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

**Representative**

Furgason & Walker  
Homer O. Griffith (Pacific Coast)

**K W A L**

WALLACE—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: 319 Civic Center Bldg. PHONE: 330. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wallace. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 10:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

**Personnel**

General Manager.....Clarence Berger  
Station Manager.....William M. Bruner  
Program Director.....Ethel Clayton  
News Editor.....Mel Sayre  
Chief Engineer.....William M. Bruner

**Coverage**

	Daytime	Evening
Population—Primary ....	25,000	28,000
Radio Homes— " .....	4,800	5,000
Population—Secondary ..	*30,000	*35,000
Radio Homes— " .....	*5,200	*5,900

\*Includes primary count.  
Source: Station survey; 1940 U. S. Census.

**ILLINOIS**

Population 7,897,241

Number of Radio Homes 1,985,710

Number of Families 2,189,223

Auto Registrations 1,930,000

For 1940 Census data, please turn to page 250

**W M R O**

AURORA—EST. 1938

FREQUENCY: 1280 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 34 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Aurora. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora

Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-General Manager...Martin R. O'Brien  
Commercial Manager.....Vincent G. Cofey  
Program Director-Chief Announcer,  
Robert Carlton  
Musical Director.....Mary Louise Brown  
Chief Engineer.....Leo Burch