



STATIONS

*OF THE
UNITED STATES*



*STANDARD
STATIONS*

•

*NEWSPAPER
OWNED STATIONS*

•

*MAJOR NETWORK
AFFILIATIONS*

•

MUSICAL DIRECTORS

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HOME ECONOMIC DIRECTORS

IMPORTANT NOTICE REGARDING THE LISTING OF THE 924 STATIONS THAT FOLLOW

Compilation

List of stations in the succeeding pages has been compiled to reveal as intelligently as possible the respective status of each as to power, frequency, personnel and other pertinent data deemed necessary to give the reader a quick and accurate picture. Both the format and information of the listing has been changed from that of preceding issues of Radio Annual in the interest of progress and improvement. Explanation of some of the changes follow below.

Power-Frequencies

With the mandatory changes in frequency and subsequent power grants that came as a result of the Havana Treaty and hundreds of stations making the switch as of March 29, 1941, Radio Annual for 1941 issued just prior to the change which affected North American, Mexican and Cuban radio, decided to anticipate the new frequencies and power. Thus the station listings carried the data regarding frequencies as of March 29, and the potential greater power to which certain outlets were entitled. In this edition the data listed is actually as operated under as of January 1, 1942.

Coverage-U. S. Census

Coverage data as submitted by the respective stations has been omitted this year, thus removing a highly controversial bone of contention among the broadcasters themselves. However, as additional services for both time-buyer and broadcaster, two classifications have been added to the comprehensive statistics based on the U. S. Census for 1940; these two, concern retail apparel and Retail Service. Total population figures have been broken down into rural and urban divisions, and still another special compilation reveals population changes in U. S. Markets due to shift from peacetime to war economy basis. Further completing the market data is a new listing of 140 Metropolitan Districts with the counties therein and full retail sales figures. As a ready reference apart from the general Index, the first page of each station listing by states, contains the actual page upon which will be found the U. S. Census, Population and Retail Trade Data pertaining to the state in question.

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; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1450	250	574
KABR	Aberdeen, S. Dak.	1420	5000	557
KADA	Ada, Okla.	1230	250	529
KALB	Alexandria, La.	1240	250	428
KALE	Portland, Ore.	1330	5000	535
KAND	Corsicana, Tex.	1340	250	566
KANS	Wichita, Kans.	1240	250	425
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	357
KASA	Elk City, Okla.	1240	100	529
KAST	Astoria, Ore.	1230	250	533
KATE	Albert Lea, Minn.	1450	250	452
KAWE	Carlsbad, N. M.	1240	250	479
KBIX	Muskogee, Okla.	1490	250	530
KBIZ	Ottumwa, Ia.	1240	250	420
KBKR	Baker, Ore.	1490	250	533
KBND	Bend, Ore.	1340	250	533
KBON	Omaha, Nebr.	1490	250	470
KBPS	Portland, Ore.	1450	100	535
KBST	Big Spring, Tex.	1490	100	565
KBTM	Jonesboro, Ark.	1230	250 d., 100 n.	354
KBUR	Burlington, Ia.	1490	250	417
KBWD	Brownwood, Texas.	1380	500	566
KCKN	Kansas City, Kan.	1340	250	423
KCMC	Texarkana, Ark.-Tex.	1450	250	576
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	461
KCRC	Enid, Okla.	1390	250 (C.P. 1000)	529
KCRJ	Jerome, Ariz.	1340	250	351
KDAL	Duluth, Minn.	1490	250 (C.P. 610 Kc., 1000)	452
KDB	Santa Barbara, Calif.	1490	250	370
KDFN	Casper, Wyo.	1470	1000	600
KDKA	Pittsburgh, Pa.	1020	50000	547
KDLR	Devils Lake, N. Dak.	1240	250	515

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex.	1450	100	568
KDON . . .	Monterey, Calif.	1240	100 (C.P. 250)	363
KDRO . . .	Sedalia, Mo.	1490	250	465
KDTH . . .	Dubuque, Ia.	1370	1000	419
KDYL . . .	Salt Lake City, Utah.....	1320	5000	578
KECA . . .	Los Angeles, Calif.	790	5000	358
KEEW . . .	Brownsville, Texas	1490	250 d., 100 n.	565
KELA . . .	Between Contralla and Chehalis, Wash.	1470	1000	585
KELD . . .	El Dorado, Ark.....	1400	250	353
KELO . . .	Sioux Falls, S. Dak.....	1230	250	557
KENO . . .	Las Vegas, Nev.....	1400	250	471
KERN . . .	Bakersfield, Calif.	1410	1000	355
KEUB . . .	Price, Utah	1450	250	578
KEYE . . .	Everett, Wash.	1460	500	585
KEYR . . .	Seattle, Wash.....	1400	100 (C.P. 1090)	
			Kc., 250	586
KEX	Portland, Ore.	1190	5000	535
KEYS . . .	Corpus Christi, Texas.....	1490	250	566
KFAB . . .	Lincoln, Nebr.	780	10000	469
KFAC . . .	Los Angeles, Calif.....	1330	1000	358
KFAM . . .	St. Cloud, Minn.....	1450	250	455
KFAR . . .	Fairbanks, Alaska	610	1000	601
KFBB . . .	Great Falls, Mont.....	1310	5000	466
KFBC . . .	Cheyenne, Wyo.....	1240	250	600
KFBI . . .	Wichita, Kans.....	1070	5000 d., 1000 n.	425
KFBK . . .	Sacramento, Calif.	1530	10000	365
KFDA . . .	Amarillo, Tex.	1230	250	564
KFDM . . .	Beaumont, Tex.	560	1000	565
KFEL . . .	Denver, Colo.	950	5000	371
KFEQ . . .	St. Joseph, Mo.....	680	2500 d., 500 n. (C.P. 500)	463
KFFA . . .	Helena, Ark.	1490	250	354
KFGQ . . .	Boone, Ia.	1400	100 (C.P. 1260)	
			Kc.; 250)	417
KFH	Wichita, Kansas	1330	5000	426
KFI	Los Angeles, Calif.....	640	50000	359
KFIO . . .	Spokane, Wash.	1150	100 (C.P. 1230)	
			Kc.; 250)	587
KFIZ . . .	Fond Du Lac, Wis.....	1450	250	594
KFJB . . .	Marshalltown, Ia.	1230	250	420
KFJI . . .	Klamath Falls, Ore.....	1240	100	534
KFJM . . .	Grand Forks, N. Dak.....	1440	1000 d., 500 n.	515
KFJZ . . .	Fort Worth, Tex.	1270	5000	569
KFKA . . .	Greeley, Colo.	910	1000	375
KFKU . . .	Lawrence, Kansas	1250	5000 d., 1000 n.	423
KFMB . . .	San Diego, Calif.....	1450	250	366
KFNF . . .	Shenandoah, Ia.	920	1000 d., 500 n.	420
KFOR . . .	Lincoln, Nebr.	1240	250 d., 100 n. (C.P. 250)	469
KFOX . . .	Long Beach, Calif.....	1280	1000	358
KFPL . . .	Dublin, Tex.	1340	250 d., 100 n.	568
KFPW . . .	Fort Smith, Ark.....	1400	250	353
KFPY . . .	Spokane, Wash.	920	5000	588
KFQD . . .	Anchorage, Alaska	790	250	601
KFRC . . .	San Francisco, Calif.....	610	5000	367
KFRE . . .	Fresno, Calif.	1340	250	357
KFRO . . .	Longview, Tex.	1370	1000	572

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo.	1400	250	459
KFSD . . .	San Diego, Calif.....	600	1000 (C.P. 5000)	366
KFSG . . .	Los Angeles, Calif.....	1150	2500 d., 1000 n.	359
KFUN . . .	Las Vegas, N. M.....	1230	250	479
KFUO . . .	Clayton, (St. Louis) Mo.	850	5000	463
KFVD . . .	Los Angeles, Calif.....	1020	1000	361
KFVS . . .	Cape Girardeau, Mo.....	1400	250	459
KFWB . . .	Los Angeles, Calif.....	980	5000	361
KFXD . . .	Nampa, Idaho	1230	250	399
KFXJ . . .	Grand Junction, Colo.....	1230	250 (C.P. 920 Kc.; 1000 d., 500 n.)	373
KFXM . . .	San Bernardino, Calif.....	1240	250	366
KFYO . . .	Lubbock, Texas	1340	250	573
KFYR . . .	Bismarck, N. Dak.....	550	5000	515
KGA . . .	Spokane, Wash.	1510	5000 (C.P. 10000)	588
KGB . . .	San Diego, Calif.....	1360	1000	366
KGBS . . .	Harlingen, Texas	1240	250	571
KGBU . . .	Ketchikan, Alaska	930	500	601
KGBX . . .	Springfield, Mo.	1260	5000	465
KGCX . . .	Mandan, N. Dak.....	1270	250	517
KGCC . . .	Wolf Point, Mont.	1480	1000	467
KGDE . . .	Fergus Falls, Minn.....	1230	250 d., 100 n.	452
KGDM . . .	Stockton, Calif.	1130	1000	376
KGDK . . .	Sterling, Colo.	1230	100	375
KGER . . .	Long Beach, Calif.....	1390	1000 (C.P. 5000)	358
KGEZ . . .	Kalispell, Mont.	1340	100 (C.P. 1460 Kc.; 1000)	466
KGFF . . .	Shawnee, Okla.	1450	250	531
KGFL . . .	Los Angeles, Calif.....	1230	100	361
KGFL . . .	Roswell, New Mex.	1400	100	480
KGFW . . .	Kearney, Nebr.	1340	250	469
KGFX . . .	Pierre, S. Dak.....	630	200	557
KGGF . . .	Coffeyville, Kans.	690	1000 d., 500 n.	422
KGGM . . .	Albuquerque, N. Mex.....	1260	1000	479
KGHF . . .	Pueblo, Colo.	1350	500	375
KGHI . . .	Little Rock, Ark.....	1230	250	354
KGHL . . .	Billings, Mont.	790	5000	465
KGIR . . .	Butte, Mont.	1370	5000	466
KGIW . . .	Alamosa, Colo.	1450	100	371
KGKB . . .	Tyler, Tex.	1490	250	576
KGKL . . .	San Angelo, Tex.....	1400	250	574
KGKO . . .	Fort Worth, Tex.....	570	5000 d., 1000 n. (C.P. 5000)	571
KGKY . . .	Scottsbluff, Nebr.	1490	250	471
KGLO . . .	Mason City, Ia.....	1300	1000	420
KGLU . . .	Safford, Ariz.	1450	250	352
KGMB . . .	Honolulu, Hawaii	590	5000	602
KGNC . . .	Amarillo, Tex.	1440	5000 d., 1000 n.	564
KGNF . . .	North Platte, Nebr.....	1460	1000	470
KGNO . . .	Dodge City, Kans.....	1370	1000 d., 250 n.	422
KGO . . .	San Francisco, Calif.....	810	7500	367
KGU . . .	Honolulu, Hawaii	760	2500	602
KGVO . . .	Missoula, Mont.	1290	5000 d., 1000 n.	467
KGW . . .	Portland, Ore.	620	5000 d., 1000 n. (C.P. 5000)	536

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	100	585
KHAS	Hastings, Nebr.	1230	250	469
KHBC	Hilo, Hawaii	1230	250	602
KHBG	Okmulgee, Okla.	1240	250	531
KHJ	Los Angeles, Calif.	930	5000 d., 1000 n. (C.P. 5000)	361
KHMO	Hannibal Mo.	1340	250	459
KHQ	Spokane, Wash.	500	5000	588
KHSL	Chico, Calif.	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB	Watsonville, Calif.	1340	250	371
KICA	Clovis, New Mex.	1400	100 (C.P. 1240 Kc.; 250)	470
KICD	Spencer, Ia.	1240	100	421
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	398
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	398
KIDW	Lamar, Colo.	1450	100	375
KIEM	Eureka, Calif.	1480	1000 d., 500 n.	357
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	515
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	601
KIRO	Seattle, Wash.	710	50000	586
KIT	Yakima, Wash.	1280	1000	590
KITE	Kansas City, Mo.	1590	1000	461
KIUL	Garden City, Kans.	1240	100	522
KIUN	Pecos, Tex.	1400	100	574
KIUP	Durango, Colo.	1400	250	373
KJBS	San Francisco, Calif.	1100	500	367
KJR	Seattle, Wash.	1000	500 (C.P. 50000)	586
KLBM	La Grande, Ore.	1450	250	534
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	578
KLPM	Minot, N. Dak.	1390	1000	517
KLRA	Little Rock, Ark.	1420	5000 (C.P. 1010 Kc.)	355
KLS	Oakland, Calif.	1310	1000	363
KLUF	Galveston, Tex.	1400	250	571
KLX	Oakland, Calif.	910	1000	363
KLZ	Denver, Colo.	560	5000	372
KMA	Shenandoah, Iowa	960	5000 d., 1000 n.	421
KMAC	San Antonio, Tex.	1240	250	574
KMBC	Kansas City, Mo.	980	5000	401
KMED	Medford, Ore.	1440	1000	535
KMJ	Fresno, Calif.	580	5000	357
KMLB	Monroe, La.	1230	250	429
KMMJ	Grand Island, Nebr.	750	1000	469
KMO	Tacoma, Wash.	1360	5000	588
KMOX	St. Louis, Mo.	1120	50000	463
KMPC	Beverly Hills, Calif.	710	5000 d., 1000 n. (C.P. 10000)	356
KMTR	Los Angeles, Calif.	570	1000	361
KMYC	Marysville, Calif.	1450	250	362
KMYR	Denver, Colo.	1340	250	372
KNEL	Brady, Tex.	1490	250 d., 100 n.	565
KNET	Palestine, Tex.	1450	100	573
KNX	Los Angeles, Calif.	1070	50000	361
KNOW	Austin, Tex.	1490	250	564

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	373
KOAC	Cervallis, Ore.	500	1000 (C.P. 5000 d.)	533
KOAM	Pittsburg, Kans.	810	1000	423
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000)	479
KOBH	Rapid City, S. Dak.	1400	250	557
KOCA	Kilgore, Tex.	1240	250	572
KOCY	Oklahoma City, Okla.	1340	250	530
KODL	The Dalles, Ore.	1230	250 d., 100 n.	534
KOH	Reno, Nev.	630	1000	471
KOIL	Omaha, Nebr.	1290	5000	470
KOIN	Portland, Ore.	970	5000	536
KOKO	La Junta, Colo.	1400	250	375
KOL	Seattle, Wash.	1300	5000 d., 1000 n. (C.P. 5000)	587
KOMA	Oklahoma City, Okla.	1520	5000	530
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	587
KONO	San Antonio, Tex.	1400	250	575
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	534
KOEN	Fremont, Nebr.	1400	250	467
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. Dak.	1490	250	517
KOVO	Provo, Utah	1240	250	578
KOWH	Omaha, Nebr.	660	500	470
KOY	Phoenix, Ariz.	550	1000 (C.P. 5000 d.)	351
KPAB	Laredo, Tex.	1490	250	572
KPAC	Port Arthur, Tex.	1250	500	574
KPAS	Pasadena, Calif.	1110	10000	364
KPDN	Pampa, Tex.	1340	100	573
KPFA	Helena, Mont.	1240	250	466
KPHO	Phoenix, Ariz.	1230	250	351
KPLC	Lake Charles, La.	1490	250	429
KPLT	Paris, Tex.	1490	250	574
KPMC	Bakersfield, Calif.	1600	1000	356
KPO	San Francisco, Calif.	680	50000	367
KPOF	Denver, Colo.	910	1000	373
KPOW	Powell, Wyo.	1230	250	600
KPPC	Pasadena, Calif.	1240	100	364
KPQ	Wenatchee, Wash.	1490	250 C.P. 560 Kc.; 1000 d., 500 n.)	390
KPRC	Houston, Tex.	950	5000 d., 1000 n. (C.P. 5000)	571
KPRO	Riverside, Calif.	1440	1000	365
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	740	5000	369
KRBA	Lufkin, Tex.	1310	250	573
KRBC	Ablene, Tex.	1450	250	564
KRBM	Bozeman, Mont.	1450	250	466
KRE	Berkeley, Calif.	1400	250	356
KEGV	Weslaco, Tex.	1290	1000	577
KRIC	Beaumont, Tex.	1450	250	565
KRIS	Corpus Christi, Tex.	1360	1000	566
KRJE	Millers City, Mont.	1340	250	467
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO	Everett, Wash.	1400	250 d., 100 n.	585

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRLC . . .	Lewiston, Idaho	1400	250	398
KRLD . . .	Dallas, Tex.	1080	50000	566
KRLH . . .	Midland, Tex.	1230	250	573
KRMC . . .	Jamestown, N. Dak.	1400	250	515
KRMD . . .	Shreveport, La.	1340	250	431
KRNR . . .	Roseburg, Ore.	1490	250 d., 100 n. (C.P. 250)	536
KRNT . . .	Des Moines, Iowa	1350	5000 d., 1000 n. (C.P. 5000)	418
KROC . . .	Rochester, Minn.	1340	250	455
KROD . . .	El Paso, Tex.	600	1000 d., 500 n.	569
KROS . . .	Clinton, Ia.	1340	250	418
KROW . . .	Oakland, Calif.	960	1000 (C.P. 5000)	363
KROY . . .	Sacramento, Calif.	1240	100	365
KRRV . . .	Sherman, Tex.	910	1000	575
KRSC . . .	Seattle, Wash.	1150	1000	537
KSAC . . .	Manhattan, Kans.	580	1000 d., 500 n.	423
KSAL . . .	Salina, Kans.	1150	1000	425
KSAM . . .	Huntsville, Tex.	1490	250	572
KSAN . . .	San Francisco, Calif.	1450	250	367
KSCJ . . .	Sioux City, Ia.	1360	5000 d., 1000 n. (C.P. 5000)	421
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	463
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	399
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	369
KSKY	Dallas, Texas	660	1000	567
KSL	Salt Lake City, Utah	1160	50000	579
KSLM	Salem, Ore.	1390	1000	537
KSO	Des Moines, Iowa	1460	5000 d., 1000 n. (C.P. 5000)	419
KSOO	Sioux Falls, S. Dak.	1140	5000	558
KSRO	Santa Rosa, Calif.	1340	1000	370
KSTP	St. Paul, Minn.	1500	50000	455
KSUB	Cedar City, Utah	1340	100	577
KSUN	Lowell, Ariz.	1230	250	351
KSWO	Lawton, Okla.	1150	250	529
KTAR	Phoenix, Ariz.	620	5000	352
KTBC	Austin, Tex.	1150	1000	565
KTBI	Tacoma, Wash.	1490	250	580
KTBS	Shreveport, La.	1480	1000	431
KTEM	Temple, Tex.	1400	250	576
KTFI	Twin Falls, Idaho	1270	1000	399
KTHS	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	354
KTKC	Visalia, Calif.	920	1000 (C.P. 940 Ke., 5000)	371
KTMS	Santa Barbara, Calif.	1250	1000	370
KTNM	Tucumcari, N. M.	1450	250	480
KTOH	Lihue, Hawaii	1490	250	602
KTOK	Oklahoma City, Okla.	1400	250	530
KTOM	Brainerd, Minn.	1400	250	452
KTPN	Tacoma, Wash.	1430	1000	589
KTRB	Modesto, Calif.	860	250 (C.P. 1000)	362
KTRH	Houston, Tex.	1320	5000 d., 1000 n. (C.P. 740 Ke., 5000)	572
KTRI	Sioux City, Ia.	1450	250	421
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	575
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	569

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW . . .	Emporia, Kans.	1400	250	422
KTTS . . .	Springfield, Mo.	1400	250	465
KTUC . . .	Tucson, Ariz.	1400	250	352
KTUL . . .	Tulsa, Okla.	1430	5000	532
KTW . . .	Seattle, Wash.	1250	1000	587
KUIN . . .	Grants Pass, Ore.	1340	250	534
KUJ . . .	Walla Walla, Wash.	1420	1000	589
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vermillion, S. Dak.	920	500	558
KUTA . . .	Salt Lake City, Utah.	570	250 (C.P. 5000 d., 1000 n.)	579
KVAK . . .	Atchison, Kans.	1450	100	422
KVAN . . .	Vancouver, Wash.	910	500	589
KVCV . . .	Redding, Calif.	1230	250	364
KVEC . . .	San Luis Obispo, Calif.	1230	250	369
KVFD . . .	Fort Dodge, Ia.	1400	250	419
KVGB . . .	Great Bend, Kans.	1400	250	422
KVI . . .	Tacoma, Wash.	570	5000	589
KVIC . . .	Victoria, Texas	1340	250	576
KVNU . . .	Logan, Utah	1230	250	577
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	1000 (C.P. 5000)	373
KVOE . . .	Santa Ana, Calif.	1490	250	369
KVOL . . .	Lafayette, La.	1340	250	429
KVOO . . .	Tulsa, Okla.	1170	25000 (C.P. 50000)	532
KVOR . . .	Colorado Springs, Colo.	1300	1000	371
KVOS . . .	Bellingham, Wash.	1230	250 (C.P. 790 Kc.; 1000)	585
KVOX . . .	Moorhead, Minn.	1340	250	455
KVRS . . .	Rock Springs, Wyoming.	1400	250	600
KVSF . . .	Santa Fe, N. M.	1340	100	480
KVSO . . .	Ardmore, Okla.	1240	250 d., 100 n.	529
KVWC . . .	Vernon, Tex.	1490	250	576
KWAL . . .	Wallace, Ida.	1450	250	399
KWAT . . .	Watertown, S. D.	1240	250	558
KWAT . . .	Watertown, S. D.	1240	250	558
KWBW . . .	Hutchinson, Kans.	1450	250	423
KWEW . . .	Hobbs, New Mexico.	1490	100	479
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Tex.	620	5000 d., 1000 n.	577
KWG . . .	Stockton, Calif.	1230	100	370
KWIL . . .	Albany, Ore.	1240	250	533
KWJB . . .	Globe, Ariz.	1240	250	351
KWJJ . . .	Portland, Ore.	1080	1000	536
KWK . . .	St. Louis, Mo.	1380	5000 d., 1000 n. (C.P. 5000)	464
KWKH . . .	Shreveport, La.	1130	50000	431
KWKW . . .	Pasadena, Calif.	1430	1000	364
KWLC . . .	Decorah, Iowa	1240	250	418
KWLK . . .	Longview, Wash.	1400	250	585
KWLM . . .	Willmar, Minn.	1340	250	456
KWNO . . .	Winona, Minn.	1230	250	456
KWOC . . .	Poplar Bluff, Mo.	1340	250	463
KWON . . .	Bartlesville, Okla.	1400	250	529
KWOS . . .	Jefferson City, Mo.	1240	250	459
KWRC . . .	Pendleton, Ore.	1240	250	535
KWSC . . .	Pullman, Wash.	1250	5000	586

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO . . .	Springfield, Mo.	560	5000	465
KWYO . . .	Sheridan, Wyoming	1400	250	600
KXA	Seattle, Wash.	770	1000	587
KXL	Portland, Ore.	750	10000	536
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	464
KXOX	Sweetwater, Tex.	1240	250	575
KXBO	Aberdeen, Wash.	1340	250	584
KXYZ	Houston, Tex.	1470	1000 (C.P. 1320 Kc.; 5000)	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	369
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1080	250	362
KYSM	Mankato, Minn.	1230	250	453
KYUM	Yuma, Ariz.	1240	250	353
KYW	Philadelphia, Pa.	1060	50000	543
WAAB	Boston, Mass.	1440	1000	439
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	477
WABC	New York, N. Y.	880	50000	488
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000)	432
WABY	Albany, N. Y.	1400	250	491
WACO	Waco, Tex.	1450	250	576
WADC	Tallmadge, (Akron) Ohio	1350	5000	517
WAGA	Atlanta, Ga.	1480	1000 d., 500 n. (C.P. 590 Kc.; 5000)	391
WAGE	Syracuse, N. Y.	620	1000	503
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine.	1450	100	433
WAIM	Anderson, S. C.	1230	250	554
WAIR	Winston-Salem, N. C.	1340	250	514
WAIT	Chicago, Ill.	820	10000	403
WAJR	Morgantown, W. Va.	1230	250	592
WAKR	Akron, Ohio	1590	1000 (C.P. 5000)	518
WALA	Mobile, Ala.	1410	1600 d., 500 n. (C.P. 5000)	348
WALB	Albany, Ga.	1590	1000	391
WALL	Middletown, N. Y.	1340	250	487
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	416
WAPI	Birmingham, Ala.	1170	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	559
WARM	Seranton, Pa.	1400	250	550
WASH	Grand Rapids, Mich.	1300	500	449
WASK	Lafayette, Ind.	1450	250	415
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	505
WATR	Waterbury, Conn.	1320	1000	379
WATW	Ashland, Wisc.	1400	100	593
WAVE	Louisville, Ky.	970	5000	427
WAWZ	Zarephath, N. J.	1380	1000 (C.P. 5000 d.)	478
WAYS	Charlotte, N. C.	610	100	507
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	542
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	417
WBAB	Atlantic City, N. J.	1490	250	473
WBAL	Baltimore, Md.	1090	50000	435
WBAP	Fort Worth, Tex.	820	50000	571
WBAX	Wilkes-Barre, Pa.	1240	100	551
WBBB	Burlington, N. C.	920	1000	507
WBBL	Richmond, Va.	1240	100	582
WBBM	Chicago, Ill.	780	50000	403
WBBE	Brooklyn, N. Y.	1330	1000	483
WBBZ	Ponca City, Okla.	1230	250	531
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	446
WBEN	Buffalo, N. Y.	930	5000	485

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	509
WBLK	Clarksburg, W. Va.	1400	250	591
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.	522
WBNX	New York, N. Y.	1380	5000	488
WBNY	Buffalo, N. Y.	1400	250	485
WBOC	Sallsbury, Md.	1490	250	437
WBOW	Terre Haute, Ind.	1230	250	416
WBBB	Red Bank, N. J.	1240	100	478
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	551
WBRK	Pittsfield, Mass.	1340	250	444
WBRV	Waterbury, Conn.	1590	1000 (C.P. 5000)	379
WBRW	Welch, W. Va.	1340	250	592
WBT	Charlotte, N. C.	1110	50000	507
WBTA	Batavia, N. Y.	1490	250	481
WBTH	Williamson, W. Va.	1400	250	593
WBTM	Danville, Va.	1400	250 d., 100 n. (C.P. 250)	580 439
WBYN	Brooklyn, N. Y.	1030	50000	439
WBZ	Boston, Mass.	1430	500 (C.P. 1000 d., 500 n.)	483
WBZA	Boston, Mass.	1030	50000	439
WCAE	Pittsburgh, Pa.	1030	1000	439
WCAL	Northfield, Minn.	1250	5000	540
WCAM	Camden, N. J.	770	5000	455
WCAO	Baltimore, Md.	1310 600	500 1000 d., 500 n. (C.P. 5000)	477 436
WCAP	Asbury Park, N. J.	1310	500	475
WCAR	Pontiac, Mich.	1130	1000 d.	450
WCAT	Rapid City, S. Dak.	1230	100	557
WCAU	Philadelphia, Pa.	1210	50000	543
WCAX	Burlington, Vt.	1230	250 (C.P. 620 Kc.; 1000)	579
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	500	539
WCBI	Columbus, Miss.	1400	250	457
WCBM	Baltimore, Md.	1400	250	435
WCBS	Springfield, Ill.	1450	250	411
WCBT	Roanoke Rapids, N. C.	1230	250	513
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	540
WCFL	Chicago, Ill.	1000	10000	403
WCHS	Charleston, W. Va.	580	5000	591
WCHV	Charlottesville, Va.	1450	250	580
WCKY	Cincinnati, Ohio	1530	50000	518
WCLE	Cleveland, Ohio	610	500	521
WCLO	Janesville, Wisc.	1230	250	594
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1340	250	426
WCNC	Elizabeth City, N. C.	1400	250	508
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	388
WCOB	Meridian, Miss.	910	1000	458
WCOL	Columbus, Ohio	1230	250	522
WCOP	Boston, Mass.	1150	500	439
WCOS	Columbia, S. C.	1400	250	555
WCOU	Lewiston, Me.	1240	250	432
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	519
WCRS	Greenwood, S. C.	1450	250	556
WCRW	Chicago, Ill.	1240	100	403
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	554
WCSH	Portland, Maine	970	5000	433
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	461
WDAN	Danville, Ill.	1490	250	408
WDAK	West Point, Ga.	1340	250	397
WDAS	Philadelphia, Pa.	1400	250	545
WDAY	Fargo, N. Dak.	970	5000	515
WDBC	Escanaba, Mich.	1490	250	448
WDBJ	Roanoke, Va.	960	5000	583
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV	Waterbury, Vt.	550	1000	580
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	453
WDLP	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ	Marquette, Mich.	1340	250	450
WDNC	Durham, N. C.	1490	250	508
WDOD	Chattanooga, Tenn.	1310	5000 d., 1000 n. (C.P. 500)	559
WDRC	Hartford, Conn.	1360	5000	377
WDSM	Superior, Wisc.	1230	100	599
WDSU	New Orleans, La.	1280	1000 (C.P. 5000)	429
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 d., 1000 n. (C.P. 5000)	553
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n. (C.P. 790 Kc.)	594
WEBC	Duluth, Minn.	1320	5000 d., 1000 n. (C.P. 5000)	452
WEBQ	Harrisburg, Ill.	1240	250	409
WEBR	Buffalo, N. Y.	1340	250	485
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	513
WEEL	Boston, Mass.	590	5000	439
WEEU	Reading, Pa.	850	1000	549
WEIM	Fitchburg, Mass.	1340	250	442
WELI	New Haven, Conn.	960	1000 d., 500 n.	378
WELL	Battle Creek, Mich.	1400	250	446
WEMP	Milwaukee, Wisc.	1340	250	597
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	486
WEOA	Evansville, Ind.	1400	250	413
WERC	Erle, Pa.	1490	250 (C.P. 1390 Kc.; 1000)	541
WEST	Easton, Pa.	1400	250	541
WESX	Salem, Mass.	1230	250	444
WEVD	New York, N. Y.	1330	1000 (C.P. 5000)	489
WEW	St. Louis, Mo.	770	1000	464
WEXL	Royal Oak, Mich.	1340	250	451
WFAA	Dallas, Tex.	820	50000	567
WFAS	White Plains, N. Y.	1240	250	506
WFBC	Greenville, S. C.	1330	5000 d., 1000 n. (C.P. 5000)	555
WFBG	Altoona, Pa.	1340	250	539
WFBL	Syracuse, N. Y.	1390	5000	502
WFBM	Indianapolis, Ind.	1260	5000 d., 1000 n. (C.P. 5000)	414
WFBR	Baltimore, Md.	1300	5000	436
WFCL	Pawtucket, R. I.	1420	1000	553
WFDF	Flint, Mich.	910	1000	448
WFEA	Manchester, N. H.	1370	5000	473
WFHE	Wisconsin Rapids, Wisc.	1340	250	599
WFIG	Sumter, S. C.	1340	250	556
WFIL	Philadelphia, Pa.	560	1000	545
WFIN	Findlay, Ohio	1330	1000	523
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD	Frederick, Md.	930	500	436
WFMJ	Youngstown, Ohio	1450	250	527
WFNC	Fayetteville, N. C.	1450	250	508
WFOR	Hattiesburg, Miss.	1400	250	457

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	388
WFPG	Atlantic City, N. J.	1450	250	475
WFTC	Kinston, N. C.	1230	250	511
WFTL	Fort Lauderdale, Fla.	1400	250	383
WFTM	Fort Myers, Fla.	1240	250	383
WFVA	Fredericksburg, Va.	1290	250	581
WGAA	Cedartown, Ga.	1340	250	394
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	542
WGAN	Portland, Me.	560	5000	433
WGAB	Cleveland, Ohio	1480	500 d., 1000 n.	521
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	100	486
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	413
WGBG	Greensboro, N. C.	980	1000	510
WGBI	Scranton, Pa.	910	1000 d., 500 n.	550
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	457
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n. (C.P. 5000)	405
WGGA	Gainesville, Ga.	1240	250	394
WGH	Newport News, Va.	1340	250	582
WGIL	Galesburg, Ill.	1400	250	409
WGKV	Charleston, W. Va.	1490	100	591
WGL	Fort Wayne, Ind.	1450	250	413
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	508
WGNV	Newburgh, N. Y.	1220	1000	487
WGOV	Valdosta, Ga.	1450	250	396
WGPC	Albany, Ga.	1450	250	391
WGB	Buffalo, N. Y.	550	5000 d., 1000 n.	485
WGRC	New Albany, Ind.	1400	250	416
WGRM	Greenwood, Miss.	1240	250	457
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1490	250	510
WGTM	Wilson, N. C.	1340	250	514
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	595
WHAI	Greenfield, Mass.	1240	250	442
WHAL	Saginaw, Mich.	980	500	451
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	428
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	463
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	518
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n. (C.P. 1000)	598
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	412
WHBY	Appleton, Wisc.	1230	250	593
WHCU	Ithaca, N. Y.	870	1000	486
WHDF	Calumet, Mich.	1400	250	446
WHDH	Boston, Mass.	850	1000 (C.P. 5000)	441
WHDL	Olean, N. Y.	1450	250	499
WHEB	Portsmouth, N. H.	750	1000	475
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	468
WHIO	Dayton, Ohio	1290	5000	523
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	590
WHIT	New Bern, N. C.	1450	250	511
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	541
WHK	Cleveland, Ohio	1420	5000	521
WHKC	Columbus, Ohio	610	500	522
WHKY	Hickory, N. C.	1400	250	510
WHLB	Virginia, Minn.	1400	250	450

Call letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	499
WHLN	Hurlan, Ky.	1450	250	426
WHLS	Port Huron, Mich.	1450	250	451
WHMA	Anniston, Ala.	1450	250	346
WHN	New York, N. Y.	1650	50000	491
WHO	Des Moines, Ia.	1610	50000	419
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	477
WHOP	Hopkinsville, Ky.	1230	250	427
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	541
WHUB	Cookeville, Tenn.	1400	250	560
WHYN	Holyoke, Mass.	1400	250	442
WIAC	San Juan, P. R.	580	500	603
WIBA	Madison, Wis.	1310	5000 d., 1000 n. (C.P. 5000)	595
WIBC	Indianapolis, Ind.	1670	5000 d., 1000 n.	415
WIBG	Philadelphia (Glenside), Pa.	990	1000 (C.P. 10000)	545
WIBM	Jackson, Mich.	1450	250	449
WIBU	Poynette, Wis.	1240	250	598
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	505
WICA	Ashtabula, Ohio	970	1000	518
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wis.	1490	250	595
WIL	St. Louis, Mo.	1230	250	464
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	380
WINC	Winchester, Va.	1400	250	584
WIND	Gary, Ind.	560	5000	413
WING	Dayton, Ohio	1410	5000	523
WINK	Louisville, Ky.	1280	5000 d., 1000 n.	427
WINN	Louisville, Ky.	1240	250 d., 100 n.	427
WINS	New York, N. Y.	1000	1000 (C.P. 50000)	493
WINX	Washington, D. C.	1340	250 & 50-amp.	380
WIOD	Miami, Fla.	610	5000	385
WIP	Philadelphia, Pa.	610	5000	547
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000 d., 1000 n. (C.P. 5000)	553
WISE	Asheville, N. C.	1230	250	507
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	415
WISN	Milwaukee, Wis.	1150	5000	597
WISR	Butler, Pa.	680	250	540
WITH	Baltimore, Md.	1230	250	436
WIZE	Springfield, Ohio	1340	250	524
WJAC	Johnstown, Pa.	1400	250	542
WJAG	Norfolk, Nebr.	1090	1000	470
WJAR	Providence, R. I.	920	5000	554
WJAS	Pittsburgh, Pa.	1320	5000 d., 1000 n. (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	384
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	446
WJBO	Baton Rouge, La.	1150	5000	429
WJBW	New Orleans, La.	1230	250	429
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	458
WJEJ	Hagerstown, Md.	1240	250	437
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	384
WJIM	Lansing, Mich.	1240	250	450
WJJD	Chicago, Ill.	1160	20000	407
WJLB	Detroit, Mich.	1400	250	446
WJLD	Bessemer, Ala.	1400	250	346
WJLS	Beckley, W. Va.	1240	250	500
WJMA	Covington, Va.	1340	250	580
WJMC	Rice Lake, Wis.	1240	250	598
WJMS	Ironwood, Mich.	1450	250	449
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	414
WJPA	Washington, Pa.	1450	250	551

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF	Herrin, Ill.	1340	250	409
WJPR	Greenville, Miss.	1340	250	457
WJR	Detroit, Mich.	760	50000	447
WJRD	Tuscaloosa, Ala.	1230	250	350
WJSV	Washington, D. C.	1500	50000	380
WJTN	Jamestown, N. Y.	1240	250	487
WJW	Akron, Ohio	1240	250	518
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1400	250	559
WKAQ	San Juan, Puerto Rico	620	5000	603
WKAR	East Lansing, Mich.	870	5000	448
WKAT	Miami Beach, Fla.	1360	1000	386
WKBB	Dubuque, Ia.	1490	250	419
WKBH	La Crosse, Wisc.	1410	1000 (C.P. 5000)	594
WKBN	Youngstown, Ohio	570	1000 d., 500 n. (C.P. 5000)	527
WKBO	Harrisburg, Pa.	1230	250	542
WKBV	Richmond, Ind.	1490	100	416
WKBW	Buffalo, N. Y.	1520	50000	486
WKBZ	Muskegon, Mich.	1490	250	450
WKEU	Griffin, Ga.	1450	100	395
WKIP	Poughkeepsie, N. Y.	1450	250	501
WKMO	Kokomo, Ind.	1400	250	415
WKNE	Keene, N. H.	1290	5000	473
WKNY	Kingston, N. Y.	1190	250	487
WKOK	Sunbury, Pa.	1240	250	557
WKPA	New Kensington, Pa.	1150	250	543
WKPT	Kingsport, Tenn.	1400	250	560
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	519
WKRO	Cairo, Ill.	1490	250	401
WKST	New Castle, Pa.	1280	1000	543
WKWK	Wheeling, W. Va.	1100	100	592
WKY	Oklahoma City, Okla.	930	5000 d., 1000 n. (C.P. 5000)	531
WKZO	Kalamazoo, Mich.	590	1000	449
WLAC	Nashville, Tenn.	1510	5000 (C.P. 50000)	563
WLAG	La Grange, Ga.	1240	250	395
WLAK	Lakeland, Fla.	1340	250	384
WLAN	Endicott, N. Y.	1450	250	486
WLAP	Lexington, Ky.	1460	250	427
WLAV	Grand Rapids, Mich.	1340	250	449
WLAW	Lawrence, Mass.	680	5000	443
WLB	Minneapolis, Minn.	770	5000	453
WLBC	Muncie, Ind.	1340	250	415
WLBJ	Bowling Green, Ky.	1340	250	426
WLBL	Stevens Point, Wisc.	930	5000	598
WLBZ	Bangor, Me.	620	1000 d., 500 n. (C.P. 5000)	432
WLDS	Jacksonville, Ill.	1180	250	409
WLEU	Erle, Pa.	1450	250	541
WLIB	Brooklyn, N. Y.	1190	1000	483
WLLH	Lowell, Mass.	1400	250	443
WLNH	Laconia, N. H.	1340	250	473
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	592
WLOK	Lima, Ohio	1240	250	523
WLOL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1450	250	584
WLS	Chicago, Ill.	890	50000	407
WLVA	Lynchburg, Va.	1230	250	581
WLW	Cincinnati, Ohio	700	50000	519
WMAL	Washington, D. C.	630	5000	380
WMAM	Marinette, Wisc.	570	250	595
WMAN	Mansfield, Ohio	1400	250	524
WMAQ	Chicago, Ill.	670	50000	408
WMAS	Springfield, Mass.	1450	250	445
WMAW	Worcester, Mass.	1230	250	445
WMAZ	Macon, Ga.	940	5000 d., 1000 and 250 d.	395
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	410
WMBG	Richmond, Va.	1380	5000 d., 1000 n. (C.P. 5000)	582

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBH . . .	Joplin, Mo.	1450	250	461
WMBI . . .	Chicago, Ill.	1110	5000	408
WMBO . . .	Auburn, N. Y.	1340	250	481
WMBR . . .	Jacksonville, Fla.	1400	250	384
WMBS . . .	Uniontown, Pa.	590	1000	551
WMC	Memphis, Tenn.	790	5000 d., 1000 n. (C.P. 5000)	561
WMCA . . .	New York, N. Y.	570	5000	495
WMEX . . .	Boston, Mass.	1510	5000	441
WMFD . . .	Wilmington, N. C.	1400	250	514
WMFF . . .	Plattsburg, N. Y.	1340	250	501
WMFG . . .	Hibbing, Minn.	1240	250	452
WMFJ . . .	Daytona Beach, Fla.	1450	250	385
WMFR . . .	High Point, N. C.	1230	250	511
WMGA . . .	Moultrie, Ga.	1400	250	395
WMIN . . .	St. Paul, Minn.	1400	250	456
WMIS . . .	Natchez, Miss.	1490	250	458
WMJM . . .	Cordele, Ga.	1490	250 d., 100 n. 5000 d., 1000 n. (C.P. 5000)	394
WMMN . . .	Fairmont, W. Va.	920		591
WMOB . . .	Mobile, Ala.	1230	250	348
WMOG . . .	Brunswick, Ga.	1490	250 d., 100 n.	393
WMPC . . .	Lapeer, Mich.	1230	250	450
WMPS . . .	Memphis, Tenn.	1460	1000 d., 500 n.	563
WMRC . . .	Greenville, S. C.	1490	250	556
WMRF . . .	Lewistown, Pa.	1490	250	542
WMRN . . .	Marion, Ohio.	1490	250	524
WMRO . . .	Aurora, Ill.	1280	250	401
WMSD . . .	Muscle Shoals City, Ala.	1450	250	349
WMSL . . .	Decatur, Ala.	1400	250	347
WMT	Cedar Rapids, Ia.	600	5000	417
WMUR . . .	Manchester, N. H.	610	5000 d., 1000 n. 250 d., 100 n. (C.P. 250)	473
WMVA . . .	Martinsville, Va.	1450		581
WNAB . . .	Bridgeport, Conn.	1450	250	377
WNAC . . .	Boston, Mass.	1260	5000 d., 1000 n.	441
WNAD . . .	Norman, Okla.	690	1000	529
WNAX . . .	Yankton, S. D.	570	5000 d., 1000 n. (C.P. 5000)	558
WNBC . . .	New Britain, Conn.	1410	5000 d., 1000 n. (C.P. 5000)	377
WNBF . . .	Binghamton, N. Y.	1490	250 (C.P. 1290 Kc.; 5000)	481
WNBH . . .	New Bedford, Mass.	1340	250	444
WNBZ . . .	Saranac Lake, N. Y.	1320	100	503
WNEL . . .	San Juan, Puerto Rico.	1320	5000	603
WNEW . . .	New York, N. Y.	1130	10000	497
WNLC . . .	New London, Conn.	1490	250	378
WNOE . . .	New Orleans, La.	1450	250	431
WNOX . . .	Knoxville, Tenn.	990	5000 d., 500 n. (C.P. 10000)	561
WNYC . . .	New York, N. Y.	830	1000	495
WOAI . . .	San Antonio, Tex.	1200	50000	575
WOC	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 1000)	418
WOCB . . .	Hyannis, Mass.	1240	250	442
WOI	Ames, Ia.	640	5000	417
WOKO . . .	Albany, N. Y.	1460	1000 d., 500 n.	481
WOL	Washington, D. C.	1260	1000	381
WOLF . . .	Syracuse, N. Y.	1490	250	504
WOLS . . .	Florence, S. C.	1230	250	555
WOMI . . .	Owensboro, Ky.	1400	250	428
WOMT . . .	Mantowoc, Wisc.	1240	100	595
WOOD . . .	Grand Rapids, Mich.	1300	500 (C.P. 5000)	449
WOPI . . .	Bristol, Tenn.	1490	250	559
WOR	New York, N. Y.	710	50000	497
WORC . . .	Worcester, Mass.	1310	1000	445
WORD . . .	Spartanburg, S. C.	1400	250	556
WORK . . .	York, Pa.	1350	1000	563
WORL . . .	Boston, Mass.	950	1000	441
WOSH . . .	Oshkosh, Wisc.	1490	250	597

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU . . .	Columbus, Ohio	820	5000	522
WOV . . .	New York, N. Y.	1280	5000	499
WOW . . .	Omaha, Nebr.	590	5000	470
WOWO . . .	Fort Wayne, Ind.	1190	10000	413
WPAB . . .	Ponce, Puerto Rico	1370	1000	602
WPAD . . .	Paducah, Ky.	1450	250	428
WPAR . . .	Parkersburg, W. Va.	1450	250	592
WPAT . . .	Paterson, N. J.	930	1000	478
WPAX . . .	Thomasville, Ga.	1240	250	396
WPAY . . .	Portsmouth, Ohio	1400	100 (C.P. 250)	524
WFEN . . .	Philadelphia, Pa.	950	5000	547
WPIC . . .	Sharon, Pa.	790	1000	550
WPID . . .	Petersburg, Va.	1240	250	582
WPRA . . .	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	602
WPRO . . .	Providence, R. I.	630	5000	554
WPRP . . .	Ponce, Puerto Rico	1420	250 (C.P. 1520 Kc.; 5000 d., 1000 n.)	603
WPTF . . .	Raleigh, N. C.	680	5000	515
WQAM . . .	Miami, Fla.	560	1000 (C.P. 5000)	386
WQAN . . .	Scranton, Pa.	910	1000 d., 500 n.	550
WQBC . . .	Vicksburg, Miss.	1390	1000	459
WQXB . . .	New York, N. Y.	1560	5000 (C.P. 10000)	499
WRAK . . .	Williamsport, Pa.	1400	250	553
WRAL . . .	Raleigh, N. C.	1240	250	513
WRAW . . .	Reading, Pa.	1340	250	549
WRBL . . .	Columbus, Ga.	1230	250	394
WRC . . .	Washington, D. C.	980	5000	381
WRDO . . .	Augusta, Me.	1400	100	432
WRDW . . .	Augusta, Ga.	1490	250 (C.P. 1480 Kc.; 5000)	393
WREC . . .	Memphis, Tenn.	600	5000	503
WREN . . .	Lawrence, Kans.	1250	5000 d., 1000 n.	423
WRGA . . .	Rome, Ga.	1490	250	395
WRJN . . .	Racine, Wisc.	1400	250	598
WRLC . . .	Toccoa, Ga.	1450	250	396
WRNL . . .	Richmond, Va.	910	1000 (C.P. 5000)	583
WROK . . .	Rockford, Ill.	1440	1000 d., 500 n.	411
WROL . . .	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR . . .	Dallas, Tex.	1310	5000	568
WREF . . .	Washington, N. C.	930	1000	514
WREN . . .	Warren, Ohio	1400	250	527
WBUF . . .	Gainesville, Fla.	850	5000	383
WRVA . . .	Richmond, Va.	1140	50000	583
WSAI . . .	Cincinnati, Ohio	1360	5000 d., 1000 n. (C.P. 5000)	521
WSAJ . . .	Grove City, Pa.	1340	100	541
WSAM . . .	Saginaw, Mich.	1230	250 d., 100 n.	451
WSAN . . .	Allentown, Pa.	1470	500 (C.P. 5000)	539
WSAR . . .	Fall River, Mass.	1480	1000	442
WSAU . . .	Wausau, Wisc.	1400	250	599
WSAY . . .	Savannah, Ga.	1340	250	396
WSAY . . .	Rochester, N. Y.	1240	250	503
WSAZ . . .	Huntington, W. Va.	930	1000 d., 250 n. (C.P. 1000)	591
WSB . . .	Atlanta, Ga.	750	50000	393
WSBC . . .	Chicago, Ill.	1240	250	408
WSBT . . .	South Bend, Ind.	960	500 (C.P. 1000)	416
WSFA . . .	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN . . .	Birmingham, Ala.	610	1000	347
WSIX . . .	Nashville, Tenn.	1240	250 (C.P. 980 Kc.; 5000)	563
WSJS . . .	Winston-Salem, N. C.	600	250 (C.P. 1000)	514
WSKB . . .	McComb, Miss.	1230	250	458
WSLB . . .	Ogdensburg, N. Y.	1400	250	499
WSLI . . .	Jackson, Miss.	1450	250	458
WSLS . . .	Roanoke, Va.	1490	250	584

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	431
WSNJ	Bridgeton, N. J.	1240	250	475
WSOC	Charlotte, N. C.	1240	250	508
WSON	Henderson, Ky.	860	250	427
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	451
WSOY	Decatur, Ill.	1340	250	409
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	556
WSPB	Sarasota, Fla.	1450	250	388
WSPD	Toledo, Ohio	1370	5000	525
WSPR	Springfield, Mass.	1270	500	445
WSRR	Stamford, Conn.	1400	250	378
WSTP	Salisbury, N. C.	1490	250	513
WSTV	Stenbenville, Ohio	1340	250	524
WSUI	Iowa City, Ia.	910	5000 d., 1000 n. (C.P. 5000)	420 388
WSUN	St. Petersburg, Fla.	620	5000	388
WSVA	Harrisonburg, Va.	550	1000	581
WSYB	Rutland, Vt.	1490	250 (C.P. 1980 Kc.; 1000)	579
WSYR	Syracuse, N. Y.	570	1000 (C.P. 5000)	504
WTAD	Quincy, Ill.	930	1000	411
WTAG	Worcester, Mass.	580	5000	445
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	389
WTAM	Cleveland, Ohio	1100	5000	522
WTAQ	Green Bay, Wis.	1360	5000	594
WTAR	Norfolk, Va.	790	5000	582
WTAW	College Station, Tex.	1150	1000	566
WTAX	Springfield, Ill.	1240	100	412
WTBO	Cumberland, Md.	820	250	436
WTCM	Traverse City, Mich.	1400	250	451
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	455
WTEL	Philadelphia, Pa.	1340	100	547
WTHT	Hartford, Conn.	1230	250	377
WTIC	Hartford, Conn.	1080	5000	377
WTJS	Jackson, Tenn.	1390	1000	560
WTMA	Charleston, S. C.	1250	250 (C.P. 1000)	554
WTMC	Ocala, Fla.	1490	100	386
WTMJ	Milwaukee, Wis.	620	5000	597
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	478
WTOC	Savannah, Ga.	1290	5000 d., 1000 n. (C.P. 5000)	396 525
WTOL	Toledo, Ohio	1230	250	525
WTRC	Elkhart, Ind.	1340	250	412
WTRY	Troy, N. Y.	980	1000	504
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	388
WTTM	Trenton, N. J.	920	1000	478
WWDC	Washington, D. C.	1460	250	381
WWJ	Detroit, Mich.	950	5000	418
WWL	New Orleans, La.	870	5000	431
WWNC	Asheville, N. C.	507	1000	507
WWNY	Watertown, N. Y.	1300	500 (C.P. 790 Kc.; 1000)	505
WWPG	Lake Worth, Fla.	1340	250	385
WWRL	Woodside, N. Y.	1600	250 (C.P. 5000)	506
WWSR	St. Albans, Vt.	1420	1000	580
WWVA	Wheeling, W. Va.	1170	5000	593
WWSW	Pittsburgh, Pa.	1460	250	549
WXYZ	Detroit, Mich.	1270	5000	448
Unassigned	Concord, N. C.	1410	1000	508
Unassigned	Jacksonville, Fla.	1270	5000	383
Unassigned	Waterloo, Ia.	1540	5000	421
Unassigned	York, Pa.	900	1000	553

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

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

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

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Du Bois, Pa.	WCED		Gary, Ind.	WIND	C
Dubuque, Ia.	KDTH	M	Gastonia, N. C.	WGNC	B
	WKBB	B	Glendale, Calif.	KIEV	
Duluth, Minn.	KDAL	C	Glenside, Pa.	WIBG	
	WEBC	B-N	Globe, Ariz.	KWJB	
Durango, Colo.	KIUP		Goldsboro, N. C.	WGBR	
Durham, N. C.	WDNC	C	Grand Forks, N. D.	KFJM	
East Lansing, Mich.	WKAR			KILO	M
East St. Louis, Ill.	WTMV		Grand Island, Nebr.	KMMJ	
Easton, Pa.	WEST	M	Grand Junction, Colo.	KFXJ	M
Eau Claire, Wis.	WEAU	B-N	Grand Rapids, Mich.	WASH	
El Centro, Calif.	KXO	M		WLAV	M
El Dorado, Ark.	KELD			WOOD	B-N
Elizabeth City, N. C.	WCNC		Grants Pass, Ore.	KUIN	
Elk City, Okla.	KASA		Great Bend, Kans.	KVGB	M
Elkhart, Ind.	WTRC		Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M	Greeley, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	B-N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSM	M	Greensboro, N. C.	WBIG	C
Endicott, N. Y.	WLAN			WGBG	
Enid, Okla.	KCRC	B	Greensburg, Pa.	WHJB	
Erie, Pa.	WERC	C	Greenville, Miss.	WJPR	
	WLEU	B	Greenville, N. C.	WGTC	
Escanaba, Mich.	WDBC		Greenville, S. C.	WFBC	N
Eugene, Ore.	KORE	M	Greenwood, Miss.	WGRM	B
Eureka, Calif.	KIEM	M	Greenwood, S. C.	WCRS	N
Evansville, Ind.	WEOA	C		WMRC	B-M
	WGBF	B-M-N	Griffin, Ga.	WKEU	
Everett, Wash.	KEVE		Grove City, Pa.	WSAJ	
	KRKO	M	Gulfport, Miss.	WGCM	
Fairbanks, Alaska	KFAR		Hagerstown, Md.	WJEJ	M
Fairmont, W. Va.	WMMN	C	Hammond, Ind.	WHIP	
Fall River, Mass.	WSAR	M		WJOB	
Fargo, N. D.	WDAY	B-N	Hannibal, Mo.	KHMO	
Fayetteville, N. C.	WFNC	M	Harlan, Ky.	WHLN	
Fergus Falls, Minn.	KGDE	M	Harlingen, Texas	KGBS	
Findlay, Ohio	WFIN		Harrisburg, Ill.	WEBQ	
Fitchburg, Mass.	WEIM	M	Harrisburg, Pa.	WHP	C
Flint, Mich.	WFDF	B		WKBO	B-M-N
Florence, S. C.	WOLS	N	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRC	C
Fort Dodge, Ia.	KVFD	M		WTHT	M
Fort Lauderdale, Fla.	WFTL	M		WTIC	N
Fort Myers, Fla.	WFTM		Hastings, Nebr.	KHAS	
Fort Smith, Ark.	KFPW		Hattiesburg, Miss.	WFOR	N
Fort Wayne, Ind.	WGL	B-N	Hazleton, Pa.	WAZL	M
	WOWO	B	Helena, Ark.	KFFA	
Fort Worth, Tex.	KFJZ	M	Helena, Mont.	KPPA	B-N
	KGKO	B	Henderson, Ky.	WSON	
	WBAP	N	Herrin, Ill.	WJPF	
Frederick, Md.	WFMD		Hibbing, Minn.	WMFG	N
Fredericksburg, Va.	WFVA		Hickory, N. C.	WHKY	B
Fremont, Mont.	KORN		High Point, N. C.	WMFR	B
Freeport, N. Y.	WGBB		Hilo, Hawaii	KHBC	C-M
Fresno, Calif.	KARM	C	Hobbs, N. M.	KWEW	
	KMJ	N	Holyoke, Mass.	WHYN	
	KFRE	M	Honolulu, Hawaii	KGMB	C-M
Gadsden, Ala.	WJBY	M		KGU	B-N
Gainesville, Fla.	WRUF	M	Hopkinsville, Ky.	WHOP	
Gainesville, Ga.	WGGG		Hot Springs, Ark.	KTHS	B
Galesburg, Ill.	WGIL			KWFC	M
Galveston, Texas	KLUF			KPRC	N
Garden City, Kans.	KIUL			KTRH	C
				KXYZ	B-N

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Huntington, W. Va.	WSAZ		Lakeland, Fla.	WLAK	N
Huntsville, Ala.	WBHP		Lake Worth, Fla.	WWPG	M
Huntsville, Tex.	KSAM		Lamar, Colo.	KIDW	
Hutchinson, Kans.	KWBW		Lancaster, Pa.	WGAL	B-M-N
Hyannis, Mass.	WOCP		Lansing, Mich.	WJIM	B
Idaho Falls, Ida.	KID		Lapeer, Mich.	WMPC	
Indianapolis, Ind.	WFBB	C	Laredo, Tex.	KPAB	
	WIBC	M	Las Vegas, N. M.	KFUN	
	WIRE	N	Las Vegas, Nev.	KENO	
	WISH	B	Laurel, Miss.	WAML	N
Iowa City, Iowa	WSUI		Lawrence, Kans.	KFKU	
Ironwood, Mich.	WJMS	M		WREN	B
Ithaca, N. Y.	WHCU	C	Lawrence, Mass.	WLAW	C
Jackson, Mich.	WIBM	B	Lawton, Okla.	KSWO	
Jackson, Miss.	WJDX	N	Lewiston, Ida.	KRLC	
	WSLI	B	Lewiston, Me.	WCOU	M
Jackson, Tenn.	WTJS	M	Lewistown, Pa.	WMPF	
Jacksonville, Fla.	WJAX	N	Lexington, Ky.	WLAP	M
	WJHP	B-M	Lihue, Hawaii	KTOH	
	WMBR	C	Lima, Ohio	WLOR	N
	unassigned		Lincoln, Nebr.	KFAB	C
Jacksonville, Ill.	WLDS			KFOR	M
Jamestown, N. Y.	WJTN	B	Little Rock, Ark.	KARK	N
Jamestown, N. D.	KRMC	M		KGHI	M
Janesville, Wisc.	WCLO			KLRA	C
Jefferson City, Mo.	KWOS	M	Logan, Utah	KVNU	
Jerome, Ariz.	KCRJ		Logan, W. Va.	WLOG	
Jersey City, N. J.	WAAT		Long Beach, Calif.	KFOX	
	WHOM			KGER	
Johnson City, Tenn.	WJHL	B	Longview, Texas	KFRD	
Johnstown, Pa.	WJAC	B-N	Longview, Wash.	KWLK	M
Joliet, Ill.	WCLS		Los Angeles, Calif.	KECA	B
Jonesboro, Ark.	KBTM	M		KFAC	
Joplin, Mo.	WMBH			KFI	N
Juneau, Alaska	KINY			KFSG	
Kalamazoo, Mich.	WKZO	C		KFVD	
Kalispell, Mont.	KGEZ			KFWB	
Kansas City, Kans.	KCKN			KGJF	
Kansas City, Mo.	KCMO	B		KHJ	M
	KITE	M		KMTR	
	KMBC	C		KNX	C
	WDAF	N		KRKD	
	WHB	M	Louisville, Ky.	WAVE	N
Kearney, Nebr.	KGFV			WHAS	C
Keene, N. H.	WKNE	C		WINK	
Ketchikan, Alaska	KGBU	M		WINN	B
Kilgore, Texas	KOCA		Lowell, Ariz.	KSUN	
Kingsport, Tenn.	WKPT	N	Lowell, Mass.	WLLH	M
Kingston, N. Y.	WKNY	M	Lubbock, Texas	KFYO	M
Kinston, N. C.	WFTC	B	Lufkin, Texas	KRBA	
Klamath Falls, Ore.	KFJI	M	Lynchburg, Va.	WLVA	M
Knoxville, Tenn.	WBIR	M	Macon, Ga.	WBML	M
	WNOX	C		WMAZ	C
	WROL	B-N	Madison, Wisc.	WHA	
				WIBA	B-N
Kokomo, Ind.	WKMO		Manchester, N. H.	WFEA	N
Laconia, N. H.	WLNH	M		WMUR	B
LaCrosse, Wisc.	WKBH	N	Mandan, N. D.	KGCU	M
Lafayette, Ind.	WASK		Manhattan, Kans.	KSAC	
Lafayette, La.	KVOL		Manitowoc, Wisc.	WOMT	
LaGrange, Ga.	WLAG		Mankato, Minn.	KYSM	B-N
La Grande, Ore.	KLBM		Mansfield, Ohio	WMAN	
La Junta, Colo.	KOKO		Marion, Ohio	WMRN	
Lake Charles, La.	KPLC		Marquette, Mich.	WDMJ	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM			WJBW	
Marshalltown, Ia.	KFJB			WNOE	M
Marshfield, Ore.	KOOS	M		WSMB	N
Martinsville, Va.	WMVA			WWL	C
Marysville, Calif.	KMYC	M	Newport News, Va.	WGH	M
Mason City, Iowa	KGLO	C	New York	WABC	C
Mayaguez, P. R.	WPRA			WBNX	
McComb, Miss.	WSKB			WEAF	N
Medford, Ore.	KMED	B-N		WEVD	
Medford, Wisc.	WIGM			WHN	
Memphis, Tenn.	WHBQ			WINS	
	WMC	N		WJZ	B
	WMP5	B-M		WMCA	
	WREC	C		WNEW	
Merced, Calif.	KYOS	M		WNYC	
Meridian, Miss.	WCOC	C		WOV	
Miami, Fla.	WIOD	N		WOR	M
	WQAM	C		WQXR	
Miami Beach, Fla.	WKAT	B	Niagara Falls, N. Y.	WHLD	
Middletown, N. Y.	WALL		Norfolk, Nebr.	WJAG	
Midland, Texas	KRLH	M	Norfolk, Va.	WTAR	N
Miles City, Mont.	KRJF		Norman, Okla.	WNAD	
Milwaukee, Wisc.	WEMP	B	Northfield, Minn.	WCAL	
	WISN	C	North Platte, Neb.	KGNF	
	WTMJ	N	Oakland, Calif.	KLS	
Minneapolis, Minn.	WCCO	C		KLX	
	WDGY			KROW	
	WLB		Ocala, Fla.	WTMC	B
	WLOL	M	Ogden, Utah.	KLO	B-M
	WTCN	B	Ogdensburg, N. Y.	WSLB	
Minot, N. D.	KLPM	M	Oklahoma City, Okla.	KOCY	M
Missoula, Mont.	KGVO	C		KOMA	C
Mobile, Ala.	WALA	N		KTOK	B
	WMOB	M		WKY	N
Modesto, Calif.	KTRB		Okmulgee, Okla.	KHBG	
Monroe, La.	KMLB		Olean, N. Y.	WHDL	B
Monterey, Calif.	KDON	M	Olympia, Wash.	KGY	M
Montgomery, Ala.	WCOV	C	Omaha, Nebr.	KBON	
	WSFA	N		KOIL	C-M
Moorhead, Minn.	KVOX	M		KOWH	B
Morgantown, W. Va.	WAJR			WOW	N
Moultrie, Ga.	WMGA		Opelika, Ala.	WJHO	
Muncie, Ind.	WLBC		Orlando, Fla.	WDBO	C
Muscle Shoals City, Ala.	WMSD			WLOF	B
Muskegon, Mich.	WKBZ		Oshkosh, Wisc.	WOSH	B
Muskogee, Okla.	KBIX	B	Ottumwa, Iowa	KBIZ	
Nampa, Ida.	KFXD		Owensboro, Ky.	WOMI	
Nashville, Tenn.	WLAC	C	Paducah, Ky.	WPAD	
	WSIX	M	Palestine, Tex.	KNET	
	WSM	B-N	Pampa, Texas	KPDN	
Natchez, Miss.	WMIS		Panama City, Fla.	WDLP	
New Albany, Ind.	WGRC	M	Paris, Texas	KPLT	M
Newark, N. J.	WHBI		Parkersburg, W. Va.	WPAR	C
New Bedford, Mass.	WNBH	M	Pasadena, Calif.	KPAS	
New Berne, N. C.	WHIT			KPPC	
New Britain, Conn.	WNBC	B		KWKW	
Newburgh, N. Y.	WGNV		Paterson, N. J.	WPAT	
New Castle, Pa.	WKST	C	Pawtucket, R. I.	WFCI	M
New Haven, Conn.	WELI	M	Pecos, Texas	KIUN	
New Kensington, Pa.	WKPA		Pendleton, Ore.	KWRC	
New London, Conn.	WNLC	M	Pensacola, Fla.	WCOA	N
New Orleans, La.	WDSU	B	Peoria, Ill.	WMBD	C
			Petersburg, Va.	WPID	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Philadelphia, Pa.	KYW	N	Rice Lake, Wisc.	WJMC	
	WCAU	C	Richmond, Ind.	WKBV	
	WDAS		Richmond, Va.	WBBL	
	WFIL	B		WMBG	N
	WHAT			WRNL	B-M
	WIBG			WRVA	C
	WIP	M	Riverside, Calif.	KPRO	
	WPEN		Roanoke, Va.	WDBJ	C
	WTEL			WSLS	M
Phoenix, Ariz.	KOY	C	Roanoke Rapids, N. C.	WCBT	B
	KPHO		Rochester, Minn.	KROC	B-N
	KTAR	B-N	Rochester, N. Y.	WHAM	B
Pierre, S. D.	KGFX			WHEC	C
Pine Bluff, Ark.	KOTN	M		WSAY	M
Pittsfield, Mass.	WBRK	M	Rockford, Ill.	WROK	M
Pittsburg, Kans.	KOAM	B-N	Rock Island, Ill.	WHBF	M
Pittsburgh, Pa.	KDKA	N	Rock Springs, Wyo.	KVRS	
	KQV	B	Rocky Mount, N. C.	WEED	B
	WCAE	M	Rome, Ga.	WRGA	
	WJAS	C	Roseburg, Ore.	KRNR	M
	WWSW		Roswell, N. M.	KGFL	
Plattsburg, N. Y.	WMFF		Royal Oak, Mich.	WEXL	
Pocatello, Ida.	KSEI	B-N	Rutland, Vt.	WSYB	M
Ponca City, Okla.	WBBZ		Safford, Ariz.	KGLU	N
Ponce, Puerto Rico	WPAB		St. Albans, Vt.	WWSR	
	WPRP		St. Augustine, Fla.	WFOY	C
Pontiac, Mich.	WCAR		St. Cloud, Minn.	KFAM	B-N
Poplar Bluff, Mo.	KWOC		St. Joseph, Mo.	KFEQ	B
Port Arthur, Tex.	KPAC	M	St. Louis, Mo.	KMOX	C
Port Huron, Mich.	WHLS			KSD	N
Portland, Me.	WCSH	N		KWK	N
	WGAN	C		KXOK	B
Portland, Ore.	KALE	M		WEW	
	KBPS			WIL	
	KEX	B	St. Paul, Minn.	KSTP	N
	KGW	N		WMIN	
	KOIN	C	St. Petersburg, Fla.	WSUN	B
	KWJJ			WTSP	M
	KXL		Sacramento, Calif.	KFBK	B
Portsmouth, N. H.	WHEB			KROY	C
Portsmouth, Ohio	WPAY	M	Safford, Ariz.	KGLU	B-N
Poughkeepsie, N. Y.	WKIP	B	Saginaw, Mich.	WHAL	
Powell, Wyo.	KPOW			WSAM	
Poynette, Wis.	WIBU		Salem, Mass.	WESX	
Prescott, Ariz.	KYCA		Salem, Ore.	KSLM	
Presque Isle, Me.	WAGM		Salina, Kans.	KSAL	M
Price, Utah	KEUB	M	Salisbury, Md.	WBOC	
Providence, R. I.	WEAN	B-M	Salisbury, N. C.	WSTP	M
	WJAR	N	Salt Lake City, Utah.	KDYL	N
	WPRO	C		KSL	C
Provo, Utah	KOVO	M		KUTA	B
Pueblo, Colo.	KGHF	B	San Angelo, Tex.	KGKL	M
Pullman, Wash.	KWSC		San Antonio, Tex.	KABC	M
Quincy, Ill.	WTAD	C		KMAC	
Racine, Wisc.	WRJN			KONO	
Raleigh, N. C.	WPTF	N		KTSA	C
	WRAL	M		WOAI	N
Rapid City, S. D.	KOBH		San Bernardino, Calif.	KFXM	M
	WCAT		San Diego, Calif.	KFMB	
Reading, Pa.	WEEU	N		KFSD	B
	WRAW	N		KGB	M
Red Bank, N. J.	WBRB		San Francisco, Calif.	KFRC	M
Redding, Calif.	KVCV	M		KGO	B
Reno, Nev.	KOH	B		KJBS	
				KPO	N
				KSAN	
				KSFO	
				KYA	
			San Jose, Calif.	KQW	C
			San Juan, P. R.	WIAC	
				WKAQ	
				WNEL	
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
				KVSP	C
			Santa Fe, N. M.	KVSP	
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNBZ	B
			Sarasota, Fla.	WSPB	
			Sault Ste. Marie, Mich.	WSOO	
			Savannah, Ga.	WSAV	N
				WTOC	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Schenectady, N. Y.	WGYY	N	Tucumcari, N. M.	KTNM	
Scottsbluff, Nebr.	KGKY		Tulsa, Okla.	KOME	B-M
Scranton, Pa.	WARM	M		KTUL	C
	WGBI	C		KVOO	N
	WQAN		Tuscaloosa, Ala.	WJRD	
Seattle, Wash.	KEVR		Tuscola, Ill.	WDZ	
	KIRO	C	Twin Falls, Ida.	KTFI	B-N
	KJR	B	Tyler, Texas	KGKB	C
	KOL	M	Uniontown, Pa.	WMBS	
	KOMO	N	Urbana, Ill.	WILL	
	KRSC		Utica, N. Y.	WIBX	C
	KTW		Valdosta, Ga.	WGOV	
	KXA		Valley City, N. D.	KOVC	
Sedalia, Mo.	KDRO		Vancouver, Wash.	KVAN	
Selma, Ala.	WHBB	M	Vermilion, S. D.	KUSD	
Sharon, Pa.	WPIC		Vernon, Texas	KVWC	M
Shawnee, Okla.	KGFF	B	Vicksburg, Miss.	WQBC	
Sheboygan, Wisc.	WHBL	M	Victoria, Texas	KVIC	
Shenandoah, Ia.	KFNF		Vincennes, Ind.	WAOV	
	KMA	B-M	Virginia, Minn.	WHLB	N
Sheridan, Wyo.	KWYO		Visalia, Calif.	KTKC	B
Sherman, Texas	KRRV	M	Waco, Texas	WACO	M
Shreveport, La.	KRMD		Wallace, Ida.	KWAL	
	KTBS	N	Walla Walla, Wash.	KUJ	
	KWKH	C	Warren, Ohio	WRRN	
Siloam Springs, Ark.	KUOA		Washington, D. C.	WINX	
Sioux City, Ia.	KSCJ	B		WJSV	C
	KTRI	M		WMAL	B
Sioux Falls, S. D.	KELO	B-N		WOL	M
	KSOO	B-N		WRC	N
	WSBT	C		WWDC	
South Bend, Ind.	WORD	B	Washington, N. C.	WRRF	
Spartanburg, S. C.	WSPA	C	Washington, Pa.	WJPA	
	KICD		Waterbury, Conn.	WATR	M
Spokane, Wash.	KFIO			WBRY	C
	KFPY	C	Waterbury, Vt.	WDEV	
	KGA	B-M	Waterloo, Ia.	unassigned	
	KHQ	N	Watertown, N. Y.	WATN	
	WCBS	B		WVNY	
Springfield, Ill.	WTAX		Watertown, S. D.	KWAT	
	WMAS	C	Watsonville, Calif.	KHUB	
Springfield, Mass.	WSPR	M	Wausau, Wisc.	WSAU	M
	KG BX	B-N	Waycross, Ga.	WAYX	
Springfield, Mo.	KTT S		Welch, W. Va.	WBRW	
	KWTO		Wenatchee, Wash.	KPO	B
Springfield, Ohio	WIZE	B-N	Weslaco, Texas	KRGV	B-M-N
Stamford, Conn.	WSRR		West Palm Beach, Fla.	WJNO	C
Sterling, Colo.	KGEK		West Point, Ga.	WDAK	M
Steubenville, Ohio	WSTV	M	West Lafayette, Ind.	WBAA	
Stevens Pt., Wisc.	WLBL		Wheeling, W. Va.	WKWK	C
Stockton, Calif.	KGDM			WWVA	B
	KWG	B	White Plains, N. Y.	WFAS	
Suffolk, Va.	WLPM		Wichita, Kans.	KANS	B-N
Sumter, S. C.	WFIG			KFBI	M
Sunbury, Pa.	WKOK			KFH	C
Superior, Wisc.	WDSM	M	Wichita Falls, Tex.	KWFT	C
Sweetwater, Tex.	KXOK		Wilkes-Barre, Pa.	WBAX	M
Syracuse, N. Y.	WAGE	B-M		WBRE	B-N
	WFBL		Williamson, W. Va.	WBTH	
	WOLF		Williamsport, Pa.	WRAK	
	WSYR	N	Willmar, Minn.	KWLM	M
Tacoma, Wash.	KMO	M	Wilmington, Del.	WDEL	N
	KTBI			WILM	M
	KTPN			WILM	B
	KVI		Wilmington, N. C.	WMPD	
Tallahassee, Fla.	WTAL		Wilson, N. C.	WGTM	
Tampa, Fla.	WDAE	C	Winchester, Va.	WINC	B
	WFLA	N	Winona, Minn.	KWNO	M
	WKGA		Winston Salem, N. C.	WAIR	M
Temple, Texas	KTEM	M		WSJS	N
Terre Haute, Ind.	WBOW	B-N	Wisconsin Rapids, Wisc.	WFHR	M
Texarkana, Tex.	KCMC	M	Wolf Point, Mont.	KG CX	
Thomasville, Ga.	WPAX		Woodside, N. Y.	WWRL	
Toccoa, Ga.	WRLC		Worcester, Mass.	WMAW	
Toledo, Ohio	WSPD	N		WORC	C
	WTOL	B		WTAG	N
Topeka, Kans.	WIBW	C	Yakima, Wash.	KIT	M
Traverse City, Mich.	WTCM		Yankton, S. Dak.	WNAX	C
Trenton, N. J.	WTNJ		York, Pa.	WORK	B-M-N
	WTTM			unassigned	
Troy, N. Y.	WHAZ		Youngstown, Ohio	WFMJ	B
	WTRY	B		WKBN	C
Tucson, Ariz.	KTUC	C	Yuma, Arizona	KYUM	B-N
	KVOA	B-N	Zanesville, Ohio	WHIZ	B-N
			Zarephath, N. J.	WAWZ	

ALABAMA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 212

W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harry M. Ayers
AddressRadio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location.....Radio Building,
1330 Noble St.

Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....World Broadcasting
System

Personnel

OwnerHarry M. Ayers
Station Director.....Vernon Storey
Commercial Manager.....A. Lynne Brannen
Program Director-Artists' Bureau.....Harold
Russey

Production-Publicity Director.....Malcolm
Street

Chief Engineer.....Jerry Hunt

W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Leslie Doss
AddressHotel Gary
Phone Number497
Transmitter Location.....Bessemer, Ala.
Time on the Air.....6 a.m. to 11 p.m.
Transcription Service.....World Broadcasting
System

Personnel

OwnerJ. Leslie Doss
Manager.....J. "Ed" Reynolds

WSGN

has the largest GUARANTEED EFFECTIVE
COVERAGE AREA* in Alabama. For map and
figures consult the Headley-Reed Company,
Representatives, or write direct to WSGN,
Dixie-Carlton Hotel, Birmingham, Alabama.

*Approved NBC All-County Survey Method.

W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1170 Kc. Power: 5000 Watts
 Owned By: Alabama Polytechnic Institute, University of Alabama
 Operated By: Voice of Alabama, Inc.
 Address: Protective Life Bldg.
 Phone Number: 3-8116
 Transmitter Location: Sandusky, Ala.
 Time on the Air: 5 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Representative: Radio Sales

Personnel

Chairman of Board: Ed Norton
 President-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
 Agricultural Editor: Harwood Hull, Jr.
 Production Consultant: John Carlile
 Musical Director: Clo McAlpin
 Chief Engineer: N. S. Hurley

W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Birmingham Broadcasting Co., Inc.
 Address: Second Avenue at Eighteenth Street N.
 Phone Number: 3-9293
 Transmitter Location: 2400 Arkedelphia Rd.
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 News Service: INS
 Transcription Service: Standard Radio; Langworth Supplement
 Representative: Paul H. Raymer Co.

Personnel

President: K. G. Marshall
 General Manager: J. C. Bell
 Ass't Manager: John M. Connolly
 Sales Promotion Manager: J. B. Roberts, Jr.
 Musical Director: Herbert C. Grieb
 Chief Engineer: J. C. Bell

W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
 Owned By: R. B. Broyles Co.
 Operated By: Birmingham News Co.

Address: Dixie Carlton Hotel
 Phone Number: 4-3434
 Transmitter Location: Alabama State Fair Grounds
 Time on the Air: 5:45 a.m. to 12 midnight; Sundays, 6:30 a.m. to 12 midnight
 Newspaper Affiliation: Birmingham News; Birmingham Age-Herald
 News Service: AP
 Transcription Service: NBC Thesaurus, Langworth; Davis & Schwegler
 Representative: Headley-Reed Co.

Personnel

V.P. and Gen. Mgr.: Henry P. Johnston
 Sales Promotion Manager: Bob Venn
 Program Director: Bill Terry
 Musical Director: Bill Kilmer
 Traffic Manager: Josephine Marlow
 Chief Engineer: P. B. Cram

W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Tennessee Valley Broadcasting Co.
 Address: Mutual Savings Life Bldg.
 Phone Number: 802-3-4
 Transmitter Location: Mutual Savings Life Bldg.

**I WONDER
 WHAT
 RADIO DAILY
 WILL SAY
 ABOUT IT?**

Time on the Air.....17½ hours daily
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representatives.....Headley-Reed Co. and
 Associated Radio Sales

Personnel

President-General Manager.....M. K. Mickrey
 Sales Promotion Manager-Program
 Director.....Joe Gannon
 Production Manager.....Curtis Gover
 Musical Director.....Lewis Blizzard
 Chief Engineer.....Hudie Brown

W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Dothan Broadcasting
 Company
 Address.....204½ E. Main Street
 Phone Number.....1430
 Transmitter Location.....Headland Highway,
 Dothan
 Time on the Air.....7 a.m. to Local Sunset
 Newspaper Affiliation.....Dothan Eagle
 News Service.....Press Association
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

Station Manager.....Julian C. Smith
 Commercial Manager.....Fred Moseley
 Program Director-Chief
 Announcer.....Carl Snellgrove
 Publicity Director.....Lamar Trammell
 Chief Engineer.....John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Gadsden Broadcast-
 ing Co.
 Address.....108 Broad Street
 Phone Number.....88
 Transmitter Location.....108 Broad Street
 Time on the Air: 7:30 a.m. to 9:30 p.m.; Sun-
 days, 9 a.m. to 9 p.m.
 News Service.....Transradio
 Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson

W B H P

HUNTSVILLE—EST. 1937

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....W. H. Pollard
 Address.....318 W. Clinton St.
 Phone Number.....313
 Transmitter Location...1½ West of Huntsville

Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP

Personnel

President-Station Mgr.....W. H. Pollard
 Commercial Manager.....R. W. Albright
 Program Director-Chief
 Engineer.....John Garrison
 Chief Announcer.....James Reese

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 d.;
 500 n. (C.P. 5000 Watts)
 Owned By (corporate name)...W. O. Pape
 Operated By.....Pape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number.....Dexter 5893-4
 Transmitter Location..Cochrane Bridge Cause-
 way, Baldwin County
 Time on the Air.....6 a. m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

Owner.....W. O. Pape
 Station Manager.....H. K. Martin
 Program Director-Chief
 Announcer.....Jack Lewis
 Musical Director.....Agnes Piertle
 Chief Engineer.....George W. Williams

W M O B

MOBILE—EST. 1939

**MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....S. B. Quigley
 Business Address.....600 St. Louis St.,
 (Quigley Building)
 Phone Number.....Belmont 2581
 Studios Addresses.....600 St. Louis St.;
 Battle House Hotel
 Transmitter Location.....600 St. Louis St.
 Time on the Air...7 a.m. to 11:05 p.m., CST
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Forjoe & Company

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Program-Publicity Director..Ross Smitherman
 Chief Announcer.....Wallace Dunlap
 Artists Bureau-Traffic-
 Continuity.....Eleanor Boyd
 Musical Director.....Aline Willis
 Chief Engineer.....T. L. Greenwood

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capital Broadcasting Company, Inc.
 Business Address..... 2 Montgomery St.
 Phone Number.....5781
 Studio Address.....Exchange Hotel
 Transmitter Location.....Narrow Lane Road, Montgomery
 Time on the Air.....17 hours daily
 News Service.....INS
 Transcription Service.....C. P. Mac Gregor
 Representative.....Spot Sales, Inc.

Personnel

Manager.....G. W. Covington, Jr.
 Executive Secretary.....Evelyn B. Robinson
 Sales Manager.....R. B. Raney
 Sales Promotion Manager...John C. Hughes
 Program-Musical Director.....Bob Garrett
 Chief Announcer.....Larry Holme
 Chief Engineer.....H. R. Johnson

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n. (C.P. 50000 Watts)
 Owned-Operated By.....Montgomery Broadcasting Co.
 Address.....Davis Hotel
 Phone Number.....8361
 Transmitter Location.....Narrow Lane Road, (C.P. Hunter Loop Road)
 Time on the Air.....5:40 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Director.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Program-Musical Director...Caldwell Stewart
 Chief Announcer.....Robert Hope
 Chief Engineer.....Cliff Shelkotsky

WMSD

MUSCLE SHOALS CITY—EST. 1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Muscle Shoals Broadcasting Corporation
 Address.....Box 688, Sheffield, Ala.
 Phone Number.....181 Sheffield
 Transmitter Location.....Muscle Shoals, Ala.

Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Representative.....Sears & Ayer

Personnel

Station Manager.....James Connolly
 Artists' Bureau.....Bill Cudabac
 Musical Director.....Lois Harris
 Chief Announcer and Engineer..George Martin

WJHO

OPELIKA—EST. 1940

ALABAMA NETWORK

Frequency: 1400 Kc. Power 250 d.; 100 n.
 Owned-Operated By.....Opelika-Auburn Broadcasting Co.
 Address.....1400 Auburn Road
 Phone Number.....750-751
 Transmitter Location.....1400 Auburn Road
 Time on the Air.....117 hours weekly (Unlimited time)
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Associated Radio Sales

Personnel

General Manager.....J. H. Orr
 Assistant Manager.....Leon W. Crager
 Chief Engineer.....F. M. Hyatt

WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

ALABAMA NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By...Selma Broadcasting Company, Inc.
 Business Address.....Box 26
 Phone Number.....1233
 Studio Address.....209 Washington St., Selma, Ala.
 Transmitter Location.....Highway 80 (two miles from Selma)
 Time on the Air.....7:30 a.m. to 11 p.m. (unlimited)

Personnel

President.....B. H. Hopson
 Vice-President-Station Mgr....Julien Smith, Jr.
 Sales Promotion Manager.....Erin Reynolds
 Program Director-Chief
 Announcer.....Marshall Parsons, Jr.
 Chief Engineer.....William Klgoer

W J R D

TUSCALOOSA—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByJames R. Doss, Jr.
 Address.....First National Bank Bldg.
 Phone Number.....4464-65
 Transmitter Location.....Jug Factory &
 Greensboro Roads
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 7:30 a.m. to 10 p.m.
 News Service.....INS
 Transcription Service...World Broadcasting
 System
 Representative.....Headley-Reed Co.,

Personnel

Manager.....J. Ed. Reynolds
 Program-Musical Director Wilhelmina Quarles
 Production Manager-Chief
 Announcer.....Alfred Owen
 Chief Engineer.....Fred James

FOR VICTORY



BUY
 UNITED
 STATES
 SAVINGS
 BONDS
 AND STAMPS

WJRD
TUSCALOOSA

*A Sweet
 Combination
 in*
ALABAMA

WJLD
BESSEMER

245,095 Primary Area **ALABAMA** 459,930 Primary Area

A COMBINED PRIMARY OF 705,025 IN ALABAMA

YOUR "MUST" BUYS FOR ALABAMA SALES

JAMES R. DOSS, Jr.
 Owner, WJRD

J. ED. REYNOLDS
 Manager



James R. Doss, Jr.

J. LESLIE DOSS, Owner
 WJLD

DOSS BROADCASTING SERVICE

ARIZONA

For Latest U. S. Census, Population and Retail Trade Data
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K W J B

GLOBE—EST. 1938

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Bartley T. Sims,
d/b Sims Broadcasting Co.
Business Address: Globe
Phone Number: Globe 41
Studio Address: Hotel Globe
Transmitter Location: 1 Mile South on
County Road
Time on the Air: 8 a.m. to 10 p.m.
News Service: UP

Personnel

Owner-Manager: Bartley T. Sims
Commercial Manager: Frank Redfield
Sales Production Manager: Emma Henderson
Program Director-Chief
Announcer: Al Stein
Publicity Director: Emma Henderson
Musical Director: Elgin McCarty
Chief Engineer: Jordan Priester

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Central Arizona
Broadcasting Co.
Address: 811 Main St.
Phone Number: Jerome 88
Transmitter Location: 811 Main St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Prescott Evening
Courier
Transcription Service: Keystone;
C. P. MacGregor

Personnel

President: Della Tovrea Stuart
Manager: Howard Kuhn
Program Director-Chief
Announcer: Walter Wagoner
Women's-Publicity Director: Marian Kuhn
Chief Engineer: Wayne Fernyhough

K S U N

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Copper Electric Co.
Address: Lowell Station, Bisbee
Phone Number: Bisbee 9
Transmitter Location: Between Bisbee and
Douglas
Time on the Air: 7 a.m. to 11 p.m.
News Service: PA
Representative: John Blair & Co.

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: David C. Karbach

K O Y

PHOENIX—EST. 1919

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Salt River Broadcasting
Company
Address: 936 North Central Avenue
Phone Number: 4-4144
Transmitter Location: 12th St. & Camel-
back Rd.
Time on the Air: 6 a.m. to 12 midnight
News Service: Press Association; Transradio
Transcription Service: World Broadcasting
System
Representative: John Blair & Co.

Personnel

President: Burrige D. Butler
Station-Commercial Manager: John A. Reilly
Chief Announcer: Joe Dana
Program Director: Jack Williams
Production Manager: Dan Cubberly
Women's Program Director: Grace Mehren
Farm Editor: Ernest Douglas
Publicity Director: Les Mawhinney
Musical Director: Alfred Becker
Chief Engineer: Robert Thompson

K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: M. C. Reese
Business Address: First National
Bank Bldg.
Phone Number: 3-3197
Studio Address: 24th Ave. & Buckeye Rd.
Transmitter Location: 24th Ave. &
Buckeye Rd.
Time on the Air: Unlimited License
News Service: INS
Transcription Service: Associated
Music Publishers

Personnel

Executive Manager: M. C. Reese
Commercial Manager: Dell Crosby
Publicity Director: Sharon Stanford
Musical Director: M. C. Reese, Jr.
Chief Engineer: Howard Seitz

KTAR

PHOENIX—EST. 1922

BLUE NETWORK—NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By KTAR Broadcasting Company
 Business Address 711 Heard Building
 Phone Number 4-4161
 Studio Address Atp the Heard Building
 Transmitter Location 36th St. & East Thomas Road
 Time on the Air 6:30 a.m. to 12 midnight
 Newspaper Affiliation Arizona Republic and Phoenix Gazette
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus, Standard Radio Library and Langworth
 Representative Paul H. Raymer Co.

Personnel

President Sam Kahan
 General Manager Dick Lewis
 Commercial Manager J. R. Heath
 Sales Promotion Manager T. M. Pennington
 Program Director J. Howard Pyle
 Production Manager James Creasman
 Publicity Director Francis Connolly
 Chief Announcer A. C. Anderson
 Office Manager B. R. Fulbright
 Plant Superintendent Harold Haughawout
 Traffic Manager Frank Little
 Artists' Bureau Head Lucile Bomar
 Musical Director Paul Giroux
 Chief Engineer A. C. Anderson

KYCA

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Southwest Broadcasting Company
 Address East Gurley
 Phone Number 244
 Transmitter Location East Gurley
 Time on the Air Unlimited License
 Newspaper Affiliation Arizona Republic and Gazette (Phoenix)
 News Service AP; INS; UP; PA
 Transcription Service NBC Thesaurus
 Representative Paul Raymer Co.

Personnel

President Albert Stetson
 Commercial Manager Carey Allen
 Publicity Director Roberta Pfister
 Chief Announcer W. C. "Bill" Broadgate
 Artists' Bureau Marie Leger
 Musical Director Earl Friis
 Chief Engineer-Production Mgr. John R. Quinn

KGLU

SAFFORD—EST. 1938

BLUE NETWORK

ARIZONA BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Gila Broadcasting Company
 Address 6th Ave. & Relation St.
 Phone Number 15
 Transmitter Location 6th Ave. & Relation St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
 News Service INS: UP
 Transcription Service Standard Radio
 Representatives Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President Louis F. Long
 General Manager Paul Merrill
 Sales Promotion Manager Paul Plumlee
 Program Director August Brieske
 Publicity Director-Chief
 Announcer Lester McBride
 Musical Director Willard Shoecraft
 Chief Engineer Herbert Hartman

KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Tucson Broadcasting Co., Inc.
 Business Address P. O. Box 390
 Phone Number 5800-5801
 Studio Address Broadway at Tyndall
 Transmitter Location Broadway at Tyndall
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Transcription Service World Broadcasting System
 Representative John Blair & Co.

Personnel

President Ralph W. Bilby
 Station Manager John C. Merino
 Sales Manager Victor Gillard
 Program Director Ralph W. Langley
 Production Manager Tom Hotchkiss
 Musical Director Keith Loftfield

KVOA

TUCSON—EST. 1928

BLUE NETWORK—NBC

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By: Arizona Broadcasting Company, Inc.
 Business Address P. O. Box 2911

Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air.....5:55 a.m.-11 p.m.
 Newspaper Affiliation.....Arizona Republic
 News Service.....AP, INS, UP
 Transcription Service.....NBC Thesaurus, BMI
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams
 Commercial Manager.....S. H. Schaffer
 Program Director.....Andrew White
 Chief Engineer.....R. H. Holsclaw

K Y U M

YUMA—EST.1940

BLUE NETWORK-NBC

ARIZONA BROADCASTING CO.

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

Owned-Operated By..Yuma Broadcasting Co.
 Business Address.....Post Office Box 352
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location..19th Avenue and 1st St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 11 p.m.

News Service.....AP, INS, PA, UP
 Transcription Service.....NBC Thesaurus,
 Standard Library
 Representative.....Paul H. Raymer Co.

Personnel

President.....John H. Huber
 General Manager.....Harper M. Phillips
 Program Director.....Irene Belzer

ARKANSAS

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K L C N

BLYTHERVILLE—EST. 1923

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fred O. Grimwood
 Address.....218 W. Walnut St.
 Phone Number.....1000
 Transmitter Location.....Highway No. 18,
 Armorel, Ark.
 Time on the Air.....6 a.m. to local sunset
 News Service.....Transradio
 Transcription Service: Keystone Broadcasting
 System

Personnel

President.....Fred O. Grimwood
 Station Manager.....Cleo Garner
 Sales Promotion Manager.....Harold Sudbury
 Program-Musical Director.....L. T. Moore, Jr.
 Production Manager.....Braswell Van Tress
 Publicity Director.....Denton M. Neal
 Chief Announcer.....Tom Reeder
 Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Enterprises, Inc.
 Business Address: 312 Exchange Building
 (Post Office Box 610)
 Phone Number.....1314

Studio Address.....Country Club Colony
 Transmitter Location....Country Club Colony
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....INS
 Transcription Service..Standard Library Service
 Representative.....Joseph Hershey McGillvra

Personnel

President.....R. E. Meinert
 Station Manager.....F. E. Bolls
 Program Director.....H. T. MacDonough
 Chief Announcer.....Ewing Canaday

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwestern
 Hotel Co.
 Address.....Goldman Hotel
 Phone Number.....4106
 Transmitter Location.....Albert Pike &
 Kelley Highway
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio; Associated Music Pub-
 lishers

Personnel

President.....John A. England
 Station Manager.....Dorothy A. Gibson
 Commercial Manager.....Jimmie Barry

K F F A

HELENA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Helena Broadcasting Co.
 Address: 215 York St.
 Phone Number: Main 59
 Transmitter Location: 215 York St.
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 7:45 a.m. to 10 p.m.
 News Services: UP
 Transcription Service: NBC Thesaurus

Personnel

President-General Manager: Sam Anderson
 Program Director-Chief Announcer: Bob Lee
 Musical Director: Rosalind Mundt
 Chief Engineer: J. C. Warren

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency: 1090 Kc.
 Power: 10,000 d.; 5000 n.
 Owned-Operated By: Hot Springs Chamber
 of Commerce
 Address: 135 Benton Street
 Phone Number: 1160-1161
 Transmitter Location: Country Club, Malvern
 Road
 Time on the Air: 18 hours per day
 News Service: AP
 Transcription Service: Standard Radio
 Representative: John Blair & Co.

Personnel

Chairman, C. of C. Radio Board: C. L. Brenner
 Station Manager: Hub Jackson
 Chief Engineer: J. Clinton Norman

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Clyde E. Wilson & How-
 ard A. Shuman
 Address: 819½ Central
 Phone Number: 412
 Transmitter Location: 819½ Central
 Time on the Air: 6 a.m. to 12 midnight
 Transcription Service: NBC Thesaurus

Personnel

Co-Owners: C. E. Wilson, H. A. Shuman
 Chief Announcer: Ward Hatcher
 Commercial Manager: Frank Rough

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM
 ARKANSAS NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned By: Regional Broadcasting Co.
 Operated By: Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number: 597
 Transmitter Location: 2 miles east of Jonesboro
 Time on the Air: 6 a.m. to 10 p.m.
 News Service: AP, INS, Transradio, UP

Personnel

President-General Manager: J. P. Beard
 Program Director: Thomas Cox
 Production Manager: Veda Beard

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
 ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.
 Address: Radio Center, 114 E. Capitol
 Phone Number: 2-1841, LD 224
 Transmitter Location: Northeast of North Little
 Rock
 Time on the Air: 6 a.m. to 11 p.m.
 News Service: INS
 Transcription Service: Standard
 Representative: Edward Petry & Co.

Personnel

President: T. H. Barton
 V.P. and Gen. Mgr.: G. E. Zimmerman
 Commercial Manager: C. K. Beaver
 Program-Musical Director: Paul Godt
 Publicity Director: Julian Haas
 Chief Announcer: Joe Hogan
 Chief Engineer: Dan Winn

K G H I

LITTLE ROCK—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Arkansas Broadcasting
 Company
 Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number: 9166
 Transmitter Location: Gazette Building
 Time on the Air: 6 a.m. to 11 p.m., Mondays
 through Fridays; 6 a.m. to 1 a.m., Satur-
 days; 7 a.m. to 10 p.m., Sundays
 Newspaper Affiliation: Arkansas Gazette
 Transcription Service: Standard Radio

Personnel

President: A. L. Chilton
 Station-Commercial Manager: S. C. Vinsonhaler

Sales Promotion-Program Mgr... Dorothy Weise
Chief Announcer..... Sam Woodall
Chief Engineer..... K. F. Tracy

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
(C.P. 1010 Kc.; 10000 d.)

Owned-Operated By...Arkansas Broadcasting Company

Business Address.....P. O. Box 550
Phone Number.....LD 132

Studio Address(es)...Gazette Building, 3rd & Louisiana Streets

Transmitter Location.....Adjacent to North Little Rock, Arkansas

Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 11:30 p.m.

Newspaper Affiliation.....Arkansas Gazette
News Service.....UP

Transcription Service..NBC Thesaurus; World Transcription System

Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
General Manager.....S. C. Vinsonhaler
Sales Promotion Manager.....P. E. Denton
Program-Publicity Director.....Fred Schmutz
Production Manager.....R. E. Rivers
Musical Director.....Tommy Scott
Chief Engineer.....K. F. Tracy

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By... Universal Broadcasting Corporation

Address505½ Main St.
Phone Number721

Transmitter Location.....505½ Main St.
Time on the Air.....7 a.m. to 10 p.m.

News ServiceUP
Transcription Service.....C. P. MacGregor

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Elter
Program DirectorEmma McLeod
Chief Announcer.....John Thompson

K U O A

SILOAM SPRINGS—EST. 1923

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KAOA Incorporated

Business Address.....Siloam Springs
Phone Number77

Studio Addresses...Siloam Springs; Guisinger Building, Fayetteville

Transmitter Location.....Siloam Springs
Time on the Air.....6 a.m. to Local Sunset

News ServiceUP
Transcription Service... World Broadcasting System

RepresentativeThe Walker Company

Personnel

Chairman of Board.....John E. Brown
President.....Richard Hodges
Station Manager.....Storm Whaley
Sales ManagerCalen Gilbert
Program Director.....Elnora Gilbert
Production Manager-Chief AnnouncerRalph Kennedy
Fayetteville Studio Director.....Ross Gibson
Chief Announcer.....Cecil E. Smith

CALIFORNIA

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K E R N

BAKERSFIELD—EST. 1932

BLUE NETWORK—NBC

CALIFORNIA RADIO SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Broadcasting Co.

AddressElks Bldg.
Phone Number8-8431

Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation McClatchy Newspapers
News ServiceINS

Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Guy C. Hamilton
Station Manager.....Robert L. Stoddard
Commercial Manager.....Walt Lynn
Program-Publicity Director.....Jim Grebe
Office Manager.....Vyvian Rinker
Traffic Manager.....Lucille Farnsworth
Chief EngineerVerne Shatto

K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By: Pioneer Mercantile Co.
 Business Address: 20th & Eve Streets
 Phone Number: 8-8581
 Studio Address: 307½ East 21st St.
 Transmitter Location: 307½ East 21st St.
 Time on the Air: 18 hours daily
 News Service: UP
 Transcription Service: World Broadcasting System; NBC Thesaurus

Personnel

President: F. G. R. Schamblin
 Station Manager: L. A. Schamblin
 Program Director: C. C. Sturm
 Production Manager-Publicity Director: Harold Carlock
 Musical Director: Roy Bailey
 Women's Program Director: Marian De Ceu
 Chief Engineer: L. P. Jarvis

K R E

BERKELEY—EST. 1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Central California Broadcasters, Inc.
 Address: 601 Ashby Avenue
 Phone Number: Ashberry 7715
 Transmitter Location: 601 Ashby Avenue
 Time on the Air: Unlimited
 News Service: INS
 Transcription Service: Standard Radio

Personnel

President-Station Manager: Arthur Westlund
 Sales Promotion-Program Manager: Don Hambly
 Chief Announcer: Robert Hambly
 Musical Director: Harrold S. Hawley

K M P C

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Operated By: KMPC, The Station of the Stars, Inc.
 Address: 9631 Wilshire Boulevard
 Phone Numbers: BRadshaw 2-4411; CRestview 6-6211
 Transmitter Location: 1418 E. 81st St., Los Angeles, Calif.
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated; Langworth
 Representative: Paul H. Raymer Co.

Personnel

President: G. A. Richards
 Vice-President: Leo Fitzpatrick
 Vice-President: John Patt
 V.-P., General Manager: Robert O. Reynolds
 Sales Promotion Manager: Bill Anderson
 Program Director: Alan Cameron
 Production Manager: Lou Huston
 Traffic Manager: Joseph Towner
 Chief Announcer: Owen Babbe
 Musical Director: Rex Carey
 Chief Engineer: Lloyd Sigmon

K H S L

CHICO—EST. 1935

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Golden Empire Broadcasting Co., Inc.
 Address: 4th & Broadway Sts.
 Phone Number: Chico 237-8
 Transmitter Location: Hooker & Madrone Aves.
 Time on the Air: 7 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight
 News Service: Don Lee Press Bureau

KMPC

★ *The Station of the Stars* ★
 Beverly Hills—Los Angeles

One of the Nation's
 Most Powerful
INDEPENDENT
 Stations

10,000

Watts Power

National Representative

Paul H. Raymer Co.

Transcription Service.....Standard Radio
National Sales Office.....580 Market St.,
San Francisco
Representative.....W. S. Grant

Personnel

PresidentHugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....Karl Jezler
Sales Promotion Manager.....Donald Victor
Program Director.....Oscar B. Sundberg
Publicity Director.....Raymond Goodloe
Chief Announcer.....Donald Nelson
Musical Director.....Jo Ann Evans
Chief Engineer.....Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Valradio, Inc.
Address793 Main St.
Phone Number1103
Transmitter LocationEl Centro
Time on the Air.....7 a.m. to 11 p.m.
Transcription ServiceStandard Radio

Personnel

Station ManagerKen Thornton

K I E M

EUREKA—EST. 1935

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated ByRedwood Broadcast-
ing Co., Inc.
Business AddressBox 43
Phone Number93
Studio Address.....Vance Hotel Eureka Inn
Transmitter Location.....McFarland Tract
Time on the Air.....7 a.m. to 11 p.m.
News ServiceINS; UP
Transcription Service.....World Broadcasting
System; C. P. MacGregor; Langworth
Representative.....John Blair & Co.

Personnel

Station Manager.....William B. Smullin
Sales Promotion Manager...Charles Pendleton
Program Manager.....Paul Corbin
Musical Director.....James Fasullo
Religious Director..Rev. Charles H. Hudson
Office Manager.....George E. Thompson
Traffic ManagerBetty Matthias
Education Director.....Earl Roberts
Engineers..Alvar Olson & William R. Rambo

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By...KARM, The George
Harm Station
Address1333 Van Ness Ave.
Phone Number4-2966
Transmitter Location...Van Ness & Allu-
vial Avenues
Time on the Air.....6 a. m. to 12 midnight
News ServiceINS
Transcription ServiceStandard Radio
RepresentativeFree & Peters, Inc.

Personnel

Vice-President-General
ManagerClyde F. Coombs
Commercial-Sales Promotion
ManagerDon C. Robbins
Program Director.....Jaime del Valle
Publicity Director-Chief
AnnouncerDean Metcalf
Musical Director.....E. Ducklow
Chief Engineer.....John Scales

K F R E

FRESNO—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....T. W. Patterson Bldg.
Phone Number.....4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air.....6 a.m. to 2 a.m.
News ServiceUP
Transcription Service.....Associated Music
Publishers
Representative.....John Blair & Co.

Personnel

OwnerJ. E. Rodman
Station Manager.....Paul R. Bartlett
Business Manager.....Robert L. Stoddard
Publicity Director.....Martha Tyler Cram
Chief Engineer.....Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.
CALIFORNIA RADIO SYSTEM

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting
Co.
AddressVan Ness & Calaveras
Phone Number.....3-6277
Transmitter Location.....Ventura & Fowler
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 8 a. m. to 12 midnight

Newspaper Affiliation.....The Fresno Bee
(McClatchy Newspapers)
News Service.....UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Humboldt Greig
Representative.....Paul H. Raymer Co.

Personnel

President.....Guy Hamilton
Station Manager.....Keith Collins
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Commercial Manager.....Howard Lane
Office Manager.....Margaret Vogelsang
Special Events Director.....Hal Brown
Musical Director.....Coyle Chambers
Chief Engineer.....Irving Dickinson

•
K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting
System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air: Local sunrise to local sunset
News Service.....UP

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters
Program Director-Chief Announcer.....Lee
MacArthur
Chief Engineer.....John Tutt

•
K F O X

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Nichols & Warinner, Inc.
Operated By.....Hal G. Nichols
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location.....220 E. Arnhem Street
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio,
Langworth Transcription Service; C. P. Mac-
Gregor

Personnel

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

•
K G E R

LONG BEACH—EST. 1925

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcast-
ing Corp.

Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So.
Olive, Los Angeles
Transmitter Location.....San Francisco St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....Transradio
Transcription Service: World Broadcasting Sys-
tem, Standard Radio, Lang-Worth

Personnel

President-Gen'l Manager...C. Merwyn Dobyms
Commercial Manager.....John A. Dobyms
Business Manager.....Tom Hunter
Sales Manager.....Don Alderman
Program Director.....Helene Smith
Manager, Los Angeles Studios.....Lee Wynne
Production Manager.....Iola Josephson
Chief Engineer.....Jay Tapp

•
K E C A

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Operated By.....Same
Address.....141 North Vermont Avenue
Phone Number.....FAirtax 2121
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service: Standard Radio, C. P.
MacGregor, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

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

•
K F A C

LOS ANGELES—EST. 1932

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcast-
ing Company, Incorporated
Address.....645 South Mariposa
Phone Number.....Fitzroy 1231
Transmitter Location.....8581 West 18th
Time on the Air.....168 hours a week
News Service.....City News Service, UP

Personnel

President..... E. L. Cord
 General Manager..... Calvin J. Smith
 Program Director..... Van des Autels
 Publicity Director..... Edith Reback
 Musical Director..... Don Otis
 Chief Engineer..... H. W. Anderson

K F I

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location..... Buena Park, Calif.
 Time on the Air.....5:58 a.m. to 12 midnight
 News Service.....UP
 Transcription Service: Standard Radio, C. P.
 MacGregor, Lang-Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

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

K F S G

LOS ANGELES—EST. 1923

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
 Owned-Operated By: Echo Park Evangelistic
 Ass'n
 Address.....1100 Glendale Blvd.
 Phone Number.....Exposition 1141
 Transmitter Location.....1100 Glendale Blvd.
 Time on the air: 7:45 p.m. to 12 midnight (ex-
 cept Fridays); Sundays, 10:30 a.m. to 12:30
 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12
 midnight

Personnel

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

something **NEW** has been
CULTIVATED
 in the **3rd** major market

It's the biggest county in the United States as far as agricultural wealth goes, yet no station in Southern California ever put forth any particular effort to serve these 15,000 Los Angeles County farmers.

But that's all been changed since **KFI** rolled up its Clear Channel sleeves and went to work really putting out the kind of farm programs the growers wanted. From what we hear, we've done real well, and not only do our nearby neighbors dial daily for these informative broadcasts, but more than a few of the 100,000 other growers in the eleven western states make **KFI** a daily dialing habit.

Yes, we've cultivated an important field in the Nation's 3rd Major Market and we're **K**-eping **F**-armers **I**-nformed every day with *Western Agriculture*, *National Farm and Home Hour*, *Noon Farm Reporter*, *Nightly Frost Warn-ings*, plus all the other weekly farm features.

So now, in addition to being the station "most people listen to most" in Los Angeles city, **KFI**, all 50,000 watts of it, is also the voice of the farm in these parts as well.

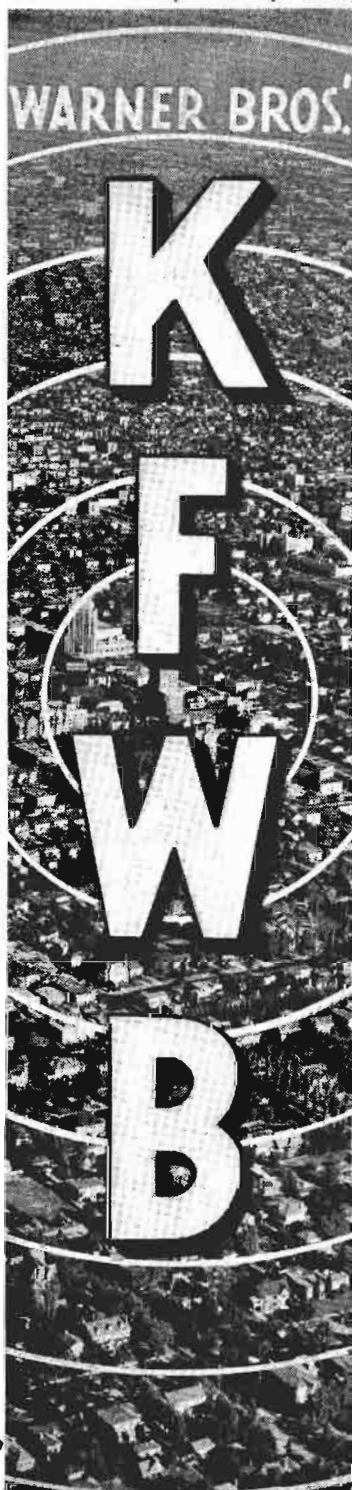
*the west coast's only
 clear channel station*

K F I

owned and operated by
 EARLE C. ANTHONY, INC.
 LOS ANGELES

Memo to Radio Daily:

"Facts can stand repetition so please duplicate our ad of last year in this year's Annual." H. M.



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** KFWB's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ **BECAUSE** KFWB 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** KFWB'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** KFWB's position on the dial places it right in the center of the greatest activity.

. . .

WARNER BROS.

KFWB

LOS ANGELES, CALIF.

Harry Maizlish, Gen. Mgr.

**5833 Fernwood Avenue
HOLLYWOOD, CALIF.**

National Sales Representative:

WILLIAM G. RAMBEAU COMPANY

K F V D

LOS ANGELES

Frequency: 1020 Kc. Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address: 338 South Western Avenue
 Phone Number: Drexel 2391
 Transmitter Location: 9300 Cattaraugus St.
 Time on the air: 6 a.m. to local sundown;
 10 p.m. to 6 a.m.
 News Service: UP
 Transcription Service: Lang-Worth

Personnel

President-Station Manager: Franke Burke
 Commercial Manager: F. J. Smalley, Jr.
 Program Dir.-Chief Announcer: Howard Gray
 Publicity Director: Toni Reeder
 Chief Engineer: John A. Smithson

K F W B

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address: 5833 Fernwood Ave.
 Phone Number: Hempstead 5151
 Transmitter Location: Baldwin Hills, Culver City
 Time on the Air: 130 hours weekly
 News Service: INS
 Transcription Service: Associated Music Pub-
 lishers
 Representative: William G. Rambeau Co.

Personnel

President: L. J. Halper
 General Manager: Harry Maizlish
 Commercial Manager: Jack O. Gross
 Chief Announcer: Harry Hall
 Production Manager: Manning Ostroff
 Musical Director: Leon Leonardi
 Chief Engineer: Harry Myers

K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Ben S. McGlashan
 Address: 1417 S. Figueroa St.
 Phone Number: Prospect 2434
 Transmitter Location: 1828 Oak St.
 Time on the Air: Unlimited license
 News Service: INS
 Transcription Service: Associated Music
 Publishers; Standard Radio
 Representative: Cox & Tanz

Personnel

Manager: Ben S. McGlashan
 Assistant Manager: H. Duke Hancock

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Business Address: 5515 Melrose Ave.
 Phone Number: HOLLYWOOD 8111
 Transmitter Location: Venice Blvd. & La
 Cienega
 Time on the air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 12 midnight
 News Service: AP, INS
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.

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

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: KMTR Radio Corp.
 Address: 1000 Cahuenga Blvd.
 Phone Number: Hillside 1161
 Transmitter Location: 1000 Cahuenga Blvd.
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: Radio News Reel
 Transcription Service: Lang-Worth; Standard
 Radio; BMI
 Representative: Burn-Smith Co.

Personnel

General Manager: Kenneth O. Tinkham
 Musical Director: Salvatore Santaella

K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By: Columbia Broadcasting
 System, Inc.
 Address: 6121 Sunset Blvd.
 Phone Number: HOLLYWOOD 1212
 Transmitter Location: Columbia Park, Tor-
 rance, Calif.
 Time on the Air: 4:45 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.
 News Service: AP; INS; UP

Transcription Service.....Associated Library Service
 Representative.....Radio Sales

Personnel

General Manager...Donald W. Thornburgh
 Pacific Coast Sales Manager...Arthur J. Kemp
 Sales Manager (KNX).....Harry W. Witt
 Director of Network Sales...William E. Forbes
 Assistant Manager, North California
 Office.....Charles S. Morin
 Sales Promotion Manager...George L. Moskovics
 Merchandising & Sales Service
 Manager.....E. W. Buckalew
 Radio Sales Representative...Roger K. Huston
 CBS Western Program Director Charles Vanda
 Pacific Coast Program Director Russ Johnston
 Commercial Program Manager...Hal M. Hudson
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Fox Case
 Publicity Director.....Hollister Noble
 Traffic Manager.....Allan N. Cormack
 Auditor.....Charles D. Ryder, Jr.
 Assistant Program Director.....Ben Paley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Continuity Chief.....Paul Pierce
 Production Manager.....Edith Todesca
 Sound Effects Chief.....Alfred Span
 Traffic Manager.....Allan N. Cormack
 Managing News Editor.....Clinton Jones
 Director of Education...Frances Farmer Wilder

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc....Power: 2500 d.; 500 n.
 Owned-Operated By.....Radio Broadcasters, Incorporated
 Operated By.....Frank P. Doherty
 Business Address.....519 Title Insurance Bldg.,
 433 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Addresses.....312 Spring Arcade Bldg.;
 541 So. Spring St.
 Transmitter Location...1100 Glendale Blvd.
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

President.....Frank P. Doherty
 General Manager.....John A. Driscoll
 Studio Manager & Program Director
 Howard R. Bell
 Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City
 Broadcasters, Inc.
 Address.....State Theatre Building
 Phone Numbers.....2080; 2081

Transmitter Location...Riverside Ave. 2 miles
 south of Marysville
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation...Marysville Appeal-
 Democrat

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

Personnel

President.....Horace Thomas
 Station Manager.....Harry E. Browne
 Commercial Manager.....Paul McConnell
 Sales Promotion Manager.....Earl Wright
 Program Director.....William Carberry
 Chief Engineer.....John G. Gould

K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1080 Kc. (C.P. 1490 Kc. full-time)
 Power: 250 Watts
 Owned-Operated By...Merced Broadcasting
 Company
 Business Address.....P. O. Box 662
 Phone Numbers.....1430; 1431
 Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air...Local Sunrise to Local Sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 National Sales Office.....580 Market St.,
 San Francisco
 Representative.....W. S. Grant

Personnel

General Director.....Hugh McClung
 Station Manager.....David S. Ballou
 Commercial Manager.....Gordon Heater
 Sales Promotion Manager...John Wittenmeier
 Program Director.....Mel Marshall
 Chief Announcer.....Erwin Dold
 Publicity Director.....Viola Gary
 Chief Engineer.....William Musladin

K T R B

MODESTO—EST. 1934

Frequency: 860 Kc....Power 250 (C.P. 1000)
 Owned-Operated by...KTRB Broadcasting Co.
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio Addresses...McHenry & Sylvan Aves.;
 Norwegian Ave. 1/2 mile east of McHenry
 Transmitter Location...Norwegian Ave.
 News Service.....UP
 Transcription Service.....BMI; Lang-Worth;
 Sons of the Pioneers

Personnel

President-Station Manager...Wm. H. Bates, Jr.
 Commercial Manager.....Doug McCreary
 Program Director.....Cecil Lynch
 Publicity Director-Chief
 Announcer.....Warren Cato
 Chief Engineer.....Wayne Berthold

K D O N

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Monterey Peninsula
 Broadcasting Co.
 Business Address 275 Pearl St.
 Phone Number: Monterey 8501
 Studio Addresses ... 275 Pearl St.; 137 Mon-
 terey St., Salinas; Casa del Rey Hotel;
 Santa Cruz
 Transmitter Location Municipal Wharf
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation ... Monterey Peninsula
 Herald; Salinas Newspapers, Inc.
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Paul H. Caswell
 Station Manager Howard V. Walters
 Sales Promotion Manager ... Billee Wheelock
 Program Director Jack Eliassen
 Chief Engineer Omer Wright

K L S

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By S. W. & E. N. Warner
 Operated by Warner Brothers
 Address 327-21st Street
 Phone Number Higate 1212
 Transmitter Location 327-21st Street
 Time on the Air 24 hours daily
 News Service INS

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

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By ... Tribune Building Co.
 Address ... Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number Templebar 6000
 Transmitter Location Oakland
 Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
 days, 12 noon to 11 p.m.
 Newspaper Affiliation Oakland Tribune
 Transcription Service World Broadcasting
 System

Personnel

Manager Preston D. Allen
 Musical Director M. Jay Goodman

K R O W

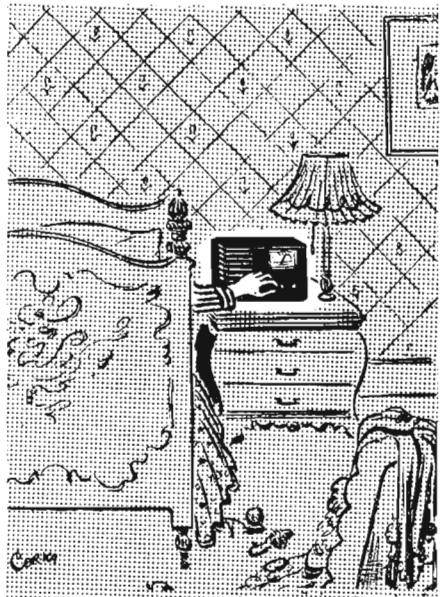
OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 (C.P. 5000 Watts)

Owned-Operated By ... Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number Glencourt 6774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 12½ hours weekly
 News Service INS
 Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager Carl Nissen
 Sales Promotion Manager Ad Fried
 Program Director Keith Kerby



"Now, let's get the 11 o'clock news on KROW"

KROW

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland
 National Representatives: FREE & PETERS, INC.

Production Manager.....Scott Weakley
 Publicity Director.....Mercedes Prosser
 Musical Director.....Edward House
 Chief Engineer.....C. E. Downey

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc.....Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address...1401 South Oak Knoll Rd.
 Phone Number...RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood
 Transmitter Location: Lexington Gallatin Rd.,
 El Monte, Calif.
 Time on the Air.....18 hours daily
 News Service.....INS
 Transcription Service: C. P. MacGregor; Lang-
 Worth

Personnel

President.....J. Frank Burke
 Station Manager.....Loyal K. King
 Commercial-Sales Promotion
 Manager.....John L. Akerman
 Program Director.....C. H. Leinhaas
 Publicity Director.....Fern Cardon
 Chief Announcer.....Gordon Burke
 Musical Director.....J. Newton Yates
 Chief Engineer.....John A. Smithson

K P P C

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian
 Church

**RADIO
 EXECUTIVES
 READ
 RADIO
 DAILY
 REGULARLY**

Address.....585 East Colorado St.
 Phone Number.....Sycamore 3-2193
 Transmitter Location...585 East Colorado St.
 Time on the air: Sundays, 9 a.m. to 1 p.m. and
 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to
 9:30 p.m.

Transcription Service.....Standard Radio

Personnel

Chairman, Bd. of Trustees.....S. B. Marston
 Station Manager.....C. Franklin Ward
 Chief Announcer.....Vincent Parsons
 Program-Musical Director.....Leon Hall
 Chief Engineer.....N. V. Parsons
 (Non-Commercial Station)

K W K W *

PASADENA—EST. 1941

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern California
 Broadcasting Co.
 Address.....1010 East Green St.
 Time on the Air.....Daytime license

Personnel

President-Treasurer.....Marshal S. Neal
 Vice-President.....Lee A. Ragan
 Secretary.....H. H. Cooper
 *Station had construction permit at time
 of going to press and no other information was
 available.

K V C V

REDDING—EST. 1936

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.

Business Address.....P. O. Box 559
 Phone Number.....1646, 1647
 Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Will Grant
 National Sales Office: 580 Market St., San
 Francisco

Personnel

President.....Hugh McClung
 Station Manager.....Ralph R. Bryan
 Commercial Manager.....Karl Krueger
 Sales Promotion Manager.....A. J. Krisik
 Program Director.....Bud Martin
 Production Manager.....
 Musical Director.....Frank Johnstone
 Auditor.....Thelma Bryan
 Chief Announcer-Chief Engineer...Pat O'Brien

K P R O

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America

Business Address: 3401 Russell St., American National Bank Bldg., San Bernardino
Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., American National Bank Bldg., San Bernardino

Transmitter Location: 3401 Russell St.
Time on the Air: 6 a.m. to 1 a.m.
News Service: INS, Transradio
Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

Personnel

President-General Manager: W. L. Gleeson
Commercial Manager: H. A. Polite
Program Director: Barton Bachmann
Production Manager: Bill Holmes
Publicity Director: Grant Holcomb
Office Manager: Jayne Stout
Chief Engineer: Norman Dewes

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK—CALIFORNIA
RADIO SYSTEM

Frequency: 1530 Kc. Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.

Business Address: 708 Eye St.
Phone Number: 2-5011

Transmitter Location: Yola County
Time on the Air: 5:30 a.m. to 12 midnight

Newspaper Affiliation: Sacramento Bee
News Service: UP

Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel

Vice-President: G. C. Hamilton
Station & Business Manager: Howard Lane
Sales Promotion Manager: R. L. McDowell
Program Director: George Breece
Production Manager: Lawrence Robertson
Sales Manager: Leo Ricketts
Musical Director: George Breece
Chief Engineer: Norman D. Webster

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Royal Miller

THE RICHEST PEOPLE
IN THE WORLD
Live in the Valley
of Paradise

K P R O

1000 watts

Unlimited time

RIVERSIDE, CAL.



The richest people in the world is right—over one-half million of them. The per capita wealth is \$1928.00, which is a record in itself. Here in the Valley of Paradise are real people living in an "EDEN PARADISE" with real money and the zestful desire to get the most out of living in a climate that is beyond comparison. In addition, manufacturing, military population, and an average tourist population of 177,000 daily within the primary service area of KPRO, the only regional station serving the "Valley of Paradise", in Southern California. Transmitter and offices, Riverside, California.

HOWARD H. WILSON COMPANY—
REPRESENTATIVES

Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location....65th St. at 14th Ave.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Edward S. Townsend Co.

Personnel

President-Owner.....Royal Miller
 Station Manager.....Will Thompson, Jr.
 Sales Manager.....D. E. Lundy
 Sales Promotion Manager.....Rex Bowen
 Program Director.....Garland Schuler
 Production Manager.....Roger Hunt
 Auditor.....Bert T. Nevielle
 Woman's Program Director...Martha Morton
 Musical Director.....Evangeline Baker
 Chief Engineer.....Milton Cooper

K F X M

SAN BERNARDINO—EST. 1929
 MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the air: 5 a.m. to 12 midnight except
 Wednesday and Sunday; Wednesdays, 5
 a.m. to 7 p.m. and 9:30 p.m. to 12 midnight;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 12 midnight

News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

Partners.....J. C. & E. W. Lee
 Station Manager.....George A. Burns
 Commercial Manager.....Maury A. Vroman
 Program Director.....Lowell Smith
 Production-Publicity Director.. Bill Thompson
 Chief Announcer.....Paul Lynde

K F M B

SAN DIEGO—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Worcester Broad-
 casting Corp.

Address.....Pacific Square
 Phone Number.....Main 2114
 Transmitter Location.....Spreckles Bldg.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Transradio
 Representative.....Homer Owen Griffith

Personnel

President-Station Manager,
 Warren B. Worcester

Commercial-Sales Promotion
 Manager.....Ed Cunniff
 Program Director.....Joe S. Walters
 Traffic Manager.....Claire Louise Miller
 Auditor.....Walter Kretchmer
 Continuity Director.....Iris Baldrige
 Copy Editor.....Lorraine Packard
 Chief Engineer-Publicity Director,
 Leslie G. Hewitt

K F S D

SAN DIEGO—EST. 1926
 BLUE NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airfan Radio
 Corporation, Ltd.

Address.....U. S. Grant Hotel,
 326 Broadway
 Phone Number.....Franklin 6353
 Transmitter Location.....326 Broadway
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager..Thomas E. Sharp
 Commercial-Sales Promotion
 Manager.....John Babcock
 Program Director.....Leah McMahon

K G B

SAN DIEGO—EST. 1931
 MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 (C.P. 5000)

Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1012 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....1012 First Ave.
 Time on the air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....AP, INS
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....S. W. Fuller
 Commercial-Sales Promotion
 Manager.....William A. Evans
 Production Mgr. Publicity Dir.....David Titus
 Program Director.....James Dillon
 Chief Announcer.....Jack Bailey
 Office Manager.....Louise Kaufman
 Musical Director.....George Bacon
 Chief Engineer.....Verne Milton

K F R C

SAN FRANCISCO—EST. 1924
MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1000 Van Ness Avenue
 Phone Number.....Prospect 0100
 Transmitter Location.....1000 Van Ness Ave.
 Time on the air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

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.....Boyd Rippey
 Chief Announcer.....Bob Bence
 Sales-Traffic Manager.....Enes Canata
 Publicity Director.....Pat Kelly
 Musical Director.....Cy Trobbe
 Chief Engineer.....Jim McArdle

K G O

SAN FRANCISCO—EST. 1924
BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Oakland
 Time on the Air: 6 a.m. to midnight; Sunday,
 7:30 a.m. to midnight
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler

Personnel

Station Manager.....William B. Ryan
 Sales Manager.....Walter Davidson
 Sales Promotion Manager.....J. G. Paltridge
 Program Director.....Robert Dwan
 Auditor.....Joan Peterson
 Continuity Director.....Harry Mayhorn
 Production Manager.....Forrest Barnes
 Chief Announcer.....Berton Bennett
 Sales Traffic Manager.....Lola Camaches
 Program Traffic Manager.....Eleanor Higby
 Station Engineer.....T. B. Palmer

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....Julius Brunton & Sons Co.

Operated By.....Ralph B. Brunton
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....4170 Pine Street
 Time on the Air: Sunday through Friday,
 10 p.m. until local sunset; Saturday, 11:30
 p.m. until local sunset
 News Service.....INS; UP
 Transcription Service.....Standard; Lang-Worth-
 C. P. McGregor
 Representative...William G. Rambeau Co.

Personnel

General Manager.....Ralph B. Brunton
 Manager.....E. P. Franklin
 Program Director.....H. H. Wickersham
 Musical Director.....Ross Snyder

K P O

SAN FRANCISCO—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Broadcasting
 Company
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air: 6 a.m. to midnight; Sunday,
 7 a.m. to midnight
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler
 Representative...William E. Shea (National
 Broadcasting Co.)

Personnel

Station Manager.....A. E. Nelson
 Sales Manager.....Alfred Crapsey
 Program Director.....Robert Seal
 Director of News and Special events
 Don F. Martin
 Director of Public Service.....Leonard Gross
 Auditor.....A. G. Diederichs
 Publicity Director.....Kay Barr
 Continuity Director.....Byron Mills
 Traffic Manager.....Robert Sandstrom
 Chief Announcer.....Floyd Farr
 Sales Traffic Manager.....Fay Pattee Smith
 Program Traffic Manager.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925
CALIFORNIA RADIO SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1355 Market St.

POPULARITY—RESULTS—SERVICE

KYA

SAN
FRANCISCO

*Ask
Anyone*

5000 Watts Day
1000 Watts Night
1260 KC.

or in

NEW YORK • CHICAGO • SAN FRANCISCO
SPOT SALES, INCORPORATED

SAN FRANCISCO

KYA Manager, *Harold H. Meyer* • Hearst Building

Time on the Air.....21 hours daily
 News Service.....INS; UP
 Representative.....Radio Advertising Corp.

Personnel

President.....S. H. Patterson
 Station Manager.....Lou Keplinger
 Program Director.....Vic Paulsen
 Publicity Director.....Les Mallory
 Chief Engineer.....Mel Williams

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By...The Associated Broad-
 casters, Inc.
 Address.....140 Jessie Street,
 Palace Hotel Bldg.
 Phone Number.....Garfield 4700
 Transmitter Location.....Islais Creek
 Time on the Air.....Unlimited License
 News Service.....AP; INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Company

Personnel

President.....W. I. Dunn
 General Manager.....Lincoln Dellar
 Commercial Manager.....Haan J. Tyler
 Program Director.....R. W. Dumm
 Sales Promotion Manager..Isabel Goldthwaite
 Publicity Director.....Austin Fenger
 Musical Director.....Dick Aurandt
 Chief Engineer.....R. V. Howard

K Y A

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

Frequency: 1260 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Hearst Radio, Inc.
 Address...Hearst Bldg., 3rd & Market Sts.
 Phone Number.....DOuglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sunday, 7:30 a.m. to 12 midnight
 Newspaper Affiliation.....San Francisco
 Examiner
 News Service.....INS
 Transcription Service..Associated Music Pub-
 lishers; Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....C. B. McCabe
 General Manager.....Harold Meyer
 Sales Promotion Manager..J. Clarence Myers
 Program Director.....Dean Stewart
 Chief Announcer.....Hal McIntyre
 Musical Director.....George Nylicek
 Chief Engineer.....Paul C. Schulz

K Q W

SAN JOSE—EST. 1912

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pacific Agricultural
 Foundation, Limited
 Business Address.....San Jose; Palace Hotel
 San Francisco
 Phone Numbers.....Ballard 2616 (San Jose),
 YU 1700 (San Francisco)
 Studio Addresses...87 E. San Antonio St.,
 San Jose; Palace Hotel, San Francisco
 Transmitter Location....Alviso, California
 Time on the Air....6:15 a.m. to 12 midnight
 News Service.....INS; UP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Sales Promotion Manager.....Charles Reed
 Production Manager.....Lee Wood

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Christina M. Jacobson
 Operated By...The Valley Electric Company
 Business Address.....851 Higuera Street
 Phone Number....San Luis Obispo 1100-1101
 Studio Address.....Mt. View & Hill Streets
 Transmitter Location....Roosevelt Highway—
 1½ miles north of San Luis Obispo
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

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

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1480 Kc.....Power: 250 Watts
 Owned-Operated By.....The Voice of the
 Orange Empire, Inc., Ltd.
 Business Address.....307 North Broadway
 Phone Number.....4901-R
 Studio Address.....2825 West 5th St.
 Transmitter Location....2825 West 5th St.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Transcription Service..... C. P. MacGregor
 Representative..... John Blair & Co.

Personnel

President and General Manager,
 Ernest L. Spencer
 Vice-President..... C. P. MacGregor
 Sales Manager..... Puck Wendling
 Sales Promotion Manager-Chief
 Announcer..... Jim Lyons
 Program Director-Chief
 Engineer..... Wallace S. Wiggins
 Production Manager..... Bruce Buell

K D B

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

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

Don Lee Broadcasting System

Address..... 17 East Haley
 Phone Number..... Santa Barbara 4131
 Transmitter Location..... 17 East Haley
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

News Service..... AP; INS; UP
 Transcription Service... World Broadcasting
 System

Representative John Blair & Co.

Personnel

President..... Thomas S. Lee
 Station Manager..... Dan J. Donnelly
 Commercial Manager-Chief

Announcer Jack Temple
 Sales Promotion-Program

Manager Dick Douglas
 Musical Director..... Stella Holloway
 Chief Engineer..... William A. Crabbe

K T M S

SANTA BARBARA—EST. 1937
BLUE NETWORK
CALIFORNIA RADIO SYSTEM

Frequency: 1250 Kc..... Power: 1000 Watts
 Owned-Operated By... News-Press Publish-
 ing Co.

Address De LaGuerra Plaza
 Phone Number..... 6111
 Transmitter Location..... Goleta, Calif.
 Time on the Air: 6:45 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation..... Santa Barbara
 News-Press

News Service..... AP; INS
 Transcription Service..... NBC Thesaurus
 Representative..... Paul H. Raymer Co.

Personnel

Manager Charles A. Storke
 Commercial-Asst. Manager... Louis F. Krdeck
 Ventura Studio Manager..... James Fox

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..... 457 Mendocino Ave.
 Phone Number 110
 Studio Addresses..... 457 Mendocino Ave.,
 Casa de Vallejo Hotel, Vallejo

Transmitter Location Fresno and Vallejo Aves.
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 9 a.m. to 10 p.m.

Newspaper Affiliation: Press Democrat; Santa
 Rosa Republican; Times Herald and Evening
 Chronicle (Vallejo, Calif.)

News Service..... AP; INS; UP
 Transcription Service..... NBC Thesaurus;
 World Broadcasting System

National Sales Office..... Mills Building,
 San Francisco

Personnel

President E. L. Finley
 Manager..... Wilt Gunzendorfer
 Program Director..... Gordon Brown
 Vallejo Studio Manager..... Larry Hayes
 Traffic Manager..... Elizabeth Roberts
 Publicity Director..... Mike Pardee
 Chief Engineer..... Howard McCauley

K G D M

STOCKTON—EST. 1926

Frequency: 1140 Kc..... Power: 5000 Watts
 Owned-Operated By..... E. F. Peffer

Address 517 E. Market
 Phone Number..... 4-4551
 Transmitter Location... S.E. 3 miles on 99 hiway

Time on the Air.... 4:45 a.m. to local sunset
 News Service..... INS
 Transcription Service... World Broadcasting
 System

Representative..... John Blair & Co.

Personnel

Owner E. F. Peffer
 Manager..... E. Smith
 Program Director..... Donald J. Ralph
 Musical Director..... Lillian Best
 Chief Engineer..... Fred Eilers

K W G

STOCKTON—EST. 1921

BLUE NETWORK—CALIFORNIA RADIO
SYSTEM

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Operated By..... McClatchy Broad-
 casting Co.

Address Hotel Wolf
 Phone Number 2-2727

Transmitter Location Weber & E Sts.
 Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliation McClatchy News-
papers, Inc.
News Service UP
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President Guy C. Hamilton
Station & Sales Manager George Ross

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc. Power: 5,000 Watts
Owned-Operated By Tulare-Kings Counties
Radio Associates
Business Address Post Office Box 511
Phone Number 575
Studio Addresses 1¼ miles southwest of
Visalia; Hotel Fresno, Fresno
Transmitter Location 1¼ miles southwest
of Visalia, California
Time on the Air 5:30 a.m. to 12 midnight
News Service AP
Transcription Service World Broadcasting
System; C. P. MacGregor
Representative Spot Sales, Inc.

Personnel

General Manager Chas. A. Whitmore
Station Manager Chas. P. Scott
Sales Manager Stanley P. Simpson

Program Director Charles Foll
Musical Director Gerry Erwin
Chief Engineer Bert Williamson

K H U B

WATSONVILLE—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
Owned By John P. Scripps
Operated By E. H. Calder
Business Address P. O. Box 349
Phone Number 1700-1
Studio Addresses: 2 miles North of Watson-
ville; Franciscan Hotel, Salinas
Transmitter Location: 2 miles North of Wat-
sonville
Time on the Air 7 a.m. to 10 p.m.
Newspaper Affiliation: Watsonville Register-
Pajaronian; Watsonville Morning Sun
News Service UP
Transcription Service World Broadcasting
System; BMI
Representatives: Forjoe & Co., Walter Biddick
Co. (West Coast)

Personnel

President John P. Scripps
Station Manager E. H. Calder
Commercial Manager George Barringer
Program-Musical Director Hal O'Donnell
Publicity Director Berni Campbell
Chief Engineer Fred Clapp

COLORADO

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 216*

K G I W

ALAMOSA—EST. 1929

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By E. L. Allen
Address Alamosa
Phone Number 26
Transmitter Location East Alamosa
Time on the Air Shares time with K1DW

Personnel

Owner E. L. Allen

K V O R

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By Out West Broad-
casting Company
Address Antlers Hotel
Phone Number Main 278
Transmitter Location Platte Avenue
(east of city limits)

Time on the Air: 6:45 a.m. to 11:30 p.m.; Sat-
urdays, 6:45 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative The Katz Agency

Personnel

President E. K. Gaylord
Station Manager Dudley Tichenor
Program Director Zelle Wade
Musical Director Ruth Rummelhart
Chief Engineer H. C. Strang

K F E L

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Eugene P. O'Fallon,
Inc.
Address Albany Hotel
Phone Number KEystone 0178
Transmitter Location 5350 West 20th Ave.

Time on the Air....24 hours daily (silent for maintenance 1:30 to 5:30 a.m. on Mondays only)

News Service.....AP; Transradio
Transcription Service World Broadcasting System; Standard Radio; Lang-Worth; C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President-Station Manager...Gene O'Fallon
DirectorFrank Bishop
Local Commercial Manager.....Holly Moyer
Program Promotion Manager.....Pierce Addis
Traffic ManagerCecil Seavey
Production Manager.....Jean Ruth
Chief AnnouncerHerb Trackman
Publicity Director.....Rowena Blair
News Manager.....Bill Welsh
AuditorC. M. Switzer
Chief EngineerCharles Hastings

K I Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company

AddressShirley Savoy Hotel
Phone NumberMain 4271

Transmitter Location....Englewood, Colorado
Time on the Air: 5 a.m. to 1 a.m.; (20 hours daily)

News ServiceINS
Transcription Service.....Associated Music Publishers

RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh B. Terry
Commercial Manager.....Fred C. Mueller
Sales Promotion Manager.....Elmer Fondren
Program Director.....Derby Sproul
News Editor.....Fred D. Fleming
Musical Director.....Les Weelens
Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated ByF. W. Meyer
Address.....1626 Stout Street
Phone Number.....Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....19 hours per day
News ServiceUP
Transcription Service.....Standard Radio
RepresentativeRadio Advertising Corporation

IN 1942...
KFEL NEWS SERVICE
ADDS ASSOCIATED PRESS

in 1931 ... Consolidated Press Leased Wire
Since 1934 ... TRANSRADIO PRESS SERVICE
AND NOW ... AP RADIO WIRE!



Managed by Gene O'Fallon
Represented by John Blair & Co.

Personnel

President-Station Manager.....F. W. Meyer
 Sales Promotion Manager.....A. G. Meyer
 Program Director.....Patricia Burns Kidder
 Chief Announcer.....Vernon Hiner
 News Editor.....Ben Bezoff
 Musical Director.....Jack Donovan
 Chief Engineer.....Robert Lewis

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.Power: 50,000 Watts
 Owned by.... The General Electric Company
 Operated By..National Broadcasting Company
 Address1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air: 5:15 a.m. to 1 a.m.; Sun-
 day, 7 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Representative ..National Broadcasting Co.

Personnel

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

Niles Trammell

General Manager.....Lloyd E. Yoder
 Commercial Manager...James R. MacPherson
 Auditor-Office Manager....Dale L. Newbold
 Traffic Manager.....H. M. Loucks
 Program Director.....Clarence C. Moore
 Artists Bureau Head.....Duncan McColl
 Production Manager.....Don F. Martin
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.Power: 1000 Watts
 Owned-Operated By..... Pillar of Fire
 Address1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location..Bellevue Junior College,
 Westminster, Colo.
 Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30
 p.m. and 6:30 to 8:30 p.m., Tuesdays,
 Thursdays and Saturdays; 7:15 to 9 a.m.,
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-
 days, Wednesdays and Fridays; Sundays,
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to
 4 p.m. and 6 to 8:45 p.m.

Personnel

PresidentBishop Alma White
 Station Managers.....Dr. A. K. White and
 Dr. Ray B. White
 Program Director.....Kathleen M. White
 Musical Director.....Ruth Staats
 Chief Engineer.....Paul H. Schissler
 (Non-Commercial Station)

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.Power: 1000 Watts;
 (C. P. 5000 Watts)
 Owned-Operated By: Colorado Radio Corp.
 Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter LocationNorth of Denver
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Service.....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
 Publicity Director.....B. H. Stanton
 Chief AnnouncerJoe E. Finch
 AuditorJ. N. Hile
 Assistant Program Director...Vince W. Corbett

K I U P

DURANGO—EST. 1935

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By..San Juan Broadcasting
 Co.
 Address2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service...BMI; Keystone Broad-
 casting System; Metro.

Personnel

Station Manager.....Raymond M. Beckner

K F X J

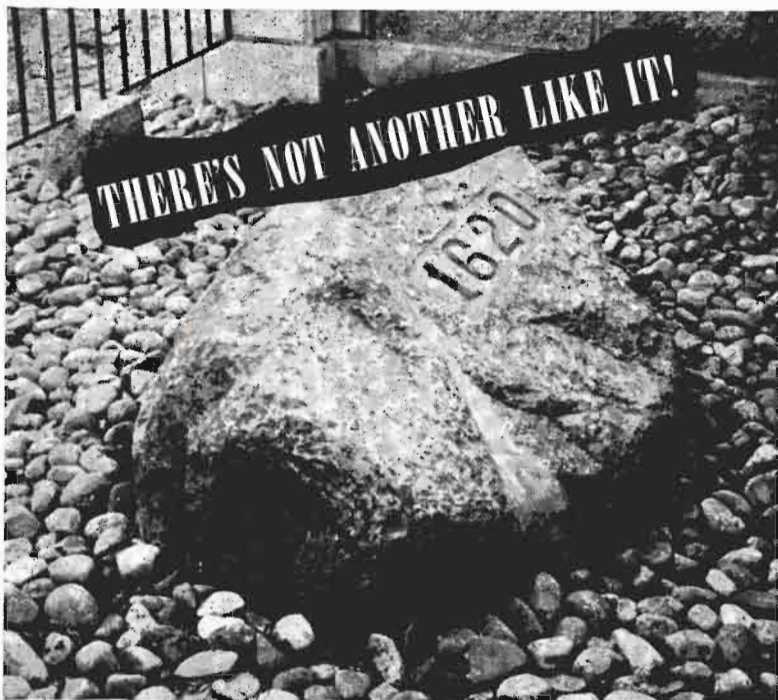
GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 920 Kc.Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.
 AddressLa Court Hotel
 Phone Number..Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air: 6:45 a.m. to midnight; Sun-
 days, 8:15 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...World Broadcasting
 System
 RepresentativeWalker Company

Personnel

President-General Manager.....Rex Howell
 Sales and Sales Promotion
 ManagerBruce Izaacson
 Program-Traffic Director.....Mildred Fuller
 Production Manager.....Ken Gorsuch
 Chief Engineer.....Noel Vaughn

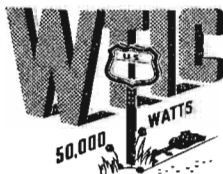


THIS unpretentious stone with its simple but significant inscription has no counterpart in all the world. Plymouth Rock is a symbol of opportunity today just as it was in 1620 when our forefathers leaped ashore on the rocky New England Coast to build a new life for themselves.

New England is still the land of opportunity. Its buying income, especially in Southern New England, is now (as always) far above the national average*. These people have money to spend, and wise national advertisers are finding that out.

Acquaint them with your product through WTIC. Back up your sales message with the prestige and dependable service which has made WTIC this section's "listening habit." For richness of opportunity combined with power of coverage

THERE'S NOT ANOTHER LIKE IT!



* Sales Management, December 1, 1941

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network*

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Mid-Western Radio Corporation
 Address: 620 - 8th Ave.
 Phone Number: Greeley 450-451
 Transmitter Location: Hoover Park,
 Highway 85 North of Greeley
 Time on the Air: ... Approximately 90 hours
 weekly
 News Service UP
 Representative The Walker Company

Personnel

President-Station Manager: Francis Price
 Program Director: ... Dorothy Baldwin MacClary
 Production Manager: Charles W. Lang
 Chief Announcer: W. B. MacClary
 Chief Engineer: George Pogue

K O K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: ... The Southwest Broad-
 casting Company
 Business Address: La Junta
 Studio Address: U. S. Highway No. 50
 Transmitter Location: ... U. S. Highway No. 50
 Time on the Air: 6:30 a.m. to 10 p.m.
 News Service Radio News Assn.
 Transcription Service: Standard Radio;
 Keystone Broadcasting System

Personnel

Station Manager Leonard E. Wilson
 Commercial Manager: Francis Malouff
 Program Director: Helen Roberts
 Chief Announcer: James R. Bennett
 Chief Engineer: Leonard E. Wilson

K I D W

LAMAR—EST. 1922

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By: The Lamarr Broad-
 casting Co.
 Business Address: 129 West Elm St.
 Phone Number 18
 Transmitter Location Lamar
 Time on the Air: ... Shares time with KGIW

Personnel

General Manager C. R. Anderson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By: Curtis P. Ritchie
 Address Pueblo Savings & Trust Co.
 Building
 Phone Number 3877
 Transmitter Location ... U. S. Highway No. 87
 Time on the Air Unlimited license
 Transcription Service ... World Broadcasting
 System
 Representative Howard H. Wilson Co.

Personnel

Owner Curtis P. Ritchie
 Station Manager J. H. McGill
 Commercial Manager Maxson L. Bevens
 Program Director Fred Amos

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Elmer G. Beehler
 Address Fleming Road
 Phone Number 679
 Transmitter Location Sterling
 Time on the Air Shares time

Personnel

Owner Elmer G. Beehler

CONNECTICUT

For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 217

W I C C

BRIDGEPORT (New Haven)—
 EST. 1926

BLUE NETWORK—MBS

YANKEE—COLONIAL NETWORKS

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated by ... The Yankee Net-
 work, Inc.

Business Address 1241 Main St.
 Phone Number 6-1121
 Studio Address: Stratfield Hotel; 1110
 Chapel Street, New Haven
 Transmitter Location: Pleasure Beach,
 Bridgeport
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service ... Yankee-Colonial Network
 Representative: ... Edward Peiry & Co., Inc.



This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: **When you advertise in Connecticut's Major Market, use WDRG in Hartford. You get all three on WDRG—coverage, programs, rate!**

BASIC CBS HARTFORD



WDRG

CONNECTICUT'S PIONEER BROADCASTER

President..... John Shepard, 3rd
 VP-Station Operation..... R. L. Harlow
 VP-Sales & Production..... Linus Travers
 VP-Engineering..... Paul A. DeMars
 Station Manager..... Joseph Lopez
 Sales Manager..... Norman Whittaker
 Sales Promotion Manager..... James S. Powers
 Merchandising Manager..... F. C. McVarish
 Publicity Director and

Program Director..... Florence Ballou
 Musical Director..... Gus Meyers, Jr.
 Chief Engineer..... George Keich

W N A B

BRIDGEPORT—EST. 1941

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Harold Thomas
 Business Address..... 991 Broad Street
 Phone Number..... 3-3112
 Transmitter Location..... Locomobile Point—
 (Inner Harbor)

Time on the Air: 6:30 a.m. to midnight; Sun-
 days, 9 a.m. to midnight

News Service..... AP
 Transcription Service..... Langworth

Personnel

Owner..... Harold Thomas
 Station Manager..... Levon Thomas
 Commercial-Sales Promotion
 Manager..... Ken Thomas
 Program Director..... Winslow Porter
 Production Manager..... Jack Dolby
 Chief Announcer..... Harry Osborne
 Musical Director..... Johnny Montgomery
 Chief Engineer..... Gard Ray

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc..... Power: 5000 Watts
 Owned-Operated By..... WDRC, Inc.
 Address..... 750 Main St.
 Phone Number..... 7-1188-9
 Transmitter Location..... Blue Hills Ave.,
 Bloomfield, Conn.

Time on the Air: 6 a.m. (unlimited license)
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Paul H. Raymer Co.

Personnel

President and Station
 Manager..... Franklin M. Doolittle
 Commercial and Advertising
 Manager..... Wm. F. Malo
 Program Director..... Walter B. Haase
 Publicity Director..... Jack Zaiman
 Chief Announcer..... Ray Barrett
 Musical-Educational Director,

Sterling V. Couch
 Public Service Counselor Rev. Charles Graves
 Chief Engineer..... Italo Martino

W T H T

HARTFORD—EST. 1936

MUTUAL — COLONIAL

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Hartford Times, Inc.
 Address..... 983 Main St.
 Phone Number..... 2-0237
 Transmitter Location..... 983 Main St.
 Time on the Air..... 7 a.m. to 12 midnight
 Newspaper Affiliation..... Hartford Times
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... J. P. McKinney & Son

Personnel

President..... Francis S. Murphy
 Station Manager..... C. Grover DeLaney
 Program Director..... Frederick E. Bieber
 Production Manager..... Stuart Wayne
 Publicity Director..... Sereno B. Gammell
 Chief Announcer..... John S. Lloyd
 Musical Director..... Charlotte Gregory
 Chief Engineer..... Richard K. Blackburn

W T I C

HARTFORD—EST. 1925

NBC—YANKEE NETWORK

Frequency: 1080 Kc..... Power: 50,000 Watts
 Owned-Operated By..... The Travelers Broad-
 casting Service Corporation
 Address..... 26 Grove Street
 Phone Number..... 2-3181
 Transmitter Location..... Avon, Connecticut
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service..... AP; INS; Transradio
 Transcription Service..... World Broadcasting
 System; Lang-Worth Feature Programs;
 BMI Bonus Transcriptions

Representative..... Weed & Company

Personnel

Station Manager..... P. W. Morency
 Sales Manager..... Walter Johnson
 Sales Promotion Manager..... F. Clancy
 Program Director..... Thomas C. McCray
 Production Manager..... Paul Lucas
 Chief Announcer..... Philip Becker
 News Editor..... Tom Eaton
 Transcription Librarian..... Larry Kenfield
 Music Librarian..... John DeLisa
 Musical Director..... Moshe Paranov
 Plant Manager..... H. D. Taylor

W N B C

NEW BRITAIN-HARTFORD

EST. 1935

BLUE NETWORK

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Operated By..... State Broadcasting
 Corporation

• • • **CONNECTICUT** • • •

Business Address 54 Pratt St. (Hartford)
 Phone Number Hartford 7-9131
 Studio Address 54 Pratt St., Hartford;
 272 Main St., New Britain
 Transmitter Location Newington, Conn.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed Company

Personnel

President Patrick J. Goode
 General Manager Richard W. Davis
 Program Director Ralph Kanna
 Commercial Manager Laurence C. Edwardson
 Chief Announcer Jack Lacy
 Traffic Manager Crean Patterson
 Musical Director Maurice Sechtman
 Chief Engineer Rogers B. Holt

W E L I

NEW HAVEN—EST. 1935

MBS-YANKEE & COLONIAL NETWORKS
 Frequency: 960 Kc. Power: 1,000 d.; 500 n.
 Owned-Operated By City Broadcasting
 Corporation
 Address 221 Orange Street
 Phone Number 8-1133



NEW HAVEN COUNTY'S OWN STATION!

147,000 Homes—
 Potential audience of 350,000 listeners
 who earn \$150,000,000.

WELI—the most talked of and listened to
 station in New Haven area.

IT WOULD BE WORTH YOUR WHILE
 to get the facts about
 WELI's rich audience.
 WELI's responsive audience.

1000 W. DAY • 960 KC. • 500 W. NITE

NEW HAVEN **WELI** CONNECTICUT

Mutual — Yankee and Colonial networks
 National Representatives—Wm. G. Rambeau Co.

Transmitter Location Hamden, Conn.
 Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System Library
 Representative William G. Rambeau Co.

Personnel

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

W N L C

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Thames Broadcasting
 Corporation
 Address Mohican Hotel
 Phone Number New London 4900
 Transmitter Location Winthrop Point
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8:30 a.m. to 12 midnight
 Representatives Burn-Smith, Inc. and
 R. C. Foster

Personnel

President R. L. Morey
 Station Manager G. J. Morey
 Commercial and Advertising
 Manager Ivon B. Newman
 Program Director Len W. Stevens
 Publicity Director-Chief
 Announcer Ted Hodge
 Musical Director Richard Benvenuti
 Chief Engineer Walter J. Tucker, Jr.

W S S R

STAMFORD—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Stephen R. Rintoul
 Address 270 Atlantic St.
 Phone Number 4-7575
 Transmitter Location Lindstrom Rd., Ship-
 pan Point, Conn.
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

Owner Stephen R. Rintoul
 Station Manager Slocum Chapin
 Program Director Bill Voss
 Chief Engineer John Reilly

WATR

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By.....WATR Co., Inc.
 Address.....71 Grand St.
 Phone Number..... 3-5161
 Transmitter Location.....Baldwin Avenue
 Time on the Air.....8 a.m. to 12 midnight
 News ServiceTransradio

Personnel

President-Station Manager...Harold Thomas
 Commercial & Advertising.....Sam Elman
 Program Director.....James Parker
 Chief Announcer.....John Loias
 Publicity DirectorFoy Clark
 Musical Director.....Edith Lacci
 Chief Engineer.....Harold Thomas

WBR Y

WATERBURY - NEW HAVEN

CBS

Frequency: 1590 Kc. Power: 1000 Watts;
 Owned-Operated By..... American Re-
 publican, Inc.
 Addresses136 Grand St., Waterbury;
 152 Temple St., New Haven
 Transmitter Location..... N. W. of Waterbury
 Time on the Air..... Unlimited license
 Newspaper Affiliation..... Waterbury Ameri-
 can; Waterbury Republican
 News Service AP
 Transcription Service NBC Thesaurus
 Representative ...Joseph Hershey McGillvra

Personnel

President..... W. J. Pape
 Station Manager..... E. J. Frey
 Program Director..... Jack Henry
 Commercial Manager...Murray L. Grossman

DELAWARE

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 217*

WDEL

WILMINGTON—EST. 1932

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By.....WDEL, Inc.
 Address.....10th & King Sts.
 Phone Number..... 7268
 Transmitter Location....Governor Printz Blvd.

Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
 Station Manager.....J. Gorman Walsh
 Program Manager.....Harvey Smith
 Publicity Director.....Charles Collins

W D E L

A strongly-founded, well justified and energetically maintained reputation for better programs—programs that listeners LIKE—makes WDEL a sure-fire buy to cover thriving Delaware and populous, productive sections of Pennsylvania, Maryland and New Jersey.

5000 WATTS

1150 KC.

NBC BASIC RED NETWORK

WILM

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

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Broadcasting
Co.
Address 920 King St.
Phone Number 7268

Transmitter Location... Governor Printz Blvd.
Time on the Air..... 7 a.m. to 1 a.m.
News Service..... UP
Transcription Service.... NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager..... J. Gorman Walsh
Program Manager..... Carl Anthony
Publicity Director..... Henry Sholly

DISTRICT OF COLUMBIA

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218*

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number..... Republic 8000
Time on the Air..... 131 hours per week
News Service INS
Transcription Service..... Standard Radio

Personnel

President-Station Manager.. Lawrence J. Heller
Commercial Manager..... Paul L. Heller
Program Director..... George J. Gow
Production Manager-Chief

Announcer Sam Lawder
Publicity Director..... Kay Ford
Continuity Director..... Jack Creamer
Musical Director..... Bob Callahan
Chief Engineer..... Ralph E. Cannon, Jr.

Program Director..... Richard Linkrout
Publicity Director..... James Hurlbut
Auditor Harry R. Crow
Chief Announcer..... Hugh Conover
Musical Director Paul Kain
Chief Engineer..... Clyde Hunt

WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
Owned By.. The Evening Star Broadcasting Co.
Operated By..... The Blue Network Co.
Address 724-14th St., N.W.
Phone Number..... Republic 4000
Transmitter Location... Cedar Lane, Bethesda,
Md.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.

Newspaper Affiliation.. Washington Evening
Star

News Service AP; INS; UP
Transcription Service..... NBC Thesaurus;
Associated; Standard Radio; Langworth
Representative... National Broadcasting Co.

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..... Hugh Higgins
Publicity Director..... William Neel
Chief Announcer..... Bryson Rash
Auditor R. G. Coldenstroth
Chief News Editor..... Thomas Knode
Radio-Recording Manager E. William Young
Night Supervisor..... Ross Filion
Musical Director..... Morgan Baer
Chief Engineer..... A. E. Johnson

WJSV

WASHINGTON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By.. Columbia Broadcasting
System

Address 817 Earle Bldg.
Phone Number..... Metropolitan 3200
Transmitter Location..... Wheaton, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7:30 a.m. to 1 a.m.

News Service..... AP; UP
Transcription Service... World Broadcasting
System; BMI; Langworth
Representative Radio Sales

Personnel

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

W O L

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By.. American Broadcasting
Company

Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air: 24 hours daily except 1
a.m. to 6:30 a.m. Mondays

News Service Transradio; UP
Transcription Service Lang-Worth; Standard
Radio; Associated Transcription Service
Representative Spot Sales, Inc.

Personnel

President Mrs. LeRoy Mark
Vice-President-General
Manager W. B. Dolph
Sales Manager James Fishback
Sales Promotion Manager Charles Zurhorst
Program Director Madeline Ensign
Production Manager-Chief
Announcer Frank Blair
Publicity Director Walter Compton
Traffic Manager Lillian Ruppert
Continuity Director Loretta Kealy
Bookkeeper William Wallace
Musical Director Larry Geraghty
Chief Engineer H. H. Lyon

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By National Broadcasting
Company

Address 724 - 14th St., N. W.
Phone Number Republic 4000
Transmitter Location RFD No. 1, Hyattsville,
Maryland

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service AP; INS; UP
Transcription Service NBC Thesaurus,
Associated, Standard Radio, Langworth
Representative National Broadcasting Co.

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 Hugh Higgins
Publicity Director William Neel
Chief Announcer Bryson Rash
Auditor R. G. Goldenstroth
Chief News Editor Thomas Knode

Radio-Recording Manager. E. William Young
Night Supervisor Ross Filion
Musical Director Morgan Baer
Chief Engineer A. E. Johnson

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.

Address 1000 Connecticut Ave.
Phone Number National 7203
Transmitter Location 61 Pierce St., N.E.
Time on the Air 6:00 a.m. to 12:00 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Burn-Smith Co.

Personnel

President Stanley H. Horner
General Manager Edwin M. Spence
Program Director Norman Reed
Chief Announcer Ray Morgan
Musical Director Larry Hendricks
Chief Engineer U. L. Lynch

**In the Spotlight
24 Hours a Day!**



Washington's Only 24 Hour Station
1000 WATTS ☆ **1260 KC.**
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

The Nation's Playground

MIAMI BEACH

~ FLORIDA ~

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 • BLUE NETWORK

FLORIDA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 218

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: W. Wright Esch
Address: 126½ Magnolia Ave.
Phone Number: 91
Transmitter Location: 126½ Magnolia Ave.
News Service: Transradio
Time on the Air: 7 a.m. to 12 midnight;
Sundays, 8 to 10 p.m.
Transcription Service: Associated Music
Publishers: Lang-Worth
Representative: John H. Perry Associates

Personnel

Owner: W. Wright Esch

W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts
Owned by: Ralph A. Horton
Operated by: Radio Station WFTL
Address: 2700 S. Andrews Ave.
Phone Number: 1300-01; 1799
Transmitter Location: 2700 S. Andrews Ave.
Time on the Air: 7:00 a.m. to 2:00 a.m.
News Service: UP
Transcription Service: Standard Radio;
Associated Music Publishers

Personnel

Owner: Ralph A. Horton
General Manager: R. M. Tigert
Commercial-Sales Promotion Manager:
Irvin F. Duddleson
Production Manager: Fred Temple
Chief Announcer: Joe Ford
Artists' Bureau Head: Ruth Tanksley
Musical Director: Justine Bruce
Chief Engineer: Joe L. Stewart

W F T M

FORT MEYERS—EST. 1940

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Fort Meyers Broad-
casting Co.
Address: 51 East First St.
Phone Number: 818
Transmitter Location: 51 East First St.

Time on the Air: 7 a.m. to 11 p.m.
Transcription Service: Associated Music
Publishers

Personnel

President-Station Manager,
William E. Bennis, Jr.

W R U F

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 850 Kc. Power: 5,000 Watts
Owned by: State of Florida
Operated by: University of Florida
Address: University of Florida
Phone Number: 1000, Branch 55
Transmitter Location: Campus, University of
Florida
Time on the Air: Limited to Sunset in Denver,
Colo.
News Service: UP
Transcription Service: World Broadcasting
System; Langworth
Representative: Burn-Smith Co., Inc.

Personnel

Director: Garland Powell
Commercial Manager: John H. Sheely
Program Director: Alvin Flanagan
Publicity Director: Sam Founts
Office Manager: John L. Berry
Chief Announcer: Otis Boggs
Musical Director: Elizabeth Tew
Chief Engineer: Albert Moreno

Unassigned*

JACKSONVILLE—EST. 1942

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp.
Address: Jacksonville
Transmitter Location: Jacksonville
Time on the Air: Unlimited license

Personnel

President: James R. Stockton
Vice-Presidents: Ernest D. Black, E. G. McKenzie
Secretary-Treasurer: Robert R. Feagin

*Station had a construction permit at pres-
time and no further information was available.

W J A X

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
Owned, Operated By...City of Jacksonville, Fla.
Address1 Broadcast Place
Phone Number5-5821
Transmitter Location...Hyde Park Country Club
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.,
Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief
Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Musical Director.....Frank Morris

W J H P

JACKSONVILLE—EST. 1940
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By.....The Metropolis Co.

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

Address500 Laura St.
Phone Number.....5-7610
Transmitter Location....Read and Alamo Sts.
Time on the Air.....18 Hours Daily
Newspaper Affiliation...Jacksonville Journal
News Service.....AP
Transcription Service.....World Broadcasting
System

RepresentativeJohn H. Perry Associates

Personnel

PresidentJohn H. Perry
Station Manager.....H. G. Wells, Jr.
Sales Manager.....I. M. Koger
Program Director.....Jack Rathbun
Publicity Director.....Speed Veal
Chief Announcer.....Bob Caffey
Musical Director.....Fred Maurie
Chief Engineer.....B. Hayford

W M B R

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned, Operated By...Florida Broadcasting
Company

Address118 West Adams St.
Phone Number5-4387
Transmitter Location....Vines and Mass. Ave.
Time on the Air....6:30 a.m. to 12:00 midnight
News Service.....UP
RepresentativePaul H. Raymer Co.

Personnel

President-Station ManagerFrank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Program Director-Chief Announcer
Charles M. Stone
Production Manager.....Jim Murray
Chief Engineer.....H. B. Greene

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned, Operated By...Lake Region Broad-
casting Co.

Address1412 East Lime St.
Phone Number.....2127
Transmitter Location....1412 East Lime St.
Time on the Air....7:00 a.m. to 12:00 midnight
News ServiceUP
RepresentativeThe Foreman Co.
President-Personnel Manager...Brad Eidmann
President-Station Manager.....Brad Eidmann
Sales Promotion Manager.....Priscilla Adair
Program Director.....Tom Mathews
Chief Announcer-Musical Director...Bert Berry
Chief Engineer.....Roger Jenkins

W Q A M

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 1000 Watts
(C.P. 5000 d.)

Owned-Operated.....Miami Broadcasting Co.
Address.....Postal Bldg.
Phone Number.....26121
Transmitter Location..Biscayne Bay at 14th St.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....Transradio; UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....John Blair & Co.

Personnel

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

W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 N. Bay Rd.
Phone Number.....5-7471
Transmitter Location...1759 N. Bay Rd.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....Reuters; UP
Transcription Service...Associated
Music Publishers

Personnel

Owner.....A. Frank Katzentine
General Manager.....John C. McCloy
Sales Manager.....Alex Campbell, Jr.
Business Manager.....C. A. Wampler
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

W T M C

OCALA—EST. 1939

BLUE NETWORK

Frequency: 1490 Kc. Power 100 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address.....P.O. Box 831
Phone Number.....128; 129
Studio Address.....Henry and Anthony Sts.
Transmitter Location...1 Broadcast Place
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service...Standard Radio
Representative.....John H. Perry Associates

Personnel

President.....John T. Alsop, Jr.
General Manager.....Hal Davis

Commercial Manager.....Helen Davis
Program Director.....Lester Weil
Production Manager.....Eithel London
Musical Director.....King Cole
Chief Engineer.....W. P. Callahan

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By...Orlando Broadcasting
Co., Inc.

Business Address.....563 N. Orange Ave.
Phone Number.....6181
Studio Address.....Ft. Gatlin Hotel
Transmitter Location..Dubsread Country Club
Time on the Air...6:30 a.m. to 12:05 a.m.;
Sundays, 7:00 a.m. to 12:05 a.m.

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

Personnel

President-Station Manager
Col. George C. Johnston
National Sales-Sales Promotion Manager
W. G. McBride
Program Director.....Violet D. Osborne
Production Manager.....Charles Batchelder
Publicity Director.....Rosalind Briggs
Local Advertising Manager.....J. M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hazelwood, Inc.
Business Address.....P. O. Box 1991
Phone Number.....8163-8164
Studio Address.....Angebilt Hotel
Transmitter Location...Near Orlando
Time on the Air...6:30 a.m. to 12:00 midnight
News Service.....INS
Transcription Service...NBC Thesaurus
Representative.....John Blair & Co.;
Harry E. Cummings

Personnel

President-General Manager
George A. Hazelwood
Commercial-Sales Promotion Manager
Robert C. Wilbur
Chief Engineer.....Russell H. Bennett

W D L P

PANAMA CITY—EST. 1940

Frequency: 1230 Kc. Power: 250 d., 100 n.



A WAR MESSAGE
to
ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, materials, and money!

An important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day by pay-day investment of the American people can this be done.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in

A PAY-ROLL SAVINGS PLAN

The voluntary Pay-Roll Savings Plan (approved by organized labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the total funds authorized from pay-roll allotments in a separate account and deliver a Defense Bond to the employee

each time his allotments accumulate to an amount sufficient to purchase a Bond.

You are under no obligation, other than your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

WHAT THE PAY-ROLL SAVINGS PLAN DOES

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win.
2. It gives every American wage earner the opportunity for financial participation in National Defense.
3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
4. It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis.
5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
6. It helps your employees provide for their future.

Make Every Pay Day • BOND DAY

U. S. Defense BONDS ★ STAMPS



Owned-Operated By.....Panama City Broad-
casting Co., Inc.

Address.....First and Mercer Sts.

Phone Number.....777

Transmitter Location...First and Mercer Sts.

Time on the Air.....102 hours weekly

News Service.....AP

Transcription Service.....World Broadcasting
System

Representative.....John H. Perry Associates

Personnel

President.....P. A. Roll

Station Manager.....Braden Ball

Commercial Manager.....DeWitt Lamb

Chief Engineer.....Floyd E. Steele

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.

Owned-Operated By...Pensacola Broadcasting
Company

Address.....San Carlos Hotel

Phone Number.....4111

Transmitter Location...Pensacola Bay Bridge

Time on the Air...6:00 a.m. to 12:00 midnight;

Sundays, 8:00 a.m. to 12:00 midnight

Newspaper Affiliation.....Pensacola News-
Journal

News Service.....AP

Transcription Service.....Standard Radio

Representative.....John H. Perry Associates

Personnel

President.....John H. Perry

General Manager.....Irving F. Welch

Commercial-Production Manager...Lyall Barnett

Publicity Director.....Charles Sullivan

Musical-Continuity Director.....Ray Rogers

Chief Engineer.....G. E. Mead

W F O Y

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

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

Owned-Operated By.....Fountain of Youth
Properties, Inc.

Address.....Fountain of Youth Park

Phone Number.....1400

Transmitter Location.....Fountain of Youth
Gardens

Time on the Air.....7:00 a.m. to 11:00 p.m.

News Service.....UP

Representative.....Paul H. Rayner Co.

Personnel

President-Station Manager..Glenn Marshall, Jr.

Sales Manager.....Frank King

Commercial Manager.....John H. Cummins

Program Director.....Frankie Collyer

Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc.....Power: 5000 Watts

Owned-Operated By..City of St. Petersburg,

Address.....Recreation Pier

Phone Number.....4747-4748

Transmitter Location..Bayview near Tampa,

Time on the Air.....6:30 a.m. to 1 a.m.

News Service.....AP; UP

Transcription Service.....Associated Music

Representative.....Weed & Company

Personnel

Station Manager.....Louis J. Link

Sales Manager.....Jerry Wigley

Sales Promotion Manager...Jerry Whittington

Program Director-Chief Announcer, Fred Daiger

Production Manager.....Maurice Hayes

Public Relations Director.....Joe Frohock

Musical Director.....Edith Ginn

Chief Engineer.....Tom Herrin

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power 1000 d.; 500 n.

Owned-Operated By..Pinellas Broadcasting Co.

Address.....35th Ave. and 4th St., N.

Phone Number.....8108

Transmitter Location...35th Ave. and 4th St.,
North

Time on the Air.....6:30 a.m. to 12:05 a.m.

Newspaper Affiliation...St. Petersburg Times

News Service.....INS; UP

Transcription Service.....World Broadcasting

Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Opoyntr

Vice-President-General Manager,

Russell S. Stratton

Station Manager.....Bob Wilbur

Program Director.....George W. Bartlett

Chief Engineer.....Marion Gulick

W S P B

SARASOTA—EST. 1939

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....WSPB, Inc.

Business Address.....Sarasota

Phone Number.....2541

Studio Addresses...Sarasota; Bradenton, Fla.

Transmitter Location...Ringling Isle, Sarasota

Time on the Air.....7 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....World Broadcasting

Personnel

President-Station Manager...Frank S. Lane

Commercial Manager.....John Browning

Chief Engineer.....John Buning

WTAL

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

Frequency: 1340 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Florida Capitol Broad-
casters, Inc.

Business Address: P. O. Box 989
Phone Number: 2160; 2161-W
Studio Address: Thomasville Highway
Transmitter Location: Thomasville Highway
Time on the Air: 7 a.m. to 11 p.m.
Newspaper Affiliation: Highlands County
Pilot: Scenic Highlands Sun (Avon Park,
Fla.)

News Service: UP
Transcription Service: BMI

Personnel

President: Gilbert Freeman
Station Manager: William C. Wyatt
Program Director: Mary Charles Findley
Chief Engineer: William A. Snowden, Jr.

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: Tampa Times Company
Business Address: 114 North Franklin Street
Phone Number: M 1818
Studio Address: 12th Floor, Tampa Terrace
Hotel

Transmitter Location: Forest Hills Country
Club Area

Time on the Air: 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation: Tampa Daily Times
News Service: AP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

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

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

ORANGE NETWORK

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Tampa Tribune
Address: WFLA Bldg., 500 Jackson St.
Phone Number: Tampa H 1828-1829
Transmitter Location: East Entrance, Davis
Causeway, Columbus Drive

Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Tampa Tribune
News Service: UP

Transcription Service: NBC Thesaurus
Representative: John Blair & Co.;
Harry Cummings

Personnel

President: S. E. Thomason
Station Manager: W. Walter Tison
Local Sales Manager: Bert Arnold
Musical Director: Frank Grasso
Chief Engineer: Joe Mitchell

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WJNO, Inc.
Business Address: P. O. Box 189
Phone Number: 3638
Studio Address: 1415 Okeechobee Rd.
Transmitter Location: 1415 Okeechobee Rd.
Time on the Air: 6:30 a.m. to 12 midnight
Transcription Service: Standard Radio;
C. P. MacGregor

Representative: Weed & Co.

Personnel

President: Marshall Heminway
General Manager: Stephen Willis
Program Director: Vernon Crawford
Chief Engineer: John Moore

A cosmopolitan audience
with metropolitan tastes

served by the only
station programmed
to fit this unique
self-contained market.

WJNO

"The Voice of the Palm Beaches"

West Palm Beach, Florida

AFFILIATED WITH THE
COLUMBIA BROADCASTING SYSTEM

DEFENSE DOLLARS ARE INVADING ATLANTA, COLUMBUS & ALBANY



Today, these already rich markets are experiencing increases in every classification of business, payrolls, retail sales, building . . . increases from 30% and more over last year. Atlanta, Columbus and Albany all are invaded by defense dollars. You cover these markets thoroughly with WATL, WRBL and WGPC.

ATLANTA

Served by WATL (MBS)

Metropolitan area population up from 442,294 to 471,000. Cobb County airport a \$400,000 project. \$700,000 enlargement of Candler Field, Atlanta's main airport. 55,000 manufacturing workers (20.2% above year ago). Payrolls up 30%. 10,000 new telephones in service. Large military payroll. 98,710 radio homes, 134,972 families, 516,564 people. WATL is the news station of Atlanta.

COLUMBUS

Served by WRBL (CBS)

With a total coverage area of 522,175. WRBL covers 121,000 radio families and 63,000 homes. Fort Benning, adjacent to Columbus, has . . . monthly payroll of \$4,000,000 . . . its officers and men trade almost exclusively in Columbus. Over \$16,000,000 has been spent in construction work for Fort Benning, a bonus factor in addition to the WRBL area \$80,000,000 retail sales.

ALBANY

Served by WGPC (CBS)

Population up about 5000 since 1940, giving WGPC a potential 236,682 audience. \$4,500,000 project—200 defense housing units just completed or planned . . . 6000 new jobs! Retail sales in Albany area now approximate \$20,000,000 yearly. Department store sales up 25%. Motor traffic up 33-1/3%. WGPC primary area has 25,540 radio homes, 56,334 families, southwest Georgia's oldest radio station.

Represented by SPOT SALES, INC.

WATL
ATLANTA

WRBL
COLUMBUS

WGPC
ALBANY

GEORGIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 219

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address ...2½ miles north of Albany on Dixie
Highway

Phone Number..... 1590
Transmitter Location.....Dixie Highway
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Standard Radio
Representative...Burn-Smith Co.; Frank Cook

Personnel

PresidentH. T. McIntosh
General ManagerEdward J. Lord
Commercial Manager.....Mac Tallman
Program Director.....Larry Rothman
Publicity Director.....Kenneth Pryce
Chief Announcer.....Larry Rothman
Bookkeeper(Miss) Billie Barry
Chief EngineerNoel Martin

W G P C

ALBANY—EST. 1923

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Albany Broadcasting Co.
Operated By.....J. W. Woodruff, Sr.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service UP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff, Sr.
General ManagerJ. W. Woodruff, Jr.
Station-Commercial Manager.....A. T. Spies
Program Director - Chief
Announcer.....Jesse F. Teasley
Production Manager-Musical
DirectorMarvin C. Loring
Women's News Editor.....Helen Holley
Chief Engineer.....George Farris

W G A U

ATHENS—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address Bobbin Mill Road

Phone Number 1741
Transmitter Location Bobbin Mill Road
Time on the Air.....7 a.m. to 12 midnight
Transcription ServiceStandard Radio

Personnel

Manager-Chief EngineerM. C. Gorman
Program Director..... Bill Evans

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 1480 Kc. Power: 1000 d.; 500 n.;
(C. P. 590 Kc.; 5000 Watts)

Owned-Operated By ..Liberty Broadcasting
Corp.

Address.....Western Union Bldg.
Phone Number.....MAIn 5101
Transmitter Location.....Clifton Road
Time on the Air.....6 a.m. to 12 midnight
News ServiceUP
Transcription Service.....Associated Music
Publishers
RepresentativeJohn Blair & Co.

Personnel

PresidentGeorge B. Storer
General Manager.....Don Ioset
Sales Manager.....Maurice C. Coleman
Program Director.....Lee Bennett
Publicity Director.....Norma Flynn
Chief Announcer.....Joe Hill
Chief Engineer.....Cliff Hanson

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....J. W. Woodruff tr/
as Atlanta Broadcasting Co.

Business AddressP. O. Box 1744
Phone NumberWalnut 4377
Studio Address26 Cain St.
Transmitter Location26 Cain St.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight

News Service UP
Transcription Service...World Broadcasting
System; Lang-Worth

Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff
Station Manager-Chief
EngineerJ. M. Comer, Jr.
Commercial-Sales Promotion
ManagerRichard T. Allen
Program DirectorJacquelyn Jones
Production ManagerEvelyn Pollack



"THE VOICE OF THE SOUTH"

today . . . more than ever before
. . . is pledged to operation

★ IN THE ★ PUBLIC INTEREST

A Greater Audience!

A Greater Opportunity!

A Greater Service!



WSB

ATLANTA, GEORGIA

Licensed March 15, 1922

750 KC. - 50,000 WATTS

National Representatives , **EDWARD PETRY & CO., INC.**

Publicity DirectorJerome Elliott
 AccountantM. M. Rokenbrodt
 Musical DirectorCliff Cameron

WGST

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
 Owned By Georgia Institute of
 Technology

Operated BySouthern Broadcasting
 Stations, Inc.

AddressForsyth Bldg.

Phone Number.....Walnut 8441

Transmitter Location...Cheshire Bridge Rd.

Time on the Air.....6 a.m. to 12 midnight

News ServiceAP
 System ;BMI

Transcription Service....World Broadcasting
 Representative The Katz Agency

Personnel

President-Station Manager...C. H. Calhoun
 TreasurerP. J. Wilhite
 National Sales-Promotion

Manager Frank Gaither

Program Director.....John Fulton

Production Director.....Don Naylor

Musical Director.....Lola Wallace

Chief Engineer.....Ben Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts
 Owned-Operated By.....The Atlanta Journal
 Company

Address Biltmore Hotel

Phone Numbers ..Hemlock 1045-1046-1047;

Hemlock 5200; Walnut 5050

Transmitter Location.....Tucker, Ga.

Time on the Air.....5 a.m. to 2 a.m.

Newspaper Affiliation...The Atlanta Journal

News ServiceAP; PA; UP

Transcription Service.....Standard Radio

Representative.....Edward Petry & Co.

Personnel

PresidentJames M. Cox

ManagerJ. Leonard Reinsch

Sales Manager.....John M. Outler, Jr.

Program Director.....Roy A. McMillan

Production Manager.....Marcus Bartlett

Sales Promotion Manager.....Lorin Myers

Artists' Bureau Head.....Harrison Kimball

Publicity Director.....Ralph Williams

Farm Director.....Bill Prance

Continuity Editor.....Al Flanagan

Transcription Editor.....Hubert Batey

Studio Production Manager.....Elmo Ellis

Musical Directors.....Perry Pechtel,

Earl Landis

Chief Engineer.....C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...The Twin States Broad-
 casting Company

Address Augusta

Phone Number..... 2-2692-3-4

Transmitter Location...Sand Bar Ferry Road

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Newspaper Affiliation...The Augusta Herald

News ServicePA

Transcription Service...C. P. MacGregor; As-
 sociated; Keystone Broadcasting System

RepresentativeHeadley-Reed Company

Personnel

PresidentF. Frederick Kennedy

General Manager.....J. B. Fuqua

Commercial Manager.....W. R. Link

Sales Production Manager.Florence Thompson

Program Director-Chief

Announcer John Lindsay

Chief Engineer.....Jack Joplin

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1940 Kc. Power: 250 Watts
 (C. P. 1480 Kc.; 5000 Watts)

Owned-Operated By...Augusta Broadcasting
 Company

Address10th & Broad Streets

Phone Numbers2-8805, 8806, 8807

Transmitter Location... Buena Vista Ave.,

North Augusta, S. C.

Time on the Air..... 18 hours daily

News ServiceUP

Transcription ServiceNBC Thesaurus

Representative.... Burn-Smith Company, Inc.

Personnel

President Arthur Lucas

Station Manager.....W. R. Ringson

Sec. & Treas.....F. J. Miller

Commercial Manager.....Thurston Bennett

Program Director.....Louis T. Rigdon

Publicity Director..... Charles Pointel, Jr.

Musical Director..... Paul Reed

Chief Engineer.....Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By...Coastal Broadcasting
 Company

Address Brunswick

Phone Number 1500

Transmitter Location...St. Simons Island

Causeway

Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System

Personnel

President Alma W. King
 General Manager..... Kenneth E. White
 Program Director-Chief
 Announcer Thomas S. Gilchrist
 Chief Engineer.....Robert M. Henley

W G A A

CEDARTOWN—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByNorthwest Georgia Broad-
 casting Co.
 Operated By..... R. W. Rounsaville
 AddressWest Theater Bldg.
 Phone Number777-778
 Transmitter Location.....Cave Spring Rd.
 Time on the Air.....16 hours daily
 News ServiceAP
 Transcription Service.....Keystone Broad-
 casting System
 Representative..... Cox & Tanz

Personnel

President O. C. Lam
 Vice-President-General
 Manager R. W. Rounsville
 Program-Musical Director.....Bill Shannon
 Publicity Director.....Dorothy Holt
 Chief AnnouncerBob Corley
 Chief Engineer.....Denzil Pulley

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By..... Columbus Broadcasting
 Company
 Operated ByJ. W. Woodruff, Jr.
 Address1420 Second Avenue
 Phone Number..... 4300
 Transmitter Location.....15th Ave. & 30th St.
 Time on the Air: 6 a.m. to 1:30 a.m.; Sundays,
 8 a.m. to 1:30 a.m.
 News ServiceUP
 Transcription Service..... Lang-Worth
 Representative..... Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff, Sr.
 Executive ManagerJ. W. Woodruff, Jr.
 Station Manager-Program
 DirectorJames A. Davenport
 Commercial Manager..... W. S. Massie
 Publicity-Musical Director. Gertrude Handley
 Chief AnnouncerJ. B. Gibney
 Continuity Director..... Anice Wismer
 Traffic Manager.....Sue Amon
 Chief Engineer.....Wilfred T. Siddle

W M J M

CORDELE—EST. 1940

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By..Cordell Dispatch Pub-
 lishing Company
 Address Cordell
 Phone Number666
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....6:45 a.m. to 10 p.m.
 Newspaper Affiliation..... Cordell Dispatch
 Transcription Service C. P. MacGregor;
 Keystone Broadcasting System
 RepresentativeAssociated Radio Sales

Personnel

President-General Manager. James S. Rivers
 Commercial Manager.....Gaines Brewster
 Program Director.....Willard Belote
 Chief Announcer-Musical
 DirectorRobert C. Lay
 Chief Engineer..... Clayton Lee

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Dalton Broadcasting
 Corp.
 Address111 Pentz St., Kenemer Bldg.
 Phone Number.....Dalton 684
 Transmitter Location.....River Bend Rd.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 RepresentativeCox & Tanz

Personnel

PresidentH. C. Kenemer
 Secretary-Treasurer and General
 ManagerDon Spencer
 Program Director-Chief
 AnnouncerG. A. McPherson
 Production Manager.....Dave Achor
 Chief EngineerW. C. Roberts

W G G A

GAINESVILLE—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByGainesville Broad-
 casters
 AddressAthens Road
 Phone Number.....1600; 1601
 Transmitter LocationAthens Road
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 Newspaper AffiliationGainesville Eagle
 News ServiceAP

Personnel

General Manager.....Charles Smithgall
 Sales Promotion Manager.....John Pearce
 Program Director.....Ed. Godfrey

Publicity Director.....Nancy Thompson
 Chief Announcer.....Haywood Pearce, 3rd
 Chief Engineer.....L. H. Christian

WKEU

GRIFFIN—EST. 1934

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Radio Station WKEU
 AddressGriffin Hotel
 Transmitter LocationGriffin Hotel
 Time on the Air.....C. P. Unlimited license
 Transcription ServiceC. P. MacGregor
 RepresentativeSears & Ayer, Inc.

Personnel

ManagerA. W. Marshall, Jr.

WLAG

LA GRANGE—EST. 1941

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

Address303 Broome St.
 Phone Number.....1700
 Transmitter Location.....La Grange
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 Newspaper Affiliation.....LaGrange Daily
 News

News ServiceUP

Personnel

PresidentRoy C. Swank
 Vice-President-Secretary.....Willis J. Davis
 Treasurer.....Arthur E. Edge, Jr.
 General Manager.....Edwin Mullinax
 Program Director.....John Boggess
 Chief Engineer.....James Hudson

WBML

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Middle Georgia
 Broadcasting Company

AddressFirst National Bank Building
 Phone Number.....2728
 Transmitter Location...8th & Mulberry Streets
 Time on the Air.....Unlimited License
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

PresidentErnest D. Black
 General ManagerRobert R. Feggin
 Business Manager.....Charles W. Pittman
 Commercial Manager.....Alfred Loew
 Merchandising Manager.....William Doster
 Program Director.....Mary Hester Richardson
 Chief Announcer.....Gene Marshall
 Women's Editor.....Betty Gray
 Musical Director.....Jim Williams

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By...Southeastern Broad-
 casting Company, Inc.

Address606 Cherry St.
 Phone Number.....3131, 3132, 3133
 Transmitter Location.....Forsyth Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight

News Service.....INS
 Transcription Service....World Broadcasting
 System; Lang-Worth

RepresentativeThe Katz Agency

Personnel

President, General Manager...E. K. Cargill
 Commercial-Sales Promotion

ManagerFrank Crowther
 Sec'y-Treas.-Publicity Director..Wilton E. Cobb
 Program Director.....Allie V. Williams
 Production ManagerWalter Graham
 Chief Announcer.....Marion P. Bragg
 VP-Chief Engineer.....George P. Rankin, Jr.

WMGA

MOULTRIE—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Frank R. Pidcock, Sr.
 AddressMoultrie

Phone Number.....999
 Transmitter Location.....Moultrie
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 8 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

OwnerFrank R. Pidcock
 ManagerJohn F. Pidcock
 Commercial Manager.....Jack Murray
 Program Director.....Jackie Stringfellow
 Chief Announcer.....Jack Cox
 Chief Engineer.....James Wilder

WRGA

ROME—EST. 1929

GEORGIA SPORT NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Rome Broadcasting
 Corp.

AddressNational City Bank Building
 Phone Number.....6589
 Transmitter Location...National City Bank
 Bldg.

Time on the Air: 6 a.m. to 11:05 p.m.; Sun-
 days, 8 a.m. to 11:05 p.m.

News ServiceUP

Personnel

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

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 AddressLiberty National Bank Building
 Phone Number.....5600; 3-4554
 Transmitter Location..President St., 1 mile East
 of Savannah
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 RepresentativeGeorge P. Hollingsbery
 Company

Personnel

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

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By ..Savannah Broadcasting
 Company
 Address.....516 Abercorn Street
 Phone Number.....20127
 Transmitter Location.....Louisville Road
 Time on the Air: 6:30 to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representative.....The Katz Agency

Personnel

President.....W. T. Knight, Jr.
 Treasurer.....Esther Sherouse
 Vice-President.....S. P. Driscoll
 National Sales Manager.....G. S. Brown
 Local Sales Manager.....Ben Williams
 Sales Promotion Manager.....Bill Smart
 Program Director.....Weldon Herrin
 Chief Announcer.....Al Evans

Traffic Manager-Artists' Bureau
 Head.....Dolores Bussey
 Musical Director.....Dwight J. Bruce
 Chief Engineer.....James Reynolds Donovan

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Address.....117 Remington Avenue
 Phone Number.....909
 Transmitter Location..117 Remington Avenue
 Time on the Air: 7 a.m. to 10:30 p.m., Sun-
 days, 9 a.m. to 3 p.m.
 News Service.....UP

Personnel

Station Manager.....H. Wimpy
 Commercial Manager.....Charles Lawton
 Chief Engineer.....James W. Poole

W R L C

TOCCOA—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. G. LeTourneau
 Address.....1200 Prather Bridge Road
 Phone Number.....1751
 Transmitter Location..1200 Prather Bridge Rd.
 Time on the Air.....17 hours daily
 News Service.....AP
 Transcription Service.....Lang-Worth; BMI
 RepresentativeJoseph Hershey McGillvra

Personnel

Owner.....R. G. LeTourneau
 General Manager.....Bert Georges
 Commercial Manager.....Harold H. Marler
 Assistant & Program Manager..Virgle E. Craig
 Bookkeeper.....Grace Shirley
 Chief Engineer.....H. C. Lindahl

W G O V

VALDOSTA—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Address.....E. Park Ave.
 Phone Numbers.....1420; 1421
 Transmitter Location.....E. Park Ave.
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service...World Broadcasting
 System

Representative.....Associated Radio Sales

Personnel

Owner.....E. D. Rivers
 Business and General
 Manager.....J. J. Mangham, Jr.
 Sales Promotion Manager-Program
 Director.....Marion Harmon
 Chief Announcer.....Art Creamer
 Chief Engineer.....L. C. McCall

WAYX

WAYCROSS—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Address620 Plant Avenue
 Phone Number 965
 Transmitter Location Waycross
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper AffiliationWaycross Journal-
 American
 News Service UP
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeAssociated Radio Sales

Personnel

PresidentJack Williams
 Station Manager- Chief Engineer,
 John I. Tobola
 Commercial ManagerJack Harder
 Program-Director-Chief
 AnnouncerJack Helmken
 Artists' Bureau HeadHazel Rogers
 Musical Director.....Kenneth Zeliff

WDAK

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Valley Broadcasting
 Company
 Address..... General Tyler Hotel
 Phone Numbers.....173; 193
 Transmitter Location.....General Tyler Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 12 midnight
 News ServiceINS
 Transcription Service.....Associated Music
 Publishers

Personnel

PresidentL. J. Duncan
 General Manager.....Ted R. Woodard
 Program Director-Chief
 AnnouncerPerry Elliott
 Chief Engineer.....James G. Cobble

RADIO DAILY

IS RECEIVED AND READ
 BY IMPORTANT
 RADIO EXECUTIVES
EVERYWHERE

5 Days
 Each
 Week



52 Weeks
 Each
 Year

IDAHO

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 222

K I D O

BOISE—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By...C. G. Phillips & Frank Hill, d/b
Boise Broadcasting Station

Operated By.....C. G. Phillips
AddressHotel Boise
Phone Numbers.....660; 661
Transmitter Location...4½ miles northwest of
City

Time on the Air: 6 a.m. to 11 p.m.; Sundays,
9 a.m. to 10:30 p.m.

News Service.....UP
Transcription Service...World Broadcasting
System
Representative.....John Blair & Company

Personnel

Station Manager.....C. G. Phillips
Sales Promotion Manager..Boyd Braithwaite
Program Director-Chief

AnnouncerBilly Phillips
General Office Manager.....Bonnie Scotland

Traffic Manager.....Catherine Scotland
Sales Promotion Manager.....Clete Lee
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

K I D

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.

Owned-Operated By.....KID Broadcasting
Co.

AddressKID Building
Phone Number4
Transmitter LocationAmmon Road
Time on the Air.....Unlimited license

Personnel

President and General Manager,
J. W. Duckworth

K R L C

LEWISTON—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building

K I D O

Boise



NBC - Red Network
Blue Network

IDAHO'S
Metropolitan Station

Serves

46%

of Idaho's Total
Retail Sales

JOHN BLAIR & CO., Nat. Reps.

Phone Number..... 1950
 Transmitter Location.....Lewiston Orchards
 Time on the Air:6:30 a.m. to 10 p.m.; Sun-
 days, 12 noon to 7:15 p.m.
 News ServiceUP
 Transcription Service...World Broadcasting
 System; Langworth Feature Programs; C. P.
 MacGregor
 RepresentativeJohn Blair & Company

Personnel

OwnerH. E. Studebaker
 Station Manager.....Donald A. Wike
 Commercial Manager.....R. A. Klise
 Chief Announcer.....David Peterson
 Chief Engineer.....Milton MacLafferty

KFXD

NAMPA—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Frank E. Hurt
 Business Address....1024 Twelfth Ave., South
 Phone Number1200
 Studio Addresses: 1024 Twelfth Ave., South;
 8th & Granite Sts., Caldwell, Ida.; 809 Main
 St., Boise, Ida.
 Transmitter Location..1024 Twelfth St., South
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 8:30 a.m. to 6 p.m.
 News ServiceUP
 Transcription Service: NBC Thesaurus; C. P.
 MacGregor; Lang-Worth

Personnel

Owner and Station Manager...Frank E. Hurt
 Commercial Manager.....Doyle Cain
 Program Director.....Elaine Fisher
 Chief Engineer.....Edward Hurt

KSEI

POCATELLO—EST. 1926

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 930 Kc..Power: 1000 d.; 250 n.
 Owned-Operated By..... Radio Service
 Corporation
 Address Pocatello
 Phone Number960
 Transmitter Location..... Pocatello
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..Lang-Worth; Davis &
 Schwegler
 Representatives.....The Walker Co.;
 Homer Owen Griffith

Personnel

PresidentO. P. Soule
 Vice-Pres.-General Manager..Henry H. Fletcher
 Program Director.....Ruthe A. Fletcher
 Publicity Director.....Olive M. Leeney
 Chief Announcer.....Harold A. Sparks
 Chief Engineer.....Henry H. Fletcher

KTFI

TWIN FALLS—EST. 1928

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Broadcasting
 Corp.
 AddressRadio Bldg.
 Phone Number..... 2400
 Transmitter Location.....Highway No. 30,
 west of Twin Falls
 Time on the Air:6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 News Service.....Transradio; UP
 Transcription Service: NBC Thesaurus; Lang-
 Worth; Davis & Schwegler
 Representative.....The Walker Co.

Personnel

PresidentO. P. Soule
 Vice-Pres.-Gen. Manager...John E. Gardner
 Commercial Manager.....Jay Spracher
 Program Director.....F. M. Gardner
 Production Manager-Chief
 AnnouncerCharles Crabtree
 Publicity Director.....Tom Ivory
 Musical Director.....Will E. Wright
 Chief Engineer.....Franklin V. Cox

KWAL

WALLACE—EST. 1939

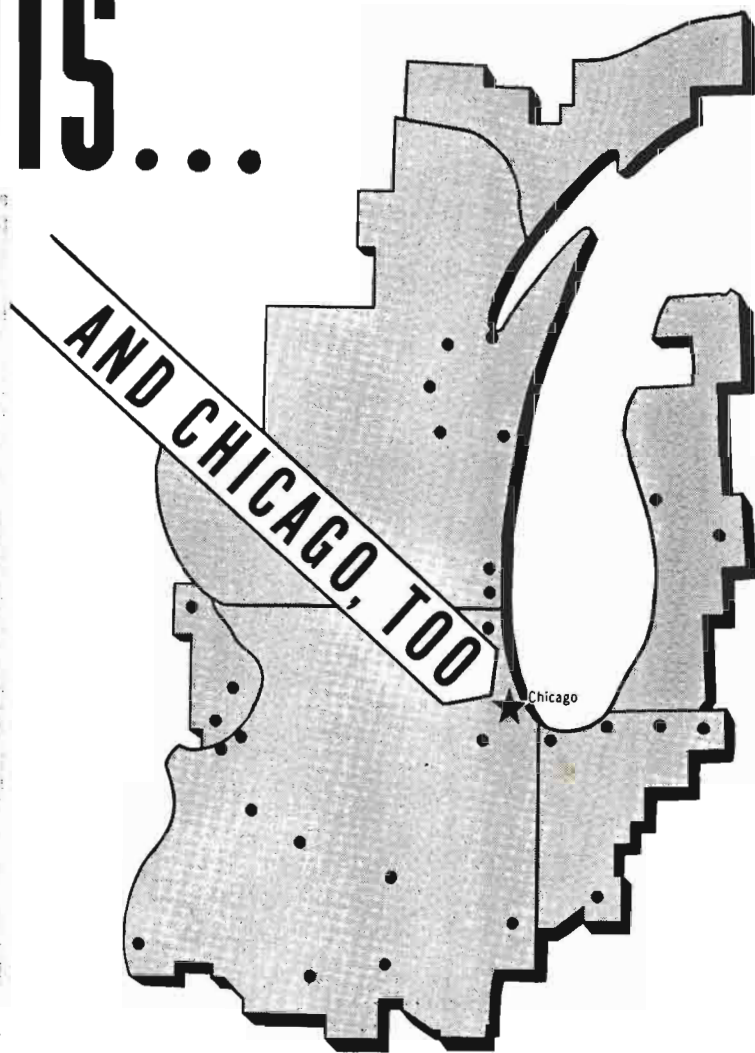
Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Silver Broadcasting Co.
 Address.....319 Civic Center Bldg.
 Phone Number..... 330
 Transmitter Location..... Wallace
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service NBC Thesaurus; Stan-
 dard Radio

Personnel

General Manager.....R. G. Binyon
 Station Manager.....William M. Bruner
 Program Director.....Howard Olson
 News Editor.....E. Camy
 Continuity Editor.....R. Smith
 Chief Engineer..... William M. Bruner

ALL THIS...

Green Bay, Wisconsin
Appleton, Wisconsin
Oshkosh, Wisconsin
Fond du Lac, Wisconsin
Sheboygan, Wisconsin
Muskegon, Michigan
Grand Rapids, Michigan
Madison, Wisconsin
Racine, Wisconsin
Kenosha, Wisconsin
Dubuque, Iowa
Waukegan, Illinois
Rockford, Illinois
Elgin, Illinois
Aurora, Illinois
Clinton, Iowa
Davenport, Iowa
Moline, Illinois
Rock Island, Illinois
Elkhart, Indiana
South Bend, Indiana
Michigan City, Indiana
Gary, Indiana
Joliet, Illinois
Galesburg, Illinois
Peoria, Illinois
Bloomington, Illinois
Lafayette, Indiana
Danville, Illinois
Quincy, Illinois
Decatur, Illinois
Springfield, Illinois



When you use

WMAQ

Yes, sir, more people in these 32 important centers—in addition to Chicago—listen to WMAQ than to any other Chicago station, according to a recent survey. Information about these important trading centers will be sent you upon request.

WMAQ—CHICAGO—SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in

**New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood**

THE STATION MOST PEOPLE LISTEN TO MOST

ILLINOIS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 223

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air.....6:30 a.m. to local sunset
News Service.....AP
Transcription Service: NBC Thesaurus; Key-
stone Broadcasting System; BMI

Personnel

Owner-General Manager... Martin R. O'Brien
Sales Promotion Manager... Vincent G. Coffey
Program-Musical Director... Mary Louise Brown
Publicity Director.....Janet Goss
Artists' Bureau Head..... Frances Cook
Bookkeeper Veronica Hammond
Continuity Director..... Julie Van der Meer
Chief Engineer.....Leo Burch

W J B C

BLOOMINGTON—EST. 1934

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...A. M. McGregor, Hugh
L. Gately & D. C. McGregor
Business Address.....209 E. Washington
Phone Number.....535
Studio Addresses: 209 E. Washington; Mc-
Lean County Farm Bureau Bldg.; Illinois
Wesleyan Campus; Illinois State Normal
University
Transmitter Location.....West Gregory St.,
Normal, Ill.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....Transradio
Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President and Station
Manager A. M. McGregor
Commercial Manager.....Hugh L. Gately
Chief Announcer.....Stanley Lantz
Traffic Manager.....Marjorie Stanbus
Artists' Bureau Head.....Al Staas
Musical Director.....Don Glasgow
Chief Engineer.....Ted Bailey

W K R O

CAIRO—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....Cairo

Transmitter LocationNorth of Cairo
Time on the AirUnlimited license

Personnel

OwnerOscar C. Hirsch

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By....Superior Broadcasting
Service, Inc.

Business AddressCarthage
Phone Number.....520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location.....R.F.D., Carthage
Time on the Air....Daytime to local sunset
News ServiceUP
Transcription Service.....NBC Thesaurus

Personnel

PresidentBob Compton
Station Manager.....John Palmer
Program Director.....Antoinette Palmer
Chief Announcer.....Boyce Butterfield

W D W S

CHAMPAIGN—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Champaign News-
Gazette, Inc.
Address48 Main St.
Phone Number6-1855
Transmitter LocationChampaign
Time on the AirUnlimited license
Newspaper AffiliationChampaign News-
Gazette
Transcription ServiceAssociated Music
Publishers

Personnel

Station ManagerMarajen Stevick

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By Chicago Daily Drivers
Journal

AddressPalmer House
Phone NumberRandolph 1932
Transmitter Location.....1001 Exchange Ave.
Time on the Air.....6 a.m. to local sunset
Newspaper Affiliation..Chicago Daily Drivers
Journal

News Service.....UP
Transcription Service.....Standard Radio;
Lang-Worth
Representative...George P. Hollingbery Co.

Need New Bounce Back of Your Advertising

—to turn today's purchasing power into profits?



Use **WBBM**.

Sixteen years straight advertisers have picked **WBBM** to carry more of their advertising than any other big Chicago station. Regularly 8 out of 10 renew, too.

And only *results* result in renewals.

If you feel your advertising is “under wraps” in the nation's second market, we have some *recent results* you'd like to see.

WBBM

53,000 WATTS  CHICAGO

Owned and operated by Columbia Broadcasting System. Represented by **RADIO SALES**: New York • St. Louis • Charlotte • San Francisco • Los Angeles

Personnel

PresidentWard A. Neff
 General Manager.....William E. Hutchinson
 Commercial Manager.....Arthur F. Harre
 Sales Promotion Manager...Walter Beadell
 Program Director-Chief
 AnnouncerLeland Gillette
 Musical Director.....James Kozak
 Chief Engineer.....Carl Uhlrich

W A I T

CHICAGO—EST. 1941

Frequency: 820 Kc.....Power: 5000 Watts
 (C. P. 10000 Watts)
 Owned-Operated By.....WAIT, Inc.
 Address.....360 N. Michigan Avenue
 Phone NumberState 3077
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air..Variable Sign-off Schedule
 News Service:.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Walker Co.

Personnel

PresidentGene T. Dyer
 Station-Commercial Manager,
 Herbert P. Sherman
 Program Director.....Joseph Rudolph
 Chief Engineer.....Edward J. Jacker

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broad-
 casting System, Inc.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter Location.....Glenview, Illinois
 Time on the Air.....5:30 a.m. to 1:30 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers
 RepresentativeRadio Sales

Personnel

PresidentWm. S. Paley
 Vice-President and Station
 ManagerH. Leslie Atlass
 Assistant Manager.....J. L. Van Volkenburg
 Commercial Manager.....J. Kelly Smith
 Sales Promotion Manager.....King Park
 Program Director.....Walter J. Preston
 Assistant Program Director...Stuart Dawson
 Western Division Publicity
 DirectorJames J. Kane
 Chief AnnouncerGeorge Guyon
 Office Manager.....John V. McLoughlin
 Musical Director.....Caesar Petrillo
 Chief Engineer.....Frank B. Falknor

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 10000 Watts
 Owned-Oper. By..Chicago Federation of Labor
 Address.....666 Lake Shore Drive
 Phone Number.....Superior 5300
 Transmitter Location...Downers Grove, Illinois
 Time on the air: 6 a.m. to 12:30 midnight;
 Sundays, 8:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Program-Publicity Director....George T. Case
 Chief Announcer.....Robert M. Purcell
 Control Room Supervisor.....G. O. Porter
 Transmitter Supervisor.....John J. Kurilla
 Musical Director.....John Kelly
 Chief Engineer.....Maynard Marquardt

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location...2756 Pine Grove Ave.
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to
 7 p.m.

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denemark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the air: 77 hours weekly
 News ServiceUP

Personnel

President.....Emil Denemark
 Manager.....Frank J. Koinour
 Sales Promotion Manager.....Don F. Lavery
 Program Director.....Ted E. Burklund
 Chief Announcer.....Al LaValle
 Musical Director-Artists' Bureau Head,
 William P. Brady
 Supervising Engineer...Edward M. Ziolkowski
 Chief Engineer.....C. K. Frisk



During 1940 and 1941, surveys repeatedly showed that when messages of national importance were broadcast over all major Chicago stations—W-G-N had the largest audience!

When you can have this large, alert, W-G-N audience, why take less?

A clear channel station **WGN** — 720 kilocycles

The FIRST STATION in Chicago

The FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By Blue Network Co.
 Address Merchandise Mart
 Phone Number Superior 8300
 Transmitter Location Tinley Park, Ill.
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to
 1 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-
 night to 1 a.m.; Sundays, 12 noon to 7 p.m.
 and 8 p.m. to 1 a.m.
 News Service AP; INS; UP
 Transcription Service NBC Thesaurus,
 Standard Radio
 Representative Blue Network

Personnel

President Mark Woods
 V.P.—Central Div. Mgr. E. R. Borroff
 Program Manager James Stirton
 Advertising and Sales Promotion Manager,
 E. J. Huber
 Chief Announcer Gene Rouse
 Publicity Director Anthony J. Koelker
 Production Manager Maurice Wetzel
 Sales Manager Merritt Schoenfeld
 Continuity Editor L. J. Edgely
 Director of Public Service Programs,
 William E. Drips
 Sales Traffic Manager Ray M. Neihenge
 Research Manager G. A. Vernon

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By Oak Leave Broad-
 casting Station, Inc.
 Address 14 N. Western Ave.
 Phone Number Seeley 8066
 Transmitter Location Ashburn (Chicago)
 Time on the Air Unlimited license
 News Service AP
 Transcription Service Associated Music
 Publishers
 Representative Forjoe & Co.

Personnel

Station Manager Gene T. Dyer
 Commercial Manager Arnold B. Hartley
 Sales Promotion Manager M. E. Clemens
 Musical Director John Van
 Chief Engineer George Bush

W G N

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc. Power: 50000 Watts
 Owned-Operated By WGN, Inc
 Address 441 N. Michigan Ave.
 Phone Number Superior 0100
 Transmitter Location Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:35 a.m.; Satur-
 days, 5:30 a.m. to 2 a.m.; Sundays, 8 a.m.
 to 1:35 p.m.
 Newspaper Affiliation The Chicago Tribune
 News Service AP, UP, Chicago Tribune
 Transcription Service World Broadcasting
 System
 Representative WGN, Inc. (N. Y.);
 Paul H. Raymer Co.

Personnel

President Col. Robert R. McCormick
 Manager Director W. E. Macfarlane
 Broadcasting Manager Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Program Director Joseph Ainley
 Sales Promotion Manager Ben H. Berentson
 Special Events-Publicity Director Bruce Dennis
 News Editor Tom Foy
 Talent Division Head Marvin Welt
 Farm Director William R. Denslow
 Concert Division Head Austin Wilder
 Musical Director Henry Weber
 Chief Engineer Carl J. Meyers

“HELP
 THE
 RED
 CROSS”

How To Get Results In Mid-West America

LIT is an accepted fact among hundreds of advertisers that advertising on WLS gets results.

A mail order advertiser, for example, offered a permanent wave kit for 50¢ on a WLS morning program three days weekly. He got results—but quick! From 23 programs he received 18,136 orders, each with 50¢ enclosed!

For information on how you can use WLS to get results in Chicago and the Middle West, write Glenn Snyder at WLS . . . or ask any John Blair man.

Use!



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARMER
STATION**
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

And To Get Results In Arizona

KOY
CBS AFFILIATE
PHOENIX
ARIZONA

KEY STATION OF THE ARIZONA
NETWORK—KOY, PHOENIX—KTUC,
TUCSON—KSUN, BISBEE—DOUGLAS

1000 WATTS ON
550 KC

"That Explains the Coverage"

Represented by **JOHN BLAIR & CO.**

Use!



WIND

CHICAGO

(For station listing see Gary, Ind.)

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
 Owned By WJJD Incorporated
 Operated By Ralph L. Atlass
 Address 230 North Michigan Ave.
 Phone Number STAt 5466
 Transmitter Location Desplaines, Illinois
 Time on the Air 4:30 a.m. to sundown
 News Service Transradio
 Transcription Service Standard Radio;
 Langworth
 Representative Paul H. Raymer Company

Personnel

President Ralph L. Atlass
 Vice-President H. Leslie Atlass
 Asst. to President-Program Director
 Al Hollender
 Commercial Manager Frederick Harm
 Chief Engineer Walter Myers

WLS

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By Agricultural Broadcast-
 ing Co.
 Address 1230 W. Washington Blvd.
 Phone Number Monroe 9700
 Transmitter Location U. S. 45 and 183rd St.,
 Tinley Park, Ill.
 Time on the Air: 5 a.m. to 3 p.m. and 6:30 to
 8 p.m.; Saturdays, 5 a.m. to 3 p.m. and 6:30
 p.m. to 12 midnight; Sundays, 8 a.m. to 12
 noon and 7 to 8 p.m.
 News Service AP, UP
 Representative John Blair & Co.

Personnel

President Burrige D. Butler
 Treasurer George Cook
 Station Manager Glenn Snyder
 Commercial Manager Charles F. Freeman
 Artists' Bureau Head George Ferguson
 Publicity and Sales Promotion
 Director Don Kelley
 Program Director Harold Safford
 Farm Program Director Arthur C. Page
 Sales Service Manager Wells H. Barnett, Jr.
 Continuity Director Frank Baker

FOR
 MAXIMUM
 RESULTS in CHICAGO
 at MINIMUM
 COST . . .

CHECK UP ON

WIND

5000 WATTS • 560 KC • FULL TIME
 Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices
 230 North Michigan Avenue, Chicago, Ill.

WJJD

20,000 WATTS • CHICAGO

*"The Nation's Largest
 Independent Station"*



*Specializing in creating
 audience response to the
 sponsor's product.*



News Editor..... Julian Bentley
 Educational Director..... Harriet Hester
 Traffic Manager..... Grace Cassidy
 Production Manager..... Al Boyd
 Musical Director..... Phil Kalar
 Chief Engineer..... Thomas L. Rowe

W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc..... Power: 50000 Watts
 Owned-Operated By

National Broadcasting Co., Inc.
 Address..... Merchandise Mart
 Phone Number..... Superior 8300
 Transmitter Location..... Elmhurst, Ill.
 Time on the Air..... 6:15 a.m. to 1 a.m.
 News Service..... AP, INS, UP
 Transcription Service..... NBC Thesaurus,
 Standard Radio
 Representative..... National Broadcasting Co.

Personnel

President..... Niles Trammell
 V-P, Central Division Mgr..... Harry C. Kopf
 Division Engineer..... Howard C. Luttgens
 Supervisor of Music Library..... D. A. Marcotte
 Night Manager..... E. C. Cunningham
 Special Events Director..... Kenneth D. Fry
 Asst. to Manager..... A. W. Kaney
 Chief Announcer..... William Kephart
 Publicity Director..... William Ray
 Continuity Editor..... William Murphy
 Production Manager..... Wynn Wright
 Sales Manager..... M. M. Boyd
 Business Manager..... John F. Whalley
 Program Manager..... Jules Herbuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Musical Director..... Roy Shield
 Director of Public Service Programs,
 Judith Waller

(See Page 400)

W M B I

CHICAGO—EST. 1926

Frequency: 1110 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Moody Bible
 Institute of Chicago

Address..... 153 Institute Place
 Phone Number..... Michigan 1570
 Transmitter Location..... Addison, Ill.
 Time on the Air: Limited time with WBT; 75½
 to 102½ hours weekly
 News Service..... UP
 Transcription Service..... Standard Radio,
 World Broadcasting System

Personnel

Vice-President..... H. Coleman Crowell
 Program Director..... Rev. Wendell P. Loveless
 Publicity Director..... Russell Hitt
 Chief Engineer..... A. P. Frye

W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc..... Power: 250 Watts
 Owned By..... Gene T. Dyer and partners
 Operated By..... Radio Station WSBC
 Address..... 2400 W. Madison St.
 Phone Number..... Seeley 8066
 Transmitter Location..... 2400 W. Madison St.
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
 8 to 10 p.m. and 11 to 12 midnight.

News Service..... AP
 Transcription Service..... Associated Music
 Publishers
 Representative..... Forjoe & Co.

Personnel

President-General Manager..... Gene T. Dyer
 Program Sales Executive..... Arnold B. Hartley
 Program Director..... Ruth Shelly
 Musical Director..... Dean Remick
 Chief Engineer..... Ed Jacker

W H F C

CICERO—EST. 1926

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 6138 W. Cermak Road
 Phone Number..... Lawndale 8228, Cicero 4305
 Transmitter Location..... 6138 W. Cermak Road
 Time on the Air: Unlimited license (18-hours
 daily)

News Service..... UP

Personnel

President..... R. F. Hoffman
 Manager..... M. E. Clifford
 Chief Announcer..... John Ravenel
 Chief Engineer..... George M. Ives, Jr.

W D A N

DANVILLE—EST. 1938

Frequency: 1490 Kc..... Power: 250 Watts
 Owned By..... Northwestern Publish-
 ing Co.

Operated By..... Danville Commercial News
 Address..... 202 W. Hazel St. (Hotel
 Wolford)

Phone Number..... 1700
 Transmitter Location..... 1500 N. Washington
 Avenue

Time on the Air..... 7 a.m. to 10:15 p.m.
 Newspaper Affiliation..... Danville Commer-
 cial News

News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... J. P. McKinney & Son

Personnel

General Manager..... E. C. Hewes
 Station Manager..... Francis A. Higgins
 Commercial Manager..... Guy F. Kitchen
 Sales Promotion Manager..... Ward White

Program Director Cody Noble
 Publicity Director-Chief
 Announcer Del Greenwood
 Musical Director Marie Karlstrom
 Chief Engineer Ted Magin

W S O Y

DECATUR—EST. 1924

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Commodore Broad-
 casting, Inc.
 Address 351-357 No. Main St.
 Phone Number 5371-2
 Transmitter Location 1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 Newspaper Affiliation Decatur Herald,
 Decatur Review
 News Service AP (Radio)
 Transcription Service ... Standard Radio, C. P.
 MacGregor, Keystone Broadcasting System
 Representative Sears & Ayer, Inc.

Personnel

President F. W. Schaub
 General Manager Merrill Lindsay
 Program Director Easter Straker
 Chief Announcer Hugh Muncy
 Musical Director Joe Mitchell
 Chief Engineer M. H. Stuckwish

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mississippi Valley
 Broadcasting Co., Inc.
 Address ... Broadview Hotel, 5th and Broadway
 Phone Number East 4390
 Transmitter Location Broadview Hotel, 5th
 and Broadway
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS
 Representative Sears & Ayer

Personnel

General Manager Carlin S. French
 Sales Promotion-Production Manager,
 Ralph Randall
 Program Director Harry Coleman
 Musical Director William Hart
 Chief Engineer Thos. R. McLean

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Galesburg Broad-
 casting Co.

Address Hill Arcade
 Phone Number 4626 Main
 Transmitter Location Hill Arcade
 Time on the Air Unlimited license
 News Service INS, UP
 Transcription Service Standard Radio
 Representative Sears & Ayer

Personnel

President and General Manager,
 Howard A. Miller
 Commercial Manager Rollin B. Laughner
 Program Director-Traffic Manager,
 Zala Lanphere
 Chief Announcer Bill Traylor
 Chief Engineer Gerald Foster

W E B Q

HARRISBURG—EST. 1923

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrisburg Broad-
 casting Company
 Address 100 East Poplar St.
 Phone Number 28
 Transmitter Location 100 East Poplar St.
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager I. M. Taylor
 Sales Promotion Manager-Chief Announcer,
 Lindle Moore
 Program-Musical Director Virginia Crane
 Publicity Director Harold Cook
 Production Manager Bob Franz
 Chief Engineer Joseph R. Tate

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Orville W. Lyerla
 Address Herrin
 Phone Number 382 and 383
 Transmitter Location Herrin
 Time on the Air 6 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer, Inc.

Personnel

President Orville W. Lyerla
 Station Manager Charles R. Cook
 Program Director Fred Reinhardt
 Production Manager Edgar C. Deffenbaugh
 Chief Engineer Lynton Lemond

W L D S

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By Stephenson, Edge &
 Korsmeyer
 Address Illinois Theater Bldg.

Phone Number.....1180
 Transmitter Location.....1½ miles east of
 Jacksonville
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Edgar Parsons
 Sales Promotion Manager....Pat O'Halloran
 Production Manager.....John O'Connor
 Chief Announcer.....Ken Lambert
 Musical Director.....Peg Parsons
 Chief Engineer.....Gerald Cassens

W C L S

JOLIET—EST. 1923

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WCLS, Inc.
 Address.....7 East Clinton St.
 Phone Number.....Joliet 4761
 Transmitter Location.....Maple Rd.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers

Personnel

President.....Walter Ashe
 Station Manager.....Robert M. Holt

Commercial-Sales Promotion Manager,
 Frank R. Davis
 Program Director-Chief Announcer,
 James Mitchell
 Publicity Director.....Roger Patrick
 Chief Engineer.....Lester De Costa

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Peoria Broadcasting
 Company
 Address.....200 Alliance Life Bldg.
 Phone Number.....7133
 Transmitter Location.....Highway No. 29,
 halfway between Peoria and Pekin
 Time on the Air: 5:45 a.m. to 12 midnight.
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio,
 Lang-Worth, BMI
 Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Assistant Manager.....Charles C. Caley
 National Sales Manager....Hugh K. Boice, Jr.
 Promotion Manager.....C. Russell Ehresman

Everything **Points To**
ROCKFORD

- ☆ A GREAT DEFENSE MARKET
- ☆ LOCATION OF CAMP GRANT
- ☆ 2ND MACHINE TOOL CITY IN U. S.
- ☆ PAYROLLS HITTING NEW HIGHS
- ☆ RETAIL SALES 40% OVER 1940

WROK ROCKFORD'S 1000 WATT MUTUAL OUTLET

*Owned and Operated by Rockford Consolidated Newspapers, Inc.
 The Rockford Morning Star and Register-Republic*

National Representatives:
HEADLEY-REED CO.

ROCKFORD IS 100 MILES WEST OF CHICAGO

Program Director.....R. Brooks Watson
 Director of Womens Activities,

Josephine Wetzler
 Continuity Director.....Vernon Nolte
 Farm Editor.....Emill Bill
 Artists' Bureau Head.....Milton Budd
 Musical Director.....Robert Black
 Chief Engineer.....Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Illinois Broadcasting Corp.

Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200
 Transmitter Location.....Quincy Gardens
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System, C. P. MacGregor
 Representative.....The Katz Agency

Personnel

President.....W. Emery Lancaster
 Secretary-Treasurer.....H. G. Kreitemeyer
 Vice-President.....R. E. Whitfield
 General Manager.....C. Arthur Fifer
 Commercial Manager.....W. J. Rothschild
 Program Director.....Jack Sexton
 Traffic Director.....Zoula Gatewood
 Musical Director.....Connie Williams
 Chief Engineer.....Francis Wentura

W R O K

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
 Owned-Operated By.....Rockford Broadcasters, Inc.

Address.....News Tower
 Phone Number.....Main 5632
 Transmitter Location.....Kilburn Ave. Rd.
 Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Ruth Hanna Simms
 Managing Director.....James Rodgers
 General Manager.....Walter Koessler
 Sales Promotion Manager.....William R. Traum
 Program Director.....John Dixon
 Public Relations Director,

Florence Lovejoy Shugars

Chief Announcer-Artists' Bureau,
 Maurice P. Owens
 Continuity Director.....Marjorie Hillard
 Musical Director.....Lorna Lane
 Chief Engineer.....Thomas C. Cameron

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Broadcasting Co.

Business Address.....1800 Third Ave.
 Phone Number.....918 and 919
 Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport, Iowa

Transmitter Location....23rd Ave. and 52 St., Moline, Ill.

Time on the Air: 5:30 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight.

Newspaper Affiliation..The Rock Island Argus
 News Service.....AP, UP
 Transcription Service.....Standard Radio, Lang-Worth

Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
 Vice-President-General Manager..L. C. Johnson
 Commercial Manager.....Maurice Corken
 National Sales Manager.....Marvin Rosene
 Program Manager....J. Woodrow Magnuson
 Publicity Director.....Don Wright
 Sales Promotion Manager.....Ted Arnold
 Sports Director.....Van Patrick
 Director of Women's Programs..Millicent Polly
 Traffic Manager.....Forest Cooke
 Musical Director.....Lucia Thompson
 Chief Engineer.....R. J. Sinnett

W C B S

SPRINGFIELD—EST. 1928

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....WCBS, Inc.
 Address.....523 E. Capital
 Phone Number.....9855
 Transmitter Location.....2200 S. 6th
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation...Illinois State Journal
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President.....Harold L. Dewing
 Vice-President.....A. W. Shipton
 Secretary.....L. G. Pefferle
 Station Manager.....Jack Heintz
 Publicity Director.....Lyle Munson
 Chief Announcer.....C. A. Miller
 Sales Promotion Manager.....Carroll Neeld
 Musical Director.....John Geil
 Chief Engineer.....Richard L. Ashenfelter

WTAX

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts
 Owned By: WTAX, Inc.
 Operated By: Jay A. Johnson
 Business Address: 204 Reisch Bldg.
 Phone Number: 2-4441
 Studio Address: 117-119 S. 5th St.
 Transmitter Location: 117-119 S. 5th St.
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays,
 7 a.m. to 11:30 p.m.

News Service: UP
 Transcription Service: Associated Music
 Publishers

Representative: The Foreman Company

Personnel

President and Manager: Jay A. Johnson

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By: WDZ Broadcasting
 Company

Address: Star Building
 Phone Number: 98 and 153
 Transmitter Location: Intersection of U. S.
 Highways 36 and 45

Time on the Air: Sunrise to sunset
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Howard H. Wilson Co.

Personnel

President: E. L. Bill
 Station and Sales Manager: Clair B. Hull
 Promotion Manager: Walter Schafer
 Program Director-Chief Announcer: Fran Booton
 Production Manager: Curt Poulton
 Musical-Publicity Director: Herbert L. Johnson
 Artists' Bureau Head: Frank Jennings
 Chief Engineer: Mark C. Spies

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 d.
 Owned-Operated By: University of Illinois
 Business Address: Urbana
 Phone Number: 7-2400 and 7-2616
 Studio Address: 400 S. Wright St.
 Transmitter Location: 1 mile south on First
 St. Road, Champaign, Ill.

Time on the Air: 6:30 a.m. to local sunset
 Newspaper Affiliation: Daily Illini (student
 newspaper)

News Service: AP
 Transcription Service: Lang-Worth

Personnel

Director: Jos. F. Wright
 Program Director: Frank E. Schooley
 Publicity Director: Art Wildhagen
 Chief Announcer: Paul Bolman
 Continuity Editor: Virginia Cook
 Musical Director: Lanson F. Demming
 Production Director: Nat H. Erwin
 Chief Engineer: A. James Ebel
 (Non-Commercial Station)

INDIANA

*For Latest U. S. Census, Population and Retail Trade Data
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WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Anderson Broad-
 casting Corp.

Business Address: Citizens Bank Bldg.
 Phone Number: 234
 Studio Address: 1110 Meridian St.
 Transmitter Location: 1110 Meridian St.

Time on the Air: 7 a.m. to 10 p.m.
 News Service: UP
 Transcription Services: NBC Thesaurus,
 Standard Radio

Representative: Associated Radio Sales

Personnel

President-General Manager: L. M. Kennett
 Commercial Manager: John R. Atkinson

WTRC

ELKHART—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Truth Publishing Co., Inc.
 Address: Hotel Elkhart

Phone Number: 948
 Transmitter Location: Oakland Avenue Road
 one mile south Elkhart city limits

Time on the Air: 7 a.m. to 10 p.m.;
 Sundays, 11 a.m. to 9 p.m.

Newspaper Affiliation: Elkhart Daily Truth
 News Service: UP
 Transcription Service: World; Standard
 Radio; Keystone

Representative: Burn-Smith Company, Inc.

Personnel

President: C. D. Greenleaf
 General Manager: R. R. Baker

Program Director.....Paul Upson
Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Evansville On The Air, Inc.

Address519 Vine St.
Phone Number2-1171
Transmitter LocationEvansville
Time on the AirUnlimited license
Transcription ServiceWorld Broadcasting System
RepresentativeWeed & Co.

Personnel

Secretary-Treasurer
and General Manager.....Clarence Leich

W G B F

EVANSVILLE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated ByEvansville On The Air, Inc.

Address519 Vine St.
Phone Number2-1171
Transmitter LocationEvansville
Time on the AirUnlimited license
Transcription ServiceWorld Broadcasting System
RepresentativeWeed & Co.

Personnel

General ManagerClarence Leich

W G L

FORT WAYNE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Westinghouse Electric Mfg. Co.
Operated By. Westinghouse Radio Stations, Inc.
Business Address.....925 So. Harrison St.
Phone Number.....A-2136
Studio Address.....Westinghouse Building
Transmitter Location.....Westinghouse Building
Time on the Air.....6:30 a.m. to 12 Midnight
News Service.....UP
Transcription Service.....NBC Thesaurus.
Standard Radio

Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Frank V. Webb

Auditor.....Kenneth Foellinger
Sales Promotion Mgr.....Jack O'Mara
Program Director.....Eldon Campbell
Production Director.....Carl Vandagriff
Chief Announcer.....J. Howard Ackley
Chief Engineer.....Robert G. Duffield, Jr.

W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned By...Westinghouse Electric & Mfg. Co.
Operated By. Westinghouse Radio Stations, Inc.
Address925 So. Harrison St.
Phone Number.....A-2136
Transmitter Location.....Routes 30 and 33 (Junction)

Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....UP
Transcription Services.....NBC Thesaurus;
Standard Radio

Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Frank V. Webb
Auditor.....Kenneth Foellinger
Program Director.....Eldon Campbell
Production Manager.....Carl Vandagriff
Sales Promotion Mgr.....Jack O'Mara
Chief Announcer.....J. Howard Ackley
Continuity Supervisor.....H. C. Woehrmeyer
Musical Director.....Jeanne Brown
Chief Engineer.....Robert G. Duffield, Jr.

W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
Owned-Operated By.....Johnson-Kennedy Radio Corp.

Business Address.....504 Broadway
Phone Numbers.....Gary 9191;
State 4176 (Chicago)

Studio Addresses.....504 Broadway;
230 N. Michigan Blvd., Chicago

Transmitter Location.....Black Oak, Indiana
Time on the Air.....6 a.m. to 4 a.m.
News Service.....AP; Transradio
National Sales Office Address.. 230 N. Michigan Blvd., Chicago, Ill.

Representative.....Foreman Company

Personnel

President.....Ralph L. Atlass
Manager.....Dee O. Coe
Sales Manager.....John T. Carey
Program Director.....J. Riley Jackson
Production Manager.....Robert Diller
Director of Public Relations.....Al Hollender
Chief Engineer.....George Maki

(See Page 407)

WHIP

HAMMOND—EST. 1937

Frequency: 1520 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hammond-Calumet
 Broadcasting Corporation
 Business Address: 165 North Michigan Ave.,
 Chicago, Ill.
 Phone NumberRandolph 3727
 Studio Addresses: 5935 S. Hohman Ave.; 165
 N. Michigan, Chicago, Ill.
 Transmitter Location.....137 & Pochman Aves.
 Time on the Air.....6 a.m. to 4 a.m.
 News Service.....INS
 Transcription Service.....Lang-Worth

Personnel

President-General Manager.....George F. Sourrier
 Managing Director.....Doris Keane
 Commercial-Sales Promotion
 ManagerRobert E. Potter
 Program Director.....Mark Love
 Production Manager.....Elmer Herkner
 Publicity Director.....Lyn Farnham
 Artists Bureau Head.....Frank Bennett
 Sports Director.....Robert Bryar
 Foreign Director.....Paul Saliner
 Special Features Director.....John Curley
 Musical Director.....Don Maya
 Chief Engineer.....H. V. Fitzcharles

WJOB

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated byO. E. Richardson &
 Fred L. Adair
 Address.....449 State St.
 Phone Number.....Hammond 9800
 Transmitter Location.....449 State St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Representative.....Associated Radio Sales

Personnel

Station Manager.....O. E. Richardson
 Technical Supervisor.....John Felthouse

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Address48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location.....2 miles northeast of
 Millersville, Indiana
 Time on the Air.....18 hours (regularly)
 News Service.....AP; INS

Why argue with **FACTS?...** *in* **INDIANAPOLIS**

WIRE ☆

CARRIES MORE
 LOCAL COMMERCIAL
 PROGRAMS THAN
 ALL THREE OTHER
 STATIONS

Combined!



BASIC NBC RED
 GEO. P. HOLLINGBERRY
 REPRESENTATIVES



Transcription Service.....Associated Music Publishers
 Representative.....The Katz Agency

Personnel

President.....H. M. Bitner, Sr.
 Station Manager.....Lester W. Lindow
 Sales Promotion Manager.....James M. Matheny
 Office Manager.....Harry M. Bitner, Jr.
 Chief Announcer.....Joseph Pierson
 Program Director.....F. O. Sharp
 Continuity Editor.....Don Menke
 Musical Director.....Walter H. Reuleaux
 Chief Engineer.....Harold Holland

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Indiana Broadcasting Corp.

Address.....350 N. Meridian St.
 Phone Number.....Lincoln 2305
 Transmitter Location.....Northwest of Indianapolis

Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....H. G. Wall
 Commercial Manager.....J. J. Flanigan
 Program Director.....Jack Morrow
 Director of Rural Programs.....William Haley
 Musical Director-Artists' Bureau

Head.....Lester Huff
 Chief Announcer.....William Schingle
 Traffic Manager.....Rosemary Horn
 Chief Engineer.....Harry Adams

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...Indianapolis Broadcasting, Inc.

Address.....Claypool Hotel
 Phone Number.....Riley 1541-2-3-4
 Transmitter Location.....44th & Ralston Road
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP; UP
 Representative.....Geo. P. Hollingbery, Inc.

Personnel

President.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Harry Skornla
 Publicity Director.....Eugene S. Pulliam
 Musical Director.....Josephine Mason
 Chief Engineer.....Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Capitol Broadcasting Corporation

Address.....Board of Trade Building
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls Ave.

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
 Treasurer.....Edward H. Harris
 Vice-President.....Alvin R. Jones
 Business Manager.....Robert E. Bausman
 Program Director.....Miles Reed
 Chief Announcer.....William Frost
 Musical Director.....James Boyer
 Chief Engineer.....Stokes Gresham, Jr.

W K M O

KOKOMO—EST. 1941

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

Address.....400 North Main St.
 Transmitter Location.....Kokomo
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

President-Commercial
 Manager.....Dr. Charles K. Boyajian
 Station Manager.....B. A. Manning

W A S K

LAFAYETTE—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Transmitter Location.....Lafayette
 Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....O. E. Richardson
 Station Manager.....J. Gibbs Spring
 Program Director.....Randolph Bean

W L B C

MUNCIE—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....Muncie
 Phone Number.....4403

Studio Address: Junction of Highways Nos. 69, 3 and 35, south of Muncie
 Transmitter Location.....South of Muncie
 Time on the Air.....5:30 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Associated Music Publishers; Standard Radio
 Representative.....Forjoe & Co.

Personnel

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

W G R C

NEW ALBANY (LOUISVILLE, KY.)
 EST. 1936

MUTUAL BROADCASTING SYSTEM
 SOUTHERN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Northside Broadcasting Corp.
 Business Address: Kentucky Home Life Bldg., Louisville, Ky.
 Phone Wabash 3343
 Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky.; Elsby Bldg., New Albany
 Transmitter Location: McCulloch Pike, near New Albany
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP; Transradio
 Transcription Service..... Standard Radio; Associated Music Publishers; Lang-Worth
 Representatives.....Burn-Smith Co.; Walter Biddick Co.

Personnel

President and Manager.....S. A. Cisler
 Commercial Manager.....Howard Perry
 Sales Promotion Manager.....Harry Hunter
 Production Manager.....W. S. Luckenbill
 Musical Director.....Harry Arnold
 Chief Engineer.....William Tharp
 Traffic-Continuity Director.....David Wilburn
 News Editor.....Tom Smith

W K B V

RICHMOND—EST. 1926

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Knox Radio Corp.
 Address.....225 N. 8th St.
 Phone Number.....1434
 Transmitter Location.....North Richmond
 Time on the Air.....Unlimited License
 News Service.....INS
 Transcription Service: Lang-Worth; Keystone Broadcasting System

Personnel

PresidentWilliam O. Knox

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 500 Watts; (C. P. 1000)
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.
 Phone Number.....3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
 Newspaper Affiliation...South Bend Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus; Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

PresidentF. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director-Chief
 AnnouncerRobert L. Barker
 Publicity Director.....Mary Stockdale
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. Cole

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Banks of the Wabash, Inc.
 Address303 South Sixth Street
 Phone Number.....Crawford 3394
 Transmitter Location...First St. and Peyton Ave.
 Time on the Air...6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System; Langworth
 Representative.....Weed & Company

Personnel

Vice-President-Gen. Manager..Martin L. Leich
 Commercial Manager.....George M. Jackson
 Program Director.....Leo Baxter
 Chief Engineer.....Robert B. Almon

W A O V

VINCENNES—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Vincennes Newspapers, Inc.
 AddressGrand Hotel
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes (1/2 mile)

Time on the Air: 6 a.m. to 10 p.m.; Sundays,
8 a.m. to 10 p.m.
Newspaper Affiliation Vincennes
Sun-Commercial
News Service UP
Transcription Service Lang-Worth, World
Broadcasting System
Representative George P. Hollingbery Co.

Personnel

Vice-President-General
Manager Howard N. Greenlee
Station Manager Victor H. Lund
Commercial-Sales Promotion
Manager Lawrence O. Hammer
Program Director-Chief
Announcer J. Frank Burger
Publicity Director Anne Gilbert
Musical Director Byron Davidson
Chief Engineer Claude M. Harris, Jr.

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Purdue University
Address Hall of Music, Lafayette
Phone Number 6076
Transmitter Location 6 miles south of La-
fayette
Time on the Air 10 a.m. to 10 p.m.
News Service AP
Transcription Service Standard Radio

Personnel

Business Manager John W. Ditamore
Program Director Gilbert D. Williams
Production Manager Fred L. Conger
Publicity Director Don Brewer

IOWA

For Latest U. S. Census, Population and Retail Trade Data
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W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc. Power: 5000 Watts
Owned-Operated By Iowa State College
Address Service Building
Phone Number 2500; Extension 281
Transmitter Location Service Building
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service Standard Radio

Personnel

President Charles E. Friley
Director W. I. Griffith
Production Manager Dick Hull
Publicity Director R. W. Beckman
Chief Announcer Don Jackson
Musical Director Howard Chase
Chief Engineer L. L. Lewis
(Non-Commercial Station)

K F G O

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By Boone Biblical College
Business Address 924 West Second Street
Phone Number 616-W
Transmitter Location 924 West Second St.
Time on the Air Daytime License

Personnel

Manager Lois Crawford
Program Director-Chief Announcer Mina Green
Musical Director Opal Hartung
Chief Engineer Paul R. Huntsinger
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Burlington Broadcasting
Co.
Address National Bank Bldg.
Phone Numbers 680; 681
Transmitter Location National Bank Bldg.
Time on the Air 5:30 a.m. to 11 p.m.
Newspaper Affiliation Burlington Hawkeye
Gazette
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.

Personnel

President-General Manager Joe DuMond
Program-Musical Director Les Barry
Publicity Director Herbert Resnick
Chief Announcer Cliff Hendrix
Chief Engineer Willis Wilson

W M T

CEDAR RAPIDS, WATERLOO—
EST. 1922

CBS-MUTUAL
THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Iowa Broadcasting
Company
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 236
(Waterloo)
Transmitter Location Marion, Iowa

Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation...Des Moines Register
and Tribune
News Services.....AP; UP
Transcription Service: Davis & Schwegler;
Lang-Worth; World Broadcasting System;
BMI
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
V.-P. and General Manager...S. D. Quarton
Commercial Manager,
W. B. Quarton (Cedar Rapids)
Sales Promotion Manager...Don E. Inman
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief
Announcer.....Benne Alter
Farm Editor.....Robert Leefer
Studio Manager (Waterloo)...Howard Roberts
Publicity Director.....L. Von Linder
Musical Director.....Isabelle Alt
Chief Engineer.....Charles F. Quentin

K R O S

CLINTON—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clinton Broadcasting
Corp.
Business Address.....Jacobsen Bldg.
Phone Number.....448
Studio Address.....246½ Fifth Ave., South
Transmitter Location . 246½ Fifth Ave., South
Time on the Air.....Unlimited License
Newspaper Affiliation:
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....Peter Matzen
General Manager.....Morgan Sexton
Sales Promotion Manager.....B. M. Jacobsen
Program Director.....Jack Hubbard
Production Manager.....Robert Irwin
Publicity Director.....Darlene Gordon
Auditor.....Lucille DeLeers
Musical Director.....Margery Meinert
Chief Engineer.....Gilbert Andrew

W O C

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
(C.P. 1420 Kc.; 5000 Watts)
Owned-Operated By....Tri-City Broadcasting
Company
Address.....1000 Brady Street
Phone Number.....2-3521
Transmitter Location.....1000 Brady Street
Time on the Air: 18 hours daily; 16 hours
(Sunday)

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....Col. B. J. Palmer
Vice-President.....Dave Palmer
General Manager.....J. Buryl Lottridge
Sales Promotion Manager..L. O. Fitzgibbons
Program Director.....Neil Conklin
Publicity Director.....Jack Paulsen
Senior Announcer.....Robert Frank
Chief Engineer.....Ray Stauffer

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number.....690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location..C. K. Preus Gymnasium
Time on the Air.....7:30 a.m. to local sunset

Personnel

President.....Dr. O. J. H. Preus
Treasurer.....Karl Hanson
Program Director.....Robert E. Lee
Publicity Director.....M. Lore
Chief Engineer.....O. M. Eittrim
(Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting
Company
Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location...S. E. 22nd & Park
Ave.
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register
and Tribune
News Service.....AP; UP
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther L. Hill
Assistant General Manager and
Commercial Manager.....Craig Lawrence
National Sales Manager.....Ted Enns
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Publicity Director.....Mary Little
Farm Service Director.....Andy Woolfries
Women's Director.....Betty Wells
Musical Director.....Edward Truman
Chief Engineer.....Paul Huntsinger

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
THE COWLES STATIONS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Iowa Broadcasting
Company
Address: 715 Locust Street
Phone Number: 3-2111
Transmitter Location: S.E. 22nd & Park
Avenue
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.
Newspaper Affiliation: Des Moines Register
and Tribune
News Service: AP; UP
Transcription Service: Standard Radio;
Lang-Worth
Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
General Manager: Luther Hill
Assistant General Manager and
Commercial Manager: Craig Lawrence
National Sales Manager: Ted Enns
Program Director: Ed Linehan
Sales Promotion Manager: Wayne Welch
Publicity Director: Mary Little
Farm Service Director: Andy Woolfries
Women's Director: Betty Wells
Musical Director: Edward Truman
Chief Engineer: Paul Huntsinger

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc. Power: 50000 Watts
Owned-Operated By: Central Broadcasting Co.
Business Address: 914 Walnut St.
Phone Number: 3-7147
Studio Addresses: 914 Walnut St.; Shrine
Auditorium; Iowa State Fair Grounds
Transmitter Location: Mitchellville, Iowa
Time on the Air: 5:30 a.m. to 12 Midnight;
Sundays, 8 a.m. to 12 Midnight
News Services: INS; UP
Transcription Services: NBC Thesaurus; BMI
Representative: Free & Peters, Inc.

Personnel

President: Col. B. J. Palmer
V.P. & Treasurer: D. D. Palmer
V.P. & Station Manager: J. O. Maland
Secretary: William Brandon
Sales Manager: Hale Bondurant
Merchandising Director: Harold Fulton
Publicity Director: Woody Woods
Program Director: Harold Fair
Production Manager: Jack Kerrigan
Continuity Director: Kenneth Gteller

Public Relations Director: Ralph Evans
Musical Director: Don Hovey
Technical Director: Paul A. Loyet

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 Watts
Owned By: Telegraph-Herald
Operated By: Fred Woodward
Address: 8th and Bluff
Phone Number: 1603
Transmitter Location: East Dubuque, Ill.
Time on the Air: Unlimited license
Newspaper Affiliation: Telegraph-Herald
News Service: AP
Transcription Services: Langworth;
Standard Radio
Representative: John Pearson

Personnel

President: Fred Woodward
Station Manager: K. S. Gordon
Commercial Manager: W. J. Binkley
Program Director: Paul Skinner
Chief Engineer: Stan Beck

W K B B

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Sanders Bros. Radio
Station
Address: Hotel Julien
Phone Number: 572
Transmitter Location: R. R. No.2, Dubuque,
Iowa
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 8 a.m. to 12 Midnight
News Service: INS
Transcription Service: Associated Music
Publishers
Representative: Spot Sales, Inc.

Personnel

President: Walter E. Klauer
Station Manager: James D. Carpenter
Program Director: Gleason E. Kistler
Publicity Director-Chief Announcer:
L. Vaughn Gayman
Musical Director: Ethel Carpenter
Chief Engineer: Leonard Carlson

K V F D

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Northwest Broadcasting Co.
Operated By: Edward Breen

Address.....912 First Ave. South; Warden Bldg.
 Phone Number.....Walnut 3761
 Transmitter Location...Junction of highways 169 and 20
 Time on the Air.....6 a.m. to Midnight; Sundays, 8 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Burn-Smith Co.

Personnel

President-General Manager....Edward Breen
 Program Director.....Robert Carson
 Publicity Director.....Cole McMartin
 Traffic Manager.....Elizabeth Hohn
 Bookkeeper.....Mae Challberg
 Chief Engineer.....Jack Duncan

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....500 d.; 1000 n. (C.P. 5000)
 Owned-Operated By..The State University of Iowa
 Address.....Iowa City
 Phone Number.....2111-237
 Transmitter Location.....Iowa City
 Time on the Air...8 a.m. to 10 p.m. (except Sunday)
 News Service.....AP

Personnel

Station Director.....Carl H. Menzer
 Program Director.....Pearl B. Broxam
 Production.....Prof. H. Clay Harshberger
 Chief Announcer.....Bob Pfeiffer
 Chief Engineer.....S. J. Ebert (Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Marshall Electric Company
 Address.....1603 West Main Street
 Phone Number.....3361
 Transmitter Location: 2 miles northwest of Marshalltown
 Time on the Air: 6 a.m. to 10 p.m.; Sundays, 11 a.m. to 7:00 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor; Lang-Worth
 Representative.....The Walker Company

Personnel

President and Station Manager...Earl Peak
 Commercial Manager.....E. W. Thompson
 Program Director.....O. L. Russell
 Production Manager-Musical Director.....Cleo Hiner
 Chief Announcer.....Bill White
 Chief Engineer.....Eugene Peak

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power 1000 Watts (C.P. 5000 Watts)
 Owned-Operated By....Mason City Globe Gazette Co.
 Address.....200 North Federal Avenue
 Phone Number.....2800
 Transmitter Location.....Highway 18, west of Mason City
 Time on the Air.....5 a.m. to 4 a.m.
 Newspaper Affiliation...Mason City Globe Gazette
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
 Commercial Manager.....George Arnold, Jr.
 Sales Promotion Manager.....Ken Kew
 Program Director.....John Price
 Production Manager.....Jim Woods
 Publicity Director.....Henry Hook
 Chief Engineer.....Leo Born

K B I Z

OTTUMWA—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. D. Falvey
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....None
 News Service.....UP
 Transcription Services.....Standard Radio; Keystone Broadcasting System

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial-Sales Promotion Manager, Em Owen
 Program Director-Chief Announcer Harry Grove
 Publicity Director.....Bill Mackintosh
 Woman's Editor.....Natalie Harris
 Musical Director.....Celeste Coop
 Chief Engineer.....Wayne Hatchett

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....407 Sycamore St.
 Phone Number.....1 PBX
 Transmitter Location.....407 Sycamore St.
 Time on the Air...6 a.m. to 2:30 p.m. and 5 to 10 p.m.; Sundays, 8 a.m. to 2:30 p.m. and 5 p.m. to 6:45 p.m.
 News Service.....Transradio

Transcription Service.....Standard Radio
 Representative.....Reynolds-Fitzgerald, Inc.

Personnel

President.....Henry Field
 Manager.....John Nicholson
 Commercial Manager-Program Director,
 Paul O. Brawner
 Musical Director.....Paul McKinstry
 Chief Engineer.....George Crocker

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

CORN BELT WIRELESS REBROADCASTING
 SERVICE

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell and Elm Streets
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Sales Production Manager.....Owen Saddler
 Program Director-Chief Announcer Mott Johnson
 Continuity Director.....Bill O'Hollaren
 Traffic Manager.....Margaret Freeman
 Artists' Bureau Head.....Clifford Cross
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location...5500 Floyd River Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation....Sioux City Journal-
 Tribune
 News Service.....AP
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program Director.....Larry Coke
 Chief Announcer.....Charles Sebastian
 Director of Education...Elizabeth Sammons
 Musical Director.....Miriam Corkhill
 Chief Engineer.....Alvin H. Smith

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By..Sioux City Broadcasting
 Company

Business Address.....Commerce Building

Phone Number.....8-0165

Transmitter Location.....Commerce Building

Time on the Air.....Unlimited License

Newspaper Affiliation....Sioux City Tribune

News Service.....UP

Transcription Service...Associated Music Pub-
 lishers

Representative.....The Walker Company

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer.Bill Warner
 Production Manager.....Del Allen
 Publicity Director.....Bill Tredway
 Office Manager.....Cliff Blakely
 Artists' Bureau Head.....Bernie Marr
 Chief Engineer.....Carl McGee

K I C D*

SPENCER—EST. 1941

Frequency: 1240 Kc.....Power: 100 Watts

Owned-Operated By.....Iowa Great Lakes
 Broadcasting Co.

Address.....Spencer

Transmitter Location.....Spencer

Time on the Air.....Unlimited license

Personnel

President.....Robert G. Lexvold
 Vice-President.....Lawrence W. Andrews
 Secretary-Treasurer.....Lyle W. Nolan
 *Station had construction permit at pres-
 time and no further information was available.

Unassigned*

WATERLOO—EST. 1942

Frequency: 1540 Kc.....Power: 50000 Watts

Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Waterloo

Transmitter Location.....Waterloo

Time on the Air.....Unlimited license

* Station has construction permit. No further
 information available at press time.

KANSAS

For Latest U. S. Census, Population and Retail Trade Data
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K V A K

ATCHISON—EST. 1939

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By: Carl Latenser
Address: 622 Commercial Street
Phone Number: 1420
Transmitter Location: East Atchison
Time on the Air: 6 a.m. to 10 p.m.
News Service: Transradio
Transcription Service: Lang-Worth

Personnel

Owner & Director: Carl Latenser
Station Manager: Harold McKinney
Commercial-Sales Promotion Manager: Lloyd McClure
Program Director: Robert Griffith
Chief Engineer: Charles Weisman

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Hugh J. Powell
Address: 8th and Elm
Phone Number: 147
Transmitter Location: South Coffeyville
Newspaper Affiliation: Coffeyville Journal
News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

Owner: Hugh J. Powell
General Manager: Melvin Drake
Program Director-Chief Announcer: Dick Campbell
Production Manager-Musical Director: Ossie Osborn
Publicity Director: Lillian Houston
Chief Engineer: J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By: Dodge City Broadcasting Co.
Address: 705 Second Ave.
Phone Number: 1100
Transmitter Location: West Park St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Dodge City Daily Globe
News Service: AP
Transcription Service: Standard Radio
Representative: Arthur H. Hagg and Associates

Personnel

President: J. C. Denious
Business Manager: N. C. Petersen
Commercial Manager: Vaughn Kimball
Chief Engineer: Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Emporia Broadcasting Co.
Address: 613 Merchant St.
Phone Number: 153, 154
Transmitter Location: South Emporia
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Sears & Ayer

Personnel

President: S. B. Warren
General Manager: Nelson Rupard
Station Manager: E. I. Heaton

K I U L

GARDEN CITY—EST. 1935

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: F. D. Conard
Business Address: 404 N. Main
Phone Number: 666
Studio Address: 404 N. Main, Warner Terrace
Transmitter Location: Warner Terrace
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: C. P. McGregor,
Keystone Broadcasting System

Personnel

President: F. D. Conard
Station Manager: Al Pyatt
Chief Announcer: Ed Watts, Jr.
Chief Engineer: W. N. Moore

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: H. T. Townsley
Address: 2103 Forest Ave.
Phone Number: 1080, 1081
Transmitter Location: Highway 281
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 1:30 a.m. to 10 p.m.

News Service.....AP, Transradio
 Transcription Service.....Lang-Worth
 Representative.....Don Davis, Kansas State
 Network

Personnel

Owner.....H. T. Townsley
 General Manager.....Clem Morgan
 Program Director.....Ray Beals
 Chief Announcer.....Lynn Cook
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nation's Cen-
 ter Broadcasting Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Earl Chamberlain

K C K N

**KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Kansas City Kansan
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.....Capper Publications

Personnel

President.....W. A. Bailey
 Vice-President-General Manager,
 Ellis Atteberry
 Sales Promotion Manager.....Ruth Kendall
 Program Director.....John Drake
 Publicity Director.....Wilda Whitescarver
 Chief Announcer.....Al Christy
 Director of Continuity.....Phil Hannum
 Director of Defense Programs.....Manly Banister
 Musical Director.....Ruth Royal
 Chief Engineer.....C. E. Salzer, Jr.

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas

Address.....Lawrence
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN

Personnel

Director.....Harold G. Ingham
 (Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.

Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kansas
 Time on the Air.....Shares Time
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
 Promotion Director.....John Bondeson
 Chief Announcer.....Millard Ireland
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 of Agriculture and Applied Science
 Address.....College Campus
 Phone Number.....Office, 2236; Station, 3395
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
 Station Manager.....H. Umberger
 Program Director.....L. L. Longsdorf
 Production Manager-Publicity Director,
 J. P. Chapman
 Musical Director.....William Lindquist
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.

Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location... 2 miles SE of Pittsburg,
 Kansas
 Time on the Air.....Daytime License
 News Service.....INS
 Representative.....The Walker Company

ALONE in the Kansas Field



DAY in and day out, our Wizard of Oz friend, the scarecrow is on the job in the interests of greater productivity. Standing alone and unique in the field of productive advertising throughout Kansas and adjoining states is WIBW.

Since 1924, farm and small town listeners have known our announcers and personalities by their first names. Selling, therefore, becomes a sincere, personalized recommendation of one friend and neighbor to another. Results from such long-established confidence are inevitable.

WIBW led the entire country in volume of low-cost inquiries for Kerr Mason Jars. Client X (name on request) made direct \$1.00 sales at a unit cost of only 15c. Our daily commercial mail averages over 1,100 pieces!

Our Family of 4,811,511 listeners tunes in one of America's easiest-heard signals . . . a dominating signal made possible by America's peak soil conductivity and our enviable 580 kc frequency that makes our 5,000 watts equal to a million watts at the other end of the dial.

Take advantage of this station that stands alone in power, personality and prestige in a territory where buying power is at a 20-year peak.

WIBW—THE VOICE OF KANSAS

*Ben Ludy—General Manager
Represented by Capper Pubs., Inc.*

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales & Promotion Manager.....J. A. Schell
 Publicity Director.....Don Taylor
 Chief Announcer.....Lou Martin
 Musical Director.....Leota Taylor
 Chief Engineer.....W. L. Brown

KSAL

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned By.....KSAL, Inc.
 Operated By.....R. J. Laubengayer
 Address.....201 West Iron
 Phone Number.....100, 101, and 423
 Transmitter Location.....West State St.
 Time on the Air: 6 a.m. to 12 midnight (125
 hours weekly)
 Newspaper Affiliation.....Salina Journal
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Artists Bureau Head.....Chester Gowen
 Musical Director.....Al Thompson
 Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.
 Business Address.....Box 119
 Phone.....3-2377
 Studio Address.....1035 Topeka Blvd.
 Transmitter Location.....near Topeka
 Time on the Air: 4:30 a.m. to 1 a.m.; Saturdays
 and Sundays, 4:30 a.m. to 12 midnight
 Newspaper Affiliation.....Capper Publications,
 Inc.
 News Service.....UP
 Transcription Service.....Standard Radio, BMI
 Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
 Publicity Director.....Charles Hill
 Artists' Bureau Head.....Maudie Shreffler
 Dramatics Director.....Art Holbrook
 Chief Engineer.....Karl Troeglen

KANS

WICHITA—EST. 1936

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The KANS Broad-
 casting Co.
 Address.....Hotel Lassen
 Phone Number.....4-2387
 Transmitter Location.....Wichita
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Herb Hollister
 General Manager.....Jack Todd

KFBI

WICHITA—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Farmers and Bankers
 Broadcasting Corporation
 Address.....First and Market Sts.
 Phone Number.....2-1447, 4-8452
 Transmitter Location.....42nd and Broadway
 Time on the Air.....5:30 a.m. to 12 midnight

KFBI



THAT'S BILLIONS RICHER

Serve the people well, through
 thick and thin, and they'll re-
 spond when you ask them. Now
 that BILLIONS in defense dollars
 are saturating this already farm-
 and-oil-rich region, ask the loyal
 listeners of KFBI to buy your pro-
 duct, They'll do it!

KFBI at Wichita

5000 Watts day, 1000 Nite, 1070 K-C
 Howard Wilson & Co., Representatives

• • • **KANSAS-KENTUCKY** • • •

News Service.....INS
 Transcription Service....World Broadcasting
 Service, Standard Radio
 Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
 General Manager.....Ray Linton
 Station Director.....Ted Johnson
 Sales Promotion Manager.....Leo Howard
 Merchandising Manager-Publicity Director, ...
 Ralph Varnum
 Local Sales Manager.....Robert M. Kent
 Auditor.....John W. Eberhardt
 Continuity Director.....Josephine Rice
 Office-Traffic Manager.....Bess V. Jordan
 Musical Director.....Verne Mydegger
 Technical Director.....K. W. Pyle

K F H

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By.....The Radio Station
 KFH Company, Inc.

Address.....York Rite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas

Time on the Air.....5 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP-PA
 Transcription Service.....Lang-Worth,
 C. P. MacGregor

Representative.....Edward Petry & Company

Personnel

Vice-President-General Mgr....M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Program Director.....Vernon E. Reed
 Chief Announcer.....Eddy McKean
 Traffic Manager.....Leila Hull
 Accountant.....Winnifred Walker
 Musical Director.....Guy Snyder
 Chief Engineer.....Amos C. Dadisman

KENTUCKY

For Latest U. S. Census, Population and Retail Trade Data

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W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Ashland Broadcasting
 Company
 Addresses.....WCMI Bldg., Ashland, Ky.;
 Radio Center, Huntington, W. Va.; First
 Nat'l Bank Building, Ironton, Ohio
 Phone Number.....3010 (Ashland), 28358
 (Huntington), 678 (Ironton)
 Transmitter Location.....48th St. and Ohio
 River, Ashland, Ky.

Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Ashland Daily
 Independent
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

President.....Gilmore Nunn
 Treasurer-Business Manager...Warren G. Davis
 Commercial Manager (Ashland)...T. J. Carroll
 Commercial Manager (Huntington)
 Herbert Wright
 Commercial Manager (Ironton)...Hubert Harling
 Program-Publicity Director.....Dallas Wyant
 Chief Announcer.....John Wymer
 Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

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

Address.....801 Fairview Ave.
 Phone Number.....1340-1
 Transmitter Location.....801 Fairview Ave.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service.....Standard Radio;
 NBC Thesaurus

Personnel

President-General Manager...Rayburn R. Rose
 Sales Promotion Manager...Howard Byrum
 Program Director.....Bill Oates
 Chief Engineer.....Earl Jaego

W H L N

HARLEN—EST. 1941

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By...Blanfox Radio
 Company, Incorporated

Address.....South Main St.
 Phone Number.....625
 Time on the Air.....5 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President-General Manager.....R. B. Helms
 Secretary-Treasurer-Commercial Manager,
 J. Francke Fox
 Program Director-Chief Announcer,
 Mark Williams
 Publicity Director.....Claude Warren
 Musical Director.....Jack Hickman

WSON

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 250 Watts
 Owned-Operated By.....Paducah Broadcast-
 ing Co.
 Address.....Zion Road
 Transmitter Location.....Southeast of
 Henderson
 Time on the Air.....Daytime license
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Manager..Pierce E. Lackey
 Station Manager.....F. Ernest Lackey

WHOP

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Pducuh Broadcasting
 Co.
 Business Address.....Hopkinsville
 Phone Number.....1025, 1026
 Studio Address.....Route 68 (1½ miles north-
 west of Hopkinsville
 Transmitter Location.....Route 68
 Transcription Service.....World Broadcasting
 System, Associated Music Publishers
 Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General Manager.....F. Ernest Lackey
 Program-Musical Director.....Bonnie Bessire
 Chief Engineer.....Benson Arwood Smith

WLAP

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp. of Kentucky
 Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location...Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John H. Perry Associates

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn

Treasurer.....Warren G. Davis
 Station Director.....Ted Grizzard
 Program Director.....Lowry Kohler
 Chief Engineer.....Sanford Helt

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WAVE, Incorporated
 Address.....Preston and Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Near Jeffersonville,
 Indiana
 Time on the Aid: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Commercial Manager.....James F. Cox
 Program Director.....George Patterson
 Chief Announcer.....H. Burt Blackwell
 Musical Director.....Earle Keller
 Chief Engineer.....Wilbur E. Hudson

WINK*

LOUISVILLE—EST. 1942

Frequency: 1080 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mid-America Broad-
 casting Corp.
 Address.....Louisville
 Time on the Air.....Unlimited license

* Station had a construction permit at time of
 going to press and is scheduled to be in opera-
 tion by mid-summer of 1942.

WINN

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Kentucky Broadcasting
 Corp.
 Address.....10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number.....Wabash 4126, 4127
 Transmitter Location.....On top Tyler Hotel
 Time on Air.....6 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....Standard Radio,
 C. P. MacGregor
 Representative.....Sidney C. Warden

Personnel

President.....D. E. Kendrick
 Station Manager.....M. K. McCarten
 Commercial Manager.....G. F. Bauer

Sales Promotion Manager... Harry L. Van Sant
 Program Director..... E. E. Kendrick
 Publicity Director..... Charles Pettinger
 Chief Engineer..... John Alfred Rutherford

W G R C

LOUISVILLE
 (See New Albany, Ind.)

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc..... Power: 50000 Watts
 Owned-Operated By..... Courier-Journal and
 Louisville Times Company
 Address..... 300 West Liberty St.
 Phone Number..... Wabash 2211
 Transmitter Location... R. R. No. 2, Anchorage,
 Kentucky

Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 7 a.m. to 12 midnight

Newspaper Affiliation... Courier-Journal and
 Louisville Times

News Service..... AP, UP
 Transcription Service..... Associated Music
 Publishers

Representative.... Edward Pety & Company

Personnel

Owner..... Barry Bingham
 Radio Director..... Credo Fitch Harris
 Executive Manager..... W. Lee Coulson
 Commercial Manager..... Joe Eaton
 Program Manager..... Robert L. Kennett
 Sales Promotion Manager..... Neil D. Cline
 Production Manager..... T. Dudley Musson
 Office Manager..... J. H. Callaway
 Agricultural Coordinator..... John Merrifield
 Musical Director..... Robert Hutsell
 Technical Advisor..... Orrin W. Towner

W O M I

OWENSBORO—EST. 1938

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Owensboro Broad-
 casting Co.

Address..... Owensboro
 Phone Number..... 420, 421
 Transmitter Location..... Owensboro
 Time on the Air..... 7 a.m. to 10:35 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio;
 Keystone Broadcasting System

Personnel

President..... Lawrence W. Hager
 General Manager..... Hugh O. Potter
 Commercial-Sales Promotion Director,
 Malcolm Greep
 Musical Director..... Cliffordean Potter
 Chief Engineer..... W. W. Binford

W P A D

PADUCAH—EST. 1930

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

Business Address..... P. O. Box 1020
 Phone Number..... 4100
 Studio Address..... Taylor Bldg.
 Transmitter Location..... 9th and Terrell
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers, World Broadcasting System
 Representative..... Sears & Ayer

Personnel

President & General Mgr.... Pierce E. Lackey
 Sales Manager..... Prewitt Lackey
 Program Director-Chief Announcer.. Gene Peak
 Chief Engineer..... C. G. Sims

LOUISIANA

For Latest U. S. Census, Population and Retail Trade Data
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K A L B

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Alexandria Broad-
 casting Co., Inc.

Address..... Fifth and Johnston Sts.
 Phone Number..... 3335

Transmitter Location..... Upper Fourth St.

Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 8 p.m.

News Service..... INS
 Transcription Service..... Standard Radio,
 Lang-Worth

Personnel

President..... Walter H. Allen
 Station Manager..... W. J. Dickerson
 Sales Manager..... Edgar Cappellini
 Program Director-Chief Announcer,
 Gordon Loudon

Chief Engineer..... Jesse R. Sexton

W J B O

BATON ROUGE—EST. 1934

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Baton Rouge Broad-
casting Co., Inc.

Address: 444 Florida St.
Phone Number: 5271-2

Transmitter Location: Roosevelt Road
Time on the Air: 6:30 to 12 midnight

Newspaper Affiliation: Baton Rouge State-
Times, Baton Rouge Morning Advocate

News Service: UP
Transcription Service: World Broadcasting
System, Standard Radio

Representative: Geo. P. Hollingbery Company

Personnel

President: Chas. P. Manship, Jr.
Vice-Pres. & Gen. Mgr.: H. Vernon Anderson

Secretary-Treasurer: Charles P. Manship, Sr.
Sales Manager: J. Roy Dabadie

Program Director: Ralph Sims
Production Manager: Bob Scarce

Publicity Director: Mildred R. Bland
Musical Director: Margurite Munselle

Chief Engineer: Wilbur T. Golson

K V O L

LAFAYETTE—EST. 1935

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Evangeline Broad-
casting Company, Inc.

Business Address: 300 Jeerson St.
Phone Number: 336, 1280, 2062

Studio Address: Jefferson St., Evangeline
Hotel

Transmitter Location: Scott Road
Time on the Air: 7 a.m. till 10 p.m. (87 hours
weekly)

Newspaper Affiliation: Lafayette Advertiser
Gazette

News Service: UP
Transcription Service: Standard Radio

Personnel

President: Morgan Murphy
Station Manager: Geo. H. Thomas

Commercial Manager: R. A. Escudier
Program Director-Chief Announcer: A. B. Craft

Publicity Director: Lela A. Turner
Chief Engineer: Hillman Bailey

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Calcasieu Broad-
casting Co.

Address: Majestic Hotel
Phone Number: 2713, 2714

Transmitter Location: La Grange St.

Time on the Air: 7 a.m. to 10 p.m.
News Service: UP

Transcription Service: Standard Radio

Personnel

President: T. B. Lanford
Station Manager: C. R. Porter

Commercial Manager: F. C. Carroll
Program Director: Walter Melson

Chief Engineer: E. C. Moses

K M L B

MONROE—EST. 1930

LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Liner's Broadcasting
Station, Inc.

Address: Frances Hotel
Phone Number: 4321

Transmitter Location: Millhaven Rd.
Time on the Air: 6 a.m. to 10 p.m.

News Service: UP
Transcription Service: Standard Radio,
Lang-Worth

Personnel

President-General Manager: J. C. Liner, Jr.
Program-Musical Director: Melba Henry Liner

Chief Engineer: O. L. Morgan

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: WDSU, Inc.

Address: Hotel Monteleone
Phone Number: Raymond 7135

Transmitter Location: Gretna, Ill. (C. P.
New Orleans)

Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor

Representative: Weed & Co.

Personnel

President: Joseph H. Uhalt
General Manager: P. K. Ewing

W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson

Address: 540 Audubon Building
Phone Number: Raymond 5060

Transmitter Location: 3317 Bruxelle St.
Time on the Air: 6 a.m. to 12 midnight

Personnel

President-General Mgr.: Charles C. Carlson
Sales Promotion Manager: Patrick J. Shannon

Program Director: Elsie Carlson
Production Manager: Bynon O. Brunson

Chief Announcer: Anthony Harry Nigocia
Chief Engineer: Robert R. Brown

A HURRICANE OF POWER ALONG THE GULF COAST!



WWL New Orleans Gives Solid Coverage from Pensacola to Port Arthur

There are no "light spots" in WWL's dominance of the rich, thriving mid-Gulf region. For over 150 miles east, west, north of New Orleans its clear-channel 50,000-watt signal commands unquestioned leadership. For Deep South results, you need the powerful consumer and dealer influence of WWL, New Orleans.

LATEST CBS LISTENING AREA STUDY SHOWS WWL REACHES:

DAYTIME — 608,090
*Radio Homes**—\$853,779,-
000 *Retail Sales*

(*182 counties in which 33% or more of the radio homes regularly listen to WWL. *Plus* coverage in 510 counties in which 10% to 33% of the 1,513,600 radio homes are regular WWL listeners)

NIGHT TIME—1,027,610
*Radio Homes** -- \$1,354,-
406.000 *Retail Sales*

(*340 counties with 33% or more regular WWL listening homes. *Plus* coverage in 901 counties where 10% to 33% of the 3,209,090 radio homes regularly listen to WWL.)



870 KC • CBS • 50,000 Watts • Clear Channel
Represented Nationally by the Katz Agency, Inc.

*The greatest selling power
in the South's greatest city*

W N O E

NEW ORLEANS—EST. 1926
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By: WNOE, Inc.
Address: St. Charles Hotel, 211 St.
Charles St.
Phone Number: Raymond 0423
Transmitter Location: 3915 Euphrosine St.
Time on the Air: 24 hours daily
News Service: AP, UP
Transcription Service: Standard Radio

Personnel

President: James A. Noe
Vice-President-General Mgr.: James Gordon
Program Director: John D. Duffy
Production Manager: Beverly Brown
Chief Engineer: C. E. Davidson

W S M B

NEW ORLEANS—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Address: Maison Blanche Bldg.
Phone Number: MA 5920
Transmitter Location: Algiers, La.
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
General Manager: H. Wheelahan
Sales Manager-Publicity Director:
T. J. Fontelieu
Musical Director: M. Sandi
Chief Engineer: H. G. Nebe

W W L

NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194-5-6-7
Transmitter Location: Kenner, La.
Time on the Air: 5 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

General Manager: W. H. Summerville
Sales Promotion Manager: Edward O'Dwyer
Program Director-Chief Announcer:
Henry Dupre
Auditor: A. J. Cummings
Production Manager: Ed Hoerner
Publicity Director: Martin Burke
Musical Director: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928
LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712
Phone Number: 6171-2
Studio Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: INS
Transcription Service: Standard Radio

Personnel

President: R. M. Dean
Station Manager: G. V. Wilson
Station Director: W. L. Switzer
Commercial Manager: David Wilson
Chief Engineer: R. M. Dean

K T B S

SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Tri-State Broad-
casting System, Inc.
Studio Address: Commercial Bldg.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport
Times
Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: C. H. Maddox

K W K H

SHREVEPORT—EST. 1925
COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
Owned-Operated By: International Broad-
casting Corp.
Studio Address: Commercial Building
Transmitter Location: Near Dixie, La.
Phone Number: 2-8711
Time on the Air: Unlimited license
Newspaper Affiliation: The Shreveport Times
Transcription Service: World Broadcasting
Representative: The Branham Co.

Personnel

President: John D. Ewing
General Manager: John C. McCormack
Commercial Manager: J. A. Oswald
Chief Engineer: W. E. Antony

MAINE

For Latest U. S. Census, Population and Retail Trade Data
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WRDO

AUGUSTA—EST. 1932

BLUE NETWORK

NBC—MUTUAL—YANKEE—COLONIAL

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: WRDO, Inc.
Address: 175 Water St.
Phone Number: 2285
Transmitter Location: 341 Water St.
Time on the Air: 7 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Weed & Company

Personnel

President: Adeline B. Rines
Station Manager: Jack S. Atwood
Sales Promotion Manager: William Hucke
Program-Musical Director: Harold Newcomb
Chief Announcer: Donald Powers
Chief Engineer: Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
Owned-Operated By: Community Broadcasting Service, Inc.
Address: 57 State St.
Phone Number: 6447-6446
Transmitter Location: Wilson St., Brewer, Me.
Time on the Air: 7 a.m. to 12.05 p.m.
News Service: INS
Transcription Service: Associated Library
Representative: R. C. Foster

Personnel

President: F. B. Simpson
Station Manager: Alec Robertson
Commercial Manager: Rudolph O. Marcoux
Program Director: Maurice Dolbier
Musical Director: Harold W. Dorr
Chief Engineer: Nelson Lawson

WLBZ

BANGOR—EST. 1926

BLUE NETWORK—MBS—NBC

Frequency: 620 Kc. Power: 1000 d., 500 n.
Owned-Operated By: Maine Broadcasting Co.
Address: 100 Main St.
Phone Number: 6023
Transmitter Location: Outer Broadway
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting
Representative: Weed & Co.

Personnel

General Manager: Thompson L. Guernsey

WCOU

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Co., Inc.
Address: 223 Lisbon St.
Phone Number: 3140-3141
Transmitter Location: East Ave.
Time on the Air: 18 hours per day
News Service: UP
Transcription Service: Standard Transcription Library
Representative: Forjoe & Co.

Personnel

President: Jean B. Couture
Station Manager-Treasurer: Faust Couture
Commercial-Sales Promotion Manager: J. C. Libby

WCOU

INMAINE'S TWIN MARKET
LEWISTON-AUBURN

PAYROLL AND
WAGE EARNERS
IN THIS MARKET
LEAD THE STATE

—FOR ALL PARTICULARS—

FORJOE & COMPANY

19 WEST 44th ST., NEW YORK CITY
201 N. WELLS STREET, CHICAGO, ILL.

Program Director..... Elden Shute, Jr.
 Chief Announcer..... Verner Paulsen
 Musical Director..... Bertrand Cole
 Chief Engineer..... Leslie R. Hall

W C S H

PORTLAND—EST. 1925

NBC—YANKEE NETWORK

Frequency: 970 Kc..... Power: 5000 Watts
 Owned-Operated By..... Congress Square
 Hotel Co.
 Business Address..... 157 High St.
 Phone Number..... Portland 3-9667
 Studio Address..... Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location..... Scarboro, Me.
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative.. Weed & Co. & Bertha Bannan

Personnel

President..... Adeline B. Rines
 Station Manager..... William H. Rines
 Commercial Manager..... Albert W. Smith
 Sales Promotion Manager... Frederick W. Cole
 Women's Program Director..... Nancy King
 Program Director..... Caleb Paine
 Musical Director..... Waldo Harwood
 Chief Engineer..... G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Operated By..... Portland Broadcasting
 System, Inc.
 Address..... Columbia Hotel
 Phone Number..... 2-7489
 Transmitter Location..... Near Portland
 Time on the Air..... Unlimited license
 Newspaper Affiliation... Gannett Publishing
 Co.

Transcription Service..... Transradio
 Representative..... Paul H. Raymer Co.

Personnel

President-Treasurer..... Guy P. Gannett
 General Manager..... Creighton E. Gatchell
 Program Manager..... Richard E. Bates
 Chief Engineer..... Rodger D. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Aroostook Broadcast-
 ing Corporation
 Address..... Northern National Bank Bldg.
 Phone Number..... 8821
 Transmitter Location... Northern National Bank
 Bldg.
 Time on the Air: 11a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.

Personnel

General Manager..... R. W. MacIntosh
 Commercial Manager-Chief Engineer,
 L. E. Hughes

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

"Boom town" Baltimore - PLUS

**WBAL'S powerful voice -
50,000 watts - not only
blankets the booming
Baltimore and Maryland
market, but is the basic
advertising medium of
the Central Atlantic States**

EDWARD PETRY & CO., Inc.



National Representative

ONE OF AMERICA'S GREAT RADIO STATIONS

MARYLAND

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 234

W B A L

BALTIMORE—EST. 1925

NBC—MUTUAL

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By WBAL Broadcasting Co.
Address Lexington Bldg.
Phone Number Lexington 4900
Transmitter Location Reisterstown, Md.
Time on the Air: 6 a.m. to 12:15 a.m.; Sundays,
8 a.m. to 12:15 a.m.
Newspaper Affiliation Baltimore News-Post,
Baltimore Sunday American
News Service INS
Transcription Service Standard Radio
Representative Edward Pety & Co.

Personnel

Station Manager Harold C. Burke
Commercial Manager Leslie H. Peard, Jr.
Production Manager Fred Dodge
Promotion Manager John G. Mayer
Sales Service Manager John Dickman
Musical Director George Yeatman
Chief Engineer Gerald W. Cooke

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Baltimore Broadcast-
ing Corporation
Address North at Hartford
Phone Number University 8400
Transmitter Location 1100 East Cold Spring
Lane
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8:45 a.m. to 12 midnight
News Service INS
Transcription Service Lang-Worth
Representative Foreman Co.

Personnel

President and Commercial Mgr. John Elmer
Vice-President J. Purdon Wright
Treasurer J. Lawrence Schanberger
General Manager Geo. H. Roeder
Sales Promotion Manager E. Frank Thomas
Musical Director Jack Rohr
Chief Engineer G. Porter Houston

Penny For Penny—

BALTIMORE COVERAGE

Better Than Any!

Penny for penny, your advertising dollar realizes more Baltimore listeners—more permanent purchasers—over WCBM! This is no idle boast . . . no “freak” . . . no one-time proposition. It is WCBM’s reason for existence . . . and YOUR reason for making it your key selling station in Baltimore!

*P. S. Baltimore business is booming today
as never before! Population up 20%!*

★ **W C B M** ★

THE BLUE NETWORK

JOHN ELMER, Pres.
GEO. H. ROEDER, Gen. Mgr.



Nat’l Rep.—THE FOREMAN CO.
New York and Chicago

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d., 500 n.
(C.P. 5000 Watts)

Owned-Operated By.....The Monumental
Radio Company

Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location.....811 West Lanvale St.
(New transmitter being constructed on Park
Heights Avenue, extended)

Time on the Air: 6 a.m. to 12:30 a.m.; Sundays,
8 a.m. to 12:30 a.m.; Saturdays, 6 a.m. to
1 a.m.

News Service.....INS
Transcription Service.....Lang-Worth,
C. P. MacGregor

Representative.....Paul H. Raymer Company

Personnel

President.....Louis M. Milbourne
Vice-President-General

Manager.....L. Waters Milbourne
Program Director.....Gordon A. Scheihing
Musical Director.....John Varney
Chief Engineer.....Martin L. Jones

W F B R

BALTIMORE—EST. 1922

**MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK**

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By.....Baltimore Radio
Show, Inc.

Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.

News Service.....AP, INS
Transcription Service.....Associated Music
Publishers, C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President.....Hope H. Barroll, Jr.
Commercial Manager.....Purnell H. Gould
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Mgr.....Edwin R. Mowbray, Jr.
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbroglia
Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Maryland Broadcast-
ing Company

Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Reuters News Service
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
Commercial Manager.....George S. Shaffer
Sales Promotion Manager.....Harry H. Wright
Program Director.....Robert B. Bingham
Chief Announcer.....Raymond Baker
Traffic Manager.....(Miss) Bert Johnson
Personnel Manager.....Grace W. McQuade
Bookkeeper.....James H. Dorsey
News Editor.....J. F. Lewis, Jr.
Musical Director.....Thomas O'Connor
Chief Engineer.....James Duff

W T B O

CUMBERLAND—EST. 1929

Frequency: 820 Kc. Power: 250 Watts
Owned-Operated By.....Associated Broadcast-
ing Corporation

Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air: 7:30 a.m. to sunset, Dallas,
Texas

News Service.....AP, UP
Transcription Service.....NBC Thesaurus,
World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager...Frank V. Becker
Commercial-Sales Promotion Manager,
G. P. Richards
Program Director.....Stewart W. Phillips
Publicity Director.....David H. Murrie
Accountant.....Ina Lee Eichner
Chief Announcer-Musical Director,
Willis Conover
Chief Engineer.....Charles Ray Sine

W F M D

FREDERICK—EST. 1936

Frequency: 930 Kc. Power: 500 Watts
Owned-Operated By.....Monocacy Broadcast-
ing Company

Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall,
Gobrecht Bldg., Hanover, Pa.: 32 W. Main St.,
Westminster, Md.

Transmitter Location.....Frederick, Md.
Time on the Air: 6:30 a.m. to 10:15 p.m.;
Sundays, 7:30 a.m. to 10:15 p.m.

News Service.....Transradio
Transcription Service.....World Broadcasting
System
Representative.....Burn-Smith Company, Inc.

ALL

the Statistics
in the World
Could not Produce
a Better
Selling Argument
than

POSITIVE RESULTS

as evidenced by

RENEWALS!

RENEWALS!

RENEWALS!

RENEWALS!

RENEWALS!

Renewals!

W T B O

Cumberland, Md.

Nat'l Reps.:

SPOT SALES, INC.

MARYLAND

Personnel

President.....Major Laurence Leonard
Vice-President and General Manager,
A. V. Tidmore
Assistant General Manager...J. Roy McLennan
Commercial Manager.....G. G. White
Musical Director.....Margaret Spessard
Womens' Program Director.....Jane Hoover
Chief Engineer.....A. V. Tidmore

W J E J

HAGERSTOWN—EST. 1932
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7 a.m. to 2 a.m.
News Service.....Transradio
Representative.....Spot Sales, Inc.

Personnel

President.....Dr. Arthur L. Blessing
Secretary-General Manager..Grover C. Crilley
Commercial Manager.....Clarence Myers
Program Director-Chief Announcer,
W. H. Paulsgrove
Musical Director.....Earl Mentzer
Chief Engineer.....G. Harold Brewer

W B O C

SALISBURY—EST. 1940

MBS—MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
(Application on file for C.P. 1 kw on 960 kc)
Owned-Operated By.....The Peninsula
Broadcasting Co.
Business Address.....Radio Park
Phone Number.....Salisbury 2480
Transmitter Location.....Radio Park
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....John W. Downing
Vice-President.....William F. Allen
Secretary.....W. Lee Allen
Treasurer.....John T. Holt
General Manager.....Charles J. Trullit
Chief Announcer.....Samuel Carey
Musical Director.....Russell Yoke
Chief Engineer.....Peter A. Alfonsi

18 SOLID HOURS OF MUSIC & NEWS

WCOP HAS CHANGED BOSTON'S LISTENING HABITS AND BOSTON'S ADVERTISERS' BUYING HABITS

Evening TIME!
Popular TIME!
Economical TIME!

BUT SOON
TIME WILL BE
AT A PREMIUM!

NOW'S
THE TIME
TO LOOK INTO

BOSTON'S *Best Buy*

NATIONAL HEADLEY-REED COMPANY
REPRESENTATIVES New York - Chicago - Detroit - Atlanta

WCOP

COPLEY PLAZA HOTEL, BOSTON

MASSACHUSETTS

For Latest U. S. Census, Population and Retail Trade Data

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W A A B

BOSTON—EST. 1930

MUTUAL—COLONIAL

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By...The Yankee Network, Inc.

Address...21 Brookline Ave
Phone Number...COMmonwealth 0800
Transmitter Location...Squantum, Quincy, Massachusetts

Time on the Air: 7 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 2 a.m.

News Service...INS
Transcription Service...Associated Music Publishers, Standard Radio
Representative...Edward Petry & Co., Inc.

Personnel

President...John Shepard, 3rd
Executive Secretary to President, Robert Bartley
Vice-President in Charge of Station

Operations...R. L. Harlow
Vice-President in Charge of Sales and Production...Linus Travers
Vice-President in Charge of Engineering,

Sales Manager...Paul A. DeMars
Merchandising and Promotion Director, Wm. Warner

James S. Powers
Merchandising...F. Carleton McVarish
Special Events...Fred McLaughlin
Program Director...Eleanor Geer
Production Director...George Steffy
Production Supervisor...Charles Curtin
Editor of News Service...Robert Myers
Chief Meteorologist, Weather Service,

Salvatore Pagliuca
Publicity Director...A. J. Stephenson
Musical Director...Francis J. Cronin
Chief Engineer...Irving B. Robinson

W B Z & W B Z A

BOSTON & SPRINGFIELD

EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1030 Kc. Power: 50000 (WBZ), 1000 (WBZA)

Owned By...Westinghouse Electric & Mfg. Co.
Operated By...Westinghouse Radio Stations, Inc.

Addresses...Hotel Bradford, Boston; Hotel Kimball, Springfield

Phone Number...Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)

Transmitter Locations...Hull, Mass. (WBZ), Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 p.m.; Sundays, 8 a.m. to 1 a.m.

News Service...AP, UP
Transcription Service...NBC Thesaurus, Standard Radio

Representative...National Broadcasting Co.

Personnel

President...Geo. H. Bucher
Station Manager (Acting)...C. S. Young
Program Manager...John F. McNamara
Production Manager...John H. Wright
Sales Manager...Frank R. Bowes
Sales Promotion Manager...Harry D. Goodwin
Publicity Director...E. F. Stafford
Musical Director...Avner Rakov
Plant Manager...F. M. Sloan (WBZ)
Plant Manager...H. E. Randol (WBZA)

W C O P

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts
Owned By...American Broadcasting Corp.
Operated By...Massachusetts Broadcasting Co.

Address...Copley-Plaza Hotel
Phone Number...COMmonwealth 1717
Transmitter Location...Off Speedway, Brighton, Mass.

Time on the Air...18 hours daily
News Service...INS
Transcription Service...Standard Radio
Representative...Headley-Reed Co.

Personnel

President...Harold A. Lafount
General Manager...A. N. Armstrong, Jr.
Assistant Manager...Ashley L. Robinson
Program-Musical Director...Sherman Keene
Production Manager...Frances Lescoe
Publicity Director...Chester Hill
Studio Manager-Chief Announcer,

Russell Offhaus
Artists' Bureau Head...Eleanor Kane
Chief Engineer...Roland C. Hale

W E I

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned By...Boston Edison Company



Operated By...Columbia Broadcasting System
Business Address...182 Tremont St.

Phone Number...HUBbard 2323
Studio Addresses...182 Tremont St.; Boston Herald-Traveler, 80 Mason St.

Transmitter Location...Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service...AP

One of 
America's
greatest
local 
programs

The 920 CLUB
WORLD

BOSTON, MASS.



Transcription Service . . . World Broadcasting System, Lang-Worth Feature Programs
 Representative Radio Sales

Personnel

Station Manager H. E. Fellows
 Sales Manager Kingsley Horton
 Sales Promotion Manager . . . David S. Garland
 Production Manager L. G. Del Castillo
 Publicity Director Walter Murphy
 Chief Announcer C. H. Dickerman
 Accountant J. J. Murray
 Musical Director Francis E. Bellizia
 Chief Engineer P. K. Baldwin

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By . . . Matheson Radio Co., Inc.

Address Hotel Touraine, 62 Boylston St.
 Phone Number Hancock 0900
 Transmitter Location Saugus, Mass.
 Time on the Air: 6:30 a.m. until sunset in Denver, Colo.; Sundays 8:15 a.m. until sunset in Denver, Colo.

News Service Transradio
 Transcription Service C. P. MacGregor;
 World Broadcasting System, Associated
 Recorded Program Service
 Representative Spot Sales, Inc.

Personnel

President A. E. Matheson
 General Manager Ralph G. Matheson
 Commercial Manager J. J. Matheson
 Program Director G. M. Watson, Jr.
 Production Manager Ray Rich, Jr.
 Musical Director Kenneth Wilson
 Chief Engineer R. G. Matheson

W M E X

BOSTON—EST. 1934

Frequency: 1500 Kc. Power: 5000 Watts
 Owned-Operated By Northern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number Commonwealth 3900
 Transmitter Location Quincy, Mass.
 Time on the Air 111 hours weekly
 News Service INS
 Transcription Service C. P. MacGregor

Personnel

President-Program Director . . . John E. Reilly
 Managing Director-Chief
 Engineer Alfred I. Pote
 Sales Manager S. A. Wasser
 Commercial Manager W. S. Pote
 Production Manager John Kiley
 Publicity Director Philip Hobson

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 NBC—YANKEE NETWORK**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.

Phone Number COMMonwealth 0800
 Transmitter Location Squantum, Quincy, Mass.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service INS
 Transcription Service Associated;
 Standard Radio
 Representative Edward Petry & Co., Inc.

Personnel

President John Shepard, 3rd
 Executive Secretary to President . . . Robert Bartley
 Vice-President in Charge of
 Station Operations R. L. Harlow
 Vice-President in Charge of
 Sales and Production Linus Travers
 Vice-President in Charge of
 Engineering Paul A. DeMars
 Merchandising and Promotion
 Director James S. Powers
 Merchandising F. C. McVarish
 Special Events Fred McLaughlin
 Sales and Station Relations . . . Gerald Harrison
 Assistant Sales & Production . . . William Eynon
 Assistant Sales & Station
 Relations Roger Coakley
 Program Director Eleanor Geer
 Production Director George Steffy
 Production Supervisor Charles Curtin
 Editor of News Service Robert Myers
 Chief Meteorologist, Weather
 Service Salvatore Pagliuca
 Publicity Director A. J. Stephenson
 Musical Director Francis J. Cronin
 Chief Engineer Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Service Organization, Inc.

Address: Myles Standish Hotel, 610 Beacon Street

Phone Number Commonwealth 5100
 Transmitter Location Needham, Mass.
 Time on the Air 6:30 a.m. to local sunset
 News Service UP

Personnel

President Harold A. Lafount
 General Manager George Lasker
 Assistant Manager Ashley L. Robinson
 Publicity Director Stephen Manookian
 Program-Musical Director Robert N. Perry
 Chief Engineer John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Dought & Welch Electric Co.

Address..... 102 S. Main St.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)

Transmitter Location: 20 Walker St., Somerset St., Somerset, Mass.

Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service.....INS; Yankee Network
Transcription Service.....Standard Radio; Langworth

RepresentativeThe Walker Co.

Personnel

President and Station Manager..Wm. T. Welch
Secretary and Assistant Treasurer,

Philly J. Maurette

Program Director.....Josephine Y. Welch
Commercial Manager.....Leonard C. Cox

Chief EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ruben E. Aronheim

Address717 Main Street
Phone Number.....Fitchburg 1600

Transmitter Location...Luenburg-Fitchburg line

Time on the Air.....7 a.m. to 12 midnight

Transcription Service.....Lang-Worth

Personnel

PresidentRuben E. Aronheim

General Manager.....Milton H. Meyers

Chief EngineerTheodore Kalin

W H A I

GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis

Address354 Main St.
Phone Number.....4301

Transmitter Location.....Woodard Rd.

Time on the Air.....Unlimited License

Transcription Service....World Broadcasting System; BMI

Representative...Joseph Hershey McGillvra

Personnel

Owner.....John W. Haigis

ManagerJames L. Spates
Commercial-Sales Promotion

ManagerHorace W. Nichols

Program-Musical Director..Warren Greenwood

Chief Announcer.....Louis Doolittle

Chief Engineer.....James L. Spates

W H Y N

HOLYOKE—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Hampden-Hampshire Corporation

Business Address.....180 High Street
Phone Numbers.....8238, 8239

Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls

Transmitter Location...Canal St., South Hadley Falls, Mass.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation....Holyoke-Transcript Telegram

News Service.....UP

Transcription Service: Associated; C. P. MacGregor; Standard Radio

Representatives.....George T. Hopewell; Bertha Bannon

Personnel

PresidentMrs. William R. Dwight

Station ManagerCharles N. DeRose

Commercial Manager....Patrick J. Montague

Program Director.....Walcott A. Wyllie

Chief Announcer.....Robert Dixon

Copy Chief.....Ward Gardner

Musical Director.....Gibert Canfield

Chief Engineer.....Thomas Humphrey

W O C B

HYANNIS-WEST YARMOUTH

EST. 1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.

Business Address.....South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Phone NumberHyannis 1697

Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Time on the Air.....8 a.m. to 11 p.m.

News Service.....Transradio

Transcription Service.....Standard Radio

Representative.....Associated Radio Sales; Eleanor G. Kane

Personnel

Station Manager.....H. M. Alleman

Program Director.....H. H. Flint

Publicity Director.....John Gowen, 3rd

Musical Director.....Ralph Lawton

Chief Engineer.....Rodney A. Merrill

WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc. Power: 5000 Watts

Owned-Operated By Hildreth & Rogers Company

Address 278 Essex Street

Phone Numbers Lawrence 4107, 4108 & 4109

Transmitter Location River Road, Andover, Mass.

Time on the Air: 6 a.m. to 1 a.m. (19 hours)

News Service UP

Transcription Service Standard Radio; World Broadcasting System

Representative The Katz Agency, Inc.

Personnel

President A. H. Rogers
 General Manager Irving E. Rogers
 Sales Manager David M. Kimel
 Business Manager David G. Jones
 Program Director John D. Maloy
 Chief Announcer Charles J. Higgins, Jr.
 Continuity Director Irene F. Morgan
 Chief Engineer George A. Hinckley

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

Frequency: 1400 Kc. Power: Lowell, 250 Watts; Lawrence, 100 Watts

Owned-Operated By Merrimac Broadcasting Co., Inc.

Business Address 39 Kearney Square, Lowell

Phone Number Lowell 8715

Studio Addresses: 39 Kearney Square, Lowell; Cregg Building, Lawrence

Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence

Time on the Air: 6:25 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service INS
 Transcription Service: Associated Music Publishers

Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
 Station Manager Robert F. Donahue
 Commercial Manager Haskell Bloomberg
 Program Director Thomas Clayton
 Chief Announcer Philip Goulding
 News Editor Fred Simmonds
 Chief Engineer Anthony Michaels

If you want . . .

1. The Merrimack Valley from mountains to sea
2. Strongest signal in the Heart of New England, reaching 4,000,000 people
3. War Boom spending founded in long established markets
4. Direct sales returns . . . use . . .

LAWRENCE
MASS.

WLAW

5000 WATTS
680 K.C.

Columbia's Voice In Northern New England

WNBH

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: E. Anthony & Sons,
Incorporated

Business Address12 Market Street
Phone Number..... 8-5228

Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island,
New Bedford Harbor

Time on the Air: 7:30 a.m. to 11:30 p.m.;
Sundays, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation.....Standard-Times
Mercury

Transcription Service.....NBC Thesaurus
Representatives: Burn-Smith Company; R. C.
Foster

Personnel

Station Manager.....Hugh R. Norman
Commercial Manager.....Raymond D. Markey
Program Director.....Paul W. Stiles
Publicity Director-News Editor. Earle D. Wilson
Chief Engineer.....Clyde Pierce

WBRK

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Munroe B. England

Address8 Bank Row
Phone Number.....2-1553

Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight

News ServiceTransradio
Transcription Service.....C. P. MacGregor

RepresentativeBurn-Smith Co.

Personnel

President-Station Manager..Munroe B. England
Commercial Manager.....John Parsons
Sales Promotion Manager....Robert Burbank
Chief EngineerNorman Blake

WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting
Company

Salt Water Watts

77,000 Radio Homes in the .5 MVM Zone

Retail Sales up \$9,000,000 in 1941

R. C. Foster—Boston

Burn-Smith—N. Y., Chicago

WNBH

NEW BEDFORD, MASS.

Offensive Industries Booming!!

Write for Coverage Maps!

Member—Yankee-Colonial Networks



Business Address.....126 Washington St.
 Phone Numbers.... Salem 5670; Lynn 2-0550
 Studio Addresses: 126 Washington St.; 341
 Union Street, Lynn
 Transmitter LocationMarblehead
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceINS
 Transcription Service....World Broadcasting
 System; Associated Music Publishers
 Representatives: Wm. G. Rambeau Co.; Robert
 C. Foster

Personnel

PresidentCharles W. Phelan
 General Manager.....Van D. Sheldon
 Commercial Manager.....Robert C. Taylor
 Program Director.....Marjorie Leadbetter
 Publicity Director.....Walter Mackie
 Musical Director.....Frank Fitzpatrick
 Chief Engineer.....Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 AddressHotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pyncheon Park
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceINS
 Transcription Service.....Associated Music
 Representative.....Edward Petry & Co.

Personnel

PresidentA. S. Moffat
 General Manager.....A. W. Marlin
 Program Director.....Herbert A. Edman
 Chief Engineer.....Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

MBS—YANKEE—COLONIAL NETWORKS

Frequency: 1270 Kc.....Power: 500 Watts
 Owned-Operated By.....WSPR, Inc.
 Address63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS; Transradio
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingbery & Co.;
 Bertha Bannon

Personnel

President-Station Manager...Quincy A. Brackett
 TreasurerLewis B. Breed
 Commercial Manager...Milton W. Sloughton
 Program-Publicity Director,
 Wayne Henry Latham
 Chief Engineer.....Lawrence A. Reilly

W M A W *

WORCESTER—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts;
 (3 amplifiers (100-watt) at Auburn, Whitins-
 ville and Marlborough)
 Owned-Operated By.....C. T. Sherer Co.
 AddressWorcester
 Time on the AirUnlimited license

Personnel

PresidentFrank F. Butler
 Vice-President.....W. Robert Ballard
 * Station had C.P. at press-time.

W O R C

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.

Personnel

OwnerA. F. Kleindienst
 Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1924

NBC—YANKEE NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned By: Worcester Telegram Publishers
 Company, Inc.
 Operated By: Worcester Telegram and Eve-
 ning Gazette
 Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News ServiceAP
 Transcription Service....World Broadcasting
 System; Langworth
 Representatives: Edward Petry & Co.; Ber-
 tha Bannon

Personnel

Vice-President-General
 ManagerGeorge F. Booth
 DirectorEdward E. Hill
 Commercial Manager.....George H. Jaspert
 Local Sales Manager.....Dorothy Robinson
 Sales Promotion Manager.....Philip R. Jasen
 Program Director.....William T. Cavanagh
 Musical Director.....Jean Wilkins
 Chief Engineer.....Hobart H. Newell

MICHIGAN

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 235

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated ByFederated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers.....5655; 7166

Transmitter Location.....Michigan National Bank Bldg.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 9 a.m. to 10 p.m.

Newspaper Affiliation.....Battle Creek Enquirer-News

Transcription Service.....Associated Music

Representative.....Burn-Smith Company, Inc.

Personnel

PresidentA. L. Miller

General Manager.....D. E. Jayne

Commercial Manager.....F. F. Owen

Program Director.....Frank Jayne

Chief Engineer.....R. B. Roof

W B C M

BAY CITY—EST. 1928

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.

Owned-Operated ByBay Broadcasting Company, Inc.

AddressWenonah Hotel

Phone Numbers: Bay City 7551; Saginaw 2-2171

Transmitter LocationTuscola Road, Hampton Township

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News ServiceUP

Transcription ServiceNBC Thesaurus; Associated Music Publishers

RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarley D. Peet

General Manager.....H. A. Giesel

Sales Promotion ManagerA. F. Huebner

Program DirectorFrank Catto

Chief Engineer.....Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address.....Community Bldg., Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 869

Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton

Transmitter Location.....Laurium, Michigan

Time on the Air.....7:30 a.m. to 10 p.m.

Newspaper Affiliation.....Daily Mining Gazette (Houghton; Evening News Journal, (Calumet)

News Service.....AP

Transcription Service.....World Broadcasting System, Standard Radio; Lang-Worth; Keystone Broadcasting System

Representative.....Bogner and Martin

Personnel

PresidentA. L. Burgan
Vice-President-General

Manager.....John W. Rice

Commercial Manager.....Albert W. Payne

Program Director.....Earl Nordeen

Technical Supervisor.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By.....James F. Hopkins, Incorporated

Address.....6559 Hamilton Avenue

Phone Number.....Trinity 2-2000

Transmitter Location.....15555 Woodrow Wilson Avenue

Time on the Air.....24 hours daily

News ServiceINS

Transcription Service.....Associated Music Publishers; World Broadcasting System

Representatives: Forjoe & Company; Associated Radio Sales

Personnel

President-Station Manager...James F. Hopkins

Commercial Manager.....Art Croghan

Sales Promotion Manager.....John Olenik

Program-Musical Director.....Sybil Krieghoff
Production Manager

(Foreign).....Stanley Altschuler

Publicity Director.....Leila Bingham

Chief Announcer.....Charles R. Sterritt

Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: John L. Booth Broadcasting, Inc.

Address....31st and 34th Floor, Eaton Tower

Phone Number.....Cadillac 7600

Transmitter Location...7310 Woodward Ave.
 Time on the Air.....20½ hours daily
 News ServiceINS
 Transcription Service.....Standard Radio;
 C. P. MacGregor
 Representative.....United Broadcasting
 Company

Personnel

President-General Manager...John L. Booth
 Vice-PresidentW. W. Booth
 Treasurer-Auditor.....Hugh M. Gray
 Secretary-Personnel
 ManagerMeril A. Lindbloom
 Sales Manager.....Mike Kent
 Merchandising Manager...Michael Jachimski
 Program Director.....Charles Farrall
 Publicity Director.....Marge Soenksen
 Traffic Manager.....Virginia Connor
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward Clark

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
 Owned-Operated ByWJR, The Goodwill
 Station
 Business Address.....2103 Fisher Building

Phone Number..... Madison 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location.....Trenton, Michigan
 Time on the Air: 5:30 a.m. to 1 a.m.; Sun-
 days, 8 a.m. to 1 a.m.
 News Service INS
 Transcription Service....World Broadcasting
 System; Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

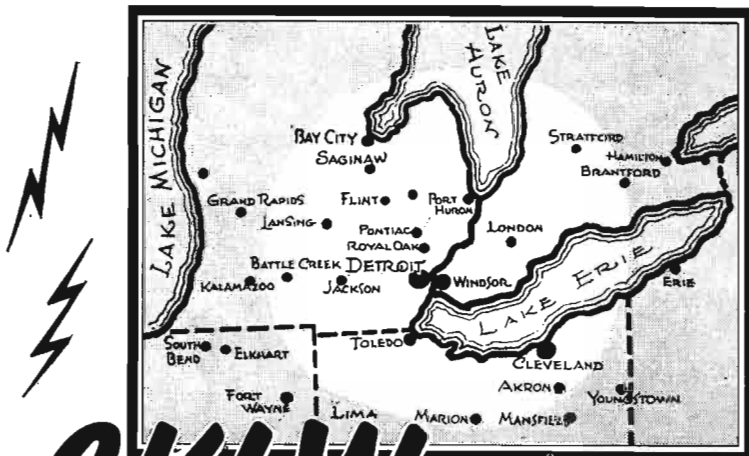
PresidentG. A. Richards
 Executive Vice-President and General
 Manager.....Leo Fitzpatrick
 Vice-PresidentJohn Patt
 Assistant General Manager-Sales
 ManagerOwen F. Uridge
 Secretary-Treasurer.....P. M. Thomas
 Publicity Director.....Neal Tomy
 Program Director.....Norman White
 Production Managers.....Arthur McPhillips,
 David Oldson
 Chief AnnouncerFranklin C. Mitchell
 Musical Director.....Samuel Benavie
 Chief EngineerM. R. Mitchell

CKLW

DETROIT

(See Windsor, Ont., Canada, Page 659)

This Area Covers The Homes of 8,000,000 People!



CKLW

**BLANKETS THIS
 RICH MARKET**

**22 HOURS OUT OF EVERY DAY!
 In The Detroit Area Buy CKLW—More Listeners For Less!**

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association
 Business Address 615 W. Lafayette
 Phone Number RAndolph 2000
 Studio Address 624-30 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Michigan
 Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation The Detroit News
 News Service UP
 Transcription Services Lang-Worth:
 Standard Radio
 Representative George P. Hollingbery Co.

Personnel

General Manager W. J. Scripps
 Station Manager Harry Bannister
 Business Manager Forrest Wallace
 Sales Manager Harry Betteridge
 Sales Promotion Manager Jake Albert
 Program Supervisor James Eberle
 Program Director Melvin C. Wissman
 Production Manager Jack Hill
 Public Relations Director Robert Kelly
 Musical Director Mischa Kottler
 Chief Engineer Walter Hoffman

W X Y Z

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation
 Business Address 1700 Stroh Building
 Phone Number Cherry 8321
 Studio Address 14th floor Maccabees Bldg.
 Transmitter Location 15505 Joy Road
 Time on the Air 6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-Treasurer George W. Trendle
 Vice-President John H. King
 Secretary-General
 Manager H. Allen Campbell
 Assistant Commercial Manager,
 James G. Riddell
 Sales Promotion, Advertising and
 Publicity Lambert B. Beeuwkes
 Studio Manager H. Earl Moore
 Director of Production Charles Livingstone
 Merchandising Manager Harold S. Christian
 News Editor Felix Holt
 Chief Announcer Jack McCarthy
 Traffic Manager David H. Harris
 Musical Director Benny Kite
 Chief Engineer Vern C. Alston

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc. Power: 5000 Watts
 Owned-Operated By Michigan State College
 Business Address East Lansing
 Phone Number 5-9113, ext. 600
 Studio Address Auditorium Building
 Transmitter Location Campus
 Time on the Air 6 a.m. to 5 p.m.
 News Service AP
 Transcription Service Lang-Worth

Personnel

Station Manager Robert J. Coleman
 Program Supervisor Ray J. Stanley
 Production Manager L. D. Barnhart
 Chief Engineer Norris Grover
 (Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Delta Broadcasting
 Company
 Address First and Ludington Streets
 Phone Number 787
 Transmitter Location First and Ludington
 Time on the Air 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

Secretary-Treasurer-General
 Manager Gordon H. Brozek
 Chief Engineer Jack Foster

W F D F

FLINT—EST. 1922

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Flint Broadcasting Co.
 Address Union Industrial Bldg.
 Phone Number 2-7158
 Transmitter Location Bristol Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service INS
 Transcription Service NBC Thesaurus
 Representative Burn-Smith, Inc.

Personnel

President-General Manager Howard M. Loeb
 Commercial Manager F. S. Loeb
 Program Director Adrian R. Cooper
 Chief Announcer James Cleaver
 Auditor Audrey Jones
 News Editor Jack Lewin
 Musical Director William Geyer
 Chief Engineer Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Address: Keeler Building, 6 Fountain St., N.E.
Phone Number: 6-5461
Transmitter Location: 6 Fountain St., N.E.
Time on the Air: 6:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service: INS
Transcription Service: Standard Radio

Personnel

Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Sales Promotion Manager: King C. Bard
Program Director-Traffic Manager: Kathryn Mordo
Chief Announcer: John Marshall
Musical Director: Fran Weigle
Chief Engineer: Raymond A. Plank

WOOD-WASH

GRAND RAPIDS—EST. 1930
BLUE NETWORK

NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 500 Watts (C.P. 5000 Watts)
Owned-Operated By: King-Trendle Broadcasting Corporation
Address: 16th Floor Grand Rapids National Bank Building
Phone Number: 9-4211
Transmitter Location: Bridge St. Road, 1 mile west of city limits
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers; Lang-Worth
Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
Station and Sales Manager: Stanley W. Barnett
Merchandising Manager: Paul Eichhorn
Program Director: Sandy Meek
Production Manager: Carl S. Hester
Publicity Director: T. Wilcox Putnam
Chief Engineer: Fred W. Russell

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
LAKE SUPERIOR NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.

Address: 124 E. McLeod Ave.
Phone Number: 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
Time on the Air: 6 a.m. to 12 midnight
News Service: AP; UP
Transcription Service: Associated Music Publishers; Standard Radio; C. P. MacGregor
Representative: Bogner & Martin

Personnel

Vice-President and General Manager: Noel C. Ruddell
Assistant Manager: J. W. Huss
Program Director: Harry Willis
Musical Director: Laura Johnson
Chief Engineer: August Jarvi

W I B M

JACKSON—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM, Inc.
Address: 228 West Michigan Avenue
Phone Number: 6121
Transmitter Location: 228 West Michigan Avenue
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: Standard Radio
Representative: Forjoe & Company

Personnel

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

W K Z O

KALAMAZOO-GRAND RAPIDS

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned By: WKZO, Incorporated
Operated By: John E. Fetzer
Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)
Phone Number: 3-1223
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
Transmitter Location: Parchment, Michigan
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service: INS
Transcription Service: NBC Thesaurus
Representative: Free & Peters, Incorporated

Personnel

President-General Manager: John E. Fetzer

Station Manager.....Ray V. Hamilton
 Commercial Manager.....John W. O'Harrow
 Program-Publicity Director (Kalamazoo),
 Paul H. Aurandt
 Program Director (Grand Rapids) Harry Caray
 Chief Announcer.....Roy Rowan
 Chief Engineer.....Arthur E. Covell

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By..... WJIM, Inc.
 Address.....City National Building
 Phone Number.....2-1333-4-5
 Transmitter Location...City National Building
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service...Associated Recorded
 Program Service

Personnel

President-General Manager..Harold F. Gross
 Program Director.....Bob Innes
 Production Manager.....H. K. Finch
 Director of Women's Programs..Judy Holiday

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By: The Liberty Street Gospel
 Church of Lapeer
 Address803 Liberty St.
 Phone Numbers.....455-J; 455-M
 Transmitter Location.....803 Liberty St.
 Time on the Air.....Shares Time

Personnel

President-Station
 Manager.....Frank S. Hemingway
 Program Director.....Nora Eastman
 Musical Director.....A. O. Voorheis
 Chief Engineer.....H. F. Hayes
 (Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address146 W. Washington
 Phone Number616
 Transmitter Location...146 W. Washington
 Time on the Air: Unlimited; 8 a.m. to 10 p.m.;
 Sundays, 9 a.m. to 4 p.m.
 Newspaper Affiliation...Daily Mining Journal
 News Service.....Transradio
 Transcription Service...World and Keystone
 Broadcasting Systems

Personnel

PresidentFrank J. Russell, Jr.
 General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By.....Ashbacker Radio
 Corp.
 Business Address.....Muskegon
 Phone Number26-051
 Studio Address.....424 Apple Ave.
 Transmitter Location...Muskegon Township
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service...World Broadcasting
 System; Associated Music Publishers; Lang-
 Worth
 Representative.....Burn-Smith Co.

Personnel

President-Station
 Manager.....Grant F. Ashbacker
 Commercial Manager.....William C. Wester
 Sales Promotion Manager....Loran A. Haney
 Program-Musical Director.....Frank Lynn
 Production Manager.....Ernest Murray
 Publicity Director.....Louis Dwyer
 Chief Announcer.....Albin Beck
 Office Manager.....Henry Klooster
 Chief Engineer.....Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.Power: 1000 Watts
 Owned-Operated By ..Pontiac Broadcasting
 Company
 Address6th Floor Riker Building
 Phone NumberPontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Bloomfield Township,
 Oakland County, Michigan
 Time on the Air: 4 a.m. to local sunset; Sun-
 days, 8 a.m. to local sunset
 News ServiceINS
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....The Foreman Company

Personnel

PresidentGeorge M. Stutz
 General Manager.....H. Y. Levinson
 Commercial Manager.....Monte Meyer
 Program-Musical Director,
 William E. Macdonald
 Accountant.....Earl E. Cloyd
 Administrative Secretary....Cloman Pipe
 Chief Engineer.....Wiley Wenger

W H L S

PORT HURON—EST. 1938

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harmon LeRoy Stevens
and Herman LeRoy Stevens
Address: 932 Military St.
Phone Number: 6191
Transmitter Location: 32nd St. and Lapeer
Ave.
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Keystone Broad-
casting System

Personnel

President-Station Manager: Harmon L. Stevens
Commercial Manager: Robert Mackin
Sales Promotion Manager: V. O. Cram
Publicity Director: Helen Nelson
Chief Announcer: Allen Keys
Musical Director: Lyle Patterson
Chief Engineer: Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Royal Oak Broadcasting
Company
Address: 212 West Sixth Street
Phone Numbers: Elmhurst 6524; Royal
Oak 0815
Transmitter Location: 2201 Woodward
Heights Blvd., Ferndale, Michigan
Time on the Air: 7 a.m. to 4 a.m.
News Service: INS

Personnel

President: G. B. Hartick
Business Manager: E. C. Thompson
Program Director-Chief
Announcer: Kirk Knight
Chief Engineer: Joseph L. McFarland

W H A L *

SAGINAW—EST. 1939

Frequency: 980 Kc. Power: 500 Watts
Owned-Operated By: Harold F. Gross &
Edmund C. Shields
Address: Saginaw
Transmitter Location: Saginaw
Time on the Air: Daytime license
*Station was licensed to operate under a
construction permit at time of going to press.

W S A M

SAGINAW—EST. 1940

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Saginaw Broadcasting
Co.
Business Address: Bancroft Hotel
Phone Number: 2-6148
Studio Address: Bay at Weiss St.
Transmitter Location: Bay at Weiss St.
Time on the Air: 74½ hours per week
News Service: INS
Transcription Service: Standard Radio

Personnel

President-Commercial Manager:
Milton L. Greenbaum
Station Manager-Program
Director: Jack Parker
Sales Promotion Manager: Robert Phillips
Chief Engineer: Simon Maruszcan

W S O O

SAULT STE. MARIE—EST. 1939

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Hiawathaland
Broadcasting Co.
Address: West Portage Avenue
Phone Number: 2642
Transmitter Location: U. S. Highway No. 2
Time on the Air: Unlimited license
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra

Personnel

General Manager: Stanley R. Pratt

W T C M

TRAVERSE CITY—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Midwestern Broad-
casting Company
Address: Anderson Building
Phone Number: Traverse City 1150
Transmitter Location: Elmwood Township-
Leelanau County, Michigan
Time on the Air: Unlimited License
News Service: AP
Transcription Service: Standard Radio
Representative: Associated Radio Sales

Personnel

President-Station Manager: Les Biederman
Sales Manager: Graham Keevil
Sales Promotion Manager: Bud Hicks
Musical Director: Don Mullen
Chief Engineer: Drew McClay

MINNESOTA

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K A T E

ALBERT LEA—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albert Lea Austin
Broadcasting Company
Address: 332 So. Broadway
Phone Number: 2338
Transmitter Location: 332 So. Broadway
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System
Representative: Foreman & Company

Personnel

President and Station Manager: E. L. Hayek
Commercial Manager: Tom H. Lathrop
Program Director-Chief
Announcer: Roy Pickett
Chief Engineer: George Church

K T O M*

BRAINERD—EST. 1942
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Edward Tom O'Brien, David Shepard, Howard S. Johnson, John W. Boler
Operated By: Brainerd-Bemidji Broadcasting Co.
Address: Brainerd
Time on the Air: Unlimited license
* Station had C.P. at press time.

K D A L

DULUTH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Red River Broadcasting Co., Inc.
Address: 218 Bradley Building
Phone Number: Melrose 2230
Transmitter Location: Foot of 63rd Ave. W., Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
News Service: Transradio
Transcription Service: Lang-Worth; Standard Radio
Representative: Free & Peters, Inc.

Personnel

President-Station Manager: Dalton LeMasurier
Commercial Manager: Odin S. Ramsland
Sales Promotion Manager: Ellis Harris
Program Director: Gilbert Fawcett
Chief Engineer: Robert A. Dettman

W E B C

DULUTH—EST. 1924
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Head of Lakes Broadcasting Co.
Business Address: WEBC Bldg. (Duluth and Superior, Wisc.)
Phone Number: Melrose 1537
Transmitter Location: Unlimited license
Newspaper Affiliation: Duluth News Tribune
Transcription Service: NC Thesaurus
Representative: George P. Hollingbery Co.

Personnel

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

K G D E

FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Charles L. Jaren
Address: Fergus Falls
Phone Number: 898
Transmitter Location: Fergus Falls
Time on the Air: Unlimited license

Personnel

General Manager: C. L. Jaren

W M F G

HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Head of Lakes Broadcasting Co.
Address: Androy Hotel
Phone Number: 1150
Transmitter Location: Androy Hotel
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: C. P. MacGregor
Representative: George P. Hollingbery Co.

Personnel

President: Morgan Murphy
Station Manager: H. S. Hyett
Sales Promotion Manager: Leo Freemont
Chief Engineer: C. B. Persons

K Y S M

MANKATO—EST. 1938

BLUE NETWORK—NBC
MINNESOTA RADIO NETWORK
NORTHWEST RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: F. B. Clements & Company

Address: 101 North 2nd Street
Phone Number: 4673
Transmitter Location: Belgrade Hill—North Mankato, Minn.

Time on the Air: 19 hours daily
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Company

Personnel

President: F. B. Clements
General Manager: John F. Meagher
Merchandising Manager: Bob DeHaven
Program-Publicity Director: Jack Hanssen
Continuity Director: Jeanne Kimball
News Editor: Orrin Melton
Musical Director: Maurice Piche

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.

Business Address: 625 Second Avenue So.
Phone Number: Main 1202
Studio Addresses: 625 Second Avenue So.; Hotel Lowry, St. Paul

Transmitter Location: Anoka, Minn.
Time on the Air: 4:55 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight

News Service: AP; UP
Representative: Radio Sales

Personnel

General Manager: E. H. Gammons
Assistant to General Manager: Al Sheehan
Commercial Manager: Thomas H. Dawson
Sales Promotion Manager: Sam H. Kaufman
Program Director: Hayle Cavanor
Educational Director: Max Karl
Office Manager: Emmett Heerd
Musical Director: Wallace Olson
Chief Engineer: Hugh S. McCartney

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owned-Operated By: George W. Young
Address: Nicollet Hotel
Phone Number: BRidgeport 7777 (Mpls.); Midway 6363 (St. Paul)

Transmitter Location: Route 7
Time on the Air: 6 a.m. to sunset, MST.
News Service: AP
Transcription Service: Standard Radio; Lang-Worth
Representative: Howard H. Wilson Co.

Personnel

Owner and General Mgr.: Geo. W. Young
Commercial Manager: Lee L. Whiting
Sales Promotion Manager: Jean Hadley
Chief Engineer: George K. Jacobson

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: University of Minnesota
Address: Eddy Hall, University of Minnesota
Phone Number: Main 8177, Ext. 419, 821, 822
Transmitter Location: North Cleveland Avenue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)

Personnel

Manager: Burton Paulu
Program Director: Betty T. Girling
Chief Engineer: Martin Shuler
(Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Independent Merchants Broadcasting Co.

Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul

Transmitter Location: 2508 Myrtle Ave., St. Paul

Time on the Air: 6 a.m. to 12:30 a.m.; Saturday, 6 a.m. to 2 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.

News Service: INS
Transcription Service: Associated Music Publishers

Representative: The Foreman Company

Personnel

President: C. J. Winton, Jr.
General Manager: K. W. Husted
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Douglas Durkin
Program Director: Robert Sutton
Sports Director: Harry McTigue
News Editor: B. E. Hardman
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautigam
Technical Advisor: Ogden Prestholdt

TIME...



. 591 YEARS OF IT ON KSTP

117 national and local spot advertisers have used an average of nearly 5 consecutive years each—an aggregate total of 591! We've prepared a booklet full of proof. Write for it. You'll see how products and services *just like yours* have used KSTP and why! The 8th retail market listens—and buys—when it's on KSTP, the Northwest's leading radio station.

KSTP

**50,000 WATTS—CLEAR CHANNEL
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES**

MINNEAPOLIS—ST. PAUL. MINN.

W T C N

MINNEAPOLIS-ST. PAUL—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned By: Minneapolis Daily Times & St. Paul
Dispatch-Pioneer Press

Operated By: Minneapolis Broadcasting Corporation

Address: Wesley Temple Building
Phone Numbers: Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose
Township

Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-
Pioneer Press; Minneapolis Daily Times

News Service: AP
Transcription Service: Associated Music
Publishers

Representative: Free & Peters

Personnel

President: G. B. Bickelhaupt
Station Manager: C. T. Hagman
Commercial Manager: F. Van Konyneburg
Program Director: Robert DeHaven
Publicity Director-Traffic Manager: Judy Bryson
Musical Director: Frank Zdarsky
Technical Director: John M. Sherman

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned By: KVOX Broadcasting Co., Inc.
Operated By: North Central Broadcasting
System

Address: Comstock Hotel
Phone Number: 3-1523
Transmitter Location: 14th St. and 12th Ave.,
South

Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight

News Service: UP
Transcription Service: World Broadcasting
System

Representatives: North Central Broadcasting
System; Joseph Hershey McGillvra

Personnel

President: John Boler
Station Manager: M. M. Marget
Commercial Manager: Reinhart Steinley, Jr.
Program Director: Ray Stough
Chief Engineer: Fred Monkkonen

W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: St. Olaf College
Business Address: St. Olaf College
Phone Number: Northfield 770

Studio Addresses: St. Olaf College,
408 So. Fourth St., Minneapolis

Time on the Air: 6 to sunset

Personnel

President: L. W. Boe
Station Manager: M. C. Jensen
Program Director: Martin Hegland
Musical Director: O. R. Overby
Chief Engineer: Amos Dicke
(Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK

NBC—NORTHWEST NETWORK

MINNESOTA RADIO NETWORK

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

Address: 100 First Ave., S. W.
Phone Number: 3924, 2727
Transmitter Location: Cascade Township
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: Standard Radio
Lang-Worth

Representative: Howard H. Wilson Co.

Personnel

President and General Mgr.: Gregory Gentling
Secretary: Maxine Jacobs
Station Director: Wallace S. Stone
Commercial Manager: W. R. Knutson
Program Director: La Vell Waltman
VP-Studio Director: Gerald Wing
Chief Engineer: Fred C. Clark

K F A M

ST. CLOUD—EST. 1938

BLUE NETWORK

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: The Times Publishing
Co.

Business Address: 16-18 Sixth Ave., North
Studio Address: Weber Bldg.
Transmitter Location: Highway No. 152
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: St. Cloud Times
News Service: AP, UP

Personnel

President-General Manager: Fred Schilplin

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
Owned-Operated By: KSTP, Inc.
Address: Hotel Saint Paul (St. Paul),
Hotel Radisson (Minneapolis)

Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS, UP,
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
 Vice-President-Assistant Mgr....K. M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corinne Jordan
 Sales Promotion Manager.....Sam Levitan
 Publicity Director.....Joseph O. Meyers
 Educational Director-Farm Editor...Val Bjornson
 Artists' Bureau Head.....David Stone
 Musical Director.....Leonard Leigh
 Technical Supervisor.....Hector Skifter

W M I N

ST. PAUL & MINNEAPOLIS
 EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Broadcasting
 Company
 Address.....1287 St. Anthony Ave.
 (St. Paul), 200 Hodgson Bldg. (Minneapolis)
 Phone Number.....Nestor 6501 (St. Paul),
 Atlantic 6293 (Minneapolis)
 Transmitter Location...1287 St. Anthony Ave.
 Time on the Air: 6 a.m. to 2 a.m.; Saturdays,
 6 a.m. to 5 a.m.
 News Service.....AP, INS
 Transcription Service.....Standard Radio,
 Associated Music Publishers
 Representative.....William G. Rambeau Co.

Personnel

President and General Mgr..Edward Hoffman
 Sales Promotion Manager...Samuel N. Nemer
 Program-Publicity Director...Marlyn Powell
 Production Manager-Chief Announcer,
 Frank Devaney
 Musical Director.....Lillian Jones
 Chief Engineer.....Warren Fritze

W H L B

VIRGINIA—EST. 1936
 NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....WHLB Bldg.
 Phone Number.....2000

Transmitter Location.....16th and Sixth Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Chief Announcer.....Norman Page
 Chief Engineer.....Wayne Kestila

K W L M

WILMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Lakeland Broadcasting
 Company

Business Address.....Willmar, Minn.
 Phone Numbers.....1340, 1310, 910
 Studio Address.....Willmar War Memorial
 Auditorium
 Transmitter Location.....Foot Lake
 Time on the Air.....6 a.m. to 12 midnight
 Transcription Service...World Broadcasting
 System
 Representative.....North Central Broadcasting
 System

Personnel

President-General Manager....H. W. Linder
 Program Director.....Willard Linder
 Production Manager.....Earl Henton
 Montevideo Studio Manager....Gil Frayseth
 Chief Announcer.....Jack Lynch
 Chief Engineer.....Verne Baumgartner

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Winona Radio Service
 Address.....216 Center St.
 Phone Number.....3314
 Transmitter Location.....831 Sarnia St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation...Winona Republican-
 Herald

News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....M. H. White
 General Manager.....L. L. McCurmin
 Program Director.....Margaret Johnson
 Production Manager-Publicity Director,
 Joe Foss
 Chief Announcer.....Don Hendricks
 Traffic Manager.....Phylis Lund
 Accountant.....Isabelle Hartung
 Musical Director.....Margaret Johnson
 Chief Engineer.....Maurice Reutter

MISSISSIPPI

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W C B I

COLUMBUS—EST. 1940

MISSISSIPPI NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Birney Imes, Jr.
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses.....Gilmer Hotel, Henry Clay
Hotel, Westpoint, Miss.
Transmitter Location.....Tombigbee Bridge
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch
News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System, BMI
Representative.....Associated Radio Sales

Personnel

Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Chief Announcer-Musical Director..Phil Gulley
Children's Program Director..Mrs. John Q. Hays
West Point Studio Director.....Madge Moore
MSCW Studio Director.....Dr. Crandall
Chief Engineer.....P. C. Melone

W J P R

GREENVILLE—EST. 1939

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....John R. Pepper
(Radio Services Co.)
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway
No. 1
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers

Personnel

Owner.....John R. Pepper
Station Representative.....Frank W. Baldwin
Program Director.....Bert Ferguson
Production Manager.....Barbee Ashley
Chief Announcer.....Bob Thompson
Musical Director.....Charlotte Haque
Chief Engineers..Ray A. Dickson, Horace Alvis

W G R M

GREENWOOD—EST. 1938

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts

Owned By.....P. K. Ewing
Operated By.....W. E. Williams
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....One mile north
of city
Time on the Air.....15½ hours per day
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer, Inc.

Personnel

President.....P. K. Ewing
General Manager.....W. E. Williams
Program Director.....John Norton

W G C M

GULFPORT—EST. 1929

MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....WGCM, Inc.
Business Address.....Hewes-Martin Bldg.
Phone Numbers.....1111 (Gulfport), 265 (Biloxi)
Transmitter Location.....Arlington Heights
Time on the Air.....7 a.m. to 10 p.m.
News Service.....INS
Transcription Service.....C. P. MacGregor

Personnel

President.....P. K. Ewing
General Manager.....F. C. Ewing
Program Director-Chief Announcer,
Jack Daughtery
Production Manager.....H. C. Hill
Publicity Director.....Al Wolfe
Artists' Bureau Head.....M. E. McCorkle
Chief Engineer.....Gordon Clark

W F O R

HATTIESBURG—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting
Co.
Address.....302 Hemphill St.
Phone Number.....1866
Transmitter Location.....W. Seventh St. and
25th Ave.
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....AP
Representative.....Sears & Ayer

Personnel

President and General Manager...C. J. Wright
Program Director.....John T. Orr
Chief Engineer.....C. H. Dyess

W J D X

JACKSON—EST. 1929

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Lamar Life Insurance
 Company
 Business Address Lamar Life Building
 Phone Numbers 2-1183 (Adv. Dept.),
 2-2641 (Studios)
 Studio Address Heidelberg Hotel
 Transmitter Location U. S. Highway No. 51
 Time on the Air: 6:15 a.m. to 11:05 p.m.; Sun-
 days, 8 a.m. to 11:05 p.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery
 Company

Personnel

Station Manager Wiley P. Harris
 Commercial and Advertising Manager,
 Allen Lacy, Jr.
 Program-Musical Director . . . Maurice Thompson
 Publicity Director Pat Halverson
 Chief Engineer P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Standard Life Broad-
 casting Co.
 Address Robert E. Lee Hotel
 Phone Number 3-2788
 Transmitter Location Jackson
 Time on the Air Unlimited license
 Transcription Service Standard Radio

Personnel

Manager L. M. Sepaugh

W A M L

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.
 MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By New Laurel Radio
 Station, Inc.
 Address 535½ Central Ave.
 Phone Number 288
 Transmitter Location Washington Road
 Time on the Air 6:30 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Associated Radio Sales

Personnel

President D. A. Matison
 Station and Commercial Mgr. H. M. Smith
 Sales Promotion Manager Granville Walters
 Program Director Frank Holifield
 Bookkeeper Verna Tyler
 Chief Engineer Bruce Dennis

W S K B

McCOMB—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McComb Broadcasting
 Corp.
 Business Address Box 111
 Phone Number 37
 Studio Address McColgan Hotel
 Transmitter Location Pike County
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

President Robert L. Sanders
 General Manager George Blumenstock
 Station Manager Charles White
 Program Director Julia D. Blumenstock
 Chief Announcer Bill Lowery
 Musical Director Mrs. B. L. Mathis
 Chief Engineer Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Mississippi Broadcast-
 ing Co., Inc.
 Address Threefoot Building
 Phone Number 1042
 Transmitter Location Highway No. 45 North
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service UP

Personnel

General Manager D. W. Gavin

W M I S

NATCHEZ—EST. 1941

MISSISSIPPI & LOUISIANA NETWORKS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Natchez Broadcasting Co.
 Address 407 Franklin St.
 Phone Number 1515
 Transmitter Location Highway No. 61, North
 Time on the Air 7 a.m. to 10 p.m.
 News Service INS
 Transcription Service C. P. MacGregor

Personnel

President P. K. Ewing
 Station Manager P. K. Ewing, Jr.
 Commercial Manager B. O. Pennington
 Program Director Val Jensen
 Chief Announcer Lloyd Harris
 Bookkeeper A. R. Young
 Musical Director Harry King Barth
 Chief Engineer George Wilson

W Q B C
VICKSBURG

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting
Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of
Vicksburg
Time on the Air.....9½ to 10½ hours daily

Newspaper Affiliation....Vicksburg Evening
Post
News Service.....AP
Transcription Service.....World Broadcasting
System

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Sales Promotion Manager.....J. A. Tillman
Program Director-Chief Announcer..J. C. Lentz
Chief Engineer.....C. E. Drake

MISSOURI

*For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 240*

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By....Oscar C. Hirsch Battery &
Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 8 a.m. to 9 p.m.
News Service.....Transradio
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By....Star Times Publishing
Company
Address.....Ninth and Elms Sts.
Phone Number.....4141-42
Transmitter Location....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.
Newspaper Affiliation....Star Times Publish-
ing Company
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Company,
New York, N. Y.

Personnel

President.....Elzey Roberts
Vice-President.....John C. Roberts, Jr.
General Manager.....C. L. Thomas
Program Director.....Guy Lowe

Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Publicity Director.....Foster H. Brown
Chief Engineer.....Myrl Roe Solomon
Artists' Bureau Head.....Wm. Haley, Jr.
Musical Director.....Carl Stepp
Chief Engineer.....Robert Haigh

K H M O

HANNIBAL—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By....Courier Post Publish-
ing Co.
Address.....102½ S. Main St.
Phone Number.....3450
Transmitter Location.....Lindell Ave.
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson

Personnel

General Manager.....E. L. Sparks
Commercial Manager.....Earl Dougherty
Chief Announcer.....Bob McCoy
Continuity-Traffic Manager....George Moon
Chief Engineer.....Ben Parrish

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By....Tribune Printing Co.
Business Address.....210 Munroe
Phone Number.....4000
Studio Address.....St. Mary's Blvd.
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....123 hours weekly
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune



PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

\$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

\$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

\$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

\$47,000,000 are paid each year to employees of industrial manufacturing concerns.

\$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio "buys" in this market.

Write us about the time that's available and the merchandising service that goes with it.

John E. Pearson, Representative

Basic Blue Network



News Service AP, UP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer

Personnel

President R. C. Goshorn
 Station Manager R. L. Rose
 Program Director Elda Oswald
 Chief Engineer J. C. Haynes, Jr.

W M B H

JOPLIN—EST. 1933

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joplin Broadcasting Co.
 Address Frisco Bldg., Sixth and Main Sts.
 Phone Number 330-1-2
 Transmitter Location 13th and Roosevelt
 Time on the Air: 6 a.m. to 11 p.m.; Saturdays,
 6 a.m. to 12 midnight

Newspaper Affiliation Joplin Globe & News-
 Herald

News Service UP
 Transcription Service World Broadcasting
 System

Representative Sears & Ayer

Personnel

President-Station Manager D. J. Poynor
 Commercial Manager Bob Burke
 Sales Promotion Manager J. Charles McIntire
 Program Director Roy Wilson
 Production Manager Stella Lukens
 Continuity Director-News Editor,
 Paul Stubblefield

Chief Engineer Baxter Burriss

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By KCMO Broadcasting
 Company

Address 1515 Commerce Trust Building
 Phone Number Victor 0900
 Transmitter Location 10th and Hardesty
 Time on the Air 6 a.m. to 12 midnight

News Service UP
 Transcription Service Associated Music
 Publishers, C. P. MacGregor

Representative John Pearson

Personnel

President T. L. Evans
 General & Sales Manager Jack Stewart
 Business Manager C. E. Breazeal
 Sales Promotion Manager Richard W. Evans
 Program Director Dorothy Stewart
 Production Manager Kenneth Heady
 Publicity Director Dave Brown
 News Editor James Munroe
 Musical Director Virginia Crumbaugh

K I T E

KANSAS CITY—EST. 1934

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By First National Tele-
 vision, Inc.

Address Irving-Pitt Building
 Phone Number Harrison 5818
 Transmitter Location Kansas City
 Time on the Air Unlimited license

Personnel

General Manager D. E. "Plug" Kendrick

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Broad-
 casting Co.

Address Pickwick Hotel
 Phone Number Harrison 2650
 Transmitter Location 50th & Bellinger Rd.
 Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight

Transcription Service: Lang-Worth; World
 Broadcasting System

Representative Free & Peters, Inc.

Personnel

President Arthur B. Church
 Vice-President and Managing Director,

Karl Koerper
 Director of Sales Sam H. Bennett
 Director Natl. Program Sales Geo. E. Halley

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By The Kansas City Star
 Company

Address 1729 Grand Ave
 Phone Number Harrison 1200
 Transmitter Location 82nd and Mission
 Road, Johnson County, Kans.

Time on the Air: Daily ex. Sunday, 6 a.m. to
 12 midnight; Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation The Kansas City Star
 News Service AP
 Transcription Service Lang-Worth
 Representative Edward Petrv and Company

Personnel

President George B. Langan
 Station Manager H. Dean Fitzer
 Assistant Manager V. S. Batton
 Commercial Manager R. Gardner Reames
 Program Manager Harry J. Kaufmann
 Chief Announcer Randall Jessee
 Chief Engineer Joseph A. Flaherty

IN GREATER ST. LOUIS

KSD

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

**There Is ONE and Only One Basic
NBC Red Network in the World**

**In the prosperous area where St. Louis is the
center, KSD is the only basic NBC Red Net-
work station—it is 225 miles to the nearest.**

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

W H B

KANSAS CITY—EST. 1922
MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
Owned By... Cook Paint & Varnish Company
Operated By... WHB Broadcasting Company
Address... Scarritt Building
Phone Number... Harrison 1161
Transmitter Location... North Kansas City
Time on the Air... 5:30 a.m. until local sunset
News Service... INS
Representative... Donald Dwight Davis

Personnel

President... Donald Dwight Davis
Station Manager... John T. Schilling
Vice-President and Treasurer... John F. Cash
Merchandising Manager... Bert Bidwell
Program Director-Chief Announcer... Dick Smith
Publicity Director... Les Combs
Artists' Bureau Head... Les Jarvies
Musical Director... Frank Wilson
Chief Engineer... Henry Goldenberg

K W O C

POPLAR BLUFF—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... A. L. McCarthy,
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
tion K W O C

Address... 1801 Main St.
Phone Number... 1310
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
8 a.m. to 5 p.m.

Newspaper Affiliation... Poplar Bluff Daily
American Republic

News Service... AP
Transcription Service... World Broadcasting
Representative... John E. Pearson

Personnel

General Manager... P. H. Cunningham
Production Manager... William R. Tedrick
Chief Engineer... Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc. Power: 2500 d., 500 n.,
(C.P. 5000 d. & n.)

Owned-Operated By... KFEQ, Inc.
Address... Schneider Building
Phone Number... 4-0813
Transmitter Location... East and south of St.
Joseph on the Pickett Road

Time on the Air... 6 a.m. to Pacific Coast sunset
Newspaper Affiliation... St. Joseph News-Press,
St. Joseph Gazette

News Service... UP
Transcription Service... NBC Thesaurus,
Standard Radio
Representative... Headley-Reed Company

Personnel

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

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts
Owned-Operated By... Columbia Broadcasting
System, Inc.

Address... 401 South Twelfth Blvd.
Phone Number... Central 8240
Transmitter Location... Lemay Ferry and
Baumgartner Roads

Time on the Air: 5 a.m. to 1 a.m.; Sundays,
7 a.m. to 12:15 a.m.

News Service... AP, Transradio, UP
Transcription Service... Associated Music
Publishers

Representative... Radio Sales

Personnel

General Manager... Merle S. Jones
Local Sales Manager... J. Souldard Johnson
Sales Promotion Manager... Tom Rooney
Program Director... Chester Renier
Production Manager... James Douglass
Publicity Director... C. Cabanne Link
Chief Announcer... France Laux
Musical Director... Ben Feld
Chief Engineer... Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d., 1000 n.
Owned-Operated By... Pulitzer Publishing
Company

Address... Twelfth and Olive Sts.
Phone Number... Main 1111
Transmitter Location... Twelfth and Olive Sts.
Time on the Air... 5:30 a.m. to 12:30 a.m.

Newspaper Affiliation... St. Louis Post-
Dispatch

News Service... AP
Transcription Service... NBC Thesaurus,
Lang-Worth

Representative... Free & Peters, Inc.

Personnel

President... Joseph Pulitzer
General Manager... George M. Burbach
Commercial and Sales
Manager... Edward W. Hamlin

K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc. Power: 5000 Watts
Owned By... Evangelical Lutheran Synod of
Missouri, Ohio and other states

Operated By... Board of Control of Concordia
Seminary
Address..... 801 DeMun Ave.
Phone Number..... DELmar 3030
Transmitter Location..... 801 DeMunn Ave.
Time on the Air..... Daytime license
News Service..... UP
Transcription Service..... Lang-Worth

Personnel

Station Manager..... Herman H. Hohenstein
Production Manager-Chief Announcer,
Elmer Knoernschild
Accountant-Office Manager..... William C. Krato
Director of Continuity..... Karl Boehmke
Musical Director..... Theodore Hoelty-Nickel
Chief Engineer..... Carl S. Meyer

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc..... Power: 5000 d., 1000 n.
(CP 5000)

Owned-Operated By..... Thomas Patrick, Inc.
Address..... Hotel Chase, Lindell & Kingshighway
Phone Number..... Rosedale 3210
Transmitter Location..... 500 E. Logan, Baden
Station, Baden, Mo.

Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7 a.m. to 12:30 a.m.

News Service..... UP
Transcription Service..... World Broadcasting
System

Representative..... Paul H. Raymer Company

Personnel

President..... R. T. Convey
Station Director..... Ray E. Dady
Sales Manager..... V. E. Carmichael
National Sales Manager..... R. M. Sampson
Chief Announcer..... Martin Bowin
Program Director..... John Tinnea
Production Manager..... Dan Seyforth
Sales Service Manager..... Robert J. Richardson
Assistant Sales Service Manger..... Lloyd Smith
Publicity Director..... Sue McCaslin
Musical Director..... Rolla Coughlin
Chief Engineer..... James Burke

K X O K

ST. LOUIS—EST. 1939

BLUE NETWORK

Frequency: 630 Kc..... Power: 5000 Watts
Owned-Operated By..... Star-Times Publishing
Company

Address..... 12th and Delmar Bldvs.
Phone Number..... CHestnut 3700
Transmitter Location..... Horse Shoe Lake,
Madison County, Ill.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
7 a.m. to 12 midnight

Newspaper Affiliation..... St. Louis Star-Times

News Service..... INS; UP
Transcription Service..... Associated Music
Publishers, Standard Radio, Lang-Worth
Representative..... Weed & Company

Personnel

General Manager..... John C. Roberts, Jr.
Sales Manager..... Clarence G. Cosby
Program Director..... C. L. Thomas
News Editor..... Harry Renfro
Publicity Director..... Robert Seat
Chief Announcer..... William Durbin
Continuity Editor..... Charles Barnhart
Musical Director..... Stanley W. Daugherty
Chief Engineer..... Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc..... Power: 1000 Watts
Owned-Operated By... The St. Louis University
Address..... 3642 Lindell Blvd.
Phone Number..... FRanklin 5665
Transmitter Location..... 3642 Lindell Blvd.
Time on the Air..... 6 a.m. to local sunset
News Service..... INS
Transcription Service..... Standard Radio,
Lang-Worth
Representative..... John E. Pearson

Personnel

President..... Rev. H. B. Crimmins
General Manager..... Nicholas Pagliara
Program-Publicity Director..... Don C. Lochner
Production Manager..... Mark Thompson
Office Manager..... Myrtle L. Brigham
Musical Director..... Ralph Stein
Chief Engineer..... George Rueppel

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By... Missouri Broadcasting
Corp.

Address..... Melbourne Hotel
Phone Number..... Jefferson 8403
Transmitter Location..... 3601 Lindell Blvd.
Time on the Air: 7 a.m. to 2 o.m.; Saturdays,
7 a.m. to 3 a.m.; Sundays, 8:30 a.m. to 12
midnight

News Service..... INS
Transcription Service..... Standard Radio,
C. P. MacGregor, Lang-Worth
Representative..... William G. Rambeau Co.

Personnel

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

K D R O

SEDALIA—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Albert S. and Robert A. Drohlich d/b Drohlich Bros.

Address: 2100 W. Broadway
Phone Number: 4004, 4005
Transmitter Location: 2100 W. Broadway
Time on the Air: 6 a.m. to 11 p.m.; Saturdays, 6 a.m. to 12 midnight

News Service: UP
Transcription Service: Standard Radio
Representative: John Pearson

Personnel

Station Manager: Robert A. Drohlich
Promotion Manager: Albert S. Drohlich
Commercial Manager: John Pearson
Program Director: William Davis
Musical Directors: William Davis, Robert J. Williamson
Chief Engineer: Glen Gray

K G B X

SPRINGFIELD—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Springfield Broadcasting Co.

Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: UP
Transcription Service: NBC Thesaurus, Standard Radio

Representative: John E. Pearson

Personnel

President: Tams Bixby, 2nd

General Manager: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

K T T S

SPRINGFIELD—EST. 1941

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

Address: Springfield
Transmitter Location: Springfield
Time on the Air: Unlimited license

Personnel

President-Treasurer: J. H. G. Cooper
Vice-President: Frank L. Sedgwick
Secretary: Irving W. Schwab
*Station had a construction permit at press-time and no further information was available.

K W T O

SPRINGFIELD—EST. 1933

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Ozarks Broadcasting Co.

Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Bolivar Road
Time on the Air: 5 a.m. to local sunset
Newspaper Affiliation: Springfield Newspapers, Inc.

News Service: UP
Transcription Service: Standard Radio
Representative: John E. Pearson

Personnel

President and Station Mgr.: Ralph D. Foster
Commercial Manager: Leslie L. Kennon
Sales Promotion Manager: Carl S. Ward
Program Director: Hugh Aspinwall
Chief Engineer: Fritz Bauer

MONTANA

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K G H L

BILLINGS—EST. 1928

BLUE NETWORK—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.

Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

President: C. O. Campbell
Station Manager: Ed Yocum
Sales Promotion Manager: E. E. Casney
Program Director: M. V. Braunberger
Publicity Director: Lear Mucoy
Chief Engineer: Jeff Kiichli

K R B M
BOZEMAN—EST. 1939
 BLUE NETWORK—NBC
 Z-BAR NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.. KRBM Broadcasters, Inc.
 Address..... Baxter Hotel
 Phone Number..... 1420
 Transmitter Location..... East of Bozeman
 Time on the Air..... 7 a.m. to 10:30 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, Davis &
 Schwegler
 Representative..... The Walker Co.

Personnel

President..... R. B. MacNab, Jr.
 Station Manager..... Ernest A. Neath
 Commercial Manager..... Melvin F. F. Jass
 Program Director..... L. L. Sterling
 Chief Engineer..... Fred Heister

K G I R
BUTTE—EST. 1929
 BLUE NETWORK—NBC
 Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By..... KGIR, Inc.
 Address..... Butte

K G I R BUTTE

MONTANA'S ONLY NON-DIRECTIONAL
 5000 WATT FULL TIME STATION



Also (As Bonus Stations)

K P F A - K R B M

Helena Bozeman & Livingston



Connected by permanent lines—

Available on Z Net or

on NBC Red or The Blue Network

BOX 1956 BUTTE, MONTANA

Phone Number..... 22-3-44
 Transmitter Location..... Butte
 Time on the Air..... 7 a.m. to 1 a.m.
 News Service..... UP
 Transcription Service..... Standard Radio,
 Titan, Lang-Worth
 Representative..... The Walker Co.

Personnel

Manager..... Ed. B. Craney
 Sales Manager..... M. E. Dunn
 Program Director..... Pat Goodover
 Musical Director..... B. R. Sprague
 Chief Engineer..... Fred Heister

K F B B
GREAT FALLS—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By.. Buttrey Broadcast, Inc.
 Address..... 605 First National Bank Building
 Phone Number..... 4377, 4378
 Transmitter Location.. 4½ miles west of Great
 Falls
 Time on the Air: 7 a.m. to 11 p.m., Sundays,
 9 a.m. to 11 p.m.
 Newspaper Affiliation..... The Tribune
 News Service..... UP
 Transcription Service..... NBC Thesaurus,
 Standard Radio
 Representative..... Weed & Company,
 Walter Biddick Company

Personnel

President..... F. A. Buttrey
 General Manager..... Joseph P. Wilkins
 Program Director..... John Alexander
 Chief Engineer..... Wilbur Myhre

K P F A
HELENA—EST. 1937
 BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.. Peoples Forum of the Air
 Address..... 1306 Eleventh Ave.
 Phone Number..... 1240
 Transmitter Location..... Helena
 Time on the Air..... 8 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, NAB
 Representative..... The Walker Co.

Personnel

President..... Barclay Craighead
 Station Manager..... K. O. MacPherson
 Chief Engineer..... R. D. Martin

K G E Z
KALISPELL—EST. 1927

Frequency: 1340 Kc. 1000 Watts (C.P. 1460
 Kc.; 1000 Watts)
 Owned-Operated By..... Donald C. Treloar

Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)
 Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Homer Owen Griffith

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....W. B. LaBonte
 Program-Musical Director.....Oliver Hockley
 Production Manager-Chief Announcer.
 H. R. Chittick
 Chief Engineer.....Donald Gorman

K R J F

MILES CITY—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Studio Address.....U. S. Highway No. 212
 Transmitter Location...U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.
 Newspaper Affiliation.....Miles City Star
 News Service.....AP
 Transcription Service....World Broadcasting

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....Mary Tannehill
 Chief Engineer.....R. E. Nelson

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1290 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.

Address.....132 W. Front St.
 Phone Number.....2155
 Transmitter Location.....Highway No. 10
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager...A. J. Mosby
 Assistant Manager-Program Director.
 James Alden Barber
 News-Publicity Director.....Bob Walker
 Educational Director.....King Harmon
 Accountant.....Ray Hanson
 Traffic Manager.....Hermina Girson

K G C X

WOLF POINT—EST. 1926

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....Wolf Point
 Phone Number.....102
 Studio Address.....Westland Super Service
 Station
 Transmitter Location.....2 miles east of Wolf
 Point
 Time on the Air.....7:30 a.m. to 10 p.m.
 News Service.....Transradio
 Transcription Service.....Lang-Worth, World
 Broadcasting System, Davis & Schwegler,
 Keystone Broadcasting System

Personnel

President.....E. E. Kresbach
 Station and Commercial Manager.
 Milton J. Severson
 Chief Announcer.....Mel King
 Musical Director.....Wendel Manvel
 Chief Engineer.....Eugene Bunker

NEBRASKA

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K O R N

FREMONT—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Nebraska Broadcasting
 Corporation
 Address.....Pathfinder Hotel
 Phone Number.....1060, 1061
 Transmitter Location...1 mile east of Fremont
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
 Legal Counsel.....A. C. Sidner
 General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....Jack Luther
 Program Director.....Clarice Allport
 Chief Announcer.....William Talbot
 Chief Engineer.....Lee Gustavson



To put it across
**...SPEAK your
 LISTENER'S
 LANGUAGE**



“Pailin’ a cow” sounds as foreign to the city-ite, as “Having brunch” does to the farmer. To *sell* your product, talk your listeners’ language. Use KOIL and KFAB.



KOIL sells your product to metropolitan listeners in the greater Omaha area, because it speaks the language of the city. KFAB sells in the agricultural areas throughout Nebraska and her neighboring states, because it knows how to talk to farm men and farm women. Including famous 7-Point Plus Merchandising, there are dozens of other reasons, too, why KOIL and KFAB will give your product a substantial sales boost.



Call or write for details. You need these stations, to do a *complete selling job* in these city and farm markets.



KOIL
 OMAHA

KFAB
 LINCOLN

DON SEARLE, GENERAL MANAGER . . .
 ED PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc. Power: 1000 Watts
 Owned-Operated By.....KMMJ, Inc.
 Address.....315½ North Locust St.
 Phone Number.....703
 Transmitter Location.....Phillips, Nebr.
 Time on the Air.....5 a.m. until local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President-General Manager.....Don Searle
 Business Manager.....Wick Heath
 Commercial Manager.....William Martin
 Program Director-Chief Announcer,
 George Kister
 Production Manager.....Dick Yarnall
 Chief Engineer.....Ray Taylor

K H A S

HASTINGS—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....The Nebraska
 Broadcasting Co.
 Address.....West Second St.
 Transmitter Location.....Hastings
 Time on the Air.....Unlimited license
 Transcription Service.....World Broadcasting
 System

Personnel

Station Manager.....George H. Engelter
 Chief Engineer.....Walter Ely

K G F W

KEARNEY—EST. 1928

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Central Nebraska
 Broadcasting Corporation
 Address.....Federal Annex Bldg.
 Phone Number.....Executive office, 23542,
 Program Dept., 31551
 Transmitter Location.....South Central Ave.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
 Station-Commercial Manager.....E. Anson Thomas
 Sales Promotion Manager.....David G. Roberts
 Program Director-Chief Announcer.....Paul Roscoe
 Production Manager.....Leslie Cox
 Publicity Director.....Harold Clark
 Office Manager.....Betty Bishop
 Farm Editor.....Leonard Brown
 Chief Engineer.....Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 10000 Watts
 Owned-Operated By.....KFAB Broadcasting
 Company
 Address.....Hotel Lincoln
 Phone Number.....2-3214
 Transmitter Location.....17th and Holdrege Sts.
 Time on the Air: 4:45 a.m. to 12 midnight.
 (Synchronized with WBBM sunset to mid-
 night)

Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Frank D. Throop
 General Manager.....Don Searle
 Station Manager.....W. Judson Woods
 Commercial Manager.....Arthur J. Weaver
 Sales Promotion Manager.....R. Bruce Wallace
 Auditor-Office Manager.....Paul L. Dodd
 Publicity Director.....Angus Nicoll
 Continuity Head.....L. A. Miller
 Traffic Manager.....George Haskell
 Music Librarian.....Alene McKinney
 Chief Engineer.....Mark Bullock

K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Cornbelt Broadcasting
 Corporation
 Address.....Hotel Lincoln
 Phone Number.....2-3214
 Transmitter Location.....4745 Vine St.
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Frank D. Throop
 General Manager.....Don Searle
 Station Manager.....W. Judson Woods
 Commercial Manager.....Arthur J. Weaver
 Sales Promotion Manager.....R. Bruce Wallace
 Auditor-Office Manager.....Paul L. Dodd
 Publicity Director.....Angus Nicoll
 Continuity Head.....L. A. Miller
 Traffic Manager.....George Haskell
 Music Librarian.....Alene McKinney
 Chief Engineer.....Mark Bullock

W J A G NORFOLK—EST. 1922

Frequency: 1090 Kc. Power: 1000 Watts
 Owned-Operated By: Norfolk Daily News
 Business Address: 116 N. 4th St.
 Phone Number: 432
 Studio Address: Hotel Norfolk
 Transmitter Location: West Koenigstern Ave.
 Newspaper Affiliation: Norfolk Daily News
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: The Walker Co.

Personnel

President: Gene Huse
 Station Manager: Art Thomas
 Chief Engineer: Frank Weidenbach

K G N F NORTH PLATTE—EST. 1930

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By: Great Plains Broad-
 casting Co.
 Address: 1521 West 12th St.
 Phone Number: 295
 Time on the Air: 7 a.m. until local sunset
 News Service: UP
 Transcription Service: C. P. MacGregor,
 Lang-Worth, Keystone Broadcasting System
 Representative: The Walker Co.

Personnel

President and Station Mgr.: W. I. LeBarron.
 Commercial Manager: Jo di Natale
 Program Director: Ernie Jaeggi
 Chief Engineer: Stephen Inns

K B O N OMAHA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Inland Broadcasting
 Company
 Address: 2027 Dodge Street
 Phone Number: Jackson 8282
 Time on the Air: Full time license
 News Service: AP
 Representative: William G. Rambeau Co.

Personnel

Station Manager: Ernest F. Bader
 Commercial Manager: James Farris
 Sales Promotion Manager: Paul Frye
 Chief Engineer: Leland Gustafson

K O I L OMAHA—EST. 1925

CBS-MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: Central States Broad-
 casting Co.
 Address: Omaha National Bank Bldg.

Phone Number: Jackson 7626
 Transmitter Location: Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation: Lincoln Star,
 Nebraska State Journal
 News Service: INS
 Transcription Service: Standard Radio
 Representative: Edward Petry & Co.

Personnel

President: Frank Throop
 General Manager: Don Searle
 Sales Manager: Arthur J. Weaver
 Sales Promotion Manager-Program Director:
 R. Bruce Wallace
 Production Manager: Harold Hughes
 Chief Engineer: Mark Bullock

(See Page 468)

K O W H OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc. Power: 500 Watts
 Owned By: World Publishing Co.
 Operated By: Omaha World Herald
 Address: World Herald Bldg.
 Transmitter Location: Northwest of Omaha
 Time on the Air: Daytime license
 News Service: UP
 Transcription Service: Standard Radio
 Representative: George P. Hollingbery Co.

Personnel

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

W O W

OMAHA—EST. 1923

NBC—NEBRASKA WIRELESS NETWORK

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Woodmen of the World
 Life Insurance Society
 Address: Insurance Building, 17th & Farnam
 Streets
 Phone: Webster 3400
 Transmitter Location: 56th & Kansas Avenue
 Time on the Air: 5:45 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth; BMI
 Representative: John Blair & Company

Personnel

President: De Emmet Bradshaw
 Personnel Director: William Ruess
 Station Manager: John J. Gillin, Jr.
 Local Sales Manager: Howard O. Peterson
 Promotion Manager: Bill Wiseman
 Program Manager and Chief
 Announcer: Harry Burke
 Production Manager: Lyle DeMoss
 Publicity Director: Bill Wiseman

Director of News and Special Events Foster May
 Sports Editor..... Tom Dailey
 Musical Director..... Fred Ebener
 Chief Engineer..... Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
 Operated ByHilliard Co.

Business Address1517 Broadway
 Phone Number 856
 Studio Address1517 Broadway; Alliance Hotel, Alliance Nebr.
 Transmitter LocationSouth Broadway
 Time on the AirUnlimited license
 Transcription ServiceNBC Thesaurus; Standard Radio

Personnel

President and Station Manager... L. L. Hilliard
 Vice-President-Commercial
 ManagerR. M. Stewart
 Program DirectorBill Walter
 Chief EngineerHarlan Morrison

NEVADA

*For Latest U. S. Census, Population and Retail Trade Data
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K E N O

LAS VEGAS—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Broadcasting Company
 Business Address.....P. O. Box 1310
 Phone Number1400
 Studio AddressEl Rancho Vegas
 Transmitter Location.....El Rancho Vegas
 Time on the Air.....8 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager...Maxwell Kelch
 Commercial Manager...Goodloe McDowell
 Program Director.....R. W. Dow
 Chief Announcer.....R. H. Smith
 Women's Director.....Peggy Maxwell
 Chief Engineer.....V. L. Harvey

K O H

RENO—EST. 1930

BLUE NETWORK

NBC—CALIFORNIA RADIO SYSTEM

Frequency: 630 Kc.....Power: 1000 Watts
 Owned By.....The Bee Incorporated
 Operated ByMcClatchy Broadcasting Company
 Address.....143 Stevenson Street
 Phone Number5106-07
 Transmitter Location.....County Road, Sparks, Nevada
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
 News ServiceUP
 Transcription ServiceAssociated Music Publishers
 RepresentativePaul H. Raymer Co.

Personnel

Vice-PresidentG. C. Hamilton
 Station Manager.....Howard Lane
 Commercial Manager.....Jack Winston
 Sales Manager.....Merle Snider
 Program Director.....Gene Seadler
 Production Manager.....Herb Smith
 Chief Engineer.....Hewitt Kees

RADIO

Executives

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RADIO DAILY

REGULARLY

FOR REGISTERING SALES IN
NORTHERN NEW ENGLAND



WMUR
MANCHESTER, N. H.
**IS YOUR BEST
ADVERTISING
MEDIUM**

WMUR

The Radio Voice of New Hampshire

WMUR gives you complete coverage of New Hampshire . . . a market of 500,000 people with \$250,000,000 a year to spend. With one of the most, if not THE most, desirable frequencies in New England, WMUR on 610 kcs. with 5000 watts day and 1000 night throws out such a strong signal that 67% of its regular mail comes from the 17 major markets of New Hampshire which account for 76% of the retail business of the state. A member of the Blue network, WMUR also features local programming which attracts mail from the entire state and neighboring major markets in Maine and Vermont. To get your sales message across to the farmers, business men, laborers, housewives and every other sales potentiality in New Hampshire, your best medium is WMUR . . . "The Radio Voice of New Hampshire"

Represented Nationally by **LOREN L. WATSON**

345 Madison Ave., New York City

NEW HAMPSHIRE

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 245

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By WKNE Corporation
Address Dunbar St.
Phone Number Keene 2080
Transmitter Location Stanhope Ave.
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service Associated Music Publishers
Representative Paul H. Raymer Co.

Personnel

President Harry C. Wilder
Station and Commercial Manager Herman Steinbruch
Production Manager Carleton Ide
Publicity Director Evelyn Howe
Chief Announcer Ozzie Wade
Chief Engineer M. Leonard Savage

WLNH

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Northern Broadcasting Company
Address 653 Main Street
Phone Number Laconia 501
Transmitter Location Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Joseph Hershey McGillvra

Personnel

President Vernon Mason
General Manager Earle Clement
Sales Manager Alfred Tyler
Program Director-Chief Announcer Sherwin Greenlaw
Director of Women's Activities Marie Forsberg
Chief Engineer Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE AND COLONIAL NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By N. H. Broadcasting Co.
Address Carpenter Hotel
Phone Number 7970; 7520

Transmitter Location Merrimack, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service NBC Thesaurus
Representative Weed & Co.; Bertha Bannan

Personnel

President Mrs. Henry P. Rines
Station Manager David F. Shurtleff
Commercial Manager Larned E. Runnels
Sales Promotion Manager Frederick Cole
Program Director Donald L. Sellers
Production Manager-Chief Announcer Paul B. Flynn
Musical Director Alfred Engel
Chief Engineer Reginald A. B. Schow

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Radio Voice of New Hampshire, Inc.

Address 1819 Elm Street

Phone Number 2090-2091

Transmitter Location Manchester

Time on the Air 6:30 a.m. to 12 midnight

News Service AP

Transcription Service Associated Music Publishers

Representative Spot Sales, Inc.
New England Radio Advertising

Personnel

President Francis P. Murphy
Station Manager Leslie F. Smith
Program Director Charles W. Burton
Musical Director Bert Colter
Chief Engineer Vincent H. Chandler

Scale in Miles

0 25 50

★ 750 KILOCYCLES
★ CLEAR CHANNEL
★ 1000 SALT WATER WATTS
★ ASCAP—BMI—SESAC MUSIC
★ ASSOCIATED PRESS NEWS
Every Daylight Hour

	Primary	Secondary	Total
Population	1,356,300	3,841,390	5,197,690
Families	368,895	982,656	1,351,551
Radio Homes	330,570	901,420	1,231,990

(Certified Mail Count)

PROVEN RESULTS!
For success stories and details on merchandising SERVICE—
Write — Wire — Call —

The New

W H E B

“The Listening Habit of Central New England”

BERT GEORGES, General Manager—DAVID CARPENTER, Sales Manager

JOSEPH HERSHEY
 M c GILL V R A
 National Representative

BERTHA BANNAN
 Special
 Boston Representative

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By: WHEB, Inc.
 Address: Lafayette Road
 Phone Number: 2670-2671-2672
 Transmitter Location: Lafayette Road
 Time on the Air: 6 a.m. to hour after local sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 National Sales Office: Bert Georges, Suite 607,
 1270 Sixth Ave., New York, N. Y.
 Representative: Joseph Hershey McGillvra;
 Bertha Bannan

Personnel

President: R. G. LeTourneau
 General Manager: Bert Georges
 Sales Manager: David Carpenter
 Business Manager: Martin Gunther
 Program Director: Gordon Kinney
 Production Manager-Publicity
 Director: William V. Bradley
 Chief Announcer-News
 Editor: Winslow Bettinson
 Talent Director: Bill Waters
 Bookkeeper: Katherine Hussey
 Continuity Director: James Wicks
 Musical Director: Katherine Gunther
 Chief Engineer: William B. Robinson

NEW JERSEY

For Latest U. S. Census, Population and Retail Trade Data
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W C A P

ASBURY PARK—EST. 1927

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By: Radio Industries
 Broadcast Company, Inc.
 Business Address: 4 Convention Hall
 Phone Number: Asbury Park 1911
 Studio Address: 8-10-12 North Promenade
 Convention Hall
 Transmitter Location: Whitesville, (Neptune
 Township) N. J.
 Time on the Air: Shares with WTNJ and
 WCAM
 News Service: Local News; Christian Science
 Monitor News
 Representative: Forjoe & Company

Personnel

President: George S. Ferguson
 Station Manager: V. N. Scholes
 Technical Advisor: Thomas F. Burley
 Program Director: Marie Gaffney
 Chief Announcer: Ralf Brent
 Musical Director: G. H. Scott
 Chief Engineer: John Basso

W B A B

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Press-Union Publishing
 Co.
 Business Address: 1900 Atlantic Ave.
 Phone Number: 5-1111
 Studio Address: Convention Hall, Georgia Ave.
 & Boardwalk
 Transmitter Location: Absecon Blvd. & Beach
 Thorofare
 Time on the Air: 7 a.m. to 12 midnight

Newspaper Affiliation: Atlantic City Press;
 Atlantic City Evening Union
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Headley-Reed Co.

Personnel

President: Albert J. Feyl
 Acting Station Manager: Earle Godfrey
 Business Manager: Monroe L. Mendelsohn
 Program Director: Ralph Shoemaker
 Chief Engineer: Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Neptune Broad-
 casting Co.
 Business Address: Steel Pier
 Phone Number: 52188
 Transmitter Location: Atlantic City
 Time on the Air: Unlimited license
 Transcription Service: Associated Music
 Publishers

Personnel

President-Station Manager: A. Harry Zoog
 Commercial Manager: E. E. Kohn

W S N J

BRIDGETON—EST. 1937

QUAKER NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Eastern States
 Broadcasting Corp.
 Address: Bridgeton
 Phone Number: Bridgeton 1600
 Transmitter Location: Near Bridgeton
 Time on the Air: Unlimited license

In The New York Market
YOU CAN'T MISS

W A A T

In The New York Market
YOU CAN'T MISS

W A A T

In The New York Market
YOU CAN'T MISS

W A A T

Transcription Service: C. P. MacGregor; Lang-Worth
 Representative Cox & Tanz

Personnel

President-Manager Howard S. Frazier
 Commercial Manager Ovelton Maxey

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
 Owned By Municipality of Camden, New Jersey
 Operated By City of Camden, N. J.
 Address City Hall
 Phone Numbers Camden 907-4523-9000
 Transmitter Location Civic Center, Camden
 Time on Air: Sun., 10:15 a.m. to 12:30 p.m.; 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.; Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m., 2 to 5 p.m., 9 to 12 midnight; (No time Saturday)

News Service Transradio
 Transcription Service Standard Radio

Personnel

Chief Executive Mayor George E. Brunner
 Station Manager Frederick Caperoon
 Sales Promotion Manager L. M. Maxwell
 Program Director and Chief Announcer Edwin Tucker
 Publicity Director William Markward
 Chief Engineer C. E. Onens

W A A T

JERSEY CITY—EST. 1936
NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Bremer Broadcasting Co.
 Address 50 Journal Square
 Phone Numbers: Journal Square 4-3500 (Jersey City); Market 3-0383 (Newark); Rector 2-5878 and Circle 5-5780 (New York City)
 News Service INS; UP
 Transcription Service Standard Radio
 National Sales Office 30 Rockefeller Plaza, New York City
 Representative William G. Rambeau Co.

Personnel

President and General Manager Paul H. LaStayo
 Vice-President & Assistant General Manager Irving Robert Rosenhaus
 Vice-President in Charge of Sales, A. B. Schillin
 Public Re'ations Director Walter Patrick Kelly
 Program Director H. Emory Ell's
 Traffic Manager Gabrielle Haas
 Comptroller Theodore Elkins
 Assistant Sales Director E. S. Lennon

Office Manager Esther Chazen
 Musical Director Jay Stanle
 Technical Supervisor Frank V. Bremer

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By New Jersey Broadcasting Corporation
 Business Address 29 W. 57th St., New York, N. Y.
 Phone Number Plaza 3-4204
 Studio Addresses 2870 Hudson Boulevard; 29 W. 57th St., New York City
 Transmitter Location Washington Street
 Time on the Air 630 a.m. to 12 midnight
 News Service AP; INS
 Transcription Service Lang-Worth; BMI

Personnel

President Paul F. Harron
 General Manager Joseph Lang
 Assistant Manager West W. Wilcox
 Commercial-Sales Promotion Manager J. M. Compter
 Program Director Thurston S. Holmes
 Production John Kelsey, William Fender
 Publicity Director Fred Coll
 Musical Director Joseph DeLuca
 Chief Engineer Allison Burnham

IN THE INTEREST
 OF
NATIONAL UNITY
 STILL BROADCASTING
 TO

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

ALL WANTING TO
 Listen to Their
 Mother-Tongue
 Programs on
WHOM
 COVERS THE NEW YORK
 METROPOLITAN AREA

1000 WATTS—D
500 WATTS—N

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location Newark
 Time on the Air Sundays A.M. and P.M.

Personnel

President-General Manager.. James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By....North Jersey Broad-
 casting Co., Inc.
 Address 115 Ellison St.
 Phone Number..... Armory 4-3400
 Transmitter Location..... Clifton, N. J.
 Time on the Air..... To local sunset
 News Service AP
 Transcription Service..... Associated Music
 Publishers
 National Sales Office..... 55 W. 42nd St.,
 New York, N. Y.

Personnel

President James B. Cosman
 Station-Commercial Manager... Edward Codel
 Sales Promotion Manager,
 Ralph Sumner Silver, Jr.
 Program Director..... Milton Bernard Kaye
 Chief Announcer..... Stephen Ellis
 Chief Engineer..... Earl F. Lucas

W B R B

RED BANK—EST. 1932

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By..... Monmouth Broad-
 casting Co.
 Address 63 Broad St.
 Phone Number 980
 Transmitter Location Red Bank
 Time on the Air.. Shares Time with WFAS,
 WGBB

Personnel

President Thomas F. Burley, Jr.

W T N J

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By..... WOAX, Inc.
 Address 416 Bellevue Avenue
 Phone Numbers..... 8139; 8140; 8149

Transmitter Location..Lincoln Point, Morris-
 ville, Pa.
 Time on the Air: 7 a.m. to 10:30 a.m. and 5
 to 8 p.m.
 News Service..... UP
 Transcription Service: Langworth; C. P. Mac-
 Gregor; Davis & Schwegler
 Representative....Joseph Hershey McGillvra

Personnel

Vice-President-General Manager..F. J. Wolff
 Commercial Manager.....H. M. Gebert
 Program Director..... Walter Lewis
 Production Manager..... Louis Jerome
 Chief Announcer..... Robert Carroll
 Chief Engineer..... Edward P. Knowles

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By...Trent Broadcast Corp.
 Address..... 35 West State St.
 Phone Number..... 6289
 Transmitter Location..... Yardley, Pa.
 Time on the Air: 24 hours daily; Sundays,
 7:30 a.m. to 12 midnight
 News Services..... UP
 Representative Burn-Smith Co.

Personnel

President Charles Quinn
 Executive Vice-President-Station
 Manager..... A. Harry Zoog
 Commercial Manager.... George S. McGinley
 Program Director..... Milton T. March
 Chief Engineer..... Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned By Pillar of Fire
 Operated By..... Alma White College
 Address pathZare
 Phone Number Bound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air..... Shares time

Personnel

President Bishop Alma White
 Vice-President-Secretary-
 Co-Manager Arthur K. White
 Vice-President-Co-Manager ... Ray B. White
 Treasurer-Musical Director... Orland Wolfram
 Chief Engineer..... N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census, Population and Retail Trade Data
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K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By..New Mexico Broadcast-
ing Company

AddressKimo Theatre Bldg.
Phone Number..... 4544-4545
Transmitter Location..... Albuquerque
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News ServiceTransradio
Transcription Service.....World Broadcasting
System; C. P. MacGregor
RepresentativeWeed & Company

Personnel

PresidentA. R. Hebenstreit
Station Manager.....Harry Burdick
Sales Promotion Manager.....Ted Schifani
Program Director.....Robert Van Driel
Musical Director-Chief

Announcer.....Wendell Barcroft
Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

Frequency: 1030 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By...Albuquerque Broad-
casting Company

Address.....420 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9 a.m. to 11 p.m.

News Service.....INS; UP
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency, Inc.

Personnel

PresidentT. M. Pepperday
ManagerFrank Quinn
Program Director.....Van Haaf ten
Women's EditorMary Hickox
Musical Director.....Bud Nelson
Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Carlsbad Broadcast-
ing Co.

AddressCrawford Hotel
Phone Number244
Transmitter Location.....La Huerta, N. M.
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 9 a.m. to 8 p.m.

News ServiceUP
Transcription ServiceNB CThesaurus

Personnel

Station Manager.....Jack Hawkins
Commercial Manager.....Clark Epperson
Program Director.....Jack Evans
Publicity Director.....Bill Dallas
Chief Announcer.....Lee Pollock

K I C A

CLOVIS—EST. 1931

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Western Broadcasters,
Inc.

Address321 Main St.
Phone Number3
Transmitter Location...10th at Hillcrest Park
News ServiceUP
Transcription Service.....Associated Music
Publishers; C. P. MacGregor
RepresentativeForjoe & Co.

Personnel

President-General Manager..Charles C. Alsup
Station Manager.....Drury Lane
Program Director.....Doris Johnson
Chief Announcer.....J. R. Whitworth
Musical Director.....E. Alsup
Chief Engineer.....Wesley Rutz

K W E W

HOBBS—EST. 1937

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated ByW. E. Whitmore
AddressHobbs
Time on the AirUnlimited license

Personnel

General Manager.....W. E. Whitmore

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Southwest Broad-
casters, Inc.

Business Address.....P. O. Box 710
Phone Number489
Studio Address.....Highway No. 65
Transmitter Location.....Highway No. 65
Time on the Air.....7 a.m. to 10 p.m.
News ServiceINS
Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department Manager,
Henry Tafuya, Jr.
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address502 West Second Street
 Phone Number 288
 Transmitter Location Roswell
 Time on the Air Unlimited license
 Transcription Service C. P. MacGregor

Personnel

Station Manager W. E. Whitmore

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address759 Cerillos Road

Phone Number 2020
 Transmitter Location Santa Fe
 Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System; Lang-Worth

Personnel

President A. R. Hebenstriet

KTNM

TUCUMCARI—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Krasin-Krutzner
 Broadcasting Co.
 Address Tucumcari
 Phone Number 192
 Transmitter LocationTucumcari
 Time on the Air.....6 a.m. to 10 p.m.
 News Service INS
 Transcription Service.....Standard Radio

POPULARITY COUNTS!

A Ross Federal Survey taken in Albany and Troy in August,
 1941 gave these results:

<u>WABY</u>	<u>WOKO</u>	<u>WGY</u>	<u>WTRY</u>	<u>Others</u>
36.4%	22.6%	22.2%	6.8%	2.1%

Complete Data Furnished on Request

Buy Where the Listeners Are!

The Radio Centre Stations

WOKO

CBS

HAROLD E. SMITH, GEN. MGR.

WABY

MUTUAL

ALBANY—TROY—SCHENECTADY

J. P. McKinney & Son, National Rep.

NEW YORK

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 247

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Adirondack Broad-
casting Co., Inc.

Address: Radio Centre
Phone Number: 4-4194
Transmitter Location: Colonie, N. Y.
Time on the Air: 7 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WOKO, Inc.
Address: Radio Centre
Phone Number: 4-4193
Transmitter Location: Central Avenue
Time on the Air: 6 a.m. to 1 a.m.
Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry L. Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: O. A. Sardi

W M B O

AUBURN—EST. 1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Address: Metcalf Building, 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner York and
Division Streets
Time on the Air: 8 a.m. to 10 p.m.
Newspaper Affiliation: Auburn Citizen-
Advertiser

News Service: AP
Transcription Service: Standard Radio

Personnel

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

W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Batavia Broadcasting
Corporation

Address: 90 Main Street
Phone Numbers: 715; 716; 2100; 299
Transmitter Location: Creek Road
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9 a.m. to 9 p.m.

News Service: UP
Representative: Bogner and Martin

Personnel

President: Edmund R. Gamble
Station Manager: Frank A. Corti
Sales Manager: Robert E. Newstead
Program Director: Cliff Jones
Chief Announcer: Floyd Hess
Chief Engineer: John Dinter

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Wylie B. Jones
Advertising Agency

Address: Arlington Hotel
Phone Number: Binghamton 2-3461
Transmitter Location: Binghamton
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: Lang-Worth
National Sales Office Address: 366 Madison
Avenue, New York, N. Y.
Representative: John Blair & Co.

Personnel

President: John C. Clark
General Manager: Cecil D. Mastin
Sales Manager: Harry Trenner
Sales Promotion Manager: Ewing Hawkins
Program Director: E. Ray McCloskey
Production Manager: Walter Roberts
Chief Announcer: Newell Struck
Continuity Chief: Virginia Howe
Musical Director: Donald Grey
Chief Engineer: Lester H. Gilbert

W B Y N

*Brooklyn's Own Station
Serving
Greater New York
at
1430 On Your Dial*

•

1000 WATTS

•

GRIFFITH B. THOMPSON
V.P. and general manager

SIDNEY J. FLAMM
V.P. in charge of sales

•

132 West 43rd Street, New York City, BRyant 9-3773

•

1 Nevins Street, Brooklyn, N. Y., TRiangle 5-3300

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By... Watchtower Bible & Tract Society, Inc.
Address 124 Columbia Heights
Phone Number MAin 4-9735
Transmitter Location..... Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager..... Andrew K. Wagner
Musical Director..... Karl Klein
Chief Engineer..... Ralph Leffler
(Non-Commercial Station)

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Addresses: 132 W. 43rd St., N. Y. C.; 1 Nevins St., Brooklyn
Phone Number.. BRyant 9-3773; TRiangle 5-3300
Transmitter Location..... 583 Meserole St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service AP

Personnel

Vice-President-General
Manager Griffith B. Thompson
V-P in Charge of Sales..... Sidney J. Flamm
Program Director..... Norman H. Warembud
Publicity Director..... Louis Frankel
Musical Director..... Lee Grant
Chief Engineer..... Peter Testan

W L I B

BROOKLYN—EST. 1926

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By..... WLIB, Inc.
Address 846 Flatbush Avenue
Phone Number..... INGersoll 2-1300
Transmitter Location... 180 Morgan Avenue
Time on the Air..... Daytime license
News Service INS
Transcription Service Lang-Worth

Personnel

General Manager..... Elias Godofsky
Commercial-Sales Promotion
Manager Louis Berne
Program Director..... Paul Gould
Chief Announcer..... Frank Ross
Musical Director..... Roger Wayne
Chief Engineer..... Arthur Faske

WLIB

BROOKLYN, NEW YORK CITY



The
VOICE
of
LIBERTY



1190 Kc.

1000 W.



ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN

beams your message
via a NEW transmitter
to the Great Western
New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.

NBC Basic
Red Network

WBEN
BUFFALO, N. Y.

930
KILOCYCLES
in the center
of the dial

Represented by
**EDWARD
PETRY & CO.**

The Preference of the Audience Is the Choice of the Advertiser

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Langworth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchhofer
 Station Manager: Edgar H. Twamley
 Commercial Manager: Gene Wyatt
 Program Director-Chief Announcer,
 George Torge
 Director of Public Service
 Programs: Charles T. Harrell
 Director of Sports: Jim Wells
 Director of Women's
 Programs: Margaret Wilkinson
 Publicity Directors: Joe Betzer,
 Cy King, Joe Haeifner
 Musical Director: Robert Armstrong
 Chief Engineer: Ralph J. Kingsley

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Roy L. Albertson
 Address: 485 Main Street
 Phone Number: Cleveland 3365
 Transmitter Location: 154 Eagle Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: Standard Radio; C. P.
 MacGregor; Langworth
 Representative: William G. Rambeau Co.

Personnel

Owner and General
 Manager: Roy L. Albertson
 Commercial Manager-Program
 Director: Virginia C. Fyda
 Musical Director: Arthur Crosson
 Chief Engineer: Thomas L. Vines

W E B R

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WEBR, Inc.
 Address: 23 North Street

Phone Number: Lincoln 7133
 Transmitter Location: Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Evening News
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Weed & Company

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchhofer
 Station Director: C. Robert Thompson
 Sales Manager: William Doerr, Jr.
 Sales Promotion Manager: Albert H. Zink
 Program Director: Kay Burkhardt
 Production Manager: Peter A. Krug
 Chief Announcer: Edward J. Wegman
 Music Librarian: Otto Retter
 Musical Director: Bob Armstrong
 Chief Engineer: Ralph Kingsley

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.

News Comes First

at

W B N Y

★

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

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Address Rand Bldg.
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Program Director H. C. Rice
 Sales Manager John A. Bacon
 Sales Promotion Manager R. McPherson

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By Buffalo Broadcasting
 Corp.

Address Rand Building
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 7 a.m. to 2 a.m.
 News Service UP
 Transcription Service World Broadcast-
 ing System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Program Director Herbert C. Rice
 Sales Manager John A. Bacon
 Sales Promotion Manager R. McPherson
 Publicity Director Jack MacLean
 Chief Engineer Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Elmira Star-Gazette
 Business Address 201 Baldwin St.
 Phone Number 5181
 Studio Address Mark Twain Hotel
 Transmitter Location Schuyler Ave.
 Time on the Air: 7:30 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight
 Newspaper Affiliation. Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative J. P. McKinney & Son

Personnel

Director Dale L. Taylor
 Sales Manager Joseph M. Cleary
 Commercial Manager Ernest F. Oliver
 Production Manager Woodrow Ott

Publicity Director Phil Cameron
 Chief Announcer John Newhouse
 Office Manager Rita E. Hogan
 Musical Director Harry Springer
 Chief Engineer Perry Esten

W L A N*

ENDICOTT—EST. 1941

Frequency: 1450 Kc. Power: 250 Watts
 (with 2 amplifiers)
 Owned-Operated By Thomas J. Watson
 Address Endicott
 Transmitter Location Endicott
 Time on the Air Unlimited license

Personnel

Owner Thomas J. Watson
 Manager Walter S. Lemmon
 *Station had a construction permit at pres-
 time and no further information was available.

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By H. H. Carman
 Address 44 So. Grove Street
 Phone Number Freeport 2418
 Transmitter Location 215 Bedell Street
 Time on the Air: Shares time with WBRB and
 WFAS

Transcription Service NBC Thesaurus

Personnel

Owner and General Manager H. H. Carman
 Commercial Manager Neal Seaman
 Program Director A. Cheesman
 Chief Announcer John Dudley
 Chief Engineer Alfred Sturhann

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 1000 Watts
 Owned-Operated By Cornell University
 Business Address Ithaca Savings Bank
 Bldg.
 Phone Number 3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location Forest Home, Ithaca
 Time on the Air 6:15 a.m. to sundown,
 New Orleans
 News Service UP
 Transcription Service World Broadcasting
 Representative Joseph Hershey McGillvra

Personnel

Station Manager Michael R. Hanna
 Commercial-Sales Promotion
 Manager Lew Trenner
 Production Director Joseph A. Short

Production Manager George W. Johnston
 Research Director Richard W. Sidenberg
 Musical Director Harry J. Hennessy
 Chief Engineer True McLean

W J T N

JAMESTOWN—EST. 1924
 BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By James Broadcasting
 Company, Inc.
 Address 208 Hotel Jamestown Bldg.
 Phone Number 7-151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers; Lang-Worth
 Representative Radio Advertising Cor-
 poration

Personnel

President Jay E. Mason
 Vice-President-General
 Manager Simon Goldman
 Promotion Manager-Program
 Director A. E. Spokes
 Publicity Director Catherine Lindstrom
 Musical Director George Pfeleger
 Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Kingston Broadcasting
 Corp.
 Address Governor Clinton Hotel
 Phone Number Kingston 4500
 Transmitter Location Plainfield St., Ulster
 Township
 Time on the Air 7 a.m. to 1 a.m.
 News Service INS
 Transcription Service World Broadcasting
 System; Keystone Broadcasting System
 Representative William G. Rainbeau Co.

Personnel

President-Station Manager,
 Benjamin F. Feiner, Jr.
 Program Director D. M. Murphy
 Public Relations Director E. L. Feiner
 Chief Announcer W. L. Smith
 Chief Engineer M. S. Seimes

W A L L*

MIDDLETOWN—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting Corp.
 Business Address Middletown

Transmitter Location Middletown
 Time on the Air Unlimited license

Personnel

President Martin Karig
 *Station has a construction permit at press
 time and no further information was available.

W G N Y

NEWBURGH—EST. 1933

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Operated By WGNV Broad-
 casting Co., Inc.
 Business Address 161 Broadway
 Phone Number 4600
 Studio Addresses: 161 Broadway, Newburgh;
 22 James St., Middletown; 47 Cannon
 Poughkeepsie
 Transmitter Location Chochocton Turnpike,
 Newburgh, N. Y.
 Time on the Air 6:30 a.m. to local sunset
 Newspaper Affiliation: Speidel Newspapers,
 Inc.; Poughkeepsie Newspapers, Inc.
 Transcription Service World Broadcasting
 System; C. P. MacGregor
 Representative Headley-Reed Company

Personnel

President Merritt C. Speidel
 Director Edward A. Chappell
 Station Manager Harold W. Cassill

For

"COVERAGE + SERVICE"

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**Radio Advertising
 Corporation**

About

W J T N

Jamestown, N. Y.

•
 Blue Network

NEW YORK

Program Director.....Richard Crans
Artists' Bureau Head.....Ruth M. Shafer
Musical Director.....Jack Stotesbury
Chief Engineer.....Patrick Simpson

W A B C

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.

Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.

Transmitter Location: Columbia Island, in Long Island Sound off New Rochelle, N. Y.
Time on the Air: 6:15 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service UP
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
General Manager.....Arthur Hull Hayes
Sales Promotion Manager.....Jules Dundes

Program Director.....George Allen
Publicity Director.....Louis Ruppel
Sales Service Manager.....Stanley H. Pulver
Manager of Program

OperationsG. Richard Swift
Chief EngineerHenry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...WBXN Broadcasting Co.

Address260 E. 161st Street
Phone NumberMElrose 5-0333
Transmitter Location.....Carlstadt, N. J.

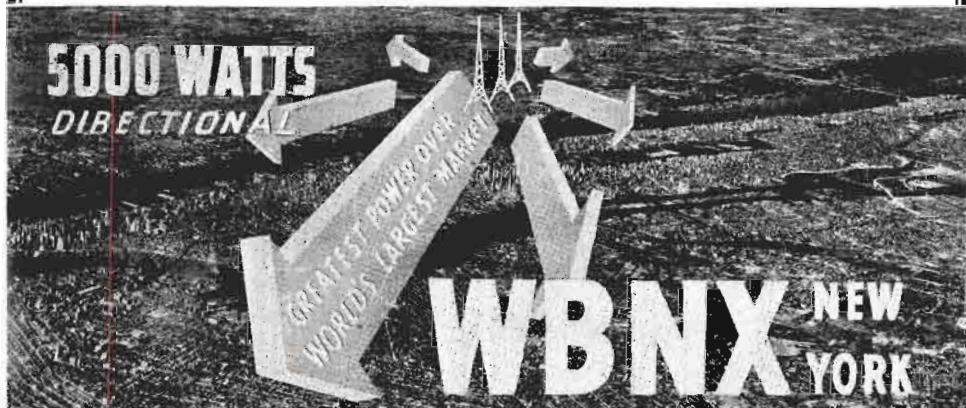
Time on the Air: 9 a.m. to 6 p. m. and 7:30 p.m. to 12 midnight; Sundays, 9 a.m. to 11 a.m., 12:30 p.m. to 3 p.m., 4:30 p.m. to 7 p.m. and 8:30 p.m. to 12 midnight

News ServiceINS
Transcription Service.....Standard Radio

Personnel

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin

An Effective Sales Approach To The
WORLD'S LARGEST MARKET—



BLANKETING

METROPOLITAN NEW YORK

• • NEW YORK • •

Program Director.....Frank Johnson
Publicity OfficeDavis-Leiber
Musical Director.....Fred Mendelsohn
Consult. Engineer.....H. L. Wilson

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated ByNational Broad-
casting Co.

Address30 Rockefeller Plaza
Phone NumberCircle 7-8300
Transmitter Location...Port Washington, N. Y.
Time on the AirUnlimited license
News ServiceAP; INS; UP
RepresentativeNational Broadcasting Co.

Personnel

See NBC Network Listing

W E V D

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated ByDebs Memorial
Radio Fund

Address117 West 46th Street
Phone NumberBRyant 9-2360

W E V D

5000 WATTS
1330 KILOCYCLES

**NEW YORK'S
STATION OF
DISTINCTIVE
FEATURES**

IN
ENGLISH
JEWISH
ITALIAN

Henry Greenfield
Managing Director

115 West 46th St., New York

For Complete

NETWORK INFORMATION

National-Regional

Please turn to page 289

AMERICA'S MOST POWERFUL INDEPENDENT STATION

FIRST in

✓ **POWER**

50,000 Watts—1050
Kilocycles Clear Channel

✓ **COVERAGE**

America's Largest Market
Fifteen Million Radio Homes

✓ **ADVERTISERS**

Greatest Number of Spot
Advertisers

✓ **NEWS**

Fulton Lewis Jr., Wythe Wil-
liams, George Combs, U. P.,
A. P., Newsreel Theatre,
Fulton Oursler

✓ **SPORTS**

Brooklyn Dodgers' Baseball,
Pro Football, Hockey, Clem
McCarthy, Red Barber, Dick
Fishell, Bert Lee, Sam Taub,
Marty Glickman

WHN 50,000 WATTS

NEW YORK • 1540 BROADWAY • BRYant 9-7800

CHICAGO OFFICE • 360 NORTH MICHIGAN AVE. • RANDOLPH 5254

Transmitter Location: 1335 Grand St., Brooklyn, N. Y.
Time on the Air: 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 4 a.m.; no schedule Monday night

Phone Number BRyant 9-7800
Transmitter Location East Rutherford, N. J.
Time on the Air 6 a.m. to 3 a.m.
News Service UP
Chicago Office 360 N. Michigan

Personnel

Chairman of Board.....Adolph Held
Managing Director.....Henry Greenfield
Chief Announcer.....David Niles
Program Director.....George Field
Musical Director.....Joseph Garnet
Chief Engineer.....Charles Brown

Personnel

Director.....Herbert L. Pettay
Sales Director.....Bert Lebharr, Jr.
Station Manager.....Frank Roehrenbeck
Program Manager.....Fred Raphael
Comptroller.....Jacques Van Straten
Publicity Director.....Al Simon
Sales Promotion Manager.....Robert G. Patt
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

W H N

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Book-
ing Agency
Address 1540 Broadway

W H O M

(See Jersey City, N. J.)

For

TELEVISION — FM INFORMATION

Please turn to page 893



For Complete Section Covering

THE TECHNICAL SIDE OF BROADCASTING

Please turn to page 971

Good for you

before and after

As this ad goes to press, WINS is happy to announce that construction on its new 50 kilowatt transmitter at Lyndhurst, N. J. is rapidly nearing completion.

Actual operation on this increased power is expected early in 1942. Until this time, having now built up its other facilities as a 50,000 watt station, WINS offers the advertiser highly effective radio coverage at unusually attractive rates.

W I N S
N E W Y O R K

•
W A V E L E N G T H 1 0 0 0

"easy to remember... easy to dial"

NEW STUDIOS: 28 WEST 44TH STREET, NEW YORK, N. Y. • BRYANT 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc.....Power: 1000 Watts
 (C.P. 50000 Watts)
 Owned-Operated ByHearst Radio, Inc.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter LocationAstoria, L. I.
 Time on the Air.....7 a.m. to local sunset,
 Chicago
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News Service INS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio

Personnel

President (Hearst Radio, Inc.),
 Charles B. McCabe
 Station Manager.....Cecil H. Hackett
 Sales Promotion Manager-Publicity
 Director.....Bernard Estes
 Program Director.....Hazel Bower
 Chief Announcer.....Bill Harding
 Musical Director.....Henry Sylvern

Production Manager.....Robert Cotton
 Chief Engineer.....Paul Von Kunitz

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated ByBlue Network
 Co., Inc.
 Address30 Rockefeller Plaza
 Phone NumberCircle 7-8300
 Transmitter Location.....Bound Brook, N. J.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Transcription ServiceNBC Thesaurus
 RepresentativeBlue Network Co., Inc.

Personnel

President Mark Woods
 Manager.....John H. McNeil
 National Spot Sales Manager,
 Murray Grabhorn
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

Complete Listings of

MUSICAL DIRECTORS OF STATIONS

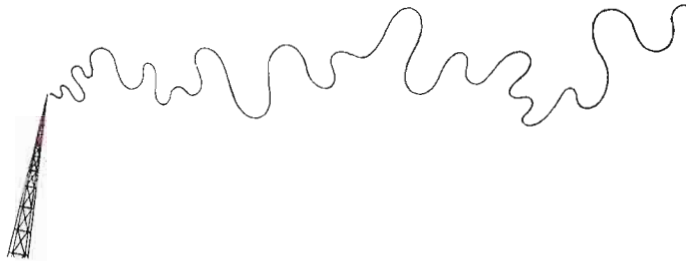
See page 615

HOME ECONOMICS DIRECTORS OF STATIONS

See page 621

NEWSPAPER OWNED OR AFFILIATED STATIONS

See page 604



How to make 5,000 watts do the work of 480,000

The lower the frequency of a station the longer its wave-length; the longer the wave-length the stronger the signal. WMCA has New York's lowest frequency (570 kc.) and longest wave-length (526 meters). The tremendous value of "first on the dial" is illustrated below:

FOR EXAMPLE, TO DELIVER A 2 MILLIVOLT SIGNAL 43 MILES WITH A NON-DIRECTIONAL ANTENNA*:

(* Actually WMCA triples its power through a three-element directional antenna which amplifies the signal toward areas of greatest population.)

WMCA at 570 kc. needs only 5,000 watts

IF WMCA were at 1000 kc. . . . it would need 76,500 watts

IF WMCA were at 1200 kc. . . . it would need 158,000 watts

IF WMCA were at 1600 kc. . . . it would need 480,000 watts



Virgil Reiter & Co.,
400 N. Michigan Ave.,
Chicago.

First on New York's Dial, 570 • America's Leading Independent Station

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air..... 6:45 a.m. to 1:15 a.m.
 News Service AP
 RepresentativeVirgil Reiter & Company

Personnel

OwnerEdward J. Noble
 President E. E. Anderson
 Vice-President-General
 Manager Donald S. Shaw
 Treasurer C. N. Priaulx
 Assistant Secretary-Treasurer,
 H. L. Morgan, Jr.
 Director of Sales.....Charles Stark
 Sales Promotion Manager.....Maxwell Dane
 Program Director Walter Craig
 Production Manager.....William C. Card
 Night Program Manager.....Alan Williams
 Director of Recorded Music.....Bob Bach
 Director of News & Publicity...Leon Goldstein
 Musical Director.....Joseph Rines
 Chief Engineer.....Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned ByCity of New York
 Operated ByMunicipal Broadcasting
 System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 New York
 Time on the Air.....7 a.m. to sunset,
 Minneapolis

Personnel

Director.....M. S. Novik
 Chief Announcer.....T. H. Cowan
 Continuity Supervisor...Edward Goldberger
 Program Director..... Seymour N. Siegel
 Publicity Director.....Jack Goodman
 Musical Director.....Herman Neuman
 Chief Engineer.....Isaac Brimberg
 (Non-Commercial Station)

W A A T

(See Jersey City, N. J., Page 479)

FEDERAL COMMUNICATIONS COMMISSION

Entire Section—Personnel—Activities

Starts on page 183



NATIONAL ASSOCIATION OF BROADCASTERS

Personnel—Articles—Code—Activities

Complete Section Starts on page 928



WNEW
NOW HAS TWICE
THE POWER—
24 HOURS A DAY!
(7 days a week)

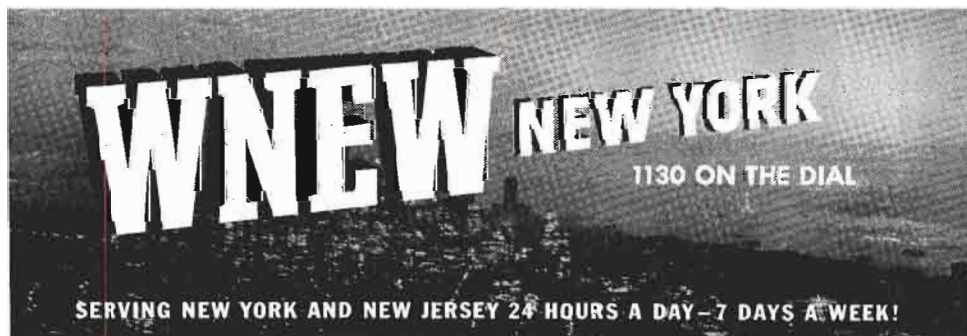
WITH its recent increase in wattage, WNEW comes into *hundreds of thousands* of new homes—*better and stronger*.

Now—it's doubly true: **MORE PEOPLE IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER**

INDEPENDENT STATION! (according to independent surveys—sent on request).

And now—more than ever—WNEW is your best buy in America's best market—the station that moves *most goods—fastest*—and *at the least cost!*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service AP
 Transcription ServiceWorld Broadcasting
 System
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Sales ManagerHerman Bess
 National Sales Manager.....Walter Duncan
 Sales Promotion Manager ..Alvan Sommerfield
 Research Director..... Sidney Fishman
 Special Events and Publicity Director,
 Jack Banner
 Production Head.....William McGrath
 Assistant to Manager.....Dorothy Andrews
 AuditorAaron Goldenberg
 Assistant Publicity Director....Rhea Diamond
 Music Clearance DirectorJames Rich
 Sales Traffic Director.....Irene Davis
 Program Traffic Director.....Vita Kane
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 214 W.
 42nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air: 24 hours daily; Sundays,
 7:45 a.m. to 2 a.m.
 News Service.....AP; Transradio: UP;
 General News Ticker (Sports)
 Transcription Service.....WOR Electrical
 Transcription & Recording Service
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice president and general
 manager.....Theodore C. Streibert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Director of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Commercial Program Manager,
 Thomas Moore, Jr.
 Production ManagerArthur Whiteside
 Director of Publicity.....Jerry Danzig
 Director of Special Features and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director WOR Artists Bureau...Nat Abramson
 Director of Sales Promotion.....Joe Creamer
 Musical Director.....Alfred Wallenstein
 Continuity Director.....Robert Simon

For Up-To-The-Minute

POPULATION AND MARKET STATISTICS

Covering the Entire U. S. A.

Please turn to page 209

WOV

... —
**FOR
VICTORY**

5000 WATTS

1280 KC

**THE KEY
TO TWO
MARKETS**

DAY TIME

IT'S A MONOPOLY

For 12 hours a day...from 6 A.M. to 6 P.M. . . . WOV monopolizes 14% of the entire metropolitan listening audience . . . the audience that can best be sold in the Italian language.

WOV sells this fruitful market of industrious wage earners and prosperous tradespeople . . . 521,606 families, 1,780,024 persons... at a lower cost (at our present low rates) than any other advertising medium.

NIGHT TIME

ALAN COURTNEY

M. C. "1280 CLUB"

With platters and patter he battles the networks . . . and "blitzes" all the rest. He bites a larger chunk out of the area's listening audience than any other program on the air.

PAN AMERICANA

Latin American Rhythms

AMERICA IN MUSIC

Classics by American Composers

MAXINE KEITH

"FOLLOW THE LEADER"

A lovely lady with discs and discourse.

THE Pulse of New York Survey for January 2-14, 1942 . . . the only 100% yardstick for the measurement of radio audiences . . . establishes beyond question the leadership WOV enjoys among the independent radio stations in the Metropolitan area.

A representative from WOV, with authentic facts and figures will be very glad to prove this conclusion.

WOV . . . — For Victory

Circle 5-7979

730 Fifth Avenue, New York

W O V

NEW YORK—EST. 1933

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air: 7 a.m. to 12 midnight Tuesday thru Saturday; Sunday, 10 a.m. to 1 p.m.; 6:30 p.m. to 9 p.m.; Monday, 7 a.m. to 2 p.m.; 5 p.m. to 8 p.m.; 10 p.m. to 12 midnight
 News ServiceAP; INS
 Transcription Service.....Associated Music Publishers

Personnel

Station ManagerH. D. Henshel
 Commercial Manager.....Ralph Nardella
 Promotion-Publicity Manager..Herbert Landon
 Program DirectorMario Ferrari-Hutton
 Production ManagerJames Capozucchi
 Artists' Bureau Director.....Syd Leipzig
 Musical Director.....Paul Romeo
 Chief Engineer.....Whitman N. Hall

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By..Interstate Broadcasting Company, Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island, N. Y.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service...World Broadcasting System
 RepresentativeThe Foreman Company

Personnel

President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Vice-President in Charge of Sales,
 Hugh K. Boice
 Sales Promotion Manager..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Dorothea Beckman
 Chief Announcer.....Arch Kepner
 Musical Director.....Eddy Brown
 Chief Engineer.....Russell Valentine

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By...The Niagara Falls Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421

Transmitter Location.....Lockport & Military Roads
 Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls Gazette
 News ServiceUP
 Transcription Service.....Lang-Worth; Standard Radio; C. P. MacGregor
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program DirectorRuth Prindle
 Musical Director.....Ernie Whistler
 Musical AdvisorHarold Bradley
 Chief Engineer.....Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...St. Lawrence Broadcasting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 9 a.m. to 7 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeDeLisser, Inc.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager.....Harold J. Frank
 Sales Production Manager-Program
 DirectorJack Paige
 Chief Engineer.....Raymond E. Lafferty

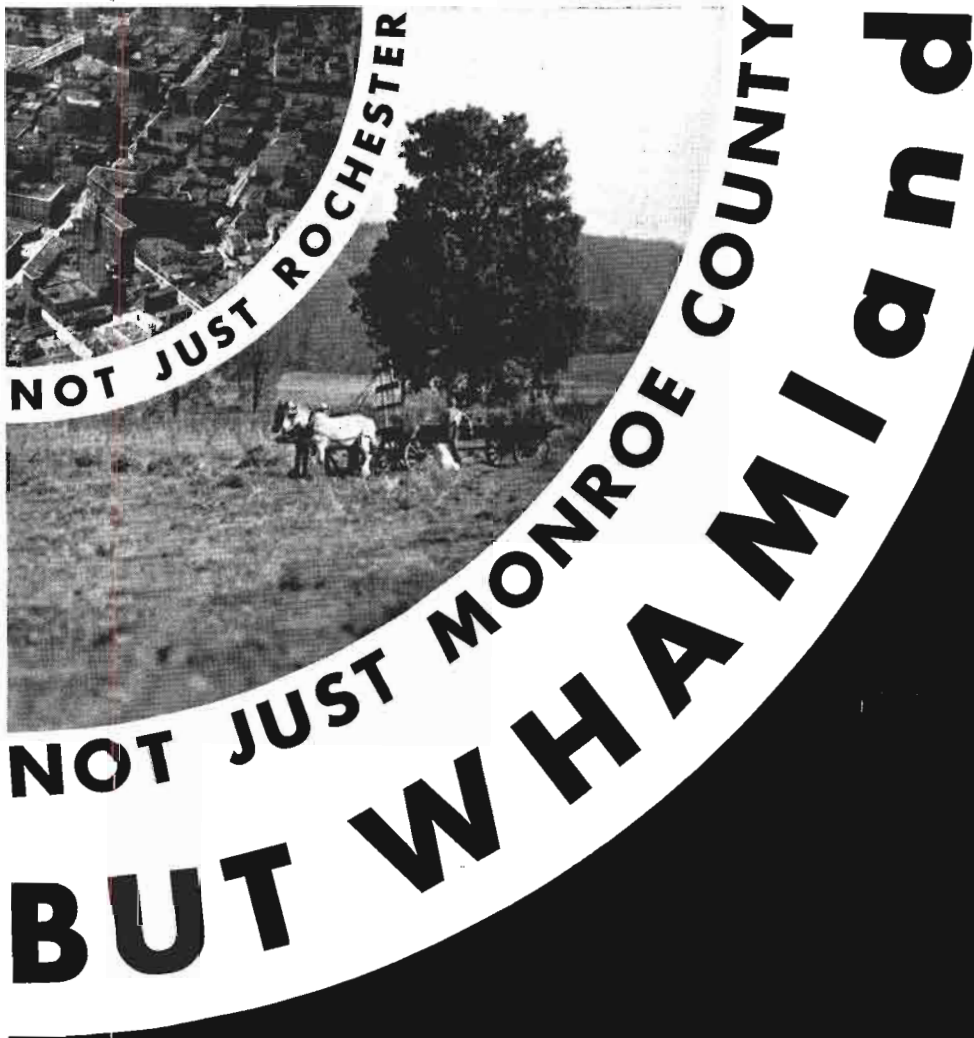
W H D L

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

BLUE NETWORK

BI-STATE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Business Address: 601-619 Exchange National Bank Building
 Phone Numbers: Olean 4149; Bradford 6000; Transmitter, Olean 7597
 Studio Addresses: 601-619 Exchange National Bank Building; Citizens Bank Building, Bradford, Pa.; St. Bonaventure College, N. Y.
 Transmitter LocationAlleghany, N. Y.
 Time on the Air7 a.m. to 12:05 a.m.
 Newspaper AffiliationOlean Times Herald
 News ServiceUP
 Transcription Service ...World Broadcasting
 RepresentativeJ. P. McKinney & Son



WHAM's clear channel, 50,000 watt signal covers a rich and fertile 43 county primary area, where the occupants of 900,000 radio homes spend a better-than-average annual income in not one, but 18, busy trading centers. That's WHAMland—where the smoking chimneys of 5305 factories stand against the sky as symbols of payroll producing non-seasonal industrial activities—where 140,518 farms yield a rich annual harvest.

WHAM gives you coverage—but more than that, WHAM gives you plus listenership—in Rochester and all the cities of its 43 county primary area—in the small towns and in the country. Survey after survey

gives WHAM the top-flight audience-winning programs. In one of the most recent surveys published, nine out of the first ten audience-chosen programs were WHAM programs.

WHAM gives you more for your money—a broader market—a richer market. At approximately one-third the cost of localized coverage of the same area, WHAM is a better buy.

National Repr.: George P. Hollingbery Co.

W H A M

50,000 WATTS . . . CLEAR CHANNEL . . . FULL TIME . . . AFFILIATED
WITH THE RED NETWORK OF THE NBC AND THE BLUE NETWORK CO.

"The Stromberg-Carlson Station"

Personnel

President.....E. B. Fitzpatrick
 Station Manager.....Thomas L. Brown
 Commercial-Sales Promotion
 Manager.....Frederick G. Meyer
 Program Director.....Virgil C. Booth
 Production Manager-Chief
 Announcer.....Richard Morgan
 Bradford Studio Manager.....Francis X. Vogel
 St. Bonaventure College Studio
 Manager.....Rev. Claude Kean
 Publicity Director.....James Connell
 Chief Engineer.....Warren E. McDowell

W M F F

PLATTSBURG—EST. 1935

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Plattsburg Broadcast-
 ing Corporation
 Address.....Radio Centre
 Phone Number.....1600
 Transmitter Location.....Boynnton Ave.
 Time on the Air: 7:30 a.m. to 12:05 a.m.;
 Sundays, 9 a.m. to 12:05 a.m.
 News Service.....Transradio
 Transcription Service.....C. P. MacGregor
 Representative...George P. Hollingbery Co.

Personnel

President.....E. H. Bragg
 General Manager.....George F. Bissell
 Commercial Manager.....Edward Furman
 Program-Publicity Director...Edward Barry
 Chief Announcer.....Wilson Daily
 Chief Engineer.....Jack Nazak

W K I P

POUGHKEEPSIE—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Poughkeepsie Broad-
 casting Corporation
 Address.....The Nelson House
 Phone Number.....6-800
 Transmitter Location.....The Nelson House
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President.....Richard E. Coon
 General Manager.....Bruff W. Olin, Jr.
 Production Manager-Chief
 Announcer.....Joel Blake
 Publicity Director.....Rod Swift
 Musical Director.....Sydney Freed
 Chief Engineer.....John Burke

W H A M

ROCHESTER—EST. 1927

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By...Stromberg Carlson
 Telephone Manufacturing Company
 Business Address.....111 East Avenue
 Phone Number.....Stone 1862
 Studio Address.....Sagamore Hotel
 Transmitter Location.....Victor, New York
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service...Lang-Worth; World
 Broadcasting System
 Representative...Geo. P. Hollingbery Co.

Personnel

President.....Wesley M. Angle
 Vice-President.....Edward A. Hanover
 General Manager.....William Fay
 Commercial Manager.....J. W. Kennedy, Jr.
 Sales Promotion Manager...Arthur W. Kelly
 Program Director.....Chas. Siverson
 Production Manager-Chief
 Announcer.....Jack Lee
 Musical Directors.....Charles Silverson,
 Jeane Zacker
 Educational Director.....Homer Bliss
 Farm Director.....Tom Murray
 Librarian.....Frank Seibold
 Accountant.....Bernice Snyder
 Director of Home Economics...Hazel Cowles
 Director of News & Sports...Allen Sisson
 Technical Supervisor.....Ken Gardner

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By...WHEC, Inc.
 Address.....40 Franklin St.
 Phone Number.....Stone 1320
 Transmitter Location...979 Mt. Read Blvd.
 Time on the Air: 6:25 a.m. to 12:30 a.m.; Sun-
 days, 8 a.m. to 12:30 a.m.; Saturdays, 6:25
 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....J. P. McKinney & Son

Personnel

Vice-President.....Clarence Wheeler
 Treasurer-General Manager...Gunnar O. Wiig
 Commercial Manager.....L. C. Wheeler
 Publicity Director.....Ross Woodbridge
 Assistant Secretary.....Mary Carroll
 Traffic Manager.....Elizabeth Gledhill
 Chief Announcer.....Harry LeBrun
 Musical Director.....Ken Sparnon
 Chief Engineer.....Bernard C. O'Brien

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the Station that is

FIRST—to be established in Central New York. Started in 1922.

FIRST—with a Network affiliation. Since 1927 a charter member of the Basic Columbia Network.

FIRST—5,000 Watts Day and Night. Operating on this power since November 4, 1940.

FIRST—in total number of hours sold.

FIRST—in sponsored Columbia Network Shows.

FIRST—in local audience preference. Air-tight survey proof of audience leadership in 25 quarter hours, morning, noon and night. Ask to see them.

To get the most out of your radio dollar in Central New York . . .

Use
W F B L
S Y R A C U S E , N . Y .

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

W S A Y

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Brown Radio Service & Laboratories
 Address: Taylor Bldg., Main St.
 Phone Number: Stone 702
 Transmitter Location: Taylor Bldg.
 Time on the Air: 6:30 a.m. to 12:30 a.m.; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12:30 a.m.
 News Service: INS
 National Sales Office: 366 Madison Avenue, New York, N. Y.

Personnel

President-Chief Engineer: Gordon P. Brown
 General Manager: Mort Nusbaum
 National Sales Manager: Winston H. Thornburg
 Program Director: Harold Kolb
 Sales Promotion Manager: Elmer J. Walz
 Publicity Director: Harlan Evans
 Chief Announcer: Kenneth E. Loysen

W N B Z

SARANAC LAKE—EST. 1937

BLUE NETWORK

Frequency: 1320 Kc. Power: 100 Watts
 Owned-Operated By: Upstate Broadcasting Corporation
 Business Address: 100 Main St.
 Phone Number: 1320
 Studio Addresses: 3 Olive St.; 100 Main St.
 Transmitter Location: 3 Olive St.
 Time on the Air: 7:30 a.m. to local sunset
 Transcription Service: Keystone Broadcasting System; Standard Radio
 Representative: Geo. P. Hollingbery Co.

Personnel

President: Carl F. Woese
 Vice-President-General Manager: H. Scott Killgore
 Station-Commercial Manager: John F. Grimes
 Program-Publicity Director: Ruth O'Connell
 Production Manager: Earl Sharland
 Chief Announcer: Michael Ebert
 Chief Engineer: Harold Warner

W G Y

SCHENECTADY—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts
 Owned-Operated By: General Electric Company
 Address: 1 River Road
 Phone Numbers: 4-2211; 3-2121
 Transmitter Location: South Schenectady
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 1 a.m.
 News Service: UP

Transcription Service: NBC Thesaurus; Standard Radio
 Representative: National Broadcasting Co.

Personnel

President: Charles E. Wilson
 Station Manager: Kolin Hager
 Program Manager: A. O. Coggeshall
 Sales Promotion Manager: Herbert Hauffler
 Production Manager: Victor Campbell
 Press & Public Relations Director: W. T. Meenam
 Accountant: V. J. Hasche
 Director of Agricultural Activities: G. E. Markham
 Musical Director: Gordon Randall
 Chief Engineer: W. J. Purcell

W A G E

SYRACUSE—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: Sentinel Broadcasting Corporation
 Address: Loew Building
 Phone Number: 2-0277
 Transmitter Location: Liverpool, N. Y.
 Time on the Air: 6 a.m. to 2 p.m.; Sundays, 9 a.m. to 2 p.m.
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Edward Petry & Co., Inc.

Personnel

President: Frank C. Revoir
 Station Manager: William T. Lane
 Commercial Manager: William B. Hines
 Sales Promotion Manager: Arnold Bowden
 Program Director: Gordon Alderman
 Publicity Director: Glenn Williams
 Musical Director: Thelma Jean McNeill
 Chief Engineer: Charles Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: Onondaga Radio Broadcasting Corporation
 Address: Onondaga Hotel
 Phone Number: 2-1147
 Transmitter Location: Collamer, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INS
 Transcription Service: World Broadcasting System
 Representative: Free & Peters

Personnel

President: S. H. Cook
 Vice-President-General Manager: Samuel Woodworth

Vice-President-Merchandising

Manager Robert G. Soule
 Commercial Manager..... Charles Phillips
 Program Director..... George Perkins
 Publicity Director..... Harvey Sanderson
 Control Room Supervisor... Walter L. Stonger
 Transmitter Supervisor... James Kelley
 Musical Director..... Raymond Gantter
 Chief Engineer..... A. R. Marcy

WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Civic Broadcasting Corporation
 Address Chimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselaer and Kirkpatrick Streets
 Time on the Air:..... 19 1/3 hours daily
 News Service Transradio
 Representative Burn-Smith Co.

Personnel

President-Commercial Manager. . T. S. Marshall
 Station-Program Director Louis W. Kaiser
 Publicity Director-News Editor,

Martin A. Burstein

Chief Announcer..... Hamilton Woodlee
 Musical Director Claude Parton
 Chief Engineer..... David Foote

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By Central New York Broadcasting Corporation
 Address 224 Harrison Street
 Phone Number 3-7111
 Transmitter Location..... 2341 Valley Drive
 Time on the Air: 19 hours daily; Sundays, 16 hours per day
 News Service UP
 Transcription Service: Associated Recorded Program Service; Lang-Worth
 Representative..... Paul H. Raymer Company

Personnel

President..... Harry C. Wilder
 Vice-President..... Fred R. Ripley
 Sales Promotion Manager. E. R. Vadeboncoeur
 Program Director..... Lansing B. Lindquist

Artists' Bureau Head..... Fred Jeske
 Chief Announcer..... Bill Rothrum
 Musical Director..... Charles Thomas
 Chief Engineer..... Armand Belle Isle

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc..... Power: 1000 Watts
 Owned-Operated By..... Rensselaer Polytechnic Institute
 Address 110 Eighth St.
 Phone Number Troy 6810
 Transmitter Location..... 110 Eighth St.
 Time on the Air: 6 p.m. to 12 midnight Mondays only

Personnel

President..... Dr. W. O. Hotchkiss
 Station Manager..... W. J. Williams
 Commercial Manager..... Mary Mahony
 Sales Promotion Manager..... W. C. Stoker
 Program-Musical Director..... A. Olin Niles
 Production Manager H. H. Nugent
 Publicity Director..... F. Tiff
 Chief Announcer..... R. W. Schmelzer
 Chief Engineer..... H. D. Harris

WTRY

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By..... Troy Broadcasting Co., Inc.
 Address 92 Fourth St.
 Phone Numbers..... Troy 2100; Albany 4-2500
 Transmitter Location Boght Corners
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service ... World Broadcasting System; Lang-Worth
 Representative Paul H. Raymer Co.

Personnel

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

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: WIBX, Inc.
 Address: First National Bank Bldg.
 Phone Number: 2-2101
 Transmitter Location: Schuyler St., Marcy,
 N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service: INS
 Transcription Service: Standard Radio
 New York Sales Office: Hotel Belmont-Plaza
 Representatives: Virgil Reiter & Co.
 (Chicago); Walter Biddick Co. (West Coast);
 Bertha Bannan (Boston)

Personnel

President-Treasurer: Margaret Bowen
 Executive Vice-President: Elliott Stewart
 National Sales-Merchandising
 Manager: N. W. Cook
 Local Sales Manager: L. H. Garvey
 Production Manager: Michael Carlo
 Chief Announcer: Robert Mahaney
 Director of Children's Activities:
 Betty Cushing Griffin
 Continuity Chief: Scott Garfield
 Office Manager: Gladys Moore
 Musical Director: Walter Griswold
 Chief Engineer: J. T. Dowdell

WATN

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Watertown Broad-
 casting Corporation
 Business Address: Woolworth Bldg.
 Phone Numbers: Studios 2424; Com-
 mercial Office, 975

Studio Address: 118 Washington St.
 Transmitter Location: 118 Washington St.
 Time on the Air: 7 a.m. to 11:15 p.m.; Friday
 and Saturday, 7 a.m. to 1 a.m.

News Service: Transradio
 Transcription Service: Standard Radio
 Representative: Burns-Smith Co., Inc.

Personnel

President: G. Harry Righter
 General Manager: John S. Van Cronkhite
 National Sales Manager: Alfred Dinsdale
 Chief Announcer: J. Kenneth Meyer
 Artists Bureau Head: Raymond H. Cameron
 Musical Director: Frederick C. B. Johnstone
 Chief Engineer: Craig L. Whitman

W W N Y

WATERTOWN—EST. 1941

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: The Brockway
 Company

Address: Hotel Woodruff, Public Square
 Phone Number: 4-120
 Transmitter Location: Outer Holcomb Street,
 just inside city limits

Time on the Air: Unlimited license
 Newspaper Affiliation: Watertown Daily
 Times

News Service: UP
 Transcription Service: World Broadcasting
 System

Personnel

President: Harold B. Johnson
 Station Manager: Thomas E. Martin
 Commercial-Sales Promotion
 Manager: Louis Saiff
 Program-Publicity Director: Jean Clos
 Production Manager-Chief
 Announcer: Robert Mowers
 Traffic Manager: Margaret McCord
 Musical Director: Earl Kelly
 Chief Engineer: Maynard B. Davis

Sales are
 Soaring

in
 WATERTOWN, N. Y.



INVESTIGATE THIS
 MARKET . . . and

WATN 250
 WATTS

WATERTOWN, N. Y.

G. H. Righter, Pres.
 J. S. Van Cronkhite, Gen. Mgr.
 Representative
 Burn-Smith Co., Inc.

WFAS

WHITE PLAINS—EST. 1932

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address Roger Smith Hotel
 Phone Number White Plains 6400
 Transmitter Location..... Roger Smith Hotel
 Time on the Air..Shares time with WGBB
 News Service..... AP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 Representative Headley-Reed Co.

Personnel

President.....J. Noel Macy
 V-P-Managing Director.....Frank A. Seitz
 Program-Musical Director.....Ran Kaler
 Chief EngineerHarry C. Laubenstein

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts;
 (C. P. 5,000)
 Owned-Operated By.....Long Island Broad-
 casting Corporation
 Address..... 41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.
 Time on the Air: Part time schedule (75 hours
 weekly)
 News Service..... INS
 Transcription Service.....Lang-Worth; NAB

Personnel

President William H. Reuman
 General Manager.....Robert A. Catherwood
 Asst. General Manager.....Edith Dick
 Director of Publicity and
 Promotion Walter Kaner
 Program DirectorDud Conolly
 Chief Engineer..... William H. Reuman
 Night Studio Manager.....Fred Barr
 Production Manager and Musical
 DirectorAdolph Goebel

WFAS...

*A Class Station in
 A Class Market*

In 1941 broadcast—

- 3138 Programs of Serious Music
- 1335 World and Westchester
 newscasts.
- 340 Westchester sportscasts and
 events.
- 374 Westchester Religious pro-
 grams.
- 249 Westchester Women's Feat-
 ures.
- 599 Civic—Fraternal—Educa-
 tional Programs.
- 498 Programs for Children.
- 786 Remote Pickups in West-
 chester.

WFAS in Westchester

Roger Smith Hotel
 White Plains

Representatives:

HEADLEY-REED COMPANY
 420 Lexington Ave.
 New York

WWRL

NEW YORK

COMING SOON!

5,000 WATTS

NON-DIRECTIONAL

FULL TIME



LOWEST RATES

IN
 NEW YORK CITY

WWRL

'160 THE RIGHT END
 OF THE DIAL'

NORTH CAROLINA

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 248

W I S E

ASHEVILLE—EST. 1939

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

Frequency: 1230 Kc. Power: 250 Watts
Owned By.....WISE Broadcasting Co.
Operated By.....Radio Station WISE, Inc.
Address.....Langren Hotel
Phone Number.....1213
Transmitter Location.....Langren Hotel
Time on the Air.....121 hours weekly
Newspaper Affiliation: Asheville Daily News
News Service.....INS
Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager.....Baxter Barkley
Program Director.....Ken Beachboard
Chief Engineer.....Charles Sumner

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)

Owned-Operated By.....Asheville Citizen-
Times Co., Inc.

Address.....14 O'Henry Avenue
Phone Number.....5500

Transmitter Location.....Flatiron Building
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12 midnight

Newspaper Affiliation.....Asheville Citizen-
Times

News Service.....UP
Transcription Service.....Lang-Worth; World
Broadcasting System

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program Director.....Ezra A. McIntosh
Assistant Program Director.....Mardi Liles
Promotion Manager.....Herman I. Mosely
Chief Engineer.....Cecil Hoskins

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CAROLINA & SOUTHERN NETWORKS
Frequency: 920 Kc. Power: 1000 Watts

Owned-Operated By.....Alamance Broad-
casting Company, Inc.

Address.....310½ South Main St.
Phone Numbers.....2730; 2731

Transmitter Location.....Elon Road (West
Front Street Extension)

Time on the Air:.....6 a.m. to local sunset

News Service.....UP

Transcription Service.....Standard Radio

Personnel

Managing Director.....E. Z. Jones
Commercial Manager.....Ernie Smith
Program Director.....Paul Huddleston
Publicity Director.....Kent Dennan
Chief Announcer.....William Sandifer
Chief Maintenance Engineer.....Edward Day
Accountant.....Laurine Skinner
Traffic Director.....Pal Faulconer
Musical Director.....Katherine Faulconer
Chief Engineer.....C. C. Penny

W A Y S

CHARLOTTE—EST. 1941

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts

Owned-Operated By.....Inter-City Advertising Co.

Address.....120 E. Third St.

Phone Numbers.....37173 (office);
41233 (studio-transmitter)

Transmitter Location.....Oakdale

Time on the Air:.....6:30 a.m. to 12 midnight

News Service.....INS

Transcription Service.....Lang-Worth

Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
Station Manager.....Harold H. Thoms
Program Director.....Ron Jenkins
Chief Announcer.....Don Mack
Chief Engineer.....Bob Rigby

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts

Owned-Operated By.....Columbia Broadcasting
System, Inc.

Business Address.....Wilder Building

Phone Number.....3-8833

Transmitter Location.....9 miles southeast of
Charlotte

Time on the Air: 5 a.m. to 1 p.m.; Sundays,
7 a.m. to 12 midnight

News Service.....UP

Transcription Service.....Lang-Worth

Representative.....Radio Sales

Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager.....William F. Carley

News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Auditor.....E. J. DeGray
 Musical Director.....Jack Phipps
 Chief Engineer.....J. J. Beloungy

W S O C

CHARLOTTE—EST. 1928

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number.....7138
 Transmitter Location.....1925 N. Tryon Street
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 9 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

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

Unassigned*

CONCORD—EST. 1941

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business Address.....Concord
 Transmitter Location.....Concord
 Time on the Air.....Daytime license

Personnel

Owner.....Wayne Nelson
 *Station had a construction permit at pres-
 time and no further information was available.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Durham Radio
 Corporation
 Address.....138 Chapel Hill Street
 Phone Numbers.....R-155, R-156
 Transmitter Location...Cole Road, Near Durham
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation.....Herald-Sun Papers
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Howard H. Wilson Company

Personnel

President.....C. C. Council
 General Manager.....J. F. Jarman, Jr.
 Commercial Manager.....C. J. Woodhouse
 Program-Publicity Director.....J. B. Clark
 Chief Announcer.....Franklin Evans

Director of Scripts and Continuity,
 Mildred Williams
 Recording Engineer.....Lewis Brown
 Bookkeeper-Personnel Manager...Sue Taylor
 Director of Negro Affairs.....Norfley Whitted
 Musical Director.....Anne Edwards
 Chief Engineer.....R. A. Dalton

W C N C

ELIZABETH CITY—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Albemarle Broadcasting
 Co.
 Address.....Colonial Ave.
 Phone Number.....1400
 Transmitter Location...Parsonage St. Extension
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President-Manager.....T. W. Aydlett
 Commercial Manager-Program Director,
 Paul Moyle
 Chief Announcer.....Louis Riggsbee
 Artists' Bureau Head.....Francis Elliott
 Musical Director.....Bob Truere
 Chief Engineer.....Joe Kyle

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....W. C. Ewing & T. K. Weyher
 Operated By...Cumberland Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number.....4848
 Transmitter Location.....N. Water St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers

Personnel

President-Station Manager.....W. C. Ewing
 Commercial Manager.....C. D. Moore
 Program Director-Chief Announcer...Ted Ellis
 Production Manager.....Mrs. Charles Batson
 Publicity Director.....Kate Southerland
 Musical Director.....Larry Roller
 Chief Engineer.....Frank Stewart

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address...National Bank of Commerce Bldg.
 Phone Number.....732
 Transmitter Location.....Gastonia
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP

Personnel

Owner.....F. C. Todd
 Manager.....Pat McSwain
 Commercial-Sales Promotion
 Manager.....F. C. Abernathy
 Program Director.....Earl Holder
 Chief Announcer.....Dick Gray
 Chief Engineer.....Clarence Morse

W G B R

GOLDSBORO—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Business Address.....P. O. Box 1024
 Phone Numbers.....1550; 1551
 Studio Address.....Raleigh Highway
 Transmitter Location.....Raleigh Highway
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Associated Radio Sales

Personnel

President.....A. T. Hawkins
 Station-Commercial Manager...G. L. Winters
 Program Director.....Harry Bright
 Publicity-Musical Director.....Ted Burwell
 Artists' Bureau Head.....Jerry Winters
 Continuity Director.....Bill Arrington
 Chief Engineer.....H. H. Lance

HELP
 THE
 RED CROSS

W B I G


GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

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

Personnel

Station and Commercial
 Manager.....Edney Ridge
 Program Director.....Faye Kenyon
 Publicity Director..Virginia Wilson McKinney
 Production Manager-Chief
 Announcer.....Wally Williams
 News Editor.....Nancy Hudson
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison



**ALWAYS
 A GOOD
 SHOW!**

WBIG GREENSBORO
 NORTH
 CAROLINA


George P. Hollingbery
 Co.
Nat'l Reprs.

ASK
 EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR
 "COLD FACTS"!

5000 Watts, Day 5000 Watts, Night
 "THE PRESTIGE STATION OF
 THE CAROLINAS"



WGBG

GREENSBORO—EST. 1942

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By Greensboro Broadcast-
 ing Co.
 Business Address Ashe St. Extension &
 Asheboro Rd.
 Transmitter Location Greensboro
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth

Personnel

President-Station Manager Ralph M. Lambeth
 Commercial Manager Herbert G. Mitchell
 Program Director Ted R. Woodard
 Chief Announcer Eddie Carlos
 Chief Engineer James Stewart

WGTC

GREENVILLE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Greenville Broadcast-
 ing Company
 Address Falkland Highway
 Phone Number 3182
 Transmitter Location Falkland Highway

Time on the Air Unlimited License
 News Service UP
 Transcription Service Associated Music
 Publishers

Personnel

President J. J. White
 Station Manager-Program
 Director Margaret J. Laughinghouse
 Commercial-Sales Promotion
 Manager Carl Jack Aley
 Publicity-Musical Director J. D. Simpson, Jr.
 Special Events Director Carl McKinney
 Continuity Director Francis Simpson
 Chief Announcer-News Editor Harold Dale

WHKY

HICKORY—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 (C.P. 1290 Kc.; 5000 d.; 1000 n.)
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address Radio Bldg.
 Phone Number 1195-6
 Transmitter Location Radio Bldg.
 Time on the Air 119 hours weekly
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Carl V. Cline
 Station-Commercial Manager W. T. Hix
 Chief Engineer E. S. Long

NEW - LOCAL
 GREENSBORO, N.C.
 COVERAGE



LOW RATE BLANKETS NORTH CAROLINA

"KEY" CITY — With "Plus" Values

Greensboro, N. C.—"Pivot of the Pied-
 mont," with high per capita earnings and
 regular payrolls from diversified sources,
 is noted for its "trade-at-home" spirit.
 WGBG offers exceptional returns on your
 advertising dollar spent in this city—with
 a "Plus" value of heavy listener audience
 in its rich trade area—backed by merchan-
 dising aid from an up-and-coming staff
 of alert radio men.

WGBG

Greensboro, N. C.

1000 Watts

980 Kc.

BUY
 DEFENSE
 STAMPS
 AND
 BONDS

W M F R

HIGH POINT—EST. 1936
BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WMFR, Inc.
Address 156½ S. Main St.
Phone Number 4593
Transmitter Location 156½ S. Main St.
Time on the Air 6 a.m. to 12:05 p.m.
News Service UP
Transcription Service Lang-Worth

Personnel

President James E. Lambeth
Station Manager Ralph M. Lambeth
Commercial-Sales Promotion
Manager Pat Taylor
Program Director-Chief
Announcer Stan Conrad
Thomasville Studio Manager Harrold Harrison
Lexington Studio Manager Frank Lambeth

W F T C

KINSTON—EST. 1936
BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Jonas Weiland
Address 210 East King St.

Phone Number 1200
Transmitter Location Kinston, N. C.
Time on the Air 15 hours daily
News Service Transradio
Representative Burn-Smith Company

Personnel

President-Station Manager Jonas Weiland
Program Director-Chief
Announcer Ray Woodard
Chief Engineer Glen Neuville

W H I T

NEW BERNE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Coastal Broadcasting Co.
Address New Berne
Phone Number 1450
Transmitter Location Trent Rd. & U. S. Highway No. 17
Time on the Air Unlimited license
News Service UP

Personnel

President-Station Manager Louis N. Howard

CENTER
OF WEALTH
AND POPULATION
OF NORTH
CAROLINA

REASONS for
THIS "MUST"
STATION

6 CITY
COVERAGE
HIGH POINT GREENSBORO
WINSTON-SALEM LEXINGTON
THOMASVILLE
GREENSBORO

• THE "TRIANGLE MARKET" •

No. 1 The High Point-Winston-Salem-Greensboro triangle is the richest area in North Carolina—the center of the State's population—with highest income per capita.

• COVERAGE •

No. 2 WMFR completely blankets High Point—with a heavy listener audience in the trade area, "the triangle market."

• PROGRAMS •

No. 3 WMFR carries Blue Network shows, supplemented by proven local entertainment from studios in High Point, Thomasville and Lexington.

• COST •

No. 4 One of the best buys on the dial Costs low enough to be placed in the modest budget with results comparable to much greater expenditure.

BLUE NETWORK
250 Watts 1230 K. C.

WMFR

High Point North Carolina

"The World's Foremost Tobacco Centre"

INCREASE

Your Sales

in this

MERCHANDISABLE

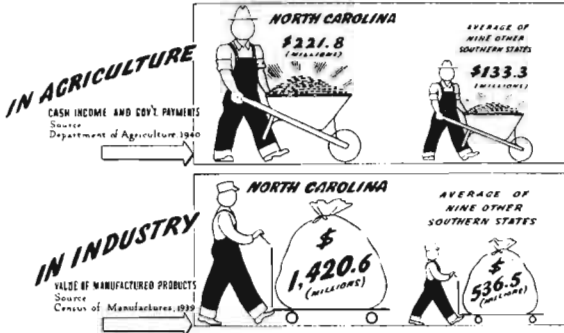
AREA

W F T C

KINSTON, NORTH CAROLINA
1230 KC. 250 W.

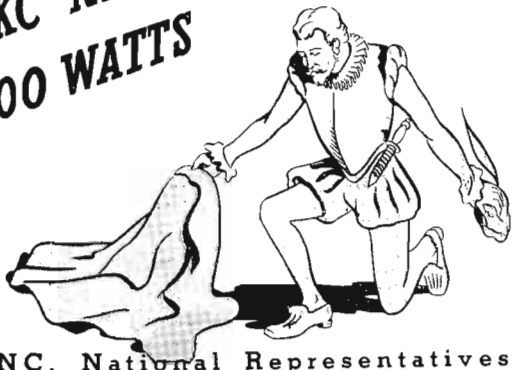
JONAS WEILAND
MANAGER

NORTH CAROLINA is the SOUTH'S GREATEST STATE



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

**680 KC NBC Red
50,000 WATTS**



FREE & PETERS, INC. National Representatives

W P T F

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By WPTF Radio Co.
 Address 20 East Martin St.
 Phone Number 8311
 Transmitter Location Cary, N. C.
 Time on the Air 6 a.m. to 12 midnight
 News Service AP; UP
 Transcription Service NBC Thesaurus,
 Lang-Worth
 Representative Free & Peters

Personnel

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

W R A L

RALEIGH—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capitol Broadcasting
 Company
 Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location Extension of East Davie
 Street
 Time on the Air 6 a.m. to 12 midnight
 News Service Transradio
 Transcription Service C. P. MacGregor
 Representative Weed & Co.

Personnel

President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Manager Frank Stearns
 Program Director Margaret Early
 Traffic Manager Alice Hall
 Continuity Director Lucy Crenshaw
 Chief Announcer Ray Reeve
 Musical Director William Barham
 Chief Engineer Stanley Brown

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. Winfield Crew, Jr.
 Address 251 Roanoke Avenue
 Phone Number R-855-1
 Transmitter Location 10th Street Extension
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 days, 9 a.m. to 10 p.m.
 News Service UP
 Transcription Service C. P. MacGregor
 Representative Spot Sales, Inc.

Personnel

Owner-Manager J. Winfield Crew, Jr.
 Commercial-Sales Promotion
 Manager Nathan Frank
 Program Director-Chief
 Announcer Bert Schalanger
 Bookkeeper Mrs. Lewis Hiland
 Credit Manager Mrs. Nathan Frank
 Chief Engineer Lewis Hiland

W E E D

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. Avera Wynne
 Business Address Box 391
 Phone Number Rocky Mount 1420
 Studio Address Nashville Highway
 Transmitter Location Nashville Highway
 Time on the Air 7 a.m. to 12 midnight
 News Service UP

Personnel

Owner-Manager W. Avera Wynne
 Commercial-Sales Promotion
 Manager George Arrington
 Program-Production Manager, Thomas Snowden
 Publicity Director Elmer Procter
 Chief Announcer Bill Holm
 Musical Director David Conner
 Chief Engineer I. G. Murphrey

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CAROLINA STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Piedmont Broadcast-
 ing Corp.
 Business Address P. O. Drawer 920
 Phone Number 2121
 Studio Addresses Yadkin Hotel; Swa-
 nee Theatre Bldg., Kannapolis, N. C.
 Transmitter Location: Statesville Highway at
 Grant Creek
 News Service Transradio
 Representative Burn-Smith Co.

Personnel

President Bryce P. Beard
 Manager John W. Shultz
 Commercial Manager F. F. Patterson
 Program Director George L. Brantley
 Kannapolis Studio Director Earl Caton
 Chief Announcer Russell McIntire
 Chief Engineer Carl B. Watson

W R R F*

WASHINGTON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Tar Heel Broadcasting System
 Address: Washington
 Time on the Air: Daytime license

Personnel

President: W. R. Robertson, Sr.
 *Station had a construction permit at press-time and no further information was available.

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Richard Austin Dunlea
 Business Address: P. O. Box 696
 Phone Number: Dial 4840
 Studio Addresses: Castle Hayne Road, Forest Hills; 5th & Market; Front & Chestnut; South 5th St., at Nunn
 Transmitter Location: Castle Hayne Road
 Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 10:30 p.m.
 News Service: Transradio
 Transcription Service: BMI
 Representative: Burn-Smith Company

Personnel

President-General Manager: R. A. Dunlea
 Commercial-Sales Promotion
 Manager: Claud O'Shields
 Assistant Manager: Julia M. Johnston
 Program-Musical Director: Harry W. Lee
 Production Manager: Margaret Saleem
 Chief Announcer: Howard Ozment
 Chief Engineer: Robert David England

W G T M

WILSON—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WGTM, Inc.
 Address: 115 W. Nash Street
 Phone Number: 2188
 Time on the Air: 17 hours daily
 News Service: UP
 Representative: Burn-Smith Co.

Personnel

President: H. W. Wilson
 Station Manager: Penn T. Watson
 Commercial Manager: Allen Wanamaker
 Program Director: Clinton Faris
 Publicity Director: Mina Ray Church
 Chief Announcer: Ted Austin
 News Bureau Manager: Elmer Oettinger, Jr.
 Chief Engineer: Bill Malone

W A I R

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: C. G. Hill, Geo. D. Walker, S. H. Walker
 Address: Pepper Bldg.
 Phone Number: 2-1133
 Transmitter Location: Reynolda, N. C.
 Time on the Air: Unlimited license
 News Service: AP; Transradio
 Transcription Service: World Broadcasting System
 Representative: Spot Sales, Inc.

Personnel

General Manager: George D. Walker
 Commercial Manager: C. G. Hill
 Program-Musical Director: Charles Keaton
 Production Manager-Chief
 Announcer: Rosser Fowlkes
 Publicity Director: E. D. Hill
 Artists' Bureau Head: Hortense Pease
 Chief Engineer: Earl Downey

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Piedmont Publishing Co.
 Address: 419-421 N. Spruce St.
 Phone Number: 4141
 Transmitter Location: Liberia St.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
 News Service: UP
 Transcription Services: Associated Music Publishers; Lang-Worth
 Representative: Headley-Reed Co.

Personnel

President: Gordon Gray
 Business Manager: N. L. O'Neil
 Sales Manager: Harold Essex
 Program Director: Johnny Miller
 Chief Announcer: Clay B. Daniel
 Musical Director: B. C. Dunford, Jr.
 Women's Program Director: Priscilla Lambeth
 Chief Engineer: Phil Hedrick

NORTH DAKOTA

For Latest U. S. Census, Population and Retail Trade Data
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KFYR

BISMARCK—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Broadcasting
Company

Address 320 Broadway
Phone Number 468

Transmitter Location: 2½ mile North and ¼
mile West of Menoken, N. Dak.

Time on the Air Unlimited license
News Service AP
Transcription Service Standard Radio
Representative John Blair & Company

Personnel

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

Manager F. E. Fitzsimonds
Program Director-Chief

Announcer W. R. Griffin
Publicity Director Robert W. MacLeod
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.

Address 1025 Third St.
Phone Number 1090

Transmitter Location East end 4th Street
Time on the Air Unlimited license

News Service AP
Transcription Service World Broadcasting
System

Personnel

President and General Manager Bert Wick
Program Director-Chief Announcer Dal Stallard

Musical Director Kermit Myhre
Chief Engineer Richard Moritz

WDAY

FARGO—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

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

Address Black Building
Phone Number 5357

Transmitter Location Four miles west of Fargo
Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliation Fargo Forum
News Service UP
Transcription Service NBC Thesaurus
Representative Free & Peters

Personnel

President and General Manager E. C. Reineke
Commercial Manager B. J. Lavin

Program Director-Chief
Announcer Ken Kennedy

Production Manager David Henley
Publicity Director Bill Dean

Musical Director Abbie Andrews
Chief Engineer Julius Hetland

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By University of North
Dakota

Address Woodworth Hall, University Campus
Phone Number 2800

Transmitter Location University Campus
Time on the Air 3 p.m. to 5 p.m. daily

Personnel

President John C. West
Business Manager J. W. Wilkerson

Program Director Russell Ireland
Chief Engineer Elwin J. O'Brien

(Non-Commercial Station)

KILO

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Dalton Le Masurier

Address First National Bank Building
Phone Number 1200

Transmitter Location University of North
Dakota Campus

Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service Transradio
Transcription Service Lang-Worth

Representative The Foreman Company

Personnel

Owner-Station Manager Dalton Le Masurier
Commercial Manager Elmer Hanson

Sales Promotion Manager Bill Walker
Program Director Helen LaVelle

Chief Announcer Bob Crawford
Musical Director Blanche Warnken
Chief Engineer Harvey Kees

KRMC

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Jamestown Broadcasting
Company, Inc.

Business Address Midland Building

176 PAIRS OF HANDS
Pull **THE BOW-STRING**

Your advertising on Fort Industry stations hits the mark. The experienced hands of 176 radio people pull the bow string that lets fly your message to its target. Of these staff members, all but ten have been with The Fort Industry Company two years or more; 22 have been with this firm ten years or longer; 44, five years or longer; 52 have been with Fort Industry at least three years. Long association together has sharpened their aim; they have pioneered, many of them, in broadcasting. Their combined experience doesn't show on the rate card, but it can be measured in vast, loyal audiences. If it's a Fort Industry station, your programming problem is safe in the hands of qualified broadcasters. Your message will find its mark!

THE FORT INDUSTRY STATIONS

WWVA WHEELING, W. VA.	WSPD TOLEDO, O.	WMMN FAIRMONT, W. VA.
WLOK LIMA, O.	WHIZ ZANESVILLE, O.	WAGA ATLANTA, GA.

Phone Numbers 100; 358
 Transmitter Location .. 1201 First Avenue South
 Time on the Air 6:30 a.m. to 12 midnight
 News Service Transradio
 Transcription Service World Broadcasting
 System
 Representative.... North Central Broadcasting
 System

Personnel

President..... John W. Boler
 Station Manager..... B. Harland Ohde
 Program Director..... John D. Stebbins
 Chief Engineer..... Lloyd R. Amoo

K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1270 Kc..... Power: 250 Watts
 Owned-Operated By.. Mandan Radio Association,
 Inc.

Business Address..... 205 1st St., N.W.
 Phone Numbers 631; 257
 Studio Addresses: 205 1st St., N.W.; Prince
 Hotel, Bismarck, N. D.
 Transmitter Location... South East of Mandan
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,
 6:30 a.m. to 11 p.m.
 News Service Transradio
 Transcription Service C. P. MacGregor
 Representative.... North Central Broadcasting
 System

Personnel

President..... H. C. Schulte
 Station Manager..... Russ Kaber
 Commercial Manager..... W. C. Roerink
 Program Director-Chief
 Announcer Bob Kyllingstad
 Chief Engineer..... Otto H. Lehner

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Operated By..... John B. Cooley
 Business Address Box 909
 Phone Number 1267
 Studio Address 118A South Main St.
 Transmitter Location.. Three miles southeast of
 Minot
 Time on the Air..... Unlimited license
 News Service Transradio
 Transcription Service.... World Broadcasting
 System
 Representative The Walker Company

Personnel

President..... John B. Cooley
 Station Manager-Chief Engineer.. C. W. Baker
 Commercial Manager..... E. H. Cooley
 Program Director..... Lillian Berke

K O V C

VALLEY CITY—EST. 1936

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By KOVC, Inc.
 Address 312 Fifth Ave.
 Phone Number 408
 Transmitter Location 312 Fifth Ave.
 Time on the Air..... 98 hours weekly

Personnel

President..... Milton Holiday
 General Manager..... Robert E. Ingstad
 Program Director-Chief Announcer Harry Myers
 Publicity Director..... Charles Sjostrom
 Musical Director..... Midge George
 Chief Engineer..... Stanley Guth

OHIO

*For Latest U. S. Census, Population and Retail Trade Data
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W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Operated By..... Allen T. Simmons
 Business Address Box 830
 Phone Number Meadowbrook 3211
 Studio Address..... Tallmadge, Ohio
 Transmitter Location.. State Route No. 8, North
 of Akron
 Time on the Air..... 6:30 a.m. to 1 a.m.

News Service Transradio
 Transcription Service..... C. P. MacGregor
 Representative..... Geo. P. Hollingbery Co.

Personnel

President-Station Manager... Allen T. Simmons
 Commercial-Sales Promotion
 Manager R. B. Wilson
 Program Director..... H. H. Hageman
 Publicity Director..... Robert Wass
 Traffic Manager..... C. R. Jolliff
 Musical Director..... Charles Harr
 Chief Engineer John Aitkenhead

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 d.; 1000 n.
(CP 5000 n.)Owned-Operated By..Summit Radio Corpora-
tionAddress.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location..4½ miles south of Akron
Time on the Air.....7 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Spot Sales, Inc.**Personnel**President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director-ChiefAnnouncer.....Deane S. Long
Production Manager.....Russell B. Wise
Chief Engineer.....Don Dayton**W J W**

AKRON—EST.1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
(C. P. 850 Kc.; 5000 Watts)Owned-Operated By.....WJW, Inc.
Address.....41 S. High Street
Phone Number.....Jefferson 6111
Transmitter Location.....41 S. High Street,
(C. P. Franklyn Township, Ohio)Time on the Air.....7 a.m. to 2 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Co.**Personnel**President-Station Manager.....Bill O'Neil
Sales Promotion Manager.....Jack Looker
Program-Publicity Director.....Bill Griffiths
Office Manager.....Lawrence Webb
Musical Director.....Carl Ayers
Chief Engineer.....Gerald Roberts**W I C A**

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Number.....1211
Transmitter Location.....South of city
Time on the Air.....7 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....The Walker Co.**Personnel**President.....C. A. Rowley
Manager.....R. B. RowleyCommercial Manager.....R. C. Marvin
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Chief Announcer.....Richard Miner
Musical Director.....Ross Miller
Chief Engineer.....George Gautney**W H B C**

CANTON—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company
Address.....550 Market Avenue, South
Phone Number.....7-166
Transmitter Location.....Lakeside Avenue
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....Brush-Moore News-
papers, Inc.
News Service.....UP
Transcription Service.....World Broadcasting
System**Personnel**President.....Louis H. Brush
General Manager.....Felix Hinkle
Commercial-Sales Promotion
Manager.....Robert C. Fehlman
Production Manager.....Janet Baker
Chief Announcer.....Leonard Taylor
Musical Directors.....James Winger,
Martin Alexander
Chief Engineer.....Kenneth Sliker**W C K Y**

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Address.....Hotel Gibson, 5th & Walnut
StreetsPhone Number.....Cherry 6565
Transmitter Location..near Crescent Springs,
Ky.
Time on the Air: 6 a.m. to 2 a.m.; Sundays,
8 a.m. to 2 a.m.News Service.....UP
Transcription Service.....Standard Radio
Representative.....Free & Peters**Personnel**President and General Manager..L. B. Wilson
Sales Director.....Fred A. Palmer
Assistant Sales Manager.....A. C. Boone
Promotion Manager.....Helen Rees
Program Director-Chief Announcer..Rex Davis
Production Manager.....Al Bland
Traffic Manager.....Jeanette Fuller
Merchandising Director.....Thomas Mitchell
Publicity Director.....Elmer Dressman
Women's Editor.....Olive Kackley
Accountant.....Marie Schulte
Chief Engineer.....C. H. Topmiller
Assistant Chief Engineer....Arthur H. Gillette

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Scripps-Howard
 Radio, Inc.
 Address: 204 Keith Building, 523 Walnut
 Street
 Phone Number: MAin 3314
 Transmitter Location: Daylight Building, 623
 East 6th St.
 Time on the Air: 6:30 a.m. to 12:15 a.m.; Sat-
 urdays, 6:30 a.m. to 2 a.m.; Sundays, 7:30
 a.m. to 12:15 p.m.
 Newspaper Affiliation: The Cincinnati Post;
 Scripps-Howard Newspapers
 News Service: UP
 Transcription Service: Standard Radio
 Lang-Worth
 Representative: The Branham Company

Personnel

President: Jack Howard
 Vice President: J. C. Hanrahan
 General Manager: M. C. Watters
 Commercial Manager: John P. Smith
 Sales Promotion Manager: Hugh J. Stump
 News Editor: Thomas McCarthy
 Production Manager: Robert Bentley
 Publicity Director: Evelyn Eppinger
 Chief Announcer: Douglas MacNamee
 Artists' Bureau Head: Harry Hartman
 Director of Women's Programs: Betty Jo Huck
 Musical Director: Jesse Walker
 Chief Engineer: Glen Davis

W K R C

CINCINNATI—EST. 1923

**MUTUAL BROADCASTING SYSTEM
 THE SOUTHERN NETWORK**

Frequency: 750 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: The Cincinnati
 Times-Star Co.
 Address: Victory Parkway & Wm. H. Taft
 Rd.—Hotel Alms
 Phone Number: Woodburn 0550
 Transmitter Location: Victory Parkway &
 Wm. H. Taft Rd.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 Newspaper Affiliation: The Cincinnati Times-
 Star
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: The Katz Agency

Personnel

President: Hulbert Taft, Sr.
 General Manager: Hulbert Taft, Jr.
 Sales Manager: Ken Church
 Publicity and Special Events
 Director: Margaret Maloney
 Sales Promotion Manager: Dave Ward

Chief Announcer: Lou Mason
 Musical Director: "Chick" Mauthe
 Chief Engineer: John Tiffany

W L W

CINCINNATI—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts
 Owned-Operated By: The Crosley Corporation
 Address: 1329 Arlington Street
 Phone Number: Kirby 4800
 Transmitter Location: Mason, Ohio
 Time on the Air: 20 hours daily; 18 hours
 Sunday
 News Service: AP; INS; UP; Reuters
 Representative: Spot Sales, Inc. (West Coast)

Personnel

President: Powel Crosley, Jr.
 Vice-President-General Manager:
 James D. Shouse
 Sales Manager: R. E. Dunville
 Sales Manager, Chicago Office: Dewey Long
 Business Manager: E. K. Bauer
 Director of Research & Merchandising:
 B. Strawway
 Promotion Manager: M. F. Allison
 Director of Agricultural Dept.: Ed Mason
 Program Director: George C. Biggar
 Production Manager: Harold Carr
 Artists' Bureau Head: William McCluskey
 Publicity Director: Cecil Carmichael
 Musical Director: Milton Weiner
 Technical Supervisor: R. J. Rockwell

BUY

DEFENSE

BONDS

☆ SECOND ONLY TO WLW IN CINCINNATI



• HAS MORE NATIONAL AND LOCAL SPOT TIME SOLD THAN ANY OTHER CINCINNATI STATION.



• HAS MORE CONSISTENT ADVERTISERS THAN ANY OTHER CINCINNATI STATION.



• DELIVERS MORE LISTENERS AT A LOWER COST PER THOUSAND THAN ANY OTHER CINCINNATI NETWORK STATION.



• CAN SHOW A GREATER RECORD OF SUCCESS STORIES THAN ANY OTHER CINCINNATI STATION.

in Short-

A target graphic with three concentric circles and an arrow hitting the center bullseye, positioned below the 'in Short-' text.

**WSAI HAS THE LISTENERS,
HAS THE MERCHANDISING,
GETS RESULTS!**

W S A I

CINCINNATI—EST. 1928
BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By . . . Crosley Radio Corp.
Address1329 Arlington St.
Phone NumberKirby 4800
Transmitter LocationNear Mt. Healthy,
Ohio
Time on the Air: 6 a.m. to 2 a.m.; Sundays,
8 a.m. to 2 a.m.
News ServiceAP; INS; Reuters
Transcription ServiceAssociated Music
Publishers
RepresentativeSpot Sales, Inc.

Personnel

PresidentPowel Crosley, Jr.
Vice-PresidentJames D. Shouse
General ManagerA. S. Grinalds
Artists' Bureau HeadGeorge Biggar
Program DirectorClair Shadwell
Production ManagerHarold Carr
Publicity DirectorCecil Carmichael
Musical DirectorWilliam Stoess
Chief EngineerR. J. Rockwell

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 d.; 1000 n.
Owned-Operated ByThe WGAR Broad-
casting Company
AddressHotel Statler
Phone NumberProspect 0200
Transmitter Location1000 Harvard Ave.
Cuyahoga Heights, Ohio
Time on the Air6:30 a.m. to 1 a.m.
News ServiceINS
Transcription ServiceWorld Broadcasting
System
RepresentativeEdward Petry & Co., Inc.

Personnel

PresidentGeorge A. Richards
Vice President-General ManagerJohn F. Patt
Assistant Manager in Charge
of SalesEugene Carr
Local Sales ManagerHarry Camp
Public Relations DirectorMaurice Condon
Director of OperationsCarl George
Program DirectorDavid Baylor
News EditorRalph Worden
Production ManagerWayne Mack
Artists' Bureau HeadJack Paar
Musical DirectorWalberg Brown
Chief EngineerR. Morris Pierce

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 500 Watts
Owned-Operated ByUnited Broadcasting
Company
Business Address1311 Terminal Tower
Phone NumberPProspect 5800
Transmitter LocationSeven Hills
Time on the Air6:45 a.m. to local sunset
Newspaper AffiliationCleveland Plain
Dealer
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeRadio Advertising Cor-
poration

Personnel

PresidentJohn S. McCarrens
Vice-President and Station
ManagerH. K. Carpenter
Assistant to ManagerRobert D. Borland
Sales ManagerK. K. Hackathorn
Program DirectorRussell Richmond
Merchandising and Advertising
ManagerRobert Greenberg
Continuity DirectorLeslie Biebl
Production ManagerAl Llewellyan
Publicity DirectorMilton Hill
Special Events DirectorCarl Mark
News EditorLee Otis
Musical DirectorWillard Pott
Chief EngineerCarl Smith

W H K

CLEVELAND—EST. 1921

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated ByUnited Broadcasting Co.
Address1311 Terminal Tower
Phone NumberPProspect 5800
Transmitter LocationSeven Hills
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼
hours weekly)
Newspaper AffiliationCleveland Plain
Dealer
News ServiceAP
Transcription ServiceLang-Worth
RepresentativePaul H. Raymer Co.

Personnel

PresidentJohn S. McCarrens
V.P. & Station ManagerH. K. Carpenter
Assistant to ManagerRobert D. Borland
Sales ManagerK. K. Hackathorn
Program DirectorRussell Richmond
Merchandising and Advertising
ManagerRobert Greenberg
Continuity DirectorLeslie Biebl
Production ManagerAl Llewellyan
Special Events DirectorCarl Mark
Publicity DirectorMilton Hill
News EditorLee Otis
Musical DirectorWillard Pott
Chief EngineerCarl Smith

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

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

Business Address ... 815 Superior Ave., N.E.
Phone Number Cherry 0942
Studio Address NBC Bldg.
Transmitter Location Brecksville, Ohio
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.

News Service UP
Transcription Service NBC Thesaurus;
Standard Radio
Representative ... National Broadcasting Co.

Personnel

President Niles Trammell
Station Manager Vernon H. Pribble
Sales Manager Howard A. Barton
Program Director Hal Metzger
Production Manager Fred Wilson
Publicity Director-News
Editor Bob Dailey
Director of Special Events Tom Manning
Musical Director Lee Gordon
Chief Engineer S. E. Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... WBNS, Incorporated
Address 33 North High Street
Phone Number Adams 9265
Transmitter Location 1034 Barnett Rd.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service AP
Transcription Service... World Broadcasting
Representative..... John Blair & Company

Personnel

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

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... WCOL, Inc.
Business Address..... 33 North High St.

Phone Number Main 4581
Transmitter Location..... 33 North High St.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service INS
Transcription Service..... NBC Thesaurus
Representative Weed & Company

Personnel

President..... K. B. Johnston
Station Manager..... Neal Smith
Production Manager..... Wallace Beavers
Program-Publicity Director... Edward Bronson
Chief Announcer Bill Wallace
Chief Engineer..... Ernest Lowe

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc. Power: 500 Watts
Owned-Operated By..... United Broad-
casting Co.

Address 22 East Gay St.
Phone Number Adams 1101
Transmitter Location..... Sharon Road
Time on the Air: 6:30 a.m. to local sunset,
Los Angeles, Calif.

Newspaper Affiliation Cleveland Plain
Dealer

News Service UP
Transcription Service Lang-Worth
Representative Radio Advertising Corp.

Personnel

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

W O S U

COLUMBUS—EST. 1922

Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By... Ohio State University
Business Address: Communication Lab; Cam-
pus

Phone Numbers: University 3148; Extension
711 and 597

Transmitter Location: University Golf Course,
Tremont Road

Time on the Air..... Limited time
News Service AP; UP
Transcription Service Lang-Worth

Personnel

President..... Howard L. Bevis
Station Director..... R. C. Higgy
Director of News Bureau... H. K. Schellenger
Musical Director..... Ann Charles
(Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Miami Valley Broadcast-
ing Corporation

Business Address: 45 South Ludlow Street
Phone Number: ADams 2261
Transmitter Location: Hempstead Road (R.R.
No. 2—Box 292 A, Dayton, Ohio)

Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.

Newspaper Affiliations: Dayton Daily News;
Springfield (O.) News and Sun; Atlanta Jour-
nal; Miami Daily News

News Service: UP
Transcription Service: Standard Radio
Representative: George P. Hollingbery Co.

Personnel

President: James M. Cox, Jr.
Manager: James Le Gate
Commercial Manager: Robert H. Moody
Sales Promotion Manager: Garland Baldwin
Program Director: Lester Spencer
Chief Announcer: Robert Fidler
Continuity Chief: Richard Belt
Musical Director: Henry Lange
Chief Engineer: Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By: Great Trails Broadcasting
Corporation

Address: 121 North Main Street
Phone Number: ADams 3288
Transmitter Location: Shaker Road
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,
7:45 a.m. to 1 a.m.

News Service: INS
Transcription Service: Lang-Worth
Representative: Paul H. Ruppert Company

Personnel

General Manager: Ronald B. Woodyard
National Sales Manager: C. J. Thornquest
Local Sales and Sales Promotion
Manager: Richard A. Ruppert
Program Director: Charles D. Miller
Musical Director: Charles Reeder
Chief Engineer: Paul Braden

WFIN

FINDLAY—EST. 1941

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Findlay Radio Company
Business Address: 500½ South Main Street
Phone Number: Main 1330
Studio Address: Second Floor, Hancock Sav-
ings & Loan Building

Transmitter Location: Olive Street (Extended)
Time on the Air: Sunrise to sunset
News Service: INS
Transcription Service: Lang-Worth

Personnel

Station Manager: Fred R. Hover
Commercial Manager: A. Maurice Dunlap
Sales Promotion Manager: Howard Wolfe
Program Director: Crawford Taylor
Production Manager: Grace E. Ingledue
Musical Director: Les Ryder
Chief Engineer: Edgar Smith

WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Fort Industry
Company

Address: National Bank Building
Phone Number: 93161
Transmitter Location: 1424 Rice Avenue
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service: INS
Transcription Services: NBC Thesaurus;
Lang-Worth

ALWAYS A

Good Show

For the LISTENER

... thanks to Columbia's best
... and to "big time" show
building for local advertisers.

ALWAYS A

Good Buy

For the ADVERTISER

... thanks to WHIO'S complete
coverage and loyal following
in this consistent,
high-income market.

WHIO

IS THE

DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. Hollingbery Company, Representative



Personnel

President.....George Storer
 Vice-President-General Manager... J. H. Ryan
 Managing Director.....Ralph Elvin
 Program Director.....Frank D. Heibeck
 Chief Announcer.....Harley Lucas
 Chief Engineer.....Russell Shettler

W M A N

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....144½ Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location, Corner Longview Ave.
 and No. Main St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....M. F. Rubin
 Vice-President.....C. F. Burke
 Secretary.....Marie W. Vandegrift
 Treasurer.....W. M. O'Neil
 General Manager.....Orville E. Fields
 Program Director-Chief Announcer Harry Lytle
 Publicity Director.....Robert Horn
 Director of Women's Programs Sylvia Frankel
 Bookkeeper.....Florence Schiska
 Musical Director.....Earl Black
 Chief Engineer.....Perry Wilson

W M R N

MARION—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Marion Broadcasting
 Company
 Address.....WMRN Building
 Phone Number.....2516
 Transmitter Location.....North Main Street,
 ¼-mile north of city limits
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager.... Robert T. Mason
 Commercial Manager..... Edward W. Fox
 Sales Promotion Manager... William Hickman
 Program Director..... Louis T. Marsh
 Production Manager..... Madge L. Cooper
 Chief Announcer..... Bert Stille
 Traffic Manager..... Anna Mae Spano
 Musical Director.... Hubert Pershing Morehead
 Chief Engineer..... S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935
MUTUAL BROADCASTING SYSTEM
SOUTHERN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Scioto Broadcasting Co.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 10 a.m. to 11 p.m.
 Newspaper Affiliation.....Portsmouth Times
 News Service.....UP
 Transcription Services.....NBC Thesaurus;
 Lang-Worth
 Representative.....Cox & Tanz

Personnel

President.....Chester B. Thompson
 General Manager.....Ralph H. Patt, Jr.
 Program-Publicity Director... William Aldridge
 Chief Announcer.....Paul Wagner
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940
THE BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....117 West High Street
 Phone Number.....6121
 Transmitter Location.....Springfield
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 Lang-Worth

Personnel

President.....Charles Sawyer
 Vice-President-General
 Manager.....Ronald B. Woodyard
 Station Manager.....Reggie Martin

W S T V

STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number.....2-6265
 Studio Addresses..Exchange Realty Building,
 Steubenville, Ohio; Travellers Hotel, East
 Liverpool, Ohio; Weir High School, Weirton,
 W. Va.
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

General Manager.....John J. Laux
 Program-Publicity-Musical
 Director.....John L. Merdian
 Chief Announcer.....Al Gray
 Bookkeeper.....Beula E. Goldfein
 Chief Engineer.....Joseph Troesch

W S P D

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By...The Fort Industry Co.
 Address...Broadcast Building, 136 Huron St.
 Phone Number.....ADams 3175
 Transmitter Location: Oregon Road, East Toledo
 (post office address, RFD Perrysburg)
 Time on the Air.....6 a.m. to 1 a.m.
 News Services.....AP; INS; Reuters'
 Transcription Services.....NBC Thesaurus;
 Lang-Worth; Standard Radio
 Representative.....The Katz Agency

Personnel

President.....George B. Storer
 V.P.-Station Manager.....J. Harold Ryan
 Commercial Manager.....E. Y. Flanigan
 Sales Promotion Manager..Eugene B. Vaughn
 Program Director.....Russell Gohring

Production Manager.....Robert K. Richards
 Publicity Director.....Merrill N. Pheatt
 Continuity Editor.....James Cochrane
 Chief Engineer.....William Stringfellow

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..The Community Broad-
 casting Company
 Address.....Penthouse, Bell Building
 Phone Number.....Adams 3291
 Transmitter Location.....Toledo, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Services..Associated Music Pub-
 lishers; Standard Radio
 Representative.....Radio Advertising Corp.

Personnel

Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Program Director.....Jean Wright
 Publicity Director.....Joe Fields
 Chief Announcer.....Karl Nelson
 Musical Director.....Marge Cunningham
 Acting Chief Engineer.....George W. Enk

Listener Dominance

That's What You Want!

56% Listener Preference

That's What You Get

when WTOL broadcasts your advertising adjacent to newscasts!
 WTOL is the favorite station for newscasts by the decisive margin
 of 56% over the next most popular station heard in the Toledo
 area! This fact is quoted from the sworn statement of a recognized
 independent research organization.

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

Represented Nationally by Radio Advertising Corporation



Youngstown Steel Mills at Night

W F M J

will increase your sales in the rich Youngstown steel district (America's 35th market).

WFMJ is First in Results

First in Local Sales

First in News

First in Listeners*

In Youngstown it's

W F M J

Affiliated with the Blue Network

Headley-Reed Co., National Representatives

*Hooper-Holmes Survey

W R R N

WARREN—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....2nd National Bank Building
 Phone Number.....4490
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....R. L. Bowles
 Program Director.....Marguerite Petran
 Chief Announcer.....Eric Norman
 Women's Features Director..Margaret Rodgers
 Musical Director.....Bruna Bertelli
 Chief Engineer.....James F. Ranney

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Radio Station WFMJ
 Operated By.....Wm. F. Maag, Jr.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air: 17½ hours daily; 16½ hours
 Sundays
 Newspaper Affiliation..Youngstown Vindicator
 News Services.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio; C. P. MacGregor
 Representative.....Headley-Reed Company

Personnel

Manager.....William F. Maag, Jr.
 Sales-Sales Promotion
 Manager.....Leonard E. Nasman
 Program Director.....Lee Bland
 Production Manager.....Jim Sirmans
 Chief Announcer.....Robert Wylie
 Musical Director.....L. R. Boals
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc..Power: 1000 d.; 500 n.;
 (CP 5000)
 Owned-Operated By....WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....42122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....Transradio
 Transcription Services... World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr.. W. P. Williamson, Jr.
 Station Director.....J. L. Bowden
 National Sales Manager.....C. Alden Baker
 Program Director.....Gene Trace
 Production Manager-Chief
 Announcer.....Wayne Johnson
 Publicity Director.....Georgia Davidson
 Artists' Bureau Head.....Edward Gouran
 Musical Director.....Dwight Merriam
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

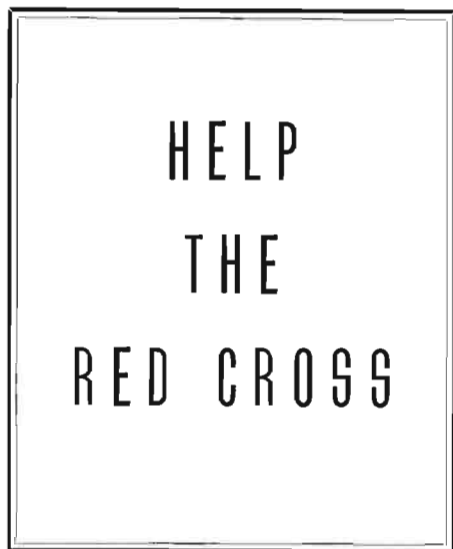
BLUE NETWORK

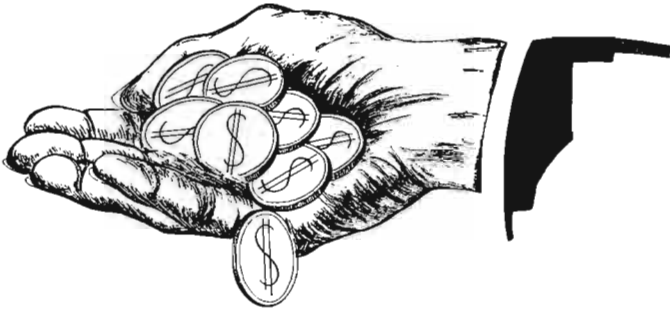
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Southeastern Ohio
 Broadcasters, Inc.
 Address.....48-52 North Fifth St.
 Phone Number.....644
 Transmitter Location.....Newark Road
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,
 8 a.m. to 10 p.m.
 News Service.....UP
 Transcription Services.....Standard Radio;
 Lang-Worth
 Representative.....John Blair & Company

Personnel

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





RETAIL SALES UP 16% IN OKLAHOMA

Put your sales message into this growing, prosperous defense market, and watch it ring your cash register.

Retail sales increased 17% in Tulsa department stores in 1941—15% in Oklahoma City. And 1942 promises even greater gains, because of the millions in defense payrolls in this market.

It is a market full of people who have money to spend for your product or service. Easy, economical coverage by KOMA and KTUL brings that money into your coffer—doublefold!

Here, you get MORE for your MONEY!

BOTH STATIONS

5000 WATTS

DAY AND NIGHT

• CBS •

KTUL-KOMA AREA FIGURES

	PRIMARY	SECONDARY
Population	1,378,541	2,072,375
Radio Families	286,580	418,680
Sales Tax	\$7,134,761	\$9,823,736

Source: CBS Audit of Market Data

Oklahoma City
KOMA



Tulsa
KTUL

FREE & PETERS, Inc., Exclusive National Representatives

OKLAHOMA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 253

K A D A

ADA—EST. 1934

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....N. Broadway
Phone Number.....1212
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP
Representative.....Arthur Hagg & Associates

Personnel

Owner.....Dr. C. C. Morris
Manager.....James M. Griffith
Commercial Manager.....Craig Van Caron
Program Director.....Roger McIntire
Chief Engineer.....T. A. Golladay

K V S O

ARDMORE—EST. 1935

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 d.; 100 n.
Owned-Operated By.....Ardmoreite Publish-
ing Co.
Business Address.....114-16 N. Washington
Phone Number.....3030
Studio Address.....Chickasaw & Northwest
Blvd.
Transmitter Location.....Chickasaw & North-
west Blvd.
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation.....Daily Ardmoreite
News Service.....AP
Representative.....Arthur H. Hagg & Associates

Personnel

General Manager.....Albert Riesen
Musical Director.....Dolly Dutton
Chief Engineer.....George Milner

K W O N

BARTLESVILLE—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bartlesville Broadcasting
Co.
Business Address.....Box 343
Phone Number.....2431
Studio Address.....Union National Bank
Bldg.
Transmitter Location.....U. S. Highway No.
75, northeast of Bartlesville
Time on the Air.....6:30 a.m. to 11 p.m.

Personnel

Vice-President-General Manager.. J. Fred Case

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....E. M. Woody
Address.....Casa Grande Hotel
Phone Number.....730
Transmitter Location.....Casa Grande Hotel
Time on the Air: 6 a.m. to 10 p.m.; Sundays,
7 a.m. to 6 p.m.

News Service.....AP
Transcription Service.....Keystone Broadcast-
ing System

Personnel

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Program-Musical Director.....F. Leon Dean
Chief Engineer.....Howard Rex Morris

K C R C

ENID—EST. 1926

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address...Willow & Kennedy Sts.
Phone Number.....447
Transmitter Location.....Willow & Kennedy
Sts.

Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle
News Service.....AP
Transcription Service.....World Broad-
casting System

Representative.....Arthur H. Hagg & As-
sociates

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Sales Promotion Manager.....Jack Ireland
Program Director.....Ted Compton
Publicity Director.....Loren Carlberg
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

K S W O

LAWTON—EST. 1941

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By.....Carver & Ross Ra-
dio Broadcasters
Business Address.....Box 984
Phone Number.....2370
Studio Address.....17th & E. Lawton

Transmitter Location 17th & E. Lawton
 Time on the Air Daytime license
 News Service UP
 Transcription Service Standard Radio

Personnel

President Dr. Willard Carver
 Station Manager Byrne Ross
 Sales Promotion Manager Hoke Ross
 Program Director Winifred Stabler
 Chief Announcer Max Tague
 Chief Engineer Clifford Easum

K B I X

MUSKOGEE—EST. 1936
 THE BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Clara M. Bixby Estate
 Operated By: Oklahoma Press Publishing Co.
 Business Address P. O. Box 1512
 Phone Number 303
 Studio Address Barnes Building
 Transmitter Location Barnes Building
 Time on the Air 7 a.m. to 12 midnight
 Newspaper Affiliation Muskogee Daily
 Phoenix & Times Democrat
 News Service AP
 Transcription Service Broadcast Music,
 Inc.
 Representative The Branham Company

Personnel

Vice-President Tam Bixby, Jr.
 General Manager O. C. Benjamin
 Sales Promotion Manager Ed Roddy
 Program-Musical Director Dorothy Mae Smith
 Continuity Chief Floyd Qualls
 Chief Engineer Earl Homer Graves

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Operated By University of Oklahoma
 Business Address Faculty Exchange
 Phone Number 900; Station No. 124
 Studio Address Union Bldg.
 Transmitter Location Owen Stadium
 Time on the Air 9 a.m. to local sunset

Personnel

Station Director Homer Heck
 Director of Production H. H. Leake
 Chief Announcer Dick Carter
 Office Manager Juanita Farris
 Script Editor Noel Kand
 Musical Director Edmund Durham
 Technical Supervisor Clyde Farrar
 Chief Engineer Royden Freeland
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1923
 MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Plaza Court Broad-
 casting Co.
 Address Plaza Court
 Phone Number 3-4333
 Transmitter Location Plaza Court
 Time on the Air 17 hours daily
 News Service AP; UP
 Transcription Service Associated Music
 Publishers: Standard Radio; Lang-Worth
 Representative Burn-Smith Co.

Personnel

President John D. Thomas
 Manager M. H. Bonnebrake
 Commercial Manager Joe Bernard
 Program Director John Hollis
 Publicity Director Thomas Collins
 Chief Announcer Ted Andrews
 Chief Engineer G. W. Brock

K O M A

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

COLUMBIA BROADCASTING SYSTEM
 OKLAHOMA METROPOLITAN LINE

Frequency: 1520 Kc. Power: 5000 Watts
 Owned-Operated By KOMA, Inc.
 Address Biltmore Hotel
 Phone Number 2-3291
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Free & Peters

Personnel

President J. T. Griffin
 Station Manager Jack Howell
 Sales Promotion Manager Lyle Griffin
 Program Director Raymond Ruff
 Production Manager W. E. Evans
 Accountant Mary Frances Kennedy
 Musical Director Mickey Reynolds
 Chief Engineer M. W. Thomas
 (See Page 528)

K T O K

OKLAHOMA CITY—EST. 1927
 BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Oklahoma Broad-
 casting Company, Inc.
 Address 1800 West Main
 Phone Number 3-8352

Transmitter Location.....1800 West Main
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Arthur H. Hagg &
 Associates

Personnel

President.....Harold V. Hough
 Station Manager.....Robert D. Enoch
 Sales Promotion Manager.....Bus Ham
 Program Director.....Russell Miller
 Chief Announcer-Musical
 Director.....Paul Buenning
 Office Manager.....Flora Luper
 Chief Engineer.....Bernard Tullius

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.
 Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location.....Highway No. 66
 Times on the Air... 5:30 a.m. to 12 midnight
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....The Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 Station Manager.....Gayle V. Grubb
 Commercial Manager.....Ralph Miller
 Program Director.....John I. Prosser
 Publicity and Continuity Director,
 George Hamaker
 Director of Home Economics...Mrs. Mart Adams
 Director of Child Education...Edith Wallace
 News Editor.....Bob Eastman
 Traffic Manager.....Daryl McAllister
 Musical Director.....Allan Clark
 Chief Engineer.....Herman Lovell

KHGG

OKMULGEE—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 Address.....McCulloch Bldg.
 Phone Number.....3646
 Transmitter Location.....Okmulgee
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth

Personnel

President-Manager.....Pat Buford
 Secretary-Treasurer and Commercial
 Manager.....Lucille Buford

WBZ

PONCA CITY—EST. 1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....C. L. Carrell Estate
 Operated By.....Adelaide Carrell, Executrix
 Address.....615 West Grand Avenue
 Phone Number.....2300
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 Representative.....Cox & Tanz

Personnel

Managing Director.....A. L. Carrell
 Commercial Manager-Program
 Director.....W. L. Stevens
 Sales Promotion Manager-Chief
 Announcer.....Clyde Worthington
 Chief Engineer.....Louis Brown

KGFF

SHAWNEE—EST. 1930

**BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Broadcast-
 ing Co.
 Address.....Aldridge Hotel
 Phone Number.....4390
 Transmitter Location.....Shawnee Country
 Club
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 Newspaper Affiliation.....Shawnee Morning
 News; Shawnee Evening Star
 News Service.....AP
 Representative.....Arthur H. Hagg & As-
 sociates

Personnel

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

KOME

TULSA—EST. 1938

**BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Oil Capital Sales Corp.
 Address.....Radio Bldg., 910 S. Boston

Phone Number 3-4121
 Transmitter Location..... 3904 S. Newport
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service AP
 Transcription Service..... Standard Radio;
 C. P. MacGregor

Personnel

President Harry Schwartz
 General Manager..... John M. Whitney
 Commercial Manager..... Harold Grimes
 Sales Promotion Manager..... Jean Schaeffer
 Program Director..... Bill Conine
 Continuity Director..... Bernice Ash
 News Editor..... James Neal
 Traffic Manager Mildred Carruth
 Musical Director..... Mildred Alexander
 Chief Engineer..... Leland Sael

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tulsa Broadcasting
 Company, Inc.
 Address National Bank of Tulsa Bldg.
 Phone Number 2-3191
 Transmitter Location..Route 8, Tulsa, Okla.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Free & Peters

Personnel

President..... J. T. Griffin
 Vice President-General
 Manager..... Wm. C. Gillespie
 Commercial Manager..... Lawson Taylor
 National Sales & Promotion
 Manager John Esau

Program Director..... Jack Edmunds
 Artists' Bureau Head Jack Hoffman
 Continuity Chief..... Carlyle Stevens
 Bookkeeper Edythe Alexander
 Chief Announcer..... Eddie Lyon
 Musical Director..... Lillian Smithline
 Chief Engineer..... Nathan Wilcox
 (See Page 528)

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 d.; 25000 n.
 (C. P. 50000)
 Owned-Operated By..... Southwestern Sales
 Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66
 Time on the Air: 6 a.m. to 12 midnight
 (on-Tues.-Wed.-Fri); 6 a.m. to 1 a.m.
 (Thurs.-Sat); 7 a.m. to 12 midnight (Sun.)
 News Service INS
 Transcription Service..... Standard Radio;
 Langworth
 Representative Edward Petry & Co.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager..... William B. Way
 Commercial Manager..... Willard Egolf
 Sales Promotion Manager.. Walter L. Dennis
 Program Director..... Edward C. Coontz
 Chief Announcer..... Herbert W. S. Lateau
 Farm Editor..... Samuel B. Schneider
 Continuity Editor..... F. M. Randolph
 Director of Women's Activities, Dorothy McCune
 Musical Director..... Joe O'Neill
 Publicity Director..... Allan Page
 Chief Engineer..... L. W. Stinson

BUY DEFENSE BONDS

OREGON

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 254

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Willamette
Broadcasting Company
Business Address: 15th and Elm Streets
Phone Number: 870
Studio Addresses: 15th and Elm; Hotel Benton,
Corvallis; KWIL Building, Lebanon
Transmitter Location: 15th and Elm Streets
Time on the Air: 6:30 a.m. to 11 p.m.; Satur-
day, 6:30 to 12 midnight; Sunday, 8 a.m. to
11 p.m.
Newspaper Affiliation: Albany Democrat
Herald
News Service: UP
Transcription Service: C. P. MacGregor
Representatives: John Keating; Romig Fuller

Personnel

President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
Station Manager: Chet Wheeler
Commercial Manager: Hal Byer
Sales Promotion Manager: Ken Davis
Program-Publicity Director: Herbert Davidson
Production Manager: Edwin Watson
Chief Announcer: Peter Onnigian
Corvallis Studio Manager: Derwood Smith
Musical Director: Herbert Davidson
Chief Engineer: Paul W. Spargo

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Broadcasting
Company
Address: 1006 Taylor Avenue
Phone Number: 95
Transmitter Location: 1006 Taylor Avenue
Time on the Air: 7 a.m. to 11 a.m.
Newspaper Affiliation: Astorian-Budget
News Service: UP
Transcription Service: Standard Radio

Personnel

President: M. R. Chessman
Station Manager: James C. Wallace
Commercial Manager: Frank E. Marrion
Program Director: Sylvia Chandler
Chief Engineer: Raymond Williams

KBKR

BAKER—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Baker Broadcasting Co.
Address: 1st and Court Streets
Phone Number: 140
Transmitter Location: Baker
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representatives: Associated Radio Sales;
Homer Owen Griffith

Personnel

President-Station Manager: Glenn McCormick
Commercial Manager: C. A. Buckmiller
Program Director: Kenneth Holden
Chief Announcer: Kenneth Lockwood
Chief Engineer: Sidney Williams

KBND

BEND—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Bend Bulletin
Address: 1121 Wall St.
Phone Number: 848
Transmission Location: 1121 Wall St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: Bend Bulletin
News Service: UP
Transcription Services: Standard Radio;
C. P. MacGregor; Keystone Broadcasting
System

Personnel

Station Manager: Frank H. Loggan
Commercial Manager: John G. Jones
Chief Technician: Robert Dickinson

KOAC

CORVALLIS—EST. 1922

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned By: Oregon State System of Higher
Education
Operated By: Oregon State Agricultural College
Programs By: General Extension Division
Address: Corvallis, Oregon
Phone Number: 526
Studio Addresses: Corvallis; Eugene
Transmitter Location: Granger, Corvallis
Time on the Air: 10 a.m. to 10 p.m.
News Service: UP

Personnel

Acting Manager: Dr. V. V. Caldwell
Director of Women's
Programs: Zelta Rodenwald
Chief Engineer: Grant S. Feikert
(Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By... Western Radio Corp.
Address Scenic Drive
Transmitter Location The Dalles
Time on the Air Unlimited license
Representative Walter Biddick Co.

Personnel

President-Station Manager,
V. Barney Kenworthy
Commercial and Sales Promotion Manager,
Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By... Frank L. Hill and C. G. Phillips
d/b Eugene Broadcast Station
Operated By..... Frank L. Hill
Address..... Route 3
Phone Number 3
Transmitter Location..... Route 3
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
6 a.m. to 2 a.m.; Sundays, 8 a.m. to 12
midnight
News Service UP
Transcription Service..... C. P. McGregor
Representative..... John Blair & Co.

Personnel

Owner..... Frank L. Hill
General Manager..... L. W. Trommlitz
Production Manager-Musical
Director Dolph Janes
Chief Announcer..... Day Foster
Chief Engineer..... Harold Gander

K U I N

GRANTS PASS—EST. 1939

REDWOOD BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By... Southern Oregon Broad-
casting System
Business Address..... P. O. Box 43
Phone Number 192
Studio Address.. Redwood Highway & Pacific
Highway
Transmitter Location... Redwood Highway &
Pacific Highway
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
9 a.m. to 7 p.m.
News Service AP
Transcription Services... World Broadcasting
System; C. P. MacGregor
Representative..... John Blair & Co.

Personnel

President..... A. E. Voorhies
Station Manager..... Don H. Telford
Program Director..... Clarence L. Bauer
Production Manager..... Lawrence L. King
Chief Engineer..... Edward A. Malone

K F J I

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..... KFJI Broadcasters,
Inc.
Address Willard Hotel Bldg.
Phone Number 2125
Transmitter Location Klamath Falls
Time on the Air Unlimited license
Transcription Service..... World Broadcasting
System

Personnel

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

K L B M

LA GRANDE—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... Ben E. Stone
Address 1120½ Adams
Phone Number..... 220
Transmitter Location..... Old Oregon Trail
Time on the Air..... 7 a.m. to 10 p.m.
News Service UP
Transcription Service..... Standard Radio

Personnel

Owner-General Manager..... Ben E. Stone
Resident Manager..... E. Reardon
Program Director..... Don Bailey
Chief Engineer Miles L. Shepherd

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By Koos, Inc.
Address..... 505 Hall Building
Phone Number..... 432
Transmitter Location..... Hall Building
Time on the Air..... 6:45 a.m. to 10:30 p.m.
News Service UP
Representative Burn-Smith Co.

Personnel

President..... Sheldon F. Sackett
General Manager..... Ben E. Stone
Sales Manager..... Mark DeLaunay
Sales Promotion Manager..... Philip Morgan
Program Director..... Leslie E. Cabe
Publicity Director-Office Manager,
Francie Waterbury
Chief Announcer and Engineer,
Roger L. Spough

K M E D

MEDFORD—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Mrs. W. J. Virgin
 Address Sparta Bldg., Main & Riverside
 Phone Number 305
 Transmitter Location Ross Lane
 Time on the Air Unlimited license
 Transcription Service NBC Thesaurus

Personnel

Owner Mrs. W. J. Virgin

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Radio Corp.
 Address Box 178
 Phone Number 1425
 Transmitter Location S. W. 7th St., near
 city limits
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Lang-Worh

Personnel

President-Station Manager,

V. Barney Kenworthy

Commercial Manager Henry M. Hogue

Sales Promotion Manager Del F. Fitzpatrick

Program Director Mary Jane Hodgen

Chief Engineer Marvin Johnston

K A L E

PORTLAND—EST. 1932

MUTUAL-DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By KALE, Inc.
 Business Address P. O. Box 1031
 Phone Number Atwater 7203
 Studio Address New Heathman Hotel
 Building

Transmitter Location Head of Barnes Road
 Time on the Air 6:30 a.m. to 12 midnight
 News Service INS; UP
 Transcription Service World Program Library;
 Associated Music Publishers; Langworth
 Representative Free & Peters, Inc.

Personnel

President-Station Manager C. Roy Hunt
 Commercial Manager Ted Kooreman
 Director of Commercial Relations,

Harry H. Buckendahl

Sales Manager Charles Couche

Program Director H. M. Swartwood, Jr.

Production Manager Ted W. Cooke

Publicity Director Lester Halpin
 Chief Announcer Art Kirkham
 Musical Director Joseph Sampietro
 Chief Engineer Louis Bookwalter

K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By School District
 No. 1
 Business Address Benson Polytechnic
 School
 Phone Number La 4195
 Transmitter Location Benson Polytechnic
 School
 Time on the Air 11 a.m. to 1 p.m.; 3:15 p.m.
 to 5 p.m.

Personnel

Agent R. T. Stephens
 Program Director Mary Elizabeth Gilmore
 Chief Engineer Louis Ballinger
 (Non-Commercial Station)

K E X

PORTLAND—EST. 1926

BLUE NETWORK

NORTHWEST TRIANGLE

Frequency: 1190 Kc. Power: 5,000 Watts
 Owned-Operated By The Oregonian Pub-
 lishing Company
 Business Address 537 S. W. Sixth
 Avenue
 Phone Number ATwater 2121
 Studio Address 801 Oregonian Bldg.
 Transmitter Location North Portland, Oregon
 Time on the Air 6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation The Oregonian
 News Service AP; INS
 Transcription Service NBC Thesaurus;
 Langworth
 Representative Paul H. Raymer Co.

Personnel

President Caroline P. Leadbetter
 Station Manager Arden X. Pangborn
 Assistant Manager H. Quenton Cox
 Sales Manager Paul H. Connet
 Traffic Manager Ralph Greer
 Sales Promotion Manager Jack Eichenberger
 Program Director Ralph W. Rogers
 Production Manager Homer Welch
 Director of Women's
 Activities Peggy Williams
 Chief Announcer Donald M. Kneass
 Musical Director Abe Bercovitz
 Chief Engineer Harold Singleton

K G W

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By The Oregonian Publishing Company
Business Address 537 S. W. Sixth Ave.
Phone Number ATwater 2121
Studio Address 801 Oregonian Bldg.
Transmitter Location North Portland, Ore.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation The Oregonian
News Service AP; INS
Transcription Service Langworth; NBC Thesaurus
Representative Edward Petry & Co., Inc.

Personnel

President Caroline P. Leadbetter
Station Manager Arden X. Pangborn
Assistant Manager H. Quenton Cox
Sales Manager Paul H. Connet
Traffic Manager Ralph Greer
Sales Promotion Manager Jack Eichenberger
Program Director Ralph W. Rogers
Production Manager Homer Welch
Director of Women's Activities,
Peggy Williams
Chief Announcer Don Kneass
Musical Director Abe Bercovitz
Chief Engineer Harold Singleton

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By KOIN, Inc.
Business Address P. O. Box 1031
Phone Number ATwater 3333
Studio Address New Heathman Hotel Bldg.
Transmitter Location Head of Barnes Road
Time on the Air 6 a.m. to 12 midnight
News Services INS; UP
Transcription Services. World Program Library;
Associated Music Service; Lang-Worth
Representative Free & Peters, Inc.

Personnel

President C. W. Myers
Station Manager C. Roy Hunt
Commercial Manager Harry H. Buckendahl
Sales Promotion Manager Charles E. Couche
Program Director H. M. Swartwood, Jr.
Production Manager Ted W. Cooke
Chief Announcer Art Kirkham
Publicity Director Lester Halpin
Musical Director Joseph Sampietro
Technical Director Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts
Owned-Operated By KWJJ Broadcast Co., Inc.
Address 622 S. W. Salmon Street
Phone Number 4393
Transmitter Location Oaks Park, Portland
Time on the Air Unlimited license
Transcription Service Standard Radio
Representative Homer Owen Griffith

Personnel

President Wilbur J. Jerman
Secretary-Treasurer & General
Manager John C. Egan

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc. Power: 10000 Watts
Owned By KXL Broadcasters
Address KXL Building
Phone Number Broadway 6451
Transmitter Location Harmony, Oregon
Time on the Air 6 a.m. to local sunset; 11 p.m. to 2 a.m.
News Service UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio; Davis & Schwegler
Representative The Katz Agency, Inc.

Personnel

President-Station Manager Frances R. Symons
Commercial Manager H. S. Jacobsen
Program Director Virginia Symons
Chief Engineer Ralph Mifflin

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc. Power: 250 d.; 100 n. (C. P. 250)
Owned-Operated By News-Review Company
Business Address Roseburg
Phone Number 4
Transmitter Location Umpqua Hotel
Time on the Air 6:30 a.m. to 10:30 p.m.
Newspaper Affiliation Roseburg News-Review
News Service AP
Representative John Keating

Personnel

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

K S L M

SALEM—EST. 1933

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned By..... Oregon Radio, Inc.
 Operated By..... H. B. Read
 Business Address.....633 N. Front St.
 Phone Number..... 6131
 Transmitter Location.....633 N. Front St.
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Langworth; C. P.
 MacGregor

Representative John Keating

Personnel

President-General ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 AnnouncerJean Sevillier
 Publicity Director.....Malcolm Mitchell
 Musical Director.....Marias Brockway
 Chief Engineer.....Goodwin Lein

RADIO DAILY

A Publication
 Devoted to the
 Better Interests of
 Commercial Radio
 and Television

SUBSCRIPTION, \$10.00—FOREIGN, \$15.00
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RADIO DAILY AND RADIO ANNUAL

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• 50,000 WATTS IN ALL DIRECTIONS

• MORE LISTENERS: MORE COVERAGE

THAN ANY OTHER PHILA. STATION!

PENNSYLVANIA

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 255

W C B A - W S A N

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC

QUAKER NETWORK

Frequency: 1470 Kc. Power: 500 Watts
(C.P. 5000 Watts)

Owned By Lehigh Valley Broadcasting Co.

Operated By B. Bryan Musselman

Address 39-41 N. Tenth St.

Phone Number 9511

Transmitter Location Route No. 309 and
Old Catasauga Rd.

Time on the Air 7 a.m. to 12:05 a.m.

Newspaper Affiliation Allentown Morning

Call; Allentown Evening Chronicle

News Service UP

Transcription Services World Broadcasting

System; Lang-Worth

New York Sales Office 9 Rockefeller Plaza

Personnel

President J. C. Shumberger, Sr.

Vice President-Managing

Director B. Bryan Musselman

Program Director George Y. Snyder

W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned By The William F. Gable Co.

Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address 1320-32 11th Avenue

Phone Number 6467

Transmitter Location 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air 7:30 a.m. to 11:15 p.m.

News Service INS

Transcription Service World Broadcast-

ing System; Langworth
Representative Headley-Reed Co.

Personnel

President George P. Gable

Managing Director Roy Thompson

Chief Engineer George Burgoon

MASON DIXON RADIO GROUP

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

WDEL Wilmington, Del.

WKBO Harrisburg, Penna.

WORK York, Penna.

WAZL Hazleton, Penna.

WGAL Lancaster, Penna.

WEST Easton, Penna.

WILM Wilmington, Del.

Address: 8 West King Street, Lancaster, Pennsylvania

Represented Nationally—PAUL H. RAYMER CO.

New York • Chicago • San Francisco • Los Angeles

W I S R

BUTLER—EST. 1941

Frequency: 680 Kc.....Power: 250 Watts
 Owned By.....Butler Broadcasting Co.
 Operated By.....David H. Rosenblum
 Address.....357 N. Main St.
 Phone Number 4701
 Transmitter Location.....North Hill, Butler
 Township
 Time on the Air.....Local sunrise to sunset
 News Service AP
 Transcription ServiceWorld Broadcasting
 Service

Personnel

President-Station Manager,
 David H. Rosenblum
 Commercial-Sales Promotion
 Manager..... James V. Pryor
 Program-Musical Director....Everett H. Neill
 Production Manager.....Kieran Balfe
 Chief Announcer..... Kenneth Wilson
 Chief Engineer..... Clifford L. Gorsuch

W C E D

DU BOIS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-County Broad-
 casting Co., Inc.
 Address80 Park Place
 Phone Number1700
 Transmitter Location.....80 Park Place
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper AffiliationDuBois Courier-
 Express
 News Service UP
 Transcription ServiceStandard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....H. T. Grey
 Station-Commercial Manager.....J. S. Gray
 Program Director.....J. M. Andrews
 Chief EngineerD. W. Jeffries

FIRST IN PENNSYLVANIA'S FIRST CITY

W E R C

"Erie's Radio Center"

"Retailers in Erie recorded a 31 per cent increase for the twelve-month period."
 Dept. of Commerce, Jan. 27, 1942.

"Erie ranks as the first city in Pennsylvania with expected retail sales to show an increase of 32.9%." Sales Management, Jan. 14, 1942.

THE BEST AND MOST ECONOMICAL WAY TO SELL THE ERIE MARKET IS THROUGH the STATION WHICH SERVES IT BEST.

W E R C

CBS AFFILIATE

ERIE, PENNA.

National Representative . . . Spot Sales, Inc.

WEST

EASTON—EST. 1936

**MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Associated Broad-
casters, Inc.

Address: 516 Northampton St.
Phone Number: 8001
Transmitter Location: Williams Township
Time on the Air: 7 a.m. to 1 a.m.
News Service: UP
Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: Paul H. Raymer Co.

Personnel

Station Executive: Clair R. McCullough
Station Manager: Elwood C. Anderson
Sales Promotion Manager: Harold Barbour
Program Manager: Eugene Bethman
Chief Engineer: J. E. Mathiot

WERC

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
(C. P. 1390 Kc.; 1000 Watts)

Owned-Operated By: Presque Isle Broad-
casting Co.

Address: 121 West 10th St.
Phone Number: 47-490
Transmitter Location: 121 West 10th St.
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
days, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: NBC Thesaurus;
Standard Radio

Representative: Spot Sales, Inc.

Personnel

President: Jacob A. Young
General Manager: C. E. Denny
Commercial Manager: Ed Pearson
Program Director: J. J. Young
Chief Engineer: Otis L. Atherton

WLEU

ERIE—EST. 1935

**BLUE NETWORK
PENNSYLVANIA NETWORK
QUAKER NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WLEU Broadcasting
Corporation

Address: Commerce Building, 12th and
State Streets

Phone Numbers: 23-327 or 22-129
Transmitter Location: Commerce Bldg.
Time on the Air: Unlimited license
News Service: Transradio
Transcription Service: World Broad-
casting System

Personnel

President: Leo J. Omelian
General Manager: V. Hamilton Weir
Program Director: James Hamilton
Publicity Director: Robert Forester
Chief Announcer: James P. O'Shea
Musical Director: Anthony Conti
Chief Engineer: Clarence Baker

WHJB

GREENSBURG—EST. 1935

Frequency: 620 Kc. Power: 250 Watts
Owned-Operated By: Pittsburgh Radio
Supply House

Address: Penn Albert Hotel
Phone Number: Greensbrug 3740
Transmitter Location: Penn Albert Hotel
Time on the Air: 7 a.m. to sunset
News Service: Transradio
Transcription Service: Lang-Worth

Personnel

President: H. J. Brennan
Station Manager: George J. Podęyn
Commercial Manager: Robert Thompson
Program Director: Howard Hoffman
Production Manager-Chief
Engineer: Howard Lewis
Farm Director: J. Wyant Rowe

WSAJ

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Grove City College

Address: Hall of Science
Phone Number: 168-J
Transmitter Location: Hall of Science
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays
& Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President: W. C. Kettler
Station Manager-Chief
Engineer: H. W. Harmon
Program-Publicity Director: Rae G. Walters
Chief Announcer: Robert Simons
Musical Director: Prof. W. L. Multer
(Non-Commercial Station)

WHIP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: WHP, Inc.

Address: Telegraph Building, 216 Locust St.
Phone Number: 4-3211
Transmitter Location: Harrisburg-Hershey
Highway 4 miles from Harrisburg (Swatara
Township)

Time on the Air: 18½ hours daily;
Sundays, 16 hours

Newspaper Affiliation . . . Harrisburg Telegraph
 News Service UP
 Transcription Service . . . Standard Radio; Lang-
 Worth
 Representative John Blair & Company

Personnel

Station Manager A. K. Redmond
 Program-Publicity Director Dick Redmond
 Local Sales Representative R. A. Maxwell
 Office Supervisor Beatrice Pottetiger
 Musical Director David Shoop
 Chief Engineer R. S. Duncan

W K B O

HARRISBURG—EST. 1927

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.
 MASON-DIXON GROUP

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Keystone Broadcast-
 ing Corp.

Address 31 North Second St.
 Phone Number 4-0191
 Transmitter Location Third & Walnut Sts.
 Time on the Air 6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair McCullough
 Station Manager C. G. Moss
 Sales Promotion Manager George O. Smith
 Program Director Lewis Munnell
 Publicity Director Kaye Witmer
 Chief Engineer J. E. Mathiot

W A Z L

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Broadcast-
 ing Service

Address Hazleton National Bank Bldg.
 Phone Number 1488
 Transmitter Location Hazleton National
 Bank Bldg.
 Time on the Air 7 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative Paul H. Raymer Co.

Personnel

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

W J A C

JOHNSTOWN—EST. 1925

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WJAC, Incorporated
 Address Tribune Annex
 Phone Number 24-361
 Transmitter Location Tribune Building
 Time on the Air: 7 a.m. to 11:30 p.m.; Sundays,
 9 a.m. to 9:15 p.m.

Newspaper Affiliation Johnstown Tribune
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Headley-Reed Company

Personnel

President-Station Manager J. C. Tully
 Commercial Manager-Program
 Director J. P. Foster
 Chief Engineer Nevin Straub

W G A L

LANCASTER—EST. 1922

BLUE NETWORK—MBS-NBC
 MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business Address 8 West King St.
 Phone Number 5252
 Transmitter Location 8 West King St.
 Time on the Air 6:45 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCullough
 Station Manager Walter Miller
 Sales Promotion Manager Terrence McGough
 Program Manager Ernest Stanziola
 Publicity Director Howard Stanley
 Chief Engineer J. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

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

Business Address Hotel Coleman
 Phone Number 757
 Studio Address 28 West Market St.
 Transmitter Location Lewistown Heights
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 C. P. MacGregor
 Representative Burn-Smith Co.

Personnel

President Walter Fosnot
 Station-Sales Promotion
 Manager Joseph M. Nassau

Commercial Manager.....Harold P. Hanna
 Program Director.....Bernice L. Price
 Production Manager.....Joseph W. Smiley
 Publicity Director.....James S. Woods
 Chief Announcer.....Tyler Post
 Chief Engineer.....Bernard H. Bopp

WKST

NEW CASTLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM
 QUAKER STATE NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business Address.....Cathedral Bldg.
 Phone Number.....5050-5051
 Studio Addresses.....Cathedral Bldg., New Castle; Lawrence Ave., Ellwood City; Westminster College, New Wilmington
 Transmitter Location.....Old Pittsburgh Road
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus; Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....S. W. Townsend
 Station Manager.....A. W. Graham
 Commercial Manager.....Arthur Pryor
 Publicity Director.....Ray Wallace
 Chief Announcer.....Gil Gallagher
 News Editor.....Tom Smith
 Chief Engineer.....Robert Emch

Address.....1619 Walnut Street
 Phone Number.....Locust 3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight
 News Service.....AP; UP; Reuters
 Transcription Service.....NBC Thesaurus; Standard Radio
 Representative.....National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS

Chairman.....A. W. Robertson
 President.....George H. Bucher
 Vice-President.....Walter Evans
 General Manager.....Lee B. Wailes
 Technical Manager.....Joseph E. Baudino
 Sales Manager.....William E. Jackson
 Auditor.....Frank A. Logue
 Advertising and Publicity Manager,
 George A. Harder
 Program Supervisor.....Gordon Hawkins
 International Short Wave Manager,

KYW PERSONNEL

F. P. Nelson
 Station Manager.....Leslie Joy
 Program Manager.....James P. Begley
 Sales Manager.....B. A. McDonald
 Sales Promotion Manager.....Harold M. Coulter
 Production Managers.....James Harvey,
 Donn Bennett
 Publicity Director.....J. A. Aull
 Plant Manager.....E. H. Gager
 Musical Director.....Clarence Fuhrman
 Auditor-Personnel Manager.....A. H. Bates

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Allegheny-Kiski Broadcasting Co.
 Address.....810 Fifth Avenue
 Phone Number.....New Kensington 3534
 Transmitter Location.....East Deer Township, Allegheny County, Pa.
 Time on the Air.....7 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth; C. P. MacGregor
 Representative.....Cox & Tanz

Personnel

President.....C. Russell Cooper
 Station Manager.....Ed Kroen
 Program Director.....Harold Terkell
 Production Manager.....Thomas L. Aye, Jr.
 Chief Announcer.....Jack Craddock

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

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

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned-Operated By.....WCAU Broadcasting Company
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7700
 Transmitter Location.....Moorestown Township, New Jersey
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....AP; Transradio
 Transcription Service.....World Broadcasting System
 Representative.....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel

President and Station
 Manager.....Dr. Leon Levy
 Commercial Manager.....Alex Rosenman
 Sales Promotion Manager.....Joseph T. Connolly
 Director of Programs.....Stan Lee Broza
 Production Manager.....Horace Feyhl
 Publicity Director.....Dick Koster
 Director of W69H.....Kenneth Stowman
 Program Director of W69H.....Norris West
 Musical Director.....Joey Kearns
 Acting Technical Director.....George Lewis

MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN WITH



It pays to buy WFIL . . . the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters from leading advertisers and agencies conclusively prove the "Plus Value" of WFIL's specialized promotion.

You can sell more effectively in Philadelphia if you use WFIL's CHARTED MERCHANDISING — the plan that produces the largest listening audience at lowest cost. In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. There must be a reason . . . and there is . . . WFIL Chartist Merchandising.

NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

WFIL

THE BLUE NETWORK—KEY STATION QUAKER NETWORK—FM STATION W53PH

W D A S

PHILADELPHIA—EST. 1924

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

Address1211 Chestnut Street
Phone NumbersLocust 7400; Race 7474
Transmitter Location.....Woodside Park
Time on the Air.....7 a.m. to 12 midnight
News ServiceINS
Transcription Service.....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Secretary-Treasurer & Commercial
ManagerA. W. Dannenbaum, Jr.
Program Director.....Harold Davis
Production Manager.....Gene Edwards
Publicity Director-Chief
AnnouncerJerry Stone
News EditorBob Benson
Foreign Language Director...Nathan Fleisher
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

W F I L

PHILADELPHIA—EST. 1934

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....WFIL Broadcasting Company

AddressWidener Building
Phone NumberRittenhouse 6900
Transmitter Location.....63rd Street & Schuyl-kill River
Time on the Air.....5:45 a.m. to 2 a.m.
News ServiceINS
Transcription Service.....Associated Music Publishers
RepresentativeThe Katz Agency, Inc.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick
Business Manager.....William B. Caskey
Program Director.....Edward C. Obrist
Production Manager.....Donald Martin
Public Relations Director.....James Allen
Musical Director.....Norman Black
Acting Chief Engineer.....Arnold Nygren

W H A T

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broadcasting Company, Inc.

Address...539 Ledger Bldg., 6th and Chestnut Streets
Phone NumberLombard 2390

Transmitter Location....Hotel Philadelphian, 40th and Market Streets
Time on the Air.....45 hours weekly (shares with WTEL)

Newspaper Affiliation...Philadelphia Record
Personnel

President.....J. David Stern
General Manager.....Milton Laughlin

W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation

Business Address.....1423-25 Walnut Street
Phone NumberRittenhouse 9182
Transmitter Location..1423-25 Walnut Street, Philadelphia

Time on the Air.....Unlimited license
News ServiceUP

Personnel

President.....Paul F. Harron
General ManagerEdward D. Clery
Sales Promotion-Production
ManagerRupe Werling
Program-Musical Director.....Douglas Arthur
Chief EngineerJohn H. Henninger

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

NEWS EVERY HOUR ON THE HOUR

BULLSEYES

AIMED AT THE THIRD
LARGEST MARKET IN
THE COUNTRY—
PHILADELPHIA

5,000 WATTS →

24 HOURS A DAY →

7,435,612 LISTENERS →

MUTUAL BROADCASTING SYSTEM →

610 ON THE DIAL

WIP

THE BUY OF 1942

"PHILADELPHIA'S PIONEER VOICE"

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: Pennsylvania Broadcasting Company
 Address: 35 South 9th Street
 Phone Number: WALnut 6800
 Transmitter Location: Bellmawr, N. J.
 Time on the Air: 24 hours daily
 News Service: Transradio; UP
 Transcription Service: World Broadcasting System
 Representative: Burn-Smith Co., Inc.

Personnel

President & Station Manager: Benedict Gimbel, Jr.
 V-P in Charge of Sales: Edward A. Davies
 Commercial-Sales Promotion Manager & Assistant Program Director: Edward Wallis
 Program Director: Murray Arnold
 Production Manager: Sam Serota
 Chief Announcer-Night Mgr.: George Barry
 Musical Director: Joe Frassetto
 Technical Supervisor: Clifford C. Harris

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: William Penn Broadcasting Co.
 Address: 1528 Walnut St.
 Phone Number: Pennypacker 9490; Race 4006
 Transmitter Location: 72nd and Race Sts.
 Time on the Air: 6:45 a.m. to 12 midnight
 News Service: Transradio
 Transcription Service: Lang-Worth

Personnel

Owner: Arde Bulova
 General Manager: Arthur Simon
 Sales Promotion-Publicity: Raymond Gathrid; Ira Walsh
 Program Director: Lewis L. London
 Musical Director: Joseph Franzoza
 Chief Engineer: Charles Burtis

(See Page 548)

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By: Foulkrod Radio Eng. Co., Inc.
 Address: 4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport 4310; North 1031
 Transmitter Location: "H" St. and Wyoming Ave.

Time on the Air: Shares with WHAT and WCAM

Transcription Service: Lang-Worth

Personnel

President: Doug. Hibbs
 General Manager: Henry N. Cocker
 Chief Engineer: Gray D. MacLaughlin, Jr.

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc. Power: 50000 Watts
 Owned-Operated By: Westinghouse Radio Stations, Inc.
 Business Address: 1619 Walnut St., Philadelphia, Pa.
 Studio Address: Grant Building
 Phone Number: Grant 4200
 Transmitter Location: Allison Park, Hampton Township, Pa.
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: AP; UP; Reuters
 Transcription Service: NBC Thesaurus
 National Sales Office Address: 1619 Walnut Street, Philadelphia, Pa.
 Representative: National Broadcasting Co.

Personnel

President: G. H. Bucher
 General Manager: James B. Rock
 Commercial Manager: J. S. de Russy
 Sales Promotion Manager: W. B. McGill
 Program Director: Franklin Tooke
 Production Manager: Claude Moris
 Publicity Director: John M. Cooper
 Artists' Bureau Head: Beulah M. Rodgers
 Office Manager: Robert E. Pusey
 Continuity Supervisor: Dale Jackson
 Agricultural Director: Donald Lerch
 Chief Announcer: Wilbur C. Sutherland
 Traffic Manager: G. Dare Fleck
 Musical Directors: Bernie Armstrong, Aneurin Bodycombe
 Chief Engineer: Dwight A. Myer

KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: KQV Broadcasting Co.
 Address: Chamber of Commerce Bldg.
 Phone Number: Grant 4860
 Transmitter Location: 1475 Crane Road
 Time on the Air: 7 a.m. to 12:30 a.m.
 News Service: Transradio
 Transcription Service: Lang-Worth; Standard Radio
 Representative: George P. Hollingbery Co.



Let us doctor your sales. We are recognized specialists in our field. Practicing in Philadelphia, the country's third largest market, our treatments will make your sales healthy and strong for we are known as "the station that sells." Won't you consult us and let us diagnose your case?

WPEN

5000 WATTS—950 ON THE DIAL

Personnel

President.....H. J. Brennen
 Station Manager.....G. S. "Pete" Wasser
 Commercial & Advertising
 Manager.....R. M. Thompson, Sr.
 Program Director.....Ray Shannon
 Publicity Director.....Tex Howard
 Chief Engineer.....Walter W. McCoy

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
 Time on the Air.....6:30 a.m. to 2 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun Telegraph
 News Service.....INS
 Transcription Service.....World Broadcasting System
 Representative.....The Katz Agency, Inc.

Personnel

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

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Pittsburgh Radio Supply House
 Address.....411 Seventh Avenue
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road, Greentree
 Time on the Air.....Unlimited license
 News Service.....Transradio
 Representative.....Wm. G. Rambeau Co.

Personnel

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

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By: Walker & Downing Radio Corporation

Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St., N. S.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post Gazette
 News Service.....AP
 Transcription Service.....Standard Radio; Associated Music Publishers

Personnel

President-Station Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Sales Promotion Manager.....John Wilkoff
 Program Director.....Walter E. Sickles
 Production Manager.....John Davis
 Artists' Bureau Head.....Marie Wilk
 Chief Announcer.....David Tyson
 Traffic Manager.....Laura Wilk
 Musical Director.....Buzz Aston
 Chief Engineer.....Henry R. Kaiser

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting Co.
 Business Address.....533 Penn St.
 Phone Number.....7335
 Studio Addresses...533 Penn St.; Reading Senior High School
 Transmitter Location.....Spring Township
 Time on the Air.....8 a.m. to local sunset
 Transcription Service.....Lang-Worth; NBC
 Thesaurus; Standard Radio
 Representative.....George P. Hollingbery Co.

Personnel

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

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Reading Broadcasting Co.
 Business Address.....533 Penn St.
 Phone Number.....7336
 Studio Addresses.....533 Penn St.; State Theatre
 Transmitter Location.....Reading
 Time on the Air.....7 a.m. to 12 midnight
 Representative...George P. Hollingbery Co.

Personnel

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

W A R M

SCRANTON—EST. 1940
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Broadcasting Co.
 Address Select Bldg.
 Phone Number 41148
 Transmitter Location 721 N. Blakely St., Dunmore, Pa.
 Time on the Air 7 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative ... George P. Hollingbery Co.

Personnel

President-Station Manager... Martin F. Memolo
 Commercial Manager Dale Robertson
 Sales Promotion Manager George Field
 Program Director Kenneth Beghold
 Chief Announcer John Von Bergen
 Musical Director Maynard Fisher
 Chief Engineer Adolph Oschmann

W A R M

The most effective and economical way to sell the Scranton market is thru

W. A R M

Mutual Broadcasting System

SCRANTON, PA.

The station that most of the people in Northeast Pennsylvania LISTEN to MOST of the time

GEORGE P. HOLLINGBERY CO.
 National Representatives

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Scranton Broadcasters, Inc.
 Business Address 1000 Wyoming Ave.
 Phone Number 6296
 Studio Address Administration Building of International Correspondence Schools
 Transmitter Location Drinker Turnpike, Dunmore, Pa.
 Time on the Air: 7 a.m. to 2 a.m.; Sundays, 8:45 a.m. to 2 a.m.
 News Service INS
 Transcription Service Standard Radio; Lang-Worth
 Representative John Blair & Co.

Personnel

President Frank Megargee
 Station Manager Robert E. McDowell
 Commercial & Sales Manager Geo. D. Coleman
 Program Director Frank Monaghan
 Production Manager John Grollier
 Publicity Director Edwin Erwin
 Chief Announcer Bill Pierce
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON

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

Personnel

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

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By Sharon Herald Broadcasting Company
 Business Address P. O. Box 541
 Phone Numbers 4113, 4114
 Studio Address Pine Hollow Blvd.
 Transmitter Location Pine Hollow Blvd.
 Time on the Air 6 a.m. to local sunset
 Newspaper Affiliation Sharon Herald
 News Service UP
 Transcription Service Associated Music Publishers
 Representative Howard H. Wilson Company

Personnel

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

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Broadcast-
 ing Corp.
 Address1150 N. Front St.
 Phone Number1325
 Transmitter Location.....1150 N. Front St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 7 a.m. to 5 p.m.
 News Service UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor
 Representative Cox & Tanz

Personnel

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

W M B S

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated ByFayette Broadcast-
 ing Corp.
 AddressFayette Title and Trust Bldg.
 Phone Number800
 Transmitter Location.....Burgess Field
 Time on the Air.....6 a.m. to 1 a.m.
 News Service INS
 Transcription ServiceNBC Thesaurus

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....M. E. Slagel
 Artists' Bureau HeadHugh Rafferty
 Program Director.....Sullivan Sages
 Chief Announcer.....Karl Janssen
 Publicity Director.....Bill Fields
 Musical Director.....Mary Lucius
 Chief Engineer.....S. M. Glotfelty

W J P A

WASHINGTON—EST. 1941

TRI-STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Washington Broad-
 casting Company

AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location.....½ mile northeast of
 Washington city limits
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP

Personnel

President W. S. Yard
 General Manager.....John Laux
 Commercial-Sales Promotion
 Manager John M. Croft
 Program Director.....Stanley Schultz
 Chief EngineerJoseph M. Troesch

W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Number.....3-0196
 Transmitter Location.....Plains Township, Pa.
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Lang-Worth; Asso-
 ciated Music Publishers

Personnel

President-Station Manager,
 John H. Stenger, Jr.
 Office Manager.....A. W. Grebe
 Sales Promotion Manager.....W. Jones Evans
 Program Director.....Ken Beghold
 Chief Announcer.....Dick Mawson
 Musical Director.....Phil Cusick
 Chief Engineer.....Robert Love

W B R E

WILKES-BARRE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByLouis G. Baltimore
 Operated ByRadio Station WBRE
 Address62 So. Franklin Street
 Phone Number.....33101
 Transmitter Location..Third Avenue, Kingston,
 Pa.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service AP
 Transcription ServiceC. P. MacGregor

Personnel

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

W F C I *in* R. I.

PROVIDENCE

PAWTUCKET

BASIC

Blue
NETWORK

IN

1942

PROVIDENCE and PAWTUCKET . . . one vast metropolitan area, plus 145 other cities and towns, gives you access to over 1,000,000 people, in NEW ENGLAND'S 2nd LARGEST MARKET.

W F C I

PAWTUCKET BROADCASTING COMPANY, INC.
Studios and Offices — 450 MAIN STREET, PAWTUCKET, R. I.
NATIONAL REPRESENTATIVE
HEADLEY REED COMPANY, Graybar Building, New York City

W R A K

WILLIAMSPORT—EST. 1929

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WRAC, Inc.
 Address: 244 West Fourth Street
 Phone Number: 2-6116
 Transmitter Location: 1561 West Fourth Street
 Time on the Air: 7:30 a.m. to 10:15 p.m.
 Newspaper Affiliation: Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service: UP
 Transcription Service: Standard Radio; Associated Music Publishers
 Representative: J. P. McKinney & Son

Personnel

President: E. M. Case
 Station Manager: George E. Joy
 Commercial Manager: Thomas W. Metzger
 Office Manager: Helen McKenna
 Program Director: Mary Helen Person
 Production Manager: J. Wright Mackey
 Chief Announcer: Paul M. Breining
 Chief Engineer: Louis Persio

W O R K

YORK—EST. 1932

**BLUE NETWORK—MBS-NBC
 MASON-DIXON GROUP**

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By: York Broadcasting Co.

Business Address: 13 S. Beaver St.
 Phone Number: 6629
 Transmitter Location: West Manchester Township, Pa.
 Time on the Air: 6:45 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Paul H. Raymer Co.

Personnel

Station Executive: Clair R. McCullough
 Station Manager: Harold Miller
 Sales Promotion Manager: John Neff
 Program Director: Otis Morse
 Publicity Director: Wilhelmenia Hollinger
 Chief Engineer: J. E. Mathiot

Unassigned*

YORK—EST. 1942

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Operated By: Susquehanna Broadcasting Co.
 Address: York
 Transmitter Location: York
 Time on the Air: Daytime license

Personnel

President: Louis J. Appell
 *Station had a construction permit at press-time and no further information was available.

RHODE ISLAND

*For Latest U. S. Census, Population and Retail Trade Data
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W F C I

PAWTUCKET—EST. 1941

**MUTUAL BROADCASTING SYSTEM
 COLONIAL NETWORK**

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By: Pawtucket Broadcasting, Inc.
 Business Address: 450 Main Street
 Phone Number: Perry 9540
 Transmitter Location: John St., Lonsdale, R. I.
 Time on the Air: 6:30 a.m. to 1 a.m.
 News Service: Transradio
 Transcription Service: Standard Radio
 Representative: Headley-Reed Co.

Personnel

President-Chief Engineer: Howard W. Thornley
 Treasurer: Frank F. Crook
 Station Manager: W. Paul Oury
 Commercial Manager: T. F. Allen
 Program Director: George Sutherland

Chief Announcer: Don Graham
 Musical Director: Arthur Paquette

W E A N

PROVIDENCE—EST. 1922

**BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 YANKEE-COLONIAL**

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: Crown Hotel
 Phone Number: DEXter 1500
 Transmitter Location: East Providence, R. I.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INC; Yankee-Colonial Network News Service
 Transcription Service: Associated Music Publishers
 Representative: Edward Petry Co., Inc.

Personnel

President John Shepard, III
 V-P In Charge of Station
 Operation R. L. Harlow
 V-P In Charge of Sales and
 Production Linus Travers
 V-P In Charge of Engineering,
 Paul A. DeMars

Merchandising and Promotion
 Director James S. Powers
 Station & Sales Supervisor Malcolm S. Parker
 Program-Publicity Director Rose M. Powers
 Production Manager Donald Morton
 Chief Announcer James Zirga
 Musical Director Carl J. Tatz

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By The Outlet Company
 Business Address 176 Weybosset Street
 Phone Number Gaspee 1071
 Transmitter Location Wampanoag Trail,
 East Providence, R. I.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 9 a.m. to 1 a.m.
 Transcription Service World Broadcasting
 System

Representative Weed & Company

Personnel

President Mortimer L. Burbank
 Station Manager John J. Boyle
 Musical Director Earl J. Shean
 Chief Engineer Thomas Prior

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By Cherry & Webb
 Broadcasting Company
 Address 15 Chestnut Street
 Phone Number Plantations 9776
 Transmitter Location Wampanoag Trail,
 East Providence, R. I.

Time on the Air 130 hours per week
 News Service AP; UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Company

Personnel

President William S. Cherry, Jr.
 Station Manager William T. Bush
 Commercial Manager Harvey Carter
 Program Director H. William Koster
 Publicity Director Albert C. Rider
 Musical Director Edwin F. Drew
 Chief Engineer Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census, Population and Retail Trade Data

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WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton E. Hall
 Address Anderson College
 Phone Number 800
 Transmitter Location Anderson College
 Time on the Air Unlimited license
 Newspaper Affiliation Anderson Independent
 News Service Anderson Daily Mail
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; World Broadcasting System
 Representative Spot Sales, Inc.

Personnel

Owner Wilton E. Hall
 Station Manager W. Ennis Bray

Owned-Operated By South Carolina
 Broadcasting Company

Address Francis Marion Hotel
 Phone Numbers 7611; 7612
 Transmitter Location Windemere, S. C.
 Time on the Air: 6 a.m. to 12:35 a.m.; Sundays,
 8 a.m. to 12:35 a.m.

News Service UP
 Transcription Service NBC Thesaurus
 Representative Free & Peters

Personnel

President-Station Manager J. M. Rivers
 Commercial Manager Roland Weeks
 Merchandising Manager-Publicity
 Director Thomas L. Means
 Program Director Charles McMahon
 Musical Director T. Heyward Moore
 Chief Engineer J. M. Weaver

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts

• • • SOUTH CAROLINA • • •

Owned-Operated By.....Atlantic Coast
Broadcasting Company
Business Address.....134 Meeting Street
Phone Number.....2-2961; 2-2962
Studio Address.....Wagner Terrace
Transmitter Location.....South of Albemarle,
S. C.
Time on the Air.....18 hours daily; Sun-
days, 16 hours
Newspaper Affiliation.....News & Courier;
Charleston Evening Post
News Service.....AP
Transcription Service.....Associated Music
Publishers; Standard Radio
Representative.....George P. Hollingbery
Co.

Personnel

President.....R. M. Manigault
Station Manager.....R. E. Bradham
Commercial Manager.....W. P. Speight
Program Director.....C. Wylie Calder
Musical Director.....Kenneth Dent
Chief Engineer.....D. M. Bradham

W C O S

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Carolina Advertising
Corp.
Address.....1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Time on the Air.....120¼ hours weekly
News Service.....INS
Transcription Service.....Associated Music
Publishers; C. P. MacGregor
Representative.....Spot Sales, Inc.

Personnel

President.....A. B. Langley
General Manager.....Roy A. Powell
Program Director.....W. C. Bockman
Publicity Director.....Howard Hamrick
Chief Announcer.....Bob Eisenman
Musical Directors.....Dot Baxter,
Virginia Hook
Chief Engineer.....Charles A. Thoman

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Liberty Life In-
surance Company
Address.....1811 Main Street
Phone Number.....2-2135; 2-2136
Transmitter Location.....Bluff Road
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....W. Frank Hipp
Station Manager.....G. Richard Shaffo
Commercial Manager.....J. D. Saumenig
Merchandising Manager.....Robert E. Ellison
Program Director.....Floyd D. Rodgers, Jr.
Production Manager-Chief
Announcer.....Glenn Adams
Publicity Director.....Roland Dopson
Chief Engineer.....Scott Helt
Chief Control Engineer.....Charles Bell

W O L S

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....O. Lee Stone
Address.....Sanborn Hotel
Phone Number.....48
Transmitter Location.....Charleston Highway
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Davis & Schwegler
Representative.....Cox & Tanz

Personnel

Owner.....O. Lee Stone
Station Manager.....Melvin H. Purvis
Commercial-Sales Promotion Manager,
H. Russ Holt
Program-Musical Director.....Rod Dorsey
Publicity Director.....Bonnie McCubbins
Chief Engineer.....Robert M. Wallace

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc...Power: 5000 d.; 1000 n.;
(C. P. 5000)
Owned-Operated By.....Greenville News-
Piedmont Co.
Address.....Poinsett Hotel
Phone Number.....362; 363
Transmitter Location.....Gannt, S. C.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Greenville News-
Piedmont
News Service.....Transradio; UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook
(Atlanta, Ga.)

Personnel

President.....Roger C. Peace
Station Manager.....B. T. Whitmire
Commercial Manager.....W. H. Clews
Sales Promotion Manager.....Lee Parsons
Program Director.....Norvin C. Duncan
Production Manager.....Dick Pyron

Publicity Director.....James Dawson
 Chief Announcer.....Joel Lawhon
 Musical Director.....Alice Wyman
 Chief Engineer.....W. C. Etheredge

W M R C

GREENVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Textile Broadcasting
 Company, Inc.
 Business Address.....P. O. Box 1499
 Phone Number.....5730
 Studio Address.....Prevost Building
 Transmitter Location.....400 Mayberry Street
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP; INS
 Transcription Service.....World Broad-
 casting System

Personnel

President.....Robert A. Jolly
 Station-Commercial Manager..Ralph C. Barron
 Program Director.....C. E. Campbell
 Publicity Director.....Charles McLawhorn
 Musical Director.....Jimmy Collins
 Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 Address.....Greenwood
 Phone Number.....4300
 Transmitter Location.....Greenwood
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Douglas Featherstone
 Station Manager.....Dan Crosland
 Program Director.....Newton S. Smith
 Women's Editor.....Margaret Bailey
 Chief Engineer.....Fred U. Wamble

W O R D

SPARTANBURG—EST. 1940
 BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Spartanburg Adver-
 tising Company
 Address.....155 South Liberty Street
 Phone Number.....2901
 Transmitter Location.....2½ miles Northeast
 of Spartanburg
 Time on the Air.....6 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager,
 Walter J. Brown
 Commercial Manager.....J. W. Kirkpatrick
 Program Director.....William Ratcliffe
 Publicity Director.....Robert F. Anthony
 Musical Director.....Hal Moore
 Chief Engineer.....Ralph S. Bennett

W S P A

SPARTANBURG—EST. 1929
 COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Ad-
 vertising Corporation
 Address.....155 South Liberty Street
 Phone Number.....2900
 Transmitter Location.....3½ miles Northwest
 of Spartanburg
 Time on the Air.....5:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Transcription
 Service
 Representative.....George P. Hollingbery Co.

Personnel

Vice President-General Manager,
 Walter J. Brown
 Commercial Manager...John W. Kirkpatrick
 Sales Promotion Manager.....Robert Anthony
 Program Director.....Sterling Wright
 Publicity Director.....Roger A. Shaffer
 Musical Director.....Hal Moore
 Chief Engineer.....Ralph S. Bennett

W F I G

SUMTER—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....J. Samuel Brody
 Address.....39 North Main Street
 Phone Numbers.. 1340 (Studio); 93 (Business
 Office)
 Transmitter Location.....Highway No. 76
 Time on the Air.....15 hours daily
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System

Personnel

Owner.....Julius S. Brody
 Station Manager.....T. Doug Youngblood
 Program Director-Chief
 Announcer.....Eddie Carlos
 Publicity Director.....Dorothy Boney
 Musical Director.....Mrs. Murray Lewis
 Chief Engineer.....Paul Petroski

SOUTH DAKOTA

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K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Aberdeen Broadcast
Company
Address 117½ South Main Street
Phone Number 4626
Transmitter Location Wylie Park
Time on the Air 6 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Company

Personnel

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

K G F X

PIERRE—EST. 1922

Frequency: 630 Kc. Power: 200 Watts
Owned-Operated By Ida A. McNeil
Address 203 West Summit Ave.
Phone Number 351
Transmitter Location 203 West Summit Ave.
Time on the Air 9:30 a.m. to local sunset
News Service AP
Transcription Service Keystone Broadcast-
ing System
Representative Cox & Tanz

Personnel

Owner and Director Ida A. McNeil
Chief Engineer Robert H. Dye

K O B H

RAPID CITY—EST. 1936

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Black Hills Broadcast
Company of Rapid City
Address Alex Johnson Hotel
Phone Number 2000
Transmitter Location East of City
Time on the Air 6 a.m. to 10 p.m.; Sundays,
8:30 a.m. to 5 p.m.
News Service UP

Transcription Service Lang-Worth; Keystone
Broadcasting System
Representative The Walker Company

Personnel

President C. A. Quarnberg
Vice-President-Managing Director,
Robert J. Dean
Commercial Manager-Publicity Director,
George E. Brunlett
Program Director-Chief Announcer,
Harry Turner
News Editor John Leslie
Special Events Director Harry Petersen
Women's Editor Mildred Palmer
Chief Engineer M. J. Jones

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By South Dakota State
School of Mines
Address Rapid City
Phone Number 1600
Transmitter Location Rapid City
Time on the Air: Shares time on a daytime
license

(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Sioux Falls Broadcast
Assn., Inc.
Address 317 So. Phillips Ave.
Phone Number 757
Transmitter Location Highway No. 16
Time on the Air 10 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio;
NBC Thesaurus
Representative Howard H. Wilson Co.

Personnel

President and Station
Manager Joseph Henkin
Vice-President-Promotion Manager,
S. Fantle, Jr.
Commercial Manager George R. Hahn
V-P & Program-Musical
Director Morton Henkin
Traffic Manager Evans Nord
Chief Engineer Max Staley

K S O O

SIoux FALLS—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By Sioux Falls Broad-
cast Assn., Inc.

Address 317 So. Phillips Ave.
Phone Number 757

Transmitter Location Highway No. 16

Time on the Air 6 a.m. to local sunset

News Service UP

Transcription Service NBC Thesaurus;
Standard Radio

Representative Howard H. Wilson Co.

Personnel

President and Station

Manager Joseph Henkin

Vice-President-Promotion Manager,
S. Fantle, Jr.

Commercial Manager George R. Hahn

V-P & Program-Musical
Director Morton Henkin

Traffic Manager Evans Nord

Chief Engineer Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts
Owned-Operated By University of South
Dakota

Address Union Building

Phone Number 209-J

Transmitter Location Science Hall

Time on the Air 2:30 p.m. to 5 p.m.

BUY

DEFENSE

BONDS

Personnel

Station Manager-Program

Director Ed LaGrave, Jr.

Chief Announcer Tom Steensland

Chief Engineer Kenneth Relf

(Non-Commercial Station)

K W A T

WATERTOWN—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts

Owned By Midland National Life Insur-
ance Company

Operated By F. L. Bramble (Mgr.); M. W.
Plowman (Ass't, Mgr.)

Address Midland Building

Phone Number 5050

Transmitter Location ½ mile south of
business section

Time on the Air 7 a.m. to 10 p.m.

News Service UP

Personnel

Station Manager F. L. Bramble

Assistant & Commercial Manager,
M. W. Plowman

Program Director Dale E. Russell

Chief Engineer Sherrill Zimmerman

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

THE COWLES STATIONS

Frequency: 570 Kc. Power: 5000 d.; 1000 n.;
(C. P. 5000 n.)

Owned-Operated By WNAX Broadcasting
Co.

Addresses: WNAX Bldg.; Orpheum Theater
Bldg., Sioux City, Ia.

Phone Numbers: 443 (Yankton); 8-5666 (Sioux
City)

Transmitter Location Between Yankton &
Sioux City

Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7:40 a.m. to 12 midnight

Newspaper Affiliation: Des Moines Register &
Tribune

News Service AP; UP

Transcription Service Standard Radio

Representative The Katz Agency

Personnel

President Gardner Cowles, Jr.

Vice-President Luther L. Hill

Station-Commercial Manager Phil Hoffman

Merchandising Manager Harold Storin

Program Director Arthur J. Smith

Production Manager Herb Howard

Publicity Director Wynn Hubler

Sioux City Representatives Arden Swisher,
C. E. LaGrave

Musical Director Rex Hays

Chief Engineer Clifton M. Todd

TENNESSEE

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W O P I

BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting
Station WOPI, Inc.
Address 410 State St.
Phone Number WOPI
Transmitter Location Old Abingdon Road,
Bristol, Va.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Bristol Herald
Courier
News Service UP
Transcription Service NBC Thesaurus
Representative Burn-Smith Company

Personnel

President and General Manager W. A. Wilson
Commercial Manager R. L. Russell
Program-Musical Director and Chief
Announcer Fey Rogers
Publicity-Continuity Director Mike Cady
Traffic Manager Mary Abell
Chief Engineer Robert Smith

W A P O

CHATTANOOGA—EST. 1936
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: W. A. Patterson
Address Read House
Phone Number 6-6141
Transmitter Location Pineville, Tenn.
Time on the Air 6 a.m. to 12 midnight
News Service INS
Transcription Service NBC Thesaurus
Representative Headley-Reed Company

Personnel

Owner W. A. Patterson
General Manager R. G. Patterson
Sales Manager Nelson Krebs
Program-Publicity Director Helen Patterson
Chief Announcer Bob Bosworth
Artists' Bureau Head Jack Daub
Bookkeeper Genevieve Crantford
Musical Director Jimmy Johnston
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Joe W. Engel
Address 419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location 419 Volunteer Bldg.
Time on the Air 6 a.m. to 11 p.m.
News Service UP
Transcription Service Standard Radio
Representative Burn-Smith Co.

Personnel

President Joe W. Engel
Station-Commercial Manager Tom Nobles
Sales Promotion Manager George Barber
Program Director Vann Campbell
Publicity Director Luther Masingill
Chief Announcer Charles Atchinson
Auditor Pearl McWhorter
Artists' Bureau Head Rachel Morton
Musical Director Jean Van Arsdale
Chief Engineer J. V. Sanderson

W D O D

CHATTANOOGA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: WDOD Broad-
casting Corporation
Address Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location Baylor School
Time on the Air 5:30 a.m. to 12 midnight
News Service UP
Transcription Service: Langworth, Associated
Music Publishers
Representative Paul H. Raymer Co.

Personnel

President-Station Manager, Norman A. Thomas
Commercial Manager Carter M. Parham
Sales Promotion Manager Clifford Bowers
Program Manager D. W. McCurdy
Production Manager Eugene Wilkey
Chief Announcer John Grey
Musical Director Bobby Meeks
Chief Engineer J. C. Vessels

W J Z M

CLARKESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: W. D. Hudson and
Violet Hutton Hudson
Address: Masonic Bldg., Commerce and Third
Street
Phone Number 499

Transmitter Location Martin Street
 Time on the Air 6 a.m. to 11 p.m.
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner-Station Manager W. D. Hudson
 Assistant Manager Les Carmichael
 Commercial-Sales Promotion
 Manager Tom White
 Program-Publicity Director Bill Bowers
 Bookkeeper Mrs. Robert Thompson
 Chief Engineer Bob Thompson

•
W H U B

COOKEVILLE—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHUB, Inc.
 Address East Spring Street
 Phone Number Southern Continental 200
 Transmitter Location 807 Hickory Street
 Time on the Air: 6 a.m. to 10 p.m.; Saturdays,
 6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10
 p.m.

News Service UP
 Transcription Service Standard Radio
 Representative Associated Radio Sales

Personnel

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

•
W T J S

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

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

Address Jackson
 Phone Number 3340
 Transmitter Location Route No. 3
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation The Jackson Sun
 News Service AP; UP
 Transcription Service World Broadcasting
 System

Representative The Branham Company

Personnel

President C. E. Pigford
 Station Manager A. A. Stone
 Sales and Sales Promotion Manager,
 Otis Roush
 Program-Publicity Director and Chief
 Announcer Houston Cox
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Engineer B. C. Brummell

W J H L

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By WJHL, Inc.
 Business Address 412 S. Roan St.
 Phone Number WJHL
 Studio Addresses: 412 S. Roan St.; Bonnie
 Kate Theater Bldg., Elizabethton
 Transmitter Location Johnson City
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

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

•
W K P T

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

—BLUE RIDGE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co.

Address Radio Center
 Phone Number WKPT
 Transmitter Location East Kingsport
 Time on the Air 6:30 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Lang-Worth
 Representative Burn-Smith Co.

Personnel

President C. P. Edward, Jr.
 General Manager Jesse Swicegood
 Production Manager Haden Huddleston
 Chief Engineer Gladman W. Upchurch

•
W B I R

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

VOLUNTEER STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By J. W. Birdwell
 Address: Chamber of Commerce Bldg., 618
 South Gay Street

Phone Number 4-3321
 Transmitter Location Wilder Place
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Burn-Smith Co.

Personnel

Owner-Manager.....J. W. Birdwell
 Business Manager.....John Cox Birdwell
 Commercial & Sales Promotion
 Manager.....John P. Hart
 Program-Publicity Director.....Charles Devois
 Chief Announcer.....Joe Wheeler
 Chief Engineer.....Edward W. McGinley

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 5000 d.; 500 n.;
 (C. P. 10000 d. & n.)

Owned-Operated By.....Scripps-Howard
 Radio, Inc.

Address.....110-112 South Gay Street
 Phone Number.....3-3171

Transmitter Location.....Anderson Road near
 Knoxville

Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 5:30 a.m. to 12 midnight; Saturday,
 5 a.m. to 1 a.m.

Newspaper Affiliation Knoxville News-Sentinel
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Branham Company

Personnel

President.....Jack R. Howard
 Vice-President-General Manager,

R. B. Westergaard

Sales Promotion Manager.....C. B. Davis
 Program Director.....Lowell Blanchard
 Educational Director.....K. E. Huddleston
 Continuity Director.....Ken Wright
 Musical Director.....Jerry Collins
 Cashier-Office Manager.....Howard Bowles
 Chief Engineer.....J. B. Epperson

W R O L

KNOXVILLE—EST. 1927

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By.....Stuart Broadcasting
 Co.

Business Address.....531 S. Gay St.
 Phone Number.....2-7111

Studio Address.....Hamilton Bank Bldg.
 Transmitter Location.....Holston Hills

Time on the Air.....5 a.m. to 12 midnight
 News Service.....AP

Transcription Service.....NBC Thesaurus;
 C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President.....S. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Fred Pihler

Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Owen McReynolds

W H B Q

MEMPHIS—EST. 1925

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

Address.....Hotel Claridge
 Phone Number.....8-6868

Transmitter Location.....46 Neely St.
 Time on the Air.....7 a.m. to 11 p.m.

News Service.....INS
 Transcription Service.....Standard Radio;

Lang-Worth

Personnel

President.....Thos. Thompson
 General Manager.....E. A. Alburty
 Program Director.....E. H. McMurry, Jr.
 Musical Director.....J. M. Klaer
 Chief Engineer.....Weldon Roy

W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

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

Address.....Goodwyn Institute
 Phone Number.....8-7464

Transmitter Location.....Five Points, Tenn.
 Time on the Air: 5:30 a.m. to 12 midnight;

Saturdays, 5:30 a.m. to 1 a.m.

Newspaper Affiliation.....Memphis Com-
 mercial Appeal

News Service.....UP
 Transcription Service.....NBC Thesaurus;

Lang-Worth

Representative.....The Branham Co.

Personnel

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

W M P S

MEMPHIS—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By.....Memphis Broad-
 casting Company

THE Fifth ESTATE

RADIO has become of age. Its miracle, now 21 years old, has advanced through all the stages of every important and beneficial service, and has become commonplace . . . its mystery taken for granted.

That is as it should be. For radio is too important . . . too great to be held in awe. Let the philosopher wonder at its cause, but let the people enjoy its effects. Radio is for the people.

Jew, Gentile, Catholic and Protestant are all served . . . and served well by radio. For American radio is as democratic as the people it serves.

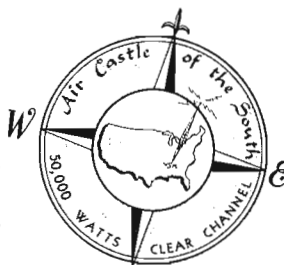
Information, entertainment, education and innumerable services that Midas could not buy with all his gold are to be had with the push of a button . . . the flick of a dial. The financier is served no better . . . no quicker than the farm-

The American public . . . comfortable and relaxed in the living room or speeding over the highway . . . hears history as it is being made and is better informed on both sides than ever before. Radio has not only reported the events, but for the first time has brought about mass participation in the determination of a foreign policy.

Radio service is as limitless as the ether waves. In peace it provides culture, information and amusement. In catastrophe it has alleviated suffering and raised funds for the needy. Today it is bolstering morale and building bridges of understanding between the Americas. But regardless of its task . . . always it serves.

That's why Radio is the Fifth Estate

WSM is proud to be a part of the American system of Broadcasting . . . the Great Fifth Estate.



HARRY L. STONE, Gen'l. Mgr. **WSM** NASHVILLE, TENN.

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

AddressColumbian Tower, 62 North Main Street
 Phone Number 5-2721
 Transmitter Location1690 South Lauderdale
 Time on the Air6:30 a.m. to 12 midnight
 Newspaper AffiliationMemphis Press-Scimitar
 News Service UP
 Transcription ServiceStandard Radio
 RepresentativeSpot Sales, Inc.

Personnel

President.....Jack R. Howard
 Vice President-General
 Manager.....J. C. Hanrahan
 Commercial ManagerHarold R. Krelstein
 Sales Promotion Manager.....Tom Ragland, Jr.
 Publicity Director.....Mary Jo Tate
 Musical DirectorJack Morgan
 Chief Engineer.....G. Deaderick

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service
 AddressHotel Peabody
 Transmitter LocationMemphis
 Time on the Air6 a.m. to 12 midnight
 News Service UP
 Transcription ServiceWorld Broadcasting
 System: Lang-Worth
 RepresentativeThe Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
 Commercial ManagerHollis R. Wooten
 Program-Publicity Director.....Roy Wooten
 Production Manager.....Bill Trotter
 Chief AnnouncerMalcolm Todd
 Musical DirectorJesalyn Payne
 Chief Engineer.....S. D. Wooten, Jr.

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 5000 Watts
 (C.P. 50000 Watts)
 Owned By . . .J. T. Ward, d/b as WLAC Broad-
 casting Service
 Operated By.....WLAC Broadcasting Ser-
 vice
 Address.....Third National Bank Bldg.
 Phone Number 6-0161
 Transmitter LocationU. S. Highway
 31-W
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service..... World Broadcasting
 System: Lang-Worth
 RepresentativePaul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 Station and Sales Manager.....F. C. Sowell
 Merchandising Manager.....R. N. Maddux
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc..Power: 250 Watts (C. P.
 980 Kc.; 5000 Watts)
 Owned-Operated ByWSIX, Inc.
 AddressNashville Trust Building
 Phone Number 5-5431
 Transmitter Location301 Boscobel Street
 Time on the AirUnlimited license
 News ServiceTransradio
 Transcription ServiceAssociated Music
 Publishers: Standard Radio; C. P. Mac-
 Gregor; Lang-Worth
 RepresentativeHeadley-Reed Co.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager...Eugene S. Tanner
 Program Director-Artists' Bureau
 Head Jack Wolever, Jr.
 Publicity Director.....R. L. Chaudoin
 Chief Announcer.....Joe H. Calloway, Jr.
 Chief Engineer.....B. E. Porter

W S M

NASHVILLE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.. The National Life and
 Accident Insurance Co.
 Business Address National Building
 Phone Number 6-7181
 Studio Address....Seventh Avenue and Union
 Street
 Transmitter Location: Calendar Road, William-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air..18 hours daily; Sundays,
 16 hours
 News Service AP; INS
 Transcription ServiceAssociated Music
 Publishers
 RepresentativeEdward Petry & Co., Inc.

Personnel

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

TEXAS

For Latest U. S. Census, Population and Retail Trade Data
Please Turn to Page 261

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broad-
casting Company
Address Hotel Hilton
Phone Numbers..... 8446 (Transmitter); 6255
(Office)
Transmitter Location.....Ambler Avenue &
Cottonwood Streets
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation.....Abilene Reporter-
News
News Service AP
Transcription Service....Standard Radio; Sons
of the Pioneers
RepresentativeTexas State Network

Personnel

President.....M. B. Hanks
Vice-President & Managing
DirectorHoward Barrett
Local Sales ManagerA. C. Etter
National Sales & Sales Promotion
Manager Forest Lane
Program Director-Artists' Bureau Head,
Frank McIntyre
Chief Announcer Charles Chumley
Accountant Margaret Morrison
Director of Women's Programs,
Geraldyn Wright
Traffic ManagerEvelyn Fulwiler
Chief Engineer J. B. Casey

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Amarillo Broad-
casting Corporation
Address 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
days, 7 a.m. to 11 p.m.
News Service INS
Representative ...W. T. Burghart (Chicago)

Personnel

President.....Gilmore N. Nunn
Station ManagerWaymond Ramsey
Commercial Manager.....Howard Roberson
Program-Musical Director...Paul McCallister
Publicity Director.....Audre Lipscomb
Chief Engineer.....Howard Blaker

K G N C

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Plains Radio Broad-
casting Company
Address....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location.....Bellair Park
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News Service AP; UP
Transcription Service ...World Broadcasting
System; Langworth
National Sales Office Address: Taylor-Howe-
Snowden Group, Dallas, Texas
RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor
General Manager.....John Ballard
Merchandising Manager....James Stanberry
Program Director.....Raymond Hollingsworth
Publicity Director.....Dorothy Holbrook
AccountantEra Lewis
Continuity Editor..... Leon Krupp
Traffic ManagerHazel Ridley
Musical Director.....Eddie Baumel

K N O W

AUSTIN—EST. 1924

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ...Frontier Broadcasting
Company, Inc.
Address 520 Norwood Building
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air: 6:30 a.m. to 11:30 p.m. Sun-
days, 7 a.m. to 11:30 p.m.
News Service UP
Representative.....Spot Sales, Inc.

Personnel

President.....H. M. Fentress
Sales Promotion ManagerFloyd Smith
Program DirectorPat Adelman
Publicity Director.....J. Mabel Clark
Chief Announcer.....Conrad Vernon
Bookkeeper Marie Williams
Chief Engineer.....James Lewis

K T B C

AUSTIN—EST. 1939

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By... State Capital Broad-
 casting Association
 Address 119-A West 8th St.
 Phone Number 8-4661
 Transmitter Location Dallas Highway
 Time on the Air 6 a.m. to local sunset
 News Service INS
 Transcription Service NBC Thesaurus
 Representative The Walker Co.

Personnel

President R. B. Anderson
 Station Manager Aubrey H. Escoe
 Commercial Manager Charles Rider
 Program Director Fred Caldwell
 Chief Engineer Harry Slife

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By.. Beaumont Broadcasting
 Corp.
 Business Address P. O. Box 2950
 Phone Number 3883
 Studio Address... Edson Hotel, cor. Liberty &
 Pearl Streets
 Transmitter Location Cor. Doucette &
 Grove Streets
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President C. W. Snider
 Secretary-Treasurer D. A. Kahn
 General Manager C. B. Locke
 Commercial-Sales Promotion
 Manager Ernest S. Lovan
 Program Director Len Finger
 Chief Announcer Sim Clark
 Musical Director George W. Caldwell
 Chief Engineer Lawrence Sanders

K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location 130 Wall Street
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7 a.m. to 12:05 a.m.
 Newspaper Affiliation .. Beaumont Enterprise
 & Journal
 News Service INS
 Transcription Service ... World Broadcasting
 Representative The Branham Company

Personnel

President Mrs. J. L. Mapes
 Station Manager Jack Neil
 Sales Manager G. L. Kirk
 Program Director Robert M. Levy
 Continuity Editor Joe Trum
 Chief Announcer Ed Henry

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Big Spring Herald
 Broadcasting Company
 Address 702 Johnson Street
 Phone Number 1500
 Transmitter Location .. 1¼ miles northeast
 of town
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper Affiliation Big Spring Herald
 News Service AP
 Representative Texas State Network

Personnel

President Howard Barrett
 Managing Director Jack Wallace
 Commercial Manager Charles T. White
 Program Director Leonard Lyon
 Chief Announcer Howard Kemper
 Bookkeeper Ruby Whipkey
 Chief Engineer Andrew M. Jones

K N E L

BRADY—EST. 1935

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By G. L. Burns
 Business Address Brady, Texas
 Phone Number 77
 Studio Address 106 North Blackburn
 Transmitter Location 1 mile East business
 part Brady, Texas
 Time on the Air 13 hours daily
 Transcription Service Keystone Broad-
 casting System
 Representative Cox & Tanz

Personnel

General Manager G. L. Burns
 Commercial-Sales Promotion
 Manager Clinton Newlin
 Program Director-Chief
 Announcer J. S. Sloane
 Chief Engineer J. Royland Gorder

K E E W

BROWNSVILLE—EST. 1927

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By Eagle Broadcasting
 Co.
 Business Address Box 439
 Phone Number 1044
 Studio Address San Benito Road

Transmitter Location San Benito Road
 Time on the Air 7 a.m. to 11 p.m.
 Transcription Service Keystone Broadcasting
 System; Standard Radio
 Representative Cox & Tanz

Personnel

General Manager E. E. "Jack" Wilson
 Station Manager Cliff Tatom
 Commercial Manager E. G. Feil
 Program Director Irene Wilson
 Chief Announcer Clovis Weller
 Musical Director Celia Feil
 Chief Engineer George Martin

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 500 Watts
 Owned-Operated By Brown County
 Broadcasting Co.
 Address 800 Hawkins Street
 Phone Number 2401
 Transmitter Location Williams Ranch Road,
 1½ miles N. Brownwood
 Time on the Air 6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Howard H. Wilson Co.

Personnel

President-Station Manager Wendell Mayes
 Commercial Manager James R. Moore
 Program Director A. D. Whisenant
 Production Manager Leonard Johnson
 Publicity Director Louise Wilson
 Chief Announcer Tom Robinson
 Chief Engineer G. M. Patterson

W T A W

COLLEGE STATION—EST. 1921

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Agricultural and
 Mechanical College of Texas
 Address College Station
 Phone Number 4-6724
 Transmitter Location College Station
 Time on the Air 5½ hours weekly

Personnel

President Dr. T. O. Walton
 Director John O. Rosser
 Chief Announcer Tom Journey
 Chief Engineer H. C. Dillingham
 (Non-Commercial Station)

KEYS

CORPUS CHRISTI—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Earl C. Dunn and Charles
 Rossi
 Operated By Nueces Broadcasting Co.
 Address Medical Professional Building

Transmitter Location Near Corpus Christi
 Time on the Air Unlimited license
 Transcription Service Standard Radio

Personnel

Station Manager Charles Rossi

K R I S

CORPUS CHRISTI—EST. 1937

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 LONE STAR CHAIN

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Gulf Coast
 Broadcasting Company

Address Hotel Driscoll
 Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air 17½ hours daily
 Newspaper Affiliation Corpus Christi
 Caller-Times

News Service INS
 Representative The Branham Company

Personnel

President M. Tilford Jones
 General Manager T. Frank Smith
 Commercial Manager Fred Burr
 Sales Promotion Manager Bill Bennett
 Chief Engineer B. C. Boatright

K A N D

CORSICANA—EST. 1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Navarro Broadcast-
 ing Association

Address State National Bank Bldg.
 Phone Number 30
 Transmitter Location ½ mile north of
 Corsicana

Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 days, 7 a.m. to 11 p.m.

News Service UP
 Transcription Service Standard Radio
 Representative Associated Radio Sales

Personnel

President J. C. West
 Station-Commercial Manager John Thorwald
 Program Director Charles Payne
 Production Manager R. L. Hamilton, Jr.
 Publicity Director Elaine Stearns
 Chief Announcer Milford Mitchell
 Musical Director F. Sykes
 Chief Engineer W. E. Radford

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 50000 Watts
 Owned-Operated By Times Printing Co.
 Address Hotel Adolphus

Phone Number Central 6811
 Transmitter Location Garland, Texas
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Dallas Daily Times Herald
 News Service INS
 Transcription Service Standard Radio
 Representative The Branham Co.

Personnel

President Tom C. Gooch
 Station & Com. Mgr. C. W. Rembert
 Program Director Ruth Clem
 Production Manager Roy George
 Publicity Director Douglas Hawley
 Traffic Manager A. H. Plumlee
 Musical Director Hyman Charninsky
 Chief Engineer R. M. Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts
 Owned-Operated By Chilton Radio Corporation
 Address 11th Floor, Hotel Stoneleigh
 Phone Number C-6193
 Transmitter Location Bruton Road (7 miles out of Dallas)
 Time on the Air 6:16 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music Publishers

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Program Director D. P. Gribben
 Production Manager Cleo B. Clark
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

W F A A

DALLAS—EST. 1922
 NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News
 Address Santa Fe Bldg.
 Phone Numbers 7-9631; LD 794
 Transmitter Location Near Grapevine, Texas
 Time on the Air: WFAA-WBAP operated continuously 5:15 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight
 Newspaper Affiliation .. Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese

Sales and Promotion Manager ... Irvin Gross
 Program Director-Artists' Bureau Head,

Ralph Nimmons

Publicity Director Bert Heflin

Musical Director Karl Lambertz

Chief Announcer Hal Thompson

Chief Engineer Raymond Collins

(See Page 570)

I
 WONDER
 WHAT
 RADIO
 DAILY
 WILL
 SAY
 ABOUT
 IT
 ?

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By City of Dallas
 Address WRR Bldg., State Fair Grounds
 Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air: 6 a.m. to 12:30 a.m.; Sun-
 days, 6:30 a.m. to 12:30 a.m.
 News Service Transradio
 Representative Weed & Co.

Personnel

Managing Director Charles B. Jordan
 Commercial Manager Dale Drake
 Program Director-Artists' Bureau
 Head Pete Teddlie
 Traffic Manager Wiley D. Smith
 Chief Announcer Buddy Harris
 Librarian Frances Faires
 Chief Engineer D. J. Tucker

K D N T

DENTON—EST. 1938

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air Unlimited license
 News Service UP

Personnel

Owner-Chief Engineer Harwell V. Shepard
 Program Director Fritz Kimbrell
 Chief Announcer Jon Edward Williams
 Artists' Bureau Head-Continuity
 Chief Mary Grace Smith
 Musical Director Floyd Graham

K F P L

DUBLIN—EST. 1924

Frequency: 1340 Kc. Power: 250 d.; 100 n.
 Owned-Operated By C. C. Baxter
 Address 205 Grafton Street
 Phone Numbers 183 (Studios); 175 (Trans-
 mitter)

Transmitter Location North city limits
 Time on the Air Unlimited license
 Transcription Service Keystone Broadcast-
 ing System

The TWO for ONE Combination in Texas

W R R

5000 WATTS FULL TIME
ON 1310 KC.



K F J Z

5000 WATTS FULL TIME
ON 1270 KC.

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Represented by

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Personnel

Owner.....C. C. Baxter
 Program Director.....J. Wyche
 Chief Announcer.....W. R. Long
 Chief Engineer.....D. Reed

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By...Dorrance D. Roderick
 Address2201 Wyoming St.
 Phone NumberMain 2020
 Transmitter Location ...Hammett Boulevard
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays,
 7 a.m. to 11 p.m.
 Newspaper Affiliation.....El Paso Times
 News ServiceINS
 Transcription ServiceAssociated Music
 Publishers
 RepresentativeHoward H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
 Station ManagerVal Lawrence
 Assistant Station Manager..Merle H. Tucker
 Commercial Manager.....Larry A. Harris
 Program DirectorTed Gates
 Publicity Director.....William Jolesch
 Chief AnnouncerMorisson Qualtrough
 Traffic ManagerGordon Baldwin
 BookkeeperLetye C. Fairley
 Musical DirectorH. Arthur Brown
 Chief Engineer.....Edward P. Talbott

K T S M

EL PASO—EST. 1929

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc....Power: 1000 d.; 500 n.
 Owned-Operated ByTri-State Broadcast-
 ing Co.
 AddressPaso Del Norte Hotel
 Phone NumberMain 3122
 Transmitter Location ...First Ave., S. of High-
 way No. 80, Ascarate Addition
 Time on the Air6 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; C. P. MacGregor
 Representative ..George P. Hollingbery Co.

Personnel

Vice President-General
 ManagerKarl O. Wyler
 Commercial ManagerWillard L. Kline
 Sales Promotion ManagerEric Munro
 Program Director.....Roy T. Chapman
 Production ManagerConrey Bryson
 Publicity DirectorCharles Amador
 Chief Engineer.....E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc....Power: 5000 Watts
 Owned-Operated By.....Tarrant Broadcast-
 ing Company
 Address1201 West Lancaster
 Phone Number3-3474
 Transmitter LocationBirdville, Texas
 Time on the Air.....24 hours daily
 News ServiceUP
 Transcription ServiceStandard Radio
 RepresentativeWeed & Company

Personnel

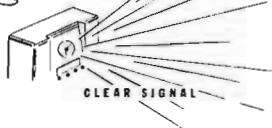
PresidentElliott Roosevelt
 Station ManagerGene L. Cagle
 Commercial ManagerHardy C. Harvey
 Sales Promotion ManagerL. Roy Duffy
 Program DirectorRuss Lamb
 Publicity Director.....Forest Clough
 Chief AnnouncerGeorge Irwin
 Artists' Bureau HeadF. Griffith
 Musical Director.....Frances Kay
 Chief Engineer.....Ed L. Starnes

260

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 EXECUTIVES

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WBAP 50,000 WATTS
KGKO 5,000 WATTS
 DAY & NIGHT
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 3. Studio, WFAA-KGKO.
 4. Musical Varieties, KGKO, Ft. Worth.

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WFAA-WBAP

Edward Petry & Company, Inc.

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Edward Petry & Company, Inc.



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G. B. Dealey, Chairman
 Amon G. Carter, President

K G K O

FORT WORTH—EST. 1928
BLUE NETWORK
LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Carter Publications, Inc.

Addresses: Medical Arts Bldg., Ft. Worth;
 Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)

Transmitter Location: Arlington, Texas
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to midnight

Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News

Transcription Service: WBS; NBC Thesaurus;
 Lang-Worth

Representative: Free & Peters

Personnel

President: Amon G. Carter
 General Manager: Harold V. Hough
 Managing Director: Martin Campbell
 Station Manager: George Cranston
 Commercial Manager: Roy Bacus
 Sales Promotion Manager: Elbert Haling
 Chief Announcer: Frank Mills
 Program Director: Ed Lalley
 Production Manager: A. M. Woodford
 Continuity Chief: Howard Carraway
 Traffic Manager: Eileen Flake
 Chief Newscaster: Ken McClure
 Music Librarian: Al Bowman
 Music Arranger: Maurice Steinberg
 Musical Director: Gene Baugh
 Chief Engineer: R. C. Stinson

W B A P

FORT WORTH—EST. 1922
NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By: Carter Publications, Inc.

Address: Medical Arts Bldg.
 Phone Number: 3-1234

Transmitter Location: Grapevine, Texas
 Time on the Air: 5:45 a.m. to 12 midnight;
 (shares time with WFAA, Dallas)

Newspaper Affiliation: Ft. Worth Star-
 Telegram

News Service: AP
 Transcription Service: WBS
 Representative: Edward Peiry & Co.

Personnel

President: Amon G. Carter
 General Manager: Harold V. Hough
 Station Manager: George Cranston
 Commercial Manager: Roy Bacus
 Sales Promotion Manager: Elbert Haling
 Program Director: Ed Lalley
 Production Manager: A. M. Woodford
 Continuity Chief: Howard Carraway

Traffic Manager: Eileen Flake
 Chief Newscaster: Ken McClure
 Music Librarian: Al Bowman
 Music Arranger: Maurice Steinberg
 Musical Director: Gene Baugh
 Chief Announcer: Frank Mills
 Chief Engineer: R. C. Stinson

K L U F

GALVESTON—EST. 1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: The KLUF Broadcasting Co.

Operated By: Geo. Roy Clough
 Business Address: P. O. Box 562

Phone Number: 6676
 Studio Address: 6002 Broadway

Transmitter Location: 6002 Broadway
 Time on the Air: Unlimited license

News Service: UP
 Transcription Service: Standard Radio;
 Radio Transcription Co.

Personnel

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

K G B S

HARLINGEN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harbenito Broad-
 casting Company, Inc.

Business Address: P. O. Box 711
 Phone Number: 1400

Studio Address: Harbenito, equidistant be-
 tween Harlingen and San Benito, Texas

Transmitter Location: Highway 83, 2 3/4 miles
 south Harlingen

Time on the Air: 6:45 a.m. to 10 p.m.
 News Service: AP

Transcription Service: Associated
 Music Publishers

Personnel

President: McHenry Tichenor
 Station Manager: Ingham S. Roberts
 Commercial Manager: Troy McDaniels
 Program Director-Chief
 Announcer: Thomas J. Swofford
 News Editor-Publicity Director: Jack Rutledge
 Chief Engineer: David Holt

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Houston Printing Co.

Address: Lamar Hotel
 Phone Number: Fairfax 7101

Transmitter Location: Deepwater, Texas

Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationHouston Post
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 RepresentativeEdward Petry & Co.

Personnel

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

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 5000 d.; 1000 n.;
 (C. P. 740 Kc.; 50000 Watts)

Owned-Operated By...KTRH Broadcasting Co.
 AddressRice Hotel
 Phone NumberPreston 4361
 Transmitter Location...Deepwater (C. P.
 near Cedar Bayou)

Time on the Air.....Unlimited license
 Newspaper AffiliationHouston Chronicle
 Transcription ServiceWorld Broadcasting
 System

RepresentativeJohn Blair & Co.

Personnel

Station ManagerB. F. Orr

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1470 Kc. Power: 1000 Watts
 (C.P. 1320 Kc.; 5000 Watts)

Owned-Operated By Harris County Broadcast
 Co.

AddressGulf Building
 Phone NumberCapitol 6151
 Transmitter LocationHouston
 Time on the Air168 hours weekly
 News ServiceINS
 Transcription ServiceLang-Worth
 RepresentativeThe Branham Co.

Personnel

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

K S A M

HUNTSVILLE—EST. 1938

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & J. C.
 Rothwell

Address1031 12th Street
 Phone Number666

Transmitter LocationWalker County
 Fair Grounds

Time on the Air.....7 a.m. to 6 p.m.
 Transcription ServiceKeystone Broadcast-
 ing System

Personnel

General Manager.....W. J. Harpole
 Commercial Manager.....J. C. Rothwell
 Chief AnnouncerLouis Gibson
 Chief EngineerRobert Newton

K O C A

KILGORE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Oil Capitol Broad-
 casting Assn.

Address102½ East North St.
 Phone Number616
 Transmitter LocationKilgore
 Time on the AirUnlimited license
 Newspaper AffiliationKilgore Daily News

Personnel

General ManagerRoy G. Terry

K P A B

LAREDO—EST. 1938

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Mervel M. Valentine
 Business AddressP. O. Box 1120
 Phone Number1490
 Studio Address300 Loring Ave.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.

Representative.....Forjoe & Co. (New York
 City); Cox & Tanz (Philadelphia)

Personnel

General Manager.....Mervel M. Valentine
 Station ManagerLew Valentine
 Commercial ManagerGeorge Geyer
 Musical DirectorAdelaide Bunn
 Chief EngineerLloyd Davidson

K F R O

LONGVIEW—EST. 1934

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By...Voice of Longview
 Business AddressP. O. Box 607
 Phone Number411
 Studio Address620 Glover-Crim Bldg.
 Transmitter Location1918 Marshall-
 Longview Road
 Time on the Air...6:30 a.m. to 10:15 p.m.;
 Sundays, 7 a.m. to 9:15 p.m.

News ServiceUP
 Transcription ServiceLang-Worth; Key-
 stone Broadcasting System

RepresentativeHoward H. Wilson Co.

Personnel

President-General Manager...James R. Curtis
 Commercial Manager....Thomas R. Putnam

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated ByPlains Radio
Broadcasting Co.

Address914 Avenue J

Phone Number5567

Transmitter Location2215 Fifth St.

Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
days, 8 a.m. to 10 p.m.

Newspaper Affiliation ..Lubbock Avalanche-
Journal

News Service UP

Transcription Service ...World Broadcasting
System; Lang-Worth

National Sales Office: Taylor-Howe-Snowden
Group, Dallas, Texas

RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor (Amarillo)

Station Manager.....DeWitt Landis

Program Director.....R. B. McAllister

Publicity DirectorBruce Collier

Chief AnnouncerWesley Youngblood

Musical Director.....Burnie Howell

Chief Engineer.....W. H. Terry

K R B A

LUFKIN—EST. 1938

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Red Lands Broadcast-
ing Association

Business AddressBox 755

Phone Number272

Studio Address108½ South First Street

Transmitter Location: Highway 35, (½ mile
North of Lufkin)

Time on the Air:.....6 a.m. to local sunset

News ServiceTransradio

Transcription ServiceStandard Radio

Personnel

President.....Ben T. Wilson

ManagerDarrell E. Yates

Commercial Manager.....Richman Lewin

Program Director.....Jerry Keith

Chief EngineerAmbrose Kramer

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Clarence Scharbauer

Address117 S. Loraine Street

Phone Number1070

Transmitter Location.....U. S. Highway 80,
(1½ miles west of Midland)

Time on the Air.....6:30 a.m. to 11 p.m.

News ServiceUP
Transcription Service.....Lang-Worth
Representative....Cox & Tanz; Texas State
Network

Personnel

OwnerClarence Scharbauer

Station-Commercial Manager.....A. B. Kelley

Program Director.....C. A. Roark

Director of Women's

Programs.....Peggy Mathis

Publicity Director.....E. P. Helm

Musical Director.....Roy De Wolfe

Chief Engineer.....Robert Harmon

K N E T

PALESTINE—EST. 1936

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Palestine Broadcast-
ing Corp.

AddressJohn & Crawford Sts.

Transmitter LocationPalestine

Time on the Air.....Daytime license

Transcription Service.....Standard Radio

RepresentativeCox & Tanz

Personnel

PresidentDr. Bonner Frizzell

Station ManagerJohn Sullivan

K P D N

PAMPA—EST. 1936

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....R. C. Hoiles

Business AddressBox 1701

Phone Number1100

Studio Address212 North Ballard

Transmitter Location.....East of city limits

Time on the Air: 7 a.m. to 1:30 p.m.; 4:30 a.m.

to 10 p.m.

Newspaper AffiliationPampa News

News ServiceAP

Transcription Service ...World Broadcasting
System; Keystone Broadcasting System

RepresentativeForjoe & Co.

Personnel

President.....R. C. Hoiles

General Manager.....H. E. Kreiger

Commercial Manager.....Don Mills

Program Director.....Ray Monday

Production ManagerBill Browne

Publicity DirectorElleta Bullard

Chief AnnouncerLester Aldrich

Musical Director-Artists' Bureau Head,

Ken Bennett

Chief Engineer.....Herman Kreiger

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: North Texas Broadcasting Company

Address: Gibraltar Hotel

Phone Number: 1124-5

Transmitter Location: 1/4 miles south on Texas Highway No. 24

Time on the Air: 6:30 a.m. to 11 p.m.

Newspaper Affiliation: Paris News

News Service: AP

Transcription Service: Standard Radio

Personnel

President: A. G. Pat Mayse

Station Manager: Lewis O. Seibert

Sales Promotion Manager: Nelson Mahoney

Program Director: Mary Jo Mayse

Chief Engineer: J. Martin Neil

K I U N

PECOS—EST. 1935

Frequency: 1400 Kc. Power: 100 Watts

Owned-Operated By: Jack W. Hawkins & Barney H. Hubbs

Address: KIUN Bldg., 306 South Cedar Street

Phone Number: 21

Transmitter Location: North of city

Time on the Air: 7 a.m. to 10 p.m.

Newspaper Affiliation: Pecos Enterprise

News Service: UP

Personnel

Co-Owner-General Manager: Jack Hawkins

Co-Owner-Publicity Director: Barney Hubbs

Commercial Manager: Cecil Sims

Program Director: W. D. Martin, Jr.

Chief Engineer: Carl Cook

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1250 Kc. Power: 500 Watts

Owned-Operated By: Port Arthur College

Address: 1500 Proctor Street

Phone Number: 7458

Studio Address: 1515 Lakeshore Drive

Transmitter Location: 1515 Lakeshore Drive

Time on the Air: 6 a.m. to 12 midnight

News Service: INS

Transcription Service: Standard Radio

Representative: Burn-Smith Company

Personnel

President: Carl Vaughan

Station Manager: Glenn Hewitt

Sales Promotion Manager: Charles E. Bush, Jr.

Program Director-Traffic

Manager: Marjorie Vickers

Artists' Bureau Head-Musical

Director: Merrill Ash

Chief Engineer: Glen Boatright

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: KGKL, Inc.

Address: St. Angelus Hotel

Phone Number: 6715

Transmitter Location: 50 South Milton

Time on the Air: 6:30 a.m. to 11 p.m.

Newspaper Affiliation: San Angelo

Standard Times

News Service: AP

Transcription Service: Standard Radio

Personnel

President: H. C. Ragsdale

Station Manager: Lonnie Preston

Commercial Manager: Marlow Preston

Sales Promotion-Merchandising

Manager: Steve Cowan

Program Director: Dorothy Kindred

Production Manager: G. H. Odam

Chief Engineer: Frank M. Jones

K A B C

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Alamo Broadcasting

Co.

Address: Milam Bldg.

Phone Number: Fannin 3126

Transmitter Location: 811 East Myrtle

Time on the Air: 6 a.m. to 12 midnight;

Sundays, 7:30 a.m. to 12 midnight

News Service: UP

Representative: William G. Rambeau Co.

Personnel

President: R. Early Wilson

Station Manager: Charles Balthrope

Merchandising Manager: Clyde Smith

Program Director: Tommy Reynolds

Chief Engineer: Kenneth Hyman

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc. Power: 250 Watts

Owned By: W. W. McAllister & Howard W.

Davis, d/b as The Walmac Company

Operated By: Walmac Company

Address: 2700 Smith Young Tower

Phone Number: Cathedral 6211

Transmitter Location: 319 Avenue A

Time on the Air: 6 a.m. to 1 a.m.

News Service: INS

Representative: Burn-Smith Company

Personnel

Manager.....Howard W. Davis
 Program Director.....A. S. Bessan
 Secretary-Treasurer.....Ruth Burleson

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene J. Roth, d/b as
 Mission Broadcasting Company
 Address317 Arden Grove
 Phone NumberFannin 5171
 Transmitter Location.....317 Arden Grove
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeForjoe & Company

Personnel

Owner-ManagerEugene J. Roth
 Sales Manager.....James M. Brown
 Program Director-Chief
 AnnouncerBill A. Laurie
 Musical Director.....Ted Brown
 Chief Engineer.....George Ing

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Sunshine Broadcasting
 Company
 AddressGunter Hotel
 Phone NumberGarfield 1251
 Transmitter LocationSt. Hedwig Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:45 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System
 National Sales Office Address: Taylor-Howe-
 Snowden Group, Dallas, Texas
 RepresentativeJohn Blair & Company

Personnel

President.....O. L. Taylor
 Station Manager.....George W. Johnson
 Merchandising Manager. Jack Schlichenmaier
 Program DirectorJack O. Mitchell
 AccountantFred A. Teed
 Educational DirectorRobert King
 Musical Director.....Rex L. Preis
 Chief Engineer.....Wm. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southland Industries,
 Inc.
 Address1031 Navarro Street
 Phone NumberGarfield 4221
 Transmitter LocationSelma, Texas

Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager....Hugh A. L. Half
 Chairman of Board.....G. A. C. Half
 Commercial ManagerEllis Chaney
 Sales Promotion & Merchandising
 ManagerWalter S. Zahrt
 Production Manager.....Monte Fleban
 Educational Director.....Leona Bender
 Farm EditorBill Shomette
 Musical DirectorDwight Bourn
 Chief Engineer.....Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated ByRed River Valley
 Broadcasting Corporation
 Addresses421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers .201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between
 Sherman and Denison)
 Time on the Air.....5:30 a.m. to 12 midnight
 News ServiceUP

Personnel

President.....G. H. Wilcox
 Station Manager.....L. L. Hendrick
 Denison Studio & Sales
 ManagerB. V. Hammond, Jr.
 Merchandising Manager.....C. Wells, Jr.
 Program-Musical Director.....Louise Cobler
 Denison Program Director.....Fred Kincaid
 Chief AnnouncerJessie Turner
 Chief Engineer.....T. E. Spellman

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sweetwater Radio,
 Inc.
 AddressHighway No. 70
 Phone Number2341
 Transmitter LocationHighway No. 70
 Time on the Air.....6:30 a.m. to 10 p.m.
 Newspaper Affiliation.....Sweetwater Daily
 Reporter
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeAssociated Radio Sales

Personnel

PresidentGeorge Bennett
 Secretary-Treasurer & General
 Manager.....Russell Bennett
 Commercial Manager.....J. H. Hubbard

Program Director-Chief
 Announcer James McGowan
 Production Manager Henley Hilburn
 Chief Engineer G. W. Dotson

K T E M

TEMPLE—EST. 1936
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Broadcasting
 Co., Inc.

Address Kyle Hotel
 Phone Number 4646
 Transmitter Location 6/10 mile north of city
 Time on the Air Unlimited license
 News Service UP
 Representative Texas State Network; Asso-
 ciated Radio Sales

Personnel

President Ruth Mayborn
 General Manager Frank Mayborn
 Station Manager Burton Bishop
 Commercial Manager Harold C. Johnson
 Chief Engineer Paul Shaw

K C M C

TEXARKANA—EST. 1932
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KCMC, Inc.

Address 317 Pine St.
 Phone Number 832
 Transmitter Location 317 Pine St.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Texarkana
 Gazette; Texarkana News

News Service AP
 Transcription Service Standard Radio

Personnel

President C. E. Palmer
 Station Manager Frank O. Myers
 Commercial Manager Thomas Dillahunty
 Sales Promotion Manager Nelson Mahoney
 Program Director John Trigg
 Chief Engineer Harvey Robertson

K G K B

TYLER—EST. 1931

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By East Texas Broadcasting
 Company

Address 115 South College Street
 Phone Number 1106
 Transmitter Location Sandflat Road
 Time on the Air 6:55 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

President-Station Manager James G. Ulmer
 Commercial-Sales Promotion
 Manager M. E. Danbom
 Program Director Al Hall
 Publicity Director Margaret Roberts
 Chief Announcer Glen Hunt
 Auditor Vina Johnapelus
 Chief Engineer John B. Sheppard

K V W C

VERNON—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Broad-
 casting Co.

Address 1813 Wilbarger Street
 Phone Number 1048
 Transmitter Location One mile due east
 of courthouse on highway extending from
 East Wilbarger Street

Time on the Air 7 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Texas State Network

Personnel

President-General Manager R. H. Nichols
 Commercial Manager Herman Cecil
 Program Director Bro. Mingus
 Musical Director John Allen
 Chief Engineer Herman Ridgway

K V I C

VICTORIA—EST. 1939

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises,
 Inc.

Address Victoria
 Phone Number 1268
 Transmitter Location Victoria

Time on the Air Unlimited License
 News Service UP
 Transcription Service: Standard Radio; C. P.
 MacGregor
 Representative The Walker Co.

Personnel

President-General Manager Morris Roberts
 Program Director-Chief
 Announcer Jack Knott
 Chief Engineer O. A. Rasmussen, Jr.

W A C O

WACO—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcast-
 ing Co., Inc.

Address Amicable Life Bldg.

Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 16 hours daily
 News Service UP
 Representative Spot Sales, Inc.

Personnel

Station Manager R. E. Lee Glasgow
 Program Director Bernard P. Helton
 Chief Engineer L. H. Appleman

K R G V

WESLACO—EST. 1926

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air: 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System; Lang-Worth
 National Sales Office Address: 805-6 Tower
 Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
 Station Manager Guy W. Bradford
 Sales Manager Phil D. Dixon
 Merchandising Manager Victor J. Morava

Program Director Dick Watkins
 Publicity Director Victor J. Morava
 Chief Announcer Harold Shumate
 Director of Women's Programs Agnes Kethley
 Continuity Manager Opal Bradburn
 Latin American Department
 Manager Benjamin Cuellar
 Chief Engineer Neal McNaughten

K W F T

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Wichita Broadcasting
 Company
 Business Address Harvey Snyder Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest
 of Wichita Falls
 Time on the Air 5:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Weed & Company

Personnel

President Joe B. Carrigan
 Station and Commercial Manager,
 Charles E. Clough
 Program-Publicity Director Leslie Pierce
 Traffic Manager Bea Montgomery
 Musical Director Lucille Crouch
 Chief Engineer John Adams

UTAH

*For Latest U. S. Census, Population and Retail Trade Data
 Please Turn to Page 265*

K S U B

CEDAR CITY—EST. 1937

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Southern Utah
 Broadcasting Co.
 Address Lunt Hotel
 Phone Number 398
 Transmitter Location 951 West 2nd South
 Time on the Air 8 a.m. to 10 p.m.
 News Service UP
 Transcription Service C. P. MacGregor;
 Keystone Broadcasting System

Personnel

President Leland M. Perry
 Station-Commercial Manager N. Pratt Smith
 Chief Engineer Hurschell Urie

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Cache Valley
 Broadcasting Company
 Business Address P. O. Box 264
 Phone Number 1400
 Studio Address 1393 North Main Street
 Transmitter Location 1393 North Main St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 6 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

President H. F. Laub
 General Manager Reed Bullen

Commercial Manager G. G. Merrill
 Program Director Nelson Hall
 Chief Engineer C. N. Layne

K L O

OGDEN—EST. 1924

BLUE NETWORK—MBS

INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Interstate Broad-
 casting Corporation

Address Hotel Ben Lomond, 411 25th
 Street

Phone Number 5721

Transmitter Location Kaneshville, Utah

Time on the Air: 17 hours daily; 15 hours
 Sundays

News Service AP

Transcription Service C. P. MacGregor

Representative George P. Hollingbery Co.

Personnel

President A. L. Glasmann

Station Manager George C. Hatch

Assistant and Sales Promotion

Manager Merrill J. Bunnell

Commercial Manager Louis Haller

Program-Publicity Director Ethel G. Clark

Production Manager Mel Wright

Accountant G. Jerry Van Allen

Musical Director Earl Donaldson

Chief Engineer W. D'Orr Cozzens

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Eastern Utah
 Broadcasting Co.

Business Address Price
 Phone Number Price 200

Transmitter Location 2.4 mi. NW. of Price,
 on U.S. Highway No. 50

Time on the Air Unlimited license
 Transcription Service World Broadcasting
 System

Representative George P. Hollingbery
 Co.

Personnel

President-General Manager Jack Richards

Chief Announcer Carl P. Wolfrom

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

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

Address 108 West Center Street

Phone Number 1680

Transmitter Location 17th West 2nd South
 Street

Time on the Air: 6:30 a.m. to 12 midnight

News Service UP

Transcription Service NBC Thesaurus

Representative George P. Hollingbery Co.

Personnel

President Clifton A. Talboe

Manager Arch L. Madsen

Sales Manager S. G. Carter

Sales Promotion Manager Wayne Kearl

Program Director W. S. Black

Production Manager James Lawrence

Chief Announcer Joseph Lee

Traffic Director Helen Knight

Accountant Donna Tolboe

Chief Engineer Arch L. Madsen

K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Intermountain
 Broadcasting Corporation

Address Tribune-Telegram Bldg.

Phone Number 5-2991

Transmitter Location 9th West &
 33rd South

Time on the Air 6 a.m. to 1 a.m.

News Service INS; UP

Surveys show
 that in the
 Intermountain Market
KDYL PROGRAMS
 are consistently
 the leaders

JOHN BLAIR
 & COMPANY
 National Representatives

KDYL

The POPULAR STATION
 SALT LAKE CITY

NBC
 RED
 NETWORK

• • • UTAH-VERMONT • • •

Transcription Service World Broadcasting System; NBC Thesaurus
 Representative John Blair & Company

Personnel

President & General Manager S. S. Fox
 Vice-President Myron Fox
 Secretary-Treasurer L. A. Loeb
 Commercial Manager W. E. Wagstaff
 Sales Promotion Manager David N. Simmons
 Program Director Emerson Smith
 Production Manager George A. Provol
 Artists' Bureau Head John M. Woolf
 Continuity Editor George D. Snell
 Musical Director By Woodbury
 Chief Engineer J. M. Baldwin

•
K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc. Power: 50000 Watts
 Owned-Operated By Radio Service Corporation of Utah

Address 10 South Main Street
 Phone Number (Dial) 5-4641
 Transmitter Location Saltair, Utah
 Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation Salt Lake Tribune
 News Service INS; UP
 Transcription Service Standard Radio;
 Lang-Worth; C. P. MacGregor
 Representative Edward Petry & Company

Personnel

President J. Reuben Clark, Jr.
 Executive Vice-President Earl J. Glade

Auditor Dan H. Vincent
 Station Manager Ivor Sharp
 Sales Manager E. J. Broman
 Commercial Manager Lennox Murdoch
 Promotional Director H. Perry Driggs
 Production Manager Glenn Shaw
 Chief Announcer Russell Stewart
 Musical Director Gene Halliday
 Technical Director Eugene G. Pack
 Chief Engineer Willice E. Groves

•
K U T A

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Utah Broadcasting Co.

Address 29 South State Street
 Phone Number 3-2737
 Transmitter Location North Salt Lake
 Time on the Air 6:30 a.m. (sign-on)
 News Service INS; UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-General Manager Frank C. Carman
 Commercial Manager Jack Burnett
 Sales Promotion-Production
 Manager Robert Hansen
 Program Director Arvid Johnson
 Publicity Director Allan Jensen
 Musical Director Jessie Seamons Taylor
 Chief Engineer Lyle Wahlquist

VERMONT

*For Latest U. S. Census, Population and Retail Trade Data
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W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Burlington Daily News, Inc.

Address 203 College Street
 Phone Number Burlington 4880
 Transmitter Location Colchester, Vermont
 Time on the Air: 6:55 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation Burlington Daily News
 News Service AP
 Transcription Service Associated Music Publishers
 Representative Weed & Company

Personnel

President-Station Manager C. P. Hasbrook
 Commercial Manager Robert A. Kelley
 Program Director William H. Rose
 Production Manager-Publicity
 Director Herman B. Wight
 Chief Engineer James W. Tierney

•
W S Y B

RUTLAND—EST. 1930

MBS—YANKEE & COLONIAL NETWORKS

Frequency: 1490 Kc. Power: 250 Watts
 (C. P. 1380 Kc.; 1000 Watts)
 Owned-Operated By P. Weiss Music Co.
 Address 80 West Street
 Phone Number 1247
 Transmitter Location Creek Road

• • • VERMONT-VIRGINIA • • •

Time on the Air Unlimited license
 News Service Transradio
 Transcription Service Lang-Worth

Personnel

President P. Weiss
 Station Manager J. H. Weiss

W W S R

ST. ALBANS—EST. 1941

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned By Vermont Radio Corp.
 Operated By.....Lloyd E. Squier & William
 G. Ricker
 Address32 N. Main St.
 Phone Number 1390
 Transmitter Location St. Albans
 Time on the Air.....7 a.m. to local sunset
 News ServiceTransradio
 Transcription Service NBC Thesaurus
 RepresentativeHoward H. Wilson Co.

Personnel

President Lloyd E. Squier
 Station Manager Thomas M. Colton
 Commercial-Sales Promotion
 Manager William G. Ricker

Program Director-Chief
 Announcer.....G. Malcolm Weaver
 Publicity Director Robert R. Kitterman
 Chief Engineer Michael Calabrese

W D E V

WATERBURY—EST. 1931

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated ByLloyd E. Squier &
 William G. Ricker
 Address 8 Stowe St.
 Phone Number 13-2
 Transmitter Location Blush Hill
 Time on the Air.....Local sunrise to sunset
 News Service UP
 Transcription Service NBC Thesaurus
 RepresentativeHoward H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
 Commercial and Sales Promotion Manager,
 William D. Ricker
 Publicity-Musical Director..... Dick Loughrin
 Chief Announcer Fred Weiting
 Chief Engineer Paul Hurd

VIRGINIA

*For Latest U. S. Census, Population and Retail Trade Data
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W C H V

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 AddressFourth & East Market Sts.
 Phone Number 2500
 Transmitter Location Richmond Road
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP

Personnel

President-Station Manager.Charles Barham, Jr.
 Sales Manager..... Walter Pegram
 Sales Promotion Manager Hanson Dustin
 Program Director Ed Hase
 Production Manager Mary Wyne
 Musical Director Willene Huddleston
 Chief Engineer..... Walter W. Gray

Owned-Operated By....John and Marcia Ar-
 rington
 Address418½ Main Street
 Phone Number 840
 Transmitter LocationCovington
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 9 a.m. to 9 p.m.

News Service UP
 Transcription Service NBC Thesaurus

Personnel

Station Manager Boyd Lawlor
 Program Director-Chief
 Announcer Dick Eyrich
 Publicity-Continuity Director.....Edith Ralston
 Chief Engineer Howard Shoenwetter

W B T M

DANVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
 TRI-CITY STATIONS
 (WLVA-WBTM-WSLS)

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByPiedmont Broadcast-
 ing Corporation

AddressHotel Danville Building
 Phone Number 2350

W J M A

COVINGTON—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts

Transmitter Location . . . Hotel Danville Building
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8:30 a.m. to 12:05 a.m.
 News Service Transradio
 Transcription Service Standard Radio;
 C. P. MacGregor
 Representative Tri-City Stations Associa-
 tion

Personnel

President L. N. Dibrell
 Vice-President Edward A. Allen
 Station Manager James L. Howe
 Commercial Manager R. Sanford Gyer
 Production Manager Conrad Rianhard
 Program Director W. P. Heffernan
 Traffic Manager R. W. Cuddy
 Continuity Chief Jack Black
 Musical Director Earl Hotaling
 Chief Engineer Harry W. Spencer

W F V A

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc. Power: 250 Watts
 Owned-Operated By Fredericksburg Broad-
 casting Corporation
 Address Farmer's Creamery Building
 Phone Number 1260
 Transmitter Location Two miles south of
 Fredericksburg on King's Highway
 Time on the Air 7:30 a.m. to local sunset
 News Service UP
 Transcription Service Keystone Broad-
 casting System
 Representative Burn-Smith Company

Personnel

President Richard F. Lewis
 General Manager William R. Seth
 Program Director Nan Winkler
 Dramatic Director William Shriver
 Chief Announcer Johnny Bell
 Chief Engineer James Garber

W S V A

HARRISONBURG—EST. 1935

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Shenandoah Valley
 Broadcasting Corporation
 Address Newman Building
 Phone Number 875
 Transmitter Location Five miles south of
 Harrisonburg on U. S. Route 11
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Howard H. Wilson Co.

Personnel

President Frederick L. Allman
 Station Manager Charles P. Blackley

Commercial-Sales Promotion

Manager Robert B. Harrington
 Program Director Richard H. Johnson
 Chief Announcer Charles Ballou
 Chief Engineer Warren L. Braun

W L V A

LYNCHBURG—EST. 1930

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lynchburg Broad-
 casting Corp.
 Address Allied Arts Bldg.
 Phone Number 3030
 Transmitter Location Leeward Addition
 Time on the Air 7 a.m. to 12:05 a.m.
 News Service Transradio
 Transcription Service Lang-Worth; NBC
 Thesaurus
 Representative Tri-City Stations

Personnel

President Edw. A. Allen
 Station Manager Phillip P. Allen
 Sales Manager Glenn E. Jackson
 Sales Promotion Manager Joe Wright
 Program Director Eric F. Lund
 Chief Engineer John Orth

W M V A

MARTINSVILLE—EST. 1941

Frequency: 1450 Kc. Power 250 Watts
 Owned-Operated By Martinsville Broad-
 casting Co., Inc.
 Address Thomas Jefferson
 Hotel, Church Street
 Phone Number 2152
 Studio Address: Thomas Jefferson Hotel; W.
 Washington St., Lakesville
 Transmitter Location Roxy Theatre Bldg.
 Time on the Air 6 a.m. to 10 p.m.
 Newspaper Affiliation Martinsville Daily
 Bulletin
 News Service AP
 Transcription Service: Langworth; C. P. Mac-
 Gregor; Keystone Broadcasting System

Personnel

President William C. Barnes
 Secretary - Treasurer and General
 Manager R. Hoy Whitlow
 Sales Promotion Manager Charles Adams
 Program Director Bryn Mortensen
 Publicity Director Larry R. Schoenfield
 Production Manager- Chief
 Announcer Reginald Harden
 Leaksville Studio Manager Curtis Webster
 Continuity Editor Andrew Ferguson
 Office Manager Katherine Wrenn
 Chief Engineer R. E. Liverence

W G H

NEWPORT NEWS—EST. 1928
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business AddressPortlock Bldg.,
 Norfolk, Va.
 Phone Number27031
 Studio Addresses: Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.
 Transmitter Location ...End Jefferson Avenue,
 Newport News, Va.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News Service AP
 Transcription ServiceStandard Radio;
 Lang-Worth
 RepresentativeBurn-Smith Company

Personnel

President.....Raymond B. Bottom
 V.P.-General Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program Director.....Gene D. Stratton
 Production Manager-Chief
 AnnouncerJoel F. Wahlberg
 Chief Engineer.....Raymond P. Aylor, Jr.

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By.....WTAR Radio Corp.
 Address ...National Bank of Commerce Bldg.
 Phone Number25671
 Transmitter LocationGlen Rock
 Time on the Air.....5:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Norfolk Ledger-
 Dispatch; Virginian Pilot
 News ServiceTransradio; UP
 Transcription Service: Standard Radio; Lang-
 Worth; Davis Schwegler
 RepresentativeEdward Pety & Co.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Program & Musical
 Director.....Henry Cowles Whitehead
 Assistant Program Director.....Jeff Baker
 Director of Sports.....Blair Eubanks
 Continuity ManagerHelen Whitehead
 Commercial Traffic
 ManagerShirly Enright
 Production Manager.....Vaughn Bradshaw
 Sales Promotion Director.....Ralph S. Hatcher
 Technical Director.....J. L. Grother

W P I D

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Petersburg News-
 paper Corporation
 Address121 N. Sycamore Street
 Phone Number1053
 Transmitter Location...Colonial Heights, Va.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 (Share time with WBBL, Richmond) 1:30 to
 5:30 p.m.; 7 to 7:30 p.m.
 Newspaper Affiliation.....Petersburg Prog-
 ress-Index
 News ServiceUP
 Transcription ServiceStandard Radio
 RepresentativeAssociated Radio Sales

Personnel

PresidentR. B. Huber
 Station ManagerB. Walter Huffington
 Commercial-Sales Promotion
 ManagerHanson Dustin
 Program Director.....Edward Burwell
 Production Manager.....Frank Facenda
 Publicity DirectorStewart Spencer
 Chief Announcer.....Edward Burch
 Chief Engineer.....Herb Powell

W B B L

RICHMOND—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church
 Address1627 Monument Avenue
 Phone Number57941
 Transmitter Location ...1627 Monument Ave.
 Time on the Air: 10:30 a.m. to 1:30 p.m.; 5:30
 p.m. to 7 p.m.; 7:30 p.m. to 9:30 p.m.; Sun-
 days, 10:30 a.m. to 12:15 p.m.; 7:45 p.m. to 9
 p.m.

Personnel

Station Manager.....M. A. Sitton
 Chief Engineer.....J. A. Steere
 (Non-Commercial Station)

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceINS
 Transcription ServiceNBC Thesaurus
 RepresentativeJohn Blair & Company

Personnel

President & Station
 Manager.....Wilbur M. Havens

National Sales and Promotion Manager.

R. E. Mitchell
 Chief Announcer.....Jack Hooper
 Program Director.....Garnett Tate
 Local Sales Manager.....Walter Bowry, Jr.
 Production Manager.....J. F. Skanell
 Publicity Director.....K. Hawks
 Musical Director.....J. Yellen
 Chief Engineer.....Wilfred H. Wood

WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Richmond Radio Corporation

Address323 E. Grace St.
 Phone Number33436
 Transmitter LocationWilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.

News Service.....UP
 Transcription Service.....Associated Music Publishers
 Representative.....Edward Petry & Co.

Personnel

President.....John Stewart Bryan
 Vice-President.....Dr. D. S. Freeman
 Secretary-Treasurer.....Tennant Bryan
 Station Manager.....E. S. Whitlock
 Program Director.....Richard Velz
 Artists' Bureau Head.....Harold Phillips
 Educational Director.....G. Mallory Freeman
 Assistant Production Manager.

Louis L. Lauve, Jr.
 Assistant Chief Engineer.....Ernest Bowman
 Chief Engineer.....Walter S. Selden

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business AddressHotel Richmond, 9th
 and Grace St.

Phone Number3-6633
 Studio Addresses: Hotel Richmond: 502 Duke
 St., Norfolk

Transmitter LocationEdgeworth, Henrico
 County, Va.

Time on the Air: 5:39 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....World Broadcasting
 System; Lang-Worth; Davis & Schwegler
 Representative.....Paul H. Raymer Co.

Personnel

President.....P. L. Reed
 General Manager.....C. T. Lucy
 Business Manager.....Barron Howard

Public Relations Director.....W. R. Bishop
 Program Service Manager.....Irvin Abeloff
 Assistant Program Service Manager-

Chief Announcer.....E. Ward Adams
 Traffic Manager.....Burt T. Repine
 Chief Clerk.....M. C. Rodenberry
 Studio Manager.....Joseph A. Mackey
 Publicity Director.....William L. Wallis
 Musical Director.....E. D. Naff
 Chief Engineer.....D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corporation

Business AddressP. O. Box 150
 Phone Number8131
 Studio Address124 West Kirk Avenue
 Transmitter Location...Colonial Ave., Colonial
 Heights

Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12 midnight

Newspaper Affiliation.....Roanoke Times;
 Roanoke World News

News Service.....UP
 Transcription Service.....Lang-Worth; WBS
 Representative.....Free & Peters, Inc.

**STARTING THE
 NEW YEAR WITH
 GREATER POWER**

**5000
 WATTS**
 DAY AND NIGHT
 910 KC
 EDWARD PETRY & CO., INC.
 NATIONAL REPRESENTATIVES

WRNL

**RICHMOND
 VIRGINIA**

Personnel

President.....J. P. Fishburn
 Station Manager.....Ray P. Jordan
 Commercial Manager.....Frank D. Kesler
 Program-Publicity Director.....Jack Weldon
 Production Manager.....Paul Reynolds
 Artists' Bureau Head &
 Musical Director.....Eve Nininger
 Chief Engineer.....J. W. Robertson

W S L S

ROANOKE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Roanoke Broadcast-
 ing Corp.
 Address.....Shenandoah Life Building
 Phone Number.....9227
 Transmitter Location.....Shenandoah Life
 Building
 Time on the Air: 6 a.m. to 12:05 p.m. Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service.....Transradio
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 Representative.....Tri-City Stations

Personnel

President.....Paul C. Buford
 Station Manager.....James H. Moore
 Commercial Manager.....Frank E. Koehler
 Sales Representative.....Horace Fitzpatrick
 Program Director.....Fred C. Johnstone
 Production Manager.....Edward D. Skotch
 Chief Announcer.....Bob Menefee
 Musical Director.....Bill Saunders
 Chief Engineer.....Philip Briggs

W L P M

SUFFOLK—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Suffolk Broadcasting
 Corp.
 Address.....105 Bank Street
 Phone Number.....1420
 Transmitter Location.....Route No. 460
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Sears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
 Publicity Director.....Elizabeth Griggs
 Sales Promotion Manager.....Margaretta Smith
 Program Director.....Floyd V. Cozad
 Production Manager.....Charles Kay
 Chief Announcer.....Earl Hundley
 Chief Engineer.....William Rupp

W I N C

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richard Field Lewis, Jr.
 Address.....WINC Building
 Phone Number.....Winchester 4855
 Transmitter Location.....Winchester
 Time on the Air.....7 a.m. to 11:30 p.m.

Personnel

Owner-General Manager.....Richard Field Lewis
 Station Manager.....Grant Pollock
 Program Director.....Winslow Porter
 Chief Engineer.....Phil Whitney

WASHINGTON

For Latest U. S. Census, Population and Retail Trade Data

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K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
 PACIFIC BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KXRO, Inc.
 Business Address.....P. O. Box 1120
 Phone Number.....Aberdeen 4098
 Studio Address.....207 East Market Street
 Transmitter Location.....Finch Farms
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 11 p.m.
 News Service.....UP

Transcription Service.....World Broadcasting
 System
 Representatives: John Blair & Co.; Walter
 Biddick Co.

Personnel

President.....Harry R. Spence
 Commercial Manager.....Fred G. Goddard
 Program Director.....Edith Garrett
 Production Manager.....Art Lindsay
 Publicity Director.....Elmer Holmberg
 Chief Announcer.....W. M. McGoffin
 Home Economics Director.....Ruth Poindexter
 News Editor.....John Forbes
 Musical Director.....Stan Spiegle
 Chief Engineer.....W. M. McGoffin

K V O S

BELLINGHAM—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)

Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....900 Roeder Ave.;
(C. P. west of Bellingham)

Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; Lang-
Worth; KBC Thesaurus

Personnel

President.....Rogan Jones

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation

Address.....Kela Bldg.
Phone Numbers.....Centralia 721; Chehalis
721

Transmitter Location: Kela Bldg., (Midway be-
tween Centralia and Chehalis)

Time on the Air:.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth; C. P.
MacGregor; Davis & Schwegler

Representatives: John Blair & Company (New
York, Chicago, Detroit); Homer Owen Grif-
fith (Los Angeles, San Francisco); John Keat-
ing (Portland); Romig Fuller (Seattle)

Personnel

President-Station Manager.....J. Elroy McCaw
Secretary.....Mabel A. Gwinn
Commercial Manager.....Joseph Chytil
Merchandising Manager.....Vincent Voegele
Production Manager.....Elwood Lippincott
Publicity Director-Chief

Announcer.....Lester Keiter
Musical Director.....Arnold Werner
Chief Engineer.....DeWitt Morris

K E V E

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By.....Cascade Broad-
casting Company, Inc.

Business Address.....P. O. Box 650
Phone Number.....Main 337
Studio Address.....North gate of city limits
Transmitter Location.....North Gate of city limits
Time on the Air.....5:55 a.m. to 11:05 p.m.
News Service.....AP
Transcription Service.....World Broadcasting
System; C. P. MacGregor

Personnel

President.....Dr. J. R. Binyon
Vice-President-General

Manager.....Lloyd Wallgren
Operations Manager.....Cliff Hansen
Continuity Director.....Jack McClintock
News Editor.....Fred Moore
Women's Program-Musical
Director.....Mary Alice Webb
Chief Engineer.....Lloyd Wallgren

K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 d.; 100 n.
Owned-Operated By.....Everett Broadcasting
Co., Inc.

Address.....Clark Building
Phone Numbers.....Main 526-653
Transmitter Location.....Everett
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President-Chief Engineer.....Lee Mudgett
Station-Commercial Manager,

Thomas H. Schafer
Program Director.....Bernardine Playford
Chief Announcer.....Glen Wilde

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Twin City Broad-
casting Corp.

Address.....National Bank of Commerce
Bldg.

Phone Number.....Longview 1500
Transmitter Location.....Ocean Beach
Highway

Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President.....Art Campbell
Station Manager.....C. O. Chatterton
Commercial Manager.....Loren Nicholson
Program Director.....Frank Coffin
Publicity Director.....Felker Morris
Chief Announcer.....Virgil Brinnan
Chief Engineer.....B. G. Cunningham

K G Y

OLYMPIA—EST. 1922 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By.....KGY, Inc.

Address 119 N. Washington, Rockway,
Leland Bldg.
Phone Number 6636
Transmitter Location 119 N. Washington
Time on the Air 7 a.m. to 11 p.m.
News Service Transradio; UP
Transcription Service: Keystone Broadcasting
System
Representatives Burn-Smith Co.; Romig C.
Fuller Associates

Personnel

President-Station Manager Tom Olsen
Sales Manager J. Harris Dorr
Program Director Eve Knutson
Production Manager Brockett Hiley
Chief Announcer Sam Crawford
Chief Engineer John H. Thatcher

K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By State College of
Washington
Address Pullman
Phone Number 9021
Time on the Air: 6:45 a.m. to 8 a.m.; 10 a.m.
to 10 p.m. each week day but Thurs. when
off the air at 7:30 p.m. Operate until
12 midnight on Fridays. (79 hours weekly)
News Service UP

Personnel

Station Manager Kenneth E. Yeend
Chief Engineer Kenneth Pendleton
(Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

Frequency: 1090 Kc. Power: 250 Watts
Owned-Operated By Evergreen Broad-
casting Corporation
Address 2102 Smith Tower
Phone Number Seneca 2056-7
Time on the Air 7 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio;
Keystone Broadcasting System

Personnel

President Walter Wyckoff
Vice-President-Station Manager,
Robert S. McCaw
Commercial Manager Richard S. Downie
Director of Sales Frank Emerick
Sales Promotion Manager Sam Hageage
Program Director Carlyle Austin
Production Manager Don Klein
Publicity Director Catherine Dickson
Director of Women's Program Teedy Emerick
Chief Announcer J. J. Shawcroft
Musical Director Nick Paoellella
Chief Engineer Robert S. McCaw

K I R O

**SEATTLE—EST. 1935 (1928 as KPGB)
COLUMBIA BROADCASTING SYSTEM**

Frequency: 710 Kc. Power: 50000 Watts
Owned-Operated By Queen City Broad-
casting Co.
Address Cobb Building
Phone Number Seneca 1500
Transmitter Location Vashon-Maury
Island, Wash.
Time on the Air 6 a.m. to 1 a.m.
News Service AP
Transcription Service World Broadcasting
System; Standard Radio
Representative Free & Peters

Personnel

President Louis K. Lear
Vice-President-General
Manager H. J. Quilliam
Assistant Business Manager Loren B. Stone
Sales Manager J. A. Morton
Director of Operations M. A. Rider
Chief Announcer Jack Zindel
Director of Audience Service,
Eloise Daubenspeck
Director of Education Hazel Kenyon
Publicity Director Bill Mosher
Musical Director Max Dolin
Chief Engineer James Hatfield

K J R

**SEATTLE—EST. 1921
THE BLUE NETWORK**

Frequency: 1000 Kc. Power: 5000 Watts
(C. P. 50000 Watts)
Owned-Operated By Fisher's Blend
Stations, Inc.
Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600 26th Ave.,
S. W. West Waterway
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

President O. W. Fisher
Station Manager Birt F. Fisher
Commercial Manager W. B. Stuhrt
Research-Advertising Manager,
Charles A. Bailie
Program Director W. W. Warren
News Director Dick Keplinger
Operation Supervisors Homer Pope,
Bennett Fisher
Public Relations Director Peter Lyman
Traffic Manager Charles Bras
Chief Engineer Francis Brot

K O L

SEATTLE—EST. 1922
MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 d.; 1000 n.;
(C. P. 5000 d. & n.)
Owned-Operated By: Seattle Broadcasting Co.
Address Northern Life Tower
Phone Number Main 2312
Transmitter Location Seattle
Time on the Air Unlimited license
Transcription Service Lang-Worth; C. P.
MacGregor; Standard Radio; Associated
Music Publishers
Representative Reynolds-Fitzgerald, Inc.

Personnel

Manager Archie Taft
Commercial Manager Oliver A. Runchey

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Fisher's Blend Sta-
tions, Inc.
Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600 26th Ave., S.W.
West Waterway
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.
Transcription Service NBC Thesaurus
Representative Edward Petry & Co.

Personnel

President O. W. Fisher
Station Manager Birt F. Fisher
Commercial Manager W. B. Stuht
Research-Advertising Manager,
Charles A. Baillie
Program Director W. W. Warren
Public Relations Director Peter Lyman
News Director Dick Keplinger
Operation Supervisors Homer Pope,
Bennett Fisher
Traffic Manager Charles Bras
Auditor J. B. Henley
Chief Engineer Francis Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Cor-
poration
Address 2939 Fourth Avenue South
Phone Number Main 0110
Transmitter Location 2939 Fourth Ave. South
Time on the Air 24 hours daily
News Service AP

Transcription Service Associated Music
Publishers; Lang-Worth; C. P. MacGregor
Representative Radio Advertising Cor-
poration

Personnel

President P. K. Leberman
Station Manager Robt. E. Priebe
Commercial Manager R. C. Fuller
Program Director Ted Bell
News Editor N. J. Rifkin
Musical Director Tom Priebe
Chief Engineer George A. Freeman

K I W

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By The First Presbyterian
Church of Seattle
Address 7th & Spring Sts.
Phone Number Main 4177
Transmitter Location Seattle
Time on the Air Shares time with KWSC

Personnel

Pastor and Station
Manager Dr. M. A. Matthews
(Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By American Radio
Telephone Co.
Address Bigelow Bldg.
Phone Number Seneca 1000
Transmitter Location Second Avenue and
Union Street
Time on the Air: 6:30 a.m. to local sunset;
10 p.m. to 3 a.m.
News Service INS
Representative Burn-Smith Co.

Personnel

President R. F. Meggee
Station Manager Florence Wallace
Program Director J. Jackson Latham
Publicity Director Ray Dofelmier
Chief Engineer John DeBuque

K F I O

SPOKANE—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Spokane Broadcast-
ing Corporation
Business Address 526 Riverside Drive
Phone Number Main 3-400
Transmitter Location 526 Riverside Avenue
Spokane
Time on the Air: 6 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus; Lang-
Worth; C. P. MacGregor

Personnel

President & Manager..... Arthur L. Smith
 Commercial Manager..... R. G. McBroom
 Production Manager-Publicity
 Director..... Roy Civile
 Office Manager..... G. Longmeier
 Chief Announcer..... Robert Plummer
 Chief Engineer..... C. T. Strong

KFPY

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 Frequency: 920 Kc..... Power: 5000 Watts
 Owned-Operated By..... Symons Broad-
 casting Company
 Address..... Symons Building
 Phone Number..... Main 1218
 Transmitter Location..... Route 3, Box 100
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 News Service..... UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor
 Representative..... The Katz Agency, Inc.

Personnel

President..... Mrs. Frances R. Symons
 General Manager..... Arthur L. Bright
 Program Manager..... R. W. Brazeal
 Promotion Manager..... Richard E. Green
 Continuity Director..... Harold A. Bratsberg
 Chief Announcer..... Robert G. Hurd
 Office Manager..... Milton O. Fritsch
 Traffic Manager..... Barbara Kuttler
 Musical Director..... Arthur Zepp
 Chief Engineer..... George Langford

KGA

SPOKANE—EST. 1933

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NORTHWEST TRIANGLE CHAIN

Frequency: 1510 Kc..... Power: 10000 Watts
 Owned-Operated By..... Louis Wasmer
 Address..... Radio Central Building
 Phone Number..... Main 5383
 Transmitter Location..... 325 East Rowan
 Time on the Air..... 18 hours daily; Sun-
 days, 16 hours
 News Service..... UP
 Transcription Service..... C. P. MacGregor;
 Lang-Worth
 Representative..... Paul H. Raymer Co.

Personnel

Owner..... Louis Wasmer
 General Manager..... Harvey Wixson
 Program Director..... Victor Hurley
 Publicity Director..... Bryon Hutton Shrader
 Traffic Manager..... Jessie McGrew
 Public Service Director..... Harold Zent
 Music Librarian..... Ruth Harris
 Auditor..... Ranald Wright

News Editor..... John Bemis
 Musical Director..... Earl Shinkoskey
 Chief Engineer..... A. G. Sparling

KHQ

SPOKANE—EST. 1920
NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE CHAIN

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Operated By..... Louis Wasmer
 Address..... Radio Central Building
 Phone Number..... Main 5383
 Transmitter Location..... 4102 South Regal
 Street
 Time on the Air..... 18 hours daily; Sundays,
 16 hours
 News Service..... UP
 Transcription Service..... C. P. MacGregor;
 Lang-Worth
 Representative..... Edward Petry & Co., Inc.

Personnel

Owner..... Louis Wasmer
 General Manager..... Harvey Wixson
 Program Director..... Victor Hurley
 Publicity Director..... Bryon Hutton Shrader
 Traffic Manager..... Jessie McGrew
 Public Service Director..... Harold Zent
 Music Librarian..... Ruth Harris
 Auditor..... Ranald Wright
 News Editor..... John Bemis
 Musical Director..... Earl Shinkoskey
 Chief Engineer..... A. G. Sparling

KMO

TACOMA—EST. 1922
MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

Frequency: 1360 Kc..... Power: 5000 Watts
 Owned-Operated By..... Carl E. Haymond
 Business Address..... 914½ Broadway
 Phone Number..... Main 4144
 Transmitter Location..... Tacoma-Seattle
 Highway
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth; Davis
 & Schwegler; C. P. MacGregor
 Representative..... John Blair & Co.; Romig
 C. Fuller & Associates

Personnel

Owner-General Manager..... Carl E. Haymond
 Station Manager..... J. A. Murphy
 National Commercial Manager..... A. Q. Moore
 Local Commercial Manager..... Jerry Geehan
 Program Director..... Ted Knightlinger
 Traffic Manager..... Jack Clark
 Chief Announcer..... Verne Sawyer
 Musical Director..... Marion Kay
 Auditor..... Paul F. Benton
 Chief Engineer..... Joe Kolesar

K T B I

TACOMA—EST. 1941

EVERGREEN BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Tacoma Broadcasters, Inc.

Address 212 Puget Sound Bank Bldg.
Phone Number BRoadway 2241
Transmitter Location 212 Puget Sound Bank Bldg.

Time on the Air Unlimited License
News Service Transradio; UP
Transcription Service Standard Radio
Representative Cox & Tanx

Personnel

President C. C. Cavanaugh
Station Manager Edward J. Jansen
Commercial Manager E. S. Robinson
Program Director Rosemary Stewart
Production Manager Paul Terry
Office Manager Esther H. Fox
Women's Editor Ruth E. Reisner
Musical Director George Johnson
Chief Engineer Kenneth Grindle

K T P N

TACOMA—EST. 1941

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By Michael J. Mingo
Address Seattle
Transmitter Location Seattle
Time on the Air Unlimited license

Personnel

Owner Michael J. Mingo
*Station had a construction permit at press-time and no further information was available.

K V I

TACOMA—EST. 1927

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Puget Sound Broadcasting Company, Inc.

Business Address 502 Rust Building
Phone Number Broadway 4211
Studio Addresses 502 Rust Building;
Tacoma; Olympic Hotel, 4th and Seneca, Seattle, Wash.

Time on the Air 5:30 a.m. to 12:30 a.m.
News Service AP
Transcription Service C. P. MacGregor;
Associated Music Publishers
Representative George P. Hollingbery Co.

Personnel

President & Station
Manager Vernice Irwin
Commercial Manager Earl T. Irwin

Sales Promotion Director Elvin E. Evans
Program Director Larry Huseby
Publicity Director Dorothy Doernbecher
Traffic Manager Louise Receconi
Bookkeeper Betty Richardson
Musical Director Ruben Gaines
Chief Engineer William Haase

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 500 Watts
Owned-Operated By Vancouver Radio Corporation

Business Address P. O. Box 610
Phone Number 150
Studio Address 707½ Main St.
Transmitter Location 2915 Fruit Valley Road
Time on the Air 6:30 a.m. (sign-on)
News Service UP
Transcription Service Standard Radio

Personnel

President Sheldon F. Sackett
General Manager Ben E. Stone
Resident Manager S. W. McCready
Program Director Louis C. Cook
Publicity Director Marion Sexton

K U J

WALLA WALLA—EST. 1928

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By KUJ, Inc.
Business Address: Marcus Whitman Hotel,
Second and Rose Streets

Phone Number 1230
Studio Addresses: Marcus Whitman Hotel;
Pendleton Music Store, Pendleton
Transmitter Location: U. S. Highway No. 410
and Sudbury Road

Time on the Air 6 a.m. to 10 p.m.
News Service UP
Transcription Service: World Broadcasting
System; C. P. MacGregor; Lang-Worth
Representative: John Blair & Co.; John Keating;
Romig Fuller & Associates

Personnel

President and General
Manager H. E. Studebaker
Commercial Director Jerry Jensen
Advertising Director Norval Arnes
Publicity Director J. B. Schick
Chief Announcer Jimmie Nolan
News Bureau Director J. Birney Blair
Pendleton Studio Manager Max Taylor
Women's Program Director Virginia Von Hay
Musical Director Roy Dorr
Chief Engineer Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 (C. P. 560 Kc.; 1000 d.; 500 n.)
 Owned-Operated By Westcoast Broad-
 casting Company
 Address 20 Second Street
 Phone Number 45; 875
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 Transmitter Location . . North End Miller Street
 9 a.m. to 11 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Standard Radio; World Broadcasting System

Personnel

President Rogan Jones
 Station and Commercial
 Manager Cole Wylie
 Chief Announcer Pat Hayes

K I T

YAKIMA—EST. 1929
 MUTUAL—DON LEE BROADCASTING
 SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Carl E. Haymond
 Address 414½ E. Yakima Ave.
 Phone Number 8115
 Transmitter Location Old Town, Wash.
 Time on the Air 6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.
 News Service UP
 Transcription Service Lang-Worth; World
 Broadcasting System
 Representative John Blair & Co.

Personnel

President Carl E. Haymond
 Resident Station Manager J. A. Murphy
 Commercial Manager Harrison A. Miller
 Sales Promotion Manager R. Lee Black
 Program Director D. L. Lindberg
 Production Manager William Murphy
 News Editor Peder Wick
 Chief Announcer Charles Foster
 Musical Director Maryalyce Adkins
 Chief Engineer H. B. Murphy

WEST VIRGINIA

For Latest U. S. Census, Population and Retail Trade Data
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W J L S

BECKLEY—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Joe L. Smith, Jr.
 Address 101½ Main Street
 Transmitter Location Teel Road
 Phone Number 7311
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 9 a.m. to 8:30 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Associated Music Publishers; Keystone
 Broadcasting System
 Representative Spot Sales, Inc.

Personnel

Station Manager Joe L. Smith Jr.
 Assistant Manager Charles Armentrout
 Program Director Norman McDonald
 Chief Announcer Don Gratham
 Continuity Director George Armstrong
 Auditor V. Z. Cooper
 Chief Engineer Al Ginkle

W H I S

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.
 WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Daily Telegraph
 Printing Co.
 Address Commerce Street
 Phone Number WHIS
 Transmitter Location Route No. 52,
 Harry Heights
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Bluefield Daily Tele-
 graph; Sunset News
 News Service AP
 Transcription Service: World Broadcasting Sys-
 tem; Lang-Worth
 Representative The Katz Agency

Personnel

President H. I. Shott
 Manager J. Lindsey Alley
 Program Director Stuart Odell

Artists' Bureau Head.....Melvin Barnett
 Publicity Director.....Bill Blake
 Production Manager-Musical
 Director.....Barnes Nash
 Music Librarian.....James Clark
 News Editor.....Louis Douthat
 Continuity Editor.....Janie Lambert
 Chief Engineer.....P. T. Flanagan

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Charleston
 Broadcasting Co.
 Address.....1016 Lee St.
 Phone Number.....28-131
 Transmitter Location.....Kanawha Country
 Club Road
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
 Managing Director.....Howard L. Chernoff
 Technical Advisor.....Odes E. Robinson
 Sales Promotion Manager.....Gilbert Field
 Program Director.....William J. Adams
 Production Manager.....Ronald Dawson
 Publicity Director.....Harold C. Miller
 Traffic Director.....Carolyn Johnson
 Comptroller.....P. H. Evans
 Musical Director.....Leah Perry

WGKV

CHARLESTON—EST. 1939

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Kanawha Valley
 Broadcasting Company
 Address.....Empire Building
 Phone Number.....37-541
 Transmitter Location.....Coal Branch Heights
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

President.....W. A. Carroll
 Station Manager.....Worth Kramer
 Commercial Manager.....Robert Wasdon
 Sales Promotion Manager.....A. H. Crawford
 Program Director-Chief Announcer,
 Joseph B. Mathews
 Production Manager.....Raymond Penner
 Publicity Director.....Joseph Farris
 Musical Director.....George Champe
 Chief Engineer.....Charles Williams

WBLK

CLARKSBURG—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.

Address.....444½ West Pike Street
 Phone Number.....3040
 Transmitter Location.....Glen Elk, Clarksburg
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....AP
 Transcription Service.....World Broadcasting
 System

Representative.....The Branham Company

Personnel

President.....John A. Kennedy
 General Manager.....G. C. Blackwell
 Program-Musical Director.....Don McWhorter
 Chief Announcer.....James A. Flenniken
 Traffic Manager-Women's Program
 Director.....Charlotte Umberger Robb
 Bookkeeper.....Joy Wilfong
 Chief Engineer.....C. S. Clemans

WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Monongahela Valley
 Broadcasting Co.

Address.....208 Adams St.
 Phone Number.....3100
 Transmitter Location.....Monongah
 Time on the Air.....3 a.m. to 12 midnight
 News Service.....UP

Transcription Service: Standard Radio; Davis &
 Schwegler

Representative.....John Blair & Co.

Personnel

President.....George B. Storer
 Station & Sales Manager.....O. J. Kelchner
 Office Manager.....R. C. Warden
 Program Manager & Chief

Announcer.....Charles Roe
 Production Manager.....Howard Black
 Continuity Editor.....C. Swiger
 Publicity Director.....Bill Edwards
 Musical Director.....Henry Gruner
 Chief Engineer.....Roy Heck

WSAZ

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSAZ, Inc.
 Address.....929½ Fourth Ave.
 Phone Number.....4106

Transmitter Location 28th St., West
 Time on the Air Unlimited license
 Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service AP
 Transcription Service World Broadcasting
 System
 Representative Howard H. Wilson Co.

Personnel

President and General
 Manager John A. Kennedy
 Station Director Mike Layman
 Program Director A. Rauch
 Publicity Director Ted Arnold
 Chief Announcer Bob Drexler
 Musical Director Mary Frances Carter
 Chief Engineer Russell Banks

W L O G

LOGAN—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Clarence H. Frey &
 Robert O. Greever—Partners
 Address Kanada & Chestnut Streets
 Phone Number 761
 Transmitter Location ... Kanada and Chestnut
 Streets
 Time on the Air 7:30 a.m. to 10 p.m.
 Newspaper Affiliation Logan Banner
 News Service UP
 Transcription Service Standard Radio;
 Keystone Broadcasting System

Personnel

President Clarence H. Frey
 General Manager C. E. Vann
 Chief Announcer Glyn Ellis
 Musical Director and Director of
 Women's Programs Quinnelle Vann
 Chief Engineer John Francis Yarns

W A J R

MORGANTOWN—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By West Virginia Radio
 Corporation
 Business Address 440-446 Spruce Street
 Phone Number 9488
 Transmitter Location Charleston Ave.
 at Summers Street
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 9 a.m. to 8 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Forjoe & Company

Personnel

President H. C. Greer
 Station Manager C. H. Murphey
 Sales Promotion Manager .. C. Jerry Freeman
 Program Director-Chief
 Announcer Craig Stewart

Auditor James Kirk
 Bookkeeper Clara Mutter
 Musical Director Mort Cohn
 Chief Engineer R. C. Spence

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Ohio Valley Broad-
 casting Corporation
 Address 701½ Market Street, Grinter
 Building
 Phone Number 2530
 Transmitter Location Route No. 2
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service World Transcription
 Service
 Representative Branham Company

Personnel

President John A. Kennedy
 Commercial Manager John V. Anderson
 Assistant Manager R. D. Marshall
 Sales Promotion Manager A. N. Archer
 Program Director Carl Loose
 Coordinator of Station Relations .. Flem Evans
 Musical Director Sarah L. Heermans Heck
 Chief Engineer William Sodaro

W B R W

WELCH—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By McDowell Service
 Company
 Business Address 10 Riverside Drive
 Phone Number 818
 Transmitter Location Dor Building
 Time on the Air 6 a.m. to 11 p.m.;
 Sundays, 9 a.m. to 6 p.m.
 News Service Press Association
 Transcription Service Associated Music
 Publishers; C. P. McGregor; Keystone
 Broadcasting System

Personnel

President J. W. Blakely
 Station Manager Joseph J. Hergel
 Commercial-Sales Promotion
 Manager David L. Fann
 Program-Publicity Director Felix Adams
 Chief Engineer John Csensich

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting, Inc.
 Address Pythian Building

Phone Number Wheeling 5320
 Transmitter Location Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

President Joe L. Smith
 Station-Commercial Manager... John B. Reynolds
 Program Director Albert H. Stewart
 Chief Announcer Merrill Madden
 Production Manager-Musical
 Director Edward A. Sprague
 Chief Engineer Fred Baker

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By West Virginia
 Broadcasting Corp.

Address Hawley Building
 Phone Number Wheeling 5383
 Transmitter Location Near West Liberty
 Time on the Air: 4:30 a.m. to 1 a.m.;
 Sundays, 8 a.m. to 1 a.m.

Newspaper Affiliation Greater Wheeling
 Home Talk

News Service UP
 Transcription Service NBC Thesaurus
 Representative John Blair & Co.

Personnel

President George B. Storer
 Managing Director George W. Smith
 Production Manager Paul J. Miller
 Program Director Cliff Allen
 Chief Engineer Glenn G. Boundy

W B T H

WILLIAMSON—EST. 1939

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Williamson Broad-
 casting Corp.

Address Williamson
 Phone Number 1241
 Transmitter Location 6 a.m. to 10 p.m.
 News Service UP
 Transcription Service World Broadcasting
 System

Personnel

President G. W. Taylor
 Vice-President-Treasurer W. P. Booker
 Commercial-Sales Promotion
 Manager Alice Shein
 Program-Publicity Director... Eddie Whitehart
 Chief Announcer Bob Spiros

WISCONSIN

*For Latest U. S. Census, Population and Retail Trade Data
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W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WHBY, Inc.

Address 600 S. Lawe St.
 Phone Number 1161
 Transmitter Location 600 S. Lawe St.
 Time on the Air 6:30 a.m. to 10 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Reynolds-Fitzgerald, Inc.

Personnel

Managing Director Rev. James A. Wagner
 Station Manager J. L. Gallagher
 Program Director Rodge Mueller
 Chief Engineer George Merkle

W A T W

ASHLAND—EST. 1941

MUTUAL BROADCASTING SYSTEM

**NORTH CENTRAL BROADCASTING SYSTEM
 LAKE SUPERIOR NETWORK**

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By Upper Michigan-
 Wisconsin Broadcasting Co., Inc.

Address Northern State Bank Building
 Phone Number 1420
 Transmitter Location... 1½ miles south of
 Ashland on Highway No. 13

Time on the Air 6:30 a.m. to 12 midnight
 News Service AP; UP
 Transcription Service Standard Radio
 Representative Bogner & Martin

Personnel

Vice President-General Manager,
 Noel C. Ruddell
 Commercial Manager Merrill Trapp
 Program Director Ruth Wright
 Production Manager-Publicity
 Director Ray Williams

Chief Announcer-Musical
 Director Warren Hites
 Office Manager Todd Hogan
 Special Features Director..... John Marta
 Chief Engineer..... Hine Dahlback

WEAU

EAU CLAIRE—EST. 1937

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 NORTH CENTRAL BROADCASTING SYSTEM
 NORTHWEST NETWORK

Frequency: 790 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By..... Central Broadcasting
 Company

Business Address 203 South Barstow St.
 Phone Number 6149
 Transmitter Location... Seymour Road (County
 Road Q)

Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation..... Superior Evening
 Telegram; Eau Claire Leader

News Service AP; UP
 Transcription Service NBC Thesaurus
 Representative..... George P. Hollingbery Co.

Personnel

President..... W. C. Bridges
 Commercial Manager Clyde Riddle
 Program Director Loren F. Bridges
 Production Manager-Chief

Announcer William Conner
 Chief Engineer..... Charles B. Persons

KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc...Power: 250 Watts
 Owned By..... The Reporter Printing
 Company

Operated By The Commonwealth Reporter
 Address 18-20-22 West First Street
 Phone Number 356
 Transmitter Location... 18-20-22 West First St.
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 7:30 a.m. to 8 p.m.

Newspaper Affiliation... The Commonwealth
 Reporter

News Service UP
 Transcription Service Standard Radio

Personnel

President A. H. Lange
 Station Manager..... Lucille Fairbanks
 Commercial Manager William O'Brien
 Program Director..... Carrol Culver
 Publicity Director Emery Martin, Jr.
 Chief Announcer..... Don Marshall
 Chief Engineer..... Wendell S. Meyers

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc...Power: 5000 Watts
 Owned-Operated By..... St. Norbert College

Business Address Green Bay
 Phone Number Adams 1
 Studio Address Bellin Building

Transmitter Location West De Pere, Wisc.
 Time on the Air..... 18 hours daily
 News Service AP

Transcription Service Associated Music
 Publishers

Representative Weed & Co.

Personnel

Managing Director Rev. James A. Wagner
 General Manager Haydn R. Evans
 Sales Manager Gene Goedjen
 Sales Promotion Manager... Val Schneider
 Program Director-Chief

Announcer Al Michel
 Production Manager Norman King
 Publicity Director Marjorie Opland
 Musical Director..... Clarence Edges
 Chief Engineer..... Wallace J. Stangel

WCLO

JANESVILLE—EST. 1930

Frequency: 1230 Kc...Power: 250 Watts
 Owned-Operated By Gazette Printing Co.
 Address 200 E. Milwaukee Ave.
 Phone Number 2500

Transmitter Location 3843 Oakhill Ave.
 Time on the Air..... 6 a.m. to 11 p.m.
 Newspaper Affiliation..... Janesville Daily
 Gazette

News Service AP
 Transcription Service... Keystone Broadcasting
 System; Standard Radio

Representative William Huffman, Wiscon-
 sin Rapids

Personnel

President Sidney H. Bliss
 General Manager..... James F. Kyler
 Program Director Sally Hester Kyler
 Publicity Director-Chief Announcer... Paul Rhule
 Chief Engineer..... Paul Holton

WKBH

LA CROSSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc...Power: 1000 Watts
 (C. P. 5000 Watts)

Owned-Operated By..... WKBH, Inc.
 Business Address..... 409 Main Street, Radio
 Building

Phone Number 4-5-0
 Transmitter Location R. F. D. LaCrosse
 Time on the Air..... 120 hours weekly

News Service UP

Transcription Service.....Standard Radio
 Representative ..Howard H. Wilson Company

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Commercial-Sales Promotion
 Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Production Manager ..Raymond Plamadore
 Musical Director.....Johannes Fossum
 Chief Engineer.....Al Leeman

W H A

**MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)**

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number ..Badger 580, Extension 474
 Transmitter Location.....Fish Hatchery Road
 Time on the Air.....7:30 a.m. to local sunset
 Transcription Service.....Lang-Worth

Personnel

Director.....H. B. McCarty
 Program Director.....William G. Harley
 Production Manager ..Gerald A. Bartell
 Public Relations Director.....H. A. Engel
 Chief Announcer.....Walter Krulevitch
 Women's Program Director ..Aline Hazard
 Farm Program Director.....Milton Bliss
 Musical Director.....Frederick Fuller
 Chief Operator.....John Stiehl
 (Non-Commercial Station)

W I B A

**MADISON—EST. 1924
 BLUE NETWORK**

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By ..Badger Broadcast-
 ing Company
 Business Address.....110 East Main Street
 Phone Number.....F. 8800
 Transmitter Location ..Route 4, Madison, Wis.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 Transcription Service.....World Broadcasting
 System: C. P. MacGregor
 Representative.....Reynolds-Fitzgerald, Inc.

Personnel

President.....William T. Evjue
 General Manager.....Edwin C. Allen
 Merchandising Manager ..C. W. Wallis
 Program Manager & Publicity
 Director.....K. F. Schmitt
 News Editor.....Robert Taylor
 Musical Director.....Leon Perssion
 Chief Engineer.....Norman Hahn

W O M T

MANITOWOC—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By ..Francis M. Kadow
 Address.....Radio Building
 Phone Number.....167-400 W
 Transmitter Location.....11110 Washington St.
 Time on the Air.....6:57 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

General Manager.....F. M. Kadow
 Commercial Manager ..Maurice Dailey
 Program Director.....Russ Russell
 Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

Frequency: 570 Kc.....Power: 250 Watts
 Owned-Operated By.....M. & M. Broadcast-
 ing Co.
 Address.....400 Wells St.
 Phone Number.....570
 Transmitter Location.....400 Wells St.
 Time on the Air: 5 a.m. to local sunset; Sun-
 days, 7 a.m. to local sunset ..
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative ..Reynolds-Fitzgerald, Inc.

Personnel

President.....W. E. Walker
 General Manager.....M. F. Chapin
 Commercial Manager ..J. D. Mackin
 Sales Promotion Manager ..G. J. Sullivan
 Program Director.....Ray Streeter
 Chief Announcer.....Carl Brose
 Chief Engineer.....Werner Schwartz

W I G M

MEDFORD—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....George F. Meyer
 Business Address.....Medford, Wisconsin
 Phone Number.....5147
 Studio Address.....Highway 13
 Transmitter Location.....Highway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service.....UP
 Representative.....Bogner & Martin

Personnel

Owner.....George F. Meyer
 Station Manager.....Waldemar C. Porsow
 Chief Announcer.....Ervin Kult
 Chief Engineer.....Nathan Williams

WISN

MILWAUKEE, WISCONSIN

REPORT TO THE NATION

(Radio Time Buyers!)

★
On September 5, WISN dedicated its new 5000 watt transmitter increasing by twenty times its night time and five times its day time power.

★
A directional system concentrated to reach Wisconsin's greatest buying power was installed. Milwaukee County (1/4 of the State population) has been provided with a signal two to four times stronger than any other Milwaukee Station.

★
Thousands and thousands of new listeners throughout the State have been added to the regular audience of this important CBS key station.

★
Sales of WISN are increasing daily. Sales (excluding CBS) during the past ninety days over a year ago show:

STATION TIME SALES INCREASE

47%

ANNOUNCEMENT TIME SALES INCREASE

23%

★
The CBS commercial schedule for WISN is now the greatest in its history. New Columbia commercials are being added as they are inaugurated over this network.

★
The year 1942 finds WISN with licenses of ASCAP, BMI and SESAC and with the libraries of World and Standard.

★
With expanded Program and Merchandising Departments WISN stands ready to go "ALL OUT" to be of assistance to its advertisers.

★
Let us help solve your advertising problems in Milwaukee and in the area of the lucrative WISN coverage.

G. W. Ferguson

General Manager.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

W E M P

MILWAUKEE—EST. 1935

**THE BLUE NETWORK
WISCONSIN NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Milwaukee Broad-
casting Co.
Address: 711 Empire Bldg.
Phone Number: Marquette 7722
Transmitter Location: 711 Empire Bldg.
Time on the Air: 18 hours daily
News Service: UP
Representative: Foreman & Co.

Personnel

President: Glenn D. Roberts
Station Manager: C. J. Lanphier
Sales Manager: Ben Wolff
Program Director: Conrad Rice
Production Manager: Charles LaForce
Musical Director: Elmer Ihrke
Chief Engineer: Raymond Host

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Hearst Radio, Inc.
Business Address: 123 W. Michigan St.
Phone Number: Daly 3900
Transmitter Location: So. 6th & W. Edgerton
Sts.

Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7:15 a.m. to 12 midnight

Newspaper Affiliation: The Milwaukee Sentinel
News Service: INS
Transcription Service: World Broad-
casting System

Representative: The Katz Agency

Personnel

General Manager: G. W. Grignon
Sales Promotion Manager: Hugh O'Malley
Program Director: Woods Dreyfus
Musical Director: E. Krebs
Chief Engineer: D. A. Weller

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: The Journal Com-
pany (The Milwaukee Journal)

Address: 333 West State Street
Phone Number: Marquette 6000
Transmitter Location: 12 miles west of
Milwaukee on Blue Mound Road

Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: The Milwaukee
Journal

News Service: AP
Transcription Service: Associated Music
Publishers
Representative: Edward Petry & Co., Inc.

Personnel

General Manager: W. J. Damm
Station Manager: L. W. Herzog
Asst. Manager: R. G. Winnie
Commercial Manager: Wm. F. Dittmann
Program Director: Robt. Heiss
Publicity Director: Russ W. Tolg
Musical Director: Wm. J. Benning
Chief Technician: D. W. Gellerup

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Howard H. Wilson
Address: 151½ Main Street
Phone Number: 4580
Transmitter Location: County Trunk "A," ½
mile north of city limits of Oshkosh
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

Personnel

PresidentHoward H. Wilson
 General ManagerRay E. Schwartz
 Program DirectorBob Lee
 Farm EditorBuck Leverton
 Continuity ChiefWallace Porsow
 Office Manager-Women's
 EditorLorraine Kuehn
 Chief Engineer.....Nathan Williams

WIBU

POYNETTE—EST. 1925

**NORTH CENTRAL BROADCASTING SYSTEM
 WISCONSIN RADIO NETWORK**
 Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business AddressR. F. D. No. 2
 Phone Number.....97 R (Poynette)
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter LocationR. F. D. No. 2
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.....Standard Radio

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Connor
 Portage Studio ManagerLyle Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief AnnouncerRaymond J. Tenpenny
 Chief EngineerLeonard Doese

WRJN

RACINE—EST. 1926

WISCONSIN BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By ...Racine Broadcasting
 Corporation
 Business Address441 Main Street
 Phone NumberJackson 290-291
 Studio Addresses: 441 Main Street; 7239 West
 Greenfield Ave., West Allis; Voelz Build-
 ing, Burlington; 5830 6th Avenue, Kenosha
 Transmitter Location.....Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air.....6:30 a.m. to 10 p.m.
 Newspaper AffiliationRacine Journal-
 Times
 News ServiceINS
 RepresentativeThe Walker Company

Personnel

President.....F. R. Starbuck
 Secretary-Treasurer &
 General Manager.....Harry R. LePoidevin
 Station & Commercial
 Manager.....Harold J. Newcomb
 Program Director-Chief Announcer,
 H. S. Mann, Jr.
 Publicity Director.....Ken Hegard
 Chief Engineer.....F. Lee Dechant

WJMC

RICE LAKE—EST. 1939

Frequency: 1240 Kc.Power: 250 Watts
 Owned ByW. H. McGenty
 Operated By.....J. J. McGenty
 Address410 North Main Street
 Phone Number550
 Transmitter Location ...1615 South Main St.
 Time on the AirUnlimited license
 News ServiceTransradio
 Transcription ServiceStandard Radio

Personnel

General Manager.....J. J. McGenty
 Station Manager.....Denis McGinty
 Commercial-Sales Promotion
 ManagerR. W. Thompson
 Public Relations Director.....Dr. J. H. Wallis
 Women's News Editor.....Mrs. L. Sherman
 Chief AnnouncerTravis Bailly
 Musical DirectorR. W. Wells
 Chief Engineer.....Ray Pearson

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM

**NORTH CENTRAL BROADCASTING SYSTEM
 WISCONSIN BROADCASTING SYSTEM**
 Frequency: 1330 Kc.Power: 1000 d.; 250 n.;
 (C. P. 1000 n.)

Owned-Operated By.....Press Publishing
 Business Address626-636 Center Ave.
 Phone Number1900
 Studio Address: Press Building, 626-636 Center
 Avenue
 Transmitter LocationHighway No. 141
 Time on the Air.....6:15 a.m. to 11 p.m.
 Newspaper AffiliationSheboygan Press
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeAssociated Radio Sales

Personnel

President.....C. E. Broughton
 Executive DirectorA. Matt Werner
 ManagerWayne W. Cribb
 Publicity Director.....Glen James
 Program & Musical Director.....M. J. Pape
 Chief AnnouncerRichard Conrad
 Chief Engineer.....Herbert Mayer

WLBL

STEVENS POINT—EST. 1924

Frequency: 930 Kc.Power: 5000 Watts
 Owned ByState of Wisconsin Department
 of Agriculture
 Operated by ..Wisconsin Department of Agri-
 culture
 Business Address.....Stevens Point
 Phone Number525
 Studio AddressState Teachers College
 Transmitter Location ...Auburndale, Wisconsin
 Time on the Air.....Daytime license

Personnel

Director of Wisc. Dept. of Agriculture Ralph E. Ammon
 Station Manager F. R. Calvert
 Program Director-Chief
 Announcer William P. Wichmann
 Chief Engineer Donald L. Yapp
 (Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 NORTHLAND NETWORK

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By WDSM, Inc.
 Addresses: Board of Trade Building, Superior,
 Wisc.; Spalding Hotel, Duluth, Minn.
 Phone Numbers: 3200 (Superior); Melrose 7233
 (Duluth)
 Transmitter Location (Connor's Point, Su-
 perior, Wisc.
 Time on the Air: 6 a.m. to 12:30 a.m.; Sundays,
 7:30 a.m. to 12:30 a.m.
 Representative ... Wm. G. Rambeau Company

Personnel

Secretary-Treasurer James J. Conroy
 Manager Robert D. Kennedy
 Commercial Manager Darrell D. Bandy
 Sales Promotion Manager Carl Bloomquist
 Program Director-Chief
 Announcer Lou Martin
 Publicity Director Ellen Wilson
 Artists' Bureau Head Art Robinson
 Musical Director Elma DeMeire
 Chief Engineer Rudolph Luukinen

W S A U

WAUSAU—EST. 1937
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northern Broadcast-
 ing Co., Inc.
 Address 125 Third Street
 Phone Number 6521
 Transmitter Location 125 Third Street
 Time on the Air 6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Reynolds-Fitzgerald, Inc.

Personnel

President W. E. Walker
 General Manager Ben F. Hovel
 Commercial Manager J. W. Killeen
 Program Director Donald R. Burt
 Musical Director Vern Peterson
 Chief Engineer Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By William F. Huffman
 Business Address 141 West Grand Ave.
 Phone Number 1340
 Studio Address 141 West Grand Ave.;
 Fox Theatre Bldg., Stevens Point; Cain-John-
 son Building., Marshfield
 Transmitter Location 1500 Bonow Ave.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Wisconsin Rapids
 Daily Tribune
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner William F. Huffman
 General Manager George T. Frechette
 Commercial Manager Bruce G. Beichl
 Program-Musical Director Bert Mulroy
 Marshfield Studio Manager Bob Behling
 Stevens Point Studio Manager,
 Sigmund Kelbanowsky
 Chief Announcer Phil Romiti
 Artists' Bureau Head Donald Blanchard
 Director of Women's Programs, Virginia Lee
 Chief Engineer Garth N. Bowker



WYOMING

For Latest U. S. Census Population and Retail Trade Data
Please Turn to Page 272

K D F N

CASPER—EST. 1930

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Address: 1st and Lennox Streets
Phone Number: 407
Transmitter Location: 1st and Lennox Sts.
Time on the Air: Unlimited license
News Service: Transradio
Representative: Sears & Ayer, Inc.

Personnel

Station-National Sales Manager: Donald L. Hathaway
Commercial Manager: F. R. Huismith
Sales Promotion Manager: B. A. Fleming
Program Director: Marcus R. Nichols
Publicity Director: Harrison Brewer

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Broadcasting Co.
Address: Plains Hotel
Phone Number: 4461
Transmitter Location: 3rd and Evans
Time on the Air: Unlimited license
Newspaper Affiliation: Wyoming Eagle; Wyoming State Tribune
News Service: UP
Transcription Service: World Broadcasting System
Representative: Burn-Smith Company

Personnel

Owner: Tracy S. McCracken
President-Station Manager: William C. Grove
Sales Promotion Manager: Morey Sharp
Program Director: Tom Crago
Production Manager: Art Peterson
Publicity Director: Evelyn Boyle
Chief Announcer: Warren Williams
Bookkeeper: Margaret Duggan
Chief Engineer: Gaal Barrett

K P O W

POWELL—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Albert J. Meyer
Business Address: N. Clark St.
Phone Number: 222
Studio Address: 7th & Hamilton St.
Transmitter Location: 7th & Hamilton Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: AP; Transradio

Transcription Service: Standard Radio; Keystone Broadcasting System
Representative: Cox & Tanz; Walter Bidick Co.

Personnel

Owner: A. J. Meyer
Program-Musical Director: Rosemary C. Meyer
Chief Engineer: Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wyoming Broadcasting Company
Address: 1307 Wyoming Street
Phone Number: 93
Time on the Air: 92 hours weekly
News Service: Transradio
Transcription Service: NBC Thesaurus; C. P. MacGregor; Keystone Broadcasting System

Personnel

President: R. R. West
Station Manager: H. L. McCracken
Sales Manager: Harold Tannehill
Program Director: Michael Reid
Chief Announcer: Elmer Ellsworth
Chief Engineer: Archie Buchanan

K W Y O

SHERIDAN—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Big Horn Broadcasting Company, Inc.
Business Address: 19 North Main St.
Phone Number: 601
Studio Address: Gillette Building, 19 North Main St.
Transmitter Location: Park Drive & O'Marr
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 12:05 p.m., and 6:30 to 8:45 p.m.
News Service: Transradio
Transcription Service: Standard Radio; Keystone Broadcasting System
Representative: Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President: R. E. Carroll
Station-Commercial Manager: Herb Siebert
Program Director-Chief Announcer: James W. Carroll
Production Manager: Almon Moon
Publicity-Women's Program Director: Margaret Heppner
Chief Engineer: Bob Crossthwaite

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

Frequency: 790 Kc.....Power: 250 Watts
Owned-Operated By.....Anchorage Radio
Club, Inc.
Business AddressBox 1040, Anchorage
Phone NumberMain 143
Studio Address412 Fourth Avenue
Transmitter Location412 Fourth Avenue
Time on the Air.....6 a.m. to 12 midnight
News ServiceTransradio
Transcription Service.....Transco; Radio Pro-
ducers of Hollywood
RepresentativeHomer Owen Griffith

Personnel

General Manager-Chief
EngineerWilliam J. Wagner
Commercial Manager, Program
DirectorKen Laughlin
Sales Promotion ManagerAl Pearson
Chief AnnouncerWillis Harpel

K F A R

FAIRBANKS—EST. 1939

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address508 Second Avenue—Lathrop
Building
Phone NumberEast 407
Transmitter LocationFive miles north-
west of town
Time on the Air....7 a.m. to 1 p.m.; 4 p.m.
to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News ServiceAP; Transradio
Transcription ServiceNBC Thesaurus
C. P. MacGregor
RepresentativeG. A. Wellington

Personnel

President.....A. E. Lathrop
Station-Commercial Manager....W. K. Foster
Sales PromotionMiriam Dickey
Program Director.....Lincoln W. Miller
Director of Special Events..Alvin K. Bramstedt
Women's Program Director.....Mary Cash

Educational DirectorJ. Hubert Miller
Musical Director.....Don Adler
Chief Engineer.....Stanton D. Bennett

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts
(C. P. 5000)
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number197 (Juneau); Elliott
5488 (Seattle)
Studio AddressDecker Bldg.
Transmitter LocationAlaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 9 p.m.
News ServicesINS; Transradio
Transcription ServiceStandard Radio;
C. P. MacGregor; Lang-Worth; NBC The-
saurus
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

OwnerEdwin A. Kraft
Station ManagerWalter R. Carl
Commercial ManagerMerrill Inch
Sales Promotion Manager...Dean F. Sherman
Program Director.....Leonard Beardsley
Musical DirectorMrs. Walter R. Carl
Chief EngineerVincent I. Kraft
Resident EngineerW. R. Nichols

K G B U

KETCHIKAN—EST. 1926

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Alaskan Radio &
Service Co.
AddressKGBU Bldg., Radio House
Phone Number311
Time on the Air.....10 a.m. to 12:30 a.m.
News ServiceUP
Transcription ServiceLang-Worth

Personnel

President-Chief Engineer....James A. Britton
Commercial-Sales Promotion
Manager.....R. W. Britton
Chief EngineerAnthony Britton

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Broadcasting System, Ltd.

Address: 1285 Kalaniole Ave.
Transmitter Location: Hilo
Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System
Representative: John Blair & Co.

Personnel

General Manager: J. Howard Worrall
Station Manager: Al Green
National Sales Manager: Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By: Hawaiian Broadcasting System, Limited

Business Address: Box 581
Phone Number: 2323
Studio Address: 1534 Kapiolani Boulevard
Transmitter Location: 1534 Kapiolani Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 6 a.m. to 11 p.m.

Newspaper Affiliation: Honolulu Star-Bulletin

News Service: UP
Transcription Service: World Broadcasting System; Associated Music Publishers; C. P. MacGregor

Representative: John Blair & Co.

Personnel

President-General Manager: J. Howard Worrall
Station Manager: Webley Edwards
National Advertising Manager: Henry C. Putnam

Program Director-Chief Announcer: Leo Rumsey
Production Manager: Owen Cunningham
Chief Engineer: Ernest Lindemann

K G U

HONOLULU—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 760 Kc. Power: 2500 Watts
Owned By: Marion A. Mulrony & Advertiser Publisher Co., Ltd.

Operated By: Advertiser Publisher Co.

Address: Advertiser Square
Transmitter Location: Advertiser Square
Time on the Air: 6 a.m. to 11:15 p.m.
Newspaper Affiliation: Honolulu Advertiser
News Service: Transradio
Transcription Service: NBC Thesaurus; Lang-Worth

Representative: The Katz Agency

Personnel

General Manager: M. A. Mulrony
Director of Natl. Advertising: R. S. Thurston
Assistant Manager: William Paine

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Garden Island Publishing Co.

Address: Lihue
Transmitter Location: Northeast of Lihue
Time on the Air: Unlimited license
Newspaper Affiliation: Garden Island Publishing Co.

Transcription Service: Standard Radio
Representative: Homer Owen Griffith

Personnel

General Manager: C. J. Fern
Sales Manager: Robert Barrington

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 790 Kc. Power: 2500 d.; 1000 n.
Owned-Operated By: Puerto Rico Advertising Co.

Address: McKinley & del Rio Sts.
Transmitter Location: Mayaguez
Time on the Air: Unlimited license

Personnel

President: Andres Camara
Station Manager-Chief Engineer: Ralph P. Perry

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Portorican American Broadcasting Co.

Address: 17 Leon St.
Phone Number: 783
Transmitter Location: Ponce Palya
Time on the Air: 16 hours daily
News Service: AP; Transradio
Representative: West Indies Advertising Co.

Personnel

President Juan Luis Boscio
 Station Manager ... Miguel Soltero Palermo
 Commercial Manager..... Francisco Rebollar
 Program Director Ardames Mayoral
 Chief Announcer Jose A. Diaz
 Translator Jose A. Romeo
 Musical Director Domingo Colon Suris
 Chief Engineer Jose Sepulveda

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts (C. P.
 1520 Kc.; 5000 d.; 1000 n.)
 Owned-Operated By..... Julio M. Conesa
 Address Trujillo Street
 Transmitter Location Ponce
 Time on the Air..... Unlimited license

Personnel

General Manager Julio M. Conesa

W I A C

SAN JUAN—EST. 1942

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By..... Enrique Abarca
 Business Address..... Box 848
 Studio Address Hanturce-Carolina Rd.
 Transmitter Location Hanturce-Carolina
 Road
 Time on the Air..... 16 hours daily
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner Enrique Abarca
 Station-Commercial Manager.... Felix Muniz
 Program Director Manuel Mendez
 Chief Engineer Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By..... Radio Corporation of
 Porto Rico
 Address..... Telephone Building
 Phone Number San Juan 2014
 Transmitter Location Hato Rey
 Time on the Air 7 a.m. to 11 p.m.
 News Service Transradio
 Transcription Service .. Associated Music Pub-
 lishers
 National Sales Office..... International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

President..... H. H. Butner
 Vice-President-Gen. Manager... John A. Zerbe
 Commercial Manager..... Jose C. Irizarry
 Program Director..... David A. Brown
 Chief Announcer Jose Ortiz
 Musical Director Joaquin Bursat
 Chief Engineer Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By..... Juan Piza
 Address 59 Brau St.
 Phone Number 107
 Transmitter Location .. Between San Juan and
 Carolina
 Time on the Air..... Unlimited license
 Transcription Service Lang-Worth

Personnel

Owner-Operator Juan Piza
 Chief Engineer..... William N. Greer

“REMEMBER
 PEARL
 HARBOR”

RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1942.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Ayers, Anniston.
The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News
Co., Birmingham.
Dothan Eagle.....WAGF
Licensee—Dothan Broadcasting Co.,
Dothan, Ala.
Through stock ownership.....WSFA
Licensee—Montgomery Broadcasting
Co., Montgomery.

ARIZONA

Arizona Republic, Phoenix Gazette, KYUM
Arizona Weekly Gazette, through
stock ownership.
Licensee—Yuma Broadcasting Co.,
Yuma, Ariz.
Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broad-
casting Co., Phoenix.
Arizona RepublicKTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co.,
Phoenix.
Arizona RepublicKVOA
Phoenix Gazette
Licensee—Arizona Broadcasting Co.,
Tucson.
Prescott Daily Courier.....KCRJ
Licensee—Central Arizona Broad-
casting Co., Jerome, Ariz.
Arizona Republic & Gazette (Phoe- KYCA
nix)
Licensee — Southwest Broadcasting
Co., Prescott, Ariz.

ARKANSAS

Arkansas GazetteKGHI
Licensee — Arkansas Broadcasting
Co., Little Rock.
Arkansas GazetteKLRA
Licensee — Arkansas Broadcasting
Co., Little Rock.

CALIFORNIA

McClatchy NewspapersKERN
Licensee — McClatchy Broadcasting
Co., Bakersfield, Cal.
Humboldt TimesKIEM
Humboldt Standard
Licensee—Redwood Broadcasting Co.,
Eureka,
McClatchy NewspapersKMJ
Licensee — McClatchy Broadcasting
Co., Fresno, Cal.
Through stock ownership.....KMYC
Licensee — Marysville-Yuba City
Broadcasters, Inc., Marysville,
Calif.
Monterey Peninsula Herald.....KDON
Salinas Index-Journal
Salinas Post
Licensee—Monterey Peninsula
Broadcasting Co., Monterey, Cal.
The Oakland TribuneKLX
Licensee — Tribune Building Co.
Oakland, Cal.
Redding SearchlightKVCV
Licensee—Golden Empire Broadcast-
ing Co., Redding.
McClatchy NewspapersKFBK
Licensee — McClatchy Broadcasting
Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee — Hearst Radio, Inc., San
Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publish-
ing Co., Santa Barbara, Cal.
Santa Rosa Press-Democrat.....KSRO
Licensee—Ernest L. Finley, Santa
Rosa, Calif.
McClatchy NewspapersKWG
Licensee — McClatchy Broadcasting
Co., Stockton, Cal.
Visalia Times Delta.....KTKC
Licensee — Tulare-Kings Counties
Radio Associates, Charles A.
Whitmore, Pres., Visalia, Cal.
Register-PajaronianKHUB
Licensee—John P. Scripps, Watson-
ville, Cal.

COLORADO

Stockholders interested in Okla- KVOR
homa Publishing Co.; The Ga-
zette & Telegraph; (Daily Okla-
homan, Oklahoma City Times and
Farmer - Stockman). Oklahoma
Publishing Co., 33% stockholder.
Licensee—Outwest Broadcasting Co.,
Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee — KLZ Broadcasting Co.,
Denver, Colo.
Record StockmanKFKA
Licensee—The Mid-Western Radio
Corp., Greeley, Colo.

CONNECTICUT

Hartford TimesWTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc.,
Hartford, Conn.
Waterbury AmericanWBRY
Waterbury Republican
Licensee — American - Republican,
Inc., Waterbury.

DELAWARE

Lancaster (Pa.) Newspapers, Inc....WDEL
Licensee—WDEL, Inc., Wilmington,
Del.
Lancaster (Pa.) Newspapers, Inc....WILM
Licensee — Delaware Broadcasting
Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star.....WMAL
Licensee—National Broadcasting Co.,
Washington, D. C.
Station owned by Star Newspaper Co.
and is operated by the National
Broadcasting Co.

FLORIDA

Jacksonville JournalWJHP
Miami Daily News
Panama City News-Herald
(See WIOD)
Licensee—The Metropolis Co., Jack-
sonville.
The Miami Daily News.....WIOD
Jacksonville Journal
Panama City News-Herald
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broad-
casting Corp., Miami, Fla.

Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentine,
Miami Beach, Fla.
Daytona Beach News & Journal....WTMC
(News Journal Co.)
Licensee — Ocala Broadcasting Co.,
Ocala, Fla.
Panama City News-Herald.....WDLF
Licensee—Panama City Broadcasting
Co., Panama City, Fla.
Pensacola NewsWCOA
Pensacola Journal
Licensee — Pensacola Broadcasting
Co., Pensacola, Fla.
St. Petersburg Times.....WTSP
Licensee—Pinellas Broadcasting Co.,
St. Petersburg, Fla.
Highlands County Pilot.....WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broad-
casters, Inc., Tallahassee, Fla.
Tampa TimesWDAE
Licensee—Tampa Times Company,
Tampa, Fla.
Tampa TribuneWFLA
Licensee—The Tribune Co., Tampa,
Fla.

GEORGIA

Albany HeraldWALB
Licensee — Herald Publishing Co.,
Albany, Ga.
Athens Banner-HeraldWGAU
Licensee—J. K. Patrick Co., Athens,
Ga.
Augusta HeraldWGAC
Licensee—The Twin States Broad-
casting Co., Augusta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal.....WSB
Licensee—The Atlanta Journal Co.,
Atlanta, Ga.
Cordele DispatchWMJM
Licensee—Cordele Dispatch Publish-
ing Co., Cordele.
Gainesville EagleWGGA
Licensee—Harry Estes, Austin Dean
& L. H. Christian d/b as Gaines-
ville Broadcasters, Gainesville,
Ga.
La Grange News.....WLAG
Licensee — La Grange Broadcasting
Co., La Grange, Ga.
Waycross JournalWAYX
Licensee—Jack Williams, Waycross.

ILLINOIS

News-GazetteWDWS
Licensee—Champaign News-Gazette,
Inc., Champaign, Ill.

Chicago Daily Drivers Journal.....WAAF
Licensee—Drivers Journal Publish-
ing Co., Chicago, Ill.

Chicago Tribune & News-Syndicate, WGN
Inc., publisher of the N. Y.
News. Directors interested in the
Washington Herald; Rockford
Morning Star and Register Re-
public.
Licensee—WGN, Inc., Chicago, Ill.

Farmers Radio Weekly.....WLS
Prairie Farmer
Stand-By
Licensee — Agricultural Broadcast-
ing Co., Chicago, Ill.

Danville Commercial-NewsWDAN
100% owned by Gannett Publications.
Licensee—Northwest Publishing Co.,
Danville, Ill.

Decatur HeraldWSOY
Decatur Review
Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.

Galesburg Register-MailWGIL
Licensee — Galesburg Broadcasting
Co., Galesburg, Ill.

Rockford Consolidated Newspapers, WROK
Inc.
Rockford Morning Star
Rockford Register Republic
Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.

Rock Island Argus.....WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.

Illinois State Journal.....WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth.....WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.

Through stock ownership.....WFBM
Licensee—WFBM, Inc., Indianap-
olis, Ind.

Central Newspapers, Inc. (100%)....WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcast-
ing, Inc., Indianapolis, Ind.

The South Bend Tribune.....WSBT
Licensee—The South Bend Tribune,
South Bend, Ind.

Vincennes Sun Commercial.....WAOV
Licensee — Vincennes Newspapers,
Inc., Vincennes, Ind.

IOWA

Burlington Hawk-Eye Gazette.....KBUR
Licensee — Burlington Broadcasting
Co., Burlington, Ia.

Des Moines Register & Tribune.....WMT
Licensee — Iowa Broadcasting Co.,
Cedar Rapids, Iowa.

Register & Tribune.....KRNT
Licensee — Iowa Broadcasting Co.,
Des Moines, Iowa.

Register & Tribune.....KSO
Licensee — Iowa Broadcasting Co.,
Des Moines, Iowa.

Director interested in The Daven- WHO
port Democrat and Leader, Dav-
enport, Iowa.
Licensee—Central Broadcasting Co.,
Des Moines, Iowa.

Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co.,
Dubuque, Iowa.

Globe-GazetteKGLO
Licensee — Mason City Globe Ga-
zette Co., Mason City, Iowa.

The Sioux City Journal.....KSCJ
Licensee—Perkins Bros. Co., Sioux
City, Iowa (The Sioux City Jour-
nal).

Principal Stockholder: Tribune Co., KTRI
publisher of Sioux City Tribune
(50%).
Licensee—Sioux City Broadcasting
Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
Coffeyville, Kans.
Licensee—Hugh J. Powell, Coffey-
ville, Kans.

Dodge City Daily Globe.....KGNO
Dodge City, Kans.
Licensee—The Dodge City Broad-
casting Co., Inc., Dodge City,
Kans.

Kansas City Kansan.....KCKN
Topeka Daily Capital
(Capper Publications)
Licensee—KCKN Broadcasting Co.
Kansas City, Kans.

Salina JournalKSAL
Hays Daily News
Goodland Daily News
Hall City Times
Licensee—KSAL, Inc., Salina, Kans.

The Topeka Daily Capital.....WIBW
Kansas City Kansan
(Capper Publications)
Licensee—Topeka Broadcasting As-
sociation, Inc., Topeka, Kans.

The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co.,
Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcast-
 ing Co., Ashland, Ky.
 Lexington HeraldWLAP
Licensee—American Broadcasting
 Corp. of Ky., Lexington, Ky.
 Louisville TimesWHAS
Licensee—The Courier-Journal
 and the Louisville Times Co.,
 Louisville, Ky.
 Owensboro MessengerWOMI
 Owensboro Inquirer
Licensee—Owensboro Broadcasting
 Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcast-
 ing Co., Inc., Baton Rouge, La.
 Lafayette AdvertiserKVOL
Licensee—Evangeline Broadcasting
 Co., Inc., Lafayette, La.
 Stockholders interested in KPLC
 KRRV and KVOL.
Licensee—Calcasieu Broadcasting
 Co., Lake Charles, La.
 Stockholders interested in news- KRMD
 paper publishing.
 (See KPLC, KRRV and KHBG.)
Licensee—Radio Station KRMD,
 Inc., Shreveport, La.
 (See KPLC, KRRV and KHBG.)
 The Shreveport Times.....KTBS
Licensee—Tri-State Broadcasting
 System, Inc., Shreveport, La.
 The Shreveport Times.....KWKH
Licensee—International Broadcast-
 ing Corp., Shreveport, La.

MAINE

Stockholder with 99.4% interest in the WCOU
 newspaper business.
Licensee—Twin City Broadcasting
 Co., Lewiston, Maine.
 Stockholders are interested in news- WGAN
 paper publishing.
Licensee—Portland Broadcasting
 System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting
 Co., Baltimore, Md.

MASSACHUSETTS

Holyoke Transcript-TelegramWHYN
Licensee—Hampton-Hampshire Corp.,
 Holyoke, Mass.

Lawrence Daily Eagle.....WLAW
 The Evening Tribune
Licensee—Hildreth & Rogers Co.,
 Lawrence, Mass.
 The Evening Standard Times.....WNBH
 The Sunday Standard-Times
 The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
 New Bedford, Mass.
 Worcester TelegramWTAG
 Worcester Evening Gazette
Licensee—Worcester Telegram Pub-
 lishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
 (Federated Publications, Inc.)
Licensee—Federated Publications,
 Inc., Battle Creek, Mich.
 Calumet NewsWHDF
 Houghton Mining Gazette
Licensee—Upper Michigan Broad-
 casting Co., Calumet, Mich.
 Grand Rapids Press, Flint Journal, WJLB
 Kalamazoo Gazette, Saginaw News,
 Jackson Citizen Patriot, Muskegon
 Chronicle, Bay City Times, Ann
 Arbor News (Booth Newspapers,
 Inc.)
Licensee—John L. Booth Broad-
 casting, Inc., Detroit, Mich.
 The Detroit News.....WWJ
Licensee—The Evening News Asso-
 ciation, Detroit, Mich.
 Marquette (Mich.) Mining Journal..WDBC
Licensee—Delta Broadcasting Co.,
 Escanaba, Mich.
 The Daily Mining Journal.....WDMJ
 The Rhinelander News
 Rhinelander, Wisc.
 The Iron Mountain News
 Iron Mountain, Mich.
Licensee—The Lake Superior Broad-
 casting Co., Marquette, Mich.
 Farmington (Mich.) Enterprise.....WCAR
Licensee—Pontiac Broadcasting Co.,
 Pontiac.

MINNESOTA

Northwestern Jeweler (Trade KATE
 Paper)
Licensee—Albert Lea Broadcasting
 Corp., Albert Lea, Minn.
 Owner of one sixth interest in
 president of Trades Publishing Co.
 Duluth News-TribuneWEBC
 Superior Telegram
 Northwestern Publications, Inc.,
 publisher of Duluth News-Tribune
 and Evening Telegram Co., pub-
 lisher of Superior (Wisc.) Tele-
 gram, both own 32% of stock each.

Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
 Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
 St. Paul Dispatch-Pioneer PressWTCN
 Minnesota (Minneapolis) Tribune
 (Northwest Publications, Inc.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.
 Times-JournalKFAM
Licensee—The Times Publishing Co., St. Cloud, Minn.
 Evening TelegramWHLB
 (See WEBC)
Licensee — Head of Lakes Broadcasting Co., Virginia, Minn.
 Winona Republican-HeraldKWNO
 Partners are editor and general manager of newspaper.
Licensee—Winona Radio Service, Winona, Minn.

MISSISSIPPI

Columbus Commercial Dispatch.....WCBI
Licensee—Birney Imes, Columbus, Miss.
 The Clarke County Tribune.....WCOC
 Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
 The Vicksburg Evening PostWQBC
 The Vicksburg Herald
Licensee — Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times.....KFRU
Licensee—KFRU, Inc., Columbia, Mo.
 Hannibal Courier-PostKHMO
Licensee—The Courier Post Publishing Co., Hannibal, Mo.
 Capital NewsKWOS
 Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
 Joplin GlobeWMBH
 Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
 Kansas City Star.....WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
 Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette.
Licensee — KFEQ, Inc., St. Joseph Mo.
 Poplar Bluff American Republic....KWOC
Licensee—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.

Post-DispatchKSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
 Star-TimesKXOK
Licensee — Star-Times Publishing Co., St. Louis, Mo.
 Springfield NewsKGBX
Licensee — Springfield Broadcasting Co., Springfield, Mo.
 Springfield NewsKWTO
 Leader & News
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Great Falls Tribune.....KFBB
Licensee — Buttrey Broadcast, Inc., Great Falls, Mont.
 Miles City Star.....KRJF
Licensee—Star Printing Co., Miles City, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
 Hastings Daily Tribune.....KHAS
Licensee — Nebraska Broadcasting Co., Hastings.
 Stockholders: Sidles Co., Lincoln KFAB
 State Journal, Lincoln Star.
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
 Stockholders: Sidels Co., Lincoln KFOR
 State Journal, Lincoln Star.
Licensee — Cornbelt Broadcasting Corp., Lincoln, Neb.
 The Norfolk Daily News.....WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
 Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.
Licensee—Central States Broadcasting Co., Omaha, Neb.
 Omaha World-HeraldKOWH
Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy NewspapersKOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW HAMPSHIRE

Through stock ownership.....WMUR
Licensee—The Radio Voice of New Hampshire, Inc., Manchester, N.H.

NEW JERSEY

Atlantic City Press.....WBAB
 Atlantic City Union
Licensee — Press Union Publishing
 Co., Atlantic City.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following:
 Albuquerque Publishing Co.;
 Journal Publishing Co.; Scripps-
 Howard Newspapers (Rocky Mt.
 Division), Denver Publishing Co.
Licensee — Albuquerque Broadcasting
 Co., Albuquerque, New Mex.
 Pecos Enterprise, Pecos, Tex.....KAVE
Licensee — Carlsbad Broadcasting
 Co., Carlsbad, N. M.
 Lexington (Ky.) Herald.....KICA
Licensee — Western Broadcasters, Inc.,
 Clovis, N. M.

NEW YORK

Knickerbocker NewsWABY
Licensee—Adirondack Broadcasting
 Co., Albany, N. Y.
 Knickerbocker NewsWOKO
Licensee — WOKO, Inc., Albany,
 N. Y.
 Auburn Citizen-AdvertiserWMBO
Licensee—WMBO, Inc., Auburn,
 N. Y.
 Through stock ownership.....WBTA
Licensee—Batavia Broadcasting Co.,
 Batavia, N. Y.
 Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo,
 N. Y.
 Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo,
 N. Y.
 Elmira Star Gazette.....WENY
 Elmira Advertiser
Licensee—Elmira Star-Gazette, Inc.,
 100% owned by Gannett Publica-
 tions
 Elmira, N. Y.
 Through stock ownership.....WJTN
Licensee—James Broadcasting Co.,
 Jamestown, N. Y.
 Poughkeepsie Sunday Courier.....WGNV
Licensee—WGNV Broadcasting Co.
 Newburgh, N. Y.
 Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Radio
 Fund, Inc., New York City.
 Officers and directors are publishers.

American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New
 York, N. Y.
 Paterson (N. J.) Morning Call....WNEW
Licensee — WODAAM Corp., New
 York, N. Y.
 Niagara Falls Gazette.....WHLA
Licensee — Niagara Falls Gazette
 Publishing Co., Niagara Falls.
 Ogdensburg Advance-NewsWSLB
Licensee—St. Lawrence Broadcasting
 Corp., Ogdensburg.
 Olean Times Herald.....WHDL
Licensee—WHDL, Inc., Olean, N. Y.
 Through stock ownership.....WKIP
Licensee — Poughkeepsie Broadcast-
 ing Corp., Poughkeepsie.
 Gannett Co., Inc.....WHEC
 (Newspaper publishers)
Licensee — WHEC, Inc., Rochester,
 N. Y.
 Watertown TimesWWNY
Licensee—The Brockway Co., Wat-
 ertown, N. Y.
 Yonkers Herald-Statesman.....WFAS
 (Westchester Newspapers, Inc.)
Licensee—Westchester Broadcasting
 Corp., White Plains.

NORTH CAROLINA

Asheville Daily News.....WISE
Licensee—WISE, Inc., Asheville.
 Asheville Citizen-Times.....WWNC
Licensee — Asheville Citizen-Times
 Co., Inc., Asheville, N. C.
 The Durham Morning Herald.....WDNC
 The Durham Sun
Licensee — Durham Radio Corp.,
 Durham, N. C.
 Goldsboro News-ArgusWGBR
Licensee — Eastern Carolina Broad-
 casting Co., Goldsboro,
 Through stock ownership.....WHKY
Licensee—Catawba Valley Broad-
 casting Co., Hickory, N. C.
 Salisbury Post.....WSTP
 Stockholder with 39.33% interest is
 vice president and treasurer of a
 newspaper.
Licensee — Piedmont Broadcasting
 Co., Salisbury, N. C.
 Winston-Salem JournalWSJS
Licensee—Piedmont Publishing Co.,
 Winston-Salem, N. C.

NORTH DAKOTA

Fargo ForumWDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-BeaconWICA
Geneva Free Press
Conneaut News-Herald
Painesville Telegraph
Licensee — WICA, Inc., Ashtabula,
Ohio.

Canton RepositoryWHBC
Licensee—The Ohio Broadcasting
Co., Canton, Ohio.
100% owned by Brush-Moore News-
papers Inc.

Scripps-Howard NewspapersWCPO
Cincinnati Post
Licensee — Scripps-Howard Radio
Inc., Cincinnati, Ohio.

Cincinnati Times StarWKRC
Licensee—Cincinnati Times Star Co.,
Cincinnati, Ohio.

The Cleveland Plain Dealer.....WHK
Licensee—United Broadcasting Co.,
Cleveland, Ohio.

The Cleveland Plain Dealer.....WCLE
Licensee—United Broadcasting Co.,
Cleveland, Ohio.

Columbus DispatchWBNS
Ohio State Journal
Licensee—WBNS, Inc., Columbus,
Ohio.

The Cleveland Plain Dealer.....WHKC
Licensee—United Broadcasting Co.,
Columbus, Ohio.

Dayton Daily News.....WHIO
Springfield News
Springfield Sun
Licensee—Miami Valley Broadcast-
ing Corp., Dayton, Ohio.

Through stock ownership.....WING
Licensee—WSMK, Inc., Dayton, Ohio.

Owners interested in newspaper WPAY
publishing.
(Brush-Moore Newspapers, Inc.)
Licensee — Vee Bee Corp., Ports-
mouth, Ohio.

Stockholders interested in Cleveland WKBN
Plain Dealer.
Licensee — WKBN Broadcasting
Corp., Youngstown, Ohio.

Through stock ownership.....WIZE
Licensee—Radio Voice of Spring-
field, Inc., Springfield, Ohio.

Youngstown Vindicator & Telegram..WFMJ
Licensee — WKBN Broadcasting
Corp., Youngstown, Ohio.

OKLAHOMA

The ArdmoreiteKVSO
Licensee—The Ardmoreite Publish-
ing Co., Inc., Ardmore, Okla.

Enid Morning News.....KCRC
Enid Daily Eagle
Licensee — Enid Radiophone Co.,
Enid, Okla.

Daily Phoenix and Times Democrat..KBIX
Licensee—Okla. Press Publishing
Co., Muskogee, Okla.

Fort Worth (Texas) Star Telegram...KTOK
Licensee—Oklahoma Broadcasting
Co., Inc., Oklahoma City, Okla.

Oklahoma City Oklahoman.....WKY
Oklahoma City Times
Licensee—WKY Radiophone Co.,
Oklahoma City, Okla.

Stauffer Publications Inc.....KGFF
Newspapers in Neb., Kans., Mo.,
Okla., Ark. and N. M.
Licensee—KGFF Broadcasting Co.,
Inc., Shawnee, Okla.
Owner is a publisher.....KOME
Licensee—Oil Capitol Sales Corp.,
Tulsa, Okla.

OREGON

Albany Democrat-Herald.....KWIL
Licensee — Central Willamette
Broadcasting Co., Albany, Ore.

Astoria-BudgetKAST
Licensee—Astoria Broadcasting Co.,
Inc., Astoria, Ore.

Bend BulletinKBND
Licensee—The Bend Bulletin, Bend,
Ore.

Grants Pass Courier.....KUIN
Humboldt (Calif.) Times
Humboldt (Calif.) Standard
Licensee—Southern Oregon Broad-
casting Co., Grants Pass.

La Grande Observer.....KLBM
Licensee—Harold Finlay, La Grande,
Ore.

Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield,
Ore.

Oregon JournalKALE
Licensee — KALE, Inc., Portland,
Ore.

Morning OregonianKEX
Licensee—Oregonian Publishing Co.,
Portland, Ore.

OregonianKGW
Licensee — Oregonian Publishing
Co., Portland, Ore.

Oregon JournalKOIN
Licensee — KOIN, Inc., Portland
Ore.

Roseburg News-ReviewKRRR
Klamath Falls Herald and News
Medford Mail-Tribune
Licensee — News-Review Co., Rose-
burg, Ore.

PENNSYLVANIA

Allentown CallWCBA-WSAN
Chronicle & News
Licensee—Lehigh Valley Broadcast-
ing Co., Allentown, Pa.

• • • **NEWSPAPER-OWNED STATIONS** • • •

DuBois Courier-ExpressWCED
Licensee—Tri-County Broadcasting Co., DuBois, Pa.
 Stockholders interested in newspaper publications. WEST
Licensee—Associated Broadcasters, Inc., Easton, Pa.
 The Harrisburg Telegraph.....WHP
Licensee—WHP, Inc., Harrisburg, Pa.
 Harrisburg Telegraph News.....WKBO
Licensee—Keystone Broadcasting Corp., Harrisburg, Pa.
 Stockholders interested in newspaper publishing. WAZL
Licensee—Hazleton Broadcasting Service, Inc., Hazleton, Pa.
 Johnstown TribuneWJAC
Licensee—WJAC, Inc., Johnstown, Pa.
 Lancaster Newspapers, Inc.....WGAL
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)
Licensee—WGAL, Inc., Lancaster Pa.
 Lewistown SentinelWMRF
Licensee—Lewistown Broadcasting Co., Lewistown, Pa.
 Courier Post Co.....WHAT
Licensee—Independence Broadcasting Co., Philadelphia, Pa.
 Pittsburgh Sun-Telegraph.....WCAE
Licensee—WCAE, Inc., Pittsburgh, Pa.
 Pittsburgh Post Gazette.....WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
 Scranton TimesWQAN
Licensee—The Scranton Times, Scranton, Pa.
 Sharon HeraldWPIC
Licensee—Sharon Herald Publishing Co., Sharon, Pa.
 Williamsport SunWRAK
 Williamsport Gazette-Bulletin
Licensee—WRAK, Inc., Williamsport, Pa.
 Lancaster Newspapers, Inc.....WORK
 Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail.....WAIM
Licensee—Wilton E. Hall, Anderson, S. C.

Charleston News & Courier.....WTMA
 Charleston Post
Licensee—Atlantic Coast Broadcasting Co., Charleston, S. C.
 Greenville NewsWFBC
 Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WNAX
Licensee—WNAX Broadcasting Co., Yankton, S. D.

TENNESSEE

Bristol Herald Courier.....WOPI
 Bristol News Bulletin
Licensee—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.-Va.
 Jackson SunWTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
 Kingsport TimesWKPT
Licensee—C. P. Edwards, Jr. & Howard Long d/b Kingsport Broadcasting Co., Kingsport, Tenn.
 Scripps-Howard NewspapersWNOX
Licensee—Scripps-Howard Radio Inc., Knoxville, Tenn.
 Memphis Commercial Appeal.....WMC
Licensee—Memphis Publishing Co., Memphis, Tenn.
 Memphis Press-ScimitarWMPS
Licensee—Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater ReporterKRBC
 Big Spring Herald
 Paris News
 Corpus Christi Caller
 Corpus Christi Times
 San Angelo Standard
Licensee—Reporter Broadcasting Co., Abilene, Tex.
 Ashland Daily Independent (Ky)....KFDA
 Through stock ownership.
Licensee—Amarillo Broadcasting Co., Amarillo, Texas.
 Amarillo Globe & News.....KGNC
 Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
 American Newspapers, Inc.....KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.

- Beaumont EnterpriseKRIC
 Beaumont Journal
Licensee — KRIC, Inc., Beaumont, Texas.
- Big Spring Herald.....KBST
 San Angelo Standard
 Corpus Cristi Caller
 Corpus Christi Times
 Sweetwater Reporter
Licensee—Big Spring Herald Broadcasting Co., Big Spring, Tex.
- Brownwood BannerKBWD
Licensee—Brown County Broadcasting Co., Brownwood, Texas
- Corpus Christi Caller-Times.....KRIS
 (W. G. Kinsolving, publisher, 40% stockholder).
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
- Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
- Arkansas Gazette (Little Rock).....KSKY
Licensee—Chilton Radio Corp., Dallas, Tex.
- Dallas NewsWFAA
 Dallas Journal
 Farm News (semi-weekly)
 Texas Almanac
 State Industrial Guide
Licensee—A. H. Belo Corp., Dallas, Tex.
- El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
- Fort Worth Star-Telegram.....KGKO
Licensee—KGKO Broadcasting Co., Fort Worth, Tex.
- Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
- Houston PostKPRC
Licensee—Houston Printing Co., Houston, Tex.
- Houston ChronicleKTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
- Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
- Lubbock Avalanche-JournalKFYO
 (See KRBC and KBST)
Licensee—Plains Radio Broadcasting Co.
- Santa Ana (Calif.) Daily Register...KPDN
 Clovis (N. M.) News Journal
 Bucyrus (Ohio) Telegraph-Forum
 Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
- Paris NewsKPLT
 (See KRBC and KBST)
Licensee—North Texas Broadcasting Co., Paris, Tex.
- Pecos EnterpriseKIUN
Licensee—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
- San Angelo Standard Times.....KGKL
 Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
- San Antonio Light.....KTSA
Licensee—Sunshine Broadcasting Co., San Antonio, Tex.
- The Sherman Democrat.....KRRV
 Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
- Sweetwater ReporterKXOK
Licensee — Sweetwater Radio, Inc., Sweetwater.
- Temple TelegramKTEM
Licensee—Bell Broadcasting Co., Temple, Tex.
- Texarkana GazetteKCMC
 Texarkana Daily News
Licensee — KCMC, Inc., Texarkana.
- Vernon Daily Record.....KVWC
Licensee—R. H. Nichols, W. H. Wright & Stewart Hatch d/b as The Northwestern Broadcasting Co., Vernon, Texas.
- American Newspapers, Inc.....WACO
Licensee—Frontier Broadcasting Co., Waco, Tex.
- Amarillo Globe-NewsKRGV
Licensee — KRGV, Inc., Weslaco, Texas.
 98.43% stockholder is also interested in Globe News Publishing Co.

UTAH

- Ogden Standard-ExaminerKLO
Licensee — Interstate Broadcasting Corp., Ogden, Utah
- Salt Lake City Tribune, Salt Lake City Telegram. KSL
Licensee—Radio Service Corp. of Utah, Salt Lake City, Utah.

VERMONT

- Burlington Daily News.....WCAX
Licensee—Burlington Daily News, Inc., Burlington, Vt.

VIRGINIA

- Martinsville BulletinWMVA
Licensee—William C. Barnes & Jonas Weiland d/b as Martinsville Broadcasting Co., Martinsville, Va.
- Newport News Press.....WGH
 Newport News Times-Herald
Licensee — Hampton Roads Broadcasting Corp., Newport News.

• • • **NEWSPAPER-OWNED STATIONS** • • •

Ledger-DispatchWTAR
 Virginian Pilot
Licensee—WTAR Radio Corp., Norfolk, Va.
 Petersburg Progress-IndexWPID
Licensee — Petersburg Newspaper Corp., Petersburg, Va.
 Richmond News Leader.....WRNL
Licensee—Richmond Radio Corp., Richmond, Va.
 Roanoke TimesWDBJ
 World News
Licensee—Times World Corp., Roanoke, Va.
 Through stock ownership.....WSLS
Licensee—Roanoke Broadcasting Corp., Roanoke, Va.

WASHINGTON

Longview Daily News.....KWLK
Licensee — Twin City Broadcasting Corp., Longview, Wash.
 Coos Bay TimesKVAN
 (See KOOS)
Licensee—Vancouver Radio Corp., Vancouver.

WEST VIRGINIA

Beckley Post-Herald & Raleigh WJLS
 Register
Licensee—Joe L. Smith, Jr., Beckley, W. Va.
 Bluefield Daily Telegram.....WHIS
 Sunset-News & Times-Leader
Licensee—Daily Telegraph Printing Co., Bluefield, W. Va.
 The Huntington Advertiser.....WCHS
 The Herald-Dispatch
 The Sunday Herald-Advertiser
 (See WBLK and WPAR)
Licensee—Charleston Broadcasting Corp., Charleston, W. Va.
 Clarksburg ExponentWBLK
 Clarksburg Telegram
 (See WCHS and WPAR)
Licensee—Charleston Broadcasting Co., Clarksburg, W. Va.
 burg, W. Va.
 Huntington Herald-DispatchWSAZ
 Huntington Advertiser
Licensee—WSAZ, Inc., Huntington, W. Va.
 Logan BannerWLOG
Licensee—Clarence H. Frey & Robert O. Greever, Logan, W. Va.
 Through stock ownershipWAJR
Licensee—West Virginia Radio Corp., Morgantown, W. Va.

Clarksburg ExponentWPAR
 Clarksburg Telegram
 (See WBLK and WCHS)
Licensee—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

WISCONSIN

Superior Evening Telegram.....WEAU
 Eau Claire Telegram
 Eau Claire Leader
Licensee—Central Broadcasting Co., Eau Claire, Wisc.
 FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co., Fond du Lac, Wis.
 Janesville GazetteWCLO
Licensee — Gazette Printing Co., Janesville, Wis.
 Madison Capital Times.....WIBA
 Wisconsin State Journal
Licensee—Badger Broadcasting Co., Inc., Madison, Wis.
 American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Milwaukee, Wis.
 The Milwaukee JournalWTMJ
Licensee—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.
 Racine Journal Times.....WRJN
 Catholic Daily Tribune
Licensee — Racine Broadcasting Corp., Racine, Wis.
 Stock & Dairy Farmer.....WJMC
Licensee—Walter H. McGenty, Rice Lake, Wisc.
 The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., Sheboygan, Wis.
 Wisconsin Rapids Tribune.....WFHR
Licensee—Wm. F. Huffman, Wisconsin Rapids, Wisc.

WYOMING

Wyoming Eagle & Wyoming State KFBC
 Tribune & Leader
Licensee—Frontier Broadcasting Co., Cheyenne, Wyo.

ALASKA

Fairbanks News-MinerKFAR
Licensee—Midnight Sun Broadcasting Co., Fairbanks, Alaska.

HAWAII

Honolulu AdvertiserKGU
Licensee — Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T. H.
 Garden Island Publishing Co.....KTOH
Licensee—Garden Island Publishing Co., Lihue, T. H.