



# STATIONS

of the United States



*Standard Stations*



*Standard Stations — Alphabetically By Call  
Letter With Index To Detailed Information*



*Standard Stations — Alphabetically By City  
With Their National Network Affiliations*



# 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	576
KABR	Aberdeen, S. Dak.	1120	5000	559
KADA	Ada, Okla.	1230	250	527
KALB	Alexandria, La.	1240	250	427
KALE	Portland, Ore.	1330	5000	534
KAND	Corsicana, Tex.	1340	250	569
KANS	Wichita, Kans.	1240	250	423
KARK	Little Rock, Ark.	920	5000	353
KARM	Fresno, Calif.	1430	5000	357
KASA	Elk City, Okla.	1240	100	528
KAST	Astoria, Ore.	1230	250	532
KATE	Albert Lea, Minn.	1450	250	449
KAVE	Carlsbad, N. M.	1240	250	477
KBIX	Muskogee, Okla.	1490	250	528
KBIZ	Ottumwa, Ia.	1240	250	417
KBKR	Baker, Ore.	1490	250	532
KBND	Bend, Ore.	1340	250	532
KBON	Omaha, Nebr.	1490	250	467
KBPS	Portland, Ore.	1450	100	531
KBST	Big Spring, Tex.	1490	100	568
KBTM	Jonesboro, Ark.	1230	250	353
KBUR	Burlington, Ia.	1190	250	414
KBWD	Brownwood, Texas	1380	1000 d.; 500 n.	568
KCKN	Kansas City, Kan.	1340	250	419
KCMC	Texarkana, Ark.-Tex.	1450	250	577
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	459
KCRC	Enid, Okla.	1390	1000	528
KCRJ	Jerome, Ariz.	1340	250	350
KDAL	Duluth, Minn.	610	1000	449
KDB	Santa Barbara, Calif.	1490	250	369
KDFN	Casper, Wyo.	1470	1000	602
KDKA	Pittsburgh, Pa.	1020	50000	547
KDLB	Devils Lake, N. Dak.	1240	250	513

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT	Denton, Tex.	1450	100	570
KDON	Monterey, Calif.	1210	250	363
KDRO	Sedalia, Mo.	1490	250	463
KDTH	Dubuque, Ia.	1370	1000	416
KDYL	Salt Lake City, Utah	1320	5000	580
KECA	Los Angeles, Calif.	700	5000	358
KEEW	Brownsville, Texas	1490	250 d., 100 n.	568
KELA	Between Centralia and Chehalis, Wash.	1470	1000	587
KELD	El Dorado, Ark.	1100	250	352
KELO	Sioux Falls, S. Dak.	1230	250	560
KENO	Las Vegas, Nev.	1400	250	468
KERN	Bakersfield, Calif.	1410	1000	355
KEUB	Price, Utah	1450	250	579
KEVE	Everett, Wash.	1460	500	587
KEVR	Seattle, Wash.	1090	250	588
KEX	Portland, Ore.	1190	5000	534
KEYS	Corpus Christi, Texas	1490	250	560
KFAB	Lincoln, Nebr.	780	10000	466
KFAC	Los Angeles, Calif.	1330	1000	359
KFAM	St. Cloud, Minn.	1450	250	454
KFAR	Fairbanks, Alaska	610	5000	603
KFBB	Great Falls, Mont.	1310	5000	464
KFBC	Cheyenne, Wyo.	1240	250	602
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	423
KFBK	Sacramento, Calif.	1530	10000	366
KFDA	Amarillo, Tex.	1230	250	567
KFDM	Beaumont, Tex.	560	1000	568
KFEL	Denver, Colo.	950	5000	371
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n. (C.P. 5000)	461
KFFA	Helena, Ark.	1490	250	353
KFGQ	Boone, Ia.	1260	250	414
KFH	Wichita, Kansas	1330	5000	423
KFI	Los Angeles, Calif.	640	50000	359
KFIO	Spokane, Wash.	1230	250	589
KFIZ	Fond Du Lac, Wisc.	1450	250	596
KFJB	Marshalltown, Ia.	1230	250	416
KFJI	Klamath Falls, Ore.	1240	100	533
KFJM	Grand Forks, N. Dak.	1440	1000 d., 500 n.	514
KFJZ	Fort Worth, Tex.	1270	5000	571
KFKA	Greeley, Colo.	910	1000	373
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	421
KFMB	San Diego, Calif.	1450	250	368
KFNF	Shenandoah, Ia.	920	1000 d., 500 n.	417
KFOR	Lincoln, Nebr.	1240	250	466
KFOX	Long Beach, Calif.	1280	1000	358
KFPW	Fort Smith, Ark.	1400	250	352
KFPY	Spokane, Wash.	920	5000	590
KFQD	Anchorage, Alaska	790	250	603
KFRC	San Francisco, Calif.	610	5000	367
KFRE	Fresno, Calif.	1340	250	357
KFRO	Longview, Tex.	1370	1000	574

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo. . . . .	1400	250	457
KFSD . . .	San Diego, Calif. . . . .	600	1000	367
KFSG . . .	Los Angeles, Calif. . . . .	1150	2500 d., 1000 n.	360
KFUN . . .	Las Vegas, N. M. . . . .	1230	250	477
KFUO . . .	Clayton, (St. Louis) Mo. . . . .	850	5000	462
KFVD . . .	Los Angeles, Calif. . . . .	1020	1000	360
KFVS . . .	Cape Girardeau, Mo. . . . .	1400	250	457
KFWB . . .	Los Angeles, Calif. . . . .	980	5000	360
KFXD . . .	Nampa, Idaho . . . . .	1230	250	396
KFXJ . . .	Grand Junction, Colo. . . . .	920	1000 d., 500 n.	373
KFXM . . .	San Bernardino, Calif. . . . .	1240	250	366
KFYO . . .	Lubbock, Texas . . . . .	1340	250	574
KFYR . . .	Bismarck, N. Dak. . . . .	550	5000	513
KGA . . .	Spokane, Wash. . . . .	1510	10000	590
KGB . . .	San Diego, Calif. . . . .	1360	1000	367
KGBS . . .	Harlingen, Texas . . . . .	1240	250	572
KGBX . . .	Springfield, Mo. . . . .	1260	5000	463
KGCU . . .	Mandan, N. Dak. . . . .	1270	250	514
KGCX . . .	Sydney, Mont. . . . .	1480	1000	165
KGDE . . .	Fergus Falls, Minn. . . . .	1230	250 d., 100 n.	449
KGDM . . .	Stockton, Calif. . . . .	1130	1000 (C.P. 1140 Kc.; 5000)	370
KGEK . . .	Sterling, Colo. . . . .	1230	100	373
KGER . . .	Long Beach, Calif. . . . .	1390	5000 d., 1000 n.	358
KGEZ . . .	Kulispell, Mont. . . . .	1340	100 (C.P. 1460 Kc.; 1000)	464
KGFF . . .	Shawnee, Okla. . . . .	1450	250	531
KGfJ . . .	Los Angeles, Calif. . . . .	1230	100	360
KGFL . . .	Roswell, New Mex. . . . .	1400	100	478
KGFW . . .	Kearney, Nebr. . . . .	1340	250	466
KGfX . . .	Pierre, S. Dak. . . . .	630	200	559
KGfF . . .	Coffeyville, Kans. . . . .	690	1000 d., 500 n.	418
KGGM . . .	Albuquerque, N. Mex. . . . .	1260	1000	477
KGHF . . .	Pueblo, Colo. . . . .	1350	500	373
KGHI . . .	Little Rock, Ark. . . . .	1230	250	353
KGHL . . .	Billings, Mont. . . . .	790	5000	461
KGIR . . .	Butte, Mont. . . . .	1370	5000	464
KGIW . . .	Alamosa, Colo. . . . .	1450	250	371
KGKB . . .	Taylor, Tex. . . . .	1490	250	577
KGKL . . .	San Angelo, Tex. . . . .	1400	250	575
KGKO . . .	Fort Worth, Tex. . . . .	570	5000	572
KGKY . . .	Scottsbluff, Nebr. . . . .	1190	250	468
KGLO . . .	Mason City, Ia. . . . .	1300	5000	416
KGLU . . .	Safford, Ariz. . . . .	1150	250	351
KGMB . . .	Honolulu, Hawaii . . . . .	590	5000	604
KGNC . . .	Amarillo, Tex. . . . .	1440	5000 d., 1000 n.	567
KGNF . . .	North Platte, Nebr. . . . .	1460	1000	467
KGNO . . .	Dodge City, Kans. . . . .	1370	1000 d., 250 n.	418
KGO . . .	San Francisco, Calif. . . . .	810	7500	367
KGU . . .	Honolulu, Hawaii . . . . .	760	2500	604
KGVO . . .	Missoula, Mont. . . . .	1290	5000 d., 1000 n.	465
KGW . . .	Portland, Ore. . . . .	620	5000	535

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY . . . . .	Olympia, Wash. . . . .	1240	100	587
KHAS . . . . .	Hastings, Nebr. . . . .	1230	250	466
KHBC . . . . .	Hilo, Hawaii . . . . .	1230	250	604
KHBG . . . . .	Okmulgee, Okla. . . . .	1240	250	529
KHJ . . . . .	Los Angeles, Calif. . . . .	930	5000	360
KHMO . . . . .	Hannibal Mo. . . . .	1310	250	457
KHQ . . . . .	Spokane, Wash. . . . .	590	5000	590
KHSL . . . . .	Chico, Calif. . . . .	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB . . . . .	Watsonville, Calif. . . . .	1310	250	370
KICA . . . . .	Clovis, New Mex. . . . .	1240	250	477
KICD . . . . .	Spencer, Ia. . . . .	1240	100	418
KID . . . . .	Idaho Falls, Idaho. . . . .	1350	5000 d., 500 n.	396
KIDO . . . . .	Boise, Idaho . . . . .	1380	2500 d., 1000 n.	396
KIEM . . . . .	Eureka, Calif. . . . .	1480	1000 Conditional	357
KIEV . . . . .	Glendale, Calif. . . . .	870	250	357
KILO . . . . .	Grand Forks, N. D. . . . .	1140	1000 d., 500 n.	514
KINY . . . . .	Juneau, Alaska . . . . .	1160	1000 (C.P. 5000)	603
KIRO . . . . .	Seattle, Wash. . . . .	710	50000	588
KIT . . . . .	Yakima, Wash. . . . .	1280	1000	591
KIUL . . . . .	Garden City, Kans. . . . .	1240	100	419
KJUN . . . . .	Pecos, Tex. . . . .	1460	100	575
KIUP . . . . .	Durango, Colo. . . . .	1460	250	373
KJBS . . . . .	San Francisco, Calif. . . . .	1100	500	368
KJR . . . . .	Seattle, Wash. . . . .	1000	5000 (C.P. 50000)	588
KLBM . . . . .	La Grande, Ore. . . . .	1450	250	533
KLGN . . . . .	Blytheville, Ark. . . . .	900	1000	352
KLO . . . . .	Ogden, Utah . . . . .	1430	5000	579
KLPM . . . . .	Minot, N. Dak. . . . .	1390	1000	514
KLRA . . . . .	Little Rock, Ark. . . . .	1420	5000 (C.P. 1010 Ke.; SSA 1010 Ke., 10000 d., 5000 n.)	355
KLS . . . . .	Oakland, Calif. . . . .	1310	1000	363
KLUF . . . . .	Galveston, Tex. . . . .	1400	250	572
KLX . . . . .	Oakland, Calif. . . . .	910	1000	364
KLZ . . . . .	Denver, Colo. . . . .	560	5000	372
KMA . . . . .	Shenandoah, Iowa . . . . .	960	5000 d., 1000 n. (C.P. 50000)	417
KMAC . . . . .	San Antonio, Tex. . . . .	1210	250	376
KMBC . . . . .	Kansas City, Mo. . . . .	980	5000	459
KMED . . . . .	Medford, Ore. . . . .	1140	1000	531
KMJ . . . . .	Fresno, Calif. . . . .	580	5000	357
KMLB . . . . .	Monroe, La. . . . .	1230	250	428
KMMJ . . . . .	Grand Island, Nebr. . . . .	750	1000	465
KMO . . . . .	Tacoma, Wash. . . . .	1360	5000	590
KMOX . . . . .	St. Louis, Mo. . . . .	1120	50000	461
KMPC . . . . .	Beverly Hills, Calif. . . . .	710	10000	256
KMTR . . . . .	Los Angeles, Calif. . . . .	576	1000	362
KMYC . . . . .	Marysville, Calif. . . . .	1150	250	363
KMYR . . . . .	Denver, Colo. . . . .	1340	250	372
KNEL . . . . .	Brady, Tex. . . . .	1490	350 d., 100 n.	568
KNET . . . . .	Palestine, Tex. . . . .	1450	100	574
KNOW . . . . .	Austin, Tex. . . . .	1490	250	567
KNX . . . . .	Los Angeles, Calif. . . . .	1070	50000	362

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	372
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	533
KOAM	Pittsburg, Kans.	810	1000	421
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.)	477
KOBH	Rapid City, S. Dak.	1400	250	559
KOCA	Kilgore, Tex.	1240	250	573
KOCY	Oklahoma City, Okla.	1340	250	529
KODL	The Dalles, Ore.	1230	250 d., 100 n.	533
KOH	Reno, Nev.	630	1000	468
KOIL	Omaha, Nebr.	1290	5000	467
KOIN	Portland, Ore.	970	5000	535
KOKO	La Junta, Colo.	1400	250	373
KOL	Seattle, Wash.	1300	5000	588
KOMA	Oklahoma City, Okla.	1520	5000	529
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	589
KONO	San Antonio, Tex.	1400	250	576
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	533
KORN	Fremont, Nebr.	1400	250	465
KOTN	Pine Bluff, Ark.	1190	250	355
KOVC	Valley City, N. Dak.	1490	250	515
KOVO	Provo, Utah	1240	250	579
KOWH	Omaha, Nebr.	660	500	467
KOY	Phoenix, Ariz.	550	1000	350
KPAB	Laredo, Tex.	1490	250	573
KPAC	Port Arthur, Tex.	1960	500	575
KPAS	Pasadena, Calif.	1110	10000 (C.P. 5000)	365
KPDN	Pampa, Tex.	1340	100	575
KPFA	Helena, Mont.	1240	250	461
KPHO	Phoenix, Ariz.	1230	250	350
KPLC	Lake Charles, La.	1490	250	428
KPLT	Paris, Tex.	1490	250	575
KPMC	Bakersfield, Calif.	1560	1000	355
KPO	San Francisco, Calif.	680	50000	368
KPOF	Denver, Colo.	910	1000	372
KPOW	Powell, Wyo.	1230	250	602
KPPC	Pasadena, Calif.	1240	100	365
KPQ	Wenatchee, Wash.	1490	250 (C.P. 560 Kc., 1000; S.S.A., 560 Kc., 1000 d., 500 n.)	591
KPRC	Houston, Tex.	950	5000	573
KPRO	Riverside, Calif.	1440	1000	366
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	710	5000	369
KRBA	Lufkin, Tex.	1340	250	574
KRBC	Ablene, Tex.	1450	250	567
KRBM	Bozeman, Mont.	1450	250	464
KRE	Berkeley, Calif.	1400	250	356
KRGV	Weslaco, Tex.	1290	1000	578
KRIC	Beaumont, Tex.	1450	250	568
KRIS	Corpus Christi, Tex.	1360	1000	569

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KRJF	Miles City, Mont.	1340	250	465
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO	Everett, Wash.	1400	250 d., 100 n.	587
KRLC	Lewiston, Idaho	1400	250	396
KRLD	Dallas, Tex.	1080	50000	569
KRLH	Midland, Tex.	1230	250	574
KRMD	Shreveport, La.	1310	250	429
KRNR	Roseburg, Ore.	1490	250 d., 100 n.	537
KRNT	Des Moines, Iowa	1350	5000	415
KROC	Rochester, Minn.	1310	250	454
KROD	El Paso, Tex.	600	1000 d., 500 n.	370
KROS	Clinton, Ia.	1310	250	414
KROW	Oakland, Calif.	960	1000	364
KROY	Sacramento, Calif.	1240	100	366
KRRV	Sherman, Tex.	910	1000	577
KRSC	Seattle, Wash.	1150	1000	589
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	421
KSAL	Salina, Kans.	1150	1000	421
KSAM	Huntsville, Tex.	1490	250	573
KSAN	San Francisco, Calif.	1450	250	368
KSCJ	Sioux City, Ia.	1360	5000	417
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	461
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	396
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	368
KSJB	Jamestown, N. D.	600	250 d., 100 n.	514
KSKY	Dallas, Texas	660	1000	370
KSL	Salt Lake City, Utah	1160	50000	580
KSLM	Salem, Ore.	1390	1000	537
KSO	Des Moines, Iowa	1460	5000	415
KSOO	Sioux Falls, S. Dak.	1140	5600	560
KSRO	Santa Rosa, Calif.	1350	1000	370
KSTP	St. Paul, Minn.	1500	50000	153
KSUB	Cedar City, Utah	1340	100	579
KSUN	Lowell, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	528
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Tex.	1150	1000	567
KTBI	Tacoma, Wash.	1490	250	590
KTBS	Shreveport, La.	1480	10.0	429
KTEM	Temple, Tex.	1400	250	577
KTFI	Twin Falls, Idaho	1270	1000	396
KTHS	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	353
KTKC	Visalia, Calif.	940	5000	370
KTMS	Santa Barbara, Calif.	1250	1000	369
KTKN	Ketchikan, Alaska	930	1000	603
KTNM	Tucumcari, N. M.	1400	250	478
KTOH	Lihue, Hawaii	1490	250	604
KTOK	Oklahoma City, Okla.	1400	250	549
KTRB	Modesto, Calif.	860	250 (C.P. 1000)	363
KTRH	Houston, Tex.	1320	5000 (C.P. 740 K.c., 50000)	573
KTRI	Sioux City, Ia.	1450	250	417
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	576
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW	Emporia, Kans.	1400	250	419
KTTS	Springfield, Mo.	1400	250	463
KTUC	Tucson, Ariz.	1400	250	351
KTUL	Tulsa, Okla.	1430	5000	531
KTW	Seattle, Wash.	1250	1000	589
KUIN	Grants Pass, Ore.	1340	250	533
KUJ	Walla Walla, Wash.	1420	1000	591
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. Dak.	920	500	560
KUTA	Salt Lake City, Utah	570	5000	580
KVAK	Atchison, Kans.	1450	100	418
KVAN	Vancouver, Wash.	910	500	591
KVCV	Redding, Calif.	1230	250	366
KVEC	San Luis Obispo, Calif.	1230	250	369
KVFD	Fort Dodge, Ia.	1400	250	416
KVGB	Great Bend, Kans.	1400	250	119
KVI	Tacoma, Wash.	570	5000	590
KVIC	Victoria, Texas	1340	250	578
KVNU	Logan, Utah	1230	250	579
KVOA	Tucson, Ariz.	1290	1000	351
KVOD	Denver, Colo.	630	5000	372
KVOE	Santa Ana, Calif.	1490	250	369
KVOL	Lafayette, La.	1340	250	427
KVOO	Tulsa, Okla.	1170	25000 (C.P. 50000; S.S.A. 50000d.)	531
KVOR	Colorado Springs, Colo.	1300	1000	371
KVOS	Bellingham, Wash.	1250	250 (C.P. 790 Kc.; 1000)	587
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyoming	1400	250	602
KVSF	Santa Fe, N. M.	1340	100	478
KVSO	Ardmore, Okla.	1240	350 d., 100 n.	527
KVWC	Vernon, Tex.	1490	250	577
KWAL	Wallace, Ida.	1450	250	397
KWAT	Watertown, S. D.	1240	250	560
KWBW	Hutchinson, Kans.	1450	250	419
KWEW	Hobbs, New Mexico	1490	100	477
KWFC	Hot Springs, Ark.	1340	250	353
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	578
KWGG	Stockton, Calif.	1230	100	370
KWIL	Albany, Ore.	1240	250	532
KWJB	Globe, Ariz.	1240	250	330
KWJJ	Portland, Ore.	1080	1000	535
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	462
KWKH	Shreveport, La.	1130	50000	129
KWKW	Pasadena, Calif.	1430	1000	365
KWLC	Decorah, Iowa	1240	250	415
KWLK	Longview, Wash.	1400	250	587
KWLM	Willmar, Minn.	1340	250	454
KWNO	Winona, Minn.	1230	250	454
KWOC	Poplar Bluff, Mo.	1340	250	461
KWON	Bartlesville, Okla.	1400	250	528
KWOS	Jefferson City, Mo.	1240	250	159
KWRC	Pendleton, Ore.	1240	250	534
KWSC	Pullman, Wash.	1250	5000	588



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. C.P. 5000d., 1000 n.)	463
KWYO	Sheridan, Wyoming	1400	250	602
KXA	Seattle, Wash.	770	1000	589
KXEL	Waterloo, Iowa	1540	50000	418
KXL	Portland, Ore.	750	10000	535
KXO	El Centro, Calif.	1490	100	356
KXOK	St. Louis, Mo.	630	5000	462
KXOX	Sweetwater, Tex.	1240	250	577
KXBO	Aberdeen, Wash.	1340	250	586
KXYZ	Houston, Tex.	1320	5000 (C.P. 740kc.; 50000)	573
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	368
KYCA	Prescott, Ariz.	1490	250	351
KYOS	Merced, Calif.	1190	250	363
KYSM	Mankato, Minn.	1230	250	451
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	541
WAAB	Worcester, Mass.	1440	1000 (C.P. 5000)	441
WAAF	Chicago, Ill.	950	1000	399
WAAT	Jersey City, N. J.	970	1000	473
WABC	New York, N. Y.	880	50000	484
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000; S.A. 910; 250)	429
WABY	Albany, N. Y.	1400	250	479
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	590	5000	391
WAGE	Syracuse, N. Y.	620	1000	503
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	431
WAIM	Anderson, S. C.	1230	250	556
WAIR	Winston-Salem, N. C.	1340	250	513
WAIT	Chicago, Ill.	820	5000	399
WAJR	Morgantown, W. Va.	1230	250	594
WAKR	Akron, Ohio	1590	5000	515
WALA	Mobile, Ala.	1410	5000	348
WALB	Albany, Ga.	1590	1000	389
WALL	Middletown, N. Y.	1340	250	484
WAML	Laurel, Miss.	1340	250	456
WAOV	Vincennes, Ind.	1150	250	413
WAPI	Birmingham, Ala.	1170	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	561
WARM	Soranton, Pa.	1400	250	651
WASH	Grand Rapids, Mich.	1300	5000	445
WASK	Lafayette, Ind.	1450	250	412
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	1000	378
WATW	Ashland, Wisc.	1400	100	395
WAVE	Louisville, Ky.	970	5000	426
WAWZ	Zarephath, N. J.	1380	1000 d.; 5000 n.	476
WAYS	Charlotte, N. C.	610	1000	506
WAYX	Waycross, Ga.	1230	250	395
WAZL	Hazleton, Pa.	1450	250	540
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	413
WBAB	Atlantic City, N. J.	1490	250	471
WBAL	Baltimore, Md.	1090	50000	433
WBAP	Fort Worth, Tex.	820	50000	572
WBAX	Wilkes-Barre, Pa.	1240	100	552
WBBB	Burlington, N. C.	920	1000	506
WBBL	Richmond, Va.	1240	100	584
WBBM	Chicago, Ill.	780	50000	399
WBBR	Brooklyn, N. Y.	1330	1000	480
WBBZ	Ponca City, Okla.	1230	250	531
WBGM	Bay City, Mich.	1440	100 d., 500 n.	443
WBEN	Buffalo, N. Y.	930	5000	481

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	508
WBIR	Knoxville, Tenn.	1240	250	562
WBLJ	Dalton, Ga.	1230	250	393
WBLK	Clarksburg, W. Va.	1400	250	593
WBML	Macon, Ga.	1240	250	394
WBNS	Columbus, Ohio	1160	5000 d., 1000 n.	521
WBNX	New York, N. Y.	1380	5000	485
WBNY	Buffalo, N. Y.	1400	250	482
WBOC	Salisbury, Md.	1230	250	435
WBOW	Terre Haute, Ind.	1230	250	413
WBRB	Red Bank, N. J.	1240	100	476
WBRC	Birmingham, Ala.	960	5000	317
WBRE	Wilkes-Barre, Pa.	1340	250	552
WBRK	Pittsfield, Mass.	1310	250	410
WBRW	Welch, W. Va.	1340	250	594
WBRY	Waterbury, Conn.	1590	1000	378
WBT	Charlotte, N. C.	1110	50000	506
WBTA	Batavia, N. Y.	1490	250	479
WBTH	Williamson, W. Va.	1400	250	595
WBTM	Danville, Va.	1400	250	582
WBYN	Brooklyn, N. Y.	1430	1000 d.; 500 n.	480
WBZ	Boston, Mass.	1030	50000	437
WBZA	Springfield, Mass.	1030	1000	437
WCAE	Pittsburgh, Pa.	1250	5000	519
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	473
WCAO	Baltimore, Md.	600	5000	434
WCAP	Asbury Park, N. J.	1310	500	471
WCAR	Pontiac, Mich.	1130	1000	446
WCAT	Rapid City, S. Dak.	1230	100	559
WCAU	Philadelphia, Pa.	1216	50000	513
WCAX	Burlington, Vt.	620	1000	581
WCAZ	Carthage, Ill.	1080	250	397
WCBA	Allentown, Pa.	1470	500	537
WCBI	Columbus, Miss.	1400	250	455
WCBM	Baltimore, Md.	1400	250	433
WCBS	Springfield, Ill.	1450	250	409
WCBT	Roanoke Rapids, N. C.	1230	250	512
WCCO	Minneapolis, Minn.	830	50000	451
WCED	Du Bois, Pa.	1230	250	538
WCFL	Chicago, Ill.	1000	10000	399
WCHS	Charleston, W. Va.	580	5000	592
WCHV	Charlottesville, Va.	1450	250	582
WCKY	Cincinnati, Ohio	1530	50000	516
WCLE	Cleveland, Ohio	610	500	519
WCLO	Janesville, Wisc.	1230	250	596
WCLS	Joliet, Ill.	1340	250	407
WCMI	Ashland, Ky.	1340	250	425
WCNC	Elizabeth City, N. C.	1400	250	507
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	456
WCOL	Columbus, Ohio	1230	250	521
WCOP	Boston, Mass.	1150	500	437
WCOS	Columbia, S. C.	1400	250	556
WCOU	Lewiston, Me.	1240	250	430
WCOV	Montgomery, Ala.	1240	250	340
WCPO	Cincinnati, Ohio	1230	250	516
WCRS	Greenwood, S. C.	1450	250	558
WCRW	Chicago, Ill.	1240	100	401
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	556
WCSE	Portland, Maine	970	5000	430
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	461
WDAK	West Point, Ga.	1340	250	395
WDAN	Danville, Ill.	1490	250	405
WDAS	Philadelphia, Pa.	1400	250	543
WDAY	Fargo, N. Dak.	970	5000	514
WDBC	Escanaba, Mich.	1190	250	444
WDBJ	Roanoke, Va.	960	5000	585
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	561
WDEL	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV	Waterbury, Vt.	550	1000	581
WDGY	Minneapolis, Minn.	1130	5000d., 500 n.	451
WDLP	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ	Marquette, Mich.	1310	5000	561
WDNC	Durham, N. C.	1340	250	446
WDOD	Chattanooga, Tenn.	1360	5000	375
WDRG	Hartford, Conn.	1490	250	507
WDSM	Superior, Wisc.	1230	100	601
WDSU	New Orleans, La.	1280	1000	428
WDWS	Champaign, Ill.	1100	250	399
WDZ	Tuscola, Ill.	1050	100	409
WEAF	New York, N. Y.	660	50000	485
WEAN	Providence, R. I.	790	5000	555
WEAU	Eau Claire, Wisc.	700	5000 d.; 1000 n.	595
WEBC	Duluth, Minn.	1320	5000	449
WEBQ	Harrisburg, Ill.	1240	250	406
WEBR	Buffalo, N. Y.	1340	250	482
WEDC	Chicago, Ill.	1240	250	401
WEED	Rocky Mount, N. C.	1450	250	512
WEEI	Boston, Mass.	590	5000	437
WEEU	Reading, Pa.	850	1000	549
WEGO	Concord	1110	1000	507
WEIM	Fitchburg, Mass.	1340	250	438
WELI	New Haven, Conn.	960	1000 d., 500 n.	377
WELL	Battle Creek, Mich.	1400	250	443
WEMP	Milwaukee, Wisc.	1340	250	599
WENR	Chicago, Ill.	890	50000	401
WENY	Elmira, N. Y.	1230	250	483
WEOA	Evansville, Ind.	1400	250	410
WERC	Erie, Pa.	1490	250	539
WEST	Easton, Pa.	1400	250	538
WESX	Marble Head, Mass.	1230	250	440
WEVD	New York, N. Y.	1330	5000	487
WEW	St. Louis, Mo.	770	1000	462
WEXL	Royal Oak, Mich.	1340	250	447
WFAA	Dallas, Tex.	820	50000	570
WFAS	White Plains, N. Y.	1240	250	505
WFBC	Greenville, S. C.	1330	5000	558
WFBG	Altoona, Pa.	1340	250	537
WFBL	Syracuse, N. Y.	1390	5000	503
WFBM	Indianapolis, Ind.	1260	5000	411
WFBR	Baltimore, Md.	1300	5000	434
WFCI	Pawtucket, R. I.	1420	1000	555
WFDF	Flint, Mich.	910	1000	415
WFEA	Manchester, N. H.	1370	5000	469
WFHR	Wisconsin Rapids, Wisc.	1340	250	601
WFIG	Sumter, S. C.	1340	250	559
WFL	Philadelphia, Pa.	560	1000	545
WFIN	Findlay, Ohio	1330	1000	522
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD	Frederick, Md.	930	500	435
WFMJ	Youngstown, Ohio	1450	250	527
WFNC	Fayetteville, N. C.	1450	250	507
WFOR	Hattiesburg, Miss.	1400	250	455

Call Letter	City	Frequency in Kilocycles	Power in Watts	Sec Page
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	471
WFTC	Kinston, N. C.	1230	250	516
WFTL	Fort Lauderdale, Fla.	1400	250 (C.P. 710 10000)	382
WFTM	Fort Myers, Fla.	1240	250	382
WFVA	Fredericksburg, Va.	1290	250	582
WGAA	Codartown, Ga.	1340	250	392
WGAC	Augusta, Ga.	1240	250	392
WGAL	Lancaster, Pa.	1190	250	540
WGAN	Portland, Me.	560	5000	130
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	519
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1210	100	483
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	410
WGBI	Greensboro, N. C.	980	1000	509
WGBL	Seranton, Pa.	910	1000 d., 500 n.	551
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	455
WGES	Chicago, Ill.	1390	5000 (C.P. 5000)	101
WGGA	Gainesville, Ga.	1240	250	393
WGH	Newport News, Va.	1340	250	583
WGIL	Galesburg, Ill.	1100	250	406
WGKV	Charleston, W. Va.	1490	100	592
WGL	Fort Wayne, Ind.	1450	250	110
WGN	Chicago, Ill.	720	50000	401
WGNC	Gastonia, N. C.	1450	250	507
WGNV	Newburgh, N. Y.	1220	1000	481
WGOV	Valdosta, Ga.	1450	250	395
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	482
WGRG	New Albany, Ind.	1400	250	412
WGRM	Greenwood, Miss.	1240	250	455
WGST	Atlanta, Ga.	920	5000 d., 1000n.	391
WGTC	Greenville, N. C.	1490	250	509
WGTM	Wilson, N. C.	1340	250	512
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	597
WHAI	Greenfield, Mass.	1240	250	438
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	426
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	461
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	408
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	475
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	600
WHBQ	Memphis, Tenn.	1400	250	563
WHBU	Anderson, Ind.	1240	250	409
WHBY	Appleton, Wisc.	1230	250	595
WHCU	Ithaca, N. Y.	870	1000	483
WHDF	Calumet, Mich.	1400	250	443
WHDH	Boston, Mass.	850	5000	437
WHDL	Olean, N. Y.	1450	250	199
WHEB	Portsmouth, N. H.	750	1000	471
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	405
WHIO	Dayton, Ohio	1290	5000	522
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	592
WHIT	New Berne, N. C.	1450	250	510
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	539
WHK	Cleveland, Ohio	1420	5000	520
WHKC	Columbus, Ohio	640	500	521
WHKY	Hickory, N. C.	1400	250 (C.P. 1290 Kc.; 5000 d., 1000 n.)	509
WHLB	Virginia, Man.	1400	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	499
WHLN	Harlan, Ky.	1450	250	425
WHLS	Port Huron, Mich.	1450	250	447
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	487
WHO	Des Moines, Ia.	1040	50000	415
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	475
WHOP	Hopkinsville, Ky.	1230	250	425
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	539
WHUB	Cookeville, Tenn.	1400	250	502
WHYN	Holyoke, Mass.	1400	250	439
WIAC	Hato Rey, P. R.	580	5000	605
WIBA	Madison, Wisc.	1310	5000	597
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	411
WIBG	Philadelphia (Glenside), Pa.	990	10000	545
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1210	250	600
WIBW	Topeka, Kans.	580	5000	421
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	516
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wisc.	1490	250	597
WIL	St. Louis, Mo.	1230	250	462
WILL	Urbana, Ill.	580	5000	109
WILM	Wilmington, Del.	1450	250	379
WINC	Winchester, Va.	1400	250	586
WIND	Gary, Ind.	560	5000	410
WING	Dayton, Ohio	1410	5000	522
WINK	Louisville, Ky.	1080	500d., 1000n. (C.P.)	426
WINN	Louisville, Ky.	1240	250	426
WINS	New York, N. Y.	1000	1000	489
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	411
WIS	Columbia, S. C.	560	5000	557
WISE	Asheville, N. C.	1230	250	506
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	412
WISN	Milwaukee, Wisc.	1150	5000	599
WISR	Butler, Pa.	680	250	538
WITH	Baltimore, Md.	1230	250	434
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	540
WJAG	Norfolk, Nebr.	1090	1000	466
WJAR	Providence, R. I.	920	5000	555
WJAS	Pittsburgh, Pa.	1320	5000 d., 1600 n (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	382
WJBC	Bloomington, Ill.	1230	250	397
WJBK	Detroit, Mich.	1490	250	443
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	428
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	456
WJEJ	Hagerstown, Md.	1240	250	435
WJHL	Johnson City, Tenn.	910	1000	502
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	382
WJIM	Lansing, Mich.	1240	250	446
WJJD	Chicago, Ill.	1160	20000	405
WJLB	Detroit, Mich.	1400	250	413
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	592
WJMA	Covington, Va.	1340	250	582
WJMC	Rice Lake, Wisc.	1240	250	600
WJMS	Ironwood, Mich.	1450	250	445
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	411
WJPA	Washington, Pa.	1450	250	552

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF	Herrin, Ill.	1310	250	406
WJPR	Greenville, Miss.	1310	250	455
WJR	Detroit, Mich.	760	50000	444
WJRD	Tuscaloosa, Ala.	1230	250	349
WJRM	Elkins, W. Va.	1500	250	593
WJSV	Washington, D. C.	1500	50000	380
WJTN	Jamestown, N. Y.	1216	250	483
WJW	Akron, Ohio	1210	250 (C. P., 850 5000)	515
WJZ	New York, N. Y.	770	50000	489
WJWC	Hammond, Ill.	1520	5000	411
WJZM	Clarksville, Tenn.	1400	250	561
WKAQ	San Juan, Puerto Rico	620	5000	605
WKAR	East Lansing, Mich.	870	5000	444
WKAT	Miami Beach, Fla.	1360	1000	386
WKBB	Dubuque, Ia.	1490	250	416
WKBH	La Crosse, Wisc.	1410	1000	596
WKBN	Youngstown, Ohio	570	5000 d., 500 n. (C.P. 5000)	527
WKBO	Harrisburg, Pa.	1230	250	540
WKBV	Richmond, Ind.	1490	100	413
WKBW	Buffalo, N. Y.	1520	50000	413
WKBZ	Muskegon, Mich.	1490	250	446
WKEU	Griffin, Ga.	1450	100	393
WKIP	Poughkeepsie, N. Y.	1450	250	501
WKMO	Kokomo, Ind.	1400	250	412
WKNE	Keene, N. H.	1290	5000	469
WKNY	Kingston, N. Y.	1490	250	484
WKOK	Sunbury, Pa.	1240	250	551
WKPA	New Kensington, Pa.	1150	250	541
WKPT	Kingsport, Tenn.	1400	250	562
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	517
WKRO	Cairo, Ill.	1490	250	397
WKST	New Castle, Pa.	1280	1000	541
WKWK	Wheeling, W. Va.	1400	250	594
WKY	Oklahoma City, Okla.	930	5000 d., 1000 n. (C. P., 5000)	529
WKZO	Kalamazoo, Mich.	590	5000	446
WLAC	Nashville, Tenn.	1510	50000	565
WLAG	La Grange, Ga.	1240	250	393
WLAK	Lakeland, Fla.	1340	250	383
WLAN	Endicott, N. Y.	680	250	183
WLAP	Lexington, Ky.	1450	250	426
WLAV	Grand Rapids, Mich.	1340	250	415
WLAW	Lawrence, Mass.	698	5000	439
WLAY	Muscle Shoals City, Ala.	1450	250	349
WLB	Minneapolis, Minn.	770	5000	451
WIBC	Muncie, Ind.	1340	250	412
WLBL	Bowling Green, Ky.	1340	250	425
WLBL	Stevens Point, Wisc.	930	5000	601
WLBZ	Bangor, Me.	620	1000 d., 500 n. (C. P., 5000)	430
WLDS	Jacksonville, Ill.	1180	250	407
WLEU	Erie, Pa.	1450	250	539
WLIB	Brooklyn, N. Y.	1190	1000	481
WLLH	Lowell, Mass.	1400	250	440
WLNH	Laconia, N. H.	1340	250	469
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	593
WLOK	Lima, Ohio	1240	250	523
WLOL	Minneapolis, Minn.	1330	1000	451
WLPM	Suffolk, Va.	1450	250	586
WLS	Chicago, Ill.	890	50000	403
WLVA	Lynchburg, Va.	1230	250	583
WLW	Cincinnati, Ohio	700	50000	519
WMAL	Washington, D. C.	630	5000	380
WMAM	Marinette, Wisc.	570	250	597
WMAN	Mansfield, Ohio	1400	250	523
WMAQ	Chicago, Ill.	670	50000	405
WMAS	Springfield, Mass.	1450	250	440
WMAZ	Macon, Ga.	940	5000 d., 1000 and 250 d. C. P. 5000 d. and n.)	394

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD	Peoria, Ill.	1170	500 d., 100 n.	407
WMBG	Richmond, Va.	1380	5000	581
WMBH	Joplin, Mo.	1450	250	459
WMBI	Chicago, Ill.	1110	5000	405
WMBO	Auburn, N. Y.	1340	250	479
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	552
WMC	Memphis, Tenn.	790	5000	563
WMCA	New York, N. Y.	570	5000	491
WMEX	Boston, Mass.	1510	5000	437
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	449
WMFJ	Daytona Beach, Fla.	1450	250	382
WMFR	High Point, N. C.	1230	250	509
WMGA	Moultrie, Ga.	1400	250	394
WMIN	St. Paul, Minn.	1400	250	453
WMIS	Natchez, Miss.	1490	250	457
WMJM	Cordele, Ga.	1490	250 d., 100 n.	393
WMMN	Fairmont, W. Va.	920	5000 d., 1000 n. (C. P. 5000)	593
WMOB	Mobile, Ala.	1230	250	318
WMOG	Brunswick, Ga.	1230	250	446
WMPC	Lapeer, Mich.	1460	1000 d., 500 n.	563
WMPS	Memphis, Tenn.	1490	250	558
WMRC	Greenville, S. C.	1490	250	558
WMRF	Lewistown, Pa.	1490	250	540
WMRN	Marion, Ohio	1490	250	523
WMRO	Aurora, Ill.	1280	250	397
WMST	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Ia.	600	5000	414
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	469
WMVA	Martinsville, Va.	1450	250	583
WNAB	Bridgeport, Conn.	1450	250	375
WNAC	Boston, Mass.	1260	5000 d., 100 n. (C. P. 5000 d. and n.	438
WNAD	Norman, Okla.	640	100	528
WNAX	Yankton, S. D.	570	5000 d., 1000 n. (C. P. 5000)	569
WNBC	Hartford, Conn.	1440	5000	375
WNBK	Binghamton, N. Y.	1290	5000	479
WNBH	New Bedford, Mass.	1340	250	440
WNBZ	Saranac Lake, N. Y.	1320	100	501
WNEL	San Juan, Puerto Rico	1320	5000	605
WNEW	New York, N. Y.	1130	10000	493
WNLC	New London, Conn.	1490	250	377
WNOE	New Orleans, La.	1450	250	428
WNOX	Knoxville, Tenn.	990	10000	562
WNYC	New York, N. Y.	830	1000	491
WOAI	San Antonio, Tex.	1200	50000	576
WOC	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 5000)	415
WOCB	Hyaannis, Mass.	1240	250	441
WOI	Ames, Ia.	640	5000	414
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	479
WOL	Washington, D. C.	1260	100	381
WOLF	Syracuse, N. Y.	1490	250	503
WOLS	Florence, S. C.	1230	250	557
WOMI	Owensboro, Ky.	1490	250	426
WOMT	Manitowoc, Wisc.	1240	100	597
WOOD	Grand Rapids, Mich.	1300	5000	445
WOPI	Bristol, Tenn.	1490	250	561
WOR	New York, N. Y.	710	50000	494
WORC	Worcester, Mass.	1310	1000	441
WORD	Spartanburg, S. C.	1400	250	558
WORK	York, Pa.	1350	1000	553
WORL	Boston, Mass.	950	1000	438
WOSH	Oshkosh, Wisc.	1490	250	599

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	521
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Nebr.	590	5000	167
WQWO	Fort Wayne, Ind.	1190	10000	410
WPAB	Ponce, Puerto Rico	1370	1000	604
WPAD	Paducah, Ky.	1450	250	427
WPAB	Parkersburg, W. Va.	1450	250	594
WPAT	Paterson, N. J.	930	1000	475
WPAX	Thomasville, Ga.	1240	250	395
WPAY	Portsmouth, Ohio	1400	250	523
WPDQ	Jacksonville, Fla.	1270	5000	383
WPEN	Philadelphia, Pa.	950	5000	547
WPIC	Sharon, Pa.	700	1000	551
WPID	Petersburg, Va.	1240	250	584
WPRR	Mayaguez, Puerto Rico	990	5000 d., 10000 n.	604
WPRO	Providence, R. I.	630	5000	555
WPRP	Ponce, Puerto Rico	1420	250	605
WPTF	Raleigh, N. C.	680	50000	511
WQAM	Miami, Fla.	560	1000 (C. P. 5060)	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	551
WQBC	Vicksburg, Miss.	1390	1000	157
WQXR	New York, N. Y.	1560	5000 (C. P. 10000)	497
WRAK	Williamsport, Pa.	1400	250	552
WRAL	Raleigh, N. C.	1240	250	511
WRAW	Reading, Pa.	1340	250	551
WRBL	Columbus, Ga.	1230	250	392
WRC	Washington, D. C.	980	5000	381
WRDO	Augusta, Me.	1400	100	429
WRDW	Augusta, Ga.	1490	250 (C.P. 1480 Ke.: 5000)	392
WREC	Memphis, Tenn.	600	5000	565
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	421
WRGA	Rome, Ga.	1490	250	394
WRJN	Racine, Wisc.	1400	250	600
WRLC	Toccoa, Ga.	1450	250	395
WRNL	Richmond, Va.	910	5000	585
WROK	Rockford, Ill.	1440	1000 d., 500 n.	408
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	563
WRB	Dallas, Tex.	1310	5000	570
WRRF	Washington, N. C.	930	1000	512
WREN	Warren, Ohio	1400	250	535
WRUF	Gainesville, Fla.	850	5000	382
WRVA	Richmond, Va.	1140	50000	585
WSAI	Cincinnati, Ohio	1360	5000	519
WSAJ	Grove City, Pa.	1340	100	539
WSAM	Saginaw, Mich.	1400	250	447
WSAN	Allentown, Pa.	1470	500 (J.P. 5000)	537
WSAP	Portsmouth, Va.	1490	250	584
WSAR	Fall River, Mass.	1180	1000	438
WSAU	Wausau, Wisc.	1400	250	601
WSAV	Savannah, Ga.	1340	250	394
WSAY	Rochester, N. Y.	1240	250	501
WSAZ	Huntington, W. Va.	930	1000 d., 250 n. (S.A. 1000 d., 100 n.)	593
WSB	Atlanta, Ga.	750	50000	391
WSBA	York, Pa.	900	1000	553
WSBC	Chicago, Ill.	1240	250	405
WSBT	South Bend, Ind.	960	1000	413
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 10000 n.	347
WSIX	Nashville, Tenn.	965	5000	565
WSJS	Winston-Salem, N. C.	600	250 (C.P. 5000)	513
WSKB	McComb, Miss.	1230	250	456
WSLB	Ogdensburg, N. Y.	1100	250	499
WSLI	Jackson, Miss.	1450	250	456
WSLS	Roanoke, Va.	1490	250	586



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	565
WSMB	New Orleans, La.	1350	5000	428
WSNJ	Bridgeton, N. J.	1240	250	473
WSNY	Schenectady	1240	250	503
WSOC	Charlotte, N. C.	1240	250	507
WSON	Henderson, Ky.	860	250	425
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	447
WSOY	Decatur, Ill.	1340	250	406
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	558
WSPB	Sarasota, Fla.	1450	250	387
WSPD	Toledo, Ohio	1370	5000	525
WSPR	Springfield, Mass.	1270	500	440
WSRR	Stamford, Conn.	1400	250	378
WSTP	Salisbury, N. C.	1490	250	512
WSTV	Steubenville, Ohio	1310	250	525
WSUI	Iowa City, Ia.	910	5000	416
WSUN	St. Petersburg, Fla.	620	5000	387
WSVA	Harrisonburg, Va.	550	1000	582
WSYB	Rutland, Vt.	1380	1000	581
WSYR	Syracuse, N. Y.	570	5000	504
WTAD	Quincy, Ill.	930	1000	407
WTAG	Worcester, Mass.	580	5000	441
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	387
WTAM	Cleveland, Ohio	1100	50000	1520
WTAQ	Green Bay, Wis.	1360	5000	596
WTAR	Norfolk, Va.	790	5000	583
WTAW	College Station, Tex.	1150	1000	569
WTAX	Springfield, Ill.	1240	100	409
WTBO	Cumberland, Md.	820	250	435
WTCM	Traverse City, Mich.	1400	250	447
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	453
WTEL	Philadelphia, Pa.	1340	100	547
WHTT	Hartford, Conn.	1230	250	377
WTIC	Hartford, Conn.	1080	50000	377
WTJS	Jackson, Tenn.	1390	1000	562
WTMA	Charleston, S. C.	1250	250 (C.P. 1000)	556
WTMC	Ocala, Fla.	1490	100	386
WTMJ	Milwaukee, Wis.	620	5000	599
WTMV	East St. Louis, Ill.	1490	250	406
WTNJ	Trenton, N. J.	1310	500	476
WTOC	Savannah, Ga.	1290	5000 d., 1000 n. (C.P. 5000)	394
WTOL	Toledo, Ohio	1230	250	525
WTRC	Elkhart, Ind.	1340	250	409
WTRY	Troy, N. Y.	980	1000	504
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WTM	Trenton, N. J.	920	1000	176
WWDC	Washington, D. C.	1450	250	381
WWJ	Detroit, Mich.	950	5000	444
WWL	New Orleans, La.	870	50000	428
WWNC	Asheville, N. C.	570	1000 (C.P. 5000)	506
WWNY	Watertown, N. Y.	790	1000	505
WWPG	Lake Worth, Fla.	1340	250	383
WWRL	Woodside, N. Y.	1600	250	505
WWSR	St. Albans, Vt.	1420	1000	581
WWSW	Pittsburgh, Pa.	1490	250	549
WWVA	Wheeling, W. Va.	1170	50000	594
WXYZ	Detroit, Mich.	1270	5000	444

# 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	B-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	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	N	Battle Creek, Mich.	WELL	B
Alexandria, La.	KALB	B	Bay City, Mich.	WBCM	B
Allentown, Pa.	WCBA		Beaumont, Tex.	KFDM	B
	WSAN	N		KRIC	
Altoona, Pa.	WFBG	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	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	WISE	M-N		WSGN	B-M
	WWNC	C	Bismarck, N. D.	KFYR	N
Ashland, Ky.	WCM1	M	Bloomington, Ill.	WJBC	
Ashland, Wisc.	WATW	M	Bluefield, W. Va.	WHIS	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.	WBZ	N
Atlanta, Ga.	WAGA	B		WCOP	
	WATL	M		WEEI	C
	WGST	C		WHDH	B
	WSB	N		WMEX	
Atlantic City, N. J.	WBAB	C		WNAC	M
	WFPG			WORL	
Auburn, N. Y.	WMBO		Bowling Green, Ky.	WLB1	M
Augusta, Ga.	WGAC	B	Bozeman, Mont.	WRBM	N
	WRDW	C	Brady, Texas	KNEL	
Augusta, Me.	WRDO	M-N	Bridgeport, Conn.	WICC	M
Aurora, Ill.	WMRO			WNAB	B

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

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	M	Gary, Ind.	WIND	
	WKBB	B	Gastonia, N. C.	WGNC	B
Duluth, Minn.	KDAL	C	Glendale, Calif.	KIEV	
	WEBC	N	Glenside, Pa.	WIBG	
Durango, Colo.	KIUP		Globe, Ariz.	KWJB	
Durham, N. C.	WDNC	C	Goldsboro, N. C.	WGBR	M
East Lansing, Mich.	WKAR		Grand Forks, N. D.	KFJM	
East St. Louis, Ill.	WTMV			KILO	M
Easton, Pa.	WEST	M	Grand Island, Nebr.	KMMJ	
Eau Claire, Wisc.	WEAU	N	Grand Junction, Colo.	KFXJ	M
El Centro, Calif.	KXO	M	Grand Rapids, Mich.	WASH	
El Dorado, Ark.	KELD	B		WLAV	M
Elizabeth City, N. C.	WCNC			WOOD	N
Elk City, Okla.	KASA		Grants Pass, Ore.	KUIN	
Elkhart, Ind.	WTRC		Great Bend, Kans.	KVGB	M
Elkins, W. Va.	WJRM		Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M	Greenlee, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSW	M	Greensboro, N. C.	WBIG	C
Endicott, N. Y.	WLAN			WGBG	B
Enid, Okla.	KCRC	B	Greensburg, Pa.	WHJB	
Erie, Pa.	WERC	C	Greenville, Miss.	WJPR	
	WLEU	B-M	Greenville, N. C.	WGTC	M
Escanaba, Mich.	WDBC		Greenville, S. C.	WFBC	N
Eugene, Ore.	KORE	M		WMRC	B-M
Eureka, Calif.	KIEM	M	Greenwood, Miss.	WGRM	B
Evansville, Ind.	WEOA	C	Greenwood, S. C.	WCRS	N
	WGBF	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.	WJWC	
Fall River, Mass.	WSAR	M		WJOB	
Fargo, N. D.	WDAY	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	M-N
Florence, S. C.	WOLS	B-N	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRG	C
Fort Dodge, Ia.	KVFD	M		WNBC	B
Fort Lauderdale, Fla.	WFTL	M		WTHT	M
Fort Myers, Fla.	WFTM			WTIC	N
Fort Smith, Ark.	KFPW		Hastings, Nebr.	KHAS	
Fort Wayne, Ind.	WGL	N	Hato Rey, Puerto Rico	WIAC	
	WOWO	B	Hattiesburg, Miss.	WFOR	N
Fort Worth, Tex.	KFJZ	M	Hazleton, Pa.	WAZL	M
	KGKO	B	Helena, Ark.	KPFA	
	WBAP	N	Helena, Mont.	KPFA	N
Frederick, Md.	WFMD		Henderson, Ky.	WSON	
Fredericksburg, Va.	WFVA		Herrin, Ill.	WJPF	
Fremont, Mont.	KORN		Hibbing, Minn.	WMFG	N
Freeport, N. Y.	WGBB		Hickory, N. C.	WHKY	B
Fresno, Calif.	KARM	C	High Point, N. C.	WMFR	B
	KMJ	N	Hilo, Hawaii	KHBC	C-M
	KFRE	M	Hobbs, N. M.	KWEW	
Gadsden, Ala.	WJBY	M	Holyoke, Mass.	WHYN	M
Gainesville, Fla.	WRUF	M	Honolulu, Hawaii	KGMB	C-M
Gainesville, Ga.	WGGA			KGU	N
Galesburg, Ill.	WGIL		Hopkinsville, Ky.	WHOP	
Galveston, Texas	KLUF		Hot Springs, Ark.	KTHS	B
Garden City, Kans.	KIUL			KWFC	M
			Houston, Texas	KPRC	N

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KTRH	C	Lakeland, Fla.	WLAK	N
	KXYZ	B-M	Lake Worth, Fla.	WWPG	B-M
Huntington, W. Va.	WSAZ		Lancaster, Pa.	WGAL	M-N
Huntsville, Ala.	WBHP	M	Lansing, Mich.	WJIM	B
Huntsville, Tex.	KSAM		Lapeer, Mich.	WMPC	
Hutchinson, Kans.	KWBW	N	Laredo, Tex.	KPAB	
Hyannis, Mass.	WOCB		Las Vegas, N. M.	KFUN	
Idaho Falls, Ida.	KID		Las Vegas, Nev.	KENO	
Indianapolis, Ind.	WFBM	C	Laurel, Miss.	WAML	N
	WIBC	M	Lawrence, Kans.	KFKU	
	WIRE	N		WREN	B
	WISH	B	Lawrence, Mass.	WLAW	C
Iowa City, Iowa	WSUI		Lawton, Okla.	KSWO	
Ironwood, Mich.	WJMS	M	Lewiston, Ida.	KRLC	
Ithaca, N. Y.	WHCU	C	Lewiston, Me.	WCOU	M
Jackson, Mich.	WIBM	B	Lewistown, Pa.	WMRF	N
Jackson, Miss.	WJDX	N	Lexington, Ky.	WLAP	M
	WSLI	B	Lihue, Hawaii	KTOH	
Jackson, Tenn.	WTJS	M	Lima, Ohio	WLOK	N
Jacksonville, Fla.	WJAX	N	Lincoln, Nebr.	KFAB	C
	WJHP	B-M		KFOR	B-M
	WMBR	C	Little Rock, Ark.	KARK	N
	WPDQ			KGHI	B-M
Jacksonville, Ill.	WLDS			KLRA	C
Jamestown, N. Y.	WJTN	B	Logan, Utah	KVNU	
Jamestown, N. D.	KSJB	M	Logan, W. Va.	WLOG	
Janesville, Wisc.	WCLO	M	Long Beach, Calif.	KFOX	
Jefferson City, Mo.	KWOS	M		KGFR	
Jerome, Ariz.	KCRJ		Longview, Texas	KFRO	
Jersey City, N. J.	WAAT		Longview, Wash.	KWLK	M
	WHOM		Los Angeles, Calif.	KECA	B
Johnson City, Tenn.	WJHL	B		KFAC	
Johnstown, Pa.	WJAC	N		KFI	N
Joliet, Ill.	WCLS			KFSG	
Jonesboro, Ark.	KBTM	M		KFVD	
Joplin, Mo.	WMBH	M		KFWB	
Juneau, Alaska	KINY			KGFI	
Kalamazoo, Mich.	WKZO	C		KHJ	M
Kalispell, Mont.	KGEZ			KMTR	
Kansas City, Kans.	KCKN			KNX	C
Kansas City, Mo.	KCMO	B		KRKD	
	KMBC	C	Louisville, Ky.	WAVE	N
	WDAF	N		WHAS	C
	WHB	M		WINK	
Kearney, Nebr.	KGFW			WINN	B
Keene, N. H.	WKNE	C	Lowell, Ariz.	KSUN	
Ketchikan, Alaska	KTKN	M	Lowell, Mass.	WLLH	M
Kilgore, Texas	KOCA		Lubbock, Texas	KFYO	M
Kingsport, Tenn.	WKPT	N	Lufkin, Texas	KRA	
Kingston, N. Y.	WKNY		Lynchburg, Va.	WLVA	B-M
Kinston, N. C.	WFTC	B	Macon, Ga.	WBML	M
Klamath Falls, Ore.	KFJI	M		WMAZ	C
Knoxville, Tenn.	WBIR	B-M	Madison, Wisc.	WHA	
	WNOX	C		WIBA	N
	WROL	N	Manchester, N. H.	WFEA	M-N
Kokomo, Ind.	WKMO			WMUR	B
Laconia, N. H.	WLNH	M	Mandan, N. D.	KGCU	M
LaCrosse, Wisc.	WKBK	N	Manhattan, Kans.	KSAC	
Lafayette, Ind.	WASK		Manitowoc, Wisc.	WOMT	
Lafayette, La.	KVOL		Mankato, Minn.	KYSM	N
La Grange, Ga.	WLAG	M	Mansfield, Ohio	WMAN	
La Grande, Ore.	KLBM		Marblehead, Mass.	WESX	
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			WSMB	N
Marshalltown, Ia.	KFJB			WWL	C
Marshfield, Ore.	KOOS	M	Newport News, Va.	WGH	B-M
Martinsville, Va.	WMVA	N	New York	WABC	C
Marysville, Calif.	KMYC	M		WBNX	
Mason City, Iowa	KGLO	C		WEAF	N
Mayaguez, P. R.	WPRA			WEVD	
McComb, Miss.	WSKB			WHN	
Medford, Ore.	KMED	M		WINS	
Medford, Wisc.	WIGM			WJZ	B
Memphis, Tenn.	WHBQ			WMCA	
	WMC	N		WNEW	
	WMPS	B-M		WNYC	
	WREC	C		WOV	
Merced, Calif.	KYOS	M		WOR	M
Meridian, Miss.	WCOC	C		WQXR	
Miami, Fla.	WIOD	N	Niagara Falls, N. Y.	WHLD	
	WQAM	C	Norfolk, Nebr.	WJAG	
Miami Beach, Fla.	WKAT	B	Norfolk, Va.	WTAR	N
Middletown, N. Y.	WALL		Norman, Okla.	WNAD	
Midland, Texas	KRLH	M	Northfield, Minn.	WCAL	
Miles City, Mont.	KRJF		North Platte, Neb.	KGNF	
Milwaukee, Wisc.	WEMP	B	Oakland, Calif.	KLS	
	WISN	C		KLX	
	WTMJ	N		KROW	
Minneapolis, Minn.	WCCO	C	Ocala, Fla.	WTMC	B
	WDGY		Ogden, Utah.	KLO	M
	WLB		Ogdensburg, N. Y.	WSLB	
	WLQL	M	Oklahoma City, Okla.	KOCY	M
	WTCN	B		KOMA	C
Minot, N. D.	KLPM	M		KTOK	B
Missoula, Mont.	KGVO	C		WKY	N
Mobile, Ala.	WALA	N	Okmulgee, Okla.	KHBG	
	WMOB	B-M	Olean, N. Y.	WHDL	B
Modesto, Calif.	KTRB		Olympia, Wash.	KGY	M
Monroe, La.	KMLB	B	Omaha, Nebr.	KBON	M
Monterey, Calif.	KDON	M		KOIL	C
Montgomery, Ala.	WCOV	C		KOWH	B
	WSFA	N		WOW	N
Moorhead, Minn.	KVOX	M	Opelika, Ala.	WJHO	M
Morgantown, W. Va.	WAJR		Orlando, Fla.	WDBO	C
Moultrie, Ga.	WMGA			WLOF	E
Muncie, Ind.	WLBC		Oshkosh, Wisc.	WOSH	B
Muscle Shoals City, Ala.	WLAY	M	Ottumwa, Iowa	KBIZ	
Muskegon, Mich.	WKBZ		Owensboro, Ky.	WOMI	
Muskogee, Okla.	KBIX	B	Paducah, Ky.	WPAD	
Nampa, Ida.	KFXD		Palestine, Tex.	KNET	
Nashville, Tenn.	WLAC	C	Pampa, Texas	KPDN	
	WSIX	B-M	Panama City, Fla.	WDLP	
	WSM	N	Paris, Texas	KPLT	M
Natchez, Miss.	WMIS		Parkersburg, W. Va.	WPAR	C
New Albany, Ind.	WGRC	M	Pasadena, Calif.	KPAS	
Newark, N. J.	WHBI			KPPC	
New Bedford, Mass.	WNBH	M		KWKW	
New Berne, N. C.	WHIT		Paterson, N. J.	WPAT	
New Britain, Conn.	WNBC	B	Pawtucket, R. I.	WFCI	B
Newburgh, N. Y.	WGNV		Pawtucket, R. I.	WFCI	M
New Castle, Pa.	WKST		Pecos, Texas	KIUN	
New Haven, Conn.	WELI	B	Pendleton, Ore.	KWRC	
New Kensington, Pa.	WKPA		Pensacola, Fla.	WCOA	N
New London, Conn.	WNLC	M	Peoria, Ill.	WMBD	C
New Orleans, La.	WDSU	B	Petersburg, Va.	WPID	
	WJBW		Philadelphia, Pa.	KYW	N
	WNOE	M		WCAU	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WDAS		Richmond, Ind.	WKBV	
	WFIL	B	Richmond, Va.	WBBL	
	WHAT			WMBG	N
	WIBG			WRNL	B-M
	WIP	M		WRVA	C
	WPEN		Riverside, Calif.	KPRO	
	WTEL		Roanoke, Va.	WDBJ	C
Phoenix, Ariz.	KOY	C		WSLS	B-M
	KPHO		Roanoke Rapids, N. C.	WCBT	B
	KTAR	N	Rochester, Minn.	KROC	N
Pierre, S. D.	KGFX		Rochester, N. Y.	WHAM	B
Pine Bluff, Ark.	KOTN	M		WHEC	C
Pittsfield, Mass.	WBRK	M		WSAY	M
Pittsburg, Kans.	KOAM	N	Rockford, Ill.	WROK	M
Pittsburgh, Pa.	KDKA	N	Rock Island, Ill.	WHBF	M
	KQV	B	Rock Springs, Wyo.	KVRS	
	WCAE	M	Rocky Mount, N. C.	WEED	B
	WJAS	C	Rome, Ga.	WRGA	
	WWSW		Roseburg, Ore.	KRNR	M
Plattsburg, N. Y.	WMFF	B	Roswell, N. M.	KGFL	
Pocatello, Ida.	KSEI	N	Royal Oak, Mich.	WEXL	
Ponca City, Okla.	WBBZ		Rutland, Vt.	WSYB	M
Ponce, Puerto Rico	WPAB		St. Albans, Vt.	WWSR	
	WPRP		St. Augustine, Fla.	WFOY	C
Pontiac, Mich.	WCAR		St. Cloud, Minn.	KFAM	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	M
	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	N
Portsmouth, Va.	WSAP	M	Saginaw, Mich.	WSAM	N
Poughkeepsie, N. Y.	WKIP	B	Salem, Ore.	KSLM	
Powell, Wyo.	KPOW		Salina, Kans.	KSAL	M
Poynette, Wisc.	WIBU	M	Salisbury, Md.	WBOC	M
Prescott, Ariz.	KYCA		Salisbury, N. C.	WSTP	M
Presque Isle, Me.	WAGM		Salt Lake City, Utah	KDYL	N
Price, Utah	KEUB	M		KSL	C
Providence, R. I.	WEAN	M		KUTA	B
	WJAR	N	San Angelo, Tex.	KGKL	M
	WPRO	C	San Antonio, Tex.	KABC	B-M
Provo, Utah	KOVO	M		KMAC	
Pueblo, Colo.	KGHF	B		KONO	
Pullman, Wash.	KWSC			KTSA	C
Quincy, Ill.	WTAD	C		WOAI	N
Racine, Wisc.	WRJN	M	San Bernardino, Calif.	KFXM	M
Raleigh, N. C.	WPTF	N	San Diego, Calif.	KFMB	
	WRAL	M		KFSD	B
Rapid City, S. D.	KOBH			KGB	M
	WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU	N		KGO	B
	WRAW	N		KJBS	
Red Bank, N. J.	WBRB			KPO	N
Redding, Calif.	KVCV	M		KSAN	
Reno, Nev.	KOH	B		KSFO	
Rice Lake, Wisc.	WJMC			KYA	
			San Jose, Calif.	KQW	C
			San Juan, Puerto Rico	WKAQ	C
				WNEI	
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
			Santa Fe, N. M.	KVSF	C
			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.	WGY	N	Tucson, Ariz.	KTUC	C
	WSNY			KVOA	N
Scottsbluff, Nebr.	KGKY		Tucumcari, N. M.	KTNM	
Scranton, Pa.	WARM	B-M	Tulsa, Okla.	KOME	B-M
	WGBI	C		KTUL	C
	WQAN			KVOO	N
Seattle, Wash.	KEVR		Tuscaloosa, Ala.	WJRD	
	KIRO	C	Tuscola, Ill.	WDZ	
	KJR	B	Twin Falls, Ida.	KTFI	N
	KOL	M	Tyler, Texas	KGKB	
	KOMO	N	Uniontown, Pa.	WMBS	C
	KRSC		Urbana, Ill.	WILL	
	KTW		Utica, N. Y.	WIBX	C
	KXA		Valdosta, Ga.	WGOV	M
Sedalia, Mo.	KDRO		Valley City, N. D.	KOVC	
Selma, Ala.	WHBB	M	Vancouver, Wash.	KVAN	
Sharon, Pa.	WPIC		Vermilion, S. D.	KUSD	
Shawnee, Okla.	KGFF	B	Vernon, Texas	KVWC	M
Sheboygan, Wisc.	WHBL	M	Vicksburg, Miss.	WQBC	B
Shenandoah, Ia.	KFNF		Victoria, Texas	KVIC	
	KMA	B	Vincennes, Ind.	WAOV	
Sheridan, Wyo.	KWYO		Virginia, Minn.	WHLB	N
Sherman, Texas	KRRV	M	Visalia, Calif.	KTKC	R
Shreveport, La.	KRMD	B	Waco, Texas	WACO	B-M
	KTBS	N	Wallace, Ida.	KWAL	M
	KWKH	C	Walla Walla, Wash.	KUI	
Siloam Springs, Ark.	KUOA		Warren, Ohio	WRRN	
Sioux City, Ia.	KSCJ	B	Washington, D. C.	WINX	
	KTRI	M		WJSV	C
Sioux Falls, S. D.	KELO	N		WMAL	B
	KSOO	N		WOL	M
South Bend, Ind.	WSBT	C		WRC	N
Spartanburg, S. C.	WORD	B		WWDC	
	WSPA	C	Washington, N. C.	WRRF	B
Spencer, Ia.	KICD		Washington, Pa.	WJPA	
Spokane, Wash.	KFIO	M	Waterbury, Conn.	WATR	M
	KFPY	C		WBRY	C
	KGA	B	Waterbury, Vt.	WDEV	
	KHQ	N	Waterloo, Ia.	KXEL	B
Springfield, Ill.	WCBS	B	Watertown, N. Y.	WATN	
	WTAX			WNNY	
Springfield, Mass.	WBZA	N	Watertown, S. D.	KWAT	
	WMAS	C	Watsonville, Calif.	KHUB	
	WSPR	B	Wausau, Wisc.	WSAU	M
Springfield, Mo.	KGBX	N	Waycross, Ga.	WAYX	
	KTTT	M	Welch, W. Va.	WBRW	
	KWTO		Wenatchee, Wash.	KPGV	B
Springfield, Ohio	WIZE	B	Weslaco, Texas	KRGV	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	C		WWVA	B
	KWG	B	White Plains, N. Y.	WFAS	
Suffolk, Va.	WLPM		Wichita, Kans.	KANS	N
Sumter, S. C.	WRIG	B		KFBI	B
Sunbury, Pa.	WKOK			KFH	C
Superior, Wisc.	WDSM	M	Wichita Falls, Tex.	KWFT	C
Sweetwater, Tex.	KXOX		Wilkes-Barre, Pa.	WBAX	M
Sydney, Mont.	KGCX			WBRE	N
Syracuse, N. Y.	WAGE	B M	Williamson, W. Va.	WBTH	
	WFBL	C	Williamsport, Pa.	WRAK	M
	WOLF		Willmar, Minn.	KWLM	N
	WSYR	N	Wilmington, Del.	WDEL	N
Tacoma, Wash.	KMO	M		WILM	M
	KTBI		Wilmington, N. C.	WMFD	B
	KVI		Wilson, N. C.	WGTM	M
Tallahassee, Fla.	WTAL		Winchester, Va.	WINC	B
Tampa, Fla.	WDAF	C	Winona, Minn.	KWNO	M
	WFLA	N	Winston Salem, N. C.	WAIR	B-M
	WKGA			WSIS	N
Temple, Texas	KTEM	M	Wisconsin Rapids, Wisc.	WFHR	M
Terre Haute, Ind.	WBOW	N	Woodside, N. Y.	WWRL	
Terxarkana, Tex.	KCMC	M	Worcester, Mass.	WAAB	M
Thomasville, Ga.	WPAX			WORC	B
Toccoa, Ga.	WRLC			WTAG	C
Toledo, Ohio	WSPD	N	Yakima, Wash.	KIT	M
	WTOL	B	Yankton, S. Dak.	WNAX	C
Topeka, Kans.	WIBW	C	York, Pa.	WORK	M-N
Traverse City, Mich.	WTCM			WSBA	
Trenton, N. J.	WTNJ		Youngstown, Ohio	WFMJ	B
	WTTM			WKBN	C
Troy, N. Y.	WHAZ		Yuma, Ariz.	KYUM	N
	WTRY	B	Zanesville, Ohio	WHIZ	N
			Zarephath, N. J.	WAWZ	



# ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Harry M. Ayers  
Address ..... Radio 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  
Representative..... Sears & Ayer, Inc.

### Personnel

Owner ..... Harry M. Ayers  
Station-Commercial Manager..... J. W. Bultram  
Program-Musical Director..... Hugh Webb  
Publicity Director..... Malcolm Street  
Chief Announcer..... Frank McClean  
Chief Engineer..... James Hudson

## W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... J. Leslie Doss  
Address ..... Hotel Gary  
Phone Number..... 2300; 2301  
Transmitter Location..... Blue Lake Site  
Time on the Air..... 6 a.m. to 11 p.m.  
News Service..... AP  
Transcription Service..... World Broadcasting  
System

### Personnel

Owner ..... J. Leslie Doss  
Manager..... J. "Ed" Reynolds  
Sales Promotion-Program  
Director..... Leland Childs  
Production Manager..... Byrl Cooley  
Chief Engineer..... Einer Larsen

## W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts  
Owned By..... Alabama Polytechnic In-  
stitute, University of Alabama, Alabama  
College.  
Operated By..... Voice of Alabama, Inc.  
Address ..... Protective Life Bldg.  
Phone Number..... 3-8116  
Studio Addresses..... Protective Life Bldg.;  
University of Alabama Campus, Tuscaloosa;  
Alabama College Campus, Montevallo.

Transmitter Location..... Sandusky, Ala.  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 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..... Jim Romine  
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 Broadcast-  
ing Co., Inc.  
Address..... Second Avenue at  
Eighteenth Street N.  
Phone Number..... 3-9293  
Transmitter Location..... 2400 Arkadelphia Rd.  
Time on the Air..... Unlimited license  
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

## W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated by..... The Birmingham  
News Co.  
Address..... Dixie Carlton Hotel  
Phone Number..... 4-3434  
Transmitter Location..... Alabama State  
Fair Grounds  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 7 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  
Assistant to Manager.....Evelyn Hicks  
Sales Promotion Manager.....Bob Venn  
Program Director.....Bill Terry  
Musical Director.....Larry Yester  
Traffic Manager.....Josephine Marlow  
Chief Engineer.....P. B. Cram

**W M S L**

**DECATUR—EST. 1935**

**MUTUAL BROADCASTING SYSTEM  
KEYSTONE 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.  
Time on the Air.....16¼ hours daily  
News Service.....UP  
Transcription Service...World Broadcasting  
System

Representative.....Headley-Reed Co.

**Personnel**

President.....Melvin Hutson  
Secretary-Treasurer.....Clyde Hendrix  
Station-Commercial Manager.....Curtis Gover  
Program-Publicity Manager...Genevra Hough  
Bell

Production Manager-Chief

Announcer.....John L. Slatton  
Chief Engineer.....Calloway M. Callicott

**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.....Daytime license  
Newspaper Affiliation.....Dothan Eagle  
Transcription Service.....Standard Radio

**Personnel**

Station Manager.....Julian C. Smith  
Commercial Manager.....Fred Moseley

**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 a.m. to 12 midnight  
News Service.....Transradio  
Representative.....Sears & Ayer

**Personnel**

President.....B. H. Hopsor

**W B H P**

**HUNTSVILLE—EST. 1937**

**MUTUAL BROADCASTING SYSTEM**

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.....Unlimited license

**Personnel**

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

**W A L A**

**MOBILE—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned By.....W. O. Pape  
Operated By.....Pape Broadcasting Co.  
Address.....106 St. Joseph St., AT&N  
Railroad Bldg.

Phone Number.....Dexter 3-3787  
Transmitter Location..Cochrane Bridge Cause-  
way, Baldwin County

Time on the Air.....6 a.m. to 11:05 p.m.  
News Service.....AP  
Transcription Service.....Standard Radio  
Representative.....Headley-Reed Co.

**Personnel**

Owner.....W. O. Pape  
Station Manager.....H. K. Martin  
Program Director-Chief

Announcer.....Charles Saunders  
Musical Director.....Agnes Pirtle  
Chief Engineer.....Raymond Hurley

**W M O B**

**MOBILE—EST. 1939**

**MUTUAL BROADCASTING SYSTEM  
BLUE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....S. B. Quigley  
Business Address.....600 St. Louis St.,  
(Quigley Building)

Phone Number.....Belmont 2-4566  
Studios Addresses.....600 St. Louis St.;  
Transmitter Location.....600 St. Louis St.  
Time on the Air.....7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Sears & Ayer, Inc.

**Personnel**

Owner-Manager.....S. B. Quigley  
 Commercial Manager.....F. E. Busby  
 Program-Production Director...Wallace Dunlap  
 Chief Engineer.....T. L. Greenwood

**W C O V**

**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.....Howard H. Wilson Co.

**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.....Joe Byars  
 Chief Announcer.....Luke Tanner  
 Chief Engineer.....W. D. Weatherly

**W S F A**

**MONTGOMERY—EST. 1930**

**NATIONAL BROADCASTING CO.**

Frequency: 1440 Kc.....Power: 1000 d.;  
 500 n.

Owned-Operated By.....Montgomery  
 Broadcasting Co., Inc.

Address.....Jefferson Davis Hotel  
 Phone Number.....8361  
 Transmitter Location....Narrow Lane Road,  
 Time on the Air.....6 a.m. to 10:30 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 Shelkofsky

**W L A Y**

**MUSCLE SHOALS CITY—EST. 1933**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Muscle Shoals  
 Broadcasting Corporation

Address.....East Second St.

Phone Number.....Sheffield 1450  
 Transmitter Location....Muscle Shoals, Ala.  
 Time on the Air.....6:45 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 Representative.....Sears & Ayer

**Personnel**

Station Manager.....E. J. Sperry  
 Program Director.....Miranda Jeff  
 Chief Engineer.....Glenn Boatright

**W J H O**

**OPELIKA—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

**KEYSTONE BROADCASTING SYSTEM**

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.....Unlimited license

**W H B B**

**SELMA—EST. 1935**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned-Operated By....Selma Broadcasting  
 Company, Inc.

Business Address.....209 Washington St.  
 Phone Number.....1233  
 Studio Address.....209 Washington St.,  
 Selma, Ala.

Transmitter Location....Seventh Ave., North  
 Time on the Air.....7:30 a.m. to 11 p.m.  
 Representative.....Sears & Ayer, Inc.

**Personnel**

President.....B. H. Hopson  
 Vice-President-Station Mgr....Julien Smith, Jr.  
 Sales Promotion-Production  
 Manager.....Erin Reynolds  
 Program Director.....Marshall Parsons  
 Chief Announcer.....James Stanley  
 Chief Engineer.....Edmond Jackson

**W J R D**

**TUSCALOOSA—EST. 1936**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....James R. Doss, Jr.  
 Address.....First National Bank Bldg.  
 Phone Number.....4464-65  
 Transmitter Location....Jug Factory &  
 Greensboro Roads

Time on the Air.....Unlimited license  
 Transcription Service....World Broadcasting  
 System, C. P. MacGregor

Representative.....Headley-Reed Co.,

**Personnel**

Manager.....J. Ed. Reynolds

# ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## KWJB

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

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: Unlimited license

### Personnel

Owner-Manager: Bartley T. Sims

## KCRJ

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: Unlimited license  
Newspaper Affiliation: Prescott Evening  
Courier

### Personnel

President: Della Tovrea Stuart  
Manager: Howard Kuhn

## KSUN

LOWELL—EST. 1933

ARIZONA NETWORK

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

### Personnel

Station Manager: Carleton W. Morris  
Commercial Manager: John Hickman  
Program Director: Esther Morris  
Production Manager: Marion McKinney  
Chief Engineer: Earl Hickman

## KOY

PHOENIX—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By: Salt River Broadcasting  
Company  
Address: 836 North Central Avenue  
Phone Number: 4-4144  
Transmitter Location: 12th St. & Camel-  
back Rd.  
Time on the Air: 6 a.m. to 11:05 p.m.  
Newspaper Affiliation: Prairie Farmer  
Publishing Co., Arizona Farmer  
News Service: Press Association; Transradio  
Transcription Service: World Broadcasting  
System  
Representative: John Blair & Co.

### Personnel

Chairman of Board: Burrige D. Butler  
President: W. A. Baldwin  
Station Manager: Harold A. Safford  
Commercial Manager: John L. Hogg  
Business Manager: Albert D. Johnson  
Program Director: John R. Williams  
Publicity-War Program  
Director: Frances C. Myers  
Women's Program Director: Elizabeth Taylor  
Continuity Editor: P. C. Benard  
Chief Announcer: Joe Dana  
Farm Editor: Ernest Douglas  
Musical Director: Alfred Becker  
Chief Engineer: Robert Thompson

## KPHO

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: 6 a.m. to midnight  
News Service: INS  
Transcription Service: Associated  
Music Publishers

### Personnel

Executive Manager: M. C. Reese  
Station-Program Manager: D. C. Reese  
Publicity Director: Sharon Stanford  
Musical Director: M. C. Reese, Jr.  
Chief Engineer: Louis Subblett

# 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: Atop the Heard Building  
 Transmitter Location: 36th St. & East Thomas Road  
 Time on the Air: 6:00 a.m. to 12 midnight  
 Newspaper Affiliation: Arizona Republic and Phoenix Gazette  
 News Service: AP; INS; PA; 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  
 Director of War Programs: Dick Lewis  
 Publicity Director: Francis Connolly  
 Office Manager: B. R. Fulbright  
 Traffic Manager: Frank Little  
 Artists' Bureau Head: Mary Louise Watson  
 Chief Engineer: Harold Haughwout

# KYCA

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Broadcasting Company  
 Address: East Gurley St.  
 Phone Number: 244  
 Transmitter Location: East Gurley St.  
 Time on the Air: Unlimited License  
 News Service: INS  
 Transcription Service: NBC Thesaurus  
 Representative: Paul Raymer Co.

## Personnel

President: Albert Stetson  
 Station Manager: Harold Ritter  
 Commercial Manager: Parker Sutton  
 Program Director: Roberta Pfister  
 Office Manager: Lora Marston  
 Chief Announcer: Frederick Blackburn  
 Artists' Bureau: Byron Lee McCall  
 Musical Director: Augustine Rodarte

# KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.

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: AP; INS; UP  
 Transcription Service: Standard Radio  
 Representatives: Paul H. Raymer Co. and Arizona Broadcasting Co.

## Personnel

President: Louis F. Long  
 General Manager: Paul Merrill  
 Program-Publicity Director: Willard Shoecraft  
 Chief Announcer: Lester McBride  
 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.  
 Address: E. Broadway & Tyndall  
 Phone Number: 5800-5801  
 Transmitter Location: Broadway at Tyndall  
 Time on the Air: 6 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: Lee Little  
 Commercial Manager: Victor Gilland  
 Sales Promotion Manager: George Eubanks  
 Program-Musical Director and Chief Announcer: Wayne A. Sanders  
 Production Manager: Tom Hotchkiss  
 Chief Engineer: Cliff Livingston

# KVOA

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.

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.....Unlimited license  
 Newspaper Affiliation.....Arizona Republic  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

General Manager.....R. B. Williams

**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 10:45 p.m.; Sundays,  
 8:30 a.m. to 10:45 p.m.

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

**Personnel**

President.....John H. Huber  
 General Manager.....Harper M. Phillips

**ARKANSAS**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**K L C N**

BLYTHERVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts  
 Owned by.....Fred O. Grimwood  
 Operated by.....Harold L. Sudbury  
 Address.....218 W. Walnut St.  
 Phone Number.....2093  
 Transmitter Location.....Highway No. 18,  
 North of Blytheville

Time on the Air.....6 a.m. to local sunset  
 News Service.....UP  
 Transcription Service: Keystone Broadcasting  
 System  
 Representative.....The Foreman Co.

**Personnel**

Station-Commercial  
 Manager.....Harold L. Sudbury  
 Sales Promotion Manager.....Harold Sudbury  
 Director of War Programs-  
 Chief Announcer.....Tom Reeder  
 Musical Director.....Lloyd Blomeyer  
 Chief Engineer.....Bob Connor

**K E L D**

EL DORADO—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Enterprises, Inc.  
 Address.....Country Club Colony  
 Phone.....1313  
 Transmitter Location...Country Club Colony  
 Time on the Air: 6:45 a.m. to 10:30 p.m.; Sun-  
 days, 7:30 a.m. to 10:30 p.m.

News Service.....INS  
 Transcription Service: Standard Library Service

**Personnel**

President.....R. E. Meinert  
 Station Manager.....Ewing Canaday  
 Commercial Manager.....L. B. Russell  
 Sales Promotion Manager-Director  
 of War Programs....Harry T. MacDonough  
 Program Director.....Mary Gideon  
 Chief Announcer.....Rodney Smith  
 Chief Engineer.....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 9:30 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus;  
 World Broadcasting System

**Personnel**

General Manager.....John A. England  
 Station Manager.....J. E. "Pat" Garner  
 Commercial-Sales Promotion  
 Manager.....Bill Slates  
 Program-Musical Director.....Dorothy Gibson  
 Chief Announcer.....William A. Stapleton  
 Chief Engineer.....John M. Van Horn

## K F F A

HELENA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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: ..... 108 hours weekly  
 News Services: ..... UP  
 Transcription Service: ..... NBC Thesaurus

### Personnel

President-General Manager: Sam Anderson  
 Program Director: Rosalins Mundi  
 Chief Engineer: J. C. Warren

## K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency: ..... 1090 Kc.  
 Power: ..... 10,600 d.; 1000 n.  
 Owned-Operated By: Radio Broadcasting, Inc.  
 Address: ..... 135 Benton Street  
 Phone Number: ..... 1160-1161  
 Transmitter Location: ..... Malvern Road  
 Time on the Air: ..... 6 a.m. to 12 midnight  
 News Service: ..... UP  
 Transcription Service: ..... Standard Radio  
 Representative: ..... Branham Company

### Personnel

President: John C. McCormack  
 Station Manager: K. K. Kellam  
 Program Director: A. M. Kiryak  
 Chief Announcer-Musical  
 Director: Doc Warren  
 Chief Engineer: J. Clinton Norman

## K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By: Hot Springs Broadcasting Co.  
 Operated By: Clyde E. Wilson & Howard A. Shuman  
 Address: ..... 819½ Central  
 Phone Number: ..... 412  
 Transmitter Location: ..... 819½ Central  
 Time on the Air: ..... 7 a.m. to 11 p.m.  
 News Service: ..... UP  
 Transcription Service: ..... NBC Thesaurus

### Personnel

General Manager: Clyde E. Wilson  
 Station-Commercial Manager: Frank Rough  
 Program Director-Chief  
 Announcer: Robert Fugate  
 Chief Engineer: Charles Greenley

## K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned by: Jay P. Beard d/b as Regional  
 Broadcasting Co.  
 Operated By: Mrs. Jay P. Beard  
 Address: KBTM Bldg., Madison at Jackson Sts.  
 Phone Number: ..... 597  
 Transmitter Location: ..... Rural Route No. 4  
 Time on the Air: ..... Unlimited license

### Personnel

President: Jay P. Beard  
 Station Manager: Mrs. Jay P. Beard  
 Commercial Manager: Roland Hughes  
 Program Director: Beauton Wood

## K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

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: ..... Unlimited license  
 Transcription Service: ..... Standard  
 Representative: Edward Petry & Co.

### Personnel

President: T. H. Barton  
 V-P. and Gen. Mgr.: G. E. Zimmerman  
 Studio Manager: Bruce Grant

## K G H I

LITTLE ROCK—EST. 1927

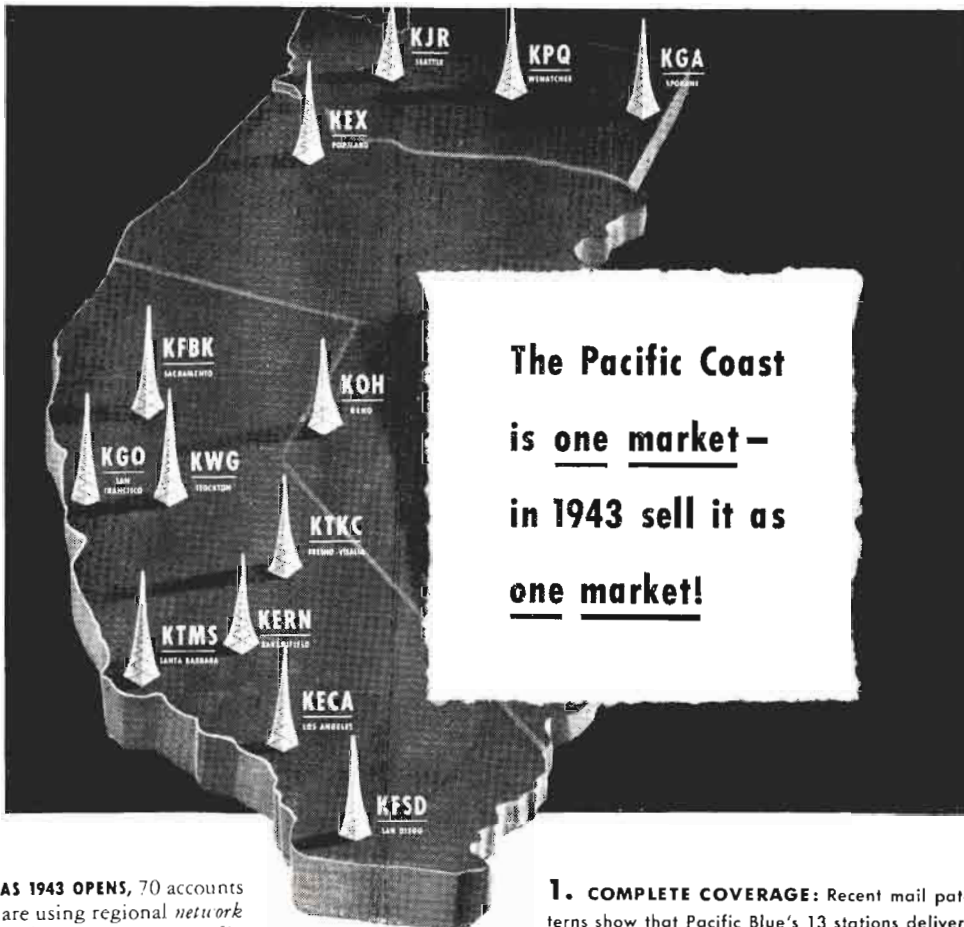
BLUE NETWORK

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 12 midnight; 6:45  
 a.m. to 11 p.m., Sundays  
 Newspaper Affiliation: ..... Arkansas Gazette  
 Representative: ..... Spot Broadcasting, Inc.

### Personnel

President: A. L. Chilton  
 Station Manager: S. C. Vinsonhaler  
 Commercial Manager: R. E. Rives  
 Program Director: Dorothy Weiss  
 Chief Engineer: K. F. Tracy



AS 1943 OPENS, 70 accounts are using regional *network radio* to sell the Pacific Coast the way it can best be sold — *as one market*. These 70 advertisers realize that Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West's highly-paid war workers. That network radio is the one regional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons —

The Pacific Coast  
is one market —  
in 1943 sell it as  
one market!

**1. COMPLETE COVERAGE:** Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

**2. READY-BUILT PROGRAMS:** You can buy a sales-proven program on 13 Pacific Blue stations for as little as \$246 (time and talent). On nine California stations for only \$150 (T and T).

**3. GUARANTEED TIME:** Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on the Blue.

**4. RATE ECONOMY:** Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

## THE PACIFIC BLUE NETWORK

Hollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell

REPRESENTED BY BLUE SPOT SALES — New York • Chicago • Detroit

[www.americanradiohistory.com](http://www.americanradiohistory.com)



# KLRA

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc. Power 10000 d.; 5000 n.  
Owned-Operated By... Arkansas Broadcasting Company

Address... Gazette Bldg., 3rd & Louisiana Sts.  
Phone ..... 5427

Transmitter Location... Highway No. 70, 8 miles east of Little Rock

Time on the Air: 6 a.m. to 11:05 p.m., Mondays through Saturday; 7 a.m. to 11:05 p.m., Sundays

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

Transcription Service..... NBC Thesaurus; Associated Music Publishers

Representative..... The Katz Agency

## Personnel

President..... A. L. Chilton  
General Manager..... S. C. Vinsonhaler  
Merchandising Manager..... P. E. Denton  
Program-Publicity Director..... M. N. Bostick  
Chief Engineer..... K. F. Tracy

# KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

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

Address ..... 505½ Main St.  
Phone Number ..... 721  
Transmitter Location..... 505½ Main St.  
Time on the Air..... 7 a.m. to 10 p.m.  
News Service ..... UP

## Personnel

President-General Manager..... B. J. Parrish  
Sales Promotion Manager..... R. W. Etter  
Program Director..... Ayleene Somervell

# KUOA

SILOAM SPRINGS—EST. 1923

ARKANSAS NETWORK

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

Address..... John Brown University Campus  
Phone Number ..... 77

Transmitter Location... John Brown University Campus

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

Transcription Service... World Broadcasting System

Representative ..... The Walker Company

## Personnel

Chairman of Board..... John E. Brown  
Station Manager..... Storm Whaley  
Commercial-Program Manager... Calen Gilbert  
Director of War Programs..... Storm Whaley  
Chief Engineer..... Cecil E. Smith

# CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

# KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

GOLDEN WEST NETWORK

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

Address ..... Elks Bldg.  
Phone Number ..... 8-8431

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

Newspaper Affiliation McClatchy Newspapers  
News Service ..... INS

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

## Personnel

President..... Eleanor McClatchy  
Station Manager..... Deane Banta

Commercial Manager..... Richard Brothers  
Program-Publicity Director..... Michael Powell  
Chief Engineer ..... Verne Shatto

# KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts  
Owned-Operated By... Pioneer Mercantile Co.

Business Address..... 20th & Eye Streets  
Phone Number ..... 8-8581

Transmitter Location ..... 307½ East 21st St.  
Time on the Air..... Unlimited license

Transcription Service... World Broadcasting System; NBC Thesaurus; Langworth

## Personnel

President ..... F. G. R. Schamblin  
Station Manager..... L. A. Schamblin

# KRE

**BERKELEY—EST. 1923**

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: Phil McKernan  
 Musical Director: Harold S. Hawley

Time on the Air: 6 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Associated,  
 NBC Thesaurus  
 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: Herbert Wixson  
 Program-Production Manager: Wm. L. Forman  
 Traffic Manager: Joseph Townner  
 Chief Announcer: Howard Rhines  
 Musical Director: Marie Hodson  
 Chief Engineer: Lloyd Sigmon  
 Director of War Programs: Woodrow W. Hattie

# KMPC

**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: 12755 Burbank Blvd.,  
 N. Hollywood, Calif.

# KMPC

The Most Powerful Independent  
 Station in the West

*Beverly Hills Los Angeles*

Providing Intensive Coverage of  
 the Nation's Third Market with

# 10,000

## Watts Power

710 Kc.

*National Representative*

Paul H. Raymer Company

# KHSL

**CHICO—EST. 1935**

MUTUAL

Frequency: 1290 Kc. Power: 1,000 Watts  
 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: 6:30 a.m. to 11:00 p.m.; 8:00  
 a.m. to 11:00 p.m., Sundays

News Service: UP  
 Transcription Service: Standard Radio,  
 C. P. MacGregor

Representative: W. S. Grant Co.

## Personnel

President: Hugh McClung  
 Station Manager: M. F. Woodling  
 Commercial Manager: Henry Watton  
 Program Director: Mabel Swift  
 Chief Announcer: Donald Nelson  
 Chief Engineer: Emory P. Milburn

# KXO

**EL CENTRO—EST. 1927**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Operated By: Valradio, Inc.  
 Address: 793 Main St.  
 Phone Number: 1100  
 Transmitter Location: El Centro  
 Time on the Air: Unlimited  
 Transcription Service: Standard Radio  
 Representative: Paul H. Raymer Co.

## Personnel

President: Thomas E. Sharp  
 Station Manager: Ken Thornton  
 Commercial Manager: Belle Hovey  
 Program Director: Jean Jordan  
 Chief Announcer: Anthony Ricca  
 Chief Engineer: James Coin

# K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By Redwood Broadcasting Co., Inc.

Business Address Box 43  
Phone Number 93

Studio Address Box 43, Eureka

Transmitter Location McFarland Tract

Time on the Air 7 a.m. to 10:15 p.m.

News Service INS; UP

Transcription Service World Broadcasting System; C. P. MacGregor; Langworth

Representative John Blair & Co.

## Personnel

Station Manager William B. Smullin

Rural War Manager Eddie Logan

Commercial Manager Betty Anderson

Production Manager C. Paul Corbin

Sales Promotion Manager Violet Susan

Program Manager Mary Boals

Musical Director James Fasullo

Religious Director Rev. Charles H. Hudson

Office Manager George E. Thompson

Traffic Manager Betty Matthias

Education Director Earl Roberts

Engineer Alvar Olson

# K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Operated By KARM, The George Harm Station

Address 1333 Van Ness Ave.

Phone Number 4-2966

Transmitter Location Van Ness & Alluvial Avenues

Time on the Air 6 a.m. to 12 midnight;  
8 a.m. to 12 midnight, Sunday

News Service INS

Transcription Service Standard Radio;  
Associated Music Publishers

Representative Free & Peters, Inc.

## Personnel

Owner & President Mrs. Hattie Harm

Vice-President-General Manager

Clyde F. Coombs

Commercial Manager Ned L. Brown

Director Dean M. Metcalf

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 Service UP

Transcription Service Associated Music Publishers

Representative John Blair & Co.

## Personnel

Owner J. E. Rodman

Station Manager Paul R. Bartlett

Program Director Gene Chenault

Director of Special Events Bob Davies

Office Manager Lois Daniels

Traffic Manager Bette Jean Miner

Publicity Director Francis Quinn

Chief Engineer Sheldon Anderson

# K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

GOLDEN WEST NETWORK

Frequency: 580 Kc. Power: 5,000 Watts

Owned-Operated By McClatchy Broadcasting Co.

Address Van Ness & Calaveras

Phone Number 3-6277

Transmitter Location North & Madera Aves.  
Kerman

Time on the Air 24 hours daily

Newspaper Affiliation The Fresno Bee  
(McClatchy Newspapers)

News Service UP

Transcription Service NBC Thesaurus

National Sales Office Walter Davison

Representative Paul H. Raymer Co.

## Personnel

President Eleanor McClatchy

Station Manager Kelth Collins

National Sales Manager (N. Y. C.)

Walter Davison

Manager Margaret Vogelsang

Special Events Director Frank Arthur

Musical Director Andy Patterson

Chief Engineer Wm. N. Wallace

War Program Director Gordon Roth

# 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 Cltrus 1-1133

Transmitter Location 102 N. Glendale Ave.

Time on the Air Daytime License

## Personnel

President David H. Cannon

General Manager L. W. Peters

# another reason

Los Angeles retailers — the boys who check every advertising dollar at the cash register — used more quarter-hours on KECA in 1942 than the local NBC, Columbia and Mutual outlets combined!

And for general classification, too, KECA topped any of the other 3 for local quarter-hour sponsorship. Local advertisers expect results and they get results when they select KECA—the bargain buy of the Nation's 3rd Major Market!

*owned and operated by*  
**EARLE C. ANTHONY, INC.**

# KECA

## OF LOS ANGELES

BLUE NETWORK AFFILIATE

FREE & PETERS, INC. — Sales Reps.

• • CALIFORNIA • •

## K F O X

LONG BEACH—EST. 1924  
GOLDEN WEST NETWORK

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. Anaheim Street  
Time on the Air . . . . . Unlimited license  
Transcription Service . . . . . Standard Radio,  
Langworth Transcription Service; C. P. MacGregor

### Personnel

President . . . . . Hal G. Nichols

## K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. . . . . Power: 5000 d.; 1000 n.  
Owned-Operated By: Consolidated Broadcasting Corp.  
Business Address . . . . . 435 Pine Ave.  
Phone Number . . . . . Long Beach 660-41  
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles  
Transmitter Location . . . . . Atlantic & Olive, Compton  
Time on the Air . . . . . 7 a.m. to 11 p.m.  
News Service . . . . . AP  
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor  
National Representative . . . . . Howard H. Wilson Co.

### Personnel

President-Gen'l Manager . . . . . C. Merwyn Dobyns  
Business Manager . . . . . Thomas P. Hunter  
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.  
Address . . . . . 141 North Vermont Avenue  
Phone Number . . . . . FAirfax 2121  
Transmitter Location . . . . . 2951 S. Fairfax Ave.  
Time on the Air . . . . . 6:00 a.m. to 12 midnight:  
8:00 a.m. to midnight, Sunday  
News Service . . . . . UP, AP  
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth  
Representative . . . . . Free & Peters, Inc.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....William B. Ryan  
 Commercial and Sales Manager...Clyde Scott  
 Program Manager.....John Edwards  
 Musical Director.....Claude Sweeten  
 Production Manager.....Don McNamara  
 Farm & Public Relations Director.C. D. Paterson  
 Publicity Director.....Matt Barr  
 Chief Engineers.....Curtis Mason,  
 H. L. Blatterman

**K F A C**

LOS ANGELES—EST. 1931

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,  
 Culver City  
 Time on the Air.....168 hours a week  
 News Service.....UP

**Personnel**

President-General Manager...Calvin J. Smith  
 Program-Musical Director.....Don Otis  
 Publicity Director.....Eileen Wheatley  
 Traffic Manager.....Lucile R. Blake  
 Chief Announcer.....Mark Breneman  
 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.....FAirtax 2121  
 Transmitter Location.....Buena Park, Calif.  
 Time on the Air.....24 Hours Daily  
 News Service.....UP  
 Transcription Service: Standard Radio, C. P.  
 MacGregor, Lang-Worth  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....William B. Ryan  
 Sales Manager.....Clyde Scott  
 Program Manager.....John I. Edwards  
 Production Manager.....Don McNamara  
 News Editor.....Jose Rodriguez  
 Farm & Public Relations  
 Director.....E. D. Pederson  
 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: Rev. Jack Carmaine  
 Musical Director: Esther Fricke Stuart  
 Chief Engineer: Myron Kluge

**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 midnight  
 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. 1925  
 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: 6:00 a.m. to midnight  
 News Service: AP, UP, INS  
 Representative: William G. Rambeau Co.

**Personnel**

President: L. J. Halper  
 General Manager: Harry Maizlish

Sales Promotion Manager: William Ray  
 Chief Announcer: Harry Hall  
 Production Manager: Manning Ostroff  
 Musical Director: Leon Leonardi  
 Publicity Director: Leon Guterman  
 War Program Director: Sara Langman  
 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.

**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: 24 hours daily; 6:00 a.m.  
 to midnight, Sunday  
 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: Sydney Gaynor  
 Television Director: Harry Lubcke  
 Program Director: Van C. Newkirk  
 Commercial Manager: Bruce G. Eells  
 Publicity Director: Fair Taylor  
 Traffic Manager: Mary E. Ryan  
 Musical Director: Leo Arnold  
 Chief Engineer: Frank Kennedy

# **K**EEP **F**IGHTING **W**ITH **B**ONDS

WARNER BROS., KFWB, LOS ANGELES

WARNER BROS.  
980 Kilocycles

**ALL THE NEWS!**

**KFWB**

DEDICATED TO ALL OUT WAR EFFORT AND VICTORY

The only independent station with the 3 complete World-wide News Services  
ASSOCIATED PRESS \* UNITED PRESS \* INTERNATIONAL NEWS SERVICE

Foster and Kleiser

With a full showing of 175 billboards Warner Bros' KFWB tells the millions of prospective Southern California listeners it is the *only independent radio station in the West* with the **THREE** news services.

**WILLIAM RAMBEAU** (New York-Chicago) will tell *you* as a prospective Client other features that make Warner Bros' KFWB—Los Angeles—one of the outstanding Independent Radio Stations.

**HARRY MAIZLISH, Gen. Mgr.**

# K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 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, INS  
 Transcription Service.....Lang-Worth; Standard  
 Radio: BMI; ASCAP; SESAC  
 Representative.....Burn-Smith Co.

## Personnel

General Manager.....Kenneth O. Tinkham  
 Production Manager.....Hal M. Ayres  
 Public Relations Director.....Lyman M. Smith  
 Traffic Manager.....Marion Page  
 Recording Division.....Oran H. Nance, Jr.  
 Musical Director.....Salvatore Santaella  
 Chief Engineer.....Pete Wilson

# K N X

LOS ANGELES—EST. 1922  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts

*You already know it . . .*

but we want to repeat it  
 again. Maybe some of you  
 have missed it in the past—

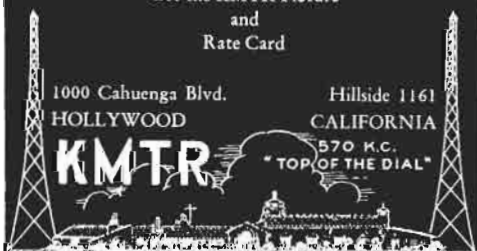
IN PROGRAMS . . . IN PERSONNEL  
 IN CONSTRUCTION

KMTR is truly

*"America's Most Individual  
 Radio Station"*

COVER 90% OF SOUTHERN  
 CALIFORNIA'S POPULATION  
 AT THE LOWEST COST

Get the KMTR Picture  
 and  
 Rate Card



Owned-Operated By . . .Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.  
 Phone Number.....Hollywood 1212  
 Transmitter Location... Columbia Park, Torrance, Calif.  
 Time on the Air.....24 hours daily  
 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...A. J. Morton  
 Assistant Manager, North California Office  
 Office.....Charles S. Morin  
 Sales Promotion Manager...George L. Moskovich  
 Merchandising & Sales Service Manager  
 Manager.....Meredith R. Pratt  
 Radio Sales Representative...Roger K. Huston  
 Program Sales Director...Russ Johnston  
 Program Manager.....Hal Hudson  
 Chief Engineer...Lester H. Bowman  
 Director of Public Relations...Fox Case  
 Publicity Director...Andy Kelly  
 Traffic Manager...Allan N. Cormack  
 Auditor...Charles D. Ryder, Jr.  
 Operations Manager...Ben Paley  
 CBS Western Musical Director...Lud Gluskin  
 Musical Director (KNX)...Wilbur Hatch  
 Continuity Chief...Everett Tomlinson  
 Production Manager...Edith Todesca  
 Sound Effects Chief...Alfred Span  
 Managing News Editor...Clinton Jones  
 Director of Education...Frances Farmer Wilder  
 Production Supervisor...Paul Pierce  
 Stations Relations Manager...E. W. Buckalew  
 Art Director...William W. Tara

# K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 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.....Ned Connor  
 Chief Engineer.....Willis O. Freitag



# KMYC

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 Number...2080  
Transmitter Location...Three miles north of  
Marysville on Laurelton Road  
Time on the Air...6:00 a.m. to 12 midnight  
Newspaper Affiliation...Marysville Appeal-  
Democrat  
News Service...AP  
Transcription Service...Standard Radio  
Representative...W. S. Grant Co.

## Personnel

President...Horace Thomas  
Station Manager...Joe D. Carroll  
Sales Promotion Manager...Rex McDonald  
Program Director...Jayn Russell  
Chief Engineer...B. B. Ballard  
Musical Director...Lois Carroll

# KYOS

MERCED—EST. 1936  
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. 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...6:00 a.m. to 11:00 p.m.  
News Service...UP  
Transcription Service...Standard Radio,  
McGregor  
National Sales Office...580 Market St.,  
San Francisco  
Representative...W. S. Grant

## Personnel

General Director...Hugh McClung  
Station Manager...Mel Marshall  
Commercial Manager...Karl Kruger  
Program Director...Jo Ann Evans  
Chief Announcer...Malchor Beavens  
Chief Engineer...John E. Boren

# KTRB

MODESTO—EST. 1934

Frequency: 860 Kc. Power: 1000 Watts  
Owned-Operated By...KTRB Broadcasting Co.

Business Address...P. O. Box 593  
Phone Number...774  
Studio Address...Norwegian Ave.  
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  
Chief Engineer...Wayne Berthold

# KDON

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  
Transmitter Location...Municipal Wharf  
Time on the Air...6:30 a.m. to 10.00 p.m.  
Newspaper Affiliation...Monterey Peninsula  
Herald; Salinas, Californian  
News Service...UP  
Transcription Service...NBC Thesaurus

## Personnel

President...Paul H. Caswell  
Station Manager...Howard V. Walters  
Sales Promotion Manager...Bernard Cooney  
Program Director...Howard Walters  
Chief Engineer...Edward C. Duty

# KLS

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...7:00 a.m. to 1:00 a.m.  
News Service...INS

## Personnel

Station Manager...S. W. Warner  
Commercial Manager...F. W. Morse  
Program Director...C. de Costa  
Publicity Director...Roger Roberts  
Chief Engineer...Howard Faulkner

# 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 Tribune Tower  
 Time on the Air: 7:00 a.m. to 2:30 a.m.; 9:00  
 a.m. to 1:00 a.m., Sunday  
 Newspaper Affiliation Oakland Tribune  
 News Service AP  
 Transcription Service World Broadcasting  
 System  
 Representative Joseph Hershey McGillvra

## Personnel

President-Owner J. R. Knowland, Jr.  
 Station Manager Alfred Fried  
 Sales Promotion Manager Carl Cronin  
 Program Director Charles Lloyd  
 Production Manager Edna Mae Gagnier  
 Publicity Director Earle Caldwell  
 Artists Bureau Virginia May  
 Musical Director Frances Schulman  
 Chief Engineer Ros Smith  
 War Program Director Lois Helmar

# K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts  
 Owned-Operated By Educational Broad-  
 casting Corporation  
 Business Address Radio Center Building,  
 464 - 19th Street  
 Phone Number GLencourt 8774  
 Studio Addresses Radio Center Building  
 Bellevue Hotel, San Francisco; Newsreel  
 Theatre, Oakland, Calif.  
 Transmitter Location 1522 - 8th Avenue  
 Time on the Air 125½ 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 A. V. Bamford  
 Program Director Wallace Elliott  
 Production Manager Scott Weakley  
 Publicity Director Mercedes Prosser  
 Chief Announcer Hal Parkes  
 Chief Engineer C. E. Downey

# KLX THE TRIBUNE STATION *in Metropolitan Oakland*

Features: Associated Press News and  
 World Broadcasting System  
 exclusive in Oakland

**1<sup>ST</sup>** in a comprehensive 60-city analysis,  
 Oakland was rated as the top-ranking  
 test market on the Pacific Coast (3rd  
 in the United States) KLX serves  
 Metropolitan Oakland with its 25%  
 increase in population since 1941.

**85%** increase in KLX business within 3  
 months. Agencies are following the  
 trend by switching to KLX with its  
 lower cost per listener.

General Manager ADRIEL FRIED  
 National Representative JOSEPH HERSHEY MCGILLVRA



19th, 20th, 21st Floors  
 Tribune Tower  
 Oakland, California  
 •  
 San Francisco Office  
 307 Monadnock Bldg.  
 •

KLX centers the dial at 910

**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. . . . . 6:00 a.m. to 12 midnight  
 News Service. . . . . INS

Transcription Service: C. P. MacGregor; Lang-  
 Worth; Associated Music Publishers

Representative: Joseph Hershey McGillvra, Inc.

**Personnel**

General Manager. . . . . J. Frank Burke  
 Station Manager. . . . . Loyal K. King  
 Commercial-Sales Promotion

Manager. . . . . John L. Akerman  
 Program Director. . . . . C. H. Leinhaas  
 Publicity Director. . . . . Joan Schafer  
 Chief Announcer. . . . . Howard Bell  
 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

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.

**Personnel**

President. . . . . 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. . . . . 425 East Green St.  
 Transmitter Location. . . . . San Gabriel

*There is only one  
 Oakland Station*

at the

**TOP**

in

**OAKLAND**

Tops in Features  
 Tops in Showmanship  
 Tops in Audience

★

**KROW**

OAKLAND, CALIFORNIA

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

**TELESCRIPTS**

. . . A PA INNOVATION

*are complete scripts cued for  
 music or sound effects, and  
 moved on the special*

**AP**

*Radio Wire.*

WIDELY SPONSORED FROM  
 COAST TO COAST

Time on the Air.....6:00 a.m. to sunset  
 News Service.....UP  
 Transcription Service.....Standard Radio

**Personnel**

President-Treasurer.....Marshal S. Neal  
 Commercial Manager.....R. L. Rust  
 Program-Production Director.....Dwight A. Hauser  
 Chief Announcer.....George Barclay  
 Chief Engineer.....Paul Spargo

**KVCV**

REDDING—EST. 1936

MUTUAL—DON LEE

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  
 Transcription Service.....Standard Radio;  
 C. P. MacGregor  
 Representative.....Will Grant

**Personnel**

President.....Hugh McClung  
 Station Manager.....Ralph R. Bryan

**KPRO**

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM

GOLDEN WEST NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By: Broadcasting Corpora-  
 tion of America  
 Business Address: 3401 Russell St., American  
 National Bank Bldg., San Bernardino  
 Phone Number: Riverside 6290, San Bernar-  
 dino 5157  
 Studio Address: 3401 Russell St., American  
 National Bank Bldg., San Bernardino  
 Transmitter Location:.....3401 Russell St.  
 Time on the Air.....7:00 a.m. to 10:00 p.m.  
 News Service.....INS  
 Transcription Service: World Broadcasting Sys-  
 tem; Associated Music Publishers  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President-General Manager.....W. L. Gleeson  
 Station Manager.....Howard Ray  
 Commercial Manager.....H. A. Polite  
 Program Director.....Grant Holcomb, Jr.  
 Chief Engineer.....R. H. McGaughey

**KFBK**

SACRAMENTO—EST. 1922

BLUE NETWORK

GOLDEN WEST NETWORK

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.....24 hours daily  
 Newspaper Affiliation.....Sacramento Bee  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station Manager.....Leo O. Ricketts  
 Merchandising Manager.....R. L. McDowell  
 Program Director.....Rex Rowen  
 Sales Manager.....Robt. L. Stoddard  
 Musical Director.....Emil Martin  
 Chief Engineer.....Stam Sronce

**KROY**

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned By.....Royal Miller, Marion Miller,  
 L. H. Penney, Gladys W. Penney, and Will  
 Thompson  
 Operated By.....Royal Miller Radio  
 Address.....Hotel Sacramento Bldg.  
 Phone Number.....3-2525  
 Transmitter Location.....65th St. at 14th Ave.  
 Time on the Air.....6:30 a.m. to 12:00 a.m.  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Joseph Hershey McGillvra

**Personnel**

President-Owner.....Royal Miller  
 Station Manager.....Will Thompson, Jr.  
 Sales Manager.....D. E. Lundy  
 Sales Promotion Manager.....Rose Marie Douglass  
 Program Director.....Garland Schuler  
 Production Manager.....Gene Killam  
 Auditor.....Annette Matter  
 Woman's Program Director.....Martha Morton  
 Musical Director.....Evangeline Baker  
 Chief Engineer.....Howard Martineau

**KFXM**

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 11:00 p.m., except  
 Wednesday and Sunday; Wednesdays, 5  
 a.m. to 7 p.m. and 9:30 p.m. to 11:00 p.m.;  
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to  
 11:00 p.m.

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

**Personnel**

Partners .....J. C. & E. W. Lee  
 Commercial Manager.....Maury A. Vroman  
 Program Director.....Howard Baichly  
 Publicity-Sales Promotion  
 Manager.....M. Austin King  
 Chief Announcer.....Paul Lynde  
 Chief Engineer.....Richard T. Sampson

**K F M B**

**SAN DIEGO—EST. 1941**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jack Gross  
 Address.....1375 Pacific Blvd.  
 Phone Number.....Main 2114  
 Transmitter Location.....Spreckles B'dg.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 C. P. MacGregor  
 Representative.....Howard H. Wilson Co.

**Personnel**

Owner.....Jack Gross  
 Station Manager.....Homer Griffith  
 Commercial Manager.....Joe Allabough  
 Program Director.....Joe S. Walters  
 War Program Director.....Claire Louise Miller  
 Chief Engineer.....Leslie G. Hewitt

**K F S D**

**SAN DIEGO—EST. 1926**

**BLUE NETWORK  
 GOLDEN WEST NETWORK**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Airtan Radio  
 Corporation, Ltd.  
 Address.....U. S. Grant Hotel.  
 326 Broadway  
 Phone Number.....Franklin 6353  
 Transmitter Location.....326 Broadway  
 Time on the Air.....Unlimited license  
 Transcription Service.....NBC Thesaurus:  
 C. P. MacGregor  
 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  
 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, UP  
 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 Manager.....David Titus  
 Program Director.....James Dillon  
 Chief Announcer.....Norman Harrington  
 Publicity Director.....Tom Swafford  
 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,  
 7 a.m. to midnight  
 News Service.....AP, INS  
 Transcription Service: World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

Vice-Pres. & General Mgr..Lewis Allen Weiss  
 Commercial Manager.....Dan Donnelly  
 Program-Production Manger.....Mel Venter  
 Sales Promotion Manager.....Boyd Rippey  
 Chief Announcer.....Bob Bence  
 Publicity Director.....Pat Kelly  
 Musical Director.....Cy Trobde  
 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 6565  
 Transmitter Location.....Oakland  
 Time on the Air: 24 hours daily: 6 a.m. to  
 midnight, Tuesdays  
 News Service.....AP, INS, UP, Transradio  
 National Sales Office.....Blue Network

**Personnel**

President.....Mark Woods  
 Sales Manager.....Ray Rhodes  
 Promotion-Publicity Manager.....J. G. Paltridge  
 Press Manager.....Robert H. Wesson  
 Program Director.....Robert Dwan  
 Production Manager.....Larry Robertson  
 Chief Announcer.....Berton Bennett  
 Station Engineer.....T. B. Palmer

**K J B S**

**SAN FRANCISCO—EST. 1925**

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

Operated By.....Ralph R. Brunton  
 Address.....1470 Pine Street  
 Phone Number.....Ordway 4148  
 Transmitter Location.....1470 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  
 Representative.....William G. Rambeau Co.,  
 Homer Owen Griffith

**Personnel**

Secretary-Treasurer.....Sherwood P. Brunton  
 Manager.....E. P. Franklin  
 Program Director.....H. H. Wickersham

**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: 24 hours daily except Sunday,  
 midnight to 6:00 a.m. Monday

News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus:  
 Davis & Schwegler

**Personnel**

General Manager.....John W. Elwood  
 Sales Manager.....Alfred Crapsey  
 Program Director.....Ray Buffam  
 Assistant Program Manager.....Floyd Farr  
 Director of News and Special events  
 Don F. Martin

Director of Public Service.....Leonard Gross  
 Auditor.....A. G. Diederichs  
 Publicity Director.....Louise Landis  
 Continuity Director.....Byron Mills  
 Traffic Manager.....Fay Pattee Smith  
 Chief Announcer.....Floyd Farr  
 Network Sales.....Ray Baker, Earl Mitchell  
 Spot Sales.....T. M. Ray, Jr.  
 Sales Promotion Manager.....S. H. Schaffer

Director of Agriculture.....Henry Schacht  
 Radio Recording.....Janet Sligh  
 Station Engineer.....George Greaves

**K S A N**

**SAN FRANCISCO—EST. 1925**

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  
 Time on the Air.....6:30 a.m. to 1:15 a.m.  
 News Service.....UP

**Personnel**

President.....S. H. Patterson  
 Station Manager.....Jerry Akers  
 Program Director.....George Taylor  
 Production Manager.....Ted Lenz  
 Musical Director.....Ruth Franklin  
 Chief Engineer.....N. J. Patterson

**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.....Mark Hopkins Hotel  
 Phone Number.....Exbrook 4567

Transmitter Location.....Islais Creek  
 Time on the Air.....Unlimited License  
 News Service.....INS, UP

Transcription Service.....Lang-Worth,  
 MacGregor, AMP  
 Representative.....Weed & Company

**Personnel**

President.....W. I. Dunn  
 Acting General Manager.....Edward T. Jansen  
 Commercial Manager.....Morton Sidley  
 Program Director.....Harlan Dunning  
 Publicity Director.....Austin Fenger  
 Chief Engineer.....R. V. Howard

**K Y A**

**SAN FRANCISCO—EST. 1926**

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Palo Alto Radio Station,  
 Inc.

Address.....Hearst Bldg., 3rd & Market Sts.  
 Phone Number.....Douglas 2536

Transmitter Location.....Candlestick Point,  
 Bay View Park

Time on the Air: 6:00 a.m. to 12 midnight;  
 Sunday, 7:30 a.m. to 12 midnight

News Service.....INS; AP  
 Transcription Service.....Associated Music Pub-  
 lishers  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....Wilfrid L. Davis  
 Sales Manager.....Don Fedderson  
 Program Director.....Janet Franke  
 Chief Announcer.....Vernon Wilson  
 Musical Director.....John McSwain  
 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),  
 EXbrook 3233  
 Studio Address.....140 Jessie St.  
 San Jose: Palace Hotel, San Francisco  
 Transmitter Location.....Alviso, California  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....INS; UP  
 Transcription Service.....Standard Radio;  
 C. P. MacGregor; Associated Music Pub-  
 lishers  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....Ralph R. Brunton  
 General Manager.....C. L. McCarthy  
 Publicity & Sales Promotion Mgr. Anne Director  
 Production Manager.....Ken Craig  
 Chief Announcer.....Fred Ruegg  
 Musical Director.....Ernest Gill  
 Chief Engineer.....W. C. Gilman

**K V E C**

**SAN LUIS OBISPO—EST. 1937**

**MUTUAL—DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned & Operated By.....Christina M. Jacobson  
 trading as Valley Electric Co.  
 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: 6:30 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....John Blair & Company

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Sales Promotion Manager.....Joe Shuttleworth  
 Program Director.....Al Carmona  
 Chief Announcer.....William Reilly  
 Chief Engineer.....Earl Travis

**K V O E**

**SANTA ANA—EST. 1926**

**DON LEE — MUTUAL**

Frequency: 1490 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. Spøncer  
 Program Director-Chief  
 Engineer.....Wallace S. Wiggins

**K D B**

**SANTA BARBARA—EST. 1924**

**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 11:00 p.m.;  
 Saturday 6:45 a.m. to 12:00 p.m.; Sunday  
 8:00 a.m. to 12:15 a.m.  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
 Station Manager.....Fin Hollinger  
 Sales Promotion-Publicity  
 Manager.....Barbara Ann Hitchcock  
 Program Director.....Peggy Lou Walsh  
 Production Manager.....Russ Ireland  
 Chief Engineer.....William C. Buckley

**K T M S**

**SANTA BARBARA—EST. 1937**

**BLUE NETWORK**

**GOLDEN WEST NETWORK**

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: 7:00 a.m. to 11:00 p.m. daily;  
 Sunday 8:00 a.m. to 11:00 p.m.  
 Newspaper Affiliation.....Santa Barbara  
 News-Press

News Service.....AP; INS  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Owner.....T. M. Storke  
 Station Manager.....Louis F. Kroeck  
 Program Director.....Ken Peters  
 Publicity Director.....Jack McClaren  
 Chief Announcer.....Frank Weltmer  
 Chief Engineer.....Winfred Wileman

**K S R O**

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. ....Power: 1000 Watts  
 Owned By.....Ruth W. 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: 7 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 10 p.m.

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

**Personnel**

President.....E. L. Finley Estate  
 Manager.....Wilt Gunzendorfer  
 Sales Promotion Manager.....Eddie Handley  
 Vallejo Studio Manager.....Bert Johnson  
 Publicity-Production Manager.....Karl Barron  
 Chief Engineer.....Howard McCauley

**K G D M**

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc. ....Power: 5000 Watts  
 Owned-Operated By.....E. F. Peffer  
 Address.....42 S. California  
 Phone Number.....4-4551  
 Transmitter Location.....S.E. 3 miles on 99 hiway  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service.....World Broadcasting  
 System

**Personnel**

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

**K W G**

STOCKTON—EST. 1921

BLUE NETWORK—NBC

GOLDEN WEST BROADCASTING SYSTEM

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

Address.....Hotel Wolf  
 Phone Number.....2-5011  
 Transmitter Location.....Weber & E Sts.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
 Station & Sales Manager.....George Ross  
 Sales Promotion Manager.....Jay Spracher  
 Program Director.....Bill Straub  
 Chief Engineer.....Lee Berryhill

**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.....1<sup>3</sup>/<sub>4</sub> miles southwest of  
 Visalia; Hotel Fresno, Fresno  
 Transmitter Location.....1<sup>3</sup>/<sub>4</sub> miles southwest  
 of Visalia, California

Time on the Air.....5:30 a.m. to 11:00 p.m.  
 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-Production Director.....Gerry Erwin  
 Chief Engineer.....Bert Williamson

**K H U B**

WATSONVILLE—EST. 1937

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned By.....Luther E. Gibson  
 Operated By.....E. H. Calder  
 Business Address.....P. O. Box 349  
 Phone Number.....1700-1  
 Studio Addresses: 2 miles North of Watson-  
 ville; 225<sup>1</sup>/<sub>2</sub> Monterey St., Salinas

Transmitter Location: 2 miles North of Wat-  
 sonville

Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System; BMI

Representatives: Forioe & Co., Walter Biddick  
 Co. (West Coast)

**Personnel**

President.....Luther E. Gibson  
 Manager-Chief Engineer.....E. H. Calder  
 Commercial Manager.....N. Pratt Smith  
 Program-Musical Director.....Yvonne Dale



# COLORADO

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

## KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By E. L. Allen  
 Address Alamosa  
 Phone Number 26  
 Transmitter Location East Alamosa  
 Time on the Air Shares time

### Personnel

Owner E. L. Allen

## KVOR

COLORADO SPRINGS—EST. 1922  
 CBS

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

Time on the Air: 6:30 a.m. to 11:30 p.m.;  
 Saturdays, 6:30 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  
 Chief Engineer H. C. Strang

## KFEL

DENVER—EST. 1922

MUTUAL

MOUNTAIN AND PLAIN NETWORK

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 6 a.m. to 12 midnight  
 News Service AP; Chicago Daily  
 News Foreign Service; Transradio



**KFEL NEWS HOUR**  
**9:30-10:30 Nightly**  
 MOST VITAL  
 HOUR IN RADIO ☆

**KFEL DENVER**  
**5000 WATTS**  
**MUTUAL NETWORK**  
 GENE O'FALLON  
 Manager  
 REPRESENTED BY BLAIR

**60** FULL MINUTES  
 BRIMMING WITH THE WORLD'S  
 LATEST NEWS BY THE KFEL  
 STAFF. THE MUTUAL NETWORK.  
 TRANSRADIO. ASSOCIATED PRESS  
 AND EXCLUSIVE DISPATCHES  
 OF THE FAMOUS WAR CORRES-  
 PONDENTS OF THE CHICAGO  
 DAILY NEWS FOREIGN SERVICE.

Transcription Service . . . . . World Broadcasting System; Standard Radio; Lang-Worth.  
 Representative . . . . . John Blair & Co.

**Personnel**

President . . . . . Gene O'Fallon  
 Station Manager . . . . . Frank Bishop  
 Commercial Manager . . . . . Holly Moyer  
 Promotion Manager . . . . . Louis Alterman  
 Program Director-Production Manager . . . . . Cecil Seavey  
 Chief Announcer . . . . . Walter Selden  
 Publicity Director . . . . . C. R. Anderson  
 Musical Director . . . . . Stanley Koch  
 Auditor . . . . . C. M. Switzer  
 Chief Engineer . . . . . Walter Selden

**K L Z**

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

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

Address . . . . . Shirley Savoy Hotel  
 Phone Number . . . . . Main 4271  
 Transmitter Location . . . . . South Franklin at Hampden, Englewood, Colo.

Time on the Air: 6:00 a.m. to 12 midnight;  
 Sundays, 7:00 a.m. to 12 midnight

News Service . . . . . INS  
 Transcription Service . . . . . Associated Music Publishers, C. P. MacGregor

Representative . . . . . The Katz Agency

**Personnel**

President . . . . . E. K. Gaylord  
 Station Manager . . . . . Hugh B. Terry  
 Commercial Manager . . . . . Fred C. Mueller  
 Promotion-Publicity Manager . . . . . Roger Rambeaux  
 Program Director . . . . . Donald B. McCraig  
 Production Manager . . . . . Austin L. Williams  
 Musical Director . . . . . Les Weelens  
 Chief Engineer . . . . . Harvey Wehrman

**K M Y R**

DENVER—EST. 1941

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . F. W. Meyer  
 Address . . . . . 1626 Stout Street

Phone Number . . . . . Main 4161  
 Transmitter Location . . . . . 1626 Stout Street

Time on the Air . . . . . 17 hours per day  
 News Service . . . . . UP

Transcription Service . . . . . Standard Radio  
 Representative . . . . . William G. Rambeau 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 . . . . . Clarence Hoglund  
 Chief Engineer . . . . . Glen James

**K O A**

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . National Broadcasting Company

Address . . . . . 1625 California Street  
 Phone Number . . . . . Main 6211

Transmitter Location . . . . . Aurora, Colorado  
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-  
 days 7 a.m. to 12 midnight

News Service . . . . . AP; INS; UP  
 Transcription Service . . . . . NBC Thesaurus

Representative . . . . . National Broadcasting Co.

**Personnel**

President, National Broadcasting Co. . . . . Niles Trammell  
 Station Manager . . . . . James R. MacPherson  
 Program Director . . . . . Clarence C. Moore  
 Production Manager . . . . . T. Ellsworth Stepp  
 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  
 Address . . . . . 1845 Champa Street

Phone Number . . . . . Tabor 3733  
 Transmitter Location . . . . . Belleview 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**

President . . . . . Bishop 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: 5000 Watts  
 Owned-Operated By: Colorado Radio Corp.  
 Address . . . . . Midland Savings Bldg.

Phone Number . . . . . Tabor 2291  
 Transmitter Location . . . . . North of Denver

Time on the Air . . . . . Unlimited license

• • • COLORADO • • •

Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor Representative. Joseph Hershey McGillvra, Inc.

**Personnel**

President and General Manager...W. D. Pyle Station & Commercial Manager...T. C. Ekrem Sales Promotion Manager.....Con Hecke Program Director.....V. W. Corbett Publicity Director.....B. H. Stanton Chief Announcer.....Donald B. Vest Auditor.....J. N. Hile Assistant Program Director...Margaret Mellor Secretary.....Bertha Runkle

**K I U P**

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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

Address .....2800 Main Ave. Phone Number.....117 Transmitter Location.....2800 Main Ave. Time on the Air.....8 a.m. to 8 p.m. News Service.....Transradio Transcription Service...Keystone Broadcasting System

**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 Broadcasting Co.

Address .....La Court Hotel Phone Number...Grand Junction 128 and 142 Transmitter Location.....Hillcrest Manor Time on the Air: 7 a.m. to midnight; Sundays, 8:15 a.m. to 12 midnight

News Service.....UP Transcription Service...World Broadcasting System

Representative .....Walker Company

**Personnel**

President-Sales Promotion Manager.....Rex Howell Program-Publicity Director.....Mildred Fuller Auditor.....Chas. Howell Chief Announcer.....Jack Lund Chief Engineer.....Eph Towne

**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 Chief Engineer.....Kenneth Cooper

**K O K O**

LA JUNTA—EST. 1937

Frequency: 1400 Kc. ....Power: 250 Watts Owned-Operated By...The Southwest Broadcasting Company

Business Address.....La Junta Studio Address.....U. S. Highway No. 50 Transmitter Location...U. S. Highway No. 50 Time on the Air.....Unlimited license Transcription Service...Standard Radio

**Personnel**

Station Manager .....Leonard E. Wilson

**K G H F**

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc. ....Power: 500 Watts Owned-Operated By.....Curtis P. Ritchle 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. Ritchle Station Manager .....J. H. McGill Commercial Manager...Maxson I. 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

# IN HARTFORD, IT'S WDRC



## **ONE LOW RATE FOR ALL ADVERTISERS**

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.



# WDRC

CONNECTICUT'S PIONEER BROADCASTER

# CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

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

Address: 1241 Main St.  
Phone Number: 6-1121  
Transmitter Location: Pleasure Beach, Bridgeport

Time on the Air: 6 a.m. to 2 a.m.; Sunday, 8 a.m. to 2 a.m.

News Service: Yankee Network  
Transcription Service: Associated Music Publishers; Standard Radio

Representative: Edward Petry & Co., Inc.

### Personnel

Chairman of Board-General

Manager: John Shepard 3rd

President: William O'Neil

Executive Vice-President: Linus Travers

Vice-President: Robert T. Bartley

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: Frank Foti

Chief Engineer: George Keich

## W N A B

BRIDGEPORT—EST. 1941

BLUE NETWORK

CONNECTICUT BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Harold Thomas

Address: 991 Broad Street

Phone Number: 3-3112

Transmitter Location: Locomobile Point—(Inner Harbor)

Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight

News Service: AP

Transcription Service: Langworth

Representative: William G. Rambeau Co.

### Personnel

Owner: Harold Thomas

Station Manager: Levon Thomas

Commercial-Sales Promotion

Manager: Ken Thomas

Program Director: Jean O'Shea

Production-Publicity Director: Ken Thomas

Chief Engineer: Vinnie De Laurentis

## 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: 7 a.m. (unlimited license)

News Service: UP

Transcription Service: Associated

Representative: Paul H. Raymer Co.,

R. C. Foster & Company

### 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: Harvey Olson

Musical-Educational Director,

Sterling V. Couch

Public Service Counselor Rev. Charles Graves

Chief Engineer: Italo Martino

## W N B C

HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts

Owned-Operated By: State Broadcasting Corporation

Address: 54 Pratt St. (Hartford)

Phone Number: Hartford 7-9131

Transmitter Location: Newington, Conn.

Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service: Lang-Worth; Standard Radio

Representative: Headley-Reed Company

### Personnel

President: Patrick J. Goode

General Manager: Richard W. Davis

Program Director: Ralph Kanna

Commercial Manager: Laurence C. Edwardson

Continuity Director: Almira Kodis

Musical Director: Maurice Sechtman

Chief Engineer: Rogers B. Holt

MEMORANDUM FROM...  
**Radio Department**  
**XYZ AGENCY**

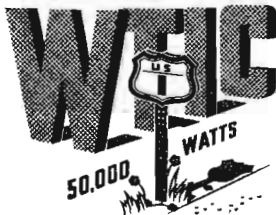
**TO...** EXECUTIVE STAFF

Just a reminder not to forget Radio Station  
WTIC when making up your 1943 appropriations.

WTIC is a "best bet" for the following  
reasons:

1. People within WTIC coverage area have highest per family purchasing power of any section in the country.
2. Radio ownership here is far above the national average.
3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.

To our way of thinking  
"There's Not Another Like it!"



**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*

*Member of NBC and New England Regional Network*

*Represented by WEED & COMPANY, New York, Boston,  
Chicago, Detroit, San Francisco and Hollywood*

**W T H T**

**HARTFORD—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**YANKEE NETWORK—COLONIAL NETWORK**

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: 6:30 a.m. to 1 a.m.; Sundays,  
8 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

Sales Manager.....L. H. Martineau

Program Director.....Frederick E. Bieber

Production Manager.....Edward Brainerd

Publicity Director.....Serenio B. Gammell

Chief Engineer.....A. H. Carr

**W T I C**

**HARTFORD—EST. 1925**

**NBC—NEW ENGLAND REGIONAL 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.....J. F. Clancy

Production Manager.....Paul Lucas

Chief Announcer.....Bernard Mullins

News Editor.....Tom Eaton

Transcription Librarian.....Larry Kenfield

Music Librarian.....John F. DeLisa

Musical Director.....Moshe Paronov

Plant Manager.....H. D. Taylor

**W E L I**

**NEW HAVEN—EST. 1935**

**BLUE NETWORK—ATLANTIC COAST NET-  
WORK—CONNECTICUT BROADCASTING  
SYSTEM**

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

Owned-Operated By.....City Broadcasting  
Corporation

Address .....221 Orange Street

Phone Number.....8-1133

Transmitter Location.....Hamden, Conn.

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

News Service.....UP

Transcription Service.....World Broadcasting  
System Library

**Personnel**

President .....Patrick J. Goode

Manager .....James T. Milne

Program Director-Chief

Announcer.....Charles Wright

Publicity-Musical Director...Marion Reynolds

Chief Engineer.....J. Gordon Keyworth

**W N L C**

**NEW LONDON—EST. 1936**

**MUTUAL BROADCASTING SYSTEM—YANKEE**

**NETWORK—CONNECTICUT BROAD-**

**CASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By...Thames Broadcasting  
Corporation

Address .....Mohican Hotel,  
281 State Street

Phone Number .....New London 4900

Transmitter Location.....Winthrop Point

960 Kc.

1000 W.

**W E L I**

and

**1943**

ANOTHER YEAR ANOTHER STEP

in our continued recognition and  
effectiveness as

'NEW HAVEN'S OWN STATION'

(Established in 1935)

Member of:

Blue Network

Atlantic Coast Network

Connecticut Broadcasting System

NEWS

DRAMA

MUSIC

SPORTS

**CONNECTICUT**

Time on the Air: 7:30 a.m. to 12 midnight;  
Sundays, 8:30 a.m. to 12 midnight  
Representatives....Headley-Reed Company;  
R. C. Foster

**Personnel**

President.....R. L. Morey  
Station Manager.....G. J. Morey  
Commercial and Advertising  
Manager.....Ivon B. Newman  
Program Director.....Ted Hodge  
Publicity Director.....Ray Edwards  
Chief Engineer.....Francis Stephens

**W S R R**

**STAMFORD—EST. 1941**

BLUE NETWORK—CONNECTICUT BROAD-  
CASTING SYSTEM

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.....7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

Representative.....Headley-Reed

**W S R R**

STAMFORD                      CONN.

*The Neighborhood  
Station Serving  
Southwestern  
Connecticut*

A BLUE NETWORK STATION

**Personnel**

Owner.....Stephen R. Rintoul  
Station Manager.....Harold H. Meyer  
Sales Manager.....Stuart MacHarrie  
Sales Promotion Manager-Chief  
Announcer.....Cameron Mitchell  
Program Director.....Gail Smith  
Production Manager.....Aime Gauvin  
Publicity Director.....D. Hay  
Chief Engineer.....Edward Markman

**W A T R**

**WATERBURY—EST. 1934**

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Operated By.....Harold Thomas  
Address.....71 Grand St.  
Phone Number.....3-5161  
Transmitter Location.....Baldwin Avenue  
Time on the Air.....8 a.m. to 12 midnight  
News Service.....Transradio

**Personnel**

President-Station Manager...Harold Thomas  
Commercial & Advertising.....Sam Elman  
Program Director.....James Parker  
Chief Announcer.....John Lotas  
Publicity Director.....Herb Tilley  
Musical Director.....Edith Sacco  
Chief Engineer.....Harold Thomas

**W B R Y**

**WATERBURY—EST. 1934**

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;  
Owned-Operated By.....American Re-  
publican, Inc.  
Address.....136 Grand St.  
Phone Number.....3-1125  
Transmitter Location.....Boyden Street  
Time on the Air.....8 a.m. to 12 midnight  
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.....Walter Howard  
Publicity Director.....E. Christy Erk  
Chief Announcer.....Charles Lynch  
Musical Director.....Waldo S. Newberry  
Chief Engineer.....Frank Hales



# DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WDEL

WILMINGTON—EST. 1922

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

### Personnel

Station Executive ..... Clair R. McCollough  
Station Manager-Director of

War Programs ..... J. Gorman Walsh  
Sales Director ..... J. Robert Gulick  
Sales Promotion Manager ..... Herman Reitzes  
Program Manager ..... Harvey Smith  
Publicity Director ..... Charles Collins  
Musical Director ..... J. E. Mathiot

## 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 ..... 35th St. & Bellevue Ave.  
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-Director of

War Programs ..... J. Gorman Walsh  
Sales Director ..... J. Robert Gulick  
Sales Promotion Manager ..... George Kienzie, Jr.  
Program Director ..... Bernard Fabrizio  
Chief Engineer ..... J. E. Mathiot

Dominant NBC Basic Station in This Area

# WDEL

1150 KC—5000 Watts—Wilmington, Delaware

**OUTSTANDING FOR ITS ABILITY  
TO PRODUCE RESULTS**

In the WDEL trade area, there's concentrated purchasing power—plenty of spending money. Added to its fortunate location in this rich, industrial and agricultural market (Delaware, Southern New Jersey, part of Maryland, Pennsylvania and Virginia), WDEL offers advertisers a listenership far ahead of rates. We're glad to furnish details as to how we can produce sales for you. Write direct, or to our

Sales Representative:

**PAUL H. RAYMER CO.**

New York • Chicago • San Francisco

# DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned by . . . . . WINX Broadcasting Co.  
 Address . . . . . 8th & Eye Sts., N.W.  
 Phone Number . . . . . Republic 8000  
 Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard Radio. Langworth  
 National Representative . . . . . The Walker Co.

### Personnel

President-Station Manager. Lawrence J. Heller  
 Commercial Manager. . . . . Harold Levey  
 Production-Program Director. . . . . Sam Lawder  
 Sales Promotion-Publicity  
 Director. . . . . Harold Levey  
 Chief Announcer. . . . . Hugh Gwidi  
 Musical Director. . . . . Bob Callahan  
 Chief Engineer. . . . . Ralph E. Cannon, Jr.

## WJSV

WASHINGTON—EST. 1928

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 1:05 a.m.; Sundays. 7:30 a.m. to 1:05 a.m.  
 News Service. . . . . AP; UP  
 Transcription Service. . . . . World Broadcasting System  
 Representative . . . . . Radio Sales

### Personnel

Director. . . . . E. H. Gammons  
 Commercial Manager. . . . . William D. Murdock  
 General Manager. . . . . Carl Burkland  
 Sales Promotion Director. . . . . Lee Chadwick  
 War Program Director. . . . . Elnor Lee  
 Chief Announcer. . . . . Gunnar Back  
 Musical Director. . . . . Paul Kahn  
 Chief Engineer. . . . . Clyde Hunt

## WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned & Operated By. . . . . The Evening Star  
 Broadcasting Co.  
 Address . . . . . 724-14th St., N.W.  
 Phone Number. . . . . National 5400  
 Transmitter Location. . . . . Cedar Lane, Bethesda, Md.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays. 7 a.m. to midnight  
 Newspaper Affiliation. Washington Evening Star  
 News Service. . . . . AP; UP  
 Transcription Service. . . . . NBC Thesaurus:  
 Associated: Standard Radio  
 Representative. . . . . Blue Network Spot Sales

### Personnel

General Manager. . . . . K. H. Berkeley  
 Sales & Advertising  
 Manager. . . . . Ben B. Baylor, Jr.  
 Auditor. . . . . John Curtain  
 Chief News Editor. . . . . William Neel  
 Night Supervisor. . . . . Bryson Rash  
 Musical Director. . . . . Morgan Baer  
 Chief Engineer. . . . . H. A. Wadsworth

"I'm the Greatest - squawk - awf - million - watter - er - r - r -"

No "parroting" . . . . .  
 No "squawking" . . . . .  
**Just FACTS . . . . .**  
**WINX HAS**  
 1. more NEWS  
 2. more MUSIC  
 3. more LOCAL ACCOUNTS  
 4. more SPORTS AUDIENCE

BE WISE. — follow the local merchant, find the market on WINX.  
 Representative: THE WALKER CO.

# WINX

WASHINGTON, D. C.  
 ★ ★ 1340 K. C. ★ ★  
 "Washington's Own Station"

## W O L

**WASHINGTON, D. C.—EST. 1928**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 1260 Kc. .... Power: 1000 Watts  
Owned-Operated By .. American Broadcasting Company  
Address ..... 1827 K Street, N.W.  
Phone Number ..... Metropolitan 0010  
Transmitter Location ..... Chillum, Maryland  
Time on the Air ..... 24 hours daily  
News Service ..... Transradio; UP  
Transcription Service .. Lang-Worth; Standard Radio; Associated Transcription Service; MacGregor  
Representative ..... Spot Sales, Inc.

### *Personnel*

President ..... Mrs. LeRoy Mark  
Vice-President-General  
Manager ..... W. B. Dolph  
Sales Manager ..... Henry V. Seay  
Publicity-Sales Promotion  
Manager ..... Charles Zurhorst  
Program Director ..... Madeline Ensign  
Production Manager ..... Jay Caldwell  
Traffic Manager ..... Lillian Ruppert  
Continuity Director ..... Margaret Murray  
Bookkeeper ..... William Wallace  
Musical Director ..... Carol Shea  
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 .. Ager Road, 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, Langworth  
Representative ... National Broadcasting Co.

### *Personnel*

Vice-President ..... Frank M. Russell  
Station Manager ..... Carlton D. Smith  
Sales Promotion Manager ... Neal Hathaway  
Publicity Director ..... Leif Eid  
Chief Announcer ..... Donald Fischer  
Auditor-Program Director ..... Fred Shawa  
Musical Director ..... Fritz Balzer  
Chief Engineer ..... Donald Cooper

## W W D C

**WASHINGTON, D. C.—EST. 1941**  
**ATLANTIC COAST NETWORK**

Frequency: 1450 Kc. Power: 250 (100 w. booster)  
Owned-Operated By Capitol Broadcasting Co.  
Address ..... 1000 Connecticut Ave.  
Phone Number ..... National 7203  
Transmitter Location ..... 81 Pierce St., N.E.  
Time on the Air ... 6:00 a.m. to 12:00 midnight  
News Service ..... AP  
Transcription Service ..... NBC Thesaurus

### *Personnel*

President ..... Joseph Katz  
Station Manager ..... G. Bennett Larson  
Commercial Manager ..... Ben Strouse  
Sales Promotion  
Manager ..... Belmont M. VerStandig  
Program Director ..... Norman Reed  
Program Coordinator ..... Jacqueline Keese  
Production Manager ..... Vera Ash  
Publicity Director ..... Irene Juno  
Chief Announcer ..... Ray Carson  
Musical Director ..... Leonard Friendly  
Artists Bureau ..... Ann Cloward  
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**

# FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## 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.  
Time on the Air: Unlimited license  
Transcription Service: Associated Music  
Publishers: Lang-Worth

### 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.  
Studio Address: Mayfair  
Theater Bldg., Miami

Phone Number: 1300-01; 1799  
Transmitter Location: 2700 S. Andrews Ave.;  
(C.P. West of Ft. Lauderdale)

Time on the Air: Unlimited license  
News Service: UP  
Transcription Service: Associated Music  
Publishers

### Personnel

Owner: Ralph A. Horton  
General Manager: S. A. Vetter

## W F T M

FORT MEYERS—EST. 1940  
KEYSTONE BROADCASTING SYSTEM

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: Unlimited license  
Transcription Service: Associated Music  
Publishers

### Personnel

President: Ronald B. Woodyard  
Vice-President: R. B. Martinn  
General Manager: J. P. Turner

## 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

Representative: Burn-Smith Co., Inc.

### Personnel

Director: Garland Powell  
Commercial Manager: S. L. Miller  
Sales Promotion Manager: Wm. Woodbury  
Program Director: J. Sam Fouts  
Publicity Director: Ernest Stanley  
Chief Announcer: Otis Boggs  
Musical Director: Elizabeth Tew  
Chief Engineer: Dr. Palmer Craig

## 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.

Address: 1 Broadcast Place  
Phone Number: 5-5821  
Transmitter Location: Hyde Park Country Club

Time on the Air: 18 hours  
News Service: AP

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

## W J H P

JACKSONVILLE—EST. 1940  
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 250 Watts  
Owned-Operated By: The Metropolis Co.  
Address: 500 Laura St.  
Phone Number: 5-7610

• • • FLORIDA • • •

Transmitter Location.....Read and Alamo Sts.  
 Time on the Air.....18 Hours Daily  
 Newspaper Affiliation....Jacksonville Journal  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates

**Personnel**

President.....John H. Perry  
 Station Manager.....Wallace A. Walker  
 Sales Manager.....I. M. Koger  
 Program Director.....Jack Rathbun  
 Musical Director.....Don Bell  
 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

Address.....118 West Adams St.  
 Phone Number.....5-4387  
 Transmitter Location.....Vines and Mass. Ave.  
 Time on the Air....6:30 a.m. to 12:00 midnight  
 News Service.....UP  
 Representative.....Paul H. Raymer Co.

**Personnel**

President-Station Manager.....Frank King

Commercial-Sales Promotion Manager  
 Glenn Marshall, Jr.  
 Program Director-Chief Announcer  
 Charles M. Stone  
 Production Manager.....Leonard Cox  
 Chief Engineer.....E. B. Vordermark

**W P D Q**

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By:

Jacksonville Broadcasting Corp  
 Address.....Gulf Life Bldg.  
 Transmitter Location....Seven miles west of  
 Jacksonville on Lenox Ave.  
 Time on the Air: 6:29 a.m. to 12:05 a.m.; Sun-  
 day 7:29 a.m. to 12:05 a.m.

News Service.....AP  
 Transcription Service.....Standard  
 Representative.....George P. Hollingbery Co.

**Personnel**

President.....James R. Stockton  
 President.....Robert R. Feagin  
 Business Manager.....Frank Taylor, Jr.  
 Program Director.....Bernie Adams  
 Production Manager.....Matt Gettings  
 Artists Bureau.....Jimmy James  
 Musical Director.....Neil Vanderpoel  
 Chief Engineer.....James R. Donovan

**W L A K**

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

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

Address.....1412 East Lime St.  
 Phone Number.....2127  
 Transmitter Location.....1412 East Lime St.  
 Time on the Air.....6:55 a.m. to midnight  
 News Service.....UP  
 Representative.....The Foreman Co.

**Personnel**

President.....S. O. Ward  
 Program Director.....Quinnelle Vann  
 Chief Announcer-Musical  
 Director.....John V. Fisk  
 Chief Engineer.....Wm. P. Lee

**W W P G**

LAKE WORTH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Lake Worth Broad-  
 casting Corp.  
 Business Address.....P. O. Box 1031

**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

Barnett Bank Bldg.

Jacksonville, Fla.

Phone 30381

*The Nation's Playground*

*is now*

*The Nation's Warground*

MIAMI BEACH

~ FLORIDA ~

**WKAT** (THE STATION WITH TWO MARKETS)

Provides two complete and separate  
buying-powers-that-be!

- (1) Home Front civilians taking time out from their war activity—with money to spend.
- (2) One of the largest Army Air Corps units in the country . . . representing every state — potential customers now and after Victory.

1360 Kilocycles

**WKAT**

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK  
REUTERS NEWS

Phone Number . . . . . Palm Beach 21515;  
 Lake Worth 500  
 Studio Address . . . Ocean Blvd., Palm Beach, Fla.  
 Transmitter Location . . . . . Ocean Blvd., Palm  
 Beach, Fla.  
 Time on the Air . . . . . 7:00 a.m. to midnight  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Burn-Smith Co.

**Personnel**

President . . . . . Charles A. Davis  
 Station Manager . . . . . Fred H. Ford  
 Commercial Manager . . . . . Fred J. Barcroft  
 Sales Promotion Manager . . . . . W. J. Ford  
 Chief Engineer . . . . . Paul McGinty

**W I O D**

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Isle of Dreams Broad-  
 casting Corporation  
 Business Address . . . . . 600 Biscayne Blvd.  
 Phone Number . . . . . 3-6444  
 Studio Address . . . . . News Tower  
 Transmitter Location . . . . . Cameo Island  
 Time on the Air . . . . . Unlimited License

Newspaper Affiliation . . . . . Miami Daily News  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Standard Radio;  
 Associated Music Publishers  
 Representative . . . . . George P. Hollingbery Co.;  
 Harry S. Cummings

**Personnel**

President . . . . . D. J. Mahoney  
 General Manager . . . . . James M. Legate  
 Commercial Manager . . . . . T. O. McCullough  
 Promotion Manager . . . . . R. W. Richards  
 Program Supervisor . . . . . Roy Verret  
 Program Director . . . . . Robert Fidler  
 Continuity Director . . . . . D. M. Butler  
 News Editor . . . . . Frank Malone  
 Educational Director . . . . . Lessie Collins  
 Musical Director . . . . . Clark Fiers  
 Chief Studio Engineer . . . . . Bob Barwick

**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.

Here it is



*Come and get it!*

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

WIOD Covers This New Rich Market As Completely As Florida's Magic Sun

National Representative

GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS • 610 KC • NBC



Address ..... Postal Bldg.  
 Phone Number ..... 26121  
 Transmitter Location... Biscayne Bay at 14th St.  
 Time on the Air ..... 24 hours daily  
 News Service ..... 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..... T. C. Wisenbaker

**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 midnight  
 News Service ..... Reuters; UP  
 Transcription Service ..... AMP  
 Representative ..... Spot Sales, Inc.

**Personnel**

Owner..... A. Frank Katzentine  
 Managing Director..... Ucola Katzentine  
 General Manager..... John C. McCloy  
 Commercial Manager..... Alex Campbell, Jr.  
 Business Manager..... C. A. Wampler  
 War Program Director..... Richard Altman  
 Musical Director..... Betty Lee Taylor  
 Engineers..... Tom Magee, Arthur Smith  
 (See Page 384)

**W T M C**

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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

**Personnel**

President..... John T. Alsop, Jr.  
 Station Manager..... T. S. Gilchrist, Jr.  
 Commercial Manager..... Wilma Drumm  
 Program Director..... T. S. Gilchrist, Jr.  
 War Program Director... Edna Moorhead  
 Chief Engineers..... Beecher Hayford,  
 H. F. Lange

**W D B O**

ORLANDO—EST. 1924

COLUMBIA 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..... 24 hours daily  
 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  
 Publicity Director..... Rosalind Boggs  
 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..... Burn-Smith Co., Inc.;  
 Frank Cook

**Personnel**

Station Manager..... Edward J. Lord  
 Commercial Manager..... Victor Buisset  
 Sales Promotion-Publicity  
 Manager..... Edward J. Lord  
 Program Director-Chief Announcer Tom Sawyer  
 War Program Director... Eugene Hill  
 Chief Engineer..... Harold A. Jenkins

**W D L P**

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 d., 100 n.  
 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..... 7:00 a.m. to 7:00 p.m.  
 News Service ..... UP



Transcription Service..... Standard Radio:  
Keystone Broadcasting System  
Representative..... John H. Perry Associates

**Personnel**

President..... John H. Perry  
Station Manager..... Virgil G. Evans  
Program-Publicity Director... Edw. J. Contoure  
Chief Engineer..... Beecher Hayford

**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..... 17 hours, five minutes  
Newspaper Affiliation..... Pensacola News-  
Journal  
News Service..... UP  
Transcription Service..... Associated Music  
Publishers

Representative ..... John H. Perry Associates

**Personnel**

President..... John H. Perry  
General Manager..... Irving F. Welch  
Commercial Manager..... H. L. Barnett  
Program Director-Chief Announcer... Gene Kirby  
War Program Director..... Robert Larrabare  
Chief Engineer..... G. E. Mead

**W F O Y**

COLUMBIA BROADCASTING SYSTEM  
ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.... Power: 250 Watts  
Owned-Operated By..... Fountain of Youth  
Broadcasting Co.

Address..... Fountain of Youth Park  
Phone Number ..... 1400  
Transmitter Location..... Fountain of Youth  
Gardens

Time on the Air..... 7:00 a.m. to 11:15 p.m.  
News Service ..... UP  
Representative..... Paul H. Rayner Co.

**Personnel**

President..... Glenn Marshall, Jr.  
General Manager..... J. Allen Brown  
Program-Publicity  
Director..... Ann Bernice Nachtmann  
Chief Engineer..... Pat Bernhard

**W S U N**

ST. PETERSBURG—EST. 1927  
BLUE NETWORK

Frequency: 620 Kc.... Power: 5000 Wat  
Owned-Operated By... City of St. Petersburg.  
Address..... Municipal Pier

Phone Number..... 4747-4748  
Transmitter Location... Bayview near Tampa,  
Time on the Air..... 24 hours daily  
News Service..... UP  
Transcription Service..... Associated Music  
Representative ..... Weed & Company

**Personnel**

Station Manager..... Norman E. Brown  
Sales Manager..... Jerry Wigley  
Sales Promotion Manager... Jerry Whittington  
Program Director-Engineer..... Louis J. Link  
Production Manager..... Maurice Hayes  
Public Relations Director..... Joe Frohock  
Musical Director..... Edith Sexton

**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 midnight  
Newspaper Affiliation... St. Petersburg Times  
News Service..... UP  
Representative..... Joseph Hershey McGillvra

**Personnel**

President..... Nelson P. Popynter  
Station Manager..... Lex Herron  
Commercial Manager..... Coburn Gum  
Program Director..... Arnold Falconnier

**W S P B**

SARASOTA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.... Power: 250 Watts  
Owned-Operated By..... WSPB, Inc.  
Business Address..... Sarasota  
Phone Number ..... 2541  
Studio Address..... Bradenton, Fla.  
Transmitter Location... Ringling Isle, Scranton  
Time on the Air..... 8:00 a.m. to 10:00 p.m.  
News Service ..... UP  
Transcription Service... World Broadcasting;  
Keystone Broadcasting System

**Personnel**

President..... R. C. Jones, Jr.  
Station Manager..... John Browning  
Program Director..... Jayne Taylor  
Chief Engineer..... Bill Sheetz

**W T A L**

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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

# GEORGIA'S GROWING MARKETS!



- For effective, economical coverage of the great metropolitan Atlanta market—with its 98,700 radio homes—134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station!... WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low* cost in Atlanta with WATL.

- The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

**81.2% TO 96.8%**

... Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.



- Normally prosperous, and steadily expanding with the war effort —Albany is now unusually *sales* productive. . . . Two flying fields; more than 200 housing units recently completed; 6,000 new jobs. Retail sales in Albany area now approximate \$20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better* than ever.



**Represented nationally by SPOT SALES**

Address . . . . . Thomasville Highway  
 Phone Number . . . . . 2160; 2161-W  
 Time on the Air . . . . . 8:00 a.m. to 9 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . BMI; Keystone

**Personnel**

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

**W D A E**

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 . . . . . Tampa Terrace Hotel  
 Transmitter Location . . . . . Forest Hills Country Club Area

Time on the Air . . . . . 7:00 a.m. to 12:05 a.m.  
 Newspaper Affiliation . . . . . Tampa Daily Times  
 News Service . . . . . AP  
 Transcription Service . . . . . World Broadcasting System

Representative . . . . . The Katz Agency

**Personnel**

President . . . . . David E. Smiley  
 Sales Promotion Manager . . . . . Carl P. Oswald  
 Station Manager . . . . . L. S. Mitchell  
 Program Director . . . . . Kenneth W. Skelton  
 Chief Engineer . . . . . William Pharr Moore

**W F L A**

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Operated By . . . . . Tampa Tribune

Address . . . . . Seminole Bldg.  
 Phone Number . . . . . Tampa H 1828-1829  
 Transmitter Location: East Entrance, Davis Causeway, Columbus Drive  
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation . . . . . Tampa Tribune  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus; C. P. MacGregor  
 Representative . . . . . John Blair & Co.; Harry Cummings

**Personnel**

President . . . . . S. E. Thomason  
 Station Manager . . . . . W. Walter Tison  
 Local Sales Manager . . . . . Bert Arnold  
 Program Director . . . . . Paul M. Jones  
 Publicity Director . . . . . Tom Mathews  
 Musical Director . . . . . Frank Grasso  
 Chief Engineer . . . . . Joe Mitchell

**W J N O**

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.  
 Time on the Air . . . . . 6:30 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Weed & Co.

**Personnel**

President . . . . . Marshall Heminway  
 General Manager . . . . . Stephen Willis  
 Musical Director . . . . . Ruth Shockley  
 Chief Engineer . . . . . E. Whit MacDowell

**GEORGIA**

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

**W A L B**

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Herald Publishing Co.  
 Address . . . . . Leesburg Road  
 Phone Number . . . . . 1590  
 Transmitter Location . . . . . Leesburg Road  
 Time on the Air . . . . . 7:00 a.m. to 11:30 p.m.  
 Newspaper Affiliation . . . . . Albany Herald

News Service . . . . . AP  
 Transcription Service . . . . . Associated Music Publishers  
 Representative . . . . . Burn-Smith Co.; Frank Cook

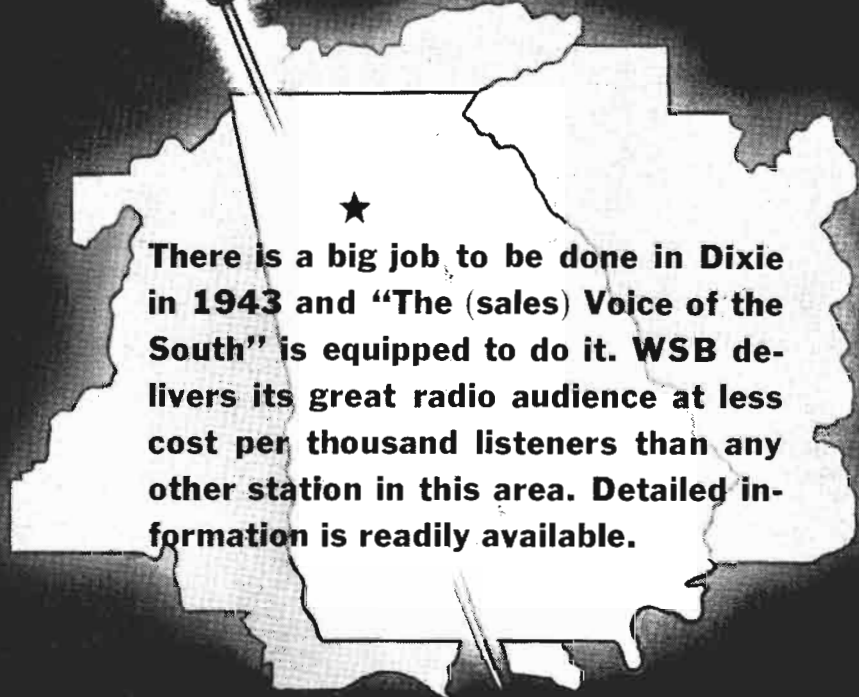
**Personnel**

President . . . . . H. T. McIntosh  
 General Manager . . . . . Roger Van Duxer  
 Commercial Manager . . . . . Mac Tallman  
 Publicity Director . . . . . Mildred Cann  
 Bookkeeper . . . . . C. P. Whiting  
 Chief Engineer . . . . . Noel Martin



# **1<sup>ST</sup> CHOICE**

**OF GEORGIA LISTENERS SINCE 1922**



**There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.**

**50 Kw.**

# **WSB**

**750 K. C.**

*"The Voice of the South"*

**ATLANTA, GEORGIA**

**Affiliated with the Atlanta Journal**

*Represented Nationally by Edward Petry & Co., Inc.*

## W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Albany Broadcasting Co.  
Address 125½ N. Jackson St.  
Phone Number 1370; 1371  
Transmitter Location Gillionville Rd.  
Time on the Air 7 a.m. to 11:30 p.m.  
News Service UP  
Transcription Service Lang-Worth  
Representative Spot Sales, Inc.

### Personnel

President J. W. Woodruff  
Program Director-Chief

Announcer Marvin Lorig  
Director of War Programs Loyce Snow  
Production Manager Jommy Fowler  
Publicity Director Ben Wills  
Chief Engineer Chas. M. Kinnett

(See Page 388)

## W G A U

ATHENS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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 Unlimited license  
Transcription Service Standard Radio

### Personnel

Manager-Chief Engineer M. C. Gorman

## W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts  
Owned-Operated By Liberty Broadcasting Corp.  
Address Western Union Bldg.  
Phone Number MAin 5101  
Transmitter Location North Druid Hills Road  
Time on the Air 6 a.m. to 12 midnight  
News Service AP  
Transcription Service Associated Music Publishers; NBS Thesaurus  
Representative Headley-Reed Co.

### Personnel

President George B. Storer  
General Manager Charles A. Smithgall, Jr.  
Commercial Manager Maurice C. Coleman  
Program-Publicity Director Lee Bennett  
News Editor Jack Harrington  
Chief Engineer Russ Shettler

## 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.  
Address Henry Grady Building  
Phone Number Walnut 4377  
Transmitter Location Henry Grady Building  
Time on the Air: 6:00 a.m. to 12:05 a.m.;  
Sundays, 8:00 a.m. to 12:05 a.m.

News Service UP  
Transcription Service Lang-Worth  
Representative Spot Sales, Inc.

### Personnel

President J. W. Woodruff  
Station Manager J. A. Davenport  
Commercial-Sales Promotion C  
Manager G. C. Jones, Jr.  
Program Director Dan Hornsby  
Production Manager W. J. Pyron, Jr.  
Publicity Director Ray McCay  
Chief Announcer-Director of  
War Programs Zenas Sears  
Accountant Ruth Jones  
Musical Director George Pressnell  
Chief Engineer R. W. Minton

(See Page 388)

## W G S T

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 d.; 1000 n.  
Owned By Georgia Institute of  
Technology  
Operated By Southern Broadcasting  
Stations, Inc.  
Address Forsyth Bldg.  
Phone Number Walnut 8441  
Transmitter Location Cheshire Bridge Rd.  
Time on the Air Unlimited license  
Transcription Service World Broadcasting  
System; Lang-Worth

Representative The Katz Agency

### Personnel

President-Station Manager C. H. Calhoun

## W S B

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 5:45 a.m. to 1:05 a.m.  
Newspaper Affiliation The Atlanta Journal

• • •

## GEORGIA

• • •

News Service ..... AP; UP  
 Transcription Service ..... Standard Radio  
 Representative ..... Edward Petry & Co.

### Personnel

President ..... James M. Cox, Jr.  
 Manager ..... J. Leonard Reinsch  
 Sales Manager ..... John M. Outler, Jr.  
 Program Director ..... Roy A. McMillan  
 Director of War Programs ..... Beth Barnes  
 Sales Promotion Manager ..... Lorin Myers  
 Artists' Bureau Head ..... Harrison Kimball  
 Publicity Director ..... Mary Caldwell  
 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

## W G A C

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 Service ..... AP  
 Transcription Service ..... Associated Music  
 Publishers; NBC Thesaurus  
 Representative ..... Headley-Reed Company

### Personnel

President ..... F. Frederick Kennedy  
 General Manager ..... J. B. Fuqua  
 Sales Production Manager ..... Florence Thompson  
 Program Director-Chief  
 Announcer ..... Steve Manderson  
 Publicity Director ..... Z. V. Gwynn  
 Chief Engineer ..... De Forest Layton

## W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. .... Power: 5,000 Watts  
 Owned-Operated By ..... Augusta Broadcasting  
 Company

Address ..... 10th & Broad Streets  
 Phone Numbers ..... 2-8805, 8806, 8807  
 Transmitter Location ..... Breckman's Road, P. O.  
 Box No. 932  
 Time on the Air ..... 6 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting  
 System  
 Representative ..... Burn-Smith Company, Inc.

### Personnel

President ..... Arthur Lucas  
 Station Manager ..... W. R. Ringson  
 Commercial Manager ..... Thurston Bennett  
 Program-Publicity Director ..... Charles Pointel  
 Chief Announcer ..... Ben Lucas  
 Musical Director ..... Gil Evans  
 Chief Engineer ..... Harvey Aderhold

## W M O G

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK

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

Address ..... Brunswick  
 Phone Number ..... 1500  
 Transmitter Location ..... St. Simons Causeway  
 Time on the Air ..... 7 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Cox & Tanz

### Personnel

President ..... Alma W. King  
 General Manager-Chief  
 Announcer ..... Kenneth E. White

## W G A A

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned By ..... Northwest Georgia Broad-  
 casting Co.

Operated By ..... R. W. Rounsaville  
 Address ..... West Theater Bldg.  
 Phone Number ..... 777  
 Transmitter Location ..... Cave Spring Rd.  
 Time on the Air: 15 hours weekdays; 14 hours  
 Sundays

News Service ..... AP  
 Transcription Service ..... Keystone Broad-  
 casting System

### Personnel

President ..... O. C. Lam  
 Vice-President-General  
 Manager ..... R. W. Rounsaville  
 Production Manager ..... Bill Shannon  
 Publicity Director ..... Dorothy Holt  
 Chief Announcer-Musical Director ..... Rob Riddle  
 Chief Engineer ..... Clarence Landress

## W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned By ..... Columbus Broadcasting  
 Company

Operated By ..... J. W. Woodruff, Jr.  
 Address ..... 1420 Second Avenue  
 Phone Number ..... 2-0601  
 Transmitter Location ..... 30th St. & Howard Ave.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 8 a.m. to midnight  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Spot Sales, Inc.

**Personnel**

President ..... J. W. Woodruff, Sr.  
 Executive Manager ..... J. W. Woodruff, Jr.  
 Commercial Manager ..... W. S. Massie  
 Sales Promotion-Production  
 Manager ..... Jack Gibney  
 Program Director ..... Tony Barrett  
 Director of War Programs-Musical  
 Director ..... Gertrude Handley  
 Publicity Director ..... Jack O'Connor  
 Chief Engineer ..... Wilfred T. Siddle  
 (See Page 388)

**W M J M**

**CORDELE—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc. .... Power: 250 d.; 100 n.  
 Owned-Operated By... Cordell Dispatch Pub-  
 lishing Company  
 Business Address ..... P. O. Box 432  
 Phone Number ..... 666  
 Studio Address ..... 20th Ave. & B St.  
 Transmitter Location ..... 20th Ave. & B St.  
 Time on the Air ..... 7 a.m. to 9 p.m.  
 Newspaper Affiliation ..... Cordell Dispatch  
 Transcription Service... Keystone Broadcasting  
 Service  
 Representative ..... Cox & Tanz

**Personnel**

President-General Manager... James S. Rivers  
 Commercial Manager... Gaines Brewster  
 Program Director... Elweda Powers  
 Publicity Director... Peyton Bishop  
 Chief Announcer-Musical  
 Director ..... Robert C. Lay  
 Chief Engineer ..... Clayton Lee

**W B L J**

**DALTON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By... Dalton Broadcasting  
 Corp.  
 Address ..... 111 Pentz St.  
 Phone Number ..... Dalton 684  
 Transmitter Location ..... River Bend Rd.  
 Time on the Air ..... 7 a.m. to 11 p.m.  
 News Service ..... INS  
 Representative ..... Cox & Tanz

**Personnel**

President ..... H. C. Kenemer  
 Secretary-Treasurer-Manager... W. V. Williams  
 Sales Promotion-Program  
 Director ..... William Arnold  
 Chief Announcer ..... Bill Shepard  
 Chief Engineer ..... W. C. Roberts

**W G G A**

**GAINESVILLE—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... Blue Ridge Broadcasting  
 Company  
 Business Address ..... P. O. Box 417  
 Phone Number ..... 1600  
 Studio Address ..... Athens Road  
 Transmitter Location ..... Athens Road  
 Time on the Air: 6:30 a.m. to 10:15 p.m.; Sun-  
 days, 7 a.m. to 10:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

President ..... Austin F. Dean  
 General Manager ..... L. H. Christian  
 Commercial Manager  
 Charles A. Smithgall, Jr.  
 Sales Promotion Manager... E. F. MacLeod  
 Program Director ..... Floyd Hubbard  
 Publicity Director ..... Nancy Thompson  
 Chief Engineer ..... F. K. Brown

**W K E U**

**GRIFFIN—EST. 1934**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc. .... Power: 100 Watts  
 Owned-Operated By... Radio Station WKEU  
 Address ..... Griffin Hotel  
 Transmitter Location ..... Griffin Hotel  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... C. P. MacGregor  
 Representative ..... Sears & Ayer, Inc.

**Personnel**

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

**W L A G**

**LA GRANGE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... LaGrange Broadcasting  
 Company  
 Address ..... 303 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 Service ..... UP

Transcription Service.....World Broadcasting System

**Personnel**

President .....Roy C. Swank  
 General Manager.....Edwin Mullinax  
 Program Director.....Harold Russey

**W B M L**

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Middle Georgia Broadcasting Company  
 Address.....First National Bank Building  
 Phone Number.....2728  
 Transmitter Location....8th & Cherry Streets  
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 to 12 midnight  
 News Service .....UP  
 Transcription Service .....NBC Thesaurus

**Personnel**

President .....Ernest D. Black  
 Station Manager.....Charles W. Pittman  
 Commercial Manager.....Alfred Loew  
 Program-Musical Director  
     Mary Hester Richardson  
 Production-Publicity Director.....Chas. Roe  
 Chief Announcer.....Gene Marshall  
 Chief Engineer.....H. S. Goodrich

**W M A Z**

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By...Southeastern Broadcasting Company, Inc.  
 Address.....666 Cherry St.  
 Phone Number .....3131, 3132, 3133  
 Transmitter Location.....Forsyth Road  
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight  
 News Service .....AP  
 Transcription Service....World Broadcasting System; Lang-Worth  
 Representative .....The Katz Agency

**Personnel**

President, Chief Engineer  
     George P. Rankin, Jr.  
 Vice-President.....Wallace Miller  
 Sec'y-Treas., General Manager  
     Wilton E. Cobb  
 Program Director-Chief Announcer..Lew Kent

**W M G A**

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM  
 SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By...Frank R. Pidcock, Sr.  
 Address .....Box 310, Moultrie  
 Phone Number.....999  
 Transmitter Location.....Moultrie  
 Time on the Air: 6 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.

News Service .....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

Owner .....Frank R. Pidcock  
 Manager .....John F. Pidcock  
 Commercial Manager.....Jack Murray  
 Program Director.....Mrs. D. E. Stringfellow  
 Chief Engineer-Chief Announcer..James Wilder

**W R G A**

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rome Broadcasting Corp.  
 Address .....National City Bank Building  
 Phone Number.....6589  
 Transmitter Location....National City Bank Bldg.  
 Time on the Air.....Unlimited license

**Personnel**

President .....John W. Quarles

**W S A V**

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Address .....Liberty National Bank Building  
 Phone Number.....5600  
 Transmitter Location....East President Street  
 Time on the Air: 7 a.m. to 12:05 a.m.  
 News Service .....AP; INS  
 Transcription Service.....Associated Music Publishers  
 Representative .....George P. Hollingbery Company

**Personnel**

President .....Arthur Lucas  
 Station Manager.....Harben Daniel  
 Commercial Manager.....N. W. Brandon  
 Sales Promotion Manager.....Thomas S. Carr  
 Program Director.....Electa Hoffman  
 Director of War Programs....Alberta Robertson  
 Production Manager .....Daniel Harless  
 Publicity Director.....Mark Johnson  
 Musical Director.....Eleanor Cook  
 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



• • • **GEORGIA** • • •

Address.....516 Abercorn Street  
Phone Number.....20127-28-29  
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.  
Assistant to President.....Grace S. Brown  
Vice-President.....S. P. Driscoll  
National Sales-Merchandising Manager  
Bill Smart  
Program Director.....Weldon Herrin  
Director of War Programs.....Rugh Taylor  
Production Manager.....Dwight James Bruce  
Publicity Director.....Emily Parnell  
Chief Announcer.....Kenneth Wolfe  
Artists Bureau Head.....Alice Kent  
Musical Director.....Jean Wallace  
Chief Engineer.....Claude M. Gray

•  
**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.....Unlimited license

**Personnel**

Station Manager.....H. Wimpy

•  
**W R L C**

**Toccoa—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

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.....13 hours daily  
News Service.....AP  
Transcription Service..Lang-Worth; BMI; NBC  
Thesaurus

**Personnel**

Owner.....R. G. LeTourneau  
General Manager, Program Director  
Virgel E. Craig  
Commercial Manager.....Harold H. Marler  
Chief Announcer.....Leslie Bolton  
Chief Engineer.....H. C. Lindahl

•  
**W G O V**

**VALDOSTA—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

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..Keystone Broadcasting  
System  
Representative.....Hal Holman Company

**Personnel**

Owner.....E. D. Rivers  
Station Manager.....W. R. Link  
Chief Engineer.....L. C. McCall

•  
**W A Y X**

**WAYCROSS—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM  
SOUTH GEORGIA NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Jack Williams  
Address.....620 Plant Avenue  
Phone Number.....965  
Transmitter Location.....Waycross  
Time on the Air.....7 a.m. to 10 p.m.  
Newspaper Affiliation...Waycross Journal-  
American

News Service.....UP  
Transcription Service...World Broadcasting  
System; Keystone Broadcasting System  
Representative.....Hal Holman Company

**Personnel**

President.....Jack Williams  
Station Manager- Chief Engineer,  
John J. Tobola  
Commercial-Production Manager..Jack Harder  
Program Director-Chief Announcer  
John Humble  
Publicity Director.....Liston Elkins

•  
**W D A K**

**WEST POINT—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

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: 6 a.m. to 11 p.m.; Sundays,  
7 a.m. to 11 p.m.  
Transcription Service.....Associated Music  
Publishers

**Personnel**

President.....L. J. Duncan  
Station Manager.....J. H. Orr  
Program Director.....Frances B. Ledbetter  
Chief Announcer.....Jack Harris  
Chief Engineer.....Dige Bishop

# IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## K I D O

BOISE—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.

Owned By: G. M. Phillips & Frank Hill, d/b Boise Broadcasting Station

Operated By: G. M. Phillips

Address: Hotel 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: G. M. Phillips

Sales Promotion Manager: Boyd Braithwaite

Program Director-Chief

Announcer: Billy Phillips

Production Manager: Phil Allen

Publicity Director: Roy Swartz

Traffic Manager: Catherine Scotland

Chief Engineer: Harold Toedemeier

## K I D

IDAHO FALLS—EST. 1928

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

Owned-Operated By: KID Broadcasting Co.

Address: KID Building

Phone Number: 4

Transmitter Location: Ammon Road

Time on the Air: Unlimited license

### Personnel

President and General Manager:

J. W. Duckworth

## K R L C

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: H. E. Studebaker

Address: Lewis-Clark Hotel Building

Phone Number: 1950

Transmitter Location: Lewiston Orchards

Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:15 p.m. to 7:15 p.m. Sundays

News Service: UP

Transcription Service: World Broadcasting System; Longworth Feature Programs; Keystone Broadcasting System

### Personnel

Owner: H. E. Studebaker

Station Manager: Donald A. Wike

Commercial Manager: Donald Thomas

Chief Engineer: Milton MacLafferty

## K F X D

NAMPA—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Frank E. Hurt

Business Address: 1024 Twelfth Ave., South

Phone Number: 1200

Studio Addresses: 1024 Twelfth Ave., South;

724 S. Kimball Ave., Caldwell, Ida.; 809 Main

St., Boise, Ida.

Transmitter Location: 1024 Twelfth St., South

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

8:30 a.m. to 6 p.m.

News Service: UP

Transcription Service: NBC Thesaurus; C. P.

MacGregor; Lang-Worth

### Personnel

Owner and Station Manager: Frank E. Hurt

Commercial Manager: Doyle Cain

Program Director: Floyd Bryant

Traffic Manager: Violet Vanderford

Chief Engineer: Edward Hurt

## K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.

Owned-Operated By: Radio Service Corporation

Address: Pocatello

Phone Number: 960

Transmitter Location: Pocatello

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

8:30 a.m. to 11 p.m.

News Service: UP

Transcription Service: Standard

Representatives: The Walker Co. (East);

Homer Owen Griffith (West)

### Personnel

President: O. P. Soule

Vice-Pres.-General Manager: Henry H. Fletcher

Program Director: Ruthe A. Fletcher

Publicity Director: Olive M. Leoney

Chief Engineer: Henry H. Fletcher

## K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc. Power: 1000 Watts

Owned-Operated By.....Radio Broadcasting Corp.  
 Address .....Radio Bldg.  
 Phone Number.....2400  
 Transmitter Location.....Highway No. 30, west of Twin Falls  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representatives.....The Walker Co.; Homer Owen Griffith

**Personnel**

President .....O. P. Soule  
 Station Manager.....F. M. Gardner  
 Commercial-Sales Promotion Manager  
   W. A. Kenworthy  
 Program Director.....N. Henderson  
 Production Manager.....C. Peterson  
 Publicity Director.....Irene Barclay  
 Chief Announcer-Musical Director  
   Will E. Wright  
 Chief Engineer.....Franklyn Ver Cox

**K W A L**  
**WALLACE—EST. 1939**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Silver Broadcasting Co.  
 Operated By.....R. G. Binyon  
 Address .....Tabor Bldg.  
 Phone Number.....330  
 Transmitter Location.....Osburn  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Keystone Broadcasting System; Standard Radio; Associated Music Publishers

**Personnel**

President .....Dr. J. R. Binyon  
 Station Manager.....R. G. Binyon  
 Sales Promotion-Commercial Manager  
   Howard Olson  
 Program Director.....Turner Dreher  
 Production Manager.....E. Camey  
 Chief Announcer.....C. Preston  
 Musical Director.....Glenn Whitney  
 Chief Engineer.....Charles Crane

**ILLINOIS**

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

**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: Keystone Broadcasting System; BMI; Standard Radio

**Personnel**

Owner-General Manager....Martin R. O'Brien  
 Sales Promotion Manager....Vincent G. Cofey  
 Program-Musical Director..Mary Louise Brown  
 Publicity Director.....Janet Goss  
 Chief Announcer.....Russ Russell  
 Continuity Director.....Bettie Newburg  
 Chief Engineer.....W. I. Greenslaugh

**W J B C**

**BLOOMINGTON—EST. 1934**

**KEYSTONE BROADCASTING SYSTEM**

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

Transmitter Location.....West Gregory St., Normal, Ill.  
 Time on the Air.....Unlimited license  
 Transcription Service.....Langworth  
 Representative.....Spot Sales, Inc.

**Personnel**

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

**W K R O**

**CAIRO—EST. 1942**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oscar C. Hirsch  
 Address .....Cairo  
 Phone Number.....1490  
 Transmitter Location.....Cairo  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.  
 News Service.....UP  
 Transcription Service.....Langworth, BMI  
 National Representative.....John E. Person Co.

**Personnel**

Owner .....Oscar C. Hirsch

**W C A Z**

**CARTHAGE—EST. 1921**

Frequency: 1080 Kc.....Power: 250 Watts

# TESTED

**For 18 straight years advertisers have  
done *most* of their 50,000-watt  
Chicago selling over wBBm.**

**We believe this means you can, too.**

wBBm is the Midwestern Key Station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco



Owned-Operated By... Superior Broadcasting Service, Inc.

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

**Personnel**

President ..... Bob Compton  
 Station Manager ..... John Palmer

**W D W S**

CHAMPAIGN—EST. 1937

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Champaign News-Gazette, Inc.

Address ..... 48 Main St.  
 Phone Number ..... 6-1855  
 Transmitter Location ..... 1 mile south of Champaign  
 Time on the Air ..... Unlimited license  
 Newspaper Affiliation ..... Champaign News Gazette

National Sales Office ..... Texas Daily Press League  
 News Service ..... UP

**Personnel**

Commercial Manager ..... Frank R. Mills  
 Chief Engineer ..... Jack Baum

**W A A F**

CHICAGO—EST. 1922

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Drover's Journal Publishing Co.

Address ..... Palmer House  
 Phone Number ..... Randolph 1932  
 Transmitter Location ..... 1001 Exchange Ave.  
 Time on the Air ..... 6:30 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... George P. Hollingbery Co.

**Personnel**

President ..... Ward A. Neff  
 Station Manager ..... Bradley R. Eidmann  
 Sales Promotion Manager ..... Elizabeth Love  
 Program Director-Production

Manager ..... Leland Gillette  
 War Program Director ..... Janet Niles  
 Chief Engineer ..... Carl Uhrlich

**W A I T**

CHICAGO—EST. 1923

Frequency: 820 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WAIT, Inc.  
 Address ..... 360 N. Michigan Avenue  
 Phone Number ..... Franklin 0660  
 Transmitter Location ..... Church Road, Elmhurst, Ill

Time on the Air ..... Local sunrise to sunset; Dallas, Texas

News Service ..... AP  
 Transcription Service ..... AMP  
 Representative ..... The Walker Co.

**Personnel**

President ..... Gene T. Dyer  
 Station-Commercial Manager,

Joseph Rudolph  
 Program Director ..... E. M. Hinzman  
 Sales Promotion Manager ..... George Provol  
 Publicity Director ..... Virginia Smith  
 War 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 Broadcasting System, Inc.

Address ..... 410 North Michigan Ave.  
 Phone ..... Whitehall 6000  
 Transmitter Location ..... Ithaca, Ill.  
 Time on the Air ..... 5:30 a.m. to 1:15 a.m.  
 News Service ..... AP; INS; UP  
 Transcription Service ..... Associated Music Publishers, Lang-Worth

Representative ..... Radio Sales

**Personnel**

President ..... Wm. S. Paley  
 Vice-President and Station

Manager ..... H. Leslie Atlass  
 Assistant Manager ..... J. L. Van Volkenburg  
 Commercial Manager ..... J. Kelly Smith  
 Sales Promotion Manager ..... King Park  
 Western Sales Manager ..... L. F. Erikson  
 Acting Program Director ..... Walter J. Preston  
 Attorney ..... John B. Moser  
 Chief Sound Technician ..... Urban Johnson  
 Publicity Director ..... Shep Chartoc  
 News Editor ..... James Crusinberry  
 Assistant Program Director ..... Stuart Dawson  
 Office Manager ..... John V. McLoughlin  
 Musical Director ..... Caesar Petrillo  
 Chief Engineer ..... Frank B. Falknor

**W C F L**

CHICAGO—EST. 1926  
 NATIONAL BROADCASTING CO.

BLUE NETWORK

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 12:05 a.m.; Sundays, 8:15 a.m. to 12 midnight.

News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... The Katz Agency

WGN carried more local  
and national spot business  
in 1942 than any other 2 major  
Chicago stations combined!

Such a leadership in the  
highly competitive Chicago  
market is testimony of  
WGN's marked ability  
to produce sales for its  
advertisers.

**Personnel**

President.....John Fitzpatrick  
 General Manager.....Maynard Marquardt  
 Commercial Manager.....M. B. Wolens  
 Program-Publicity Director.....Ed Paul

**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 Denmark, Inc.  
 Address.....3860 Ogden Ave.  
 Phone Number.....Crawford 4100  
 Transmitter Location.....3860 Ogden Ave.  
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.  
 News Service.....UP

**Personnel**

President.....Emil Denmark  
 Manager.....Frank J. Kotnour  
 Program Director.....William P. Brady  
 Publicity Director.....Serena Notari  
 Chief Engineer.....Chester Lewicki

**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.....Delaware 1900  
 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 midnight 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.....Spot Sales

**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.....Gil Berry  
 Continuity Editor.....L. J. Edgely  
 Director of Public Service Programs, William E. Drips

Sales Traffic Manager.....Robert Ewing  
 Chief Engineer.....E. C. Horstman

**W G E S**

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Oak Leave Broadcasting 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**

President-Owner.....Gene T. Dyer  
 Station Manager.....John A. Dyer  
 Commercial Manager.....Arnold B. Hartley  
 Sales Promotion Manager.....M. E. Clemens  
 Program Director.....Robert Miller  
 Chief Engineer.....George Bush

**W G N**

CHICAGO—EST. 1932

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.; Saturdays, 5:30 a.m. to 2:05 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; Associated Music Publishers

Representative.....WGN, Inc. (N. Y.); Paul H. Raymer Co.

**Personnel**

President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager.....William A. McGuineas  
 Program Director.....Kenneth W. MacGregor  
 Sales Promotion Manager.....Ben H. Berentson  
 Publicity Director.....Dale O'Brien  
 News Editor.....Tom Foy  
 Farm Director.....Holland Engle  
 Musical Director.....Henry Weber  
 Chief Engineer.....George Lang



# CONFIDENCE

**T**HE AERIALIST lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment.

The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and home-spun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

**The PRAIRIE FARMER STATION**

HERRICK H. BYLEN  
President  
GLENN SANDER  
Manager

REPRESENTED BY  
JOHN BLAIR & COMPANY

**CHICAGO**

MANAGEMENT AFFILIATED WITH

## *The Arizona Network*

**KSUN**  
Bisbee-Lowell  
1230 Kilocycles  
250 Watts

**Koy**  
PHOENIX  
**550**  
KILOCYCLES

**KTUC**  
TUCSON  
1400 Kilocycles  
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY



**W J J D**

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts  
 Owned-Operated By.....WJJD Incorporated  
 Address.....230 North Michigan Ave.  
 Phone Number.....STate 5466  
 Transmitter Location.....Desplaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City  
 News Service.....AP  
 Representative.....John E. Pearson Co.

**Personnel**

President.....Ralph L. Atlass  
 Vice-President.....H. Leslie Atlass  
 Sales Promotion Manager.....Fred Reed  
 Commercial Manager.....Art Haare  
 Musical Director.....Kennedy Nelson  
 Chief Engineer.....Walter Myers

**W I S**

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.....Tinley Park, Ill.

Time on the Air: 3 a.m. to 3 p.m. and 6 p.m.  
 to 8 p.m.; Saturdays, 3 a.m. to 3 p.m. and  
 6 p.m. to Midnight; Sundays, 8 a.m. to 12  
 Noon and 7 to 8 p.m.

News Service.....AP, UP, Transradio  
 Newspaper Affiliation.....Prairie Farmer Pub-  
 lishing Co.  
 Representative.....John Blair & Co.

**Personnel**

President.....Burridge 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  
 Farm Program Director.....Arthur C. Page  
 Sales Service Manager.....Carl Sutphin  
 Continuity Director.....R. E. Broholm  
 News Editor.....Julian Bentley  
 Educational Director.....Harriet Hester  
 Production Manager.....Al Boyd  
 Musical Director.....Phil Kalar  
 War Program Director.....Harry Templeton  
 Chief Engineer.....Thomas L. Rowe

**W I N D**

CHICAGO

(For station listing see Gary, Ind.)

**C**ARRYING THE

*biggest* SCHEDULE FOR THE

*largest local* CHICAGO

ADVERTISER.

*Check our availabilities  
 for any schedule.*

**W J J D**

20,000 WATTS • CHICAGO

**NEWS...**

... every hour on the hour 24 hours a day.

**NEWS...**

... 44 broadcasts daily.

**NEWS...**

... the No. 1 news service in the nation's No. 2  
 market

... even if you are not in the market for NEWS,  
 you are in the market for the big audience it  
 builds.

**W·I·N·D**

5000 WATTS • 560 KC • FULL TIME

Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices

130 North Michigan Avenue, Chicago, Ill.

# WMAQ

## Top Flight Programs

CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago—the first station in the second largest market in the United States.

- |                         |                      |
|-------------------------|----------------------|
| ★ Jack Benny            | ★ Horace Heidt       |
| ★ Bing Crosby           | ★ March of Time      |
| ★ Kay Kyser             | ★ Carnation Hour     |
| ★ Charlie McCarthy      | ★ Kaltenborn         |
| ★ Aldrich Family        | ★ Tommy Dorsey       |
| ★ Baby Snooks           | ★ Great Gildersleeve |
| ★ Red Skelton           | ★ Doctor I. Q.       |
| ★ Mr. District Attorney | ★ Ma Perkins         |
| ★ Rudy Vallee           | ★ Pepper Young       |
| ★ Truth or Consequences | ★ Right to Happiness |
| ★ Eddie Cantor          | ★ Upton Close        |
| ★ Bob Hope              | ★ Light of the World |
| ★ Fibber McGee          | ★ Mary Marlin        |
| ★ Abbott and Costello   | ★ Helpmate           |
| ★ Abie's Irish Rose     | ★ News of the World  |
| ★ Fitch Bandwagon       | ★ Guiding Light      |
| ★ Information Please    | ★ Vic and Sade       |

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK  
50,000 WATTS • 670 KILOCYCLES  
REPRESENTED NATIONALLY BY NBC OFFICES IN  
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND  
DENVER SAN FRANCISCO HOLLYWOOD

# WMAQ

# WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

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

National Broadcasting Co., Inc.  
Address: 222 North Bank Drive  
Phone Number: Superior 8300  
Transmitter Location: Elmhurst, Ill.  
Time on the Air: 6:00 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, WMAQ Mgr.: Harry C. Kopf  
Division Engineer: Howard C. Lutgens  
Supervisor of Music Library: D. A. Marcotte  
Night Manager: H. D. Livezey  
Special Events Director: Kenneth D. Fry  
Station Relations Mgr.: A. W. Kanev  
Chief Announcer: William Kephart  
Publicity Director: William Ray  
Continuity Editor: William Murphy  
Production Manager: Charles Urquhart  
Sales Manager: Oliver Morton  
Business Manager: John F. Whalley  
Program Manager: Jules Herbeuex  
Advertising and Sales Promotion Manager:  
Emmons C. Carlson  
Musical Director: Roy Shield  
Director of Public Service Programs:  
Judith Waller

# WMBI

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. Lovell  
Publicity Director: Russell Hitt  
Chief Engineer: A. P. Frye

# WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Radio Station WSBC  
Address: 2400 Madison St.

Phone Number: Seeley 8066  
Transmitter Location: 2400 Madison St.  
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,  
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.  
News Service: AP  
Transcription Service: Associated Music  
Publishers  
Representative: Forjoe & Co.

## Personnel

President-General Manager: Gene T. Dyer  
Station Manager: John A. Dyer  
Commercial Manager: A. C. Perkins  
Sales Promotion Manager: M. V. Baker  
Program Director: Herbert Rudolph  
Musical Director: Dean Remick  
Chief Engineer: William Shank

# WHFC

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 (17 hrs.  
daily)  
News Service: UP

## Personnel

President: R. W. Hoffman  
Manager: M. E. Clifford  
Chief Announcer: Wm. H. Scott  
Chief Engineer: George M. Ives, Jr.

# WDAN

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  
Program Director: Cody Noble  
Production Manager: Carl Noble  
Chief Announcer: Bud Gillie  
Chief Engineer: Ted Magin  
Publicity Director: Cody Noble  
Musical Director: Honore Ronan

**W S O Y**

DECATUR—EST. 1924

KEYSTONE BROADCASTING SYSTEM

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 11:15 p.m.; Sundays,  
 7:30 a.m. to 11:15 p.m.  
 Newspaper Affiliation: Decatur Herald.  
 Decatur Review  
 News Service: AP  
 Transcription Service: Standard Radio; World  
 Broadcasting System; Keystone Broadcast-  
 ing System  
 Representative: Sears & Ayer, Inc.

**Personnel**

President: F. W. Schaub  
 General Manager: Edward Lindsay  
 Sales Manager: Charles F. Bruce  
 Program Director: Easter Straker  
 War Program Director: Jim Christensen  
 Production Manager: Edgar C. Deffenbaugh  
 Artists Bureau: Jack Carson  
 Musical Director: Mary Kreie  
 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: 6:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.  
 News Service: INS  
 Representative: Sears & Ayer

**Personnel**

General Manager: Carlin S. French  
 Commercial Manager: Ed Paro  
 Sales Promotion Manager: Jack Norwine  
 Program Director: Agnes Mites  
 Production Manager: Vernon King  
 Publicity Director: Michael Henry  
 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: UP  
 Transcription Service: Standard Radio  
 Representative: Sears & Ayer

**Personnel**

General Manager: Rollin B. Laughner, Jr.  
 Program Director-Traffic Manager: Nan Harris  
 Chief Announcer: Jerome Kreanling  
 Chief Engineer: Dale King

**W E B Q**

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

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  
 Production Manager-Publicity Director  
 Harold Cook  
 Chief Engineer: Joseph R. Tate

**W J P F**

HERRIN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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: Standard Radio

**Personnel**

President: Orville W. Lyerla  
 Station Manager: Charles R. Cook  
 Program Director: Fred Reinhardt  
 Production Manager: Pat Price

# 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  
 National Representative: Howard H. Wilson Co.

## Personnel

General Manager: Edgar Parsons  
 Commercial Manager: Pat O'Halleran  
 Production Manager: Edgar Parsons  
 Chief Announcer: Ken Lambert  
 Chief Engineer: Gerald Cassens

# W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: WCLS, Inc.  
 Address: 601 Walnut St.  
 Phone Number: Joliet 4761  
 Transmitter Location: Joliet  
 Time on the Air: 7 a.m. to 12 midnight  
 Transcription Service: Associated Music Publishers

## Personnel

President: Walter Ashe  
 Station Manager: Robert M. Holt

# W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 500 d.; 1000 n.  
 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: World Broadcasting System  
 Representative: Free & Peters, Inc.

## Personnel

President and Manager: Edgar L. Bill  
 National Sales Manager: Hugh K. Boice, Jr.  
 Promotion Manager: Lee Adams  
 Program Director: Vernon Nolte

War Program Director: Fred Leo  
 Continuity Director: William Wright  
 Farm Editor: Emill Bill  
 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 12:05 a.m.  
 News Service: AP; UP  
 Transcription Service: Associated Music Publishers  
 Representative: The Katz Agency

## Personnel

President: W. Emery Lancaster  
 General Manager: C. Arthur Fifer  
 Commercial Manager: W. J. Rothschild  
 Program Director: Jack Sexton  
 Traffic Director: Zoula Gatewood  
 Musical Director: Edythe Raye  
 Chief Engineer: Francis Wentura

PA HELPS

STATION SALES

*PA, through its Station Relations Department, helps its affiliated stations sell by acquainting national advertisers with the special news and feature scripts on the special*

**AP** Radio News Wire.

# 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.  
Time on the Air... 6 a.m. to midnight  
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... Morey Owens  
Continuity Director... Florence Lovejoy Shugars  
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... 917, 918 and 919  
Studio Addresses... 1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.  
Transmitter Location... 23rd Ave. and 52 St., Moline, Ill.

Time on the Air... 6 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... Ted Arnold  
Program Manager... J. Woodrow Magnuson  
Publicity Director... Don Wright  
Sales Promotion Manager... Ted Arnold  
Chief Engineer... R. J. Sinnett

# ROCKFORD

Retail Sales Highest in History!  
Great Machine Tool Center!  
Location of Camp Grant!  
Population Up 10%!

# W R O K

1000 W.

MUTUAL

OWNED AND OPERATED BY THE  
NATIONAL REPRESENTATIVES

ROCKFORD CONSOLIDATED NEWSPAPERS, INC.  
HEADLEY-REED COMPANY

**W C B S**

SPRINGFIELD—EST. 1922

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: 18 hrs. daily  
 News Service: AP  
 Representative: Sears & Ayer, Inc.

**Personnel**

Station Manager: Jack Heintz  
 War Program Director: Lyle Munson  
 Sales Promotion-Publicity Director: John J. Corrigan  
 Musical Director: John Gell  
 Chief Engineer: Harold L. Dewing

**W T A X**

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By: WTAX, Inc.  
 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: 17½ hours daily  
 News Service: UP  
 Transcription Service: Associated Music Publishers  
 Representative: The Foreman Company

**Personnel**

President and Manager: Jay A. Johnson  
 Program Director: Gladys McGrew

**W D Z**

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts  
 Owned-Operated By: W D Z Broadcasting Company  
 Address: Star Building  
 Phone Number: 98 and 153  
 Transmitter Location: Intersection of U. S. Highways 36 and 45  
 Time on the Air: Daytime license  
 Transcription Service: Lang-Worth  
 Representative: Howard H. Wilson Co.

**Personnel**

President: E. L. Bill  
 Station and Sales Manager: Clair B. Hull

**W I L L**

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: Gregory Hall  
 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  
 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 Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

**W H B U**

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Anderson Broadcasting Corp.  
 Business Address: Citizens Bank Bldg.  
 Phone Number: 7791  
 Studio Address: 1110 Meridian St.  
 Transmitter Location: 1110 Meridian St.  
 Time on the Air: 7 a.m. to 7 p.m.  
 News Service: UP  
 Transcription Service: Standard Radio

Representative: Hal Holman Co.

**Personnel**

President-General Manager: L. M. Kennett  
 Commercial Manager: John R. Atkinson  
 Chief Engineer: L. F. Podhaski

**W T R C**

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 and  
 Mishawaka Road  
 Time on the Air . . . . . 7 a.m. to 10 p.m.  
 Newspaper Affiliation . . . . . Elkhart Daily Truth  
 News Service . . . . . AP  
 Transcription Service . . . . . World; Standard  
 Radio; Keystone  
 Representative . . . . . Burn-Smith Company, Inc.

**Personnel**

President . . . . . C. D. Greenleaf  
 General Manager . . . . . R. R. Baker  
 Commercial Manager . . . . . Paul Upson  
 Program-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.

Address . . . . . 519 Vine St.  
 Phone Number . . . . . 2-1171  
 Transmitter Location . . . . . Evansville  
 Time on the Air . . . . . Unlimited license  
 Transcription Service . . . . . World Broadcasting  
 System

Representative . . . . . Weed & Co.

**Personnel**

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

**W G B F**

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

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

Address . . . . . 519 Vine St.  
 Phone Number . . . . . 2-1171  
 Transmitter Location . . . . . Evansville  
 Time on the Air . . . . . Unlimited license  
 Transcription Service . . . . . World Broadcasting  
 System

Representative . . . . . Weed & Co.

**Personnel**

General Manager . . . . . Clarence 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 . . . . . World Broadcasting;  
 Standard Radio  
 Representative . . . . . NBC Spot Sales

**Personnel**

Vice-President . . . . . Walter Evans  
 Station Manager . . . . . J. B. Conley  
 Commercial Manager . . . . . Paul E. Mills  
 Auditor . . . . . Kenneth Foellinger  
 Sales Promotion Mgr. . . . . Jack O'Mara  
 Program Director . . . . . Eldon Campbell  
 Production Director . . . . . Carl Vandagriff  
 Chief Announcer . . . . . J. Howard Ackley  
 Chief Engineer . . . . . Alva E. Smith

**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.  
 Address . . . . . 925 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 . . . . . World Broadcasting;  
 Standard Radio

Representative . . . . . National Broadcasting Co.

**Personnel**

Vice-President . . . . . Walter Evans  
 Station Manager . . . . . J. B. Conley  
 Commercial Manager . . . . . Paul E. Mills  
 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 . . . . . Alva E. Smith

**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 Number . . . . . Gary 9191  
 Studio Addresses . . . . . 504 Broadway;  
 230 N. Michigan Blvd., Chicago

Transmitter Location . . . . . Black Oak, Indiana  
 Time on the Air . . . . . 24 hours daily  
 News Service . . . . . AP; INS  
 National Sales Office Address . . . . . 230 N. Michi-  
 gan Blvd., Chicago, Ill.

Representative . . . . . Foreman Company



**Personnel**

President ..... Ralph L. Atlass  
 Resident ..... Dee O. Coe  
 Sales Manager..... John T. Carey  
 Program Director..... Fred Willson  
 Continuity Director..... Florence Folsom  
 Musical Director..... Reba Jane Chapman  
 Chief Engineer..... Victor H. Voss

**WJOB**

**HAMMOND—EST. 1924**

Frequency: 1230 Kc..... Power: 100 Watts  
 Owned By ..... O. E. Richardson.  
 Fred L. Adair, Robert C. Adair  
 Operated By..... Radio Station WJOB  
 Address..... 449 State St.  
 Phone Number..... Hammond 9800  
 Transmitter Location..... 449 State St.  
 Time on the Air..... 7 a.m. to 11 p.m.  
 News Service..... UP  
 Representative..... Cox & Tanz

**Personnel**

Station Manager..... O. E. Richardson  
 Commercial Manager..... Robert C. Adair  
 Sales Promotion Manager..... Stanley C. Davis  
 Program Director..... Howard Dunavan  
 Chief Announcer..... Charles Sharpless  
 Musical Director..... J. Gibbs Spring  
 Chief Engineer..... Stanley Strousberg

**WJWC**

**HAMMOND—EST. 1942**

Frequency: 1520 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Hammond-Calumet  
 Broadcasting Corporation  
 Business Address: 165 North Michigan Ave.,  
 Chicago, Ill.  
 Phone Number..... Dearborn 8600  
 Studio Addresses: 5935 S. Hohman Ave.; 165  
 N. Michigan, Chicago, Ill., 400 W. Madison  
 St., Chicago, Ill.  
 Transmitter Location... 137 & Pochman Aves.  
 Time on the Air..... 6 a.m. to 12:30 a.m.  
 News Service..... UP, AP  
 Transcription Service... Standard, Associated  
 National Representative... Free & Peters, Inc.

**Personnel**

President..... John W. Clarke  
 Station Manager..... William R. Cline  
 (This station suspended operation on Feb-  
 ruary 9, 1943.)

**WFBM**

**INDIANAPOLIS—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1260 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WFBM, Inc.

Address ..... 48 Monument Circle  
 Phone Number..... Lincoln 8506  
 Transmitter Location... 2 miles northeast of  
 Millersville, Indiana  
 Time on the Air..... 6 a.m. to 12:05 a.m.  
 News Service..... AP; INS  
 Transcription Service..... Associated Music  
 Publishers  
 Representative..... The Katz Agency

**Personnel**

President ..... H. M. Bitner, Sr.  
 Station Manager..... Harry M. Bitner, Jr.  
 Commercial Manager... William F. Kiley, Jr.  
 Chief Announcer..... Lyle Ludwig  
 Program Director..... F. O. Sharp  
 Musical Director..... Walter H. Reuleaux  
 Chief Engineer..... Harold Holland

**WIBC**

**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..... 5 a.m. to 12 midnight  
 News Service..... UP  
 Transcription Service..... NBC Thesaurus  
 Representative ..... Paul H. Raymer Co.

**Personnel**

President..... H. G. Wall  
 General Manager..... O. J. Kelchner  
 Commercial Manager..... J. J. Flanigan  
 Program Director..... Felix Adams  
 Production Manager... Jon Arthur  
 Director of Rural Programs..... Bill Tabor  
 Musical Director-Artists' Bureau  
 Head ..... Lester Huff  
 Chief Announcer..... Howard Wolfe  
 Traffic Manager..... Jo Ann Shea  
 Chief Engineer..... Harry Adams

**WIRE**

**INDIANAPOLIS—EST. 1926**

**NATIONAL BROADCASTING CO.**

Frequency: 1430 Kc..... Power: 5000 Watts  
 Owned-Operated By ... Indianapolis Broad-  
 casting, Inc.  
 Address ..... Claypool Hotel  
 Phone Number..... Riley 1541-2-3-4  
 Transmitter Location... 44th & Ralston Road  
 Time on the Air..... 6:30 a.m. to midnight  
 News Service..... AP; UP  
 Transcription Service... World Broadcasting,  
 Lang-Worth  
 Representative..... John E. Pearson Co.

**Personnel**

President.....Eugene C. Pulliam  
 Commercial Manager.....Rex Schepp  
 Program Director.....Bill Dean  
 Musical Director.....Harry Bason  
 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.;  
 Sunday, 7 a.m. to midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Free & Peters, Inc.

**Personnel**

President-Gen. Manager, G. Bruce McConnell  
 Station Manager.....Robert E. Bausman  
 Production Manager.....William Frost  
 Program Director.....Robert Latting  
 Chief Announcer.....Robert Merryman  
 Musical Director.....Eddie Hanson  
 Chief Engineer.....Stokes Gresham, Jr.

**W K M O**

KOKOMO—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Kokomo Broadcast-  
 ing 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

**W A S K**

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....WFAM, Inc.  
 Business Address.....Lafayette  
 Studio Address.....Wallace Bldg.  
 Transmitter Location.....No. River Road,  
 West Lafayette  
 Time on the Air.....6 a.m. to 11 p.m.  
 News Service.....AP

**Personnel**

President.....O. E. Richardson  
 Station Manager.....J. Gibbs Spring  
 Sales Manager.....Vernon Boylson  
 Chief Announcer.....William Warren  
 Chief Engineer.....Russell Lewis

**W L B C**

MUNCIE—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Donald A. Burton  
 Business Address.....P. O. Box 271  
 Phone Number.....4403  
 Studio Address: U. S. Highway, S. E. of  
 Muncie  
 Transmitter Location.....Same  
 Time on the Air.....5:30 a.m. to 11:30 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Forjoe & Co.

**Personnel**

Owner-Station Manager.....Donald A. Burton  
 Commercial Manager.....Wm. F. Craig  
 Sales Manager.....Wm. F. Craig  
 Chief Announcer.....Mike Modlin  
 Chief Engineer.....Maurice Crain

**W G R C**

NEW ALBANY (LOUISVILLE, KY.)

EST. 1936

MUTUAL BROADCASTING SYSTEM

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.  
 Transmitter Location: Silver Creek Road, near  
 New Albany  
 Time on the Air.....7 a.m. to midnight  
 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.....J. Porter Smith  
 Sales Promotion Manager.....Harry Hunter  
 Production Manager.....George Losey  
 Musical Director.....Jack Curran  
 Chief Engineer.....Perry Esten  
 Traffic-Continuity Director.....David Wilburn  
 News Editor.....Stanley Babington

**W K B V**

**RICHMOND—EST. 1926**

**KEYSTONE BROADCASTING SYSTEM**

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  
 Transcription Service: Lang-Worth; Keystone  
 Broadcasting System

**Personnel**

President: William O. Knox

**W S B T**

**SOUTH BEND—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 960 Kc. Power: 1000 Watts  
 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**

President: F. A. Miller  
 Station Manager: Franklin D. Schurz  
 Commercial Manager: R. H. Swintz  
 Program Director-Chief: Marc Boyden  
 Announcer: Neal B. Welch  
 Musical Director: Harlan Hogan  
 Chief Engineer: Paul Mangus

**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.  
 Address: 303 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**

General Manager: George M. Jackson  
 Sales Promotion Manager: M. K. Barry  
 Program Director: Leo Baxter  
 Chief Engineer: Don Aldrich

**W A O V**

**VINCENNES—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Vincennes Newspapers,  
 Inc.  
 Studio Address: Grand Hotel  
 Business Address: 320 Busseron St.  
 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: John E. Pearson Co.

**Personnel**

Vice-President-General  
 Manager: Howard N. Greenlee  
 Station Manager: Victor H. Lund  
 Commercial-Sales Promotion  
 Manager: Richard B. Harris  
 Program Director-Chief  
 Announcer: Emmett Jackson  
 Publicity Director: Victor H. Lund  
 Musical Director: Mrs. J. W. Shoemaker

**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: C. H. Wahl  
 Publicity Director: Stew Wolfe  
 Chief Engineers: Howard Eckert, Earl Stout

# IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## 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: Local sunrise to local sunset  
News Service: AP  
Transcription Service: Standard Radio

### Personnel

President: Charles E. Friley  
Director: W. I. Griffith  
Production Manager: Dick Hull  
Publicity Director: R. W. Beckman  
Chief Announcer: Lee Gibson  
News Editor: Sid Stone  
Musical Director: Howard Chase  
Chief Engineer: L. L. Lewis  
(Non-Commercial Station)

## K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts  
Owned-Operated By: Boone Biblical College  
Business Address: 924 West Second Street  
Phone Number: 1119-W  
Transmitter Location: 924 West Second St.  
Time on the Air: Daytime License

### Personnel

Manager: Lois Crawford  
Chief Announcer: Anne Reiffenstein  
Musical Director: Opal Hartung  
War Program Director: Josephine Griffin  
Chief Engineer: Paul R. Huntsinger  
(Non-Commercial Station)

## K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

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: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.  
Newspaper Affiliation: Burlington Hawkeye Gazette  
News Service: UP  
Transcription Service: Standard Radio  
Representative: William G. Rambeau Co.

### Personnel

President-General Manager: G. B. McDermott  
Program-Musical Director: Mary Mangold

War Program Director: Layton Hurst  
Publicity Director: Mary Weaver  
Chief Announcer: Boise Butterfield  
Chief Engineer: Kirby Smith

## W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS

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); 3618 (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)  
Don Inman (Waterloo)

Merchandising Manager: Leo F. Cole  
Program Director: Douglas B. Grant  
Production Manager-Chief

Announcer: Benne Alter  
Farm Editor: Archie E. Stockwell  
Production Manager (Waterloo)

Howard Roberts  
Publicity Director: L. Von Linder  
Musical Director: Maureen Canavan  
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: Jacobsen Bldg.  
Transmitter Location: Jacobsen Bldg.  
Time on the Air: Unlimited License

News Service: UP  
Transcription Service: Standard Radio  
Representative: Spot Sales, Inc.

**Personnel**

Principal Owner..... W. S. Jacobsen  
 General Manager..... Morgan Sexton  
 Program Director..... Jack Hubbard  
 War Program Director..... Lucille DeLeers  
 Musical Director..... Margery Meinert  
 Chief Engineer..... Gilbert Andrew

**W O C**

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc..... Power: 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  
 General Manager..... J. Buryl Lottridge  
 Commercial Manager..... L. O. Fitzgibbons  
 Program Director..... Mark Russell  
 Production Manager..... Jack Paulsen  
 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  
 Station Manager..... Kenneth L. Berger  
 Publicity Director..... M. Lore  
 Musical Director..... Donald Gjerdrum  
 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.  
 Station Manager..... Craig Lawrence  
 Program Director..... Ed Linehan  
 Sales Promotion Manager..... John Drake  
 Publicity Director..... Mary Little  
 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.  
 Station Manager..... Craig Lawrence  
 Program Director..... Ed Linehan  
 Sales Promotion Manager..... John Drake  
 Publicity Director..... Mary Little  
 Chief Engineer..... Paul Huntsinger

**W H O**

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Central Broadcasting Co.  
 Business Address..... 914 Walnut St.  
 Phone Number..... 3-7147

Studio Addresses..... 914 Walnut St.; Shrine  
 Auditorium

Transmitter Location..... Mitchellville, Iowa  
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

News Services..... INS; UP  
 Transcription Services..... NBC Thesaurus; BMI  
 Representative..... Free & Peters, Inc.

**Personnel**

President..... B. J. Palmer  
 V.P. & Station Manager..... J. O. Maland  
 Sales Manager..... Hale Bondurant  
 Merchandising Director..... Harold Fulton

Publicity Director..... Woody Woods  
 Program Director..... Harold Fair  
 Continuity Director..... Mary Nolan  
 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  
 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-Operated By..... Northwest Broad-  
 casting Co.

Address..... 912 First Ave. South; Warden  
 Bldg.  
 Phone Number..... Walnut 3761  
 Transmitter Location..... Fort Dodge RFD  
 Time on the Air..... 6 a.m. to Midnight  
 News Service..... UP  
 Representative..... Burn-Smith Co.

### Personnel

President-General Manager..... Edward Breen  
 Program Director..... Dick Gifford  
 Chief Announcer..... Glenn Goodwin  
 Chief Engineer..... Dave Sinclair

## W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc..... Power: 5000 Watts  
 Owned-Operated By..... The State University of  
 Iowa  
 Address..... Radio Bldg.  
 Phone Number..... 2111-237  
 Transmitter Location..... Two miles west of  
 Iowa City  
 Time on the Air..... 8 a.m. to 10 p.m.  
 News Service..... AP

### Personnel

Station Director..... Carl H. Menzer  
 Program Director..... Pearl B. Broxam  
 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  
 Chief Engineer..... Alfred Urbashich

## K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc..... Power: 5000 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.....6 a.m. to 12 p.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.....Herbert Ohrt  
 Assistant Manager.....Leo Born  
 Program Director.....Merritt Milligan  
 Publicity Director.....Wade Patterson  
 Chief Engineer.....Roger Sawyer

**K B I Z**

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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.:  
 Sunday, 8 a.m. to 11 p.m.

News Service.....UP  
 Transcription Services.....Standard Radio

**Personnel**

Station Manager.....J. D. "Jack" Falvey  
 Commercial-Sales Promotion Manager.....  
 Em Owen  
 Program Director-Production Manager.....  
 Harry Colman  
 Musical Director.....John Elliott  
 Chief Engineer.....August P. Wendt

**K F N F**

SHENANDOAH—EST. 1926

Frequency: 920 Kc.....Power: 1000 d., 250 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 3 p.m. and 6 p.m.  
 to 10 p.m.

News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Howard H. Wilson Co.

**Personnel**

President.....Henry Field  
 Station Manager.....T. F. Stubbs  
 General Manager.....John Nicholson  
 Production Manager.....Al Staas  
 Musical Director.....Perry Douthit  
 Chief Engineer.....Earl Blakesley

**K M A**  
 SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts  
 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 Manager.....A. W. Ramsay  
 Program Director.....Paul Brunner  
 Continuity Director.....Doris Murphy  
 Traffic Manager.....Evalyn Saner  
 Musical Director.....Mabel McFarland  
 Chief Announcer.....Russ Davis  
 War Program Director.....Owen Saddler  
 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  
 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.....Larry Coke  
 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.....Burn-Smith Co.

**Personnel**

President.....Eugene Kelly  
 General Manager.....Dietrich Dirks  
 Commercial Manager.....Ray Jensen  
 Program Director-Chief Announcer..Al Triggs  
 Production Manager.....Andrew Boque  
 Publicity Director.....Bud LaGrave  
 Musical Director.....Bernie Mahr  
 Chief Engineer.....Earl Huss

**K I C D**

**SPENCER—EST. 1942**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Iowa Great Lakes  
 Broadcasting Co.

Address.....Spencer  
 Phone Number.....45  
 Transmitter Location.....Spencer  
 Time on the Air.....6 a.m. to 12 p.m.  
 News Service.....PA  
 Transcription Service.....Lang-Worth  
 National Representative.....Hal Holman

**Personnel**

Station Manager.....Lawrence W. Andrews  
 Commercial Manager.....Lyle W. Nolan

Production Manager.....Leo G. Rasmussen  
 Chief Engineer.....Hewitt D. Grotewohl

**K X E L**

**WATERLOO—EST. 1942**

**BLUE NETWORK**

Frequency: 1540 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Josh Higgins  
 Broadcasting Co.

Address.....Insurance Bldg.  
 Phone Number.....3371  
 Transmitter Location.....Dysart  
 Time on the Air.....6 a.m. to midnight  
 News Service.....AP  
 Transcription Service.....Standard  
 National Representative.....John Blair & Co.

**Personnel**

President-General Manager.....Joe Du Mond  
 Commercial Manager.....A. J. Du Mond  
 Program Director.....L. D. Barnhart  
 Studio Supervisor.....Joe Rockhold  
 Farm Editor.....Hugh Muncy  
 News Editor.....George Cromeens  
 Continuity.....Don Moore  
 Musical Director.....Les Hartman  
 Chief Engineer.....Don Kassner

**KANSAS**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**K V A K**

**ATCHISON—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned By.....Latenser Broadcasting Co.  
 Operated By.....Paul Roscoe  
 Address.....622 Commercial Street  
 Phone Number.....1420  
 Transmitter Location.....Winthrop  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone  
 Broadcasting System

**Personnel**

President.....J. L. Tennant  
 Sales Promotion-Station Manager..Paul Roscoe  
 Commercial Manager.....Bill Peltzer  
 Program Director.....Frank Wiziarde  
 War Production Director.....Dottie Taylor  
 Production Manager.....Jerry Gilman  
 Artists Bureau.....Virginia Blair  
 Chief Engineer.....Charles Giles

**K G G F**

**COFFEYVILLE—EST. 1930**

**THE BLUE NETWORK**

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.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....John E. Pearson Co.

**Personnel**

Owner.....Hugh J. Powell  
 General Manager.....Melvin Drake  
 Program Director-Chief Announcer,  
 Dick Campbell  
 Production Manager-Musical Director,  
 Ozzie Osborne  
 Publicity Director.....Anna Marie McGrath  
 Chief Engineer.....J. S. Jaminet

**K G N O**

**DODGE CITY—EST. 1930**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1370 Kc.....Power: 1000 d., 250 n.  
 Owned-Operated By.....Dodge City Broad-  
 casting Co.

Address.....Globe Bldg.  
 Phone Number.....1340  
 Transmitter Location.....West Park St.  
 Time on the Air.....8 a.m. to 8 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.....Betty Denious  
 Program Director.....Herschell Holland  
 Chief Announcers.....Dick Hamilton,  
 Bruce Deck  
 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 Broadcast-  
 ing Co.  
 Address.....613 Merchant St.  
 Phone Number.....153, 154  
 Transmitter Location.....South Emporia  
 Time on the Air: 6:28 a.m. to 12:13 a.m.;  
 Sunday, 7:28 a.m. to 12:03 a.m.  
 News Service.....INS  
 Representative.....Sears & Ayer

**Personnel**

President.....S. B. Warren  
 Station Manager.....J. Nelson Rupard  
 Sales Promotion Manager.....Burton Harrison  
 Program Director.....Miriam Porter  
 Production Manager.....Larry Cotton  
 Chief Announcer.....Duane Tucker  
 Chief Engineer.....Harold E. Davis

**K I U L**

GARDEN CITY—EST. 1935  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned By.....Garden City Broadcasting Co.  
 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.....7 a.m. to 7 p.m.  
 News Service.....UP  
 Transcription Service.....C. P. McGregor,  
 Keystone Broadcasting System

**Personnel**

President.....F. D. Conard  
 Station Manager.....Al Pyatt  
 Program Director-Chief Announcer.....Lloyd Evans  
 Chief Engineer.....Henry McClintock

**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.....South Great Bend  
 Time on the Air.....Unlimited  
 News Service.....AP; UP  
 Transcription Service.....Lang-Worth

**Personnel**

Owner.....H. T. Townsley  
 General Manager.....Clem Morgan  
 Program Director.....Ray Beals  
 Chief Engineer.....Leo Legleiter

**K W B W**

HUTCHINSON—EST. 1935  
 NATIONAL BROADCASTING CO.

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.....6:45 a.m. to 11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth

**Personnel**

President.....William Wyse  
 Commercial Manager.....Vernon Minor  
 Program Director.....Herbert Clark  
 Chief Engineer.....Millard Clary

**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.....7 a.m. to 10 p.m.  
 Newspaper Affiliation.....The Kansas City Kansan  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Capper Publications

**Personnel**

President.....W. A. Bailey  
 Vice-President-General Manager.....  
 Ellis Atteberry  
 Sales Promotion Manager.....Bette Averill  
 Program Director.....Al Christy  
 Publicity Director.....Doris Bales  
 Chief Announcer.....George Stump

# This is WIBW



"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I felt the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you **are** their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

*We won't—WIBW.*

**WIBW**

IN  
TOPEKA

*"The Voice of Kansas"*  
COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

Director of Continuity.....Icie Johnson  
 War Program Director.....Ellis Atteberry  
 Musical Director.....Ruth Royal  
 Chief Engineer.....Bernard Maltby

## KFKU

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)

## WREN

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.....17 hours daily  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Geo. P. Hollingbery Co.

### Personnel

General Manager.....Verl Bratton  
 Sales Promotion-Program Director.....Will Yearout  
 Chief Announcer.....Millard Ireland  
 Chief Engineer.....Carl Bliesner

## KSAC

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,  
 Lowell Treaster  
 Musical Director.....William Lindquist  
 Chief Engineer.....R. C. Dennison  
 (Non-Commercial Station)

## KOAM

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.....Pittsburg, Kans.  
 Time on the Air.....Daytime License  
 News Service.....INS  
 Transcription Service.....World Broadcasting  
 System

Representative.....The Walker Company

### Personnel

President.....E. Victor Baxter  
 Station Manager.....R. E. Wade  
 Sales and Promotion Manager.....Marcell Stewart  
 Publicity Director.....Don Taylor  
 Program Director.....Ralph E. Wade  
 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-Operated By.....KSAL, Inc.  
 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.....John E. Pearson Co.

### Personnel

President.....R. J. Laubengayer  
 Station Manager.....Owen Balch  
 Program Director.....R. C. Atherton  
 Musical Director.....Al Thompson  
 Chief Engineer.....N. E. Vance, Jr.

## WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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.....Seven miles west of  
 Topeka

# KFBI

# 1070 KILOCYCLES

## ★ *The Influential Wichita Station*

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON  
GENERAL MANAGER



RALPH VARNUM  
ASSISTANT MANAGER and  
MERCHANDISING DIRECTOR



TED JOHNSON  
PROGRAM DIRECTOR

REPRESENTED:  
NATIONALLY BY  
HOWARD H. WILSON CO.

Time on the Air: 5 a.m. to midnight (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12 midnight  
 Newspaper Affiliation... Capper Publications, Inc.  
 News Service.....UP, AP  
 Transcription Service.....Standard Radio, Lang-Worth  
 Representative.....Capper Publications, Inc.

**Personnel**

General Manager.....Ben Ludy  
 Publicity Director.....Charles Hill  
 Artists' Bureau Head.....Maudie Shreffler  
 War Program Director.....Kathryn Young  
 Chief Engineer.....Karl Troeglen

**KANS**

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....The KANS Broadcasting Co.  
 Address.....Hotel Lassen  
 Phone Number.....4-2387  
 Transmitter Location.....Wichita  
 Time on the Air.....6:30 a.m. to midnight  
 Transcription Service.....NBC Thesaurus: Standard Radio  
 Representative.....Headley-Reed Co.

**Personnel**

President.....Herb Hollister  
 General Manager.....Jack Todd  
 Program Director.....Grenville Darling  
 Musical Director.....Raymond Shelley  
 Supervising Engineer.....Carl Hall

**KFBI**

WICHITA—EST. 1923

BLUE NETWORK

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  
 Transmitter Location.....42nd and Broadway  
 Time on the Air.....24 hours daily  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative...Howard H. Wilson Company

**Personnel**

President.....H. K. Lindsley  
 General Manager.....Ray Linton  
 Program Director.....Ted Johnson  
 Sales Promotion Manager.....Ralph Varnum  
 Musical Director.....Zeke Williams  
 Publicity Director.....R. L. Mc Elhiney  
 Technical Director.....K. W. Pyle

**KFH**

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.....5:30 a.m. to 12 midnight  
 Newspaper Affiliation.....Wichita Eagle  
 News Service.....AP-PA  
 Transcription Service.....Lang-Worth  
 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.....Lella Hull  
 Accountant.....Winnifred Walker  
 Musical Director.....Guy Snyder  
 Chief Engineer.....Amos C. Dadisman

PA WAS

TWO YEARS

AHEAD

*with the first, regular  
 24-hour radio news  
 wire.*



**W H A S**

L O U I S V I L L E

**50,000**

W A T T S • 8 4 0 K C

**BASIC CBS**

R E P R E S E N T E D B Y

E D W . P E T R Y & C O . I N C .



# KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W C M I

ASHLAND—EST. 1935  
MUTUAL—SOUTHERN NETWORK  
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Ashland Broadcasting Company  
Addresses... WCM I 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 and General Manager... Warren G. Davis  
Commercial Manager (Ashland)... A. E. Tyler  
Commercial Manager (Huntington)... L. D. Newman  
Program-Publicity Director... Dallas Wyatt  
Production Manager and 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 Broadcasting Co.  
Address... 801 Fairview Ave.  
Phone Number... 1340  
Transmitter Location... 801 Fairview Ave.  
Time on the Air... Unlimited license  
Transcription Service... Standard Radio

### Personnel

President-General Manager... Rayburn R. Rose

## W H L N

HARLEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts  
Owned-Operated By... Blanfox Radio Company, Incorporated  
Address... South Main St.  
Phone Number... 625  
Time on the Air... 6:30 a.m. to 9 p.m.;  
Sunday, 7 a.m. to 10 p.m.

News Service... UP  
Transcription Service... Lang-Worth, Standard,  
World Broadcasting System, Keystone

### Personnel

President-General Manager... R. B. Helms  
Commercial Manager... Eddie Whitehart  
Program Director-Chief Announcer... Vernon Nunn  
Musical Director... Freida Whitehart  
Chief Engineer... Max Cockley

## W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 250 Watts  
Owned-Operated By... Paducah Broadcasting Co.  
Address... Zion Road, R No. 3  
Phone Number... 3923  
Transmitter Location... Southeast of Henderson

Time on the Air... Local sunup to local sundown  
News Service... UP  
Transcription Service... NBC Thesaurus, C. P. MacGregor, Associated Music  
Representative... Sears & Ayer, Inc.

### Personnel

President-General Manager... Pierce E. Lackey  
Station Manager... Hecht S. Lackey  
Program Director... Freda Lemon  
Chief Announcer... Marvin Walker, Jr.  
Chief Engineer... Edwin L. Robb

## W H O P

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Pducuh Broadcasting Co.

Business Address... Garnett Bldg.  
Phone Number... 1025, 1026  
Studio Address... Route 68 (1½ miles northwest of Hopkinsville and Garnett Bldg.)  
Transmitter Location... Cadil Pike  
Time on the Air... 6 a.m. to 9:30 p.m.  
News Service... UP  
Transcription Service... World Broadcasting System, Associated Music Publishers, C. P. MacGregor  
Representative... Sears & Ayer

### Personnel

President... Pierce E. Lackey  
General Manager... F. Ernest Lackey  
Program-Musical Director... Bonnie Bessire  
Chief Engineer... Lynton R. Lemond

# W L A P

LEXINGTON—EST. 1934

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; Sundays, 7:45 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  
 Station Director... Ted Grizzard  
 Commercial Manager... Ed Willis  
 Program Director... Lowry Kohler  
 War Program Director... Phil Sutterfield  
 Musical Director... Eddie Harrison  
 Chief Engineer... Sanford Holt

# W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By... WAVE, Incorporated  
 Address... 334 E. Broadway  
 Phone Number... Wabash 6543  
 Transmitter Location... Hamburg Pike, Jeffersonville, Ind.  
 Time on the Air... 6 a.m. to 12 midnight  
 News Service... INS  
 Transcription Service... NBC Thesaurus, Lang-Worth  
 Representative... Free & Peters, Inc.

## Personnel

President... Major 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

# 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... 24 Hours Daily  
 Newspaper Affiliation... Courier-Journal and Louisville Times

News Service... AP, UP  
 Transcription Service... Associated Music Publishers, Lang-Worth, Standard  
 Representative... Edward Pety & Company

## Personnel

Owner... Barry Bingham  
 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  
 Chief Engineer... D. C. Summerford

# W I N K

LOUISVILLE—EST. 1942

Frequency: 1080 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By... Mid-America Broadcasting Corp.  
 Address... Louisville  
 Time on the Air... Unlimited license

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

# W I N N

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 the Air... 6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight  
 News Service... PA; Transradio  
 Transcription Service... C. P. MacGregor  
 Representative... Spot Sales, Inc.

## Personnel

President... D. E. Kendrick  
 Station Manager... L. L. Jaquier  
 Commercial Manager... G. F. Bauer  
 Program Director... M. K. McCarten  
 Publicity Director... Charles Pettinger  
 Chief Announcer... Jack Lee Alexander  
 Musical Director... Stuart Brooks  
 Chief Engineer... Wayne J. Hatchett

# W O M I

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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



• • • **KENTUCKY-LOUISIANA** • • •

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  
 Program Director..... Cliffordean Potter  
 Chief Engineer..... Leslie Goodaker

**W P A D**

**PADUCAH—EST. 1930**

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

Owned-Operated By..... Paducah Broadcast-  
 ing Co.

Business Address..... Taylor Bldg., 4th and  
 Broadway

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, C.  
 P. MacGregor  
 Representative..... Sears & Ayer

**Personnel**

President & General Mgr..... Pierce E. Lackey  
 Sales Manager..... Prewitt Lackey  
 Program Director-Chief Announcer..... Gene Peak  
 Chief Engineer..... James Grant

**LOUISIANA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**K A L B**

**ALEXANDRIA—EST. 1935**

BLUE NETWORK  
 LOUISIANA NETWORK

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Alexandria Broad-  
 casting Co., Inc.  
 Address..... 505 Johnston St.  
 Phone Number..... 3335  
 Transmitter Location..... Upper Fourth St.  
 Time on the Air..... 6:30 a.m. to 10:30 p.m.  
 News Service..... INS  
 Transcription Service..... Standard Radio

**Personnel**

President..... Walter H. Allen  
 Station Manager..... W. J. Dickerson  
 Sales Manager..... Edgar Cappellini  
 Sales Promotion Manager..... Joe Smith  
 Program Director..... Byron Dowty  
 Musical Director..... Doris Gates  
 Chief Engineer..... Jesse R. Sexton

**W J B O**

**BATON ROUGE—EST. 1934**

BLUE 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..... Unlimited license

Newspaper Affiliation..... Baton Rouge State-  
 Times, Baton Rouge Morning Advocate  
 Transcription Service..... World Broadcasting  
 System

Representative..... Geo. P. Hollingsbery Company

**Personnel**

President..... Chas. P. Manship, Jr.  
 Vice-Pres. & Gen. Mgr..... H. Vernon Anderson

**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..... 353, 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

Publicity Director..... Allison J. Therist  
 Chief Engineer..... Lela A. Turner  
 Hillman Bailey

**K P L C**

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Calcasieu Broadcasting Co.  
 Address: Majestic Hotel  
 Phone Number: 2713, 2714  
 Transmitter Location: La Grange St.  
 Time on the Air: Unlimited license

**Personnel**

President: T. B. Lanford

**K M L B**

MONROE—EST. 1930

BLUE 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: Unlimited license  
 Transcription Service: Standard Radio, Lang-Worth

**Personnel**

President-General Manager: J. C. Liner, Jr.

**W D S U**

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: WDSU, Inc.  
 Address: Hotel Monteleone  
 Phone Number: Raymond 7135  
 Transmitter Location: Gretna, Ill.  
 Time on the Air: 7 a.m. to midnight;  
 Sunday, 8 a.m. to midnight

News Service: UP; INS  
 Transcription Service: C. P. MacGregor  
 Representative: Weed & Co.

**Personnel**

President: Joseph H. Uhalt  
 General Manager: P. K. Ewing  
 Sales Promotion Manager: R. R. Harqis  
 Program Director: Stanley Holiday  
 Production Manager: S. R. Rosenbaum  
 Musical Director: E. Meloche  
 Chief Engineer: C. L. Whitney

**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: 3617 Bruxelle St.  
 Time on the Air: Unlimited license

Transcription Service: C. P. MacGregor

**Personnel**

President-General Mgr.: Charles C. Carlson

**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: Beverly Brown  
 Production Manager: Beverly Brown  
 Chief Engineer: Ellis Trepeginer

**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

**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 Manger: W. H. Summerville  
 Commercial Manager: Larry Baird  
 Merchandising Manager: A. M. Roberts  
 Program Director: Edward Hoerner  
 Production Manager: Jack Simpson  
 Publicity Director: Paul Ott  
 Musical Director: Irving Vidacovitch  
 Chief Engineer: J. D. Bloom, Jr.

**K R M D**

**SHREVEPORT—EST. 1928**

BLUE NETWORK  
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 a.m. to midnight  
News Service: INS  
Transcription Service: BMI, Lang-Worth

**Personnel**

President: R. M. Dean  
General Manager: T. B. Lanford  
Station Manager: G. V. Wilson  
Station Director: Elizabeth Alford  
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 Broadcasting System, Inc.  
Studio Address: Commercial Bldg.  
Transmitter Location: Dixie Gardens Road  
Phone Number: 2-8711  
Time on the Air: 6:30 a.m. to midnight  
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  
Sales Promotion Manager-Program Director: B. G. Robertson  
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 Broadcasting Corp.  
Studio Address: Commercial Building  
Transmitter Location: Near Dixie, La.  
Phone Number: 2-8711  
Time on the Air: 5 a.m. to 1:05 a.m.  
Newspaper Affiliation: The Shreveport Times  
News Service: AP, UP  
Transcription Service: World Broadcasting, Lang-Worth  
Representative: The Branham Co.

**Personnel**

President: John D. Ewing  
General Manager: John C. McCormack  
Commercial Manager: J. A. Oswald  
Sales Promotion-Publicity Director: B. G. Robertson  
Program Director: Fred Ohl  
Chief Engineer: W. E. Antony

**MAINE**

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

**WRDO**

**AUGUSTA—EST. 1932**

NATIONAL BROADCASTING CO.  
YANKEE NETWORK

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: 7:30 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Associated Music Publishers  
Representative: Weed & Company

**Personnel**

President: Adeline B. Rines

Station-Commercial Manager: Jack S. Atwood  
Program Director-Chief Announcer: Donald Powers  
Chief Engineer: Harold T. Dinsmore

**W A B I**

**BANGOR—EST. 1921**

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts  
(C. P. 910 Kc., 5000; S. A. 910 Kc., 250)  
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.....Unlimited license  
 Transcription Service.....Associated Library  
 Representative.....R. C. Foster

**Personnel**

President.....F. B. Simpson  
 Station Manager.....Alec Robertson

**W L B Z**

**BANGOR—EST. 1926**  
 MUTUAL BROADCASTING SYSTEM  
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 1000 d., 500 n.  
 (C. P. 5000 Watts)  
 Owned-Operated By..Maine Broadcasting Co.  
 Address.....100 Main St.  
 Phone Number.....6023  
 Transmitter Location.....Outer Broadway  
 Time on the Air.....Unlimited license  
 Transcription Service.....NBC Thesaurus  
 Representative.....Weed & Co.

**Personnel**

General Manager.....Thompson L. Guernsey

**W C O U**

**LEWISTON—EST. 1938**  
 MUTUAL BROADCASTING SYSTEM  
 YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Twin City Broad-  
 casting 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 Transcrip-  
 tion Library  
 Representative.....Forjoe & Co.

**Personnel**

President.....Jean B. Couture  
 Station Manager-Treasurer.....Faust Couture  
 Commercial-Sales Promotion  
 Manager.....J. C. Libby  
 Program-Publicity Director...Warner Paulsen  
 Chief Announcer.....Fred Preble  
 Musical Director.....Bertrand Cote  
 Chief Engineer.....John T. Duty

**W C S H**

**PORTLAND—EST. 1925**

NBC-YANKEE-NEW ENGLAND REGIONAL  
 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: 6:15 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.....Caleb Paine  
 Sales Promotion Manager...Frederick W. Cole  
 Program Director.....Nancy King  
 Chief Announcer.....Arthur Owens  
 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.

YANKEE **WCOU** MUTUAL  
 LEWISTON-AUBURN  
**\$ E L L \$**  
 MAINE'S RICHEST AND  
 LARGEST INDUSTRIAL  
 MARKET

**C. E. HOOPER SURVEY**

INDEX	WCOU	A	B	C	7 OTHERS
8:00 A.M.- 12:00 N.	56.0	32.4	5.6	3.7	2.3
12:00 N.- 6:00 P.M.	52.9	35.8	5.2	3.1	3.0
6:00 P.M.- 10:30 P.M.	55.7	25.1	10.9	2.9	5.4

**WCOU DOMINATES  
 AND DELIVERS  
 CENTRAL MAINE**

REP.: FORJOE & COMPANY

Address ..... Columbia Hotel  
 Phone Number ..... 2-7489  
 Transmitter Location ..... Near Portland  
 Time on the Air ..... Unlimited license  
 Newspaper Affiliation ... Gannett Publishing  
 Co.  
 Transcription Service ..... Standard Radio  
 Representative ..... Paul H. Raymer Co.

**Personnel**

President-Treasurer ..... Guy P. Gannett  
 General Manager ..... Creighton E. Gatchell  
 Commercial Manager ..... Arthur A. Atherton  
 Program Manager ..... Richard E. Bates  
 Chief Engineer ..... Roger W. Hodgkins

**W A G M**

**PRESQUE ISLE—EST. 1930**  
**KEYSTONE BROADCASTING SYSTEM**  
 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: 11 a.m. to 1 p.m. and 4 p.m.  
 to 7 p.m.

**Personnel**

General Manager ..... H. B. Diller

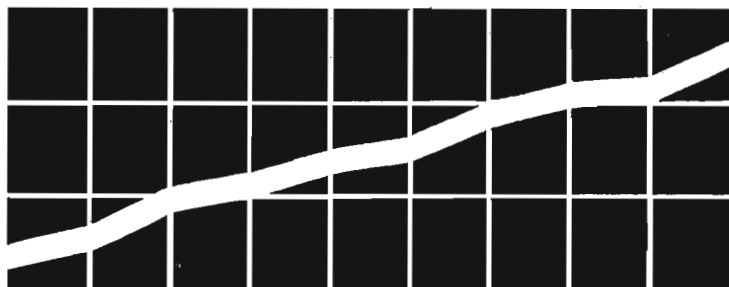
# PA HELPS STATION SALES

*PA, through its Station Relations  
 Department, helps its affiliated stations sell  
 by acquainting national advertisers with the  
 special news and feature scripts on the special*

**AP** *Radio News Wire.*

*in* **Baltimore:**

**WHEN YOU BUY WBAL**



**YOUR SALES GO UP**



---

**NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.**

---

# MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W B A L

BALTIMORE—EST. 1925  
NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. .... Power: 50,000 Watts  
Owned-Operated By ..... Hearst Radio, Inc.  
Address ..... Lexington Bldg.  
Phone Number ..... Lexington 4900  
Transmitter Location ..... Reisterstown, Md.  
Time on the Air ..... 24 hours daily  
News Service ..... INS; UP  
Transcription Service ..... Standard Radio;  
World Broadcasting System  
Representative ..... Edward Petry & Co.

### Personnel

Station Manager ..... Harold C. Burke  
Sales Manager ..... Leslie H. Peard, Jr.  
Program Director ..... Edward Harvey  
Publicity Director ..... Dorothy Schmitt  
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  
News Service ..... INS  
Transcription Service ..... Lang-Worth  
Representative ..... Spot Sales, Inc.

### Personnel

President and Commercial Mgr. .... John Elmer  
Vice-President ..... J. Purdon Wright  
Treasurer ..... J. Lawrence Schanberger  
General Manager ..... Geo. H. Roeder



## COVERAGE

★ The Blue Network—WCBM combination completely covers the entire Baltimore area effectively at a cost which allows for additional time expenditures because of a lower rate.

★ Investigate all Baltimore Stations and then compare with what WCBM offers!



John Elmer,  
President  
Geo. H. Roeder,  
Gen. Manager

# WCBM

National Representatives:  
**SPOT SALES, INC.**  
New York—Chicago  
San Francisco

**BALTIMORE'S BLUE NETWORK OUTLET**

• • MARYLAND • •

**W C A O**

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. . . . . Power: 5000 Watts

Owned-Operated By . . . . . The Monumental Radio Company

Address . . . . . 811 West Lanvale St.

Phone Number . . . . . Madison 7220-1-2-3-4

Transmitter Location . . . . . Park Heights Avenue, Extended

Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service . . . . . INS

Transcription Service . . . . . Lang-Worth, C. P. MacGregor

Representative . . . . . Paul H. Raymer Company

**Personnel**

President . . . . . Lewis M. Milbourne

Vice-President-General

Manager . . . . . L. Waters Milbourne

Program Directors . . . . . Gordon A. Scheihing, George L. Filling

Musical Director . . . . . Robert P. Iula

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 . . . . . Andrew H. Hilgartner

Local Sales Manager . . . . . William S. Pire, Jr.

Sales Promotion Manager . . . . . C. Nelson Baker

Program Director . . . . . Bert Hanauer

Production Manager . . . . . Henry Hickman

Publicity Director . . . . . Robert S. Maslin, Jr.

Musical Director . . . . . Jos. Imbroglio

Chief Engineer . . . . . William Q. Ranft

**WITH**

BALTIMORE—EST. 1940

Frequency: 1230 Kc. . . . . Power: 250 Watts

Owned By . . . . . Maryland Broadcasting Co.

Operated By . . . . . Thomas G. Tinsley, 2nd

Address . . . . . 7 E. Lexington St.

Phone Number . . . . . Lexington 7808-9-10-11

????

**NO GUESSWORK  
HERE!**

For 14 Years

**WTBO**

**HAS PROVIDED  
SATISFACTION—  
PLUS!**

**RENEWAL**

Records Prove it — and  
Take the ???? Out of  
Cumberland Area Cov-  
erage.

**WTBO**

**CUMBERLAND, MD.  
FOR RESULTS!**

Natl. Reps.:

**SPOT SALES, INC.**



• • •

**MARYLAND**

• • •

Transmitter Location.....1230 Curtain St.  
Time on the Air.....24 hours a day  
News Service.....AP  
Transcription Service.....Lang-Worth;  
Standard Radio  
Representative.....Headley-Reed Company

**Personnel**

President-Station Mgr. Thomas G. Tinsley, 2nd  
Assistant Station Manager.....Helen Powers  
Commercial Manager.....George S. Shaffer  
Program Director-Chief Announcer  
Raymond W. Baker  
Traffic Manager.....Dena Bores  
Personnel Manager.....Grace W. McQuade  
Accountant.....Harry F. Baumann  
Musical Director.....Wallace W. Ashley  
Night Manager.....Ralph Beauchamp  
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: Sunrise to sunset, Dallas,  
Texas  
News Service.....AP, UP  
Transcription Service.....World Broadcasting  
System  
Representative.....Spot Sales, Inc.

**Personnel**

President-General Manager..Aurelia S. Becker  
Commercial-Sales Promotion Manager,  
G. P. Richards  
Program Director-Chief Announcer  
Stewart W. Phillips  
Publicity Director.....Ina Lee Eichner  
Chief Engineer.....L. Edward Pamphilon

•

**W F M D**

**FREDERICK—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM**

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; Keystone Broadcasting System  
Representative.....Burn-Smith Company, Inc.

**Personnel**

President.....Major Laurence Leonard  
Vice-President and General Manager,  
A. V. Tidmore  
Commercial Manager.....G. G. White  
Program Director.....James F. Crist  
Chief Engineer.....A. V. Tidmore

•

**W J E J**

**HAGERSTOWN—EST. 1932**

**MUTUAL BROADCASTING SYSTEM  
ATLANTIC COAST NETWORK-MARYLAND  
COVERAGE NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Hagerstown Broad-  
casting Co.  
Address.....Franklin Court  
Phone Number.....2323  
Transmitter Location.....Carroll Heights  
Time on the Air.....7 a.m. to 12 midnight  
News Service.....Transradio  
Representative.....Spot Sales, Inc.

**Personnel**

Chief Executive.....Grover C. Crilly  
National Sales Manager.....H. A. Seville  
Commercial Manager.....Clarence Myers  
Program Director.....Amos Harper  
Director of War Programs.....Bernice Crilly  
Chief Engineer.....George W. McIntire

•

**W B O C**

**SALISBURY—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
ATLANTIC COAST NETWORK-MARYLAND  
COVERAGE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....The Peninsula  
Broadcasting Co.  
Address.....Radio Park  
Phone Number.....Salisbury 2480-2481  
Transmitter Location.....Radio Park  
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,  
8:25 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World Broadcasting  
System

**Personnel**

President.....John W. Downing  
General Manager.....Charles J. Truitt  
Assistant Program Director.....Jane Allen  
Chief Announcer.....Lonnie Starr  
Musical Director.....Russell Yohe  
Chief Engineer.....Peter A. Alfonsi

# WCOP

**WHAT'S WHAT  
IN Boston**

*Week AFTER Week  
WCOP's  
influence is getting  
More and More  
POWERFUL!*

WCOP, Boston's key station of the Atlantic Network, is the most economical testing station in the East.

WCOP, a constructive force in the life of Boston, plans, produces and merchandises advertisers' programs.

WCOP makes programs pay a profit; that's why more and more accounts are using WCOP more and more.

WCOP gives advertisers more dollar for dollar, because it has grown so fast in sales and audience.

WCOP, Boston's family station, does a full time job, whether it's a spot or a full hour program.

WCOP, chockful of Boston success stories, has sold everything from magazines to mattresses, bread to bonds.

WCOP DEFINITELY BELONGS TO BOSTON . . . . YOU CAN GET ITS LISTENERS DEFINITELY TO BELONG TO YOU!

# WCOP BELONGS OR YOUR Schedule

**COPLEY PLAZA HOTEL • BOSTON**



# MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

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 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service... AP, UP  
Transcription Service... Standard Radio  
Representative... National Broadcasting Co.; Weed & Co.

### Personnel

President... Geo. H. Bucher  
Station Manager... C. S. Young  
Program Manager... W. Gordon Swan  
Production Manager... John H. Wright  
Sales Manager... Frank R. Bowes  
Sales Promotion Manager... Harry D. Goodwin  
Publicity Director... George W. Slade  
Chief Announcer... Carmen Caruso  
Musical Director... Avner Rakov  
Plant Manager... F. M. Sloan (WBZ)  
Plant Manager... H. E. Rondol (WBZA)

## WCOP

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... Lou Walker  
Production Manager... Frances Lescoe  
Chief Announcer... Russell Oilhaus  
Artists' Bureau Head... Eleanor Kane  
Chief Engineer... Roland C. Hale

## WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By... Columbia Broadcasting System

Business Address... 182 Tremont St.  
Phone Number... HUBbard 2323

Studio Address... 182 Tremont St.  
Transmitter Location... Mystic Valley Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service... AP, UP  
Transcription Service... World Broadcasting System, Lang-Werth Feature Programs  
Representative... Radio Sales

### Personnel

Station Manager... H. E. Fellows  
Sales Manager... Kingsley Horton  
Sales Promotion Manager... Guy H. Cunningham  
Production Manager... R. G. Girardin  
Program Director... L. G. del Castillo  
War Program Director... F. H. Garrigus  
Publicity Director... Marie Houlahan  
Chief Announcer... C. H. Dickerman  
Accountant... J. J. Murray  
Musical Director... Francis E. Bellizia  
Chief Engineer... W. J. Stiles

## WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 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. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service... UP  
Transcription Service... World Broadcasting System, Associated Recorded Program Service

Representative... George P. Hollingbery Co.

### Personnel

President... A. E. Matheson  
General Manager... John J. Matheson  
Sales Manager... R. G. Matheson  
Program Director... A. J. Friend  
Chief Engineer... R. G. Matheson

## WMEX

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..... Unlimited license  
 Transcription Service..... Lang-Worth  
 Representative..... Joseph Hershey  
 McGillvra, Inc.

**Personnel**

President-Program Director... John E. Reilly  
 Managing Director-Chief  
 Engineer ..... Alfred J. Pote

**W N A C**

**BOSTON—EST. 1922**

MUTUAL BROADCASTING SYSTEMS  
 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  
 Representative..... Edward Pety & Co., Inc.

**Personnel**

President ..... John Shepard, 3rd  
 Vice-President..... Robert Bartley  
 Executive Vice-President..... Linus Travers  
 Merchandising and Promotion  
 Director ..... James S. Powers  
 Program Director..... Eleanor Geer  
 War Program Director..... Robert T. Bartley  
 Production Director..... George Steffy  
 Editor of News Service..... Robert Myers  
 Musical Director..... Francis J. Cronin  
 Chief Engineer ..... Irving B. Robinson

**W O R L**

**BOSTON—EST. 1937**

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. Local sunrise to local sunset  
 News Service ..... UP

**Personnel**

President ..... Harold A. Lafount  
 General Manager..... George Lasker  
 Assistant Manager..... Ashley L. Robinson  
 Publicity Director..... Robert Sanford  
 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: Doughty & Welch Elec-  
 tric Co.  
 Address..... 102 S. Main St.  
 Phone Numbers: 7-9477-8 (studio); 2,4261  
 (Transmitter)  
 Transmitter Location..... So. Somerset  
 Time on the Air: 7:30 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 News Service ..... INS  
 Transcription Service..... Standard Radio  
 Representative..... The Walker Co.,  
 R. C. Foster 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 Announcer..... Angus Bailey  
 Chief Engineer ..... John C. Pavao

**W E I M**

**FITCHBURG—EST. 1941**

MUTUAL-YANKEE

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Ruben E. Aronheim  
 Address ..... 717 Main Street  
 Phone Number..... Fitchburg 1600  
 Transmitter Location... Luenburg-Fitchburg line  
 Time on the Air..... 7 a.m. to 12:05 a.m.  
 New Service..... AP  
 Transcription Service..... Lang-Worth  
 National Representative..... Burn-Smith Co.

**Personnel**

President ..... Ruben E. Aronheim  
 General Manager..... Milton H. Meyers  
 Commercial Manager..... W. Warren Teskey  
 Program Director..... Ken Houseman  
 War Program Director..... Joan Shirley  
 Publicity Director..... Bob Reynolds  
 Musical Director..... Richard Tucker  
 Chief Engineer ..... Theodore Kalln

**W H A I**

**GREENFIELD—EST. 1938**

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... John W. Haigis  
 Address ..... 354 Main St.  
 Phone Number..... 4301  
 Transmitter Location..... Woodard Rd.  
 Time on the Air..... Unlimited License  
 Transcription Service..... World Broadcasting  
 System; BMI  
 Representative ..... Burn-Smith Co.

MASSACHUSETTS

**Personnel**

Owner.....John W. Haigis  
 Manager.....James L. Spates  
 Commercial-Sales Promotion  
 Manager.....Horace W. Nichols  
 Program-Musical Director..Warren Greenwood  
 Chief Announcer.....Gordon Lewis  
 Chief Engineer.....James L. Spates

Sales Promotion-Publicity Director  
 Nellie M. Wozniak  
 Program Director.....Thomas R. Humphrey  
 Production Manager-Chief Announcer  
 Ward Gardner  
 Musical Director.....Jay Heitin  
 Chief Engineer.....Thomas Humphrey

**W H Y N**

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

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; Sun-  
 days, 8 a.m. to 12 midnight  
 Newspaper Affiliation....Holyoke-Transcript  
 Telegram  
 News Service.....UP  
 Transcription Service.....Associated  
 Representatives.....Bertha Bannon

**Personnel**

President.....Mrs. William R. Dwight  
 Commercial Manager....Patrick J. Montague

**W L A W**

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);  
 Sunday, 8 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Thesaurus  
 Representative.....The Katz Agency, Inc.

**Personnel**

President-General Manager..Irving E. Rogers  
 National Sales Director.....David G. Jones  
 Local Sales Director.....David M. Kimel  
 Program Director.....John D. Maloy  
 Chief Announcer.....Fred P. Laffey  
 Continuity Director.....Irene F. Morgan  
 Chief Engineer.....George A. Hinckley



TWO MILLIVOLT  
AREA

HALF MILLIVOLT  
AREA

POPULATION, 1940  
(U. S. CENSUS)

2,834,430

4,033,282

RADIO HOMES, 1940  
(CALCULATED BY N. A. B.)

704,261

1,002,348

*Columbia's Voice in Northern New England*

Nat. Rep.: The Katz Agency, Inc.

# W L L H

**LOWELL-LAWRENCE—EST. 1934**

**MUTUAL-YANKEE NETWORK**

Frequency: 1400 Kc. Power: Lowell, 250  
Watts d. 100 Watts n.; Lawrence, 100 Watts  
Owned-Operated By Merrimac Broadcasting  
Co., Inc.

Business Address 39 Kearney Square, Lowell  
Phone Numbers Lowell 8715;  
Lawrence 2-2148

Studio Addresses Rex Center, 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 Pub-  
lishers

Representative Edward Petry & Co., Inc.

## Personnel

President A. S. Moffat  
Station Manager Robert F. Donahue  
Commercial Manager Haskell Bloomberg  
Program Director Thomas Clayton  
News Editor Fred Simmonds  
Chief Engineer Ralph Newton

# W E S X

**MARBLEHEAD—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: North Shore Broadcasting  
Company

Business Address 126 Washington St.,  
Salem, Mass.

Phone Numbers Salem 5670; Lynn 2-0550

Studio Addresses: 126 Washington St.; 341  
Union Street, Lynn

Transmitter Location Marblehead  
Time on the Air Unlimited license

Transcription Service World Broadcasting  
System; Associated Music Publishers; C. P.  
MacGregor

Representative R. C. Foster & Co.

## Personnel

President Charles W. Phelan  
General Manager Van D. Sheldon

# W N B H

**NEW BEDFORD—EST. 1921**

**MUTUAL-YANKEE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: E. Anthony & Sons,  
Incorporated

Business Address 588 Pleasant St.

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.

Transcription Service NBC Thesaurus

Representatives: Burn-Smith Company; R. C.  
Foster

## Personnel

Station Manager Hugh R. Norman  
Commercial Manager Raymond D. Markey  
Program Director Donald L. Sellers  
Publicity Director-News Editor Earle D. Wilson  
Chief Engineer Irving Vermilya

# W B R K

**PITTSFIELD—EST. 1938**

**MUTUAL—COLONIAL & YANKEE NETWORKS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Monroe B. England

Address 8 Bank Row

Phone Number 2-1553

Transmitter Location 1100 East St.

Time on the Air 7 a.m. to 12 midnight

News Service UP

Representative Burn-Smith Co.

## Personnel

President-Station Manager Monroe B. England  
Station Manager John Parsons  
Program Director Leonard Lavendol  
Sales Promotion Manager Robert Burbank  
Chief Engineer Leonard Lavendol

# W M A S

**SPRINGFIELD—EST. 1932**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By WMAS, Inc.

Address Hotel Charles

Phone Number 7-1414

Transmitter Location Pynchon Park

Time on the Air 7 a.m. to midnight

News Service INS

Transcription Service Associated Music;  
C. P. MacGregor

Representative Edward Petry & Co.

## Personnel

President A. S. Moffat  
General Manager A. W. Marlin  
Program Director H. M. Feine  
Chief Announcer Roland Dumas  
Chief Engineer Earle G. Hewinson

# W S P R

**SPRINGFIELD—EST. 1936**

**BLUE NETWORK**

Frequency: 1270 Kc. Power: 500 Watts

Owned-Operated By WSPR, Inc.

Address 63 Chestnut Street

Phone Number Springfield 6-2757

• • • MASSACHUSETTS • • •

Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.  
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
News Service.....INS  
Transcription Service.....Langworth  
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

**Personnel**

President-Station Manager...Quincy A. Brackett  
Treasurer.....Lewis B. Breed  
Vice-President-Commercial Manager  
Milton W. Stoughton  
Program-Publicity Director,  
Wayne Henry Latham  
Chief Engineer.....Lawrence A. Reilly

**W O C B**

WEST YARMOUTH-HYANNIS

EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By: Cape Cod Broadcasting Co.  
Business Address.....South Sea Avenue,  
West Yarmouth, Cape Cod, Mass.  
Phone Number.....Hyannis 1697  
Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.  
Time on the Air.....7 a.m. to 10 p.m.  
News Service.....Transradio  
Representative.....Bertha Bannon

**Personnel**

Station Manager.....H. M. Alleman  
Commercial Manager.....A. S. Wasser  
Publicity Director.....F. B. Blake  
Chief Engineer.....L. D. Trefry

**W A A B**

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts  
Owned-Operated By...The Yankee Network, Inc.  
Address.....21 Brookline Ave  
Phone Number.....COMMONwealth 0800  
Transmitter Location.....Holden, Massachusetts  
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight  
News Service.....INS  
Transcription Service.....Associated Music Publishers  
Representative.....Edward Petry & Co., Inc.

**Personnel**

President.....John Shepard, 3rd  
Vice-President.....Robert Bartley

Executive Vice-President.....Linus Travers  
Station Supervisor-Sales  
Manager.....Dorothy Robinson  
Merchandising and Promotion Director,  
James S. Powers  
Merchandising.....F. Carleton McVarish  
Special Events.....Fred McLaughlin  
Program Director.....Eleanor Geer  
Production Director.....George Steffy  
Editor of News Service.....Robert Myers  
Musical Director.....Francis J. Cronin  
Chief Engineer.....Irving B. Robinson

**W O R C**

WORCESTER—EST. 1925

BLUE NETWORK

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.....INS  
Transcription Service.....NBC Thesaurus  
Representative.....Weed & Co.

**Personnel**

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

**W T A G**

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts  
Owned By: Worcester Telegram Publishing Company, Inc.  
Operated By: Worcester Telegram and Evening 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 Service.....AP  
Transcription Service.....World Broadcasting System; Associated  
Representatives.....Paul H. Raymer Co.; Bertha Bannon

**Personnel**

Vice-President-General  
Manager.....George F. Booth  
Director.....Edward E. Hill  
Commercial Manager.....Herbert L. Krueger  
Production-Program Director.....David H. Harris  
Publicity Director.....Mitzi Kornetz  
War Program Director.....Eleanor Parmer  
Special Events Director.....Box Dixon  
Chief Announcer.....Philip Brook  
Musical Director.....Jean Wilkins  
Chief Engineer.....Elliot A. Browning

# DETROIT'S *First* STATION



Detroit—America's Greatest Armament Market—With  
a Population Increase of 336,000 Since April, 1940!

WWJ

*America's Pioneer Broadcasting Station—First in Detroit*  
National Representatives

**THE GEORGE P. HOLLINGBERY COMPANY**

*Owned and Operated by The Detroit News*

NBC Basic  
Network

Associate Station  
W45D-F.M.



# MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Federated 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: Unlimited license

Newspaper Affiliation: Battle Creek Enquirer-News

Transcription Service: Associated Music Representative: Burn-Smith Company, Inc.

### Personnel

President: A. L. Miller  
General Manager: D. E. Jayne

## W B C M

BAY CITY—EST. 1928

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Bay Broadcasting Company, Inc.

Address: Wenonah Hotel  
Phone Numbers: Bay City 7551-7552

Transmitter Location: Tuscola Road, Hampton Township

Time on the Air: 7 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service: NBC Thesaurus; Representative: George P. Hollingbery

### Personnel

President: Harley D. Peet  
General Manager: H. A. Giesel  
Sales Promotion Manager: A. F. Huebner  
Program Director: Frank Catto  
Musical Director: Lionel H. DeRemer  
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 889

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: Sears and Ayer, Inc.

### Personnel

President: A. 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: Unlimited license

Transcription Service: Associated Music Publishers; World Broadcasting System

Representative: Forjoe & Company

### Personnel

President-Station Manager: James F. Hopkins

Commercial Manager: A. H. Crogan

Program Director: Sybil Krieghoir

## 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 Service: INS; PA

Transcription Service: NBC Thesaurus

Representative: Burn-Smith Co.

### Personnel

President-General Manager: John L. Booth

Vice-President: W. W. Booth

Treasurer-Auditor: Hugh M. Gray

Secretary-Personnel

Manager: Meril A. Lindbloom

Sales Manager: Mike Kent

Merchandising Manager: Michael Jachimski

Continuity: Avis Lennon

MICHIGAN

Publicity Director.....M. Brachman  
Traffic Manager.....M. Clubb  
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 By ....WJR, The Goodwill  
Station

Business Address.....2103 Fisher Building  
Phone Number.....Madison 4440  
Studio Address: 28th Floor Fisher Building  
Transmitter Location.....Wyandotte, Mich.  
Time on the Air.....Unlimited license  
Transcription Service....World Broadcasting  
System: Standard Radio  
Representative.....Edward Petry & Co., Inc.

Personnel

President.....G. A. Richards  
Executive Vice-President and General  
Manager.....Leo Fitzpatrick  
Vice-President.....John Patt

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. Hollingsbery Co.

Personnel

General Manager.....Harry Bannister  
Assistant Manager.....Edwin K. Wheeler  
Business Manager.....Forrest Wallace  
Sales Manager.....Harry Betteridge  
Sales Promotion Manager.....Jake Albert  
Program Supervisor.....James Eberle  
Program Director.....Don F. DeGroot  
Production Manager.....Ernest Ricca  
Musical Director.....Mischa Kottler  
Chief Engineer.....Herbert F. Tank

W X Y Z

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO  
NETWORK—BLUE 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.....15500 Joy Road  
Time on the Air.....6:30 a.m. to midnight  
News Service.....UP  
Transcription Service.....Standard Radio:  
Associated Music  
Representative.....Paul H. Raymer Co.

Personnel

President.....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.....Irene Donnelly  
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.....8-1511, ext. 600  
Studio Address.....Auditorium Building  
Transmitter Location.....Campus  
Time on the Air.....7 a.m. to 7 p.m.  
News Service.....AP; INS; UP  
Transcription Service.....Lang-Worth:  
Standard Radio

Personnel

Station Manager.....Robert J. Coleman  
Production Manager.....Ray J. Stanley  
Chief Announcer.....Tom Waber  
Chief Engineer.....Norris Grover  
(Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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.....Unlimited license  
Transcription Service.....Standard Radio

Personnel

Secretary-Treasurer-General  
Manager.....Gordon H. Brozek

# 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: 7 a.m. to 11 p.m.  
 News Service: INS  
 Transcription Service: Lang-Worth  
 Representative: Burn-Smith, Inc.

## Personnel

Managing Director: Howard M. Loeb  
 Commercial Manager: F. S. Loeb  
 Program Director: Adrian R. Cooper  
 Production Manager: Elmer Knopf  
 Publicity Director: H. M. Loeb  
 Chief Announcer: James Cleaver  
 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: Unlimited license  
 News Service: INS  
 Transcription Service: Standard Radio  
 Representative: Joseph Hershey McGillvra, Inc.

## Personnel

Owner: Leonard A. Versluis  
 Station Manager: Hy M. Steed  
 Program Director: Kathryn Mordo  
 Musical Director: Frann Weigle  
 Chief Engineer: Raymond Plank

# WOOD-WASH

GRAND RAPIDS—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Operated By: King-Trendle Broadcasting Corporation

Address: 16th Floor Grand Rapids National Bank Building  
 Phone Number: 9-4211  
 Transmitter Location: Town Line Road, 4 miles south of Grand Rapids  
 Time on the Air: 6:30 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 Elchhorn  
 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

Representative: Sears & Ayer, Inc.

## Personnel

President: William L. Johnson  
 Station Manager: J. W. Huss  
 Commercial Manager: Ray D. Williams  
 Program Director: Harold Ladin  
 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: Wilbur Dunn  
 Chief Engineer: C. W. Wirtanen

# WKZO

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: Burdick Hotel (Kalamazoo); Herpolsheimer Co. (Grand Rapids)  
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)  
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)  
Transmitter Location....Parchment, Michigan  
Time on the Air: 7 a.m. to 11:30 p.m.; Saturday, 7 a.m. to 12:05 a.m.  
News Service.....INS  
Transcription Service.....Standard Radio  
Representative....Free & Peters, Incorporated

## Personnel

President-General Manager...John E. Fetzer  
Commercial Manager.....John W. O'Harrow  
Program-Publicity Director  
Paul H. Aurandt  
Production Manager.....Hooper White  
Chief Engineer.....Carl E. Lee

# WJIM

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; Sundays, 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  
Director of Women's Programs..Judy Holiday

# WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By: The Liberty Street Gospel Church of Lapeer  
Address.....803 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  
(Non-Commercial Station)

# WDMJ

MARQUETTE—EST. 1931

KEYSTONE BROADCASTING SYSTEM  
Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By: Lake Superior Broadcasting Co.  
Address.....146 W. Washington  
Phone Number.....616  
Transmitter Location....146 W. Washington  
Time on the Air.....Unlimited license  
Newspaper Affiliation...Daily Mining Journal  
Transcription Service...World Broadcasting System

## Personnel

President.....Frank J. Russell, Jr.  
General Manager.....Gordon H. Brozek

# WKBZ

MUSKEGON—EST. 1926

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Ashbacker Radio Corp.  
Business Address.....424 Apple Ave.  
Phone Number.....26-051  
Studio Address.....424 Apple Ave.  
Transmitter Location...Muskegon Township  
Time on the Air.....7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service...World Broadcasting System; Lang-Worth; C. P. MacGregor  
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.....Bill Bennett  
Publicity Director.....Edward Denkema  
Chief Announcer.....Al Vredeveld  
Office Manager.....Clara Brown  
Chief Engineer.....Geo. Krivltzky

# WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts  
Owned-Operated By...Pontiac Broadcasting Company  
Address.....6th Floor Riker Building  
Phone Number.....Pontiac 7141  
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan

Time on the Air: Local sunrise to local sunset  
 News Service ..... INS  
 Transcription Service... Lang-Worth Features;  
 Standard Radio  
 Representative.....The Foreman Company

**Personnel**

General Manager..... H. Y. Levinson  
 Commercial Manager..... Monte Meyer  
 Accountant..... Jernah Pearl  
 Administrative Secretary..... Cloman Pipe  
 Chief Engineer..... Wayne N. Cook

**W H L S**

PORT HURON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Harmon LeRoy Stevens  
 and Herman LeRoy Stevens (Port Huron  
 Broadcasting Co.)

Address ..... 932 Military St.  
 Phone Number.....2-3151  
 Transmitter Location...32nd St. and Lapeer  
 Ave.

Time on the Air: 7 a.m. to 11:30 p.m. Sundays,  
 8 a.m. to 11:30 p.m.

News Service..... UP  
 Transcription Service.....Keystone Broad-  
 casting System; Associated Music  
 Representative.....Hal Holman Co.

**Personnel**

President-Station Manager...Harmon L. Stevens  
 Commercial Manager.....Robert Mackin  
 Sales Promotion Manager..... V. O. Cram  
 Publicity Director..... Helen Nelson  
 Musical Director-Chief Announcer  
 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.....24 hours daily  
 News Service .....INS

**Personnel**

President.....G. B. Hartick  
 Business Manager.....E. C. Thompson  
 Program Director-Chief  
 Announcer.....Kirk Knight  
 Chief Engineer.....Jerome Steadley

**W S A M**

SAGINAW—EST. 1940

NBC

Frequency: 1230 Kc...Power: 250 d.; 100 n.  
 Owned-Operated By...Saginaw Broadcasting  
 Co.

Business Address.....2745 Bay St.  
 Phone Number.....2-5109  
 Studio Address.....2745 Bay St.  
 Transmitter Location.....2745 Bay St.  
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,  
 8 a.m. to 11 p.m.

News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Headley-Reed Co.

**Personnel**

President-Commercial Manager,  
 Milton L. Greenbaum  
 Program Director.....Janice Widmoyer  
 Chief Engineer.....Simon Maruszian

**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

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Midwestern Broad-  
 casting Company

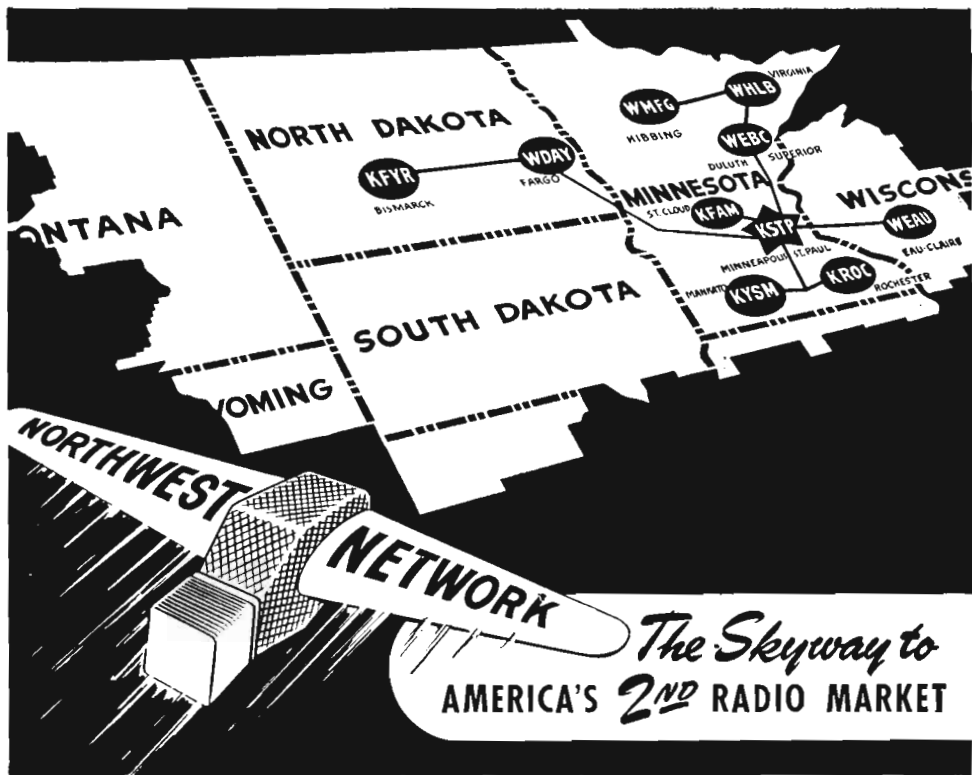
Address.....Anderson Building  
 Phone Number.....Traverse City 1150  
 Transmitter Location...Elmwood Township-Lee-  
 lanau County, Michigan

Time on the Air.....Unlimited License  
 News Service.....AP  
 Transcription Service.....Standard Radio;  
 Lang-Worth

Representative.....Hal Holman Co.

**Personnel**

President.....Les Biederman  
 Acting Manager.....Drew McClay  
 Sales Manager.....Bud Hicks  
 Program Director.....Don Mullen  
 Chief Engineer.....Drew McClay



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Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the Northwest Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

## NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing  
 WHLB Virginia • KROC Rochester • KYSM Mankato • KFAM Saint Cloud  
 WEAU Eau Claire • WDAY Fargo • KFJR Bismarck

Represented Nationally by Edward Petty & Co. • Executive Offices: Radisson Hotel, Minneapolis

# MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## 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  
Assistant Station Manager-Director of War  
Programs Warner C. Tidemann  
Commercial Manager Tom H. Lathrop  
Program Director-Chief  
Announcer Robert C. Paulson  
Chief Engineer Lawrence Lawson

Owned-Operated By Head of Lakes  
Broadcasting Co.  
Address WEBC Bldg.  
Phone Number Melrose 2873  
Transmitter Location 40th and Tower,  
Superior, Wisc.  
Time on the Air 6:25 a.m. to 12 midnight  
News Service UP  
Transcription Service NBC Thesaurus  
Representative George P. Hollingsbery  
Co.

### Personnel

President Morgan Murphy  
Station Manager Walter C. Bridges  
Commercial Manager Thomas W. Gavin  
Sales Promotion Manager  
Herbert H. Sonnenberg  
Program Director-Production Manager  
Jerry Deane  
Publicity Director Elinor Barney  
Musical Director John Kleive  
Chief Engineer William Lounsberry

## 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 2628  
Transmitter Location Foot of 63rd Ave. W.,  
Duluth, Minn.  
Time on the Air 6:30 a.m. to 12 midnight;  
Sundays, 8 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 Bea Lade  
Program Director Gilbert Fawcett  
Chief Engineer Robert A. Dettman

## 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 3986  
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 Broad-  
casting 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  
Representative George P. Hollingsbery Co.

### Personnel

President Morgan Murphy  
Station Manager H. S. Hyett  
Chief Engineer William Lounsberry

## W E B C

DULUTH—EST. 1924

BLUE NETWORK-NATIONAL BROADCASTING  
CO-ARROWHEAD NETWORK  
Frequency: 1320 Kc. Power: 5000 Watts

# HOOPER OR CROSSLEY SURVEYS WERE NOT AVAILABLE

**Manchester Biscuit Co.**  
DIVISION OF UNITED BISCUIT COMPANY OF AMERICA QUALITY BISCUITS SINCE 1900  
**Fargo, North Dakota**

John W. Boler, General Manager  
 North Central Broadcasting System  
 Commodore Hotel  
 St. Paul, Minnesota

Dear Mr. Boler:

It seems to me this is a swell time to write this letter expressing our thoughts in connection with our program being carried on the several stations affiliated with the North Central group.

The two offers which have, so far, been featured on your stations have enjoyed an outstanding success. Almost if demonstrated. We hope you are as pleased with the result so far as we are.

We recently held our annual sales meeting here in Fargo. You will be interested to know that every man within the listening radius of any of the stations that carry our show was lavish in his praise for the program and enthusiastic over final results.

I believe your organization and each station carrying the program can be justly proud of the job you have done on Waldorf Crackers.

Yours very truly  
 MANCHESTER BISCUIT COMPANY

By **A. M. Dargan**  
*A. M. Dargan*  
 Sales Manager

### NCBS AFFILIATED STATIONS

WL0L	— Minneapolis, St. Paul	..... Minn
WDSM	— Duluth, Superior	..... Minn, Wis.
KVOX	— Fargo, Moorhead	..... N. D., Minn.
KATE	— Albert Lea, Austin	..... Minn.
KWNO	— Winona	..... Minn.
KGDE	— Fergus Falls	..... Minn.
KWLM	— Willmar	..... Minn.
KGCU	— Bismarck, Mandan	..... N. D.
KLPM	— Minot	..... N. D.
KDLR	— Devils Lake	..... N. D.
KSJB	— Jamestown	..... N. D.
KABR	— Aberdeen	..... S. D.
WEAU	— Eau Claire	..... Wis.
WJMJ	— Marquette	..... Mich.
WDBC	— Escanaba	..... Mich.
KWFD	— Fort Dodge	..... Iowa
WATW	— Ashland	..... Wis.
WJMS	— Ironwood	..... Mich.
WHDF	— Calumet-Houghton	..... Mich.
WMFG	— Hibbing	..... Minn.
WHLB	— Virginia	..... Minn.
KILO	— Grand Forks	..... N. D.
WIBA	— Madison	..... Wis.

SOME agencies and advertisers felt the stations had to have 50 kw and/or a low frequency, plus top Hooper and CAB rated shows to proceed or follow, or they wouldn't buy time! However, some did buy and were very happy to know that their choice was indeed economical and were well satisfied with excellent results. NCBS stations proved this to the advertiser via mail response, with boxtops included, which we believe is better proof of a station's sales ability than telephone surveys or house-to-house calls would indicate

Seven NCBS stations pulled over 18,000 pieces of mail in a thirteen-week campaign for the Manchester Biscuit Company. In every letter there was a boxtop from a package of Waldorf Crackers. We publish herein copies of letters from the client and the agency to clarify our boast. It proves beyond doubt that NCBS stations give the best results at the lowest costs per thousand radio homes.

Lever Brothers have used NCBS stations for the past two and one-half years for campaigns for Swan Soap and Vimms Vitamin Tablets, with very satisfactory results. General Mills have consistently used NCBS stations for the past two years, and recently, one of their agencies (Blackett-Sample-Hummer) cited twenty-five stations in the United States, from a large number of stations being used, as having done an outstanding job and brought excellent returns on an eight-day test offer. Three NCBS stations were among the twenty-five top stations listed.

NCBS is located in the heart of the wheat belt and the richest agricultural area in the United States. Millions of dollars worth of livestock are raised, and millions of dollars in farm products are grown throughout the north central states and the Red River Valley, giving the farmers millions to spend

Retail purchases in the north central states last year	..... \$2,186,631,000
Total population served by North Central stations	..... 6,284,815
Total radio homes	..... 1,571,203

The North Central States are known as "Bread Basket of the World" and "Number One in Dairy Products." The bread that America bakes, as well as the butter that's spread on it, comes from North Central states. Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life!

Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the United States located in South St. Paul.

# NORTH CENTRAL BROADCASTING SYSTEM, INC.

John W. Boler, President



**K Y S M**

**MANKATO—EST. 1938**

**BLUE NETWORK—NBC  
SOUTHERN MINNESOTA NETWORK  
NORTHWEST 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: The Foreman Company

**Personnel**

President: F. B. Clements  
General Manager: John F. Meagher  
Sales Promotion Manager: Rolf Julsrud  
Program-Production Manager: Bill Walker  
Continuity Director: Jeanne Kimball  
Music Librarian: Mary Olivera  
Musical Director-Artists Bureau Head: Maurice Piche  
Chief Engineer: James Houts

**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: 24 hours daily  
News Service: AP; UP  
Representative: Radio Sales

**Personnel**

General Manager: A. E. Joscelyn  
Assistant General Manager-Program Director: Al Sheehan  
Sales Promotion Manager: Sam H. Kaufman  
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**

Frequency: 1130 Kc. Power: 5000 d.; 500 n.  
Owner-Operated By: Dr. George W. Young  
Address: Nicollet Hotel  
Phone Number: BRidgeport 7777 (Mpls.); Midway 6363 (St. Paul)

Transmitter Location: Waysata Blvd., Minneapolis (Route 7)

Time on the Air: 6 a.m. to sunset, MST.  
News Service: AP  
Transcription Service: Standard Radio  
Representative: William G. Rambeau Co.

**Personnel**

Owner and General Manager: Dr. George W. Young  
Commercial Manager: Lee L. Whiting  
Sales Promotion Manager: Jerome H. Fischbein  
Director of War Programs: Gertrude Faue

**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)  
News Service: UP

**Personnel**

Manager: Burton Paulu  
Program Director: Betty T. Girling  
Production Manager: Edward Wegener  
Chief Announcer: Mel Nelson  
Chief Engineer: Burton Holmberg (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 midnight; Saturdays, 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12 midnight

News Service: INS  
Transcription Service: Associated Music Publishers

Representative: The Foreman Company

**Personnel**

President: C. J. Winton, Jr.  
General Manager: H. E. Westmoreland  
Commercial Manager: Fred F. Laws  
Sales Promotion Manager: Lynn Meyer  
Program Director: John Hirschboeck  
Sports Director: Harry McTigue  
News Editor: Melvin Nelson  
Musical Director: Verne Rooney  
Engineering Supervisor: Gene Braultgam  
Technical Advisor: Ogden Prestholdt

# WE'RE STRIKING UP the BRAND!



**N**O magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.



Represented Nationally by Edward Petry & Co.

**W T C N**

**MINNEAPOLIS—EST. 1934**  
BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.  
Owned By: Minneapolis Daily Times & St. Paul Dispatch-Pioneer Press  
Operated By: Minnesota 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: W. F. Johns  
Station Manager: C. T. Hagman  
Commercial Manager: F. Van Konyneburg  
Program Director: Robert DeHaven  
Publicity Director-Traffic Manager: Judy Bryson  
Musical Director: Frank Zdarsky  
Chief Engineer: Myron Fleming

**K S T P**

**ST. PAUL-MINNEAPOLIS—EST. 1924**  
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: 24 hours daily  
News Service: 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  
Farm Editor: Hugh Aspinwall  
News Editor: John Versteate  
Artists' Bureau Head: David Stone  
Musical Director: Leonard Leigh

**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 12:30 a.m.; Saturdays, 6 a.m. to 1 a.m.  
News Service: AP  
Transcription Service: Standard Radio  
Representative: William G. Rambeau Co.

**Personnel**

President and General Mgr.: Edward Hoffman  
Sales Promotion Manager: Samuel N. Nemer  
Program-Publicity Director: Marilyn Powell  
Production Manager-Chief Announcer: Frank Devaney  
Musical Director: Lillian Jones  
Chief Engineer: Warren Fritze

**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  
Representatives: North Central Broadcasting System

**Personnel**

President: John Boler  
Station Manager: M. M. Marget  
Commercial Manager: M. M. Marget  
Program Director: Arvid Johnson  
Chief Engineer: Dick Noble

**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: 7:30 to Sunset, Shared with WLB

**Personnel**

President..... L. W. Boe  
 Director..... Martin Hegland  
 Station Manager..... M. C. Jensen  
 Program Director..... David Johnson  
 Musical Director..... Oscar Overby  
 Chief Engineer..... O. W. Haldorsen  
 (Non-Commercial Station)

**K R O C**

**ROCHESTER—EST. 1935**

BLUE NETWORK

NBC—SOUTHERN MINNESOTA NETWORK  
 MINNESOTA RADIO NETWORK

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

Address..... 100 First Ave. Building  
 Phone Number..... 3924, 3925  
 Transmitter Location... Highway 52, Cascade  
 Township

Time on the Air: 6:30 a.m. to 12:30 a.m.;  
 Sundays, 8 a.m. to 12:30 a.m.

News Service..... UP  
 Transcription Service

Standard Radio; NBC Thesaurus  
 Representative..... Radio Advertising Corp.

**Personnel**

President..... Agnes P. Gentling  
 Secretary..... Maxine Jacobs  
 Station Manager..... Gerald H. Wing  
 Commercial Manager..... Lew Potter  
 Program Director..... Cal Smith  
 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.

Address..... Weber Building  
 Phone Number..... 3330, 3331  
 Transmitter Location... Military Highway  
 Time on the Air..... 6 a.m. to 12 midnight;  
 Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation... St. Cloud Times  
 News Service..... UP

National Sales Office (Northwest Network)  
 Ray C. Jenkins, Radison Hotel, Minneapolis,  
 Minn.

Representative (Northwest Network)  
 Edward Petry & Co.

**Personnel**

President-General Manager... Fred Schilplin  
 Commercial Manager... Martin F. Lindemann  
 Promotion Manager-Program Director

Lucile Miller  
 Production Manager..... Hubert Warner  
 Chief Engineer..... Robert B. Witschen

**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..... Greg Rouleau  
 Program Director..... Greg Rouleau  
 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  
 Redwood Falls Studio Manager Mrs. Gerretson  
 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..... Unlimited license  
 Newspaper Affiliation... Winona Republican-  
 Herald

Transcription Service... Standard Radio

**Personnel**

President..... M. H. White  
 General Manager..... L. L. McCurnin

# MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W C B I

COLUMBUS—EST. 1940

KEYSTONE BROADCASTING SYSTEM  
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, Columbus;  
Ritz Theatre, West Point  
Transmitter Location.....1st and Main Sts.  
Time on the Air.....16 hours daily  
Newspaper Affiliation...Columbus Commercial  
Dispatch  
News Service.....AP  
Transcription Service.....Standard Radio,  
Keystone Broadcasting System  
Representative.....Sears and Ayer, Inc.

### Personnel

Owner.....Capt. Birney Imes, Jr.  
General Manager.....Bob McRaney  
Commercial Manager.....James Eatherton  
Program-Production Manager.....Bill McHan  
Director of War Programs—Women's  
Programs.....Jane Burrous  
News Editor.....John Brinn  
West Point Studio Director.....Madge Moore  
Chief Engineer.....Maxell Williams

## W J P R

GREENVILLE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....John R. Pepper  
Address.....107 So. Poplar  
Phone Number.....1770  
Transmitter Location.....North on Highway  
No. 1  
Time on the Air.....7 a.m. to 9 p.m.;  
Sundays, 9 a.m. to 6 p.m.  
News Service.....UP  
Transcription Service.....Associated Music  
Publishers; Keystone Broadcasting System

### Personnel

Owner.....John R. Pepper  
Director.....Bert Ferguson  
Commercial Manager.....Frank W. Baldwin  
Program Director.....Bob Thompson  
Publicity Director.....Sallie Kellner  
Musical Director.....Rosie Mock  
Chief Engineer.....R. L. Lee

## W G R M

GREENWOOD—EST. 1938

MUTUAL BROADCASTING SYSTEM—  
NATIONAL BROADCASTING SYSTEM—  
MISSISSIPPI NETWORK—KEYSTONE  
BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....P. K. Ewing  
Address.....222 Howard Street  
Phone Number.....1717  
Transmitter Location.....North Greenwood  
Time on the Air.....7 a.m. to 10 p.m.  
Transcription Service.....Keystone Broadcasting  
System  
Representative.....Sears & Ayer, Inc.

### Personnel

President.....P. K. Ewing  
Station-Commercial Manager.....F. C. Ewing  
Program Director.....Herb Abramson  
Production Manager.....M. L. Henderson  
Chief Announcer.....Billy Hand  
Chief Engineer.....Gordon Clark

## W G C M

GULFPORT—EST. 1929

KEYSTONE BROADCASTING SYSTEM  
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....WGCM, Inc.  
Operated By.....Hugh O. Jones  
Business Address.....Hewes-Martin Bldg.  
Phone Number.....Gulfport 1111  
Studio Addresses.....Hewes-Martin Bldg.  
(Gulfport); Tivoli Hotel (Biloxi)  
Transmitter Location.....Arlington Heights  
Time on the Air.....7 a.m. to 10 p.m.;  
Sundays, 10:30 a.m. to 8:30 p.m.  
News Service.....INS  
Representative.....Sears & Ayer

### Personnel

President-Owner.....Hugh O. Jones  
Sales Promotion-Production Manager  
Dell Crosby  
Program Director-Chief Announcer  
Larry Holmes  
Chief Engineer.....Donovan Murphy

## W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Forrest Broadcasting  
Co.  
Address.....302 Hemphill St.

Phone Number.....1866-67  
 Transmitter Location.....W. Seventh St. and  
 25th Ave.  
 Time on the Air.....6:30 a.m. to 11:05 p.m.  
 News Service.....UP  
 Representative.....Sears & Ayer

**Personnel**

President and General Manager... C. J. Wright  
 Program Director-Production  
 Manager ..... John T. Orr

**W J D X**

**JACKSON—EST. 1929**

**NATIONAL BROADCASTING CO.**

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.....Unlimited license  
 Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor

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,  
 P. O. Box 1847

Phone Number.....3-2789  
 Transmitter Location....Foot of High St.  
 Time on the Air.....6:30 a.m. to 11 p.m.  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Sears & Ayer

**Personnel**

President.....Geo. W. Covington  
 Station Manager.....L. M. Sepaugh  
 Commercial Manager.....F. E. Wilkerson, Jr.  
 Sales Promotion Manager... Maurice Wray  
 Program Director.....Ward Coleman  
 Chief Announcer.....Roy Weinedel  
 Chief Engineer.....C. A. Perkins

**W A M L**

**LAUREL—EST. 1935**

**NATIONAL BROADCASTING CO.  
 KEYSTONE BROADCASTING SYSTEM  
 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.....Standard Radio  
 Representative.....Sears & Ayer

**Personnel**

President.....D. A. Matison  
 Station and Commercial Mgr....H. M. Smith  
 Sales Promotion Manager... Granville Walters  
 Program Director.....Frank Hollifield  
 Bookkeeper.....Sue Wilby  
 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  
 News Director.....Charles White McGehee  
 Program Director.....Julia D. Blumenstock  
 Chief Announcer.....John Thompson, Jr.  
 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  
 Program-Musical Director... Mrs. D. W. Gavin

**W M I S**

**NATCHEZ—EST. 1941**  
MISSISSIPPI NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
Owned By..... Natchez Broadcasting Co.  
Operated By..... P. K. Ewing, Jr.  
Address..... City Bank & Trust Co. Bldg.  
Phone Number..... 1515  
Transmitter Location... Highway No. 61, North  
Time on the Air..... 7 a.m. to 9 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-Chief Announcer... James Day  
Production Manager..... Norman Lawrence  
Publicity Director..... Myra Boudreaux  
Artists Bureau Head..... Marjorie Marx  
Chief Engineer..... Thos. Patterson

**W Q B C**

**VICKSBURG—EST. 1931**  
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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..... 11 to 12 hours daily  
Newspaper Affiliation... Vicksburg Evening  
Post; Vicksburg Morning Herald  
News Service..... AP  
Transcription Service..... World Broadcasting  
System

**Personnel**

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

**MISSOURI**

*For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 227-285*

**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..... UP  
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 Elm Sts.  
Phone Number..... 4141-42

Transmitter Location... 1200 East Broadway  
Time on the Air..... 7:15 a.m. to 11 p.m.;  
Sundays, 7 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

**Personnel**

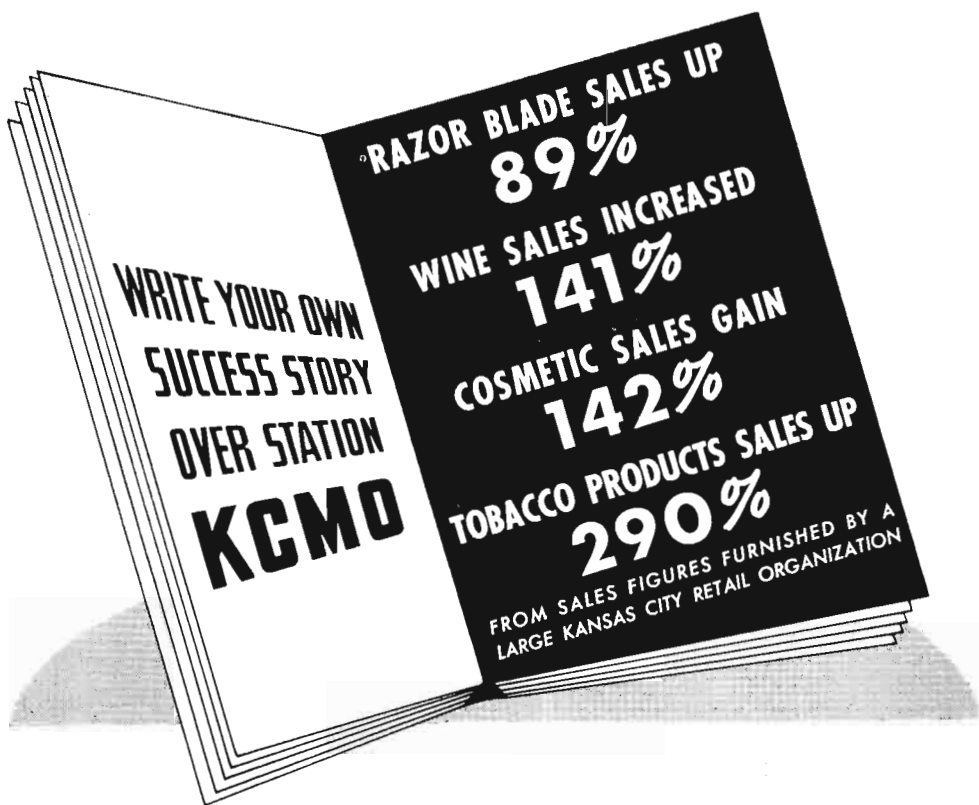
President..... Elzey Roberts  
Station Manager..... C. L. Thomas  
Business Manager..... E. R. Welden  
Program Director..... Foster H. Brown, Jr.  
Commercial Manager..... J. W. Roth  
Production Manager..... Harold Douglas  
Chief Announcer..... Harold Douglas  
Chief Engineer..... Robert Haigh

**K H M O**

**HANNIBAL—EST. 1941**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Courier Post Publish-  
ing Co.  
Address..... 102½ S. Main St.  
Phone Number..... 3450-51  
Transmitter Location..... Lindell Ave.  
Time on the Air..... 6 a.m. to 11 p.m.;  
Sundays, 8 a.m. to 11 p.m.



These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly.

KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You Can get complete details and a list of availabilities from any McGillvra office.

**NATIONAL REPRESENTATIVE:  
JOSEPH HERSHEY MCGILLVRA**



**BASIC BLUE NETWORK**



Newspaper Affiliation....Hannibal Courier-  
Post  
News Service.....AP  
Transcription Service.....Lang-Worth

**Personnel**

President.....E. L. Sparks  
General Manager.....W. Earl Dougherty  
Production Manager.....U. S. (Scotty) Smith  
Musical Director.....George Lacey  
Chief Engineer.....Warren E. McFadden

**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.....Unlimited license  
Newspaper Affiliation...Jefferson City Capitol  
News & Post Tribune  
Transcription Service....World Broadcasting  
System; Lang-Worth  
Representative.....Sears & Ayer

**Personnel**

President.....R. C. Goshorn  
Station Manager.....R. L. Roge

**W M B H**

**JOPLIN—EST. 1933**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Joplin Broadcasting Co.  
Address....Frisco Bldg., Sixth and Main Sts.  
Phone Number.....330-1-2-3  
Transmitter Location.....13th and Roosevelt  
Time on the Air.....6 a.m. to 1 a.m.  
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  
Program Director.....Margaret Houston  
Continuity Editor.....June Darby  
Production Manager-Musical Director  
Stella Lukens  
News Editor.....Rob Roy Ratcliff  
Chief Announcer.....Charles McIntire  
Artists Bureau Head.....Abe Radunsky  
Chief Engineer.....Richard Meek

**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.....AP  
Transcription Service.....Associated Music  
Publishers,  
Representative...Joseph Hershey McGillvra

**Personnel**

President.....T. L. Evans  
General & Sales Manager.....Jack Stewart  
Business Manager.....C. E. Breazeal  
Program Director.....Dorothy Stewart  
Production Managers.....Kenneth Heady,  
Margaret Hillias  
Publicity-Sales Promotion Manager  
Dave Brown  
News Editor.....James Munroe  
Musical Director.....Leigh Croven

**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 & Belinder Road  
Time on the Air: 5:30 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight  
News Service.....AP; UP  
Transcription Service: Lang-Worth; World  
Broadcasting System  
Representative .....Free & Peters, Inc.

**Personnel**

President .....Arthur B. Church  
Managing Director.....Karl R. Koerper  
Director of Sales .....Sam H. Bennett  
Promotion-Publicity Director....Frank Barhyt  
Merchandising-Research  
Director .....Mark N. Smith  
Program Director.....Don Macon  
Director of War Programs.....Gene Dennis  
Production Manager.....Fran Heyser  
Chief Announcer.....Gordon Haywood  
Studio Director.....Kenneth Krahl  
Artists Bureau Head...James W. McConnell  
Musical Director.....P. Hams Flath  
Chief Engineer.....A. R. Moler

# KSD

**CONTINUED**  
*Leadership*  
in **ST. LOUIS**

KSD is the dominant news coverage station in St. Louis.

This is of first importance in war time. KSD is the only station in St. Louis with full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

*KSD has a greater daytime population coverage area than any other St. Louis station.*

**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

ATLANTA

SAN FRANCISCO

HOLLYWOOD

**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, 8 a.m. to 12 midnight  
 Newspaper Affiliation...The Kansas City Star  
 News Service...AP  
 Transcription Service...Lang-Worth  
 Representative...Edward Petry and Company

**Personnel**

President...Earl McCollum  
 Station Manager...H. Dean Fitzner  
 Assistant Manager...V. S. Batton  
 Commercial Manager...R. Gardner Reames  
 Program Manager...Harry J. Kaufmann  
 Chief Announcer...Henry Carroll  
 Chief Engineer...Joseph A. Flaherty

**W H B**

**KANSAS CITY—EST. 1922**  
**MUTUAL**

**KANSAS STATE NETWORK**

Frequency: 880 Kc. Power: 1000 Watts  
 Owned-Operated By...WHB Broadcasting Co.  
 Address...Scarritt Building  
 Phone Number...Harrison 1161  
 Transmitter Location...North Kansas City  
 Time on the Air...Daytime license

**Personnel**

President...Donald Dwight Davis  
 Station Manager...John T. Schilling

**K W O C**

**POPLAR BLUFF—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

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 North Main St.  
 Phone Number...1310  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 8 a.m. to 6 p.m.  
 Newspaper Affiliation...Poplar Bluff Daily  
 American Republic  
 News Service...AP

**Personnel**

Chief Executive...O. A. Tedrick  
 General Manager...P. H. Cunningham  
 Production Manager...William R. Tedrick  
 Chief Announcer...Joe Roman  
 Chief Engineer...Don Lidenton

**K F E Q**

**ST. JOSEPH—EST. 1924**  
**BLUE NETWORK**

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By...KFEQ, Inc.  
 Address...Schneider Building,  
 7th and Felix Streets  
 Phone Number...4-0813  
 Transmitter Location...5½ miles North  
 Northeast of St. Joseph  
 Time on the Air...24 hours daily  
 Newspaper Affiliation...St. Joseph News-Press,  
 St. Joseph Gazette  
 News Service...UP  
 Transcription Service...NBC Thesaurus,  
 Standard Radio  
 Representative...Headley-Reed Company

**Personnel**

President-Station Manager...Barton Pitts  
 Nat'l Advertising Manager...Glen G. Griswold  
 Publicity-Promotion Manager...J. Ted Branson  
 Program Director...Harry Packard  
 Chief Engineer...Fred H. Damm

**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...Unlimited license  
 News Service...AP, Transradio, UP  
 Transcription Service...Associated Music  
 Publishers; Lang-Worth  
 Representative...Radio Sales

**Personnel**

General Manager...Merle S. Jones  
 Assistant Manager...Arthur Casey  
 Sales Manager...Wendell B. Campbell, 2nd  
 Public Events Director...Jerry Hoekstra  
 Program Director...Blaine Cornwell  
 Continuity Editor...Charles Barnhart  
 Accountant...Robert F. DeVoe  
 Radio Sales Representative...Carter Ringlep  
 Publicity Director...William Zalkin  
 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  
 Sales Manager.....Edward W. Hamlin

**K W K**

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)

Owned-Operated By.....Thomas Pairick, Inc.  
 Address..Hotel Chase, Lindell & Kingshighway  
 Phone Number.....Rosedale 3210  
 Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.

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

News Service.....UP; Reuters  
 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  
 Chief Announcer.....Martin Bowin  
 Program Director.....John Tinnea  
 Publicity Director.....Sue McCaslin  
 Musical Director.....Richard Hayes  
 Chief Engineer.....N. J. Zehr

**K X O K**

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Star-Times Publishing Company

Address.....12th and Delmar Blvds.  
 Phone Number.....CHestnut 3700  
 Transmitter Location.....Horse Shoe Lake, Madison County, Ill.

Time on the Air.....24 hours daily  
 Newspaper Affiliation.....St. Louis Star-Times  
 News Service.....INS; UP

Transcription Service.....Associated Music Publishers; Standard Radio

Representative.....Weed & Company

**Personnel**

Sales Manager.....Clarence G. Cosby  
 Promotion Manager.....Robert A. Seat  
 Program Director.....C. L. Thomas  
 Publicity Director.....Harry K. Renfro  
 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.....Local sunrise-to-sunset  
 News Service.....INS  
 Transcription Service.....Standard Radio,  
 Lang-Worth; Associated Music Publishers  
 Representative.....John E. Pearson

**Personnel**

President.....Rev. H. B. Crimmins, S.J.  
 General Manager.....Nicholas Pagliara  
 Program Director.....Don Lochner  
 Production Manager-Publicity  
 Director.....Mark Thompson  
 Musical Director.....Ralph Stein  
 Chief Engineer....Brother George Rueppel, S.J.

**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...Grand & Lindell Blvds.  
 Time on the Air: 7 a.m. to 11:30 p.m.; Satur-  
 days, 7 a.m. to 2 p.m.; Sundays, 8:30 a.m.  
 to 11 p.m.

News Service.....AP  
 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  
 Sales Promotion Manager...Claude C. Rock  
 Program Director.....Neil Norman  
 Publicity Director.....Mel Kampe  
 Musical Director.....Allister Wylie  
 Chief Engineer.....Chal H. Stoup

**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 DeMun 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.....L. Kenn Zank  
 Musical Director.....Theodore Hoelty-Nickel  
 Sports Editor.....Kenn Lawrence  
 Chief Engineer.....Carl H. Meyer

**K D R O**

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Albert S. and Robert A.  
 Drohlich d/b Drohlich Bros.  
 Address.....2100 W. Broadway  
 Phone Numbers.....4004, 4005, 4006  
 Transmitter Location.....2100 W. Broadway  
 Time on the Air.....6 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service..Keystone Broadcasting  
 System

**Personnel**

Station-Commercial Manager  
 Robert A. Drohlich  
 Promotion Manager.....Albert S. Drohlich  
 Program Director.....William Davis  
 Chief Announcer.....Milton Dickey  
 Chief Engineer.....Bing G. Wong

**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 News-  
 papers, Inc.  
 News Service.....AP; UP  
 Transcription Service.....NBC Thesaurus.  
 Standard Radio  
 Representative.....John E. Pearson

**Personnel**

President.....Tams Bixby, 2nd  
 General Manager.....Ralph D. Foster  
 National Sales Manager.....Leslie L. Kennon

Local Sales Manager.....J. Gordon Wardell  
 Promotion Manager...M. Wayland Fullington  
 Program Director.....Terry Moss  
 Director of War Programs...Ralph A. Nelms  
 Production Manager.....C. R. Black  
 Chief Engineer.....Fritz Bauer

**K T T S**

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Independent Broad-  
 casting Co.  
 Address.....Chamber of Commerce Bldg.  
 Phone Number.....4303  
 Transmitter Location...Chamber of Commerce  
 Bldg.  
 Time on the Air: 6 a.m. to 12:02 a.m.; Sundays,  
 7 a.m. to 12:02 a.m.  
 News Service.....INS  
 Transcription Service.....World Broadcasting  
 System  
 Representative..Howard H. Wilson Company

**Personnel**

President.....J. H. G. Cooper  
 Station Manager.....G. Pearson Ward  
 Commercial Manager.....Marvin Ward  
 Program Director.....Frank McAtee  
 Musical Director.....Frank Snipe  
 Chief Engineer.....Frank L. Barker

**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.....James River Club  
 Road and Highway M  
 Time on the Air.....5 a.m. to midnight  
 Newspaper Affiliation.....Springfield News-  
 papers, Inc.  
 News Service.....AP; UP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson

**Personnel**

President and Station Mgr....Ralph D. Foster  
 National Sales Manager.....Leslie L. Kennon  
 Local Sales Manager.....J. Gordon Wardell  
 Sales Promotion  
 Manager.....M. Wayland Fullington  
 Program Director.....Terry Moss  
 Director of War Programs...Ralph A. Nelms  
 Production Manager.....C. R. Black  
 Chief Engineer.....Fritz Bauer

# MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## 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. Cooney  
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: 8 a.m. to 10 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: M. E. Dunn  
Program Director: L. L. Sterling  
Chief Engineer: Jack Provis

## K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.

Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By: KGIR, Inc.  
Address: Butte

Phone Number: 22-3-44  
Transmitter Location: Butte  
Time on the Air: Unlimited license  
News Service: UP  
Transcription Service: Lang-Worth;

C. P. MacGregor

Representative: The Walker Co.

### Personnel

Manager: Ed. B. Craney

## K F B B

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: Buttrely 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.

News Service: UP  
Transcription Service: NBC Thesaurus, Standard Radio

Representative: Weed & Company.

### Personnel

President: F. A. Buttrely  
General Manager: Joseph P. Wilkins  
Program Director: LeRoy Stahl  
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

**Personnel**

General Manager.....Donald C. Treloar  
 Commercial Manager.....K. W. Montgomery  
 Program-Musical Director.....Don Treloar  
 Chief Engineer.....Donald Gorman

**K R J F**

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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;  
 C. P. MacGregor; Keystone Broadcasting  
 System

**Personnel**

General Manager.....W. F. Flinn  
 Station Manager.....Don Tannehill  
 Program Director.....R. D. Wilson  
 Chief Engineer.....H. W. Panchot

**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  
 News Service.....UP  
 Representative.....Burns-Smith Co.

**Personnel**

President and Station Manager...A. J. Mosby  
 Assistant Manager-Program Director,  
 James Alden Barber  
 Sales Manager.....Soc Vratil  
 Publicity Director.....John J. Campbell  
 News Editor.....Bill Strothman  
 News-Publicity Director.....John J. Campbell  
 Educational Director.....Ruth G. Schleber  
 Accountant.....Rogna Phelps  
 Traffic Manager.....Esther Christian  
 Chief Engineer.....Fred U. Wamble

**K G C X**

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....E. E. Krebsbach  
 Business Address.....Sidney, Mont.  
 Phone Number.....408  
 Studio Address.....Sucksdorf Bldg.  
 Transmitter Location....4½ miles N. E. of  
 Sidney

Time on the Air.....7 a.m. to 8:15 a.m.  
 Transcription Service.....Standard Radio

**Personnel**

President-Station Manager...E. E. Krebsbach  
 Commercial Manager.....Milton J. Severson  
 Chief Announcer.....Mel King  
 Musical Director.....Ronald W. Cook  
 Chief Engineer.....Otto E. Moates

**NEBRASKA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**K O R N**

FREMONT—EST. 1939

Frequency: 1490 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

**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.....Local sunrise to sunset  
 News Service.....UP  
 Transcription Service...Standard Radio; BMI  
 Representative.....Headley-Reed Co.

**Personnel**

President-General Manager..... Don Searle  
 Business Manager..... Wick Heath  
 Commercial Manager..... Bill Martin  
 Program Director-Chief Announcer,  
 George Kister  
 Production Manager..... Dutch Woodward  
 Chief Engineer..... D. Swanson

**K H A S**

**HASTINGS—EST. 1940**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Nebraska  
 Broadcasting Co.  
 Address.....Tribune Bldg.  
 Transmitter Location.....Tribune Bldg.  
 Time on the Air.....7 a.m. to 7 p.m.  
 Newspaper Affiliation.....Hastings Daily Tribune  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System

**Personnel**

President.....Fred A. Seaton  
 Station Manager.....Duane L. Watts  
 Program Director-Chief Announcer  
 Max Brown  
 Chief Engineer.....Duane B. Allison

**K G F W**

**KEARNEY—EST. 1928**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Central Nebraska  
 Broadcasting Corporation  
 Address.....Federal Annex Bldg.  
 Phone Number.....Executive office, 23541,  
 Program Dept., 31551  
 Transmitter Location.....South Central Ave.  
 Time on the Air.....6 a.m. to 10 p.m.  
 News Service.....AP  
 Representative.....Sears & Ayer, Inc.

**Personnel**

General Manager.....Lloyd C. Thomas  
 Station-Commercial Manager.....E. Anson Thomas  
 Sales Promotion Manager.....Carl Argabrite  
 Program Director-Chief Announcer  
 Harold Clark  
 Production Manager.....Maurice Wenzinger  
 Publicity Director.....Maxine Selover  
 Office Manager.....Betty Bishop  
 Farm Editor.....Arnold Kloxen  
 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.....5 a.m. to 12:05 a.m.  
 Newspaper Affiliation.....Nebraska State  
 Journal, Lincoln Star  
 News Service.....INS; AP  
 Transcription Service.....Standard Radio  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Station Manager.....W. Judson Woods  
 Commercial Manager.....Arthur J. Weaver  
 Sales Promotion Manager.....Harry Walsh  
 Auditor-Office Manager.....Paul L. Dodd  
 Program Director.....Earl Williams  
 Production Manager.....Orth Wells  
 Publicity Director.....Naomi Wood  
 Continuity Head.....L. A. Miller  
 Traffic Manager.....Clara Rehn  
 Music Librarian.....Alene McKinney  
 Chief Engineer.....Mark Bullock

**K F O R**

**LINCOLN—EST. 1924**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cormbelt 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; AP  
 Transcription Service.....Standard Radio  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

General Manager.....Don Searle  
 Station Manager.....Jud Woods  
 Commercial Manager.....Arthur J. Weaver  
 Promotion Manager.....Harry Walsh  
 Auditor-Office Manager.....Paul L. Dodd  
 Publicity Director.....Naomi Wood  
 Continuity Head.....L. A. Miller  
 Traffic Manager.....Clara Rehn  
 Musical Director.....Edward E. Perrigo  
 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 Announcer.....Jay Baumann  
Musical Director.....Harold Keine  
Chief Engineer.....Frank Weidenbach

**K G N F**

**NORTH PLATTE—EST. 1930**

KEYSTONE BROADCASTING SYSTEM

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  
Representative.....The Walker Co.

**Personnel**

President and Station Mgr.....W. I. LeBarron.  
Program Director.....Genevieve Eaves  
War Program Director.....Ernie Jaeggi  
Chief Engineer.....J. B. Eaves

**K B O N**

**OMAHA—EST. 1942**

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.....6:30 a.m. to midnight  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....William G. Rambeau Co.

**Personnel**

President.....John K. Morrison  
Station Manager.....Marie Maher  
Business Manager.....Paul R. Fry  
Chief Announcer.....Dayton E. Heckman  
Chief Engineer.....Richard Wina

**K O I L**

**OMAHA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

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 12:05 a.m.; Sundays,  
8 a.m. to 12:05 a.m.

Newspaper Affiliation.....Lincoln Star,  
Nebraska State Journal

News Service.....INS; AP  
Transcription Service.....Standard Radio  
Representative.....Edward Petry & Co.

**Personnel**

General Manager.....Don Searle  
Sales Manager.....Arthur J. Weaver  
Merchandising Manager.....Harry Walsh  
Program Director-Production Manager  
Harold Hughes  
Musical Director.....Kermith Trimble  
Chief Engineer.....Mark Bullock

**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  
Business Address.....15th and Farnam Sts.  
Studio Address.....World Herald Bldg.  
Transmitter Location.....Northwest of Omaha  
Time on the Air.....6 a.m. to local sunset  
News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....George P. Hollingbery Co.

**Personnel**

President.....Henry Doorly  
Station Manager.....Frank E. Shopen  
Commercial Manager.....Louis A. Smith  
Production Manager-Publicity Director  
Ken Stuart  
Chief Engineer.....F. E. Shopen, Jr.

**W O W**

**OMAHA—EST. 1925**

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts  
Owned-Operated By.....Radio Station WOW, Inc.  
Address.....Insurance Building, 17th & Farnam  
Streets

Phone.....Webster 3400  
Transmitter Location.....56th & Kansas Avenue  
Time on the Air.....24 hours daily  
News Service.....UP  
Transcription Service.....NBC Thesaurus;  
Lang-Worth; BMI; C. P. MacGregor  
Representative.....John Blair & Company

**Personnel**

Station Manager.....John J. Gillin, Jr.  
Promotion Manager.....Bill Wiseman  
Personnel Director.....William Ruess  
Program-Commercial Manager.....Harry Burke  
Production Manager.....Lyle DeMoss  
Publicity Director.....Bill Wiseman  
Director of News and Special  
Events.....Ray Clark  
Sports Editor.....Tom Dailey  
Musical Director.....Morton Wells  
Chief Engineer.....Wm. J. Kotera

# K G K Y

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By: L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart  
 Operated By: Hilliard Co.  
 Business Address: 1517 Broadway  
 Phone Number: 856

Studio Address: 1517 Broadway; Alliance Hotel, Alliance Nebr.  
 Transmitter Location: South Broadway  
 Time on the Air: Unlimited license  
 Transcription Service: NBC Thesaurus; Standard Radio

### Personnel

President and Station Manager: L. L. Hilliard  
 Vice-President-Commercial Manager: R. M. Stewart

# NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

# 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 Number: 1400  
 Studio Address: El Rancho Vegas  
 Transmitter Location: El Rancho Vegas

Time on the Air: 8 a.m. to 10 p.m.  
 News Service: INS  
 Transcription Service: NBC Thesaurus  
 Representative: Homer Owen Griffith

### Personnel

President-Station Manager: Maxwell Kelch  
 Commercial Manager: Goodloe McDowell  
 Program Director: Ralph O. Dow

# PA ORIGINATED

*the extra service of the  
 only press association*

*Station Relations*

*Department.*

# K O H

RENO—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 1000 Watts  
 Owned By: The Bee Incorporated  
 Operated By: McClatchy Broadcasting Company  
 Address: 143 Stevenson Street  
 Phone Number: 5106-07  
 Transmitter Location: County Road, Sparks, Nevada  
 Time on the Air: 6:45 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation: The Sacramento Bee; Modesto Bee; Fresno Bee  
 News Service: UP  
 Transcription Service: Associated Music Publishers  
 National Sales Office: Walter Davison, 366 Madison Ave., New York, N. Y.  
 Representative: Paul H. Raymer Co.

### Personnel

President: Eleanor McClatchy  
 Station Manager-Chief Engineer: Hewitt Kees  
 Sales Manager: Merrill Inch  
 Program Director: Merle Snider  
 Production Manager: Robert Regent

# NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WKNE

KEENE—EST. 1927

### COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By: WKNE Corporation  
 Address: 17 Dunbar St.  
 Phone Number: Keene 2080  
 Transmitter Location: Stanhope Ave.  
 Time on the Air: 6:30 a.m. to 11:15 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Headley-Reed Co.

### Personnel

President: Harry C. Wilder  
 Station Manager: David Carpenter  
 Commercial Manager: Richard G. Bath  
 Program Director: Robert M. Peebles  
 Publicity-Continuity Director: Evelyn Howe  
 Chief Announcer: Ozzie Wade  
 Chief Engineer: Howard Ayer

## WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

### KEYSTONE BROADCASTING SYSTEM

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: 7:30 a.m. to 11:15 p.m.;  
 Sundays, 8 a.m. to 11:15 p.m.  
 News Service: AP  
 Transcription Service: NBC Thesaurus

### Personnel

President: Vernon Mason  
 General Manager: Earle Clement  
 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 NETWORK

Frequency: 1370 Kc. Power: 5000 Watts

Owned-Operated By: N. H. Broadcasting Co.

Address: Carpenter Hotel, 323 Franklin St.  
 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: UP  
 Transcription Service: NBC Thesaurus  
 Representative: Weed & Co.; Bertha Bannan

### Personnel

President: Mrs. Henry P. Rines  
 Station Manager: David F. Shurtleff  
 Commercial Manager: Frank Betten  
 Sales Promotion Manager: Frederick Cole  
 Program Director-Production Manager: Don Caswell

Chief Announcer: Norman Bailey  
 Musical Director: Roger Barrett  
 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: Front Street  
 Time on the Air: 6:30 a.m. to 12 midnight

News Service: AP  
 Transcription Service: Associated Music Publishers

Representative: Joseph Hershey McGillvra; R. C. Foster & Company

### Personnel

President: Francis P. Murphy  
 Sales Manager: Warren Brewster  
 Sales Promotion-Publicity Director: Edwin Gott  
 Program Director: Phyllis Borden  
 Production Manager-Musical Director: Bert Colter

Chief Announcer: Armand La Pointe  
 Chief Engineer: Vincent H. Chandler

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184,245 Buyers

DEPEND UPON

W H E B

*for*

Primary DAYTIME Coverage

1940 Census Shows  
\$108,613,000  
Retail Sales  
(1942 'way up!)

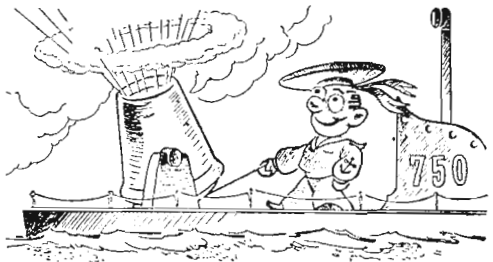
- All of these buyers are clustered within 27 miles of

Portsmouth, N. H.

- \$61,000,000-Plus Annual Navy Yard Payroll Alone!

W H E B

- THE WALKER CO.  
New York City
- BERTHA BANNAN  
Boston



BERT GEORGES, General Manager

**W H E B**

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts  
 Owned-Operated By: WHEB, Inc.  
 Address: Lafayette Road, U. S.  
 Highway No. 1  
 Phone Number: 2670  
 Transmitter Location: Lafayette Road, U. S.  
 Highway No. 1  
 Time on the Air: 6 a.m. to hour after local  
 sunset; Sundays, 7:45 a.m. to hour after  
 local sunset  
 News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: The Walker Company;  
 Bertha Bannon

**Personnel**

President: R. G. LeTourneau  
 General Manager: Bert Georges  
 Business Manager: Martin Gunther  
 Program Director: Winslow Bettinson  
 Production Manager-Publicity  
 Director: Dal Wyant  
 Chief Announcer: Keith Boss  
 News Editor: Carl Reed  
 Talent Director: Bill Waters  
 Bookkeeper: Alice Marr  
 Continuity Director: Bob Athearn  
 Musical Director: Katherine Gunther  
 Chief Engineer: Paul Lindsay

**NEW JERSEY**

For Latest U. S. Census Population And Radio Homes Data And  
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**W C A P**

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts  
 Owned-Operated By: Radio Industries  
 Broadcast Company, Inc.  
 Business Address: 4 Convention Hall  
 Phone Number: Asbury Park 1911-4682  
 Studio Address: 8-10-12 North Promenade  
 Convention Hall  
 Transmitter Location: W. Bangs Avenue,  
 Neptune, N. J.  
 News Service: Local News; Christian Science  
 Monitor News

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  
 Station-Business Manager:  
 Monroe L. Mendelsohn  
 Program Director: Ralph Shoemaker  
 Chief Engineer: Earle Godfrey

**Personnel**

President: George S. Ferguson  
 Station Manager: V. N. Scholes  
 Technical Advisor: Thomas F. Burley, Jr.  
 Program Director: Ruth Brown  
 Chief Announcer: Phillip O'Farrell  
 Musical Director: G. H. Scott  
 Chief Engineer: Gordon Shaw

**W F P G**

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Neptune Broad-  
 casting Corporation  
 Business Address: Steel Pier  
 Phone Number: 52188  
 Transmitter Location: Steel Pier  
 Time on the Air: 7:30 a.m. to 1 a.m.  
 News Service: UP  
 Transcription Service: Associated Music  
 Publishers  
 Representative: Burn-Smith Company, Inc.

**Personnel**

President-General Manager: Edwin E. Kohn  
 Program Director: Edgar A. Sweet  
 Musical Director: Franklin Leary  
 Chief Engineer: Blair K. Thron

**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: Absecon Blvd. and Beach  
 Thorofare



**WAAT**  
**NEW JERSEY'S *First* STATION**  
970 ON THE DIAL  
**ON THE AIR 24 HOURS A DAY—**

NEWARK EVENING NEWS—NEW JERSEY'S LEADING NEWSPAPER  
PRESENTS NEWS ON THE HOUR, EVERY HOUR

**DOLLAR FOR DOLLAR — THE BEST BUY\***  
**IN AMERICA'S FOURTH LARGEST MARKET**

Write, Wire, or Phone Mitchell 2-6400  
Executive and Sales Office: 15 Hill St., Newark, N. J.

\*Pulse of New York Surveys

**W S N J**

**BRIDGETON—EST. 1937**  
**KEYSTONE BROADCASTING SYSTEM**  
**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  
 Transcription Service: C. P. MacGregor; Lang-  
 Worth

**Personnel**

President-Manager: Howard S. Frazier  
 Commercial Manager: Ovelton Maxey

**W C A M**

**CAMDEN—EST. 1926**

Frequency: 1310 Kc. Power: 500 Watts  
 Owned-Operated By: City of Camden  
 Address: City Hall  
 Phone Numbers: Camden 0907-4523-9000  
 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 Sat-  
 urday)

News Service: AP  
 Transcription Service: Standard Radio

**Personnel**

Chief Executive: Mayor George E. Brunner  
 Station Manager-Chief Engineer: Clarence E. Onens  
 Sales Promotion Manager: L. M. Maxwell  
 Program Director: Elizabeth Renner  
 Production Manager-Chief Announcer: Harry Fleetwood  
 Publicity Director: William Markward

**W A A T**

**JERSEY CITY—NEWARK—EST. 1920**  
**NEW JERSEY STATE NETWORK**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Operated By: Bremer Broad-  
 casting Corporation  
 Address: 11 Hill St., Newark  
 Phone Number: Mitchell 2-6400  
 Studio Address: Hotel Douglas, Newark  
 Transmitter Location: Kearny  
 Time on the Air: 24 hours daily  
 News Service: UP

Transcription Service: World Broadcasting  
 System  
 Representative: William G. Rambeau Co.

**Personnel**

Executive Vice-President-General Manager: Irving Robert Rosenhaus  
 Vice-President in Charge of Sales: A. B. Schillin  
 Vice President in Charge of National Sales: Victor Bennett  
 Program Director: Jay Stanle  
 Director War Activities: Roland Trenchard  
 Production Manager: Lee Stewart  
 Traffic Manager: Grace Reese  
 Comptroller: Theodre Elkins  
 Assistant Sales Director: E. S. Lennon  
 Musical Director: Gus Steck  
 Technical Supervisor: Frank V. Bremer

**TELESCRIPTS**

*Widely sponsored,  
 are available only on  
 the special AP Radio  
 News Wire.*

# WE *Must* BE GOOD

*to Turn in a Performance like This!*

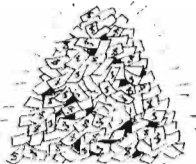


We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'?

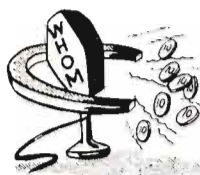
From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of \$1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over 40 times the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was \$141.11 . . . or *three times* the Federal Reserve average for the coun-

\$1,553,675



try. (One affluent listener toddled in and shelled out \$5200 cold cash!) That means one thing: our listeners have *confidence* in us!



of jack that totalled over \$10,000 in no time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience is gainfully employed, and has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.



This kind of listener loyalty has paid big dividends to advertisers using WHOM.

# WHOM

THE BEST SELLER TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

*New York Office and Studios—29 West 57th Street; Joseph Lang, Manager*



**W H O M**

**JERSEY CITY—EST. 1928**

Frequency: 1480 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By... New Jersey Broadcast-  
 ing 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: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 11:15 p.m.  
 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. Compler  
 Program Director-Production Manager  
 Jack Kelsey  
 Director of War Programs..... Charles Baltin  
 Chief Announcer..... William Fender  
 Publicity Director..... Fred Coll  
 Musical Director..... Joseph DeLuca  
 Chief Engineer..... Allison Burnham

**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.  
 Addresses..... 115 Ellison St.,  
 Paterson; 1060 N. Broad St., Newark  
 Phone Numbers... Armory 4-3400 (Paterson);  
 Mitchell 2-2122 (Newark)  
 Transmitter Location..... Clifton, N. J.  
 Time on the Air..... To local sunset  
 News Service..... UP  
 Transcription Service..... Associated Music  
 Publishers

**W P A T**

*"ON YOUR DIAL AT 93"*

*—for Metropolitan Coverage...*

Call or Write:

SIDNEY J. FLAMM  
 Paramount Bldg.

1501 Broadway  
 PENNSYLVANIA 6-2945

National Sales Office.....1060 N. Broad St.,  
Newark  
New York Office.....1501 Broadway

**Personnel**

President.....James V. Cosman  
Vice-President and General Manager  
Sidney J. Flamm  
Commercial Manager.....A. Lewis King  
Program Director.....Ted Webbe  
Publicity Director.....Alma F. Graef  
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.

**PA ORIGINATED**

*the first news association*

*Press Relations Department*

*for the sole purpose of*

*promoting its affiliated*

*stations.*

**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 Number.....8149  
Transmitter Location: Lincoln Point, Morris-  
ville, Pa.  
Time on the Air: 7 a.m. to 10:30 a.m., Mon.  
thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.;  
Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.  
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  
Sales Promotion Manager.....Dave Rolontz  
Program Director.....Walter Lewis  
Director of War Programs...Marian Marshall  
Production Manager.....Louis Jerome  
Chief Announcer.....Robert Carrol  
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.....Unlimited license

**Personnel**

President.....Charles Quinn  
Executive Vice-President-Station  
Manager.....A. Harry Zoog  
Program Director.....Milton T. March  
Chief Engineer.....Blair K. Thron

**W A W Z**

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.  
Owned By.....Pillar of Fire  
Operated By.....Alma White College  
Address.....Zarephath  
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  
Chief Engineer.....N. L. Wilson  
(Non-Commercial Station)

# NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By... New Mexico Broadcast-  
ing Company

Address ..... Kimo Theatre B'dg.  
Phone Number ..... 4544  
Transmitter Location ..... Atrisco  
Time on the Air: ..... 6 a.m. to 12 midnight  
News Service ..... Transradio: UP  
Transcription Service... World Broadcasting  
System

### Personnel

President ..... A. R. Hebenstreit  
Station Manager ..... Harry Burdick  
Sales Promotion Manager ..... Jack Gurley  
Program Directors

Baxter Gamble; David M. Segal  
Musical Director-Chief  
Announcer ..... Wendell Barcroft  
Chief Engineer ..... Leonard Dodds

## K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 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: ..... 6 a.m. to 12 midnight  
News Service ..... INS, AP  
Transcription Service ..... NBC Thesaurus  
Representative ..... Free & Peters, Inc.

### Personnel

President ..... T. M. Pepperday  
Manager ..... Frank Quinn  
Program Director ..... Van Haften  
Women's Editor ..... Mary Hickox  
Musical Director ..... Bud Nelson  
Chief Engineer ..... Geo. S. Johnson

## K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By... Carlsbad Broadcast-  
ing Co.

Address ..... 800 South Canal Street  
Phone Number ..... 244  
Transmitter Location ..... La Huerta, N. M.  
Time on the Air ..... 7 a.m. to 9 p.m.  
News Service ..... UP

### Personnel

Station Manager ..... Jack Hawkins  
Commercial Manager ..... Jack Evans  
Chief Announcer ..... Bob Shackelford  
Chief Engineer ..... David O. Crouch

## K I C A

### CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated by ..... DeWitt Landis  
Address ..... 321 Main St.

Phone Number ..... 3  
Transmitter Location... 10th at Hillcrest Park  
Time on the Air ..... 7 a.m. to 8 p.m.  
News Service ..... UP  
Transcription Service ..... Associated Music  
Publishers: C. P. MacGregor; Keystone  
Broadcasting System

Representative ..... Forjoe & Co.

### Personnel

President-Owner ..... DeWitt Landis  
Station-Commercial Manager ..... Lee Biggs  
Sales Promotion-Production Manager

Grady Maples  
Salesman ..... Leola Randolph, S. A. Harral  
Chief Engineer ..... Vernon Hughes

## K W E W

HOBBS—EST. 1938

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By ..... W. E. Whitmore

Address ..... Hardin Hotel  
Transmitter Location ..... Hobbs  
Time on the Air ..... Unlimited license  
Transcription Service... C. P. MacGregor, Stand-  
ard Radio; Keystone Broadcasting System

### Personnel

President-Owner ..... W. E. Whitmore  
General Manager ..... Chet L. Gonca

## 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 Number ..... 83  
Studio Address ..... 1/2 mile east of Las Vegas  
Transmitter Location

1/2 mile east of Las Vegas  
Time on the Air: 7 a.m. to 8 p.m.; Sundays,  
11 a.m. to 6:30 p.m.

News Service ..... INS  
Transcription Service ..... Standard Radio

**Personnel**

President-Station Manager... E. N. Thwaites  
 Program Manager.....Dorothy G. Thwaites  
 Spanish Department Manager,  
 Henry R. Tafoya, Jr.  
 Chief Engineer.....A. F. Schultz

**KGFL**

**ROSWELL—EST. 1927**

Frequency: 1400 Kc.....Power: 100 Watts  
 Owned-Operated By.....KGFL, Inc.  
 Address .....310 N. Richardson Street  
 Phone Number ..... 288  
 Transmitter Location ..... 511 W. 16th Street  
 Time on the Air ..... 6:30 a.m. to 9 p.m.  
 Transcription Service ..... C. P. MacGregor  
 Representative .....Tanz & Cox

**Personnel**

President-Station Manager ... W. E. Whitmore  
 Commercial-Sales Promotion Manager  
 John McBoyle  
 Program Director-Chief Announcer  
 Jack Whiteman  
 Chief Engineer ..... Melvin Unger

**KVSF**

**SANTA FE—EST. 1934**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Operated By.....New Mexico Broad-  
 casting Co.  
 Address .....759 Cerillos Road  
 Phone Number ..... 2020  
 Transmitter Location ..... Santa Fe  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... World Broadcasting  
 System: C. P. MacGregor

**Personnel**

President ..... A. R. Hebenstrief

**KTNM**

**TUCUMCARI—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... Krasin-Krutzner  
 Broadcasting Co.  
 Address ..... Tucumcari  
 Phone Number ..... 192  
 Transmitter Location ..... Tucumcari  
 Time on the Air ..... Shares Time  
 Transcription Service..... Standard Radio  
 Representative ..... Cox & Tanz

**WOKO**

CBS

**WABY**

MUTUAL

*For low-cost coverage and control of  
 the purse strings of the Albany Area—  
 where the buying power is 18% above  
 national average.*

**The RADIO CENTRE STATIONS**

**Albany — Troy — Schenectady**

New York

National Representatives: J. P. McKinney & Son

# NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W A B Y

ALBANY—EST. 1933  
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Adirondack Broadcasting Co., Inc.

Address Radio Centre  
Phone Number 4-4194  
Transmitter Location Colonie, N. Y.  
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 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: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 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

KEYSTONE BROADCASTING SYSTEM

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 8 p.m.  
Newspaper Affiliation Auburn Citizen-Advertiser  
News Service AP  
Transcription Service Standard Radio

### Personnel

President William O. Dapping  
Station Manager Frederick L. Keesee  
Musical Director Dorothy Bolin  
Publicity Director Florence Bond  
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  
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 Joseph M. Ryan  
Sales Manager Frederick R. MacLaughlin  
Program Director Richard Driscoll  
Chief Announcer Clive Dill  
Chief Engineer Howard Cochran

## 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 Ingraham  
Time on the Air Unlimited  
News Service UP  
Transcription Service World Broadcasting  
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 Promotion Manager Ewing Hawkins  
Program Director E. Ray McCloskey  
Production Manager Walter Roberts  
Musical Director Donald Grey  
Chief Engineer Lester H. Gilbert

• • NEW YORK • •

# W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By..... WBYN—Brooklyn,  
Inc.

Address: 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 1 a.m.

News Service ..... AP; INS

## Personnel

Acting-General Manager... William Norins

Program Director..... Norman H. Warembud

Publicity Directors..... L. Goldin, A. Ford

Chief Announcer ..... Alan Stratton

Office Manager..... Vivian Murgia

Musical Director..... Lee Grant

Chief Engineer..... Peter Testan

# 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

AP

THRU

PA

W  
B  
Y  
N

NEWS  
EVERY MINUTE  
ON THE MINUTE  
12 NOON  
TO 6 P.M.



NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

WILLIAM NORINS  
*Gen. Mgr.*

*Executive Offices*  
132 W. 43rd ST., NEW YORK

Phone Number ..... MAin 4-9735  
 Transmitter Location.....Rossville, Staten  
 Island  
 Time on the Air..... Shares time

**Personnel**

Manager.....Andrew K. Wagner  
 (Non-Commercial Station)

**WLIB**

BROOKLYN—EST. 1942

Frequency: 1190 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WLIB, Inc.  
 Address ..... 846 Flatbush Avenue  
 Phone Number..... INgersoll 2-1300  
 Transmitter Location..... Newtown Creek  
 Time on the Air: Daytime to one hour past  
 local sunset  
 News Service ..... UP  
 Transcription Service .... Associated Music  
 National Sales Office... RKO Bldg., New York  
 National Representative..... The Walker Co.

**Personnel**

President ..... Elias Godofsky  
 Sales Manager..... Robert M. Scholle  
 Sales Promotion Manager..... Louis Berne  
 Program Director..... Paul Gould  
 Acting Production Manager.... Roger Wayne

Continuity Director..... Joan Sack  
 Publicity Director ..... Walter Kaner  
 Chief Announcer ..... Murray Jordan  
 Musical Director ..... Waldo Mayo  
 Chief Engineer..... Arthur Faske

**WBEN**

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..... PA; UP  
 Transcription Service..... NBC Thesaurus;  
 Langworth  
 Representative..... Edward Petry & Co., Inc.

**Personnel**

President..... Edward H. Butler  
 Vice-President..... A. H. Kirchofer  
 Station Manager..... Edgar H. Twamley  
 Commercial Manager ... C. Robt. Thompson  
 (SEE PAGE 290)

*The Popular Classics  
 with a blend of the Modern...and NEWS*

**WLIB** gives New York what it likes BEST and wants MOST. The POPULAR CLASSICS WITH A BLEND OF THE MODERN and news... the kind of programs that keep Metropolitan New York, New Jersey, Connecticut radios tuned to 1190 ALL DAY, EVERY DAY!

**WLIB** has attained a prominent place in New York's press. Rave notices, reviews, and program listings recognize WLIB's unique program policy. And...

**WLIB** has already firmly established itself among New York's keenest LOCAL advertisers, who check results, *must get* results and BUY results. Alert national advertisers are following the parade to WLIB.

**STILL**  
 Maintaining New York's  
**LOWEST**  
 RATE for Effective Cov-  
 erage of the huge Met-  
 ropolitan buying market

RKO BUILDING, NEW YORK, Chicago Representative—The WALKER CO.

**NEW YORK'S WLIB 1190**  
 Clear Channel  
 on your dial  
 "THE VOICE OF LIBERTY"

Director of Public Service  
 Programs ..... Charles T. Harrell  
 Director of Sports ..... Jim Wells  
 Director of Women's  
 Programs ..... Margaret Wilkinson  
 Publicity Director ..... Joe Haefner  
 Musical Director ..... Danny Brittain  
 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 ..... Madison 4000  
 Transmitter Location ..... 154 Eagle Street  
 Time on the Air: 7 a.m. to 2 a.m.; Sundays,  
 9 a.m. to 12 midnight  
 News Service ..... Transradio; AP  
 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

*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 happenings of importance . . . full Transradio Press and Associated 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.

**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 Courier-Express  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus;  
 Standard Radio  
 Representative ..... Weed & Company

**Personnel**

President ..... Paul E. Fitzpatrick  
 Station Director ..... C. Robert Thompson  
 Sales Manager ..... William Doerr, Jr.  
 Sales Promotion Manager ..... Albert H. Zink  
 Program Director ..... Peter Krug  
 Chief Engineer ..... Raymond Lamy

**W G R**

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Operated By ..... Buffalo Broadcasting  
 Corp.  
 Address ..... Rand Bldg.  
 Phone Number ..... Washington 3100  
 Transmitter Location ..... Hamburg, N. Y.  
 Time on the Air ..... 6 a.m. to 2 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  
 Sales Manager ..... John A. Bacon  
 Chief Engineer ..... Karl B. Hoffman

**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 ..... 24 hours daily  
 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  
 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 2 a.m.; Sundays,  
 9 a.m. to 2 a.m.  
 Newspaper Affiliation..Elmira Star-Gazette;  
 Sunday Telegram; Elmira Advertiser  
 News Service.....UP  
 Transcription Service...World Broadcasting  
 Representative.....J. P. McKinney & Son

**Personnel**

Director.....Dale L. Taylor  
 Sales Manager.....Joseph M. Cleary  
 Commercial Manager.....Ernest F. Oliver  
 Program Director.....Woodrow Ott  
 Chief Engineer.....Thurlo A. Greene

**W L A N\***

ENDICOTT—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts  
 (with 2 amplifiers)  
 Owned-Operated By.....Thomas J. Watson  
 Address.....Endicott  
 Time on the Air.....Unlimited license  
 \*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  
 Transcription Service.....NBC Thesaurus

**Personnel**

Owner and General Manager...H. H. Carman  
 Commercial Manager.....Neal Seaman  
 Chief Engineer.....Robert Milos

**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  
 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 Managers....H. Stilwell Brown,  
 Bernard F. Goodrich  
 Sales Promotion Manager..Theodore T. Howes  
 Program Director.....Joseph A. Short  
 Chief Engineer.....True McLeans

**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

*For*

**RESULTS**

*In*

Southwestern New York and  
 Northwestern Pennsylvania

*Ask*

**Radio Advertising  
 Corporation**

*About*

**W J T N**

Jamestown, N. Y.

**Blue Network**

Transmitter Location: Jones & Gifford Avenue  
and Hallock Street Extension  
Time on the Air: 6:30 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight  
News Service ..... UP  
Transcription Service ..... Associated Music  
Publishers  
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 Pileeger  
Chief Engineer ..... Harold J. Kratzert

**W K N Y**

**KINGSTON—EST. 1939**

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 11 a.m.  
News Service ..... INS  
Transcription Service... Keystone Broadcasting  
System  
Representative .... William G. Rainbeau Co.

**Personnel**

President ..... Benjamin F. Feiner, Jr.  
Acting General Manager... B. F. Feiner, Jr.  
Commercial Manager... George S. McGinley  
Merchandising Manager... George Rosenberg  
Chief Engineer ..... M. S. Seimes

**W A L L**

**MIDDLETOWN—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Community Broad-  
casting Corp.  
Business Address ..... 14 South St.  
Phone Number ..... Middletown 6050  
Transmitter Location... 229 Monhagen Ave.  
Time on the Air..... 8 a.m. to midnight  
News Service ..... INS  
Transcription Service... Keystone Broadcasting  
System

**Personnel**

Co-Presidents ..... Elsie & Martin Karig, Sr.  
Station Manager ..... Martin Karig, Jr.  
Commercial Manager... Kathryn Haines  
Sales Promotion Manager... James Abel, Jr.  
Program Director..... Fred Germain, Jr.  
Chief Announcer..... Stan Kramer  
Musical Director..... Robert E. Lee

**W G N Y**

**NEWBURGH—EST. 1934**

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;  
28 James St., Middletown  
Transmitter Location... Chochection Turnpike,  
Newburgh, N. Y.  
Time on the Air... Local sunup to local sunset  
Newspaper Affiliation: Speidel Newspapers,  
Inc.; Poughkeepsie New Yorker  
Transcription Service... World Broadcasting  
System

**Personnel**

President ..... Merritt C. Speidel  
Station Manager ..... Harold W. Cassill  
Program Director..... Richard Crans  
Chief Announcer..... Stanley F. Carey  
Musical Director ..... Jane Welch  
Chief Engineer ..... John Bondy

**W A B C**

**NEW YORK CITY—EST. 1924**

**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.; 254 W. 54th St.  
Transmitter Location: Columbia Island, New  
Rochelle, N. Y.  
Time on the Air: ..... 24 hours daily  
News Service..... AP; INS; UP  
Transcription Service... Associated Music  
Publishers; Langworth Feature Programs  
Representative ..... Radio Sales

**Personnel**

President ..... William S. Paley  
General Manager ..... Arthur Hull Hayes  
Commercial Manager... Beverly M. Middleton  
Sales Promotion Manager... Jules Dundes  
Program Director..... George Allen  
Publicity Director..... George Crandall  
Sales Service Manager... Stanley H. Pulver  
Manager of Program  
Operations ..... G. Richard Swift  
Chief Engineer ..... Henry 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... WBNX Broadcasting Co., Inc.  
 Address ..... 260 E. 161st Street  
 Phone Number ..... MELrose 5-0333  
 Transmitter Location..... Carlstadt, N. J.  
 Time on the Air: Daily, 13½ hrs.; Sunday, 10½ hrs.  
 News Service ..... INS  
 Transcription Service..... Standard Radio  
 National Representative..... Forjoe & Co.

**Persomel**

President..... A. L. Haskell  
 Vice-President-General Manager. W. C. Alcorn  
 Secretary & Commercial Manager. W. I. Moore  
 Production Manager..... Edw. Ervin  
 Program Director..... Frank Johnson  
 Publicity Office ..... Davis-Lieber  
 Musical Director..... Fred Mendelsohn

**W E A F**

**NEW YORK—EST. 1922**

**KEY STATION NBC**

Frequency: 660 Kc. Power: 50000 Watts

Owned-Operated By ..... National Broadcasting Co.

Address ..... 30 Rockefeller Plaza  
 Phone Number ..... Circle 7-8300  
 Transmitter Location..... Port Washington, N. Y.  
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.  
 News Service ..... AP; INS; UP  
 Transcription Service..... NBC Thesaurus, Standard Radio  
 Representative... NBC National Spot & Local Sales

**Persomel**

President..... Niles Trammell  
 Station Manager..... S. D. Gregory  
 Assistant Manager..... delancey Provost  
 Program Manager..... Wynn Wright (NBC Eastern Division Program Manager)  
 Promotion Manager..... Shirley F. Woodell  
 Press Representative..... Leighton Blood  
 Farm Director..... Merton Emmert  
 Sales Manager... William O. Tilenius (Asst. Manager NBC Natl. Spot Sales)  
 Director of War Programs..... William Burke Miller  
 Chief Announcer..... Patrick J. Kelly  
 Musical Director..... Frank Black  
 Chief Engineer..... F. A. Wankel

**W**

**B**

**5000 Watts, 1380 Kc.**

Directional Antennae

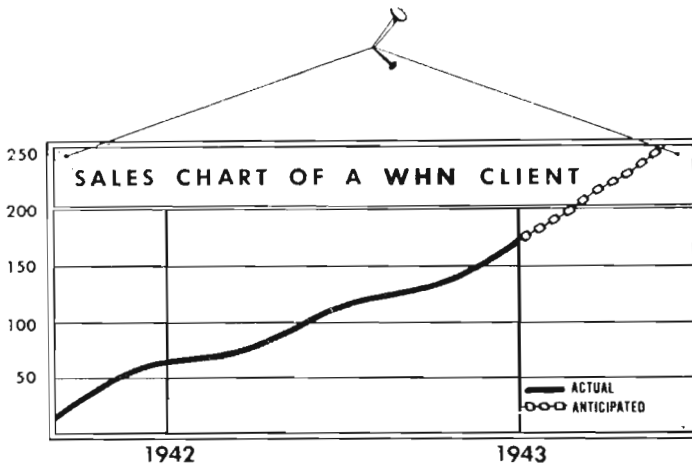
Blankets

Metropolitan New York

The Most Intimate and Effective Sales Approach to America's Largest Markets.

**N**

**X NEW YORK**



## THE PRIME REASON...

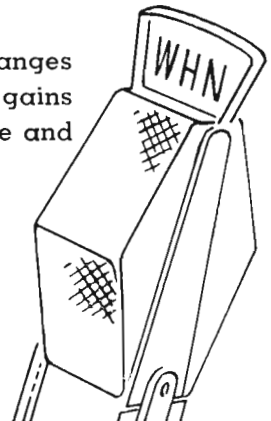
More food advertisers...known to be among the shrewdest of buyers of radio time...spent more money on **WHN** in 1942 than ever before. This is glowing testimony to results brought by **WHN's** 50,000 watts, to a strong clear signal in an area housing 12% of the U. S. population, to **WHN's** delivery of extensive audiences... to **WHN's** programs.

For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices... all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943...with marketing shifts and product changes... you have reason to hold, consolidate...increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get **prime results**.



*In 1942 WHN welcomed 17 new food advertisers... 11 new drug and toilet goods advertisers... to its ever-expanding list of distinguished clients. 89 new clients "discovered" the power of WHN.*



**WHN - New York - 50,000 Watts - 1050 K. C.**

**1540 Broadway, Bryant 9-7800 • Chicago Office: 360 N. Michigan, Randolph 5254**

# WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Debs Memorial  
 Radio Fund, Inc.  
 Address . . . . . 117 West 46th Street  
 Phone Number . . . . . BRyant 9-2360  
 Transmitter Location . . . . . Maspeth, L. I., 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

## Personnel

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

# WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . Marcus Loew Book-  
 ing Agency  
 Address . . . . . 1540 Broadway  
 Phone Number . . . . . BRyant 9-7800  
 Transmitter Location . . . . . East Rutherford,  
 N. J.  
 Time on the Air . . . . . 6 a.m. to 2 a.m.  
 News Service . . . . . UP; AP  
 Chicago Office . . . . . 360 N. Michigan

## Personnel

Director . . . . . Herbert L. Pettey  
 Station Manager . . . . . Frank Roehrenbeck  
 Program Manager . . . . . Fred Raphael  
 Production Manager . . . . . Maurice Barrett  
 Comptroller . . . . . Jacques Van Straten  
 Publicity Director . . . . . A. Mike Vogel  
 Sales Promotion Manager . . . . . Herbert S. Chason  
 Night Manager . . . . . Allan Zeo  
 Musical Director . . . . . Don Albert  
 Chief Engineer . . . . . Paul Fuelling

# WEVD

5000 WATTS  
 1330 KILOCYCLES

NEW YORK'S  
 STATION OF  
 DISTINCTIVE  
 FEATURES

IN  
 ENGLISH  
 JEWISH  
 ITALIAN

Henry Greenfield  
 Managing Director

117 West 46th St., New York

AP NEWS FOR RADIO

*is available  
 exclusively through*

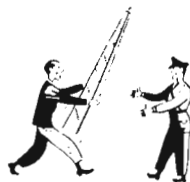
PRESS ASSOCIATION, INC.  
 50 ROCKEFELLER PLAZA  
 NEW YORK, N. Y.



# GOOD LISTENING AT ANY POWER!

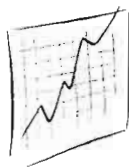
Because the War Department urgently needed radio equipment WINS volunteered its new 50,000 watt transmitter for war service.

Though happy to be patriotic, we couldn't suppress a quiet tear at this sudden blow to all our big-power planning.\*



But our tear soon turned to a smile.

For it seemed that advertisers wanted WINS, with or without.



Thus this was our final score for '42:

NATIONAL ADVERTISER BILLING	UP	62.49%
LOCAL ADVERTISER BILLING	UP	9.25%
NEW ADVERTISERS		65

...which all seems to prove that WINS is good listening at any power



*the new*  
**wins**

**1000 ON YOUR DIAL**

New York's Fastest Growing Station

\*WINS WILL, OF COURSE, OPERATE ON 50 KW. AS SOON AS WAR ENDS  
WINS • 28 West 44th Street, New York City • Bryant 9-6000

**WINS**

**NEW YORK—EST. 1924**

Frequency: 1000 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Hearst Radio, Inc.  
 Address . . . . . 28 West 44th Street  
 Phone Number . . . . . BRyant 9-6000  
 Transmitter Location . . . . . Lyndhurst, N. J.  
 Time on the Air . . . . . Unlimited License  
 Newspaper Affiliation: N. Y. Journal-American;  
 N. Y. Daily Mirror  
 News Service . . . . . INS  
 Transcription Service . . . . . World Broadcasting  
 System; Standard Radio  
 National Representative . . . . . Free & Peters, Inc.

**Personnel**

President (Hearst Radio, Inc.),  
 Charles B. McCabe  
 Station Manager . . . . . Cecil H. Hackett  
 Program Director . . . . . John T. Adams  
 Traffic Manager . . . . . Hazel Bowers  
 Chief Announcer . . . . . Bill Harding  
 Musical Director . . . . . Henry Sylvern  
 Chief Engineer . . . . . Paul Von Kuntz

**WJZ**

**NEW YORK—EST. 1921**

**THE BLUE NETWORK**

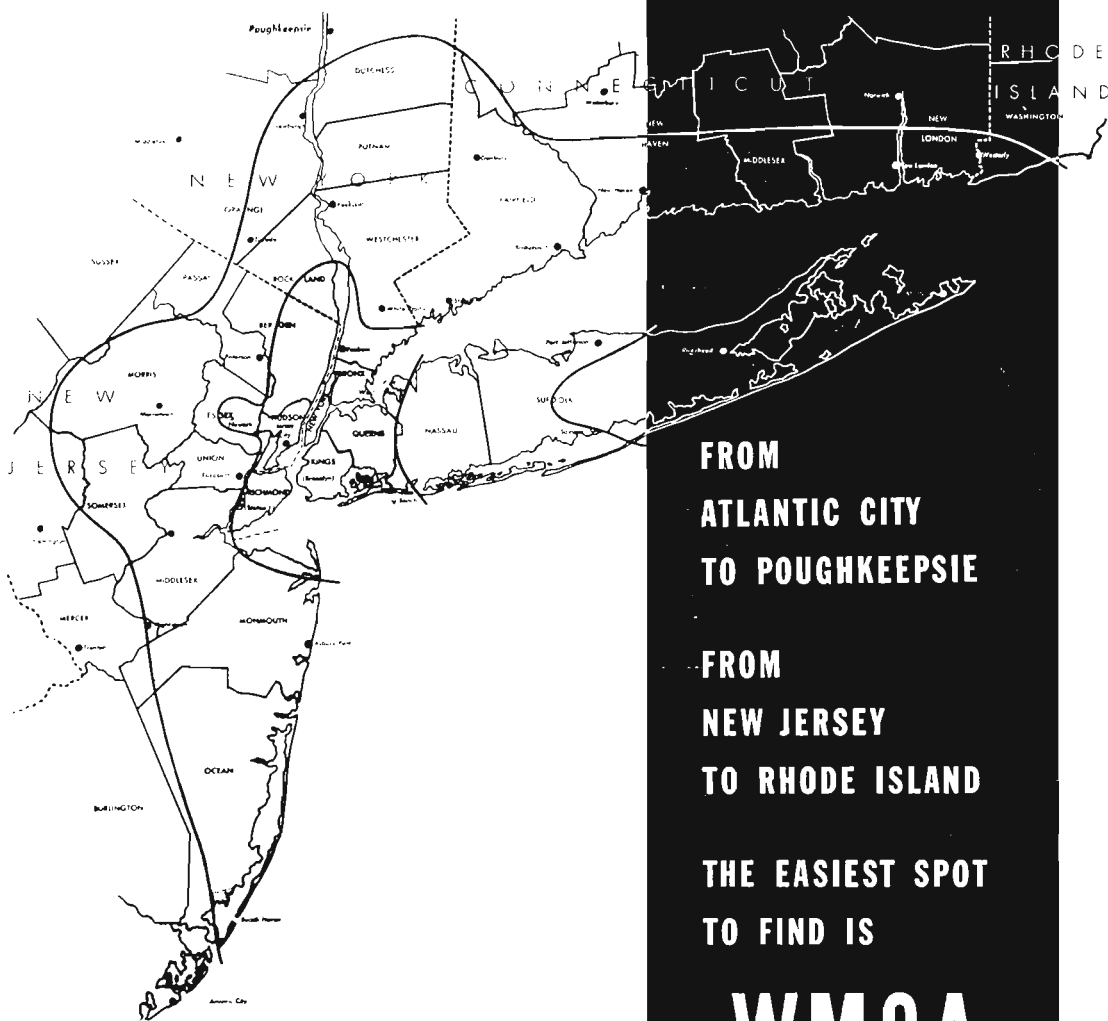
Frequency: 770 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . Blue Network  
 Co., Inc.  
 Address . . . . . 30 Rockefeller Plaza  
 Phone Number . . . . . Circle 7-5700  
 Transmitter Location . . . . . Bound Brook, N. J.  
 Time on the Air . . . . . 24 hours daily  
 News Service . . . . . AP; INS; UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Blue Network Co., Inc.

**Personnel**

President . . . . . Mark Woods  
 Manager . . . . . John H. McNeil  
 Sales Promotion  
 Manager . . . . . Thomas B. Ellsworth  
 Program Director . . . . . Charles Barry  
 Production Manager . . . . . Harry Frazee  
 Publicity Director . . . . . John D. McTigue  
 Chief Announcer . . . . . Ray Diaz  
 Night Manager . . . . . George Hayes  
 Musical Director . . . . . Joseph Rines  
 Chief Engineer . . . . . George Milne  
 (For additional personnel see listings under  
 The Blue Network in network section of this  
 volume).

**PA WAS  
 TWO YEARS  
 AHEAD**

*with the first, regular 24-hour radio news wire.*



**64** newspapers in this area regularly list  
 WMCA programs . . . more than twice as many  
 as list the next New York independent station.

**FROM  
 ATLANTIC CITY  
 TO POUGHKEEPSIE  
 FROM  
 NEW JERSEY  
 TO RHODE ISLAND  
 THE EASIEST SPOT  
 TO FIND IS**

**WMCA**

FIRST ON NEW YORK'S DIAL

**570 kc.**

*America's Leading Independent Station*

REPRESENTATIVE: WEED & COMPANY • CHICAGO • DETROIT • HOLLYWOOD • BOSTON



**W M C A**

NEW YORK—EST. 1925

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WMCA, Inc.  
 Address: 1657 Broadway  
 Phone Number: Circle 6-2200  
 Transmitter Location: Kearney, N. J.  
 Time on the Air: 6:45 a.m. to 1:15 a.m.  
 News Service: AP  
 Representative: Weed & Co.

**Personnel**

Owner: Edward J. Noble  
 President: E. E. Anderson  
 Treasurer-General Manager: C. N. Priaulx  
 Assistant Secretary-Treasurer: H. L. Morgan, Jr.  
 Vice-President in Charge of Sales: Charles Stark  
 Sales Promotion Manager: Lucy I. Towle  
 Program Director: Garrett E. Hollihan, Jr.  
 Chief Announcer: Joseph A. O'Brien  
 Director of News & Publicity: Leon Goldstein  
 Musical Director: Jerry Sears  
 Chief Engineer: Frank Marx

**W N Y C**

NEW YORK—EST. 1924

Frequency: 830 Kc. Power: 1000 Watts  
 Owned By: City of New York  
 Operated By: Municipal Broadcasting System  
 Address: Municipal Building  
 Phone Number: Worth 2-5600  
 Transmitter Location: 10 Kent St., Brooklyn, New York  
 Time on the Air: 6 a.m. to 10 p.m.  
 News Service: AP; INS

**Personnel**

Director: M. S. Novik  
 Chief Announcer: T. H. Cowan  
 Publicity Director: Jack Goodman  
 Musical Director: Herman Neuman  
 (Non-Commercial Station)

**W A A T**  
 (See New Jersey)

**PA ORIGINATED**

*the extra service of the only press association*

*Station Relations Department.*

# FIRST IN NEW YORK

- . . . more LISTENERS than any other *independent station in all surveys.*
- . . . more NATIONAL ADVERTISERS than any other *independent station.*
- . . . more money spent on WNEW than on any other *independent station.*

---

# BUT LAST IN NEW YORK

- . . . in cost per thousand families reached.

# WNEW

---

501 MADISON AVENUE, NEW YORK, N. Y.  
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

---

*Represented nationally by John Blair & Company*

---

**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 Number ..... Plaza 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 Service ..... World Broadcasting  
 System

Representative: John Blair & Co.; R. C. Foster

**Personnel**

Station Manager .....Bernice Juds  
 Sales Manager .....Herman Bess  
 National Sales Manager.....Walter Duncan  
 Sales Promotion Manager..... John Fistere  
 Research Director..... Sidney Fishman  
 Special Events and Publicity Director,  
 Jack Banner  
 Production Head.....William McGrath  
 Assistant to Manager.....Dorothy Andrews  
 Auditor .....Aaron Goldenberg  
 Assistant Publicity Director.....Lillian Zatt  
 Music Clearance Director ..... James Rich  
 Sales Traffic Director.....May Clifford  
 Program Traffic Director.....Vita Kane  
 Chief Announcer .....John Jaeger  
 Musical Director.....Merle Pitt  
 Chief Engineer .....M. J. Welner

**TELESCRIPTS**

... A PA INNOVATION

*are complete scripts cued for music or sound*

**AP**

*effects, and moved*

*on the special*

*Radio Wire.*

WIDELY SPONSORED FROM  
 COAST TO COAST

**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.  
 Vice-President in charge  
 of Sales: Rufus C. Maddux  
 Sales Manager: Eugene S. Thomas  
 Commercial Program Manager: Albert Ross  
 Production Manager: Arthur Whiteside  
 Director of Publicity: Richard Pack  
 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 RADIO HOMES STATISTICS AND DATA  
ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

*Please turn to Pages 227-285*



**NETWORK INFORMATION**

*Please turn to Pages 289-321*



**FEDERAL COMMUNICATIONS COMMISSION**

*Please turn to Pages 193-205*



**NATIONAL ASSOCIATION OF BROADCASTERS**

*Please turn to Pages 898-910*

**No idea  
backed  
by the  
sound of  
WOR  
has ever  
failed to  
get results!**



# HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it — is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR's and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

**WQXR** NEW YORK  
730 Fifth Avenue  
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

**W Q X R**

**NEW YORK—EST. 1934**

Frequency: 1560 Kc. Power: 10000 Watts  
 Owned-Operated By: Interstate Broadcasting  
 Company, Inc.

Address: 730 Fifth Avenue  
 Phone Number: Circle 5-5566  
 Transmitter Location: Maspeth, Long Island,  
 N. Y.

Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8:30 a.m. to 12 midnight

News Service: AP

Transcription Service: World Broadcasting  
 System; Associated Music

Representative: The 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: William R. Sears  
 Chief Announcer: Albert Grobe  
 Musical Director: Eddy Brown  
 Chief Engineer: Russell Valentine

**AP**

**NEWS FOR  
 RADIO**

*is available exclusively through*

**PRESS ASSOCIATION, INC.**

**50 ROCKEFELLER PLAZA**

**NEW YORK, N. Y.**

**A TALE  
OF TWO MARKETS**  
...and one important  
radio station

Two markets are served by  
WOV...both vast...both rich...  
both responsive.

The first consists of the two  
million Italian-speaking  
Americans in the Metropolitan  
area who listen to WOVI dur-  
ing the day...a market containing  
more Italian radio homes than  
ALL the radio homes in Pittsburgh,  
Buffalo and Cincinnati combined  
...the largest Italian-  
language market in the world!

WOVI's second market is Metropoli-  
tan New York itself...2,917,000  
radio homes within WOVI's night-  
time area who listen to such  
outstanding English programs as  
Alan Courtney and the "1280  
Club"...Hans Jacob...Pan  
Americana...and many others.

But the important thing about  
these two markets is  
the low cost at which you  
can reach them over WOVI.

Why not take out your  
typewriter and send us or  
Joe McGillvra a letter  
today!



Source:  
Walter P. Burn & Associate  
U. S. Census, 1940

**WOVI** . . . . FOR VICTORY  
NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATION



**W O V**

**NEW YORK —EST. 1933**  
**ATLANTIC COAST NETWORK**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By... Wodaam Corporation  
 Address ..... 730 Fifth Avenue  
 Phone Number ..... Circle 5-7979  
 Transmitter Location..... Carlstadt, N. J.  
 Time on the Air: 7 a.m. to midnight Mon.  
 thru Sat.  
 News Service ..... UP  
 Transcription Service..... Associated Music  
 Publishers  
 National Representative

Joseph Hershey McGillvra, Inc.

**Personnel**

Station Manager..... Ralph N. Weil  
 Commercial Manager..... Ralph Nardella  
 Publicity Manager..... Herbert Landon  
 Sales Promotion Manager..... H. Samuels  
 Program Director..... C. A. Porreca  
 Production Manager..... James Capozucchi  
 Artists' Bureau Director..... Syd Leipzig  
 Musical Director..... Paul Romeo  
 Chief Engineer..... Hillis W. Holt

**W H L D**

**NIAGARA FALLS—EST. 1940**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By... The Niagara Falls  
 Gazette Publishing Company  
 Address ..... Hotel Niagara  
 Phone Number ..... 8421  
 Transmitter Location..... Lockport & Military  
 Roads  
 Time on the Air..... Daytime license  
 Newspaper Affiliation..... Niagara Falls  
 Gazette  
 News Service ..... UP  
 Transcription Service..... Lang-Worth; Stan-  
 dard Radio; C. P. MacGregor; Associated  
 Music  
 Representative ..... Headley-Reed Company

**Personnel**

General Manager..... Earl C. Hull  
 Commercial Manager..... Richard G. Robbins  
 Program Director..... Ruth Prindle  
 Musical Director..... Ernie Whistler  
 Musical Advisor..... Harold Bradley  
 Chief Engineer..... Robert Wilson

**W S L B**

**OGDENSBURG—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... St. Lawrence Broad-  
 casting Corp.  
 Address ..... 2315 Knox St.  
 Phone Number ..... Ogdensburg 500

Transmitter Location..... 2315 Knox St.  
 Time on the Air..... 7 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service..... NBC Thesaurus  
 Representative ..... DeLisser, Inc.

**Personnel**

President-Commercial Manager,  
 Joseph R. Brandy  
 Station Manager..... Harold J. Frank  
 Sales Promotion Manager..... Jack Paige  
 Program Director..... Harold Gilman  
 Musical Director..... Flo Beach Rowe  
 Chief Engineer..... Clifford Moore

**W H D L**

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

**BLUE NETWORK**

**KEYSTONE 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; Transmitter,  
 Olean 7597  
 Studio Address: 601-619 Exchange National  
 Bank Building  
 Transmitter Location..... Alleghany, N. Y.  
 Time on the Air..... 7 a.m. to midnight  
 Newspaper Affiliation..... Olean Times  
 Herald  
 News Service ..... UP  
 Transcription Service..... Standard Radio  
 Representative ..... J. P. McKinney & Son

**Personnel**

President..... E. B. Fitzpatrick  
 Station Manager..... Thomas L. Brown  
 Program Director..... Virgil C. Booth  
 Chief Engineer..... Karl Haberman

**W M F F**

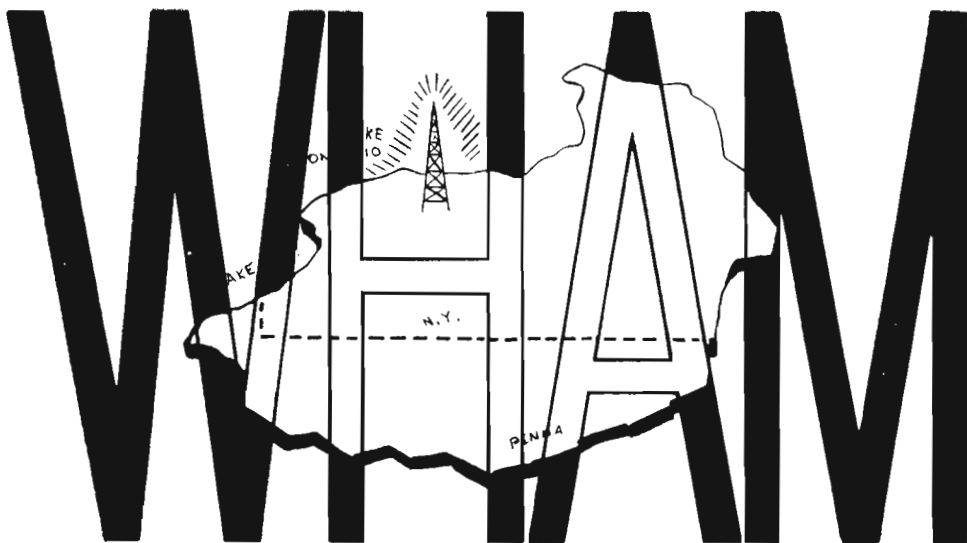
**PLATTSBURG—EST. 1934**

**BLUE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Plattsburg Broad-  
 casting Corporation  
 Address ..... 153 Margaret St.  
 Phone Number ..... 1600  
 Transmitter Location..... Boynton Ave.  
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,  
 8 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service..... C. P. MacGregor  
 Representative..... George P. Hollingbery Co.

**Personnel**

President-Station Manager... George F. Bissell  
 Commercial Manager..... Joel H. Schier  
 Program Director..... Jack Tierney  
 War Program Director..... Earl Sharland  
 Chief Engineer..... Jack Nazak



## For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . plus . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

**WHAMland's 140,518 farms** give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

**WHAMland's 17,787 neighborhood groceries** make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

**WHAMland's 437,775 telephone subscribers** . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

**WHAMland's 5,305 factories**, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

**WHAMland's 1,422 drug stores** are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

**WHAMland's 51,880 retail outlets** are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

## Where your Western New York sales are made

**WHAM**  
ROCHESTER, N. Y.

*National Representatives: George P. Hollingbery Co. 50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with The Blue Network, Inc. and the National Broadcasting Co.*

*"The Stromberg-Carlson Station"*

**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 ..... Standard Radio  
Representative ..... Headley-Reed Company

**Personnel**

President ..... Richard E. Coon  
General Manager ..... Bruff W. Olin, Jr.  
Program Director ..... Ned Lynch  
Continuity ..... Eleanor Tarahis  
Chief Engineer ..... John Burke

**W H A M**

**ROCHESTER—EST. 1923**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1180 Kc. Power: 50000 Watts  
Owned-Operated By...Stromberg Carlson  
Telephone Manufacturing Company

Business Address ..... Carlson Rd.  
Phone Number ..... Stone 1862  
Studio Address ..... 111 East Ave.  
Transmitter Location ..... Victor, New York  
Time on the Air ..... 24 hours daily

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

Representative .... Geo. P. Hollingbery Co.

**Personnel**

Vice-President ..... William A. Fay  
Sales Manager ..... J. W. Kennedy, Jr.  
Sales Promotion Manager ..... Truman Brizee  
Program Director ..... Chas. Siverson  
Musical Director ..... Eugene Zacher  
Farm Director ..... Tom Murray  
Librarian ..... Frank Seibold  
Accountant ..... Virginia Tobutt  
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. Witt  
Commercial Manager ..... L. C. Wheeler  
Publicity Director..... Ross Woodbridge  
Assistant Secretary..... Mary Carroll  
Traffic Manager..... Elizabeth Gledhill  
Chief Announcer..... Harry LeBrun  
Musical Director..... Ken Sparron  
Chief Engineer..... Bernard C. O'Brien

**W S A Y**

**ROCHESTER—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Brown Radio Ser-  
vice & 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.; Sat-  
urdays, 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  
Program Director ..... Harold Kolb  
Sales Promotion Manager..... Elmer J. Walz  
Publicity Director..... Harland Evans  
Chief Announcer..... Frank Silva

**W N B Z**

**SARANAK LAKE—EST. 1937**

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.....Daytime license  
Transcription Service ..... Standard Radio

**Personnel**

President ..... Carl F. Woese  
Vice-President-General

Manager ..... H. Scott Killgore  
Station-Commercial Manager...John F. Grimes

*What's different . . .*  
**ABOUT THE CENTRAL  
NEW YORK MARKET?**

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

*To get the most out of your radio dollar in Central  
New York use . . .*

**WFBL**  
*Syracuse, N.Y.*

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM  
FREE & PETERS, Inc. *Exclusive National Representatives*

# 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 a.m. to 1 a.m.  
 News Service: UP; AP  
 Transcription Service: NBC Thesaurus; Standard Radio  
 Representative: National Broadcasting Co.

## Personnel

President: Gerard Swope  
 Manager of Broadcasting: R. S. Peare  
 Station Manager: Kolin Hager  
 Program Manager: A. O. Coggeshall  
 War Program Director: Victor Campbell  
 Sales Promotion Manager: Herbert Hausler  
 Production Manager: Victor Campbell  
 Press & Public Relations Director: W. T. Meenam  
 Accountant: V. J. Hasche  
 Director of Agricultural Activities: G. E. Markham  
 Artists Bureau: Kolin Hager  
 Musical Director: Gordon Randall  
 Station 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 midnight; Sundays, 8 a.m. to midnight  
 News Service: AP  
 Representative: Edward Petry & Co., Inc.

## Personnel

President: Frank C. Revoir  
 Station Manager: William T. Lane  
 Merchandising Director: Arnold Bowden  
 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: 6:15 a.m. to 12:05 a.m.; Sunday 8 a.m. to midnight  
 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 Ganter  
 Chief Engineer: A. R. Marcy

# W O L F

**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: Unlimited license  
 Representative: Burn-Smith Co.

## Personnel

President-Commercial Manager: T. S. Marshall  
 Program Director: Hamilton Woodle  
 Chief Engineer: David Foote

# W S N Y

**SCHENECTADY—EST. 1942**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Western Gateway Broadcasting Corp.  
 Address: Plaza Theater Bldg.  
 Phone Number: Schenectady 3-3622  
 Transmitter Location: Campbell & Rice Rds., Tottenham, N. Y.  
 Time on the Air: Unlimited license  
 Transcription Service: Langworth

## Personnel

Vice-President & General Manager: George R. Nelson  
 Program Manager: Edward F. Flynn

# W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Central New York  
 Broadcasting Corporation  
 Address: 224 Harrison Street  
 Phone Number: 3-7111  
 Transmitter Location: 2341 Valley Drive  
 Time on the Air: 24 hours daily  
 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  
 Treasurer: N. L. Kidd  
 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

# W H A Z

TROY—EST. 1922

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Operated By: Rensselaer Poly-  
 technic Institute  
 Address: 110 Eighth St.  
 Phone Number: Troy 6810  
 Transmitter Location: 110 Eighth St.  
 Time on the Air: Shares time

## Personnel

President: Dr. W. O. Hotchkiss  
 Station Manager: W. J. Williams

# W T R Y

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: 6:45 a.m. to midnight; Sun-  
 day, 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: Thomas Armstrong  
 Musical Director: Robert Hicks  
 Chief Engineers: Wm. Watson, W. J. Lardner

# W I B X

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: World Broadcasting  
 System

New York Sales Office: 485 Madison Ave.  
 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: S. B. Hawkins  
 Production Manager: Michael Carlo  
 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

# W A T N

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.  
 News Service: AP  
 Transcription Service: Standard Radio

## Personnel

President: G. Harry Righter  
 National Sales Manager: Alfred Dinsdale  
 Program Director-Chief  
 Engineer: Vernice E. Baxter

# W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By: The Brockway Company  
 Address: Hotel Woodruff, Public Square  
 Phone Number: 4-120  
 Transmitter Location: lves St. Extension  
 Time on the Air: 7 a.m. to midnight; Sunday, 8 a.m. to midnight  
 Newspaper Affiliation: Watertown Daily Times  
 News Service: UP  
 Transcription Service: World Broadcasting System; Radio Advertising Corp.

## Personnel

President: Harold B. Johnson  
 Station Manager: Thomas E. Martin  
 Commercial Manager: Louis Saiff, Jr.  
 Sales Promotion-Publicity Manager: Thomas R. McHugh  
 Program Director: Jean Clos  
 Production Manager-Chief Announcer: Robert Mowers  
 Traffic Manager: Kathleen P. Buck  
 Chief Engineer: Maynard B. Davis

# W F A S

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

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

## Personnel

President: J. Noel Macy  
 V-P-Managing Director: Frank A. Seitz  
 Program-Musical Director: Ran Kaler  
 Chief Engineer: Harry C. Laubenstein

# W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts; (C. P. 5,000)  
 Owned-Operated By: Long Island Broadcasting Corporation  
 Address: 41-30 58th Street  
 Phone Number: NEwtown 9-3300  
 Transmitter Location: 41-30 58th St., Woodside, L. I.  
 Time on the Air: 8 a.m. to midnight  
 News Service: AP  
 Transcription Service: Lang-Worth, Forjoe & Co.

## Personnel

President: William H. Reuman  
 Asst. General Manager: Edith Dick  
 Program Director: Dud Connolly  
 Chief Engineer: William H. Reuman  
 Night Studio Manager: Fred Barr  
 Chief Announcer: Lou Cole  
 Musical Director: Adolph Gobel

# WFAS...

*A Class Station in  
 A Class Market*

Ask for our new coverage data, showing how you can reach the rich Westchester Market at an amazingly low per capita cost!

# WFAS in Westchester

Roger Smith Hotel  
 White Plains

*Represented by*  
**HEADLEY-REED COMPANY**  
 120 Lexington Ave.  
 New York

# NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W I S E

ASHEVILLE—EST. 1939  
NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING CO.  
BLUE NETWORK

### BLUE RIDGE NETWORK

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: 128 hours weekly  
News Service: INS  
Transcription Service: Standard Radio  
National Representative: Burn-Smith Co.

### 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: Unlimited license  
Newspaper Affiliation: Asheville Citizen-Times

Transcription Service: Lang-Worth; C. P. MacGregor; Associated Music Publishers

### Personnel

Executive Director: Don S. Elias

## W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM  
NORTH CAROLINA & SOUTHERN NETWORKS  
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By: Alamance Broadcasting Company, Inc.

Address: 310½ South Main St.  
Phone Numbers: 2730; 2731  
Transmitter Location: Elon Road (West Front Street Extension)

Time on the Air: 6:30 a.m. to local sunset  
News Service: UP; AP  
Transcription Service: Standard Radio; Keystone

### Personnel

Managing Director: E. Z. Jones  
Commercial Manager: Dave Taylor  
Program Director: Paul Huddleston  
Publicity Director: (Miss) Johnney Wagner  
Sales Promotion Manager: Al Drew  
Musical Director: Jack O'Ferrel  
Chief Engineer: James Beatty

## W A Y S

CHARLOTTE—EST. 1942

### 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); 36189 (studio-transmitter)

Transmitter Location: Oakdale  
Time on the Air: 6:30 a.m. to 12 midnight;  
Sunday 8 a.m. to midnight

News Service: INS  
Transcription Service: Lang-Worth  
Representative: Weed & Co.

### Personnel

President: George W. Dowdy  
Station Manager: Harold H. Thoms  
Program Director: Don Mack  
Chief Announcer: Phil Reed  
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 3 a.m.; Sundays, 7 a.m. to 3 a.m.

News Service: UP; AP  
Transcription Service: Lang-Worth  
Representative: Radio Sales, Inc.

### Personnel

President: Wm. S. Paley  
Station Manager: A. D. Willard, Jr.  
Sales Manager: Royal E. Penny  
Sales Promotion

Manager: W. McGregor Parker  
News Editor: Jack Knell  
Farm Editor: Grady Cole  
Program Director: C. H. Crutchfield  
Office Mgr.-Auditor: E. J. DeGray  
Chief Engineer: J. J. Beloungy



## WSOC

**CHARLOTTE—EST. 1933**  
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Radio Station WSOC, Inc.  
Address. . . . . 1925 N. Tryon Street  
Phone Number . . . . . 7138  
Transmitter Location. . . . . 1925 N. Tryon Street  
Time on the Air: 6:30 a.m. to 12 midnight;  
Sundays, 9 a.m. to 12 midnight  
News Service . . . . . AP  
Transcription Service. . . . . NBC Thesaurus;  
Standard Radio  
Representative . . . . . Headley-Reed Company

### Personnel

President. . . . . E. J. Gluck  
Vice-President & Commercial  
Manager. . . . . W. C. Irwin  
Program Director. . . . . C. G. Hicks  
Sales Promotion-Publicity  
Director. . . . . Francis M. Fitzgerald  
Production Manager. . . . . Ron Jenkins  
Chief Engineer. . . . . L. L. Caudle

## WEGO

**CONCORD—EST. 1941**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Wayne Nelson  
Business Address . . . . . Concord  
Transmitter Location. . . . . Highway 29A, 1½ miles  
west of Concord  
Time on the Air. . . . . Daytime license  
News Service . . . . . UP  
Transcription Service. . . . . Standard Music

### Personnel

Owner . . . . . Wayne Nelson  
Commercial Manager. . . . . R. Hoy Whitlow

## WDNC

**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 12:05 a.m.  
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.  
Program-Publicity Director. . . . . J. B. Clark  
Chief Announcer. . . . . Earl Kastner

Director of Scripts and Continuity,  
Doris Williams  
Recording Engineer. . . . . Lewis Brown  
Bookkeeper-Personnel Manager. . . . . Ann Edwards  
Director of Negro Affairs. . . . . Norfley Whitted  
Musical Director. . . . . Mary F. White  
Chief Engineer. . . . . Walter Hill

## WCNC

**ELIZABETH CITY—EST. 1939**

KEYSTONE BROADCASTING SYSTEM

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. . . . . T. W. Aydlett  
Station Manager. . . . . J. E. Aydlett  
Commercial Manager. . . . . J. M. Smedley  
Chief Engineer. . . . . Joe Kyle

## WFNC

**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  
Representative . . . . . Burn-Smith Co.

### Personnel

President-Station Manager. . . . . W. C. Ewing  
Commercial Manager. . . . . Paul Moyle  
Program Director-Chief  
Announcer . . . . . Ruffin Horne  
Production Manager. . . . . Connie Rhodes  
Publicity Director. . . . . Kate Southerland  
Chief Engineer. . . . . Howard Harrell

## WGNC

**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 Engineer..... W. C. Groves, Jr.

Publicity Director.. Virginia Wilson McKinney  
 Production Manager-Chief  
 Announcer ..... Wally Williams  
 News Editor..... Nancy Hudson  
 Musical Director..... Margaret Banks  
 Chief Engineer..... Earl Allison

# 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; NBC  
 Thesaurus  
 Representative .... George P. Hollingbery Co.

## Personnel

Station and Commercial  
 Manager ..... Edney Ridge  
 Program Director..... Faye Kenyon

# W G B G

**GREENSBORO—EST. 1942**

BLUE NETWORK

Frequency: 980 Kc..... Power: 1000 Watts  
 Owned-Operated By... Greensboro Broadcas-  
 ting Co.

Business Address..... Box 2280  
 Phone Number ..... 3-3631  
 Transmitter Location... S. Ashe St. Extension,  
 Ashboro Rd.  
 Time on the Air..... 6 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 National Representative..... Burn-Smith Co.

## Personnel

President-Station Manager .. Ralph M. Lambeth  
 Assistant Manager..... Anderson Brown  
 Commercial Manager..... Roy Springer  
 Chief Engineer..... Clyde C. Penny



"The PRESTIGE  
 STATION of the  
 CAROLINAS"



famed  
 for  
 Showmanship



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

# W G T C

**GREENVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Greenville Broadcasting Company  
 Address ..... Falkland Highway  
 Phone Number ..... 3182  
 Transmitter Location..... Falkland Highway  
 Time on the Air..... 16 hours daily  
 News Service..... UP  
 Transcription Service ..... Lang-Worth

## Personnel

President..... J. J. White  
 Station Manager, Margaret J. Laughinghouse  
 Commercial-Sales Promotion  
 Manager ..... Jack Aley  
 Publicity-Musical Director..... Harold Dale  
 Program Director..... Hoy Whitlow  
 Chief Engineer..... Hank Tribley

# W G B R

**GOLDSBORO—EST. 1939**

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Eastern Carolina Broadcasting Corp.  
 Business Address..... Borden Bldg.  
 Phone Numbers ..... 1550; 1551  
 Studio Address..... Borden Bldg.  
 Transmitter Location..... Raleigh Highway  
 Time on the Air: 7 a.m. to 11:05 p.m.; Sunday,  
 9 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service..... Standard Radio  
 Representative..... Forjoe & Co.

## Personnel

President..... A. T. Hawkins  
 Station Manager..... Harry G. Bright  
 Sales Manager..... Leland B. Nelson  
 Program Manager..... Ted Burwell  
 Publicity Director..... John Britt  
 Musical-Traffic Director... Marilyn Highlander  
 Chief Engineer..... Daniel B. Trueblood

# W H K Y

**HICKORY—EST. 1939**

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 d. 1000 n.  
 Owned-Operated By... The Catawba Valley Broadcasting Co., Inc.  
 Address ..... Radio Bldg.  
 Phone Number ..... 1195-6  
 Transmitter Location... 3½ miles SE of Hickory  
 Time on the Air..... 122 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

# W M F R

**HIGH POINT—EST. 1935**

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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 ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 National Representative..... Cox & Tanz

## Personnel

President ..... James E. Lambeth  
 Station Manager ..... Helen M. Lambeth  
 Commercial-Sales Promotion .....  
 Manager ..... Pat Taylor  
 Program Director ..... Stan Conrad  
 Thomasville Studio Manager, Harold Harrison  
 Lexington Studio Manager ..... Paul Shoaf  
 Chief Engineer ..... Robert P. Boyd

*When you buy*

# W G B R

*you get a*

## GOLD MARKET

*Centering in*

GOLDSBORO and

Covering Eastern Carolina

# W G B R

HARRY G. BRIGHT, Gen. Mgr.  
 Natl. Rep.: FORJOE & CO.  
 M U T U A L

*"Tobacco-Land"*  
means  
*"Sales-Land"*  
for you!

Merchandise your products in this  
live point-of-sale area via—

**W F T C**

Kinston, North Carolina

1230 KC.                      250 W.

*Jonas Weiland*, Owner

*Ray Woodard*  
Manager

**NORTH CAROLINA**

**W F T C**

**KINSTON—EST. 1936**

**BLUE NETWORK**

**KEYSTONE BROADCASTING SYSTEM**

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

Transcription Service...Keystone Broadcasting  
System

Representative.....Burn-Smith Company

**Personnel**

President-Station Manager...Jonas Weiland

Program Director-Chief

Announcer .....Ray Woodard

**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

Studio Address .U. S. Highway No. 17, South

# LATIN AMERICAN NEWSCASTS

*National advertisers with programming  
problems, in the new Latin-American market,*

*have found the answer in* **AP** *newscasts.*

## NORTH CAROLINA

Transmitter Location... U. S. Highway No. 17  
South

Time on the Air: 7 a.m. to midnight; Sunday  
8 a.m. to 11:05 p.m.

News Service ..... UP  
Transcription Service ..... Lang-Worth

### Personnel

President-Station Manager... Louis N. Howard  
Sales Promotion Manager ..... Roy Dawson  
Program-Production Director... Ed. W. Burwell  
Traffic Manager ..... Jacquelyn Melton  
Chief Announcer ..... Paul Parker  
Asst. Trac Director ..... Kay Todd  
Chief Engineer ..... Glen Neuville

# WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. .... Power: 50000 Watts

Owned-Operated By ..... WPTF Radio Co.

Address ..... Insurance Bldg.

Phone Number ..... 8311

Transmitter Location ..... Cary, N. C.

Time on the Air ..... 24 hours daily

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.  
Program Director ..... Graham B. Poyner  
Publicity Director ..... Joseph P. Ahern  
Technical Supervisor ..... Henry Hulick

# WRAL

RALEIGH—EST. 1939

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 ..... 7 a.m. to 11:05 p.m.

News Service ..... Transradio

Transcription Service ..... Lang-Worth

Representative ..... Weed & Co.

### Personnel

President ..... A. J. Fletcher  
General Manager ..... Fred Fletcher  
Commercial Manager ..... C. D. Moore  
Program Director ..... Ray Reeve  
Traffic Manager ..... Sarah Stevens  
Continuity Director ..... Frances Batson  
Musical Director ..... Earle Stapleton  
Chief Engineer ..... Stanley Brown



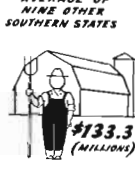
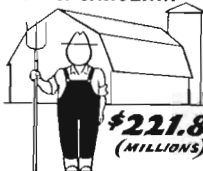
## IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

Source — Department of Agriculture, 1940

NORTH CAROLINA

AVERAGE OF  
NINE OTHER  
SOUTHERN STATES



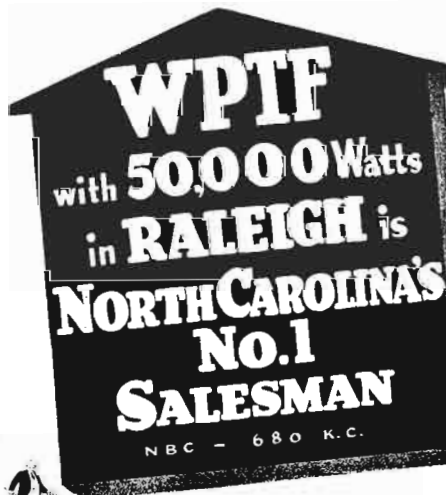
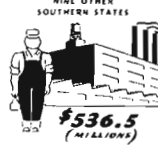
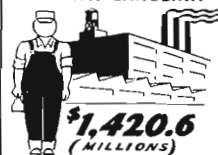
## IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS

Source — Census of Manufactures, 1939

NORTH CAROLINA

AVERAGE OF  
NINE OTHER  
SOUTHERN STATES



FREE & PETERS, INC. National Representatives

## W C B T

**ROANOKE RAPIDS—EST. 1940**

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By.....J. Winfield Crew, Jr.  
 Operated By.....S. E. Crew, Attorney In Fact  
 Address .....251 Roanoke Avenue  
 Phone Number .....R-855-1  
 Transmitter Location...10th Street Extension  
 Time on the Air .....109 hours weekly  
 News Service .....UP  
 Transcription Service .....C. P. MacGregor  
 National Representative.....Burn-Smith, Inc.

### Personnel

Owner-Manager.....J. Winfield Crew, Jr.  
 Commercial-Sales Promotion  
 Manager .....Nathan Frank  
 Program Director-Chief  
 Announcer .....Phil Cooke  
 Publicity Director .....Ray Burke  
 Chief Engineer .....C. W. Mears

## 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  
 Program Director.....Douglas Hunt  
 Musical Director.....David Conner

## W S T P

**SALISBURY—EST. 1939**

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Piedmont Broadcast-  
 ing Corp.  
 Business Address.....P. O. Drawer 920  
 Phone Number.....2121  
 Studio Addresses.....Yadkin Hotel; Swa-  
 nee Theatre Bldg., Kannapolis, N. C.  
 Transmitter Location: Statesville Highway at  
 Grant Creek  
 News Service .....AP  
 Representative .....Burn-Smith Co.

### Personnel

President .....Bryce P. Beard  
 Commercial Manager .....F. F. Patterson  
 Assistant Manager.....George L. Brantley  
 Program Director .....Russell McIntire  
 Chief Engineer.....Carl B. Watson

## W R R F

**WASHINGTON—EST. 1942**

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By.....Tar Heel Broadcasting  
 System  
 Address .....Bank of Washington Bldg.  
 Phone Number .....403  
 Transmitter Location...2 miles from Washington  
 on Greenville Highway  
 Time on the Air.....Daytime license  
 News Service .....AP  
 Transcription Service .....NBC Thesaurus  
 National Representative.....Burn-Smith Co.

### Personnel

President .....W. R. Roberson, Sr.  
 Station Manager .....B. W. Frank  
 Sales Promotion Manager .....Ruth Frank  
 Program Director .....Charles H. Whedbee  
 Publicity-Production Manager...Edward Leach  
 Chief Announcer .....Robert Brisendine  
 Chief Engineer .....George P. Martin

## W M F D

**WILMINGTON—EST. 1935**

BLUE NETWORK

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

### Personnel

President-General Manager....R. A. Dunlea  
 Commercial-Sales Promotion  
 Manager .....Claud O'Shields  
 Program-Musical Director.....Harry W. Lee  
 Production Manager .....George D. Faber  
 Chief Announcer .....Claud Dunnagan  
 Chief Engineer .....S. Harold Jones

## W G T M

**WILSON—EST. 1937**

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated by...Penn Thomas Watson  
 Address .....U. S. 301 Wilson  
 Phone Number.....2188  
 Time on the Air .....7 a.m. to 11:15 p.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....Burn-Smith Co.

• • • NORTH CAROLINA-NORTH DAKOTA • • •

**Personnel**

President ..... P. T. Watson  
 Station Manager ..... Allen Wannamaker  
 Commercial Manager ..... Henry Sullivan  
 Program Director ..... Clinton Faris  
 Publicity Director ..... Mina Ray Church  
 Production Manager ..... Jack Braxton  
 Chief Engineer ..... Warren Wooten

Program-Production Director... Charles Keaton  
 Publicity Director..... E. D. Hill  
 Artists' Bureau Head ..... Jessie Thompson  
 Chief Engineer ..... Leon Lloyd

**W A I R**

**WINSTON-SALEM—EST. 1937**

BLUE NETWORK

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: 6 a.m. to midnight; Sunday,  
 8 a.m. to midnight  
 News Service ..... AP  
 Transcription Service..... World Broadcasting  
 System  
 Representative..... Spot Sales, Inc.

**Personnel**

General Manager..... George D. Walker  
 Commercial Manager..... C. G. Hill

**W S J S**  
**WINSTON-SALEM—EST. 1930**  
 NATIONAL BROADCASTING CO.

Frequency: 600 Kc ..... Power 5000 Waats  
 Owned-Operated By... Piedmont Publishing Co.  
 Address ..... 419-421 N. Spruce St.  
 Phone Number ..... 4141  
 Transmitter Location..... RFD No. 1  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 8 a.m. to 12:05 a.m.  
 Newspaper Affiliation: Winston-Salem Journal;  
 Twin City Sentinel  
 News Service ..... UP  
 Transcription Services.. Associated Music Pub-  
 lishers; Lang-Worth  
 Representative ..... Headley-Reed Co.

**Personnel**

President ..... Gordon Gray  
 Station Director ..... Harold Essex  
 Sales Manager ..... Harry B. Shaw  
 Program Director ..... Clay B. Daniel  
 Musical Director ..... Isabel Shaffer  
 Chief Engineer..... Phil Hedrick

**NORTH DAKOTA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**K F Y R**

**BISMARCK—EST. 1925**

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

Frequency: 550 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Meyer Broadcasting  
 Company  
 Address ..... 320 Broadway  
 Phone Number ..... 468  
 Transmitter Location..... Menoken, N. Dak.  
 Time on the Air: 6:30 a.m. to midnight; Sun-  
 day, 8 a.m. to midnight  
 News Service ..... AP  
 Transcription Service: NBC Thesaurus; Asso-  
 ciated Music Publishers  
 Representative ..... John Blair & Company

**Personnel**

President and General Manager... P. J. Meyer  
 Station and Commercial  
 Manager..... F. E. Fitzsimonds  
 Program Director-Chief  
 Announcer ..... Robert MacLeod

Publicity Director ..... Loring Knecht  
 Production Manager ..... Cal Culver  
 Chief Engineer..... Ivar Nelson

**K D L R**

**DEVILS LAKE—EST. 1925**

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... KDLR, Inc.  
 Address ..... 1025 Third St.  
 Phone Number ..... 1090  
 Transmitter Location..... East end 4th Street  
 Time on the Air..... 6:30 a.m. to 10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... World Broadcasting  
 System

**Personnel**

President and General Manager... Bert Wick  
 Program Director ..... Dal Stallard  
 Chief Engineer..... Richard Moritz

**W D A Y**  
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; Sunday, 7 a.m. to 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: Ken Kennedy  
War Program Director: Howard Nelson  
Production Manager: David Henley  
Sales Promotion-Publicity Director: Mildred Gregerson  
Musical Director: Warren Paynter  
Chief Engineer: Julius Hetland

**K F J M**

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: Charles E. Gustafson  
Chief Engineer: Elwin J. O'Brien  
(Non Commercial Station)

**K I L O**

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 3 p.m.; 5 p.m. to midnight  
News Service: UP  
Transcription Service: Lang-Worth

**Personnel**

Owner-Station Manager: Dalton Le Masurier

Commercial Manager: Elmer Hanson  
Program Director: Helen LaVelle  
Chief Announcer: Jack Horner  
Chief Engineer: E. J. O'Brien

**K S J B**

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 600 Kc. Power: 250 watts d., 100 watts n.  
Owned-Operated By: Jamestown Broadcasting Company, Inc.  
Business Address: Midland Building  
Phone Numbers: 100; 358  
Transmitter Location: 1201 First Avenue South  
Time on the Air: 6:30 a.m. to 10:32 p.m.; Sunday, 7:30 a.m. to 10:32 p.m.

News Service: AP  
Representative: North Central Broadcasting System

**Personnel**

President: John W. Boler  
Station Manager: B. Harland Ohde  
Program Director: Mary Thompson  
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: Mandan  
Phone Numbers: 631; 257  
Studio Addresses 205 1st St., N. W.; Patterson 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  
Manager: W. C. Roerink  
Program Director: Bob Kyllingstad

**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: Fair Block, Minot  
Phone Number: 1267  
Studio Address: Fair Block, Minot



Transmitter Location.. Three miles southeast of Minot  
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sunday, 6:30 a.m. to 10:00 p.m.  
 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 Aardahl  
 Chief Announcer ..... Jack Helling  
 Chief Engineer ..... C. W. Baker

# K O V C

**VALLEY CITY—EST. 1936**

**KEYSTONE BROADCASTING SYSTEM**  
 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 ..... Harry Myers  
 Chief Engineer ..... Charles Sjostrom

# OHIO

*For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285*

# 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 12 midnight  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative..... Geo. P. Hollingsbery Co.

**Personnel**

President-Station Manager... Allen T. Simmons  
 Commercial-Sales Promotion Manager ..... R. B. Wilson  
 Program Director-Chief Announcer ..... H. H. Hageman  
 Publicity Director..... Robert Wass  
 Production Manager ..... C. R. Joliff  
 Musical Director ..... Charles Herr  
 Chief Engineer ..... John Aitkenhead

# W A K R

**AKRON—EST. 1940**

**BLUE NETWORK**

Frequency: 1590 Kc.....Power: 5000 watts  
 Owned-Operated By.. Summit Radio Corporation  
 Address..... First Central Tower  
 Phone Number..... HEMlock 6151  
 Transmitter Location  
 Swartz Road, RFD, South Akron

Time on the Air ..... 6:30 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 ..... Deane S. Long  
 Production Manager..... Russell B. Wise  
 Chief Engineer ..... Wm. W. Robertson

# W J W

**AKRON—EST. 1932**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts  
 (C. P. 5000 Watts)  
 Owned-Operated By..... WJW, Inc.  
 Address ..... 41 S. High Street  
 Phone Number..... Jefferson 6111  
 Transmitter Location..... 41 S. High Street,  
 Time on the Air ..... 24 hours daily  
 News Service ..... UP; INS  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed Co.

**Personnel**

President-Station Manager..... Bill O'Neil  
 Sales Promotion Manager... Thomas McClovery  
 Program-Publicity Director... Frank Grosjean  
 Production Manager..... Frederic Freeland  
 Musical Director ..... Everett Pritchard  
 Chief Engineer..... Gerald Roberts  
*(Federal Communications Commission has granted WJW permission to transfer its facilities to Cleveland, Ohio and change its frequency to 850 kilocycles with 5000 watts.)*

**WICA****ASHTABULA—EST. 1937**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Operated By: WICA, Inc.  
 Address: 221 Center St.  
 Phone Numbers: 1211-1311  
 Transmitter Location: Jefferson Road, RFD  
 Time on the Air: Local sunrise to sunset  
 Newspaper Affiliation: Ashtabula Star Beacon  
 News Service: UP  
 Transcription Service: Standard Radio  
 Representative: The Walker Co.

**Personnel**

President: C. A. Rowley  
 Manager: R. B. Rowley  
 Commercial Manager: Donald Fassett  
 Program Director: W. W. Walrath  
 Publicity Director: Al Newkirk  
 Chief Announcer: Richard Miner  
 Musical Director: Ross Miller  
 Chief Engineer: George Gautney

**WHBC****CANTON—EST. 1926****MUTUAL BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By: Brush-Moore Newspapers, Inc.  
 Operated By: The Ohio Broadcasting Company

**AP****NEWS FOR RADIO***is available exclusively**through***PRESS ASSOCIATION, INC.****50 ROCKEFELLER PLAZA****NEW YORK, N. Y.**

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: NBC Thesaurus

**Personnel**

President: Louis H. Brush  
 General Manager: Felix Hinkle  
 Commercial-Sales Promotion  
 Manager: Robert C. Fehlman  
 Production Manager: Janet Baker  
 Publicity Director: Elizabeth Weeks  
 Chief Announcer: Leonard Taylor  
 Musical Director: Martin Alexander  
 Chief Engineer: Kenneth Sliker

**WKY****CINCINNATI—EST. 1929****COLUMBIA BROADCASTING SYSTEM**

Frequency: 1530 Kc. Power: 50000 Watts  
 Owned-Operated By: L. B. Wilson, Inc.  
 Address: Hotel Gibson, 5th & Walnut  
 Streets  
 Phone Number: Cherry 6565  
 Transmitter Location: near Crescent Springs,  
 Ky.  
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.  
 News Service: AP; UP  
 Transcription Service: Standard Radio;  
 Lang-Worth  
 Representative: Free & Peters

**Personnel**

President and General Manager: L. B. Wilson  
 Sales Director: Fred A. Palmer  
 Promotion Manager: Margaret Dotson  
 Program Director-Chief Announcer: Rex Davis  
 Production Manager: Al Bland  
 Merchandising Director: P. E. Dusenbury  
 News Editor: Fred Thomas  
 Publicity Director: John Murphy  
 Chief Engineer: C. H. Topmiller

**WCPO****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; Associated Music Publishers  
 Representative ..... The Branham Company

**Personnel**

President ..... Jack Howard  
 Vice President ..... J. C. Hanrahan  
 Vice-President-General  
 Manager ..... M. C. Watters  
 Commercial Manager ..... John P. Smith  
 Sales Promotion Manager ..... Al Stephan  
 News Editor ..... John Fogarty  
 Production Manager ..... Mark Gregory  
 Publicity Director ..... Evelyn Eppinger  
 Artists' Bureau Head ..... Harry Hartman  
 Director of Women's Programs ..... Evelyn Evans  
 Musical Director ..... Lester Bruch  
 Chief Engineer ..... Glen Davis

**WKRC**  
 CINCINNATI

MUTUAL BROADCASTING SYSTEM  
 THE SOUTHERN NETWORK

Frequency: 550 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; Associated  
 Music Publishers  
 Representative ..... The Katz Agency;  
 Standard Radio

**Personnel**

President ..... Hulbert Taft, Sr.  
 General Manager ..... Ken Church  
 Asst. to General Manager ..... James M. Patt  
 Sales Manager ..... H. E. Fast  
 Sales Promotion Manager ..... James Patt  
 Program Director ..... Fred Dodge  
 Sales Service Manager ..... Syd Cornell  
 Continuity Editor ..... Frances Swing  
 Chief Announcer ..... Lin Mason  
 Musical Director ..... "Chick" Mauthe  
 Chief Engineer ..... George Wilson

**The PROOF  
 OF THE NEWS  
 IS IN THE  
 SPONSORING**

**WKRC**  
 News on the Hour  
 Every Hour

and **WKRC** has  
**18**  
**SPONSORED  
 NEWSCASTS  
 DAILY!**

The  
 Cincinnati Times-Star  
 Station  
 550 KILOCYCLES

Rep. The Katz Agency — New York, Chicago, Detroit, Atlanta, Dallas, Kansas City

# **RESULTS** —*the first test of any radio station!*

**WSAI GETS RESULTS** in Cincinnati, as proved by a long list of continual local advertisers—advertisers who *live* in the market, know it best!

- 7 Years** The Queen Optical Company
- 6 Years** The Mohawk Radio and Electric Shop
- 6 Years** Capitol-Barg Cleaners
- 5 Years** Stille and Duhlmeier, Furniture
- 5 Years** The Rubel Baking Company
- 4 Years** Dow Drug Stores
- 4 Years** The Moelder Coal Company
- 15 Consecutive,** 13-Week Renewals—Alms and Doepke Department Store

**WSAI GETS RESULTS** through interesting programming, cordial dealer relations and a streamlined merchandising program designed for the specific needs of each advertiser.

**A GOOD RADIO STATION IN A FINE MARKET**

# **WSAI**

**CINCINNATI'S OWN STATION**

NBC & BLUE NETWORKS—5000 Watts Day and Night

*Represented by Spot Sales, Inc.*

**W L W**  
CINCINNATI—EST. 1922

BLUE NETWORK  
NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts  
Owned-Operated By: The Crosley Corporation  
Address: Crosley Square  
Phone Number: Cherry 1822  
Transmitter Location: Mason, Ohio  
Time on the Air: 24 hours daily  
News Service: AP; INS; UP; Reuters;  
World Wide

Transcription Service: World Broadcasting  
System; Lang-Worth; NBC Thesaurus; C. P.  
MacGregor; Standard Radio  
National Sales Office: 630 Fifth Ave., New  
York, N. Y.; 360 N. Michigan Ave., Chicago,  
Ill.  
Representative: Spot Sales, Inc. (West Coast)

**Personnel**

President: Powel Crosley, Jr.  
Vice-President-General Manager: James D. Shouse  
V. P. in Charge of Sales: R. E. Dunville  
Sales Manager, Chicago Office: Dewey Long  
Business Manager: Elmer Boos  
Director of Research & Merchandising:

B. Strawway  
Promotion Manager: M. F. Allison  
Director of War Programs: Katherine Fox  
Program Director: George C. Biggar  
Production Manager: Chester Herman  
Artists' Bureau Head: William McCluskey  
News Editor: William Dowdell  
Publicity Director: Roger Baker  
Musical Director: Milton Weiner  
Technical Supervisor: R. J. Rockwell  
(SEE PAGE 310)

**W S A I**  
CINCINNATI—EST. 1928

BLUE NETWORK  
NATIONAL BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: Crosley Radio Corp.  
Address: Crosley Square  
Phone Number: Cherry 1822  
Transmitter Location: Near Mt. Healthy,  
Ohio  
Time on the Air: 6 a.m. to 2 a.m.; Sundays,  
8 a.m. to 2 a.m.  
News Service

AP; INS; UP; Reuters; Worldwide  
Transcription Service: World Broadcasting  
System; Lang-Worth  
Representative: Spot Sales, Inc.

**Personnel**

President: Powel Crosley, Jr.  
Vice-President: James D. Shouse  
General Manager: Walter A. Callahan

Artists' Bureau Head: George Biggar  
Promotion Manager: Ewald Kockritz  
Program Director: James Leonard  
Director of War Programs: Kit Fox  
Production Manager: Chester Herman  
News Editor: William Dowdell  
Publicity Director: Roger Baker  
Musical Director: Milton Wiener  
Chief Engineer: R. J. Rockwell

**W C L E**  
CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 500 Watts  
Owned-Operated By: United Broadcasting  
Company

Business Address: 1311 Terminal Tower  
Phone Number: Prospect 5800  
Transmitter Location: Seven Hills  
Time on the Air: 6:45 a.m. to local sunset  
Newspaper Affiliation: Cleveland Plain  
Dealer

News Service: AP  
Transcription Service: Lang-Worth  
Representative: Radio Advertising Cor-  
poration

**Personnel**

President: John S. McCarrens  
Vice-President and Station  
Manager: H. K. Carpenter  
Assistant to Manager: Robert D. Borland  
Sales Manager: K. K. Hackathorn  
Program Director: C. M. Hunter  
Merchandising and Advertising  
Manager: Robert Greenberg  
Continuity Director: Leslie Biebl  
Production Manager: Al Llewellyan  
Publicity Director: Milton Hill  
Special Events Director: Carl Mark  
News Editor: Ray McCoy  
Musical Director: Willard Pott  
Chief Engineer: Ralph DeLany

**W G A R**

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: The WGAR Broad-  
casting Company

Address: Hotel Statler  
Phone Number: Prospect 0200  
Transmitter Location: 1000 Harvard Ave.,  
Cuyahoga Heights, Ohio

Time on the Air: 6 a.m. to 1 a.m.  
News Service: UP  
Transcription Service: World Broadcasting  
System  
Representative: Edward Petry & Co., Inc.

**Personnel**

President: George A. Richards  
Vice President-General Manager: John F. Patt

Commercial Manager.....Harry Camp  
 Director of Operations.....Carl George  
 Program Director.....David Baylor  
 Production Manager-Chief  
 Announcer.....Wayne Mack  
 Artists' Bureau Head.....Sidney Andorn  
 Musical Director.....Walberg Brown  
 Chief Engineer.....R. Morris Pierce

**W H K**

CLEVELAND—EST. 1921

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By..United Broadcasting Co.  
 Address.....1311 Terminal Tower  
 Phone Number.....PProspect 5800  
 Transmitter Location.....Seven Hills  
 Time on the Air: 6:45 a.m. to 1 a.m.: (126¼  
 hours weekly)  
 Newspaper Affiliation.....Cleveland Plain  
 Dealer  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....John S. McCarrens  
 V.P & Station Manager.....H. K. Carpenter  
 Assistant to Manager.....Robert D. Borland  
 Sales Manager.....K. K. Hackathorn  
 Program Director.....C. M. Hunter  
 Merchandising and Advertising  
 Manager.....Robert Greenberg  
 Continuity Director.....Leslie Biebl  
 Production Manager.....Al Llewelyan  
 Special Events Director.....Carl Mark  
 Publicity Director.....Milton Hill  
 News Editor.....Ray McCoy  
 Musical Director.....Willard Pott  
 Chief Engineer.....Ralph DeLany

**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.



*Concatenation*

“—a series of things united like links”  
 —Webster

**TIME IS THE TEST OF STRENGTH**

In the Northeastern (Cleveland) Ohio area WHK-WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatenation of mutual benefits.

*The chain of sales is no stronger than its weakest link . . . use the most enduring.*

**W H K - W C L E**

CLEVELAND, OHIO

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; AP  
 Transcription Service . . . . . NBC Thesaurus;  
 Standard Radio  
 Representative . . . . . NBC National Spot Sales

**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

**WBNS**

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 . . . . . 1037 Barnett Rd.  
 Time on the Air . . . . . 6 a.m. to 1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . John Blair & Company

**Personnel**

President . . . . . Robert H. Wolfe  
 Chairman of the Board . . . . . Edgar T. Wolfe  
 Sales and Commercial Manager . . . . . W. I. Orr  
 National Sales Manager . . . . . Don Burrows  
 Program Director . . . . . Jack Price  
 Production Manager . . . . . Tom DeVore  
 Chief Announcer . . . . . Irwin A. Johnson  
 Musical Director . . . . . Lowell Riley  
 Promotion Manager . . . . . Jim Yerian  
 Publicity Director . . . . . Jerome R. Reeves  
 Chief Engineer . . . . . Lester H. Nafzger

**WCOL**

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.  
 News Service . . . . . INS  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Weed & Company

**Personnel**

President . . . . . K. B. Johnston  
 Station-Commercial Manager . . . . . Neal Smith

Program Director . . . . . Wallace Beavers  
 Production Manager . . . . . Bill Wallace  
 Chief Announcer . . . . . John Fell  
 Chief Engineer . . . . . James E. Lowe

**WHKC**

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 . . . . . 901 Obetz 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 Director-Production  
 Manager . . . . . John Moses  
 Publicity Director . . . . . Rosalind Millstone  
 Chief Announcer . . . . . Fred Joyner  
 Artists Bureau Head-Musical  
 Director . . . . . Abram Ruvinsky  
 Chief Engineer . . . . . J. E. Anderson

**WOSU**

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By . . . . . Ohio State University  
 Business Address . . . . . Columbus  
 Phone Numbers: University 3148; Extension  
 711  
 Studio Address . . . . . Campus  
 Transmitter Location: University Golf Course,  
 3 miles northwest of Columbus  
 Newspaper Affiliation . . . . . Ohio State Lantern  
 Time on the Air . . . . . Limited time,  
 to sunset at Dallas, Texas  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth

**Personnel**

President . . . . . Howard L. Bevis  
 Station Director . . . . . R. C. Higgy  
 Program Director . . . . . C. W. Pettegrew  
 Production Manager . . . . . Edgar Sprague  
 Publicity Director . . . . . H. K. Schellenger  
 Chief Announcer . . . . . F. Page Boyer  
 Musical Director . . . . . Ann Charles  
 Chief Operator . . . . . C. H. Boehnker  
 (Non-Commercial Station)

# WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By: Miami Valley Broadcast-  
ing Corporation

Business Address: 45 South Ludlow Street  
Phone Number: ADams 2261

Transmitter Location: Hempstead Road (R.R.  
No. 2—Box 292 A, Dayton, Ohio)

Time on the Air: 5:45 a.m. to 12:05 a.m.; Sun-  
days, 8 a.m. to 12:05 a.m.

Newspaper Affiliations: Dayton Daily News;  
Springfield (O.) News and Sun; Atlanta Jour-  
nal; Miami Daily News

News Service: AP; UP  
Transcription Service: Standard Radio  
Representative: George P. Hollingbery Co.

## Personnel

President: James M. Cox, Jr.  
General Manager: Robert Moody  
Assistant General Manager: Lester Spencer  
Production Manager: William Hamilton  
Sales Promotion Manager: Garland Baldwin  
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 3288-89-80

Transmitter Location: Shaker Road  
Time on the Air: 5:45 a.m. to 1 a.m.

News Service: AP  
Transcription Service: Lang-Worth  
Representative: Weed & Company

## Personnel

General Manager: Ronald B. Woodyard  
Program-Publicity Director: Bruce Wallace  
Production Manager: Charles Miller

# 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

Transmitter Location: 23 miles southeast of  
Findlay

# Two Facts

YOU  
CAN  
"TIE  
TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.



And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

**WHIO IS**  
**THE DAYTON MARKET**

5000 WATTS  
BASIC CBS

G. P. Hollingbery  
Company  
Representatives



Time on the Air: 7 a.m. to local sunset; Sundays, 8 a.m. to local sunset

News Service .....INS  
Transcription Service .....Lang-Worth;  
Standard Radio

### Personnel

General Manager.....Fred R. Hover  
Production Manager.....Grace E. Ingledue  
Chief Engineer.....Edgar Smith

## W L O K

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; Sundays, 8 a.m. to 12 midnight

News Service.....AP  
Transcription Services.....Standard Radio;  
Lang-Worth

### Personnel

President.....George B. Storer  
Vice-President-General Manager...J. H. Ryan  
Managing Director.....Ralph Elvin  
Program Director.....Frank D. Heibeck  
Chief Announcer.....Dalton Hille  
Chief Engineer.....Jack E. Bannon

## 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; UP  
Transcription Service.....Standard Radio  
Representative.....Headley-Reed Co.

### Personnel

President.....M. F. Rubin  
Vice-President-General  
Manager.....Orville E. Fields  
Secretary.....Thos X. Dunigan  
Treasurer.....Marie W. Vandegrift  
Program Director-Chief Announcer..Harry Lytle  
Publicity Director.....Robert Horn  
Bookkeeper.....Mary Hughes  
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.....North Main Street  
Phone Number.....2516  
Transmitter Location.....North Main Street  
Time on the Air: 7 a.m. to 10:15 p.m.; Sun-  
days, 8 a.m. to 10:15 p.m.

News Service.....UP  
Transcription Service.....NBC Thesaurus

### Personnel

President-Station Manager.....Robert T. Mason  
Commercial Manager.....Geo. A. Speese  
Sales Promotion Manager.....A. T. Turnbull  
Program Director.....Louis T. Marsh  
Production Manager.....Madge L. Cooper  
Chief Announcer.....A. C. Parlin  
Artists Bureau Head.....Robert E. Gross  
Musical Director.....Anna Mae Spano  
Chief Engineer.....S. Robert Morrison

## W P A Y

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

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,  
9:30 a.m. to 11 p.m.

Newspaper Affiliation.....Portsmouth Times  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Cox & Tanz

### Personnel

President.....Chester B. Thompson  
Acting Station Manager.....Paul Wagner  
Program-Publicity Director...William Aldridge  
Musical Director.....Dorothy Page  
Chief Engineer.....Maurice Myers

## W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

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.....Lang-Worth

### Personnel

President.....Charles Sawyer  
Vice-President-General  
Manager.....Ronald B. Woodyard

# Breakfast at 8:30

is the glorious signal that another NAVY SEND-OFF BREAKFAST is under way honoring Ohio men about to shove-off for service! Today, in this and other heart-moving ideas, many American stations are following the lead of WTOL — originators and producers of sponsorable War Winning Programs!\*

*.....Man is Known by the Company He Keeps  
.....a City by its Manufacturers*

## TOLEDO IS THE PROUD HOME of

American Propeller Corporation  
Champion Spark Plug Company  
Electric Auto-Lite Company  
Libbey-Owens-Ford Glass Company  
Owens-Illinois Glass Company  
Owens-Corning Fiberglas Corporation  
The Toledo Scale Company  
Willys-Overland Motors, Inc.

\*A hint to advertisers—  
WTOL has on "ice"  
new ideas paced and  
patterned to entertain  
and hold public interest!

# WTOL

TOLEDO'S *Friendly*  
STATION

ARCH. SHAWD  
Vice Pres. & Mgr.

*Represented Nationally by Radio Advertising Corporation*

**WSTV**

**STEBENVILLE—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: 2-6265-66-67  
Studio Addresses: Exchange Realty Building, Steubenville, Ohio; New Terminal Building, 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  
Representative: Spot Sales, Inc.

**Personnel**

General Manager: John J. Laux  
Program-Publicity-Musical  
Director: John L. Merdian  
Chief Announcer: Hunter Reams  
Chief Engineer: Joseph Troesch

**WSPD**

**TOLEDO—EST. 1921**

**NATIONAL BROADCASTING CO.**

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

Transmitter Location: Oregon Road, East Toledo (post office address, RFD Perrysburg)  
Time on the Air: 6 a.m. to 12:05 a.m.  
News Services: AP; INS  
Transcription Services: NBC Thesaurus; Lang-Worth  
Representative: The Katz Agency

**Personnel**

President: George B. Storer  
Vice President: J. Harold Ryan  
Managing Director: E. Y. Flanigan  
Program Director: Tod Williams  
Chief Engineer: William Stringfellow

**WTOL**

**TOLEDO—EST. 1938**

**THE BLUE NETWORK**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: The Community Broadcasting Company

Address: Bell Building  
Phone Number: Adams 3291  
Transmitter Location: Bell Building  
Time on the Air: Unlimited license  
News Service: UP  
Transcription Services: Associated Music Publishers; Standard Radio  
Representative: Radio Advertising Corp.

**Personnel**

President: Frazier Reams  
Vice President-General Manager: Arch Shawd  
Commercial Manager: Gard Wallace  
Sales Promotion Manager: John Morgan  
Program Director: Jean Wright  
Publicity Director: Marie Huffman  
Musical Director: Marge Cunningham  
Chief Engineer: Frank B. Ridgeway

**WRN**

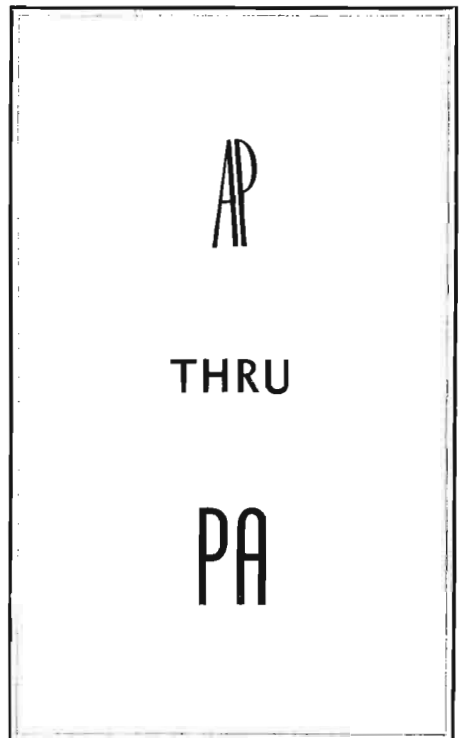
**WARREN—EST. 1941**

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  
Transmitter Location: 710 Main Avenue, S. W.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Burn-Smith Company, Inc.

**Personnel**

Owners: Frank T. Nied, Perry H. Stevens  
General Manager: R. W. Richmond  
Program Director: Walter L. Davis  
Continuity Director: Virginia Wood  
Musical Director: Bruna Bertelli  
Chief Engineer: Wm. C. Minor





*By night as well as by day*

## YOUNGSTOWN SKIES ARE BRIGHT

• Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately \$200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

# W F M J

Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

**W F M J**

**YOUNGSTOWN—EST. 1939**

**THE BLUE NETWORK**

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

**Personnel**

Owner: William F. Maag, Jr.  
 Sales-Sales Promotion  
 Manager: Leonard E. Nasman  
 Program Director: George L. Beebout  
 Production Manager: John Bradford  
 Chief Announcer: Robert Wylie  
 Musical Director: Col. L. R. Boals  
 Chief Engineer: Frank Dieringer

**W K B N**

**YOUNGSTOWN—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 570 Kc. Power: 5000 d.; 500 n.;  
 (CP 5000 n.)  
 Owned-Operated By: WKBN Broadcasting  
 Corp.  
 Address: 17 N. Champion St.  
 Phone Number: 4-2122  
 Transmitter Location: 3430 Sunset Blvd.  
 Time on the Air: 6 a.m. to 12 midnight  
 Newspaper Affiliation: Cleveland Plain Dealer

News Service: UP  
 Transcription Services: World; Lang-Worth  
 Representative: Paul H. Raymer Co.

**Personnel**

President and Gen. Mgr.: W. P. Williamson, Jr.  
 Station-Commercial Manager: J. L. Bowden  
 Program Director: Gene Trace  
 Production Manager: Karl Bates  
 Publicity Director: Gilbert Simon  
 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 By: Southeastern Ohio Broadcasters,  
 Inc.  
 Operated By: Fort Industry Company  
 Address: North Fifth St.  
 Phone Number: 6000  
 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: AP  
 Transcription Service: Standard Radio  
 Representative: John Blair & Company

**Personnel**

President: Goerge Storer  
 Managing Director: Allen L. Haid  
 Production Manager: M. Weber  
 Chief Announcer: Don Cogley  
 Musical Director: Dudley Beck  
 Chief Engineer: Wm. Hunt

**OKLAHOMA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**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: Radio Advertising Corp.

**Personnel**

Owner: Dr. C. C. Morris  
 Manager: H. Weldon Stamps  
 Sales Promotion Manager: William Weaver

Program Director: Lillard Hill  
 Chief Engineer: William H. Lindsay

**K V S O**

**ARDMORE—EST. 1935**

**THE BLUE NETWORK  
 KEYSTONE BROADCASTING SYSTEM  
 OKLAHOMA NETWORK**

Frequency: 1240 Kc. Power: 250 d.; 100 n.  
 Owned-Operated By: Ardmoreite Publish-  
 ing Co.  
 Business Address: Hotel Ardmore  
 Phone Number: 3030  
 Studio Address: Hotel Ardmore  
 Transmitter Location: Chickasaw & North-  
 west Blvd.

Time on the Air ..... 7 a.m. to 11:05 p.m.  
 Newspaper Affiliation.....Daily Ardmoreite  
 News Service ..... AP  
 Representative ..... Radio Advertising Corp.

**Personnel**

General Manager.....Albert Riesen  
 Commercial Manager.....Hillis Bell  
 Musical Director.....Dolly Dutton  
 Chief Engineer.....George Milner

**K W O N**

**BARTLESVILLE—EST. 1942**  
**MUTUAL BROADCASTING SYSTEM**

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

Business Address...Union Natl. Bank Bldg.  
 Phone Number.....1400  
 Studio Address.....Union National Bank Bldg.

Transmitter Location.....Dewey Road  
 Time on the Air.....6:30 a.m. to 10:45 p.m.  
 Transcription Service.....Lang-Worth  
 National Representative.....Burn-Smith

**Personnel**

Vice-President-General Manager..J. Fred Case  
 Commercial Manager...Clyde B. Worthington  
 Program Director.....Jean Case  
 Chief Announcer.....Henry Louis Heerman  
 Musical Director.....Martha Boucher  
 Chief Engineer.....Gil W. Ownby

**K A S A**

**ELK CITY—EST. 1932**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power 100 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 2 p.m.; 5 p.m. to 9 p.m.; Saturday, 6 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 Director-Chief Announcer Joe Fenter  
 Chief Engineer.....Clive Lee Neel

**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: 6:30 a.m. to 11:05 p.m.; Sun-  
 days, 7 a.m. to 10:30 p.m.

Newspaper Affiliation...Enid Morning News;  
 Enid Daily Eagle

News Service ..... AP  
 Transcription Service.....World Broad-  
 casting System

Representative ..... Radio Advertising Corp.

**Personnel**

President.....M. C. Garber  
 Station Manager.....Milton B. Garber  
 Commercial Manager.....H. P. Hale  
 Program Director.....Marjorie Christopher  
 Production Manager.....Mabel Waken  
 Chief Engineer.....Paul Snell

**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  
 Transcription Service.....Standard Radio

**Personnel**

President.....Dr. Willard Carver  
 Station Manager.....Byrne Ross

**K B I X**

**MUSKOGEE—EST. 1936**

**THE BLUE NETWORK**  
**OKLAHOMA NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-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.....Muskegee Daily  
 Phoenix & Times Democrat

News Service ..... AP  
 Representative ..... Radio Advertising Corp.

**Personnel**

Vice-President.....Tams Bixby, Jr.  
 General Manager.....Jimmie Barry  
 Program Director.....Sally Miller  
 Chief Engineer.....D. W. Hoisington

**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.....Virginia Hawk  
 Chief Announcer.....Dick Carter  
 Musical Director.....Roger Goeb  
 Technical Supervisor.....Clyde Farrar  
 Chief Engineer.....Franklin W. Harris  
 (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.....Unlimited license  
 Transcription Service.....Associated Music  
 Publishers: Standard Radio; Lang-Worth;  
 NBC Thesaurus

Representative.....Burn-Smith Co.

**Personnel**

President.....John D. Thomas  
 Manager.....M. H. Bonnebrake

**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  
 Studio Address.....24th Floor, Biltmore Hotel  
 Transmitter Location: 7½ miles north of Okla-  
 homa City

Time on the Air: 5:55 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  
 Station Manager.....Kenyon Brown  
 Production-Program Director.....Paul Buenning  
 Accountant.....Mary Frances Kennedy  
 Chief Engineer.....M. W. Thomas

**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.

Business Address.....2004 Ramsey Tower  
 Studio Address.....1800 West Main  
 Phone Number.....3-8352

Transmitter Location.....1800 West Main  
 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.....PA  
 Transcription Service.....World Broadcasting  
 System

Representative.....Radio Advertising Corp.

**Personnel**

President.....Harold V. Hough  
 Station Manager.....Robert D. Enoch  
 Commercial Manager.....Frank J. Lynch  
 Sales Promotion Manager.....Harold Shreve  
 Program Director.....Russell Miller  
 Chief Engineer.....Clifford Easum

**W K Y**

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5,000 d.; 1,000 n.  
 Owned By.....Oklahoma Publishing Co.  
 Operated By.....WKY Radiophone Co.  
 Address.....Skirvin Tower Hotel

Phone Number.....3-4306  
 Transmitter Location.....Highway No. 66  
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-  
 days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation.....Daily Oklahoman;  
 Oklahoma City Times; The Farmer Stock-  
 man

News Service.....AP  
 Transcription Service.....Standard 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  
 Continuity Director.....George Hamaker  
 Director of Home Economics.....Mrs. Mart Adams  
 Director of Child Education.....Edyth Wallace  
 News Editor.....Frank McIntyre  
 Traffic Manager.....Darryl McAllister  
 Chief Engineer.....Herman Lovell

**K H B G**

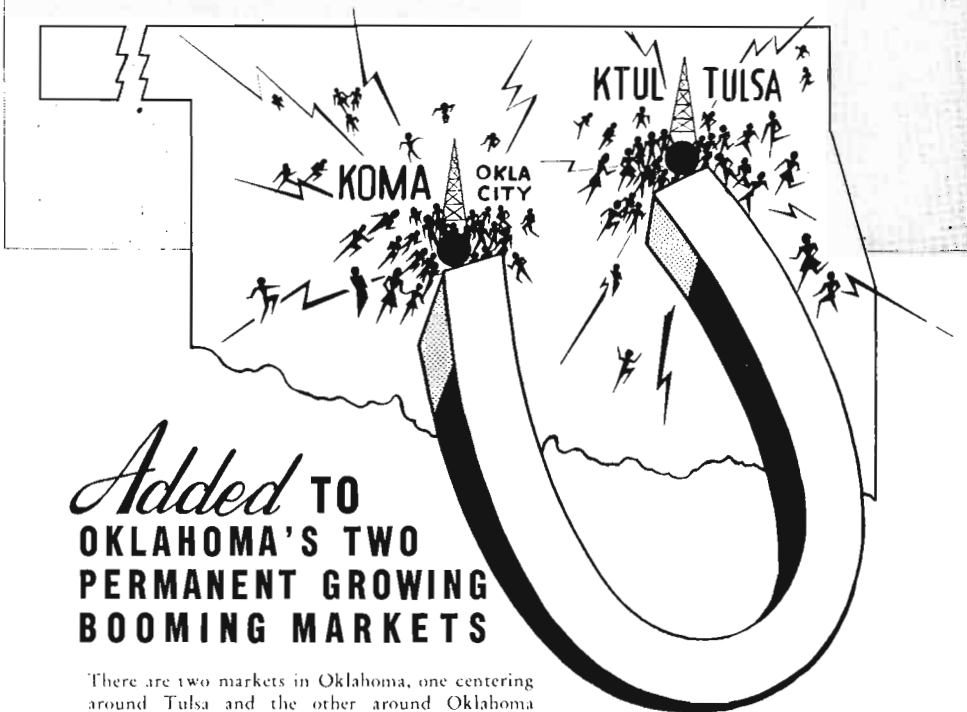
OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

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; Keystone

**NEW WEALTH *and* NEW PEOPLE**



*Added TO*  
**OKLAHOMA'S TWO  
 PERMANENT GROWING  
 BOOMING MARKETS**

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of \$604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost \$300,000,000. These two markets *are* Oklahoma; and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth. More People. More Sales.

**TULSA**

**IT TAKES TWO STATIONS TO COVER  
 OKLAHOMA'S TWO BOOMING MARKETS**

**OKLAHOMA  
 CITY**

**OKLAHOMA'S TWO COLUMBIA STATIONS**  
**KTUL** FREE & PETERS, Inc.  
 Representatives **KOMA**  
**Both Stations** **5000 Watts** **Full Time**



**Personnel**

President-Manager ..... Pat Buford  
 Sales Promotion-Publicity Director,  
 Lucille Buford  
 Commercial Manager ..... Dan C. Kenan  
 Program-Production Director ..... Nova Clarke  
 Chief Announcer ..... A. C. Dowden  
 Chief Engineer ..... Chester Ludwick

**W B Z**

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 ..... Unlimited license

**Personnel**

Managing Director ..... A. L. Carrell

**K G F F**

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: 6:30 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 ..... Radio Advertising Corp.

**Personnel**

President ..... Oscar Stauffer  
 Secretary-Treasurer ..... Maxine Eddy  
 General Manager ..... Joseph W. Lee  
 Commercial Manager ..... Leroy W. Moses  
 Production Manager-Chief

Announcer ..... Roy Joe Bowman  
 Publicity Director ..... Hazel Lee Guttery  
 Chief Engineer ..... S. Ricciotti

**K O M E**

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 ..... Unlimited  
 News Service ..... AP

Transcription Service ..... Standard Radio  
 National Representative,  
 Radio Advertising Corp.

**Personnel**

President ..... Harry Schwartz  
 General Manager ..... Harold Grimes  
 Commercial Manager ..... B. M. Grotkop  
 Sales Promotion Manager ..... M. B. Battey  
 Program Director ..... James Neal  
 Continuity Director ..... Lucille Burns  
 News Editor ..... James Neal  
 Traffic Manager ..... Virginia Maxwell  
 Musical Director ..... Paula Lain Haas  
 Chief Engineer ..... Bob Elmore

**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  
 Studio Address ..... National Bank of Tulsa Bldg.  
 Transmitter Location ..... Turley, Okla.  
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-  
 days, 7 a.m. to 11 p.m.

News Service ..... UP  
 Transcription Service ..... World Broadcasting;  
 Langworth

Representative ..... Free & Peters

**Personnel**

President ..... J. T. Griffin  
 General Manager ..... John Esau  
 Sales Manager ..... R. P. Akin  
 Program Director ..... Eddie McKeen  
 Publicity Director ..... Jack Hoffman  
 Continuity Chief ..... Bernice Ash  
 Bookkeeper ..... Edythe Alexander  
 Chief Announcer ..... Joe Pierson  
 Musical Director ..... Lillian Smithline  
 Chief Engineer ..... Robert Sntder

**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: 5:55 a.m. to 11:30 p.m.; Sat-  
 urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m.  
 to 11:30 p.m.

News Service ..... INS; AP  
 Transcription Service ..... Standard Radio;  
 Lang-Worth

Representative ..... Edward Petry & Co.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager..... William B. Way  
 Commercial Manager..... Gustav Brandborg

Publicity-Sales Promotion Manager,  
 Manton Marrs  
 Program Director ..... Allen Page  
 Chief Announcer ..... Bud Jackson  
 Musical Director..... Joe O'Neill  
 Chief Engineer..... L. W. Stinson

**OREGON**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**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 10 p.m.; Sundays,  
 8 a.m. to midnight  
 Newspaper Affiliation.....Albany Democrat  
 Herald  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... John Keating

**Personnel**

President..... W. L. Jackson  
 Secretary-Treasurer..... R. R. Cronise  
 Station Manager ..... Chet Wheeler  
 Commercial Manager..... Hal Byer  
 Publicity Director ..... Herbert Davidson  
 Program-Production Director... Bob Reinholdt  
 Chief Announcer ..... Don Johnston  
 Corvallis Studio Manager ..... Warren Stoffer  
 Musical Directors..... Betty Lou Wilbanks,  
 Joyce Den Harder

**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 p.m.

Newspaper Affiliation.....Astorian-Budget  
 News Service ..... UP  
 Transcription Service.....Standard Radio

**Personnel**

President..... M. R. Chessman  
 Station Manager..... James C. Wallace  
 Program Director ..... Mary Juhlin  
 Chief Engineer..... Raymond Williams

**KBKR**

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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.....7 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor.

Representative ..... Homer Owen Griffith

**Personnel**

President-Station Manager... Glenn McCormick  
 Commercial Manager ..... Ken Holden  
 Program Director ..... Kenneth Lockwood  
 Chief Announcer ..... Lou McCormick  
 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

**K O A C**

**CORVALLIS—EST. 1925**

Frequency: 550 Kc...Power: 5000 d.; 1000 n.  
 Owned by.....State of Oregon  
 Operated By...Oregon State System of Higher  
 Education  
 Address.....Corvallis, Oregon  
 Phone Number.....526  
 Studio Addresses.....Corvallis; Eugene  
 Transmitter Location.....Granger, Corvallis  
 Time on the Air.....6 a.m. to midnight  
 News Service.....UP

**Personnel**

Acting Manager.....Dr. V. V. Caldwell  
 Program Director.....Allen Miller  
 Chief Announcer.....James Morris  
 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  
 Transcription Service.....C. P. MacGregor  
 News Service.....UP

**Personnel**

President-Station Manager,  
 V. Barney Kenworthy  
 Commercial and Sales Promotion Manager,  
 Glenn Howell  
 Program Director.....Don Jones

**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 midnight; Sunday,  
 8 a.m. to midnight  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 Representative.....John Blair & Co.

**Personnel**

Owner.....Frank L. Hill

General Manager.....L. W. Trommlitz  
 Publicity Director.....Lytle Young  
 Chief Engineer.....Harold Gander

**K U I N**

**GRANTS PASS—EST. 1939**

**DON LEE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Southern Oregon Broad-  
 casting System  
 Business Address.....P. O. Box 148  
 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.  
 Transcription Services...World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....A. E. Voorhies  
 Station Manager.....Ralph E. Smith  
 Program Director.....E. A. Malone  
 Commercial Manager.....L. L. King  
 Chief Engineer.....Edward A. Malone

**K L B M**

**LA GRANDE—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben E. Stone  
 Address.....Old Oregon Trail  
 Phone Number.....220  
 Transmitter Location.....Old Oregon Trail  
 Time on the Air:.....7 a.m. to 9:30 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Keystone; Lang-Worth

**Personnel**

Owner-General Manager.....Ben E. Stone  
 Commercial Manager.....Clara Moss  
 Sales Production Manager...Mark F. DeLaunay  
 Program Director.....Jayne Moss  
 Chief Engineer.....Lee Ready

**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  
 Representative.....W. S. Grant Co.

**Personnel**

President ..... J. A. Kincaid  
 Station & Commercial Manager... Geo. Kincaid

**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 10:05 p.m.  
 News Service ..... UP  
 Transcription Service ..... Long-Worth  
 Representative ..... Burn-Smith Co.

**Personnel**

President ..... Sheldon F. Sackett  
 General Manager ..... Ben E. Stone  
 Sales Promotion Manager ..... Mark DeLaunay  
 Program Director ..... Sara Spough  
 Publicity Director-Office Manager,  
 Lucy Johnson  
 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 ..... Box 1396  
 Phone Number ..... 4000  
 Studio Address ..... Ross Lane  
 Transmitter Location ..... Ross Lane  
 Time on the Air ..... Unlimited license  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

Owner ..... Mrs. W. J. Virgin  
 Station Manager ..... Lee Bishop  
 Sales Promotion Manager ..... Art Adler  
 Program Director ..... Gladys LaMarr  
 Chief Engineer ..... Dave Rees

**K W R C**

PENDLETON—EST. 1941

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

**Personnel**

President-Station Manager,  
 V. Barney Kenworthy  
 Commercial Manager ..... Henry M. Hogue  
 Program Director ..... Paul E. Welden

**K A L E**

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM  
 Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KALE, Inc.  
 Business Address ..... P. O. Box 1031  
 Phone Number ..... Atwater 3333  
 Studio Address ..... New Heathman Hotel  
 Building  
 Transmitter Location ..... Head of Barnes Road  
 Time on the Air ..... 6:45 a.m. to 12 midnight  
 News Service ..... INS; UP  
 Transcription Service ..... World Program Library;  
 Associated Music Publishers  
 Representative ..... Free & Peters, Inc.

**Personnel**

President ..... C. W. Myers  
 Commercial Manager ..... Ted Kooreman  
 Director of Commercial Relations,  
 Harry H. Buckendahl  
 Advertising Manager ..... Charles Couche  
 Program Director ..... H. M. Swartwood, Jr.  
 Production Manager ..... Ted W. Cooke  
 Publicity Director ..... Enoch Squires  
 Chief Announcer ..... Bob Colvig  
 Musical Director ..... Joseph Sampietro  
 Chief Engineer ..... Louls 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 ..... Shares time

**Personnel**

Agent ..... R. T. Stephens  
 (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; UP  
 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  
 Commercial Manager.....Norman J. Sugg  
 Traffic Manager.....Mildred Lester  
 Sales Promotion Manager...Jack Eichenberger  
 Program Director.....Homer Welch  
 Production Manager.....Gordon Bambrick  
 Director of Women's  
 Activities.....Peggy Williams  
 News Editor.....Don Kneass  
 War Program Manager.....Day Foster  
 Chief Announcer.....Herbert Johnston  
 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 Pub-  
 lishing 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; Sun-  
 days, 8 a.m. to 12 midnight  
 Newspaper Affiliation.....The Oregonian  
 News Service.....AP; INS; UP  
 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.....Norman J. Sugg  
 Traffic Manager.....Mildred Lester  
 Sales Promotion Manager...Jack Eichenberger  
 Program Director.....Homer Welch  
 Production Manager.....Gordon Bambrick  
 Director of Women's Activities,  
 Peggy Williams  
 News Editor.....Don Kneass  
 War Program Manager.....Day Foster  
 Chief Announcer.....Herbert Johnston  
 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.....K O I N, Inc.  
 Business Address.....P. O. Box 1031  
 Phone Number.....Atwater 7209  
 Studio Address...New Heathman Hotel Bldg.  
 Transmitter Location...Head of Barnes Road  
 Time on the Air.....24 hours daily  
 News Services.....INS; UP  
 Transcription Services...World Program Library;  
 Associated Music Service  
 Representative.....Free & Peters, Inc.

**Personnel**

President-Station Manager.....C. W. Myers  
 Manager.....Harry H. Buckendahl  
 Advertising-Sales Promotion Manager,  
 Charles E. Couche  
 Program Director.....H. M. Swartwood, Jr.  
 Production Manager.....Ted W. Cooke  
 Chief Announcer.....Bob Colvig  
 Publicity Director.....Enoch Squires  
 Musical Director.....Joseph Sampietro  
 Technical Director.....Louis Bookwalter

**K W J J**

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts  
 Owned By.....KWJJ Broadcast  
 Co., Inc.  
 Operated By.....Wilbur J. Jerman,  
 John Egan  
 Address.....622 S. W. Salmon Street  
 Phone Number.....Atwater 4393  
 Transmitter Location...Oaks Park, Portland  
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays,  
 6 a.m. to 2 a.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 National Representative.....Burn-Smith Co.

**Personnel**

President.....Wilbur J. Jerman  
 Station Manager.....John C. Egan  
 Sales Manager.....L. D. Henderson  
 Program-Production Manager.....Art Morey  
 Musical Director.....Althea Renwick

**K X L**

PORTLAND—EST. 1926

Frequency: 750 Kc. Power: 10000 Watts  
 Owned By.....KXL Broadcasters  
 Address.....Orpheum Building  
 Phone Number.....Broadway 6451  
 Transmitter Location...82nd St. & Sunnyside,  
 Clackamas District  
 Time on the Air.....6 a.m. to local sunset

# MASON-DIXON RADIO GROUP

**SEVEN STATIONS  
WHICH ASSURE YOU**

**HIGH SALES VALUE**

**AT LOW COST**



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

**T**HIS group of seven stations, each with its own strong local influence, covers the rich, diversified Eastern Pennsylvania-Delaware trade area and carries your sales message to more homes per dollar. For information write to the main office or the national representative.



Main Offices—8 West King Street, Lancaster, Penna.  
National Representative: PAUL H. RAYMER CO.  
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

News Service ..... UP  
 Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio  
 Representative..... Joseph Hershey McGillvra

**Personnel**

President ..... Frances R. Symons  
 Production Manager..... Dennis Howard  
 War Program Director..... George Heimrich  
 Publicity Director..... Rudy Lachenmeier  
 Chief Announcer..... Howard Starr  
 Commercial Manager..... H. S. Jacobson  
 Program Director ..... Fred Eichhorn  
 Station Manager..... H. W. Wilson  
 Chief Engineer..... Lew Ballanger

**K R N R**

ROSEBURG—EST. 1935  
 MUTUAL—DON LEE

Frequency: 1490 Kc...Power: 250 d.; 100 n.  
 Owned-Operated By..News-Review Company  
 Business Address .....Roseburg  
 Phone Number .....4  
 Transmitter Location.....Umpqua Hotel  
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays.  
 8 a.m. to 9:45 p.m.  
 Newspaper Affiliation..Roseburg News-Review  
 News Service .....AP  
 Transcription Service.....Standard Radio  
 Representative .....John Keating

**Personnel**

President.....Harris Ellsworth  
 General Manager.....M. H. Pengra  
 Program-Musical Director.....Gilbert Walters  
 War Program Director.....Faith Young  
 Chief Announcer.....Robert Bruce  
 Chief Engineer.....Henry Chandler, Jr.

**K S L M**

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

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 11:30 p.m.  
 News Service .....UP  
 Transcription Service.....Langworth; C. P. MacGregor; Keystone  
 Representative .....John Keating

**Personnel**

President-General Manager .....H. B. Read  
 Commercial-Sales Promotion  
 Manager .....Earle W. Headrick  
 Program Director-Chief  
 Announcer .....Bill Talbot  
 Production Manager.....Otto Miller  
 Chief Engineer.....Clyde Carlton

**PENNSYLVANIA**

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

**W C B A - W S A N**

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC  
 QUAKER NETWORK

Frequency: 1470 Kc.....Power: 500 Watts  
 Owned-Operated By.....Lehigh Valley  
 Broadcasting Co.  
 Address .....39-41 N. Tenth St.  
 Phone Number .....9511  
 Transmitter Location .....Route No. 1  
 Time on the Air.....7:30 a.m. to midnight  
 Newspaper Affiliation.....Allentown Call  
 Publishing Co.  
 News Service.....PA; UP  
 Transcription Services.....World Broadcasting  
 System  
 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.

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

# WISR

**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 . . . . . 357 No. Main St.  
 Time on the Air . . . . . 6:55 a.m. to 6 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World Broadcasting Service

## Personnel

President-Station Manager, David H. Rosenblum  
 Commercial-Sales Promotion Manager . . . . . Leon Bernard  
 Program-Musical Director . . . . . Everett H. Neill  
 Publicity Director . . . . . Bon L. Kellman  
 Chief Announcer . . . . . Kieran Balfe  
 Chief Engineer . . . . . Paul Rex

# W C E D

**DU BOIS—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

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

Address . . . . . 80 Park Place  
 Phone Number . . . . . 1700  
 Transmitter Location . . . . . 80 Park Place  
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.  
 Newspaper Affiliation . . . . . DuBois Courier Express  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Spot Sales, Inc.

## Personnel

President . . . . . H. T. Grey  
 Station-Commercial Manager . . . . . J. S. Gray  
 Production Manager . . . . . Pres Roper  
 Program Director . . . . . Les Ryder  
 Acting Chief Engineer . . . . . Vernon Stahl

# WEST

**EASTON—EST. 1936**

**MUTUAL BROADCASTING SYSTEM  
 MASON-DIXON GROUP**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Associated Broadcasters, Inc.  
 Address . . . . . 516 Northampton St.  
 Phone Number . . . . . 8001  
 Transmitter Location . . . . . Williams Township  
 Time on the Air . . . . . 7 a.m. to midnight  
 News Service . . . . . UP

# WERC

*"Erie's Radio Center"*

. . . . . now offers a 2.2% listener bonus.

A major Metropolitan District with a population of 180,889 in 1940 as determined by the United States Bureau of Census, Erie has increased in population because of the booming war industries, by 2.2% as estimated by the Office of Price Administration in April 1943, see Page 283.

FOR RESULTS: The Best and Most Economical Way To Sell Erie and Its Bonus Market Is Through The Station Which Serves It Best.

# WERC

CBS AFFILIATE

ERIE, PENNA.

National Representative . . . . . Spot Sales, Inc.



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

**Personnel**

Station Executive ..... Clair R. McCullough  
 Station Manager ..... Elwood C. Anderson  
 Sales Director ..... J. Robert Gulick  
 Sales Promotion Manager ..... Ray Walton  
 Program Manager ..... Eugene Bethman  
 War Program Director ..... Henry Austin  
 Chief Engineer ..... J. E. Mathiot

**W E R C**

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. .... Power: 250 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 ..... 6:52 a.m. to 12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated Music;  
 Lang-Worth  
 Representative ..... Spot Sales, Inc.

**Personnel**

President ..... Jacob A. Young  
 General Manager ..... C. E. Denny  
 Commercial Manager ..... Ed Pearson  
 Program Director ..... J. J. Young  
 Chief Announcer ..... Art Ingram  
 Chief Engineer ..... Charles Jenks

**W L E U**

ERIE—EST. 1935

NBC-MUTUAL

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 ..... 7 a.m. to midnight  
 News Service ..... Transradio  
 Transcription Service ..... World Broad-  
 casting System; NBC Thesaurus

**Personnel**

President ..... Leo J. Omelian  
 General Manager ..... V. Hamilton Weir  
 Program Director ..... Thomas Fleming  
 Publicity Director ..... Stan Rodgers  
 Musical Director ..... Anthony Conti  
 Continuity Writer ..... C. Detzel  
 Woman Activities Director ..... Joan Clark  
 Chief Engineer ..... Clarence Baker

**W H J B**

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. Brennen  
 Station Manager ..... George J. Podyyn  
 Commercial Manager ..... Robert Thompson  
 Program Director ..... Howard Hoffman  
 Production Manager ..... Howard Lewis  
 Farm Director ..... Bill Close

**W S A J**

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 ..... R. G. Walters  
 Chief Announcer ..... W. E. Weidler, Jr.  
 Musical Director ..... Prof. Stanley Seiple  
 (Non-Commercial Station)

**W H P**

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 ..... 19 hours daily;  
 Sundays, 17 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 Potteiger  
Musical Director... David Shoop  
Chief Engineer... R. S. Duncan

## W K B O

HARRISBURG—EST. 1921

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... Penn Harris Hotel  
Time on the Air... 7 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 Director... J. Robert Gulick  
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 midnight; Sundays,  
8 a.m. to midnight

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

### Personnel

Station Executive... Clair R. McCollough  
Station Manager... V. C. Dishm  
Sales Director... J. Robert Gulick  
Program Manager... William Erdossy  
Publicity-Production Director... Thomas Tito  
Chief Announcer... James Peiser  
Artists Bureau... Kathryn Kahler  
Musical Director... John Stanzola  
Chief Engineer... J. E. Mathiot

## W J A C

JOHNSTOWN—EST. 1925

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: 7:30 a.m. to 11:30 p.m.; Sun-  
days, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation... Johnstown Tribune  
News Service... UP  
Transcription Service... NBC Thesaurus;  
Lang-Worth

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... 5259  
Transmitter Location... 8 West King St.  
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. McCullough  
Station Manager... Walter Miller  
Sales Director... J. Robert Gulick  
Sales Promotion Manager... Terrence McGough  
Program Manager... Ernest Stanzola  
Production Manager... Paul Rodenhauser  
Chief Engineer... J. E. Mathiot

## W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

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

Business Address... Hotel Coleman  
Phone Number... 757  
Studio Address... Hotel Coleman  
Transmitter Location... Lewistown Heights  
Time on the Air: 7:30 a.m. to 11:15 p.m.;  
Sundays, 8 a.m. to 10:30 p.m.

News Service... UP  
Transcription Service... Keystone Broadcasting  
System

Representative... Burn-Smith Co.

**Personnel**

Vice-President ..... J. S. Woods  
 Station-Sales Promotion  
 Manager ..... Joseph M. Nassau  
 Program Director ..... Rita McCoy  
 Production Manager ..... Joseph W. Smiley  
 Publicity Director ..... James S. Woods  
 Chief Announcer ..... Smiley Rittenhouse  
 Artists Bureau ..... Mary McCoy  
 Chief Engineer ..... Bernard H. Bopp

**WKST**

NEW CASTLE—EST. 1938

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... WKST, Inc.  
 Business Address ..... Cathedral Bldg.  
 Phone Number ..... 5050-5051  
 Studio Address ..... Cathedral Bldg., New Castle  
 Transmitter Location ..... Old Pittsburgh Road  
 Time on the Air ..... 7 a.m. to 12 midnight  
 News Service ..... AP  
 Transcription Service ..... NBC Thesaurus;  
 Standard Radio  
 Representative ..... Spot Sales, Inc.

**Personnel**

President ..... S. W. Townsend  
 Station Manager ..... A. W. Graham  
 Commercial Manager ..... Arthur Pryor  
 Program Director ..... Ray Edwards  
 Publicity Director ..... Ray Wallace  
 Chief Engineer ..... Robert Emch

**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, Al-  
 legheny County, Pa.  
 Time on the Air ..... 7 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth; C. P.  
 MacGregor  
 Representative ..... Cox & Tanz

**Personnel**

Station Manager ..... Edward I. Kroen  
 Program Director ..... Harold Terkell  
 Production Manager ..... Thomas L. Aye, Jr.  
 Chief Announcer ..... Ray Scott

**KYW**

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. .... Power: 50000 Watts  
 Owned-Operated By ..... Westinghouse Radio  
 Stations, Inc.  
 Address ..... 1619 Walnut Street

Phone Number ..... LOcust 3760  
 Transmitter Location ..... Whitemarsh, Pa.  
 Time on the Air: 24 hours daily Mon., Tues.,  
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,  
 Sun.  
 News Service ..... AP; UP; Reuters  
 Transcription Service ..... Standard Radio  
 Representative ..... National Broadcasting Co.

**Personnel**

WESTINGHOUSE RADIO STATIONS INC.

Chairman ..... A. W. Robertson  
 President ..... George H. Bucher  
 Vice-President ..... Walter Evans  
 General Manager ..... Lee B. Wailes  
 Acting Technical Director ..... Dwight A. Meyer  
 Sales-Sales Promotion Manager,  
 William E. Jackson

Auditor ..... Frank A. Logue  
 Program Supervisor ..... Gordon Hawkins  
**KYW PERSONNEL**

President ..... Lee B. Wailes  
 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  
 Musical Director ..... Clarence Fuhrman  
 Chief Engineer ..... Ernest Gager

**TELESCRIPTS**

ORIGINATED BY

**PA**

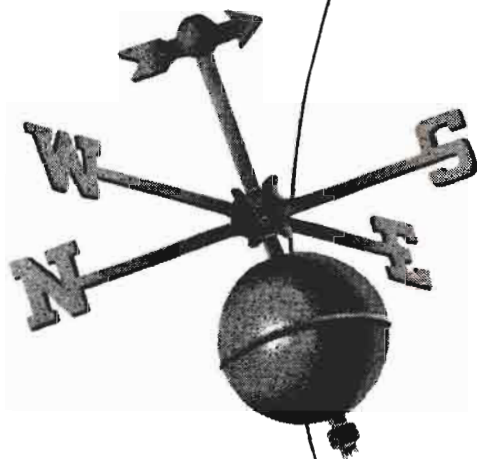
*are complete scripts, cued for  
 music or sound effects, and  
 moved on the special*

**AP** *Radio News Wire.*

WIDELY SPONSORED FROM  
 COAST TO COAST

# WCAU

**PHILADELPHIA**



*50,000 Watts in all directions*

# 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; Associated Music Publishers

Representative: Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

## Personnel

### President and Station

Manager: Dr. Leon Levy  
Assistant Director: Harry B. Watton  
Commercial Manager: Alex Rosenman  
Sales Promotion Manager: T. I. Oberfelder  
Director of Programs: Stan Lee Broza  
Production Manager: Horace Feyhl  
Publicity Director: H. T. Murdock  
Director of W69H: H. B. Watton  
Program Director of W69H: Norris West  
Musical Director: Johnny Warrington

AP

THRU

PA

# WDAS

PHILADELPHIA—EST. 1924

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

Address: 1211 Chestnut Street  
Phone Numbers: Locust 7400; Race 7474  
Transmitter Location: Woodside Park  
Time on the Air: 7 a.m. to 12 midnight  
News Service: INS  
Transcription Service: Lang-Worth

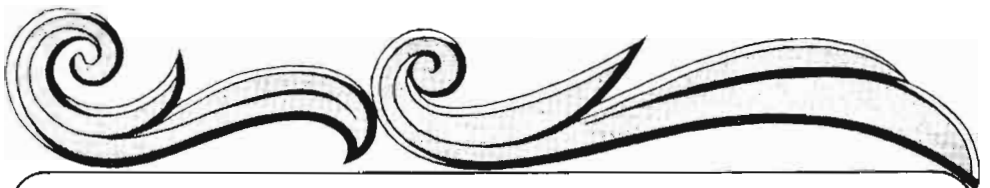
## Personnel

President: Alexander W. Dannenbaum  
Vice-President-General Manager: P. J. Stanton  
Secretary-Treasurer: A. W. Dannenbaum, Jr.  
Commercial Manager: Charles Stahl  
Program Director: Harold Davis  
Production Manager: Gene Edwards  
Publicity Director-Chief:

Announcer: Jerry Stone  
News Editor: Bob Benson  
Foreign Language Director: Nathan Fleisher  
Musical Director: Joseph Schribeman  
Chief Engineer: Frank Unterberger

For Results  
in the  
PHILADELPHIA  
MARKET  
it's  
WDAS  
Philadelphia's  
only full-time  
independent station

NEWS  
EVERY HOUR  
ON THE  
HOUR



# JUDGE US BY THE COMPANIES WE "KEEP"

We have an Honor Roll here at WFIL—a record of outstanding "attendance." Were we to call the Roll, you'd hear a dazzling succession of the nation's leading advertisers.

223 spot advertisers used WFIL during 1942, of which 94 have been on WFIL for two or more consecutive years. Here is the actual record:

Eight years . . . . .	2	Five years . . . . .	4
Seven years . . . . .	4	Four years . . . . .	10
Six years . . . . .	6	Three years . . . . .	28
		Two years . . . . .	40

But don't misunderstand. We're not living in the past. In 1942 alone, 76 NEW advertisers joined the WFIL Honor Roll.

We invite you to judge us not only by the accounts we SELL—but KEEP.



# WFIL

PHILADELPHIA—EST. 1934

BLUE NETWORK

QUAKER NETWORK

Frequency: 560 Kc. Power: 1000 Watts  
Owned-Operated By: WFIL Broadcasting Company

Address: Widener Building  
Phone Number: Rittenhouse 6900  
Transmitter Location: 63rd St. & Passyunk  
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: INS  
Transcription Service: Associated Music Publishers  
Representative: The 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: Jack Steck  
Musical Director: Norman Black  
Acting Chief Engineer: Louis E. Littlejohn

# WHAT

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 Number: Lombard 2390  
Transmitter Location: Hotel Philadelphia, 40th and Chestnut Sts.

Time on the Air: 42 hours weekly (shares with WTEL)

Newspaper Affiliation: Philadelphia Record  
News Service: AP

## Personnel

President: J. David Stern  
General Manager: Milton Laughlin

# WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc. Power: 10000 Watts  
Owned-Operated By: Seaboard Radio Broadcasting Corporation

Business Address: 1423-25 Walnut Street  
Phone Number: Rittenhouse 2300

Transmitter Location: Conshohocken, Pa.  
Time on the Air: 6 a.m. to 2 p.m.

AP

# NEWS FOR RADIO

*is available exclusively through*

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

# HIT 'EM WHERE THEY ARE!



Aim your message at the huge concentration of **war workers** in the Philadelphia area.

Long the **third largest market** in the country, war-time Philadelphia with its expanded industries is now a far richer market than ever before.

Here is a **buying public** you can't ignore

**...reach them through**

**"PHILADELPHIA'S PIONEER VOICE"**



**5,000 Watts      24 Hours a Day**

**Complete Coverage of Philadelphia  
and Metropolitan Area**

**Mutual Broadcasting System**



News Service . . . . . AP: UP  
National Representative . . . . . Spot Sales

**Personnel**

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

**WIP**

PHILADELPHIA—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Pennsylvania Broad-  
casting Company  
Address . . . . . 35 South 9th Street  
Phone Number . . . . . WALnut 6800  
Transmitter Location . . . . . Bellmawr, N. J.  
Time on the Air . . . . . 24 hours daily  
News Service . . . . . AP: UP  
Transcription Service . . . . . World Broadcasting  
System

**Personnel**

President & Station  
Manager . . . . . Benedict Gimbel, Jr.  
V-P in Charge of Sales . . . . . Edward A. Davies  
Program Director . . . . . Edward Wallis  
Assistant Program Manager  
Publicity . . . . . Sam Serota  
Production Manager . . . . . Varner Paulsen  
Night Manager . . . . . Howard Brown  
Musical Director . . . . . Joe Frassetto  
Technical Supervisor . . . . . Clifford C. Harris

**WPEN**

PHILADELPHIA—EST. 1929

ATLANTIC COAST NETWORK

Frequency: 950 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . William Penn Broad-  
casting Co.  
Operated By . . . . . Arde Bulova  
Address . . . . . 501 Madison Ave., New York  
Phone Number . . . . . Plaza 3-1535  
Studio Address . . . . . 1528 Walnut St.  
Transmitter Location . . . . . Columbia Ave. & Race St.  
Time on the Air . . . . . 6:45 a.m. to 12 midnight  
News Service . . . . . Transradio  
Transcription Service . . . . . Lang-Worth  
National Representatives . . . . . Homer Griffith;  
Dana Baird

**Personnel**

Owner . . . . . Arde Bulova  
General Manager . . . . . Arthur Simon  
Publicity Director . . . . . Gil Babbitt  
Program Director . . . . . Lewis L. London  
Musical Director . . . . . Joseph Fransoza  
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., Phila-  
delphia, Pa.  
Studio Address . . . . . Grant Building  
Phone Number . . . . . Grant 4200  
Transmitter Location . . . . . Allison Park, Hampton  
Township, Pa.  
Time on the Air: 24 hours daily; signoff 1 a.m.  
Fri. and Sat.  
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 . . . . . Robert E. White  
War Program Director . . . . . Victoria Corey  
Production Manager . . . . . Robert Shield  
Publicity Director . . . . . James Murray  
Office Manager . . . . . Robert E. Pusey  
Continuity Supervisor . . . . . Dale Jackson  
Agricultural Director . . . . . Homer A. Martz  
Chief Announcer . . . . . Wilbur C. Sutherland  
Traffic Manager . . . . . G. Dare Fleck  
Musical Directors . . . . . Bernie Armstrong,  
Aneurin Bodycombe  
Acting Chief Engineer . . . . . Ted Kenny

**KQV**

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. . . . . Power: 1000 Watts



# Philadelphia

in

'43

Continues to Be  
**America's Number 1  
Arsenal**  
*The Reason Why!*

**MORE WORKERS**  
(New Ones—Thousands +)

**MORE PRODUCTION**  
(Topping '42's All-Time High)

**MORE MONEY**  
(Payrolls at Peak—120% Above 1940)

A war-working, war-spending Metropolitan  
area—that is Philadelphia in '43.

Philadelphia is **BUYING**—Let "the Station  
that Sells," do your **SELLING!**

**5000 WATTS**  
950 ON THE DIAL

Affiliated station of the  
Atlantic Coast Network

**WPEN**

• • • **PENNSYLVANIA** • • •

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.....UP  
 Transcription Service.....Lang-Worth; Standard Radio  
 Representative.....Spot Sales

**Personnel**

President.....H. J. Brennen  
 Station Manager.....G. S. "Pete" Wasser  
 Commercial & Advertising Manager.....R. M. Thompson, Sr.  
 Program Director.....Ray Shannon  
 Publicity Director.....R. M. Thompson, Sr.  
 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.....6:45 a.m. to 2 a.m.  
 Newspaper Affiliation.....Pittsburgh-Sun Telegraph  
 News Service.....INS; AP  
 Transcription Service.....World Broadcasting System  
 Representative.....The Katz Agency, Inc.

**Personnel**

President-General Manager.....Leonard Kapner  
 Sales Manager.....Willard Schroeder  
 Chief Announcer.....Bob Donley  
 Program Manager.....R. Clifton Daniel  
 Production Manager.....Don Dixon  
 Continuity Chief.....Ben Muros  
 Musical Director.....Barron Elliott  
 Chief Engineer.....James Schultz

**W J A S**

**PITTSBURGH—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1320 Kc...Power: 5000 d.; 1000 n. (C.P. 5000 d. & 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  
 Representative.....Wm. G. Rambeau Co.

**Personnel**

President & General Manager.....H. J. Brennen  
 Commercial Manager.....R. M. Thompson, Sr.

**W W S W**

**PITTSBURGH—EST. 1931**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WWSW, Inc.  
 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  
 Publicity-Sales Promotion Manager.....John Wilkoff  
 Program Director.....Walter E. Sickles  
 War Program Director.....Marjorie McCann  
 Production Manager.....John Davis  
 Artists' Bureau Head.....Marie Wilk  
 Chief Announcer.....David Tyson  
 Musical Director.....John Mitchell  
 Chief Engineer.....Henry R. Kaiser

**W E E U**

**READING—EST. 1931**

**NATIONAL BROADCASTING CO.**

**QUAKER NETWORK**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Berks Broadcasting Co.  
 Business Address.....533 Penn St.  
 Phone Number.....7335  
 Studio Address.....533 Penn St.  
 Transmitter Location.....Spring Township  
 Time on the Air.....Local sunrise to sunset  
 Transcription Service.....Lang-Worth; Standard Radio  
 News Service.....UP  
 Representative.....George P. Hollingbery Co.

**Personnel**

General Manager.....Clifford M. Chafey  
 Program Director.....J. Calvin Jackson  
 Sales Manager.....Robert Magee  
 Musical Director.....E. Lester Hoffmaster  
 Chief Engineer.....H. O. Landis

**AP  
THRU  
PA**

AP News for radio  
is available exclusively through

**PRESS ASSOCIATION, INC.**

50 Rockefeller Plaza

New York, N. Y.

550

• • • PENNSYLVANIA • • •

## W R A W

**READING—EST. 1921**  
**NATIONAL BROADCASTING CO.**  
**QUAKER NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Reading Broadcasting Co.  
 Business Address 533 Penn St.  
 Phone Number 7336  
 Studio Address 533 Penn St.  
 Transmitter Location Pomeroy Bldg.  
 Time on the Air 7 a.m. to 12 midnight  
 News Service UP  
 Transcription Service NBC Thesaurus;  
 Lang-Worth  
 Representative William G. Rambeau Co.

### Personnel

President Clifford M. Chafey  
 Station Manager Raymond A. Gaul  
 Sales Manager Arthur W. Chafey  
 Program Director J. Calvin Jackson

## W A R M

**SCRANTON—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**BLUE NETWORK**  
**PENNSYLVANIA NETWORK**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Union Broadcasting Co.  
 Address Select Bldg.  
 Phone Number 4-5707  
 Transmitter Location 721 N. Blakely St.,  
 Dunmore, Pa.  
 Time on the Air 7 a.m. to midnight  
 News Service UP  
 Transcription Service NBC Thesaurus  
 Representative George P. Hollingbery Co.

### Personnel

President Martin F. Memolo  
 Station Manager Dale Robertson  
 Commercial Manager William M. Dawson, Jr.  
 Program Director Kenneth Beghold  
 Chief Announcer John Von Bergen  
 Musical Director Frank Keller  
 Chief Engineer Adolph Oschmann

## W G B I

**SCRANTON—EST. 1925**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 910 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By Scranton Broadcasters, Inc.  
 Business Address 1000 Wyoming Ave.  
 Phone Number 6296  
 Studio Address 1000 Wyoming Ave.  
 Transmitter Location Drinker Turnpike,  
 Dunmore, Pa.  
 Time on the Air: 6:45 a.m. to 1:05 a.m.; Sun-  
 days, 7:45 a.m. to 1:05 a.m.

News Service AP  
 Transcription Service World Broadcasting  
 System  
 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 George W. Winterstein, Jr.  
 Publicity Director George Campbell  
 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 Fahnline, Jr.  
 Commercial Manager J. T. Van Sweringen  
 Program Director Paul Gamble  
 Publicity Director Evelyn Keller  
 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.  
 Address 1150 N. Front St.  
 Phone Number 1325

• • • **PENNSYLVANIA** • • •

Transmitter Location.....1150 N. Front St.  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Cox & Tanz

**Personnel**

Secretary-Treasurer.....B. A. Beck  
 Station Manager.....Melvin Lahr  
 Program Director.....Paul Miller  
 Sales Manager.....Homer Smith  
 Chief Engineer.....Clif Kerstetter

**W M B S**

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

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

Address.....Fayette Title and Trust Bldg.  
 Phone Number.....800  
 Transmitter Location.....Burgess Field  
 Time on the Air.....7 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 National Representative.....Radio  
 Advertising Corp.

**Personnel**

President and Station  
 Manager.....Joseph C. Burwell  
 Commercial Manager.....Harry Burwell  
 Program Director.....Sullivan Sages  
 Chief Announcer.....Kenneth Wilson  
 Musical Director.....Mary Lucius  
 Chief Engineer.....Harold Frueham

**W J P A**

WASHINGTON—EST. 1942

PENNSYLVANIA NETWORK

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

Address.....George Washington Hotel  
 Phone Number.....4870  
 Transmitter Location.....North Strabane Township  
 Time on the Air: 7 a.m. to 12:30 a.m.; Sun-  
 days, 9 a.m. to 12:30 a.m.

News Service.....UP  
 Transcription Service.....Lang-Worth  
 National Representative.....Spot Sales, Inc.

**Personnel**

General Manager.....John Laux  
 Commercial-Sales Promotion  
 Manager.....John M. Croft  
 Program Director.....Stanley Schultz  
 Chief Engineer.....Joseph 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.  
 Address.....141 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.....Associated  
 Music Publishers

**Personnel**

President-Station Manager...John Stenger, Jr.  
 General Manager.....A. W. Grebe  
 Program Director.....Dick Mawson  
 Production Manager.....Ed Thomas  
 Chief Announcer.....Richard Owens  
 Musical Director.....Phil Cusick  
 Chief Engineer.....John Stenger, Jr.

**W B R E**

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....Louis G. Baltimore  
 Operated By.....A. C. Baltimore  
 Address.....62 So. Franklin Street  
 Phone Number.....33101  
 Transmitter Location.....Third Avenue, Kingston,  
 Pa.

Time on the Air.....7 a.m. to 1 a.m.  
 News Service.....AP

**Personnel**

President and Station  
 Manager.....Louis G. Baltimore  
 Commercial Manager.....A. C. Baltimore  
 Program Director.....Tiny Hamrick  
 Production Manager.....Jimmy McCarthy  
 Publicity Director.....Jerry Butler  
 Musical Director.....L. Savitt  
 Chief Engineer.....Charles Sakoski

**W R A K**

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRAK, Inc.  
 Address.....244 West Fourth Street  
 Phone Number.....2-6116  
 Transmitter Location.....1561 West Fourth Street  
 Time on the Air: 11:15 p.m.; Sundays, 9 a.m.  
 to 11 p.m.

Newspaper Affiliation.....Williamsport Sun;  
 Williamsport Gazette & Bulletin  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 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

Production Manager ..... John Neff  
 Musical Director ..... Frank Renaut  
 Chief Engineer..... J. E. Mathiot

# 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 Town-  
 ship, Pa.  
 Time on the Air..... 7 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  
 Station Director ..... J. Robert Gulick  
 Sales Promotion Manager.... Leslie Golliday  
 Program Director ..... Arthur Weeks  
 Publicity Director..... Wilhelmina Hollinger

# W S B A

YORK—EST. 1942

Frequency: 900 Kc.....Power: 1000 Watts  
 Owned-Operated By.... Susquehanna Broad-  
 casting Co.  
 Address ..... York  
 Transmitter Location..... York  
 Time on the Air..... Daytime License  
 News Service ..... AP; INS  
 Transcription Service..... Associated Music  
 Publishers: World Broadcasting System  
 Representative ..... The Walker Co.

## Personnel

Station Manager..... Otis Morse 4th  
 Commercial Manager ..... Sydney Robbins  
 Program Director ..... Max Robinson  
 War Program-News Director... Saralee Deane  
 Continuity Editor..... Ann Trippe  
 Chief Announcer ..... Max Robinson  
 Musical Director ..... Lloyd Filby  
 Chief Engineer..... Woodrow G. Eberhart

# The Time to Buy in Central Pennsylvania



THE "MID-POINT" ON YOUR DIAL

People . . . thousands of them . . .  
 in 44 prosperous counties of Central  
 Pennsylvania and Northern Maryland  
 listen to WSBA. Mail response proves  
 it! A rich market normally . . .  
 richer now with increased industrial  
 and agricultural activity.

York, Pennsylvania • Nat. Rep., The Walker Co.



## *High Potential Audience - - Low Cost*

A POWERFUL INFLUENCE OVER A \$793,798,000 BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich,  
Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family  
Effective Buying Income - \$793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market  
For Sending Your Sales Message to 253,000 Radio Homes Where  
There's \$793,798,000 To Spend

## *Buy* W F C I

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: HEADLEY-REED COMPANY NEW YORK, CHICAGO, DETROIT  
ATLANTA • SAN FRANCISCO



# RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK

ATLANTIC COAST NETWORK

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

Business Address ..... 450 Main Street  
Phone Number ..... Perry 9540  
Transmitter Location .. John St., Lonsdale, R. I.  
Time on the Air: 5:55 a.m. to 1:05 a.m.; Sun-  
days, 7:30 a.m. to 1 a.m.

News Service ..... Transradio  
Transcription Service ..... Standard Radio  
Representative ..... Headley-Reed Co.

### Personnel

President ..... Howard W. Thornley  
Treasurer ..... Frank F. Crook  
Commercial Manager ..... T. F. Allen  
Program Director ..... George Sutherland  
Musical Director ..... Arthur Paquette  
Chief Engineer ..... Gilbert Johnson

## W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

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

Address ..... Crown Hotel  
Phone Number ..... DEXter 1500  
Transmitter Location ... East Providence, R. I.  
Time on the Air ..... Unlimited License  
Transcription Service ..... Associated Music  
Publishers  
Representative ..... Edward Petry Co., Inc.

### Personnel

President ..... William O'Neil  
General Manager ..... John Shepard 3rd  
Station and Sales Supervisor ... M. S. Parker  
Chief Engineer ..... H. Tilley

## W J A R

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 ..... Unlimited License  
Transcription Service ..... World Broadcasting  
System  
Representative ..... Weed & Company

### Personnel

President ..... Mortimer L. Burbank  
Station Manager ..... John J. Boyle

## W P R O

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 ... East Providence, R. I.  
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,  
8 a.m. to midnight

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 ..... George Jaspert  
Program Director ..... H. William Koster  
Sales Promotion-Publicity Director,  
Albert C. Rider  
Musical Director ..... Edwin F. Drew  
Chief Engineer ..... Howard W. Thornley

# SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 227-285

## 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;  
Daily Mail  
News Service: AP  
Transcription Service: Lang-Worih; C. P. Mac-  
Gregor; World Broadcasting System  
Representative: Spot Sales, Inc.

### Personnel

Owner: Wilton E. Hall  
Station Manager: Wilton Martin  
Commercial Manager: G. Paul Browne  
Program Director: Jimmie Simpson  
War Program Director: Edith Hall  
Artists Bureau: Sammy Gaines  
Chief Engineer: Harold C. Spengler

## WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.  
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 12:05 a.m.; Sundays,  
8 a.m. to midnight  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: Free & Peters

### Personnel

President-Station Manager: J. M. Rivers  
Commercial Manager: Roland Weeks  
Promotion-Traffic Manager: Thomas L. Means  
Program Director: Russ Long  
Production Manager: T. Heyward Moore  
Chief Announcer: Russell Long  
Musical Director: Elizabeth Gignilliat  
Chief Engineer: J. M. Weaver

## WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Operated By: Atlantic Coast  
Broadcasting Company  
Business Address: 135 Church St.  
Phone Number: 2-2961; 2-2962  
Studio Address: 135 Church St.  
Transmitter Location: Albemarle, S. C.  
Time on the Air: 6 a.m. to midnight; Sundays,  
8 a.m. to midnight  
Newspaper Affiliation: News & Courier;  
Charleston Evening Post  
Transcription Service: 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  
Chief Engineer: D. M. Bradham

## WCOS

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Carolina Broadcasting  
Corp.  
Address: 1202 Main St.  
Phone Number: 25601  
Transmitter Location: 200 Senate St.  
Time on the Air: 6:30 a.m. to midnight; Sundays,  
8 a.m. to midnight  
News Service: AP  
Transcription Service: Associated Music Pub-  
lishers  
Representative: Spot Sales, Inc.

### Personnel

President: H. F. Kinscey  
General Manager: W. C. Bochman  
Sales Manager: Hub Jackson  
Sales Promotion Manager: Davis Spiers, Jr.  
Program Director: Howard Hamrick  
War Program Director: Delphine Flnn  
Chief Announcer: Moody McElveen  
Artists Bureau: W. M. Burnette  
Chief Engineer: Harry Clippard

**W I S**

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By: The Surety Life Insurance Company.  
 Address: 1811 Main Street  
 Phone Number: 2-2135; 2-2136  
 Transmitter Location: Bluff Road  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.  
 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: Harry S. Duval  
 Program Director: Floyd D. Rodgers, Jr.  
 Production Manager-Chief  
 Announcer: Glenn Adams  
 Musical Director: Barbara Murphy  
 Chief Engineer: Scott Helt

**W O L S**

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Florence Broadcasting Co., Inc.  
 Address: Sanborn Hotel  
 Phone Number: 48  
 Transmitter Location: Charleston Highway  
 Time on the Air: 7 a.m. to 11:15 p.m.  
 News Service: UP  
 Transcription Service: Keystone Broadcasting System  
 Representative: Cox & Tanz

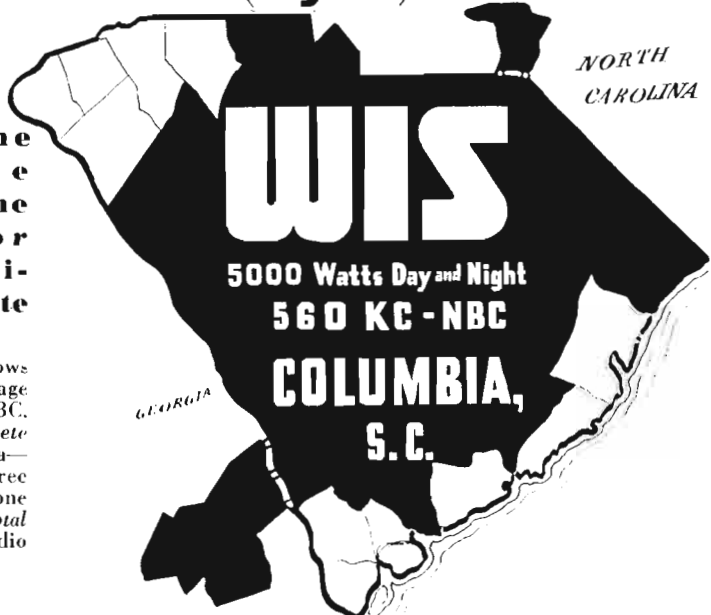
**Personnel**

Owner: M. F. Schnibben  
 Station Manager: R. O. Dorsey  
 Commercial-Sales Promotion Manager:  
 H. Russ Holt  
 Program-Musical Director: Bill Simmons  
 Publicity Director: Bonnie McCubbins  
 Chief Engineer: Herman Hanks

**Here is your SOUTH CAROLINA coverage (daytime)—with**

**Combining the Power, the Frequency, the Programs for Complete Dominance in the State**

The map at the right shows the WIS daytime coverage area, as designated by NBC. Note the almost complete coverage of South Carolina—plus the “bonus” of three counties in Georgia and one in North Carolina. *Total Radio Families* (1940 Radio Home Census)—127,922.



**FREE & PETERS, INC., Exclusive National Representatives**

## W F B C

**GREENVILLE—EST. 1933**  
NATIONAL BROADCASTING CO.  
BLUE RIDGE NETWORK

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Operated By: Greenville News-Piedmont Co.  
Address: Poinsett Hotel  
Phone Number: 362; 363  
Transmitter Location: Gantt, S. C.  
Time on the Air: 6 a.m. to 12 midnight  
Newspaper Affiliation: Greenville News-Piedmont  
Transcription Service: NBC Thesaurus  
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

### Personnel

President: Roger C. Peace  
Station Manager: B. T. Whitmire  
Commercial Manager: Robert Glass  
Program Director: Norvin C. Duncan  
Production Manager: Robert F. Anthony  
Publicity Director: Loren L. Watson, Jr.  
Chief Announcer: Bob Anthony  
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: Prevost Bldg.  
Phone Number: 5730  
Studio Address: Prevost Building  
Transmitter Location: 400 Mayberry Street  
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight  
News Service: AP  
Transcription Service: World Broadcasting System  
National Representative: Burns Smith Co., Inc.

### Personnel

President: Robert A. Jolly  
Station-Commercial Manager: W. Ennis Bray  
Program Director: Loren Watson  
War Program Director: Cecile Gentry  
Musical Director: Sid Tear  
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. Smyth  
Women's Editor: Margaret Bailey  
Chief Engineer: E. C. Niemann

## W O R D

**SPARTANBURG—EST. 1940**  
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Spartanburg Advertising Company  
Address: Radio Center  
Phone Number: 2901  
Transmitter Location: 2½ miles Northeast of Spartanburg  
Time on the Air: 6 a.m. to 12 midnight  
News Service: PA; UP  
Transcription Service: Standard Radio; NBC Thesaurus  
Representative: Geo. P. Hollingbery Co.

### Personnel

Vice-President and General Manager: Walter J. Brown  
General Manager: G. O. Shepherd  
Program Director: James Reppert  
Chief Engineer: Murray Coleman

## W S P A

**SPARTANBURG—EST. 1929**  
COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Spartanburg Advertising Corporation  
Address: Radio Center  
Phone Number: 2900  
Transmitter Location: 3½ miles Northwest of Spartanburg  
Time on the Air: 6 a.m. to 12 midnight  
News Service: UP  
Transcription Service: World Transcription Service; Associated Music Publishers  
Representative: George P. Hollingbery Co.

### Personnel

Vice President-General Manager: Walter J. Brown  
Station Manager: John W. Kirkpatrick  
Assistant General Manager: Roger A. Shaffer  
Musical Director: Corinne Kearse  
Chief Engineer: Harold Beckholt

# W F I G

SUMTER—EST. 1940

BLUE NETWORK  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Radio Station WFIG, Inc.  
Address 39 North Main Street  
Phone Number (Studio) 1340  
Transmitter Location Highway No. 76  
Time on the Air 18 hours daily

News Service UP  
Transcription Service Keystone Broadcasting System  
National Representative Cox & Tanz

## Personnel

President Julius S. Brody  
Station Manager T. Doug Youngblood  
Program Director-Chief  
Announcer Raymond Caddell  
Publicity Director Dorothy Boney  
Chief Engineer William E. Williams

# SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

# 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 7 a.m. to 12 midnight  
News Service PA  
Representative The Walker 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 Aileen Johnson  
Chief Engineer Delbert Hunt

# K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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 2½ miles East of City  
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 9 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  
Station Manager Robert J. Dean  
Commercial-Sales Promotion Manager W. P. McCracken  
Program Director-Production Manager George E. Bruntlett  
Director of War Programs-Musical  
Director Jack Thayer  
Chief Announcer Al Paulson  
Artists Bureau Head Mildred Palmer  
Chief Engineer M. J. Jones

# K G F X

PIERRE—EST. 1922

KEYSTONE BROADCASTING SYSTEM

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 Shares time in daytime  
Transcription Service Keystone Broadcasting System  
Representative Cox & Tanz

## Personnel

Owner and Director Ida A. McNeil

# W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts  
Owned-Operated By South Dakota State School of Mines  
Address East St. Joseph Street  
Phone Number 1600  
Transmitter Location Rapid City  
Time on the Air 11 a.m. to 1 p.m.  
Transcription Service Standard Radio



# TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.

DANIEL BOONE 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: 6:30 a.m. to 11:30 p.m.  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representatives: Burn-Smith Company; Harry E. Cummings

### 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

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Mrs. W. A. Patterson  
Address: Read House  
Phone Number: 6-6141  
Transmitter Location: Pineville, Tenn.  
Time on the Air: 5:30 a.m. to 11:05 p.m.  
News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: Headley-Reed Company

### Personnel

Owner: Mrs. W. A. Patterson  
General Manager: R. G. Patterson  
Sales Manager: R. N. Krepps  
Program-Publicity Director: Helen Patterson  
Chief Announcer: Bob Bosworth  
Artists' Bureau Head: Louise Harley  
Musical Director: Jimmy Johnston  
Chief Engineer: B. B. Barnes

## W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

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; Associated Music Publishers  
Representative: Burn-Smith Co.

### Personnel

President: Joe W. Engel  
Station-Commercial Manager: Frank S. Lane  
Sales Promotion Manager: Ken Flenniken  
Program Director: Vann Campbell  
Production Manager: Luther Massengill  
Chief Announcer: George Barber  
Auditor: Pearl McWhorter  
Artists' Bureau Head: Rachel Morton  
Musical Director: Jean Van Arsdale  
Chief Engineer: B. C. Baker

## W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: WDOD Broadcasting Corporation

Address: Hamilton National Bank Building  
Phone Number: 6-5117  
Transmitter Location: Baylor School  
Time on the Air: 6 a.m. to 11:05 p.m.  
News Service: UP  
Transcription Service: Langworth, Associated Music Publishers  
Representative: Paul H. Raymer Co.

### Personnel

General Manager: Earl W. Winger  
Commercial Manager: Carter M. Parham  
Sales Promotion Manager: Cliff W. Bowers  
Program Manager: Gene Wilkey  
Chief Announcer: Paul Wann  
Musical Director: Graham Fowler  
Chief Engineer: J. C. Vessells

## W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Wm. Kleeman  
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.....Wm. Kleeman  
 Assistant Manager.....Les Carmichael  
 Commercial-Sales Promotion  
 Manager.....Tom White  
 Program-Publicity Director.....H. Bynum  
 Bookkeeper.....Mrs. S. Hutton  
 Chief Engineer.....F. Kravitz

**W H U B**

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHUB, Inc.  
 Address.....East Spring Street  
 Phone Number.....Southern Continental 200  
 Transmitter Location.....807 Hickory Street  
 Time on the Air.....111 hours weekly  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Keystone Broadcasting System  
 National Representative.....Cox & Tanz

**Personnel**

President-Commercial Manager..M. L. Medley  
 Station Manager.....Bill Reeves  
 Publicity Director.....Joe Mabry  
 Chief Engineer.....Charles Burch

**W T J S**

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Sun Publishing  
 Company  
 Address.....104 West Baltimore St.  
 Phone Number.....3340  
 Transmitter Location.....Highway 45  
 Time on the Air.....7 a.m. to 12 midnight  
 Newspaper Affiliation.....The Jackson Sun  
 News Service.....PA; UP  
 Transcription Service.....Standard Radio  
 Representative.....The Branham Company

**Personnel**

President-Station Manager.....A. A. Stone  
 Commercial Manager.....A. B. Robinson  
 Program-Publicity Director.....Otis Roush  
 War Program Director.....James Hoppers  
 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 Address.....412 S. Roan St.

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. Hanes Lancaster  
 Office Manager.....Olive Hinderer  
 Commercial Manager.....Ken Marsh  
 Program Director.....Henry Frick  
 Chief Engineer.....O. K. Garland

**W K P T**

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kingsport Broadcast-  
 ing Co.  
 Address.....222 Commerce St.  
 Phone Number.....WKPT  
 Transmitter Location.....East Kingsport  
 Time on the Air.....6:30 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth;  
 Standard Radio  
 Representatives.....Burn-Smith Co.;  
 Harry Cummings

**Personnel**

President.....C. P. Edward, Jr.  
 General Manager.....Jess Swicegood  
 Program-Production Manager..Paul Overbay  
 Chief Engineer.....Gladman W. Upchurch

**W B I R**

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. W. Birdwell  
 Address: Chamber of Commerce Bldg., 612  
 South Gay Street  
 Phone Number.....4-3321  
 Transmitter Location.....Wilder Place  
 Time on the Air.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....Burn-Smith Co.

**Personnel**

Owner-Manager.....J. W. Birdwell  
 Station Manager.....John P. Hart  
 Program-Publicity Director....Charles Devois

**W N O X**

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Operated By.....Scripps-Howard  
 Radio, Inc.



Address . . . . . 110-112 South Gay Street  
 Phone Number . . . . . 3-3171  
 Transmitter Location . . . Anderson Road near  
 Knoxville  
 Time on the Air: 5 a.m. to 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; Long-  
 Worth  
 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  
 Continuity Director . . . . . Ken Wright  
 Musical Director . . . . . Jerry Collins  
 Cashier-Office Manager . . . . . Bruce King  
 Chief Engineer . . . . . J. B. Epperson

•  
**W R O L**

KNOXVILLE—EST. 1927

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 Pfahler  
 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 Gayose  
 Phone Number . . . . . 8-6868  
 Transmitter Location . . . . . 46 Neely St.  
 Time on the Air . . . . . 7 a.m. to 11 p.m.  
 News Service . . . . . INS; PA  
 Transcription Service . . . . . Lang-Worth

**Personnel**

General Manager . . . . . E. A. Alburty  
 Commercial Manager . . . . . E. Pournelle  
 Program Director . . . . . E. H. McMurry, Jr.  
 War Program Director . . . . . Bob Alburty  
 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**

Station Manager . . . . . H. W. Slavick  
 Commercial Manager . . . . . J. C. Eggleston  
 Assistant Commercial Manager . . . . . Cliff Goodman  
 Program Director . . . . . John Cleghorn  
 Production Manager . . . . . Earl Moreland  
 Musical Director . . . . . John Long  
 Chief Engineer . . . . . E. C. Frase, Jr.

•  
**W M P S**

MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By . . . . . Memphis Broad-  
 casting Company  
 Address . . . . . Columbian Tower, 62 North  
 Main Street  
 Phone Number . . . . . 5-2721  
 Transmitter Location . . . . . 1690 South Lau-  
 derdale  
 Time on the Air: 6:30 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Memphis Press-  
 Scimitar  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Spot Sales, Inc.

**Personnel**

President . . . . . Jack R. Howard  
 Station Manager-Program Director  
 James C. Hanrahan  
 Commercial Manager . . . . . Harold R. Krelstein  
 Merchandising Manager-Publicity Director  
 Mildred R. Flippin

# THE Fifth ESTATE

## I'M ADVERTISING

**I** SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell!! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to

erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money . . . I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"



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.

Director of War Programs . . . . . Francis Chamberlin  
 Chief Announcer . . . . . Lawrence Trexler  
 Musical Director . . . . . Berl Olswanger  
 Chief Engineer . . . . . J. 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  
 Address . . . . . Hotel Peabody  
 Transmitter Location . . . . . Memphis  
 Time on the Air . . . . . Unlimited license  
 Transcription Service . . . . . World Broadcasting  
 System; Lang-Worth  
 Representative . . . . . The Katz Agency

### **Personnel**

Owner-General Manager . . . . . Hoyt B. Wooten

## • W L A C

**NASHVILLE—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1510 Kc. . . . . Power: 50000 Watts  
 Owned By . . . . . J. T. Ward, d/b as WLAC Broad-  
 casting Service  
 Operated By . . . . . WLAC Broadcasting Ser-  
 vice  
 Address . . . . . Third National Bank Bldg.  
 Phone Number . . . . . 6-0161  
 Transmitter Location . . . . . Dickerson Road  
 Time on the Air . . . . . 6 a.m. to 12 midnight; Sun-  
 days, 7:30 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System; Lang-Worth  
 Representative . . . . . Paul H. Raymer Co.

### **Personnel**

Owner . . . . . J. T. Ward  
 General Manager . . . . . F. C. Sowell  
 Promotion Manager . . . . . Chas. L. Andrews  
 Merchandising Manager . . . . . R. N. Maddux  
 Program Director . . . . . Paul Oliphant  
 Musical Director . . . . . Charles Nagy  
 Chief Engineer . . . . . F. D. Binns

## • W S I X

**NASHVILLE—EST. 1927**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 980 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WSIX, Inc.  
 Address . . . . . Nashville Trust Building  
 Phone Number . . . . . 5-5431  
 Transmitter Location . . . . . Northeast of Nashville  
 Time on the Air . . . . . Unlimited license

Transcription Service . . . . . Associated Music  
 Publishers; Standard Radio; C. P. Mac-  
 Gregor; Lang-Worth  
 Representative . . . . . Spot Sales, Inc.

### **Personnel**

President-Station Manager . . . . . Jack M. Draughon  
 Commercial Manager . . . . . Eugene S. Tanner

## • W S M

**NASHVILLE—EST. 1925**

**NATIONAL BROADCASTING CO.**

Frequency: 650 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . The National Life and  
 Accident Insurance Co.  
 Business Address . . . . . 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 Service . . . . . Associated Music  
 Publishers . . . . . Lang-Worth  
 Representative . . . . . Edward 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  
 Chief Announcer . . . . . Otis E. Devine  
 Musical Directors, Pietro Brescia, Beasley Smith  
 Acting Chief Engineer . . . . . George Reynolds



# Maximum Fire Power at Either Range



## Selling Dallas and Fort Worth:

Number One Inland Manufacturing Centers  
of the West, South-Central States

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has a larger primary coverage area, day and night, than any other 50,000-watt station in the United States. For more than 20 years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas, have got up in the morning . . . have gone to bed at night, by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime contour includes more than 45% of the population of Texas (a tremendously big state: 6,414,824 population). The southern one-third of Oklahoma is in this 0.5 MV/M daytime contour.

ALL THIS, and MORE: In the audiences of these two hard-hitting radio stations are hundreds of thousands of men in Army and Navy camps of the Southwest—training grounds of the nation.

*Jointly Owned and Operated by*

**The Dallas Morning News and The Fort Worth Star-Telegram**

**WFAA-WBAP**  
**DALLAS-FORT WORTH**

**KGKO**  
**FORT WORTH-DALLAS**

**Edward Petry and Co., National Representatives**

# TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

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

Address Hotel Hilton  
Phone Number 6255  
Transmitter Location 341 Ambler Avenue  
Time on the Air 6:45 a.m. to 10 p.m.  
Newspaper Affiliation Abilene Reporter-News

News Service AP  
Representative The Foreman Co.

### Personnel

President M. B. Hanks  
Vice-President & Managing

Director Howard Barrett  
Local Sales Manager A. C. Etter  
Program Director-Chief Announcer

Charles Chumley  
Accountant Thelma Kleyn  
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 Broadcasting 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.; Sundays, 7 a.m. to 11 p.m.

News Service INS

### Personnel

President Gilmore N. Nunn  
Station-Commercial Manager H. P. Roberson  
Sales Promotion Manager-Program Director

Bonnie Bennett  
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 Broadcasting Company

Address Radio Building, 8th & Harrison  
Phone Number 4242  
Transmitter Location Bellaire Park

Time on the Air 6 a.m. to 12 midnight  
Newspaper Affiliations: Amarillo Daily News;  
Amarillo Globe; Lubbock Avalanche Journal  
News Service UP  
Transcription Service World Broadcasting System; Langworth  
National Sales Office Address: Taylor-Howe-Snowden Group, Dallas, Texas  
Representative Howard H. Wilson Co.

### Personnel

President O. L. Taylor  
General Manager John Ballard  
Program Director Raymond Hollingsworth  
Program-Publicity Director Dorothy Holbrook  
Accountant Era Lewis  
Traffic Manager Hazel Ridley  
Musical Director Eddie Baumel  
Chief Engineer William H. Torrey

## K N O W

AUSTIN—EST. 1924

BLUE NETWORK  
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. Sundays, 7 a.m. to 11:30 p.m.

News Service UP  
Representative Spot Sales, Inc.

### Personnel

President H. M. Fentress  
Station-Commercial Manager Hardy C. Harvey  
Sales Promotion Manager Scotty Garrison  
Program-Publicity Director Pat Adelman  
Chief Announcer George Stevens  
Chief Engineer James Lewis

## K T B C

AUSTIN—EST. 1939

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By State Capital Broadcasting Association

Address 119-A West 8th St.  
Phone Number 8-4661  
Transmitter Location Dallas Highway  
Time on the Air 6 a.m. to 11:25 a.m. and 12 noon to local sunset; Saturdays, 6 a.m. to 11:25 a.m., 12 noon to 4:30 p.m. and 5:30 to local sunset; Sunday, 6 a.m. to 8:30 a.m. and 9:30 a.m. to local sunset.

News Service ..... INS  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... The Walker Co.

**Personnel**

President ..... Claudia T. Johnson  
 Station Manager ..... Aubrey H. Escoe  
 Sales Manager ..... Patt McDonald  
 Program Director ..... Dean Turner  
 Director of War Programs ..... Louise Sneed  
 Chief Engineer ..... G. C. Farmer

**K F D M**

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Beaumont Broadcasting Corp.

Address ..... Edson Hotel, cor. Liberty & Pearl Streets

Phone Number ..... 3883

Transmitter Location ..... Cor. Doucette & Grove Streets

Time on the Air ..... Unlimited license

Transcription Service ..... NBC Thesaurus

Representative ..... Howard H. Wilson Co.

**Personnel**

President ..... C. W. Snider  
 Secretary-Treasurer ..... D. A. Kahn  
 General Manager ..... C. B. Locke

**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 midnight

Newspaper Affiliation ..... Beaumont Enterprise & Journal

News Service ..... AP

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 Liggett  
 Chief Announcer ..... Joe Trum  
 Chief Engineer ..... Ray Wheeler

**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 ..... The Foreman Co.

**Personnel**

President ..... Howard Barrett  
 Managing Director ..... Jack Wallace  
 Commercial Manager ..... Charles T. White  
 Program Director ..... H. M. Terry  
 Bookkeeper ..... Mary Vance Wallace  
 Chief Engineer ..... Andrew M. Jones

**K N E L**

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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 ..... Brady, Texas

Time on the Air ..... Unlimited license

Transcription Service ..... Keystone Broadcasting System

Representative ..... Cox & Tanz

**Personnel**

General Manager ..... G. L. Burns

**K E E W**

BROWNSVILLE—EST. 1927

KEYSTONE BROADCASTING SYSTEM

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 ..... Unlimited license

Representative ..... Forjoe & Co.

**Personnel**

General Manager ..... E. E. "Jack" Wilson

**K B W D**

BROWNWOOD—EST. 1941

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

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.; Sunday, 7:30 a.m. to 10:30 p.m.

News Service ..... AP

Transcription Service ..... NBC Thesaurus

Representative ..... Howard H. Wilson Co.

**Personnel**

President-Station Manager.....Wendell Mayes  
 Commercial Manager.....A. D. Whisenant  
 Program Director.....Steve Garrett  
 Director of War Program-Publicity  
 Director.....Thelma Corbitt  
 Production Manager.....Gene Thomas  
 Chief Announcer.....Bill Field  
 Chief Engineer.....A. W. Stewart

**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**

Director.....John O. Rosser  
 Chief Engineer.....H. C. Dillingham  
 (Non-Commercial Station)

**KEYS**

**CORPUS CHRISTI—EST. 1940**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Earl C. Dunn, Charles W. Rossi,  
 H. B. Lockhart and E. C. Hughes  
 Operated By.....Nueces Broadcasting Co.  
 Address.....Center Theater Bldg.  
 Phone.....2-7411  
 Transmitter location

Shell Rd. near Corpus Christi  
 Time on the Air.....Unlimited license  
 Transcription Service.....NBC Thesaurus  
 Representative.....Forjoe Co.

**Personnel**

Station Manager.....H. B. Lockhart  
 Commercial Manager.....E. C. Hughes  
 Program Director.....Bill Sharpe  
 Chief Engineer.....H. B. Lockhart

**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.....Robert Driscoll Hotel  
 Phone Number.....6354  
 Transmitter Location.....Corpus Christi  
 Time on the Air.....17½ hours daily  
 Newspaper Affiliation.....Corpus Christi  
 Caller-Times

News Service.....AP  
 Transcription Service,  
 Associated Music Publishers  
 Representative.....The Branham Company

**Personnel**

General Manager.....T. Frank Smith  
 Chief Engineer.....Robert S. Bush

**K A N D**

**CORSICANA—EST. 1937**

**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM**  
 Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Navarro Broadcast-  
 ing Association

Business Address.....P. O. Box 959  
 Phone Number.....30  
 Studio Address.....½ mile north of Corsicana  
 Transmitter Location.....½ mile north of  
 Corsicana  
 Time on the Air.....16½ hours daily; Sundays  
 16 hours

News Service.....UP  
 Representative.....Hal Holman Co.

**Personnel**

President.....J. C. West  
 Station Manager.....J. Earle Fletcher  
 Commercial Manager.....Grady Lyle  
 Program Director.....Charles Payne  
 Publicity Director.....Elaine Stearns  
 Chief Announcer.....Dave Naugle  
 Chief Engineer.....Gene Hellum

**K R L D**

**DALLAS—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**  
 Frequency: 1080 Kc.....Power: 50000 Watts  
 Owned-Operated By.....KRLD Radio Corp.  
 Address.....Hotel Adolphus  
 Phone Number.....Central 6811  
 Transmitter Location.....Garland, Texas  
 Time on the Air.....6 a.m. to 12 midnight  
 Newspaper Affiliation.....Dallas Daily Times  
 Herald

News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....The Branham Co.

**Personnel**

V-P & Managing Director.....J. W. Runyon  
 Station & Com. Mgr.....C. W. Rembert  
 Sales Promotion Manager-Chief Announcer .  
 J. W. Crocker  
 Program Director.....Ruth Clem  
 Production Manager-Director of War  
 Programs.....Roy George  
 Publicity Director.....Douglas Hawley  
 Traffic Manager.....A. H. Plumlee  
 Musical Director.....Lawrence H. Morrell  
 Chief Engineer.....R. M. Flynn

# KSKY

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 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 T. E. Perrin  
 Production Manager-Director of War Programs Cleo B. Clark  
 Chief Announcer Richard F. Parker  
 Chief Engineer Morris M. Ming

# WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.  
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts  
 Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News  
 Business Address 801-812 Commerce St.  
 Phone Central 2451  
 Studio Address Santa Fe Bldg. Penthouse  
 Transmitter Location Grapevine, Texas  
 Time on the Air Shares time with WBAP, Fort Worth, operating continuously from 6 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  
 Program Director-Artists' Bureau Head, Ralph Nimmons  
 Production Manager Ralph Maddox  
 Director of War Programs Harfield Weedin  
 Musical Director Karl Lambertz  
 Chief Engineer Raymond Collins

# WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts

Owned-Operated By City of Dallas  
 Address Municipal Radio Bldg., State Fair Grounds

Phone Number Tenison 3-6101  
 Transmitter Location White Rock Lake  
 Time on the Air 6:30 a.m. to 12 midnight  
 News Service AP  
 Representative Weed & Co.

## Personnel

Managing Director Charles B. Jordan  
 Merchandising William Feild  
 Program-Publicity Director Pete Teddlie  
 Traffic Manager Wiley D. Smith  
 Librarian Alice McCord  
 Musical Director Ted Parrino  
 Chief Engineer D. J. Tucker

# KDNT

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

## Personnel

Owner-Chief Engineer Harwell V. Shepard  
 Program Director Mary Grace Smith

# KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By Dorrance D. Roderick  
 Address 2201 Wyoming St.  
 Phone Number Main 2020  
 Transmitter Location Hammett Boulevard  
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation El Paso Times  
 News Service INS  
 Transcription Service Associated Music Publishers  
 Representative Howard H. Wilson Co.

## Personnel

Owner Dorrance D. Roderick  
 Station Manager Val Lawrence  
 Commercial Manager Cecil L. Trigg  
 Sales Promotion Manager Arthur B. Smith  
 Program Director Ted Gates  
 Chief Announcer Frederick R. Hunt  
 Traffic Manager Gordon Baldwin  
 Bookkeeper Lettye C. Fairley  
 Musical Director H. 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 By Tri-State Broadcast-  
ing Co.

Address Paso Del Norte Hotel

Phone Number Main 3122

Transmitter Location First Ave., S. of High-  
way No. 80, Ascarate Addition

Time on the Air 6 a.m. to 11:30 p.m.

News Service UP

Transcription Service NBC Thesaurus;  
Lang-Worth; C. P. MacGregor

Representative George P. Hollingbery Co.

## Personnel

Vice President-General

Manager Karl O. Wyler

Commercial Manager Willard L. Kline

Sales Promotion Manager Eric Munro

Production Manager Conrey Bryson

Chief Engineer E. L. Gemoets

# K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts

Owned-Operated By Tarrant Broadcast-  
ing Company

Address 1201 West Lancaster

Phone Number 3-3474

Transmitter Location Birdville, Texas

Time on the Air 18 hours daily

News Service UP

Transcription Service Standard Radio

Representative Weed & Company

## Personnel

President Elliott Roosevelt

Station Manager Gene L. Cagle

Commercial Manager Clyde Pemberton

Sales Promotion Manager L. Roy Duffy

Program Director George Erwin

Publicity Director Forest Clough

Chief Announcer Joe Wills

Artists' Bureau Head Mary Ruth Googins

Musical Director Frances Kay

Chief Engineer Truett Kimzey

*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.

These two modern high-powered stations can be bought in combination for what you would ordinarily expect to pay for one 5000 watt station—Investigate these stations for TWO FOR ONE RESULTS!

Represented by

## WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO  
BOSTON • HOLLYWOOD

# 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. & A. H. Belo Corp.  
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: Edward Petry & Co.

## Personnel

President: Amon G. Carter  
General Supervisor: Harold V. Hough  
Managing Director: Martin Campbell  
Fort Worth Manager: George Cranston  
Dallas Manager: Alex Keese  
Chief Announcer: Frank Mills  
Fort Worth Program Director: Ed Lally  
Dallas Program Director: Ralph Nimmons  
Production Manager: Gene Reynolds  
Continuity Chief: Howard Carraway  
Traffic Manager: Eileen Flake  
Chief Newscaster: Ken McClure  
Music Librarian: Al Bowman  
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 Petry & Co.

## Personnel

President: Amon G. Carter  
General Manager: Harold V. Hough  
Station Manager: George Cranston  
Commercial Manager: H. R. Turner  
Sales Promotion Manager: Virginia Willten  
Program Director: Ed Lally  
Production Manager: Gene Reynolds

Continuity Chief: Howard Carraway  
Traffic Manager: Eileen Flake  
Chief Newscaster: Ken McClure  
Music Librarian: Al Bowman  
Music Arranger: Don Gillis  
Musical Director: Gene Baugh  
Chief Announcer: Frank Mills  
Chief Engineer: R. C. Stinson

# K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

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;  
C. P. MacGregor

## Personnel

President: Geo. Roy Clough  
Commercial and Sales Promotion Manager:  
C. V. Bracht  
Program Director-Chief Announcer:  
Carl McDaniel  
Director of War Programs: Helen D. Clough  
Chief Engineer: L. D. Clough

# K G B S

HARLINGEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Harbenito Broad-  
casting Company, Inc.  
Business Address: P. O. Box 711  
Phone Number: 1400  
Studio Address:  
State Highway No. 83 between Harlingen  
and San Benito, Texas  
Transmitter Location: Same  
Time on the Air:  
7 a.m. to 10 p.m.; Saturday, 7 a.m. to 12  
midnight  
News Service: AP  
Transcription Service: Associated  
Music Publishers  
Representative: Forjoe & Co.

## Personnel

President: McHenry Tichenor  
Station Manager: Ingham S. Roberts  
Commercial Manager: Troy McDaniel  
Program Director-Chief Announcer:  
Steel McClanahan  
Director of War Programs: Eleanor Shaeffer  
Chief Engineer: Marvin D. Myers

# K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts  
 Owned By: Houston Printing Corp.  
 Operated By: Houston Post  
 Address: Lamar Hotel  
 Phone Number: Fairfax 7101  
 Transmitter Location: Deepwater, Texas  
 Time on the Air: 6 a.m. to 12 midnight  
 Newspaper Affiliation: Houston Post  
 News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: Edward Petry & Co.

## Personnel

President: W. P. Hobby  
 Station Manager: Kern Tips  
 Program Director: Jack McGrew  
 Publicity Director: Bill Butterfield  
 Musical Director: K. Burt Sloan  
 Chief Engineer: H. T. Wheeler

# K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts  
 Owned-Operated By: KTRH Broadcasting Co.  
 Address: Rice Hotel  
 Phone Number: Preston 4361  
 Transmitter Location: Cedar Bayou, Texas  
 Time on the Air: 18 hours daily  
 Newspaper Affiliation: Houston Chronicle  
 News Service: UP  
 Transcription Service: World Broadcasting System  
 Representative: John Blair & Co.

## Personnel

Station Manager: B. F. Orr  
 Commercial-Sales Promotion Manager: Ray E. Bright  
 Program Director: Harry Grier  
 Production Manager: Tom Jacobs  
 Chief Announcer: Ted Nabors  
 Musical Director: Albino Torres  
 Chief Engineer: King Howard Robinson

# K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By: Harris County Broadcast Co.  
 Address: Gulf Building  
 Phone Number: Capitol 6151  
 Transmitter Location: Deepwater, Texas  
 Time on the Air: 5 a.m. to 2 a.m.  
 News Service: PA

Transcription Service: Lang-Worth;  
 Associated Music Publishers  
 Representative: The Branham Co.

## Personnel

Manager: T. F. Smith  
 Program Director: Charles Nethery  
 Chief Engineer: Gerald Chinski

# K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: W. J. Harpole & J. C. Rothwell  
 Address: Walker County Fairgrounds  
 Phone Number: 666  
 Transmitter Location: Walker County Fair Grounds  
 Time on the Air: 7:30 a.m. to 5:30 p.m.  
 Transcription Service: Keystone Broadcasting System

## Personnel

Station Manager: J. C. Rothwell  
 Commercial Manager: J. B. McShan  
 Chief Announcer: J. C. Dorrell  
 Chief Engineer: Jesse Simms

# K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Oil Capitol Broadcasting Assn.  
 Address: 102½ East North St.  
 Phone Number: 616  
 Transmitter Location: Kilgore  
 Time on the Air: Unlimited license  
 Newspaper Affiliation: Kilgore Daily News

## Personnel

General Manager: Roy G. Terry

# K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Laredo Broadcasting Co.  
 Business Address: P. O. Box 1120  
 Phone Number: 2576  
 Studio Address: Hamilton Hotel  
 Transmitter Location: 300 Loring Ave.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.  
 Transcription Service: Keystone Broadcasting System  
 Representative: Forjoe & Co. (New York City); Cox & Tanz (Philadelphia)

**Personnel**

President ..... Howard W. Davis  
 Station-Commercial Manager George C. Geyer  
 Program Director ..... Hunter Hancock  
 Production Manager-Chief Announcer  
 George Day  
 Publicity Director ..... Peggy McDaniels  
 Musical Director ..... Evelyn Worsham  
 Chief Engineer ..... Hulen K. Smith

**K F R O**

**LONGVIEW—EST. 1934**

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Voice of Longview  
 Business Address ..... P. O. Box 607  
 Phone Number ..... 411  
 Studio Address ..... Glover-Crim Bldg.  
 Transmitter Location ..... 1918 Marshall-  
 Longview Highway  
 Time on the Air:  
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to  
 9:15 p. m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth; Key-  
 stone Broadcasting System

**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 By ..... Plains Radio  
 Broadcasting Co.  
 Address ..... 914 Avenue J  
 Phone Number ..... 5567  
 Transmitter Location ..... 2215 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  
 Representative ..... Howard H. Wilson Co.

**Personnel**

President ..... O. L. Taylor (Amarillo)  
 Station Manager ..... DeWitt Landis  
 Program-Musical Director .... R. B. McAlister  
 Publicity Director ..... Bruce Collier  
 Chief Announcer ..... Wesley Youngblood  
 Chief Engineer ..... W. S. Bledsoe

**K R B A**

**LUFKIN—EST. 1938**

**KEYSTONE BROADCASTING SYSTEM**  
 Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Red Lands Broadcast-  
 ing Association  
 Business Address ..... Box 755  
 Phone Number ..... 272  
 Studio Address ..... 108½ South First Street  
 Transmitter Location: Highway 35, (½ mile  
 North of Lufkin)  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... Standard Radio  
 Representative ..... Cox & Tanz

**Personnel**

President ..... Ben T. Wilson  
 Manager ..... Darrell E. Yates

**K R L H**

**MIDLAND—EST. 1935**

**MBS—TEXAS STATE NETWORK**  
**KEYSTONE BROADCASTING SYSTEM**  
 Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Scharbauer Estate  
 Business Address ..... 117 S. Lorraine St.  
 Phone Number ..... 1070  
 Studio Address ..... Scharbauer Hotel  
 Transmitter Location ..... U. S. Highway 80.  
 (½ miles west of Midland)  
 Time on the Air ..... 6:45 a.m. to 10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Cox & Tanz

**Personnel**

Administrator of Estate ..... Millard Eidson  
 Station-Commercial Manager ..... Boyd Kelley  
 Sales Promotion Manager .... Wayne Harrell  
 Program Director ..... Wilson Monroe  
 Chief Announcer ..... Connie Wendell  
 Musical Director ..... Roy De Wolf  
 Chief Engineer ..... Jack Cecil

**K N E T**

**PALESTINE—EST. 1936**

Frequency: 1450 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Palestine Broadcast-  
 ing Corp.  
 Address ..... Municipal Bldg.  
 Transmitter Location ... One mile east of city  
 limits, Palestine, Texas  
 Time on the Air ..... Daytime license  
 News Service ..... Transradio  
 Transcription Service ... Standard Radio, C. P.  
 MacGregor, Keystone Broadcasting System  
 Representative ..... Cox & Tanz

**Personnel**

President ..... Bert Horswell  
 Business Manager ..... Tom Nowlin

Program Director.....Frank Goodson  
 Production Manager.....Milton Stewart  
 Chief Announcer.....Gene Meyers  
 Chief Engineer.....Frank Goodson

# K P D N

PAMPA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Operated By.....R. C. Hoiles  
 Business Address.....Box 1701  
 Phone Number.....1100  
 Studio Address.....212 North Ballard  
 Transmitter Location.....East of city limits  
 Time on the Air.....7:30 a.m. to 7 p.m.  
 Newspaper Affiliation.....Pampa News  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System; Keystone Broadcasting System  
 Representative.....Forjoe & Co.

## Personnel

President.....R. C. Hoiles  
 General Manager.....H. E. Kreiger  
 Commercial Manager-Program  
 Director.....H. N. Wahlberg  
 Sales Promotion Manager.....Dudley Puls  
 Production Manager.....H. Blymiller  
 Publicity Director.....Ethel Delhotal  
 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 Broad-  
 casting Company  
 Address.....Gibraltar Hotel  
 Phone Number.....1124-5  
 Transmitter Location: 1¼ miles south on Texas  
 Highway No. 24  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,  
 7 a.m. to 10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio

## Personnel

President.....A. G. Pat Mayse  
 Station Manager.....Lewis O. Seibert  
 Program Director.....Mary Jo Mayse  
 Production Manager.....Helen Wilhite  
 Publicity Director-Chief  
 Announcer.....Harvey Boyd  
 Chief Engineer.....Mitchell Secrest

# K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts

Owned-Operated By.....Jack W. Hawkins &  
 Barney H. Hubbs  
 Address: KIUN Bldg., 306 South Cedar Street  
 Phone Number.....21  
 Transmitter Location.....North of city  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Pecos Enterprise

## Personnel

Co-Owner-General Manager...Jack Hawkins  
 Co-Owner-Publicity Director...Barney Hubbs  
 Program Director.....W. D. Martin, Jr.

# 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  
 Program Director-Traffic  
 Manager.....Marjorie Vickers  
 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  
 Fort Worth Office...2010 Ft. Worth National  
 Bank Bldg.  
 Representative.....The Foreman Co.

## Personnel

President.....H. C. Ragsdale  
 Station Manager.....Lonnie Preston  
 Sales Promotion-Merchandising  
 Manager.....Myrl Stein  
 Publicity Director.....Evelyn Preston  
 Chief Engineer.....Frank M. Jones

**K A B C**

**SAN ANTONIO—EST. 1926**

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Alamo Broadcasting Co.

Address: Bank of Commerce Bldg.

Phone Number: Fannin 3126

Transmitter Location: 811 East Myrtle

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

Sundays, 7:30 a.m. to 12 midnight

News Service: UP

Representative: William G. Rambeau Co.

**Personnel**

President-Manager: R. Early Willson

Commercial Manager: Bill Joekel

Program Director: Leona Bender

Director of War Programs: John W. Scott

Chief Announcer: Ted Eckman

Chief Engineer: Kenneth R. Hyman, Jr.

**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 12 midnight

News Service: INS

Representative: Burn-Smith Company

**Personnel**

Manager: Howard W. Davis

Program Director: Tony Bessan

Chief Announcer: Ray R. Hone

Musical Director: Hunter Hancock

Chief Engineer: Charles F. Harris

**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

Address: 317 Arden Grove

Phone Number: Fannin 5171

Transmitter Location: 317 Arden Grove

Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight

News Service: AP

Representative: Forjoe & Company

**Personnel**

Owner-Manager: Eugene J. Roth

Sales Manager: James M. Brown

Program-Publicity Director: Fred C. Hammond

Director of War Programs: James M. Brown

Chief Announcer: Jan King

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

Address: Gunter Hotel

Phone Number: Garfield 1251

Transmitter Location: St. Hedwig Road

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

News Service: UP

Transcription Service: World Broadcasting System, Langworth

National Sales Office Address: Taylor-Howe-

Snowden Group, Tower Petroleum Bldg.,

Dallas, Texas

Representative: John Blair & Company

**Personnel**

President: O. L. Taylor

Station Manager: George W. Johnson

Merchandising Manager: Charles Lutz

Program Director: Jack O. Mitchell

Accountant: Fred A. Teed

Director of War Programs-Publicity

Director: Lew Lacey

Chief Announcer: Doug Romine

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.

Address: 1031 Navarro Street

Phone Number: Garfield 4221

Transmitter Location: Selma, Texas

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

News Service: AP; INS

Transcription Service: Standard Radio, Lang-Worth

Representative: Edward Petry & Co., Inc.

**Personnel**

Pres. & General Manager: Hugh A. L. Halff

Chairman of Board: G. A. C. Halff

Commercial Manager: Ellis Chaney

Sales Promotion & Merchandising

Manager: Walter S. Zahrt

Director of War Programs: George Lee Marks

Farm Editor: Bill Shomette

Musical Director: Johnnie Anderson

Chief Engineer: Fred Sterling

# K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By Red River Valley  
 Broadcasting Corporation  
 Addresses 421 N. Crockett St.; Fannin &  
 Owing Sts., Denison, Texas.  
 Phone Numbers 201 (Sherman); 423 (Denison)  
 Transmitter Location Highway 75 (between  
 Sherman and Denison)  
 Time on the Air 6 a.m. to 12 midnight

## Personnel

President G. H. Wilcox  
 Station Manager L. L. Hendrick

# K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Sweetwater Radio,  
 Inc.  
 Address Radio Bldg., Highway No. 70  
 Phone Number 2341  
 Transmitter Location Highway No. 70  
 Time on the Air 6:45 a.m. to 10 p.m.  
 Newspaper Affiliation Sweetwater Daily  
 Reporter  
 News Service UP  
 Transcription Service NBC Thesaurus  
 Representative Hal Holman

## Personnel

President George Bennett  
 Secretary-Treasurer & General  
 Manager Russell Bennett  
 Commercial Manager J. H. Hubbard  
 Program Director Lee Belding  
 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.  
 Business Address P. O. Box 186  
 Phone Number 4646  
 Studio Address Kyle Hotel  
 Transmitter Location 6/10 mile north of city  
 Time on the Air Unlimited license  
 News Service UP  
 Representative Howard H. Wilson Co.

## Personnel

President Ruth Mayborn  
 Station-Commercial Manager Burton Bishop  
 Program Director Charles Whitesides  
 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  
 Representative The Foreman Co.

## Personnel

President C. E. Palmer  
 Station Manager Frank O. Myers  
 Commercial Manager Herman Cecil  
 Sales Promotion Manager Ernest Hackworth  
 Program Director David Crockett  
 Chief Engineer Charles Mathis

# 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 James G. Ulmer  
 Station-Commercial Manager M. E. Danbom  
 Sales Promotion Manager Earl P. Duffie  
 Program Director Gerald Sanders  
 Director of War Programs Ernest Howard  
 Publicity Director Mary Allen  
 Chief Announcer John York  
 Chief Engineer John B. Sheppard

# K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

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 . . . . . W. D. Dixon  
 Program Director . . . . . Bro. Mingus  
 Musical Director . . . . . John Allen  
 Chief Engineer . . . . . Herman Ridgway

**KVIC**

**VICTORIA—EST. 1939**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Enterprises, Inc.

Business Address . . . . . Victoria Bank & Trust Bldg.  
 Phone Number . . . . . 1268  
 Studio Address . . . . . Cuero Highway  
 Transmitter Location . . . . . Victoria  
 Time on the Air . . . . . Unlimited License  
 News Service . . . . . UP  
 Transcription Service: Standard Radio; Keystone Broadcasting System

**Personnel**

President . . . . . Morris Roberts  
 Station Manager-Chief Engineer . . . . . C. L. Boyle  
 Commercial Manager . . . . . Roland Hobrecht  
 Program Director . . . . . Jerry Fisher  
 Production Manager . . . . . Margaret True

**WACO**

**WACO—EST. 1922**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Frontier Broadcasting Co., Inc.

Address . . . . . Amicable Life Bldg.  
 Phone Number . . . . . 2700  
 Transmitter Location . . . . . Amicable Life Bldg.  
 Time on the Air . . . . . 7 a.m. to 11 p.m.  
 Newspaper Affiliation . . . . . Waco News-Tribune & Times Herald

News Service . . . . . UP  
 Representative . . . . . Spot Sales, Inc.

**Personnel**

Station Manager . . . . . R. E. Lee Glasgow  
 Commercial Manager . . . . . Stanley Wilson  
 Program Director . . . . . Bernard P. Helton  
 Chief Engineer . . . . . L. H. Appleman

**KRGV**

**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  
 Program Director . . . . . Dick Watkins  
 Publicity Director . . . . . Brad Smith  
 Continuity Manager . . . . . Opal Bradburn  
 Latin American Department  
 Manager . . . . . Benjamin Cuellar  
 Chief Engineer . . . . . O. L. Hartwig

**KWFT**

**WICHITA FALLS—EST. 1938**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 620 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Operated By . . . . . Wichita Broadcasting Company

Business Address . . . . . Harvey Snider Bldg.  
 Phone Number . . . . . 4182  
 Studio Address . . . . . Kemp Hotel  
 Transmitter Location . . . . . 2½ miles northwest of Wichita Falls

Time on the Air . . . . . 6:30 a.m. to 10:20 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Paul H. Raymer Co.

**Personnel**

President . . . . . Joe B. Carrigan  
 General Manager . . . . . Charles E. Clough  
 Merchandising Manager-Publicity  
 Program Director . . . . . A. L. Pierce  
 Traffic Manager . . . . . David E. Chapman  
 Musical Director . . . . . Lucille Crouch  
 Chief Engineer . . . . . John Adams



# UTAH

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## K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM  
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By: Southern Utah  
Broadcasting Co.

Address: Lunt Hotel  
Phone Number: 398  
Transmitter Location: 591 West 2nd South St.  
Time on the Air: 8 a.m. to 8 p.m.; Sundays,  
12 noon to 6 p.m.

News Service: UP  
Transcription Service: Keystone Broadcasting  
System

### Personnel

President: Leland M. Perry  
Station-Commercial Manager: Arthur Higbee  
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  
Chief Engineer: C. N. Layne

## K I O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM  
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Operated By: Interstate Broad-  
casting Corporation

Business Address: Hotel Ben Lomond, 411  
Twenty-fifth St.

Phone Number: 5721; 5050 (transmitter)  
Studio Addresses: Hotel Ben Lomond; David  
Kieth Bldg., Salt Lake City

Transmitter Location: Kaneshville, Utah  
Time on the Air: 6:30 a.m. to 12 midnight

News Service: UP  
Transcription Service: Standard Radio  
Representative: Joseph Hershey  
McGillvra, Inc.

### Personnel

President: A. L. Glasmann  
General Manager-Vice-

President: George C. Hatch  
Station Manager: Merrill J. Bunnell  
Commercial Manager: Louis Haller  
Sales Promotion Manager: Edward Sherrick  
Program Director: Jack Riaska  
Publicity Director: Ethel G. Clark  
Accountant: Gene Stephens  
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  
News Service: UP  
Representative: Joseph Hershey  
McGillvra, Inc.

### 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: 17 West 3rd South  
Time on the Air: 6 a.m. to 11:30 p.m.

News Service: UP  
Representative: Joseph Hershey  
McGillvra, Inc.

### Personnel

President: Clifton A. Tolboe  
Manager: Arch L. Madsen  
Sales Manager: S. G. Carter  
Sales Promotion Manager: James Lawrence

Program Director-Chief  
 Announcer.....W. Shirl Black  
 Publicity Director.....Les Henrikson  
 Accountant.....Donna Tolboe  
 Chief Engineer.....Gerald Peterson

# K D Y L

SALT LAKE CITY—EST. 1927  
 NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Intermountain  
 Broadcasting Corporation  
 Address.....143 S. Main St.  
 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  
 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-Publicity.....Myron Fox  
 Program Director.....George A. Provol  
 Production Manager.....Alvin Pack

Chief Announcer.....Russel O. Stewart  
 Continuity Editor.....George D. Snell  
 Musical Director.....Raymond A. Mace  
 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.....Unlimited license  
 Newspaper Affiliation.....Salt Lake Tribune  
 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  
 Station Manager.....Ivor Sharp

# K U T A

SALT LAKE CITY—EST. 1938  
 BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts  
 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 a.m. to 12:15 a.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Paul H. Raymer Co.

## Personnel

President-General Manager.....Frank C. Carman  
 Commercial Manager.....Jack Burnett  
 Program Director.....King Harmon  
 Production Manager-Chief  
 Announcer.....Melvin Jass  
 Publicity Director.....Mike Cassidy  
 Musical Director.....Jessie Seamons Taylor  
 Chief Engineer.....Lyle Wahlquist

Go Places  
 in the  
 Intermountain Market  
 with  
 NBC's PARADE  
 OF STARS  
 over  
**KDY L**  
 SALT LAKE CITY, UTAH  
 UTAH'S  
**NBC**  
 STATION  
 National  
 Representative  
**JOHN  
 BLAIR & CO.**

BUY  
 WAR  
 BONDS

# VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

## WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . WCAX Broadcasting Corp.

Address . . . . . 203 College Street  
Phone Number . . . . . Burlington 2000  
Transmitter Location . . . . . Colchester, Vermont  
Time on the Air: 6:45 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.

News Service . . . . . UP  
Transcription Service . . . . . Associated Music Publishers, C. P. MacGregor  
Representative . . . . . Weed & Company

### Personnel

President-Station Manager . . . . . C. P. Hasbrook  
Commercial Manager . . . . . Robert A. Kelley  
Program Director . . . . . Ray Simms  
Production Manager-Publicity Director . . . . . Herman B. Wight  
Chief Engineer . . . . . John C. Quill

## WWSR

ST. ALBANS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Vermont Radio Corp.

Address . . . . . 32 N. Main St.  
Phone Number . . . . . 1390  
Transmitter Location . . . . . St. Albans Bay, Vt.  
Time on the Air . . . . . 7 a.m. to local sunset  
News Service . . . . . AP  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Howard 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 of War Programs . . . . . Thomas M. Colton  
Chief Engineer . . . . . Norman B. Lyons

## WSYB

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . P. Weiss Music Co.  
Address . . . . . 80 West Street  
Phone Number . . . . . 1247  
Transmitter Location . . . . . Creek Road  
Time on the Air . . . . . Unlimited license  
News Service . . . . . UP  
Transcription Service . . . . . Keystone Broadcasting System, Langworth

Representatives . . . . . Joseph Hershey  
McGillivra, Inc.; R. C. Foster

### Personnel

President . . . . . Philip Weiss  
Station Manager-Program Director . . . . . J. H. Weiss  
Commercial-Sales Promotion Manager . . . . . George Field  
Production Manager-Chief Announcer . . . . . Lee Morrison  
Chief Engineer . . . . . David Lyons

## WDEV

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Lloyd 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 . . . . . World Broadcasting System

Representative . . . . . Howard H. Wilson Co.

### Personnel

Station Manager . . . . . Lloyd E. Squier  
Commercial and Sales Promotion Manager, Chief Announcer-Musical Director . . . . . John Williams  
Chief Engineer . . . . . Paul Hurd

# VIRGINIA

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## WCHV

CHARLOTTEVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Barham & Barham  
Address.....Fourth & East Market Sts.  
Phone Number.....2500  
Transmitter Location.....Richmond Road  
Time on the Air.....7 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....Associated Music Publishers  
Representative.....Cox & Tanz

### Personnel

President-Station Manager. Charles Barham, Jr.  
Commercial Manager.....Powell Adams  
Program Director.....Ed Hase  
Production Manager.....Mary Wyne  
Chief Engineer.....Walter W. Gray

## WJMA

COVINGTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Earl M. Key  
Address.....418½ Main Street  
Phone Number.....840  
Transmitter Location.....Covington  
Time on the Air.....Unlimited license  
Transcription Service.....NBC Thesaurus

### Personnel

Owner.....Earl M. Key

## WBTM

DANVILLE—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS

(WLVA-WBTM-WSLS)

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Piedmont Broadcasting Corporation  
Address.....Hotel Danville Building  
Phone Number.....2350  
Transmitter Location.....River Road, Route No. 29  
Time on the Air: 7 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight  
News Service.....Transradio  
Transcription Service.....NBC Thesaurus  
Representative.....Tri-City Stations Association

### Personnel

President.....L. N. Dibrell  
Station Manager.....R. Sanford Guyer  
Commercial Manager.....R. W. Cuddy  
Program Director.....W. P. Heffernan  
Traffic Manager.....Mary Lee E. Gravely  
Publicity Director.....C. G. Rianhard  
Musical Director.....Jacqueline Jones  
Chief Engineer.....Harry W. Spencer

## WFVA

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc. Power: 250 Watts  
Owned-Operated By.....Fredericksburg Broadcasting 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 Broadcasting System  
Representative.....Burn-Smith Company

### Personnel

President.....Richard F. Lewis, Jr.  
General Manager.....William R. Seth  
Program Director.....Jean Beckwith  
Chief Announcer.....Charles Moffett  
Musical Director.....Archie Smith  
Chief Engineer.....William Crooks

## WSVA

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.....Wip Robinson, III  
Chief Engineer.....Warren L. Braun

# WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Lynchburg Broadcasting Corp.

Address Allied Arts Bldg.

Phone Number 3030

Transmitter Location Lynchburg, Va.

Time on the Air 7 a.m. to 12:05 a.m.

News Service Transradio

Transcription Service Lang-Worth; Standard Radio

Representative Tri-City Stations

## Personnel

President Edw. A. Allen

Station Manager Philip P. Allen

Commercial Manager Joseph F. Wright

Sales Promotion-Commercial

Manager Randolph Bean

Program Director Claude Taylor

Chief Announcer Wayne Tyler

Musical Director Hilda Wagers

Chief Engineer John Orth

# WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By Martinsville Broadcasting Co., Inc.

Address Thomas Jefferson Hotel

Phone Number 2152

Transmitter Location Figsboro Road

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

Newspaper Affiliation Martinsville Daily Bulletin

News Service AP

Transcription Service: Langworth; C. P. MacGregor; Keystone Broadcasting System

Representative Forjoe & Co.

## Personnel

President William C. Barnes

Station Manager John W. Shultz

Commercial-Production

Manager Charles F. Adams

Program Director Jack Day

Director of War Programs Priscilla Lambeth

Chief Announcer Grover Golithly

Chief Engineer William R. Harmon

# WGHN

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Hampton Roads Broadcasting Corporation

Business Address Portlock Bldg., Norfolk, Va.

Phone Number 27031

Studio Addresses: Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.; Daily Press Bldg., Newport News, Va.

Transmitter Location End Jefferson Avenue, Newport News, Va.

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald

News Service AP

Transcription Service Standard Radio; Lang-Worth

Representative Burn-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

Announcer Joel F. Wahlberg

Chief Engineer Raymond P. Aylor, Jr.

# WTAR

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 Number 25671

Transmitter Location Glen Rock

Time on the Air Unlimited license

Newspaper Affiliation Norfolk Ledger-Dispatch; Virginian Pilot

News Service AP; UP

Transcription Service: Standard Radio; Lang-Worth

Representative Edward Petry & Co.

## Personnel

President Paul S. Huber

General Manager Campbell Arnoux

Commercial Manager John W. New Program & Musical

Director Henry Cowles Whitehead

Chief Announcer Jeff Baker

Director of Sports Blair Eubanks

Publicity Director Helen Whitehead

Commercial Traffic

Manager Bill Searle

Production Manager Vaughn Bradshaw

Sales Promotion Director Ralph S. Hatcher

Office Manager Shirley Enright

Technical Director J. L. Grether

# WPID

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Petersburg News-  
 paper Corporation  
 Address: 121 N. Sycamore Street  
 Phone Number: 1053  
 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 Service: UP  
 Transcription Service: Standard Radio  
 Representative: Associated Radio Sales

## Personnel

Station Manager-Program  
 Director: Milton N. Gwaltney  
 Commercial Manager: Ralph F. Spangler  
 Chief Announcer: Frank Facenda  
 Chief Engineer: Fred Wagner

# WSAP

PORTSMOUTH—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Portsmouth Radio Corp.  
 Address: Professional Bldg.  
 Transmitter Location: Portsmouth, Va.  
 Time on the Air: Unlimited license

## Personnel

President: Tom E. Gillman  
 Vice-President: W. K. Hodges  
 General Manager: T. W. Aydlett

# WBBL

RICHMOND—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By: Grace Covenant  
 Presbyterian Church  
 Address: 1627 Monument Avenue  
 Phone Number: 57941  
 Transmitter Location: 1627 Monument Ave.  
 Time on the Air: Unlimited license

## Personnel

Station Manager: M. A. Sitton  
 (Non-Commercial Station)

# WMBG

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By: Havens & Martin, Inc.  
 Address: 3301 West Broad Street  
 Phone Number: 5-8611  
 Transmitter Location: Staples Mill Road  
 Time on the Air: 6:30 a.m. to 1 a.m.  
 News Service: Transradio  
 Transcription Service: NBC Thesaurus  
 Representative: John 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  
 Director of War Programs  
 Production Manager: J. F. Skinnell  
 Publicity Director: K. Hawks  
 Musical Director: Joseph Jehlen  
 Chief Engineer: Wilfred H. Wood

AP

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# WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Operated By: Richmond Radio Corporation  
 Address: 323 E. Grace St.  
 Phone Number: 33436  
 Transmitter Location: Wilkinson Road  
 Time on the Air: 5:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.  
 News Service: AP  
 Transcription Service: Associated Music Publishers  
 Representative: Edward Petry & Co.

## Personnel

President: John Stewart Bryan  
 Vice-President: Dr. D. S. Freeman  
 Secretary-Treasurer: J. D. Wise  
 Station Manager: E. S. Whitlock  
 Production Manager: G. Mallory Freeman  
 Publicity Director: Bette Patton  
 Musical Director: Eddie Weber  
 Assistant Chief Engineer: Ernest Bowman  
 Chief Engineer: Rudolph W. Raabe

# WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50000 Watts  
 Owned-Operated By: Larus & Brother Co.  
 Business Address: Hotel Richmond, 9th and Grace St.  
 Phone Number: 3-6633  
 Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.  
 Transmitter Location: Edgeworth, Henrico County, Va.  
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.  
 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  
 Program Service Manager: Irvin Abeloff  
 Program Director: Irvin G. Abeloff  
 Production Manager: E. Ward Adams  
 Publicity Director: Margaret Fraser  
 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 Address: 124 West Kirk Avenue  
 Phone Number: 8131  
 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.

## Personnel

President: J. P. Fishburn  
 Station Manager: Ray P. Jordan  
 Commercial Manager: Frank D. Kesler  
 Program-Publicity Director: Jack Weldon  
 Production Manager: Irving Sharp  
 Artists' Bureau Head & Musical Director: Eve Nininger  
 Chief Engineer: J. W. Robertson

REACH  
 VIRGINIA'S GREAT LISTENING AUDIENCE  
 AT LOW COST THRU RICHMOND'S  
 NATIONALLY KNOWN RADIO STATION

**5000 WATTS**  
**NIGHT AND DAY 910 KC**

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

# WSLS

ROANOKE—EST. 1940

BLUE NETWORK

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 a.m.; Sun-  
days, 8 a.m. to 12:05 a.m.

News Service... Transradio  
Transcription Service... NBC Thesaurus;  
Langworth

Representative... Tri-City Stations

## Personnel

President... Paul C. Buford  
Station Manager... James H. Moore  
Commercial Manager... Frank E. Koehler  
Production Manager... Edward D. Skotch  
Program-Publicity Director... Virginia G. Krebs  
Chief Announcer-Director of

War Programs... James D. Johnston  
Musical Director... Mavis Taylor Overstreet  
Chief Engineer... Philip Briggs

# WLP M

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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  
Sales Promotion Manager... Rene Holland  
Program Director... Floyd V. Coxad  
Traffic Manager... Elizabeth G. Brady  
Publicity Director... Bertha Gruber  
Chief Announcer... Maurice Herndon  
Artists Bureau... Alma Flannagan  
Production Manager-Musical Director  
Harold Stephens  
Chief Engineer... William Rupp

# WINC

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... WINC Bldg.  
Time on the Air... 7 a.m. to 11:30 p.m.

## Personnel

Owner-General Manager... Richard Field Lewis  
Commercial Manager-Program Director  
Grant Pollock  
Director of War Programs... Marion Lewis  
Chief Engineer... Phil Whitney

# WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 227-285

# KXRO

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... Standard Radio  
Representative... Walter Biddick Co.

## Personnel

President... Harry R. Spence  
Commercial Manager... Fred G. Goddard  
Production Manager-Chief Announcer  
Frank Coffin  
Publicity Director... Stan Spiegle  
Home Economics Director... Ruth Poindexter  
News Editor... John Forbes  
Musical Director... Ruth Forbes  
Chief Engineer... W. M. McGoffin



Time on the Air ..... Unlimited license  
 Transcription Service: C. P. MacGregor; As-  
 sociated Music Publishers  
 Representative ..... John Blair & Company

**Personnel**

President-Station Manager ..... Archie Taft  
 Assistant Manager ..... Oliver A. Runchey  
 Commercial Manager ..... Archie Taft, Jr.  
 Program Director ..... Elisabeth Leonard  
 Publicity Director ..... Dixie Lou Thompson  
 Chief Announcer ..... Wheeler Smith  
 Chief Engineer ..... Perry C. Lind

**K O M O**

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.  
 NORTHWEST RADIO TRIANGLE

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: 5:30 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 11 p.m.

News Service ..... AP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... O. W. Fisher  
 Station Manager ..... Birt F. Fisher  
 Commercial Manager ..... W. B. Stuhl  
 Research-Advertising Manager,  
 Charles A. Bailie

Program Director-Production Manager  
 John Pearson

News Director ..... Dick Keplinger  
 Chief Announcers ..... Homer Pope,  
 Bennett Fisher

Auditor ..... J. B. Henley  
 Musical Director ..... Lloyd Solberg  
 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 ..... 6:45 a.m. to 11 p.m.  
 News Service ..... AP

Transcription Service ..... Associated Music  
 Publishers; Lang-Worth; C. P. MacGregor

**Personnel**

President ..... P. K. Leberman  
 Station Manager ..... Robt. E. Priebe  
 Commercial Manager ..... R. C. Fuller  
 Program Director ..... Ted Bell  
 Musical Director ..... Tom Priebe  
 Chief Engineer ..... George A. Freeman

**K T 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  
 Vice-President & Station Manager

Florence Wallace  
 Program Director ..... Rodney McArdle  
 Publicity Director ..... Helen Dyser  
 Chief Engineer ..... John Dubuque

**K F I O**

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Spokane Broadcast-  
 ing Corporation

Business Address ..... Fidelity-Ziegler Bldg.  
 Phone Number ..... Riverside 8033  
 Transmitter Location ... Fidelity-Ziegler Bldg.  
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-  
 day, 8 a.m. to 12 midnight

News Service ..... UP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

President ..... Arthur L. Smith  
 Station-Commercial Manager  
   Richard G. McBroom  
 Program Director ..... G. Longmeier  
 Chief Engineer ..... Dee Waymire

**K F P Y**

**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 No. 3  
 Time on the Air ..... 6 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  
 Vice-President-Station Manager  
   Arthur L. Bright  
 Manager of Sales & Public Relations  
   Richard O. Dunning  
 National Sales & Program Promotion  
   Manager ..... Richard E. Green  
 Program Manager ..... R. W. Brazeal  
 Director of War Programs ..... Katherine Leuer  
 Production Manager ..... Harold Bratsberg  
 Office Manager ..... Milton O. Fritsch  
 Traffic Manager ..... Barbara Kuttler  
 Musical Director ..... Arthur Zepp  
 Chief Engineer ..... George Langford

**K G A**

**SPOKANE—EST. 1933**

BLUE NETWORK

Frequency: 1510 Kc. .... Power: 10000 Watts  
 Owned-Operated By ..... Louis Wasmer  
 Address ..... Radio Central Building  
 Phone Number ..... Main 5383  
 Transmitter Location ..... near Spokane, Wash.  
 Time on the Air ..... Unlimited license  
 Transcription Service ..... Langworth  
 Representative ..... Paul H. Raymer Co.

**Personnel**

Owner ..... Louis Wasmer  
 General Manager ..... Harvey Wixson

**K H Q**

**SPOKANE—EST. 1920**

NATIONAL BROADCASTING CO.

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 ..... Unlimited license  
 Transcription Service  
   Associated Music Publishers  
 Representative ..... Edward Petry & Co., Inc.

**Personnel**

Owner ..... Louis Wasmer  
 General Manager ..... Harvey Wixson

**K M O**

**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 12 midnight  
 News Service ..... UP  
 Transcription Service

World Broadcasting System

Representative ..... John Blair & Co.

**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 ..... Verne Sawyer  
 Traffic Manager ..... Jack Clarke  
 Musical Director ..... Marion Kay  
 Auditor ..... Paul F. Benton  
 Chief Engineer ..... Joe Kolesar

**K T B I**

**TACOMA—EST. 1941**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Tacoma Broadcasters,  
   Inc.  
 Address ..... 212 Puget Sound Bank Bldg.  
 Phone Number ..... BRoadway 2241  
 Transmitter Location ..... Tacoma  
 Time on the Air ..... Unlimited License  
 Transcription Service ..... Standard Radio  
 Representative ..... Cox & Tanx

**Personnel**

President ..... C. C. Cavanaugh

**K V I**

**TACOMA—EST. 1927**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Puget Sound Broad-  
   casting Company, Inc.  
 Business Address ..... 502 Rust Building  
 Phone Number ..... Broadway 4211

Studio Addresses.....502 Rust Building  
 Transmitter Location...Vashon Island, Wash.  
 Time on the Air.....5:30 a.m. to 11 p.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  
 Program Director.....Larry Huseby  
 Traffic Manager.....Vyra Bryant  
 Bookkeeper.....Deborah V. Webb  
 Chief Engineer.....Raymond Griese

Representatives...Romig Fuller (Seattle); John  
 Keating (Portland)

**Personnel**

President and General  
 Manager.....H. E. Studebaker  
 Commercial-Sales Promotion Manager  
 Norval Armes  
 Program-Publicity Director.....James Schick  
 Chief Announcer (Walla Walla)  
 Charles Herring  
 Chief Announcer (Pendleton).....Edna Storey  
 Musical Director.....Jack Fareay  
 Women's Features Director...Virginia Van Hoy  
 Sports Director.....Bob Grant  
 Chief Engineer.....Milton MacLafferty

**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.....Sunrise to sunset  
 News Service.....UP  
 Transcription Service

Langworth; Standard Radio

**Personnel**

President.....Sheldon F. Sackett  
 General Manager.....Ben E. Stone  
 Resident Manager.....S. W. McCready  
 Commercial Manager-Publicity Director  
 Marion Sexton  
 Program Director.....Helena Rutan  
 Chief Engineer.....S. W. McCready

**K U J**

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM

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, Ore.  
 Transmitter Location: U. S. Highway No. 410  
 and Sudbury Road  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service: World Broadcasting  
 System; Keystone Broadcasting System;  
 Langworth

**K P Q**

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc...Power: 1000 d.; 500 n.  
 Owned-Operated By.....Westcoast Broad-  
 casting Company  
 Address.....20 Second Street  
 Phone Number.....45; 875  
 Transmitter Location...North End Miller Street  
 Time on the Air:  
 6 a.m. to 11:15 p.m.; Sunday, 9 a.m. to  
 11:15 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative

Joseph Hershey McGillvra, Inc.

**Personnel**

President.....Rogan Jones  
 Station and Commercial  
 Manager.....Helen Wylle

**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.....South of Yakima  
 Time on the Air.....Unlimited license  
 Transcription Service.....Lang-Worth; World  
 Broadcasting System  
 Representative.....John Blair & Co.

**Personnel**

President.....Carl E. Haymond

# WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 227-285

## WJLS

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

Owner: Joe L. Smith, Jr.  
Station-Commercial Manager: Herbert R. Kendrick  
Program-Production Manager: Peter Arnell  
Continuity Director: Midge Lee  
Chief Announcer: Fred Stone  
Auditor: V. Z. Cooper  
Chief Engineer: Al Ginkle

## WHIS

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: UP  
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: Elsie Thomas  
Production Manager-Musical  
Director: Barnes Nash  
News Editor: Stuart Odell  
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: 6 a.m. to 1 a.m.  
News Service: AP; UP  
Transcription Service: Standard Radio  
Representative: The Branham Co.

### Personnel

President: John A. Kennedy  
Vice-President-Managing Director: Howard L. Chernoff  
Technical Advisor: Odes E. Robinson  
Sales Promotion Manager: Sam Polen  
Program Director: William J. Adams  
Director of War Programs: Virgil L. Schmit  
Chief Announcer: Joseph Herget  
Traffic Director: Carolyn Johnson  
Comptroller: P. H. Evans  
Musical Director: Leah Perry

## WGVV

CHARLESTON—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By: Kanawha Valley  
Broadcasting Company  
Address: 208 Dickinson St.  
Phone Number: 37-541  
Transmitter Location: Coal Branch Heights  
Time on the Air: 7 a.m. to 12:15 a.m.; Sun-  
day, 8 a.m. to 12 midnight  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representative: Joseph Hershey McGillvra, Inc.

### Personnel

Station Manager: Worth Kramer  
Commercial Manager: Robert Wasdon  
Sales Promotion Manager-Publicity Director:  
Ray C. Penner  
Program Director: Joseph B. Matthews  
Production Manager: J. Harvey Farris  
Chief Announcer-Musical Director:  
Leslie Gorall  
Chief Engineer: Denzil Pulley

# KVOS

BELLINGHAM—EST. 1927

KEYSTONE BROADCASTING SYSTEM

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; NBC Thesaurus

## Personnel

President: Rogan Jones

# KELA

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 between Centralia and Chehalis)

Time on the Air: 6 a.m. to 12 midnight  
News Service: UP  
Transcription Service: Lang-Worth; C. P. MacGregor

Representatives: Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

## Personnel

President: J. Elroy McCaw  
Secretary: Mabel A. Gwinn  
Acting Manager: Joe Chytil  
Commercial Manager: Robert Brister  
Sales Promotion Manager: Elain Gwinn  
Program Director: Dave Gordon  
Production Manager-Publicity Director:

Melvin York

Chief Announcer: M. McCaw  
Chief Engineer: Ellwood Lippencott

# KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts  
Owned-Operated By: Cascade Broadcasting 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: 6:55 a.m. to 12 midnight

News Service: AP  
Transcription Service: World Broadcasting System

## Personnel

President: Dr. J. R. Binyon  
Vice-President-General:

Manager: Lloyd Wallgren  
Station-Sales Promotion Manager: Jack Meues  
Program Director: Mildred Mittet  
Director of War Programs-Publicity:

Director: Carden Hadley  
Artists Bureau: Theodore Cedarberg  
Musical Director: Glen Churches  
Chief Engineer: Vernon Downing

# KRKO

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: Unlimited license  
Transcription Service: Standard Radio

## Personnel

President-Chief Engineer: Lee Mudgett

# KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Twin City Broadcasting Corp.

Address: National Bank of Commerce Bldg.

Phone Number: Longview 1500  
Transmitter Location: Ocean Beach Highway

Time on the Air: Unlimited license  
Transcription Service:

C. P. MacGregor; NBC Thesaurus

## Personnel

President: Art Campbell  
Station Manager: C. O. Chatterton

# KGY

OLYMPIA—EST. 1922 (non-Comm.)

1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

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 .....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  
 Chief Announcer.....Sam Crawford  
 Production Manager-Chief Engineer  
 Vernon Johnson

**KWSC**

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. 77½ hours weekly  
 News Service..... UP

**Personnel**

Station Manager.....Kenneth E. Yeend  
 Chief Engineer.....Sig Turnquist  
 (Non-Commercial Station)

**KEVR**

SEATTLE—EST. 1925

KEYSTONE BROADCASTING SYSTEM  
 Frequency: 1090 Kc.....Power: 250 Watts  
 Owned-Operated By .....Evergreen Broadcasting Corporation  
 Address ..... 2102 Smith Tower  
 Phone Number ..... Seneca 2056-7  
 Time on the Air ..... Unlimited license  
 Transcription Service.....Standard Radio;  
 Keystone Broadcasting System

**Personnel**

President.....Walter Wyckoff  
 Station Manager.....Robert Nichols

**KIRO**

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts  
 Owned-Operated By.... Queen City Broadcasting Co.  
 Address .....Cobb Building  
 Phone Number .....SEneca 1500  
 Transmitter Location.....Vashon-Maury Island, Wash.  
 Time on the Air .....24 hours daily  
 News Service .....AP

Transcription Service ....World Broadcasting System; Standard Radio; Langworth Feature Programs  
 Representative ..... Free & Peters

**Personnel**

President.....Louis K. Lear  
 Vice-President-General  
 Manager .....H. J. Quilliam  
 Asst. Business Mgr.-Director of National Sales .....Loren B. Stone  
 Local Sales Manager .....J. F. Hiddleston  
 Director of Programs .....Arthur W. Lindsay  
 Production Manager .....Al Amundson  
 Chief Announcer .....Bob Spence  
 Director of Education .....Gordon W. Davis  
 Educational Director.....Bill Moshier  
 Musical Director.....Max Dolin  
 Chief Engineer.....James Hatfield

**KJR**

SEATTLE—EST. 1921

THE BLUE NETWORK  
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 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 .....24 hours daily  
 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. Stuht  
 Research-Advertising Manager,  
 Charles A. Bailie  
 Program Director-Production Manager  
 John Pearson  
 News Director .....Dick Keplinger  
 Chief Announcers.....Homer Pope,  
 Bennett Fisher  
 Musical Director .....Lloyd Solberg  
 Chief Engineer.....Francis Brott

**KOL**

SEATTLE—EST. 1928

MUTUAL—DON LEE  
 PACIFIC BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Operated By: Seattle Broadcasting Co.  
 Address .....Northern Life Tower  
 Phone Number .....Main 2312  
 Transmitter Location.....1110 W. Florida St.

**W B L K**

**CLARKSBURG—EST. 1937**  
 BLUE NETWORK  
 NATIONAL BROADCASTING CO.  
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Charleston Broadcasting Co.  
 Address: 444½ West Pike Street  
 Phone Number: 3040  
 Transmitter Location: Glen Elk, Clarksburg  
 Time on the Air: 7:30 a.m. to 11:35 p.m.  
 News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: The Branham Company

**Personnel**

President: John A. Kennedy  
 General Manager: G. C. Blackwell  
 Commercial Manager: Donald S. Greenleaf  
 Program-Musical Director: Don McWhorter  
 Publicity Director: David Grubb  
 Chief Announcer: Bill O'Day  
 Chief Engineer: C. S. Clemans

**W J R M**\*

**ELKINS—EST. 1942**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Allegheny Broadcasting Corp.  
 Address: Elkins, W. Va.  
 Time on the Air: Unlimited license  
 \*Station had a construction permit at time of going to press and no further information was available.

**W M M N**

**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: 5 a.m. to 11:30 p.m.  
 News Service: AP  
 Transcription Services: Standard Radio; Langworth

Representative: John Blair & Co.

**Personnel**

President: George B. Storer  
 Station-Commercial Manager: Stanton P. Kettler  
 Office Manager: R. C. Warden  
 Program Director: John MacKercher  
 Publicity-Continuity Director: C. Swiger  
 Artists Bureau: Jean Fluharty  
 Musical Director: Henry Gruner  
 Chief Engineer: Robert Hough

**W S A Z**

**HUNTINGTON—EST. 1927**  
 BLUE NETWORK  
 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, Langworth  
 Representative: Howard H. Wilson Co.

**Personnel**

President and General Manager: John A. Kennedy  
 Station Manager: Flem J. Evans  
 Commercial Manager: John L. Henry  
 Sales Promotion Manager: Clint Prescott  
 Program Director: A. Rauch  
 Production Manager: Robert Drexler  
 Publicity Director: Dick Whitney  
 Chief Announcer: Jimmy Martin  
 Artists Bureau: L. P. Swann  
 Musical Director: Irene Bruce  
 Chief Engineer: John R. Csensich

**W L O G**

**LOGAN—EST. 1940**

KEYSTONE BROADCASTING SYSTEM

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 9 p.m.  
 Newspaper Affiliation: Logan Banner  
 News Service: UP

**Personnel**

President: Clarence H. Frey  
 General Manager: C. E. Vann  
 Commercial Manager: James McGowan  
 Chief Announcer: Harman Calver  
 Musical Director-Director of Women's Programs: Dorothy Armstrong  
 Chief Engineer: John Blackwood

**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: 6:30 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 6 p.m.  
 News Service: UP  
 Transcription Service: World Broadcasting System  
 Representative: Forjoe & Company

**Personnel**

President: H. C. Greer  
 Station Manager-Program Director: Henry B. McNaughton  
 Commercial Manager: Frank Greeg  
 Production Manager: Edith Perry  
 Chief Announcer: William Burchinal  
 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 Broadcasting Corporation  
 Address: 701½ Market Street, Grinter Building  
 Phone Number: 2530  
 Transmitter Location: North End, Parkersburg  
 Time on the Air: 6:30 a.m. to 12:05 a.m.  
 News Service: AP  
 Transcription Service: Standard Radio  
 Representative: Branham Company

**Personnel**

President: John A. Kennedy  
 Station Manager: George H. Clinton  
 Sales Promotion Manager: Robert Fashbaugh  
 Program Director: Carl Loose  
 Chief Announcer: Hal Norman  
 Musical Director: Len Carl  
 Chief Engineer: Cecil Knowles

**W B R W**

**WELCH—EST. 1940**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: McDowell Service Company  
 Business Address: P. O. Box 313  
 Phone Number: 818  
 Studio Address: 10 Riverside Drive  
 Transmitter Location: Dor Building  
 Time on the Air: 7:30 a.m. to 8:30 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-Commercial Manager: James M. Flenniken  
 Program Director: John Villani  
 Publicity Director: Brandon Wallace  
 Traffic Manager: Jewell Roberson  
 Chief Announcer-Director of War Programs: Sid Tear  
 Chief Engineer: John Timberlake

**W K W K**

**WHEELING—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Community Broadcasting, Inc.  
 Address: Pythian Building  
 Phone Number: Wheeling 5320  
 Transmitter Location: Pythian Building  
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Standard Radio  
 Representative: Spot Sales, Inc.

**Personnel**

President: Joe L. Smith, Jr.  
 Station Manager: John B. Reynolds  
 Commercial Manager: John T. Gelder, Jr.  
 Program Director: Albert R. Albinger, Jr.  
 Production Manager-Chief Announcer: Richard P. Slade  
 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: St. Clairsville, Ohio  
 Time on the Air: 4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.  
 News Service: AP  
 Transcription Service: NBS Thesaurus; Langworth  
 Representative: John Blair & Co.

**Personnel**

President: George B. Storer  
 Managing Director: George W. Smith  
 Sales Promotion Manager-Publicity Director: George Skinner  
 Production Manager: Paul J. Miller



Program Director.....Lew Clawson  
 Director of War Programs-Chief  
 Announcer.....Cliff Allen  
 Artists Bureau.....Jetta Brown  
 Musical Director.....Robert Nesbitt  
 Chief Engineer.....Edward L. Keim

## W B T H

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Williamson Broad-  
 casting Corp.  
 Address.....Mountaineer Hotel Block

Phone Number.....1241  
 Transmitter Location.....Mountaineer Hotel Block  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System

### Personnel

President.....G. W. Taylor  
 Vice-President-Treasurer.....W. P. Booker  
 Station-Commercial Manager.....Alice Shein  
 Chief Announcer.....Bob Flaherty  
 Musical Director.....Elizabeth Zimmerman  
 Chief Engineer.....Vernon Totten

# WISCONSIN

*For Latest U. S. Census Population And Radio Homes Data And  
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

## W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

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.....7 a.m. to 10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Reynolds-Fitzgerald, Inc.

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.....Associated Music  
 Publishers  
 Representative.....Bogner & Martin

### Personnel

President.....William L. Johnson  
 Station-Commercial Manager.....J. W. Huss  
 Program Director-Chief  
 Announcer.....Harry Wills  
 Chief Engineer.....Hine Dahlbacka

### Personnel

Managing Director.....Rev. James A. Wagner  
 Station Manager.....J. L. Gallagher  
 Program Director.....Rodge Mueller  
 Chief Engineer.....George Merkle

## W E A U

EAU CLAIRE—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

NORTHWEST NETWORK

Frequency: 790 Kc.....Power: 5000 Watts  
 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.....Eau Claire Leader  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....George P. Hollingbery Co.

## 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

**Personnel**

President.....W. C. Bridges  
 Commercial Manager.....Clyde Riddle  
 Production Manager-Chief  
 Announcer.....William Conner

**K F I Z**

**FOND-DU-LAC—EST. 1922**  
 MUTUAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK

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,  
 10 a.m. to 9 p.m.  
 Newspaper Affiliation.....The Commonwealth  
 Reporter  
 News Service.....INS; UP  
 Transcription Service.....Standard Radio

**Personnel**

President.....A. H. Lange  
 Station Manager.....Lucille Fairbanks  
 Commercial Manager.....William O'Brien  
 Program Director.....Marion Schwein  
 Chief Announcer.....William Crusenberry  
 Chief Engineer.....Wendell S. Meyers

**W T A Q**

**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 Promotion Manager.....Val Schneider  
 Program Director.....Al Michel  
 Production Manager.....Clair Stone  
 Publicity Director.....Marjorie Opland  
 Musical Director.....Clarence Edges  
 Chief Engineer.....Wallace J. Stangel

**W C L O**

**JANESVILLE—EST. 1930**  
 MUTUAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gazette Printing Co.  
 Address.....200 E. Milwaukee Ave.  
 Phone Number.....2500  
 Transmitter Location.....1436 Oakhill Ave.  
 Time on the Air.....Unlimited license  
 Newspaper Affiliation.....Janesville Daily  
 Gazette  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Regional Representative.....Wisconsin Network

**Personnel**

President.....Sidney H. Bliss  
 General Manager.....James F. Kyle  
 Sales Manager.....Allan Curnutt  
 Program-Musical Director.....Hester Kyle  
 Production Manager-Publicity  
 Director.....Paul Ruhle  
 Chief Engineer.....William Havens

**W K B H**

**LA CROSSE—EST. 1926**  
 BLUE NETWORK

NATIONAL BROADCASTING CO.  
 WISCONSIN NETWORK

Frequency: 1410 Kc.....Power: 1000 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: 6 a.m. to 11:30 p.m.; Sunday,  
 9 a.m. to 11:30 p.m.  
 News Service.....UP  
 Transcription Service.....Langworth  
 Representative.....Howard H. Wilson Company

**Personnel**

President and Station  
 Manager.....Otto M. Schlabach  
 Commercial-Sales Promotion  
 Manager.....Howard Dahl  
 Program Director.....Bernice Callaway  
 Director of War Programs-  
 Chief Announcer.....Raymond Plamadore  
 Musical Director.....Albin Bina  
 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 476  
Transmitter Location Fish Hatchery Road  
Time on the Air 7:30 a.m. to local sunset  
News Service AP  
Transcription Service Langworth:  
Standard Radio

## Personnel

Acting Director William G. Harley  
Acting Program Director Walter Krulevitch  
Director of War Programs Romance Koopman  
Acting Production Manager Ben Park  
Acting Publicity Director Carol Reid  
Acting Chief Announcer Roy Vogelmann  
Women's Program Director Aline Hazard  
Farm Program Director Milton Bliss  
Musical Director Frederick Fuller  
Chief Engineer 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 Broadcasting Company  
Business Address 110 East Main Street  
Phone Number Fairchild 8800  
Transmitter Location Route 4, Madison, Wis.  
Time on the Air Unlimited license  
Newspaper Affiliation The Capital Times:  
Wisconsin State Journal  
News Service UP  
Transcription Service Associated Music Publishers  
Representative Howard H. Wilson Co.

## Personnel

President William T. Evjue  
General Manager Edwin C. Allen  
Merchandising Manager C. W. Wallis  
Program Manager & Publicity  
Director K. F. Schmitt  
Musical Director Leon Persson  
Chief Engineer Norman Hahn

# W O M T

**MANITOWOC—EST. 1926**

KEYSTONE BROADCASTING SYSTEM

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. Broadcasting Co.  
Address 400 Wells St.  
Phone Number 570  
Transmitter Location 400 Wells St.  
Time on the Air Sunrise to sunset  
News Service UP  
Transcription Service Associated Music Publishers  
Representative Hal Holman Co.

## Personnel

President W. E. Walker  
Station Manager Joseph D. Mackinn  
Sales and Merchandising  
Manager Donald C. Wirth  
Program Director Florence Meyers  
Publicity Director Francis Vick  
Chief Announcer Robert W. Kelly  
Chief Engineer Martin R. Lund

# W I G M

**MEDFORD—EST. 1941**

KEYSTONE BROADCASTING SYSTEM

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  
Transcription Service Keystone Broadcasting System

## Personnel

Owner George F. Meyer  
Station Manager Irma Meyer  
Commercial Manager Anton Grossman  
Program Director Roy La Mere  
Chief Announcer Ervin Kult  
Chief Engineer Walter Ninneman

**NATIONAL BUSINESS UP 35%\***

**NETWORK BUSINESS**

**UP 59%\***

**THERE'S STILL ROOM FOR YOU**

**CLEAR RECEPTION**

**5,000 WATTS**

**THE GREATEST SHOW IN MILWAUKEE**

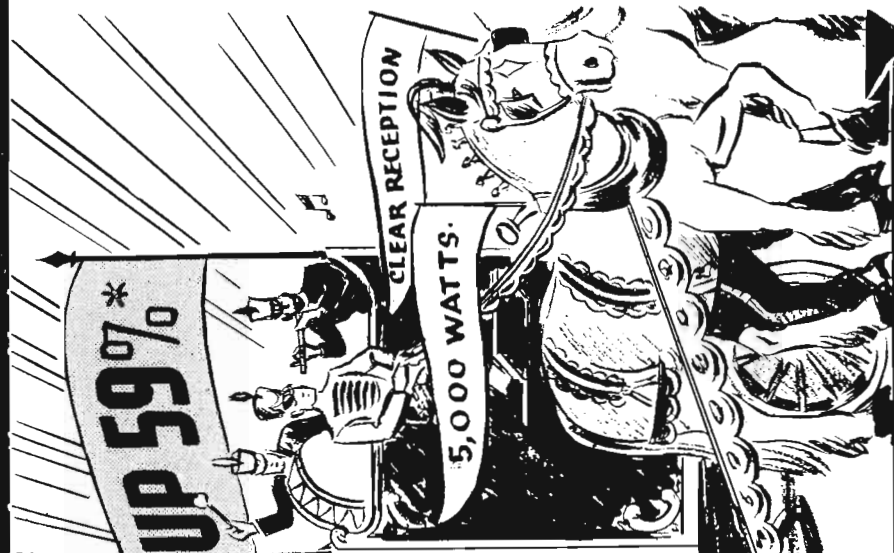
**WISN**

**CBS AFFILIATE**

Represented by  
**The KATZ AGENCY**

**GET ON THIS BAND WAGON IN 1943**

\* For 6 Mos. Period Ending Dec. 31, 1942



**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: 6 a.m. to 12 midnight; Sun-  
day, 7 a.m. to 12 midnight

News Service: UP  
Representative: Joseph Hershey  
McGillvra, Inc.

**Personnel**

President: Glenn D. Roberts  
Station Manager: C. J. Lanphier  
Assistant Manager: Charles LaForce  
Program-Publicity Director: Conrad Rice  
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. 60th & W. Edgerton  
Sts.

Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
days, 7:15 a.m. to 12:05 a.m.

Newspaper Affiliation: The Milwaukee Sentinel  
News Service: INS  
Transcription Service: World Broad-  
casting System, Standard Radio  
Representative: The Katz Agency

**Personnel**

General Manager: G. W. Grignon  
Sales Promotion Manager-Director of  
War Programs: Hugh O'Malley  
Program Director: Woods Dreyfus  
Musical Director: E. Krebs

**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)

Business Address: 333 West State Street  
Phone Number: Marquette 6000  
Studio Address: 720 East Capitol Drive  
Transmitter Location: Route No. 5, Box 817,  
Waukesha, Wisc.

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

Newspaper Affiliation: The Milwaukee  
Journal

News Service: AP

Transcription Service: Associated Music  
Publishers

Representative: Edward Petry & Co., Inc.

**Personnel**

Vice President-General Manager: W. J. Damm  
Station Manager-In Charge:

of Sales: L. W. Herzog  
Asst. Manager: R. G. Winnie  
Program Director: Warren Mead  
Publicity Director: Charles Golling  
Chief Announcer: Robert J. Heiss  
Musical Director: Maurice Kippen  
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

**WEMP**  
**IN**  
**43**  
...—  
**Blue Network**  
C. J. Lanphier, Gen. Mgr.

Time on the Air.....6 a.m. to 11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Howard H. Wilson Co.

**Personnel**

President.....Howard H. Wilson  
 General Manager.....Ray E. Schwartz  
 Program Director.....Waldemar Porsow  
 Farm Editor.....Bob Nelson  
 Continuity Chief.....Margery Hilliard  
 Office Manager-Women's  
 Editor.....Lorraine Kuehn  
 Chief Engineer.....Nathan Williams

**WIBU**

POYNETTE—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wm. C. Forrest  
 Business Address.....R. F. D. No. 2  
 Phone Number.....97 R 5 Poynette  
 Studio Addresses: Poynette; Portage; Beaver  
 Dam; Madison; Baraboo  
 Transmitter Location.....R. F. D. No. 2  
 Time on the Air.....7 a.m. to 11 p.m.  
 Transcription Service.....Standard Radio

**Personnel**

Station Manager.....Wm. C. Forrest  
 Commercial-Madison Studio  
 Manager.....Ralph O'Connor  
 Portage Studio Manager.....M. A. Hays  
 Beaver Dam Studio Manager.....Hal Woods  
 Program Director.....Sarah Forrest  
 Chief Announcer.....Theodore Paratore, Jr.  
 Chief Engineer.....Leonard Doese

**WRJN**

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Racine Broadcasting  
 Corporation  
 Address.....441 Main Street  
 Phone Number.....Jackson 290-291  
 Transmitter Location.....Victory and Ken-  
 tucky Sts., Mount Pleasant  
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,  
 8:30 a.m. to 9 p.m.  
 Newspaper Affiliation.....Racine Journal-  
 Times  
 News Service.....INS  
 Transcription Service  
 Langworth, Keystone Broadcasting System  
 Representative.....The Walker Company

**Personnel**

President.....F. R. Starbuck  
 Secretary-Treasurer &  
 General Manager.....Harry R. LePoldevin  
 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 By.....W. H. McGenty  
 Operated By.....J. J. McGenty  
 Address.....410 North Main Street  
 Phone Number.....550  
 Transmitter Location.....1615 South Main St.  
 Time on the Air.....Unlimited license  
 News Service.....Transradio  
 Transcription Service.....Standard Radio

**Personnel**

Owner-Publicity Director.....W. H. McGenty  
 Station-Commercial Manager  
 R. W. Thompson  
 Program Director-Chief Announcer  
 Willard Jackson  
 Musical Director.....R. W. Wells  
 Chief Engineer.....Ray Pearson

**WHBL**

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;  
 Owned-Operated By.....Press Publishing  
 Business Address.....626-636 Center Ave.  
 Phone Number.....1900  
 Studio Address: Press Building, 626-636 Center  
 Avenue  
 Transmitter Location.....Highway No. 141  
 Time on the Air.....6:15 a.m. to 11 p.m.  
 Newspaper Affiliation.....Sheboygan Press  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....The Foreman Co.

**Personnel**

President.....C. E. Broughton  
 Executive Director.....A. Matt Werner  
 Manager.....Wayne W. Cribb  
 Publicity Director.....Glen James  
 Program & Musical Director.....M. J. Pape  
 Chief Announcer.....Carl Brose  
 Chief Engineer.....Herbert Mayer

**W L B L**

**STEVENS POINT—EST. 1924**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned By: State of Wisconsin Department  
 of Agriculture  
 Operated by: Wisconsin Department of Agri-  
 culture  
 Business Address: Stevens Point  
 Phone Number: 525  
 Studio Address: State Teachers College  
 Transmitter Location: Auburndale, Wisconsin  
 Time on the Air: Daytime license  
 News Service: AP

**Personnel**

Acting Director: Herman Ihde  
 Station Manager: F. R. Calvert  
 Program Director: William P. Wichmann  
 Director of War Program: Lorraine Walczak  
 Chief Announcer: O. M. Leverton  
 Chief Engineer: Donald L. Yapp  
 (Non-Commercial Station)

**W D S M**

**SUPERIOR—EST. 1939**

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By: WDSM, Inc.  
 Business Address: Board of Trade Bldg.  
 Phone Numbers:  
 6262 (Business Office); 4451 (Superior Stu-  
 dio); Mel. 1812 (Duluth Studio)  
 Studio Addresses:  
 Androy Hotel, Superior; Spalding Hotel,  
 Duluth, Minn.  
 Transmitter Location: Connor's Point, Su-  
 perior, Wisc.  
 Time on the Air: 18½ hours daily  
 Representative: Wm. G. Rambeau Company

**Personnel**

President: James J. Conroy  
 Station-Commercial Manager:  
 Robert D. Kennedy  
 Sales Promotion Manager: E. R. Cluett  
 Program Director-Chief  
 Announcer: Lou Martin  
 Publicity Director: Myrna McCauley  
 Artists' Bureau Head: Art Robinson  
 Musical Director: Elma DeMeire  
 Chief Engineer: Melvin Laskey

**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 10:30 p.m.; Sat-  
 urday, 6:30 a.m. to 12 midnight; Sunday, 7:30  
 a.m. to 10:30 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  
 Chief Announcer: Douglas Pledger  
 Musical Director: Verne Peterson  
 Chief Engineer: Roland Richardt

**W F H R**

**WISCONSIN RAPIDS—EST. 1940**

MUTUAL 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 Theater Bldg., Stevens Point, McCain-  
 Johnson Building, Marshfield  
 Transmitter Location: 1500 Bonow Ave.  
 Time on the Air: 7 a.m. to 10:30 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  
 Director of Women's Programs, Virginia Lee  
 Chief Engineer: Garth N. Bowker

# WYOMING

For Latest U. S. Census Population And Radio Homes Data And  
Statistics on "Shifting Population" Please Turn To Pages 227-285

## K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

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: UP  
Transcription Service:

Langworth; Keystone Broadcasting System  
Representative

Sear & Ayer, Inc.; Homer Griffith (West  
Coast)

### Personnel

Station-National Sales Manager,

Donald L. Hathaway

Program Director: Marcus R. Nichols

Chief Announcer: Harrison Brewer

## K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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  
Representative: Burn-Smith Company

### Personnel

Owner: Tracy S. McCracken  
Sales Promotion Manager: C. E. Hopkins  
Program-Publicity Director: Margaret O'Brien  
Production Manager-Musical Director:

Bill Jack  
Chief Announcer: Frank Thomas  
Chief Engineer: Gaal Barrett

## K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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 9 p.m.  
News Service: AP  
Transcription Service: Standard Radio; Key-  
stone Broadcasting System  
Representatives:

Cox & Tanz; Homer Owen Griffith

### Personnel

Owner: A. J. Meyer

Asst. Manager & 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 Broadcas-  
ting Company

Address: 1307 Wyoming Street  
Phone Number: 93  
Time on the Air: 92 hours weekly  
News Service: Transradio  
Transcription Service: NBC Thesaurus;  
Keystone Broadcasting System

### Personnel

President: R. R. West  
Station-Sales Promotion Manager:

H. L. McCracken

Commercial Manager: Robert Elliott

Program Director: Michael Reid

Chief Announcer: Elmer Ellsworth

## K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Big Horn Broad-  
casting Company, Inc.

Business Address: 19 North Main St.  
Phone Number: 601  
Studio Address: Gillette Building, 19  
North Main St.

Transmitter Location: Northwest of Sheridan  
Time on the Air: 7 a.m. to 8 p.m.  
News Service: AP  
Transcription Service: Standard Radio;  
Keystone Broadcasting System  
Representative: Sears & Ayer, Inc.;  
Homer Owen Griffith

### Personnel

President: R. E. Carroll

General Manager: Jim Carroll

Program-Publicity Director: Mel Hallock

Chief Engineer: Bob Crossthwaite



# TERRITORIES — — POSSESSIONS

## Alaska

### K F Q D

ANCHORAGE—EST. 1924  
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 250 Watts  
Owned By.....William J. Wagner  
Operated By.....Alaska Broadcasting Co.  
Business Address.....Anchorage  
Phone Number.....Main 143  
Studio Address.....412 Fourth Avenue  
Transmitter Location.....412 Fourth Avenue  
Time on the Air.....Unlimited license  
News Service.....INS; Transradio; UP  
Transcription Service.....Lang-Worth; Key-  
stone Broadcasting System

#### Personnel

Owner-Station Manager.....William J. Wagner  
Commercial Manager, Program  
Director.....Ken Laughlin  
Chief Announcer.....Elwyn Hopkins  
Chief Engineer.....Hal Leighton

### K F A R

FAIRBANKS—EST. 1939

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Operated By.....Midnight Sun Broad-  
casting Co.  
Address.....508 Second Avenue—Lathrop  
Building  
Phone Number.....East 380  
Transmitter Location.....Five miles north-  
west of town  
Time on the Air.....7 a.m. to 11 p.m.  
Newspaper Affiliation.....Fairbanks Daily  
News Miner  
News Service.....AP, UP  
Transcription Service.....NBC Thesaurus;  
World Broadcasting System  
National Sales Office.....T. A. Emory, Fourth  
Ave., Bldg., Seattle Wash.

#### Personnel

President.....A. E. Lathrop  
Station-Commercial Manager.....W. K. Foster  
Sales Promotion-Production  
Manager.....Alvin O. Bramstedt  
Program Director.....Fern Rivers

Publicity Director.....James N. Teale  
Chief Announcer-Musical  
Director.....Royal O'Reilly

### 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 Number.....197 (Juneau); Elliott  
5488 (Seattle)  
Studio Address.....Decker Bldg.  
Transmitter Location.....Alaska Juneau  
Mine Dump  
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,  
10 a.m. to 8:30 p.m.  
Transcription Service.....C. P. MacGregor;  
Lang-Worth  
Representative.....Joseph Hershey McGillvra  
National Sales Office: 708 American Building,  
Seattle, Wash.

#### Personnel

Owner.....Edwin A. Kraft  
Station Manager.....Walter R. Carl

### K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By.....Edwin A. Kraft  
Address.....Ketchikan, Alaska;  
708 American Bldg., Seattle, Wash.  
Transmitter Location.....Ketchikan, Alaska  
Time on the Air: 7:30 a.m. to 11 p.m.; Sun-  
days, 10:30 a.m. to 9 p.m.  
Representative.....Joseph Hershey McGillvra, Inc.

#### Personnel

Owner.....Edwin A. Kraft  
Station Manager.....Roy Grandey  
Program Director.....Perry Hilleary  
News Editor.....Dallas Williams

# 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

### 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

Address: 1534 Kapiolani Blvd.  
Phone Number: 2323  
Transmitter Location: 1534 Kapiolani Boulevard  
Time on the Air: 6:15 a.m. to 11:30 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: I. Howard Worrall  
Station Manager: Webley Edwards  
Program Director: Owen Cunningham  
Chief Announcer: Victor Eckland  
Chief Engineer: Ernest Lindemann

## K G U

HONOLULU—EST. 1922

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: Unlimited license

Newspaper Affiliation: Honolulu Advertiser  
Transcription Service: NBC Thesaurus; Lang-Worth  
Representative: The Katz Agency

### Personnel

General Manager: M. A. Mulrony

## 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: Charles K. Izumoto

# Puerto Rico

## W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 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: Unlimited license

### Personnel

President: Juan Luis Boscio  
Station Manager: Miguel Soltero Palermo

# W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts  
 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

HATO REY-SAN JUAN—EST. 1942

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: Enrique Abarca  
 San Feliz  
 Business Address: P. O. Box 4504,  
 San Juan, P. R.  
 Phone Numbers: 2177 (San Juan); 445  
 (Hato Rey)  
 Studio Address: Ordonez St. Stop 29½  
 Transmitter Location: Carolina Rd.,  
 3 miles east of San Juan  
 Time on the Air: 7 a.m. to 11 p.m.  
 News Service: AP  
 Transcription Service: Standard Radio

## Personnel

Owner: Enrique Abarca San Feliz  
 Station-Commercial Manager: Felix Muniz  
 Program Director: Rafael H. Benitez  
 Publicity Director: Manuel A. Morales  
 Chief Announcer: Antonio Alfonso  
 Artists Bureau: Rafael Seijo  
 Musical Director: Jose Raul Ramirez  
 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: Leonard Jacob 2nd  
 Vice-President-Gen. Manager: John A. Zerbe  
 Commercial Manager: Jose C. Irizarry

Program Director: Manuel Ochoa  
 Chief Announcer: Nieves Diaz Rivera  
 Musical Director: Joaquin Bursel  
 Chief Engineer: Angel P. del Valle

# W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By: Juan Piza  
 Address: 59 Brau St.  
 Phone Number: 107  
 Transmitter Location: Green Island  
 Santurce, P. R.  
 Time on the Air: 16 hours daily  
 News Service: Transradio  
 Transcription Service: Lang-Wor'h

## Personnel

Owner-Station Manager: Juan Piza  
 Commercial-Sales Promotion  
 Manager: Agustin R. Camunas  
 Program Director: Camilo Fraticelli  
 Production Manager: Juan Maldonado  
 Chief Engineer: Jose Arzuaga

AT  
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ENRIQUE ABARCA  
 Owner

FELIX MUÑIZ  
 Manager