

News ServiceUP
Transcription Service..Standard Radio, World
Broadcasting System
Representative.....William G. Rambeau Co.

Personnel

President-Station Manager...E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department.....Henry R. Tafoya, Jr.
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address310 N. Richardson Street
Phone Number288
Transmitter Location511 W. 16th Street
Time on the Air6:30 a.m. to 9 p.m.
Transcription ServiceC. P. MacGregor

Personnel

Station Manager.....W. E. Whitmore
Commercial-Sales Promotion Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief EngineerMelvin Unger

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broad-
casting Co.
Address759 Cerillos Road
Phone Number2020
Transmitter LocationSanta Fe
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World
RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstrie
ManagerIvan Head

KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Krasin-Krutzner
AddressTucumcari
Phone Number100
Transmitter LocationTucumcari
Time on the Air.....7 a.m. to 7:15 p.m.
Transcription Service.....Standard Radio
RepresentativeCox & Tanz

Personnel

Station ManagerLester Knasin

FOR QUALITY
AP !

W O K O

Basic CBS

for low-cost coverage and
experienced dealing with the
buyers of the Capital Area—
one of the top markets of the
country.

The RADIO CENTRE STATION

W O K O

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 273-287

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.

Address..... Radio Centre
Phone Number.....4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Herbert Lundberg
Sales Promotion Manager.....Paul Dennis
Program Director.....Joseph E. Nolan
Director War Programs.....Joseph E. Nolan
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey
Record MC.....E. L. Trudeau

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 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Promotion Manager.....Paul Dennis
Program Director.....Carl Mattison
War Programs.....Carl Mattison
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi
Record MC.....Forrest Willis

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL 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 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-
Advertiser

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager.....Frederick L. Keesee
Musical Director-Publicity
Director.....Dorothy Bolln
Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

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 10 p.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

President.....E. R. Gamble
Station Manager.....Carl R. Switendick
Sales Manager.....Frederick R. MacLaughlin
Program Director.....Harriette Taylor
Chief Engineer.....Howard Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA 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.....6 a.m. to 1:05 a.m.
News Service.....UP

Transcription Service...World Broadcasting
Representative.....John Blair & Co.

ON WLIB YOU'LL *Never* HEAR...



CUSTOM-PROGRAMMED to the Cream of the New York Market!



NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

► **WLIB** carries your advertising message into the homes of New York's solid middle income families.

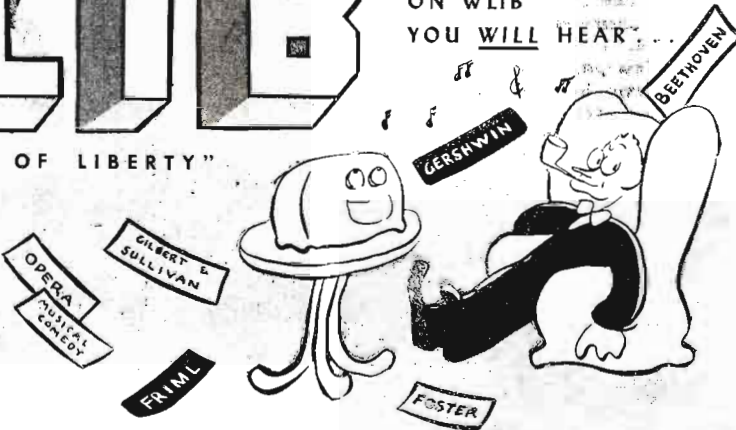
► **WLIB's** civilized programs avoid irritating its listeners with what they don't want. Gives them plenty of what they do want. "The Popular Classics with a Blend of the Moderns" . . . a winning combination, not consistently duplicated by any other New York station

► **RESULTS:** 66% of WLIB's listeners are over 30 years of age ("Pulse of New York")* 69% of WLIB's listeners are middle income ("Pulse of New York")* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")* . . . WLIB gained 20% greater share of total audience [Jan. 1944 to Oct. 1944] †

* "Pulse of New York" † Hooperatings

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB
YOU WILL HEAR...



1190

ON YOUR DIAL
CLEAR CHANNEL

Personnel

President John C. Clark
 General Manager..... Cecil D. Mastin
 Sales Promotion Manager... E. Ray McCloskey
 Program Director..... E. Ray McCloskey
 Musical Director..... W. J. Gillen
 Chief Engineer..... Lester H. Gilbert
 Record MC..... Ralph Carroll

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By..... WBYN—Brooklyn, Inc.

Address..... 1 Nevins St., Brooklyn
 Phone Number TRiangle 5-3300
 Transmitter Location..... 583 Meserole St.
 Time on the Air..... Unlimited
 News Service AP; INS
 Transcription Service..... NBC Thesaurus

Personnel

General Manager..... William Norris
 Program Director..... Tedd Lawrence
 Chief Engineer..... Peter Testan
 (See Page 506)

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By... Peoples Pulpit Assn.
 Address 124 Columbia Heights
 Phone Number MAin 4-9735
 Transmitter Location..... Rossville, Staten Island

Time on the Air..... Shares time

Personnel

Manager..... Andrew K. Wagner
 (Non-Commercial Station)

W L I B

BROOKLYN—EST. 1942

Frequency: 1190 Kc. Power: 1000 Watts
 Owned-Operated By..... WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number BUckminster 7-5900
 Transmitter Location..... 180 Morgan Ave.
 Time on the Air... Sunrise to sunset in Ft. Wayne, Ind.

News Service..... AP, UP, Reuters
 Newspaper Associated..... New York Post
 Transcription Service Associated Music and World
 National Representative..... The Forjoe Co., Chicago

Personnel

Owner..... Dorothy S. Thackrey
 President..... Elias Godofsky
 Sales Manager..... Robert M. Scholle
 Station Manager..... Paul Gould
 Program Director..... Leonard Carlton
 Publicity Director..... Peggy Byrne
 Chief Announcer Murray Jordan
 Musical Director..... Eddy Brown
 Technical Director..... Frank Kneck

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 E. Eagle St.
 Time on the Air... 7 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight

News Service Transradio; AP; UP

Personnel

General Manager..... Roy L. Albertson
 Commercial Manager..... Virginia C. Fyda
 Chief Announcer H. C. Schellenberg
 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, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.



W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product...at the lowest cost per dollar...per listener...per result!

"minute station" service
exclusively with
WBYN
BROOKLYN
1430 ON THE DIAL



Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas...then a minute of music...followed by a minute of racing results (*exclusive* "from the track" reports 12 to 8:30 daily)...then music again...then other sports... Continuous minute spotting of all you want to hear... on *one* station, WBYN the *only* Minute Station!

*For availabilities, write WILLIAM NORINS, Gen. Mgr.,
Station WBYN, 1 Nevins Street, Brooklyn, N. Y.*

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to midnight
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth; Standard
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchofer
 Station Manager: C. Robert Thompson
 Program Director: Woodrow Magnuson
 Publicity Director: Darrell Martin
 Chief Announcer and War
 Programs: Edward Wegman
 Musical Director: Sinclair Armstrong
 Record MC: Clint Buehlman
 Chief Engineer: Ralph J. Kingsley
 Record MC: Clinton Buehlman

W G R

BUFFALO—EST. 1922

BLUE NETWORK

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
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Sales Manager: John A. Bacon
 Program Manager: Karl Hoffman
 Sales Promotion: R. McPherson
 Chief Engineer: Karl B. Hoffman

W E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

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 1 a.m.; Sundays,
 8:30 a.m. to 1 a.m.
 Newspaper Affiliation: Buffalo Courier-Express
 News Service: AP, INS
 Transcription Service: Lang-Worth
 Standard Radio
 Representative: Weed & Company

Personnel

President: Paul E. Fitzpatrick
 Station Director: Cy King
 Sales Manager: William Doerr, Jr.
 War Program Manager: Albert H. Zink
 Program Director: Robert F. Kilment
 Publicity: Jim Kennedy
 Chief Announcer: C. L. Allen
 Musical Director: Irving Shire
 Record MC: Ed Tuchoika
 Chief Engineer: Raymond Lamy

In Buffalo it's
 BUFFALO COURIER-EXPRESS STATION
WEBR
 MUTUAL NETWORK
 for
FULL COVERAGE
 at
LOWEST COST
 Nationally Represented by WEED & CO.

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: 18 hours daily
News Service: UP
Transcription Service: World Broadcasting System
Representative: Free & Peters

Personnel

President: H. W. Deyo
Executive Vice-President: I. R. Lounsberry
Program Director: Karl Hoffman
Sales Manager: John A. Bacon
Sales Promotion Manager: R. McPherson
Chief Engineer: Karl B. Hoffman

W E N Y
ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Elmira Star-Gazette
Business Address: Mark Twain Hotel
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 1 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: Phillip Cameron
Commercial Manager: Ernest F. Oliver
Program Director: Woodrow Ott
Chief Engineer: Thurlow A. Greene

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; WBRB, WFAS
Transcription Service: NBC Thesaurus

Personnel

Owner and General Manager: H. H. Carman
Commercial Manager: Neal Seaman
Chief Engineer: Robert Milos

W E N T

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sacandaga Broadcasting Corp.

Address: 8 West Fulton St.
Phone: 4900
Transmitter Location: Harrison Ave.
Time on the Air: 7 a.m. to midnight
News Service: AP
Transcription Service: Lang-Worth
Representatives: Spot Sales, Inc.

Personnel

President & Station Manager: George F. Bissell
Sales Manager: Arthur McCracken
Chief Engineer: Wm. Murtough

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: 6:30 a.m. to sundown
New Orleans
News Service: UP
Transcription Service: World Broadcasting System
Representative: Howard H. Wilson Co.

Personnel

Station Manager: Michael R. Hanna
Commercial Managers: H. Stilwell Brown, Bernard F. Goodrich
Sales Promotion: Theodore T. Howes
Program Director: Joseph A. Short
Chief Announcer: John Deal
Chief Engineer: True McLean

W J T N

JAMESTOWN—EST. 1936

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Broadcasting Company, Inc.

Address: 208 Hotel Jamestown Bldg.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP

Transcription Service Associated Music
Representative..... Wm. G. Rambeau Co.

Personnel

President..... Jay E. Mason
General Manager and
Treasurer..... Dayton S. Wilkins
Promotion Manager-Program
Director and War Programs..... A. E. Spokes
Publicity Director Catherine Lindstrom
Chief Engineer..... Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MBS—THE FRIENDLY GROUP

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By... Kingston Broad. Corp.
Address 601 Broadway
Phone Number Kingston 4500
Transmitter Location... Plainfield St., Ulster
Time on the Air..... 7 a.m. to 12 midnight
News Service UP
Representative..... Spot Sales, Inc.

Personnel

President..... John J. Laux
Station Manager..... Lou Stekete
Commercial Manager..... George Hard
War Programs..... Dick McCarthy
Chief Engineer..... Francis Boisvert

(See Page 557)

For

RESULTS

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau
Company

About

W J T N

Jamestown, N. Y.

Blue Network

W A L L

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By Community Broad-
casting Corp.
Business Address..... 14 South St.
Phone Number 3119
Transmitter Location..... 229 Monhagen Ave.
Time on the Air..... 8 a.m. to 11 p.m.
News Service AP

Personnel

Co-Presidents..... Martin Karig, Jr.
Station Manager..... Martin Karig, Jr.
Commercial Manager..... Z. E. Van Fleet
Sales Promotion Manager... Arthur L. Cooper
Program Director..... John W. Jones
Chief Engineer..... M. Karig, Jr.

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 4-600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown

Tranmitter Location..... Cochection Turnpike
Time on the Air..... 8:00 a.m. to 5:30 p.m.
Newspaper Affiliations..... Poughkeepsie
Newspapers, Inc.

News Service UP
Transcription Service Standard

Personnel

President..... Merritt C. Speidel
General Manager..... Harold W. Cassill
Sales Manager Joseph Rake
Program Director..... Richard Crans
Chief Engineer Marvin Seines
Record MC..... Joseph Dean

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.; 109
W. 39th St., 111 E. 58th St.

Transmitter Location: Columbia Island, New
Rochelle, N. Y.

Time on the Air... 5.00 a.m. to 2 a.m.; Sunday,
6 a.m. to 2 a.m.

News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers; Langworth Feature Programs
 Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
 General Manager.....Arthur Hull Hayes
 Commercial Manager.....John H. Field, Jr.
 Sales Promotion Manager.....Jules Dundes
 Program Director.....G. Richard Swift
 War Programs.....G. Richard Swift
 Manager of Studio
 Operation.....D. Gordon Graham
 Director of Women's
 ProgramsMargaret Allen
 Manager of Press Information.....J. E. Doyle
 Script Editor.....Arnold Michaelis
 Chief EngineerHenry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts

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

Address260 E. 161st Street
 Phone NumberMELrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air...¾ time shared with WAWZ
 News Service.....AP
 National Representative.....ForJoe & Co.

Personnel

President.....A. L. Haskell
 Vice-President.....W. C. Alcorn
 General Manager.....W. I. Moore
 Production Manager.....Edw. Ervin
 Program Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn
 Chief Engineer.....A. Solbrig

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
 Owned-Operated ByNational Broad-
 casting Co.
 Address30 Rockefeller Plaza
 Phone NumberCircle 7-8300

1920

RADIO'S 25th ANNIVERSARY

1945

WBX

is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It SELLS merchandise to the millions who have money to spend. Let us give you the facts.

Daily Programs In

- ENGLISH
-
- ITALIAN
-
- GERMAN
-
- JEWISH
-
- POLISH



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, UP, INS
 Transcription Service NBC Thesaurus,
 Standard Radio
 Representative . . . NBC National Spot & Local
 Sales

Personnel

President Niles Trammell
 Assistant Manager deLancey Provost
 Program Director J. C. McCray
 Promotion Manager Charles B. H. Vaill
 Press Representative John McKay
 Farm Director Merton Emmert
 Sales: James V. McConnell, Mgr. Nat'l Spot
 Sales; Wm. O. Tilenius, Asst. Manager
 Director of War Programs Dwight Herrick
 Chief Announcer Patrick J. Kelly
 Musical Director Frank Black
 Chief Engineer F. A. Wankel
 (For additional personnel see listing of Na-
 tional Broadcasting Co., under Networks.)

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.
 News Service AP
 Time on the Air . . . 7 a.m. to 10 a.m., 12 noon to
 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11
 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays,
 7 am. to 1 a.m.

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

**FOR QUALITY
 AP !**

5000 WATTS 1330 KC

ENGLISH · JEWISH · ITALIAN
 For millions of high-income families
 in the great Metropolitan New York
 Market WEVD is the *first* station of
 interest . . .
 because nowhere else can they obtain
 WEVD's unique cultural, educational
 and entertainment features.
 A large number of national advertisers
 have for years capitalized this fact and
 include WEVD as a "must" on their
 schedules.
 Ask for "Who's Who on WEVD" . . .
 sent on request.
WEVD
 117-119 West 46th St., New York, N. Y.

THE TOWER THAT DEMANDS ATTENTION



DOMINATION

50,000 Watts at 1050
KC; Covers more than
15,000,000 people in
primary area . . . Actually
11.6% of all people in
U. S. A.

ADDITION

Secondary coverage in-
cludes prosperous New
England states.

RECOGNITION

Top station for SPORTS-
MUSIC-NEWS in North
Eastern U. S. A.

CONFIRMATION

76% Renewed contracts
prove satisfaction.

AMERICA'S MOST POWERFUL
INDEPENDENT STATION

Represented by
RAMBEAU



W H N

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
 Owned-Operated By.....Marcus Loew Book-
 ing Agency
 Address1540 Broadway
 Phone NumberBRyant 9-7800
 Transmitter LocationEast Rutherford,
 N. J.
 Time on the Air...6 a.m. to 2 a.m.; Sunday, 7
 a.m. to 2 a.m.
 News Service.....UP; AP
 Transcription Service.....World Broadcasting
 System

Representatives..Wm. G. Rambeau Co., Bertha
Bannan, Boston

Personnel

Director.....Herbert L. Pettley
 Director of Sales.....Bertram Lebar, Jr.
 Sales Promotion.....Robert F. Anthony
 Program Director.....Frank Roehrenbeck
 Publicity Director.....George Lewis
 Night Manager.....Tod Williams
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling
 Record MC.....Dick Gilbert and Earl Hague

The Red Cross Needs



Your Unstinting Assistance

GIVE!

WINS

NEW YORK



Ever stop to consider New York as a city of *Homes*?

Well, it is...3,000,000 of them within the WINS primary coverage radius. 3,000,000 homes is more than the *Combined Total* of homes in the next *Three* largest cities...*Chicago, Philadelphia* and *Los Angeles*.

How does WINS attack this bonanza *Home Market*?

By "*Home Programming*"; a simple, yet sound formula of *Listenable* radio designed for whoever's home at any specified time of day. *Resultful*? WINS' *Audience Ratings Are Climbing Every Day*. WINS' *List Of Happy Advertisers Is Longer Than It's Ever Been...And Getting Longer Daily*.

3,000,000 radios...3,000,000 *Salesmen*...are ready to go to work for you over WINS.

NEW YORK'S HOME STATION

10,000 WATTS ... 1010 ON THE DIAL

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
 Owned-Operated ByHearst Radio, Inc.
 Address.....28 West 44th Street
 Phone NumberBRyant 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.....AP, INS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Willard Schroeder
 Sales Manager.....John T. Adams, Jr.
 Sales Promotion.....Ann M. Wright
 Program Director.....Mary Daly
 War Programs.....Mary Daly
 Chief Announcer.....Joseph Tobin
 Musical Director.....Henry Sylvern
 Chief Engineer.....Charles B. Reynolds

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated By...American Broadcasting
 Corp.
 Address30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location..Lodi, Bergen County, N.J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP & INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Blue Spot Sales

Personnel

Chairman of Board.....Edward J. Noble
 Vice Chairman of Board.....Chester LaRoche
 PresidentMark Woods
 Manager.....John H. McNeil
 Sales Manager.....Robert Garver
 Commercial Program Director.....John Hade
 Program Director.....Charles Barry
 Publicity Director.....Don Rich
 Chief Announcer.....Ray Diaz
 Musical Director.....Paul Whiteman
 Record MC.....Stan Shaw
 Chief Engineer.....George Milne
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

FOR QUALITY
AP !

BEST SPOT

**on America's
busiest airline...**

BEST APPROACH

**to America's
busiest market...**



Represented by Weed & Company

AMERICA'S LEADING INDEPENDENT STATION

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:30 a.m. to 1:30 a.m.
 News Service AP
 Transcription Service.....World Broadcasting
 System
 Representative.....Weed & Co.

Personnel

PresidentNathan Straus
 Vice-President and
 General ManagerCharles Stark
 War Programs and Director of
 News and Publicity.....Leon Goldstein
 Sales Promotion Manager...Howard Klarman
 Production Manager.....Charles Wilshin
 Chief Announcer.....Joseph A. O'Brien
 Artists BureauCharles Wilshin
 Musical Director.....Jerry Sears
 Chief Engineer.....Frank Marx
 Record MC.....Jerry Lawrence and Steve Ellis

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location.....10 Kent St., Brooklyn,
 New York
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP; INS

Personnel

Director.....M. S. Novik
 War Programs.....Sylvia Davies
 Chief Announcer.....T. H. Cowan
 Musical Director.....Herman Neuman
 (Non-Commercial Station)

W A A T

(See New Jersey)

FOR QUALITY !
AP



MAKE-BELIEVE BALLROOM

with Martin Block
Monday thru Saturday
10:00-11:30 mornings
5:35-7:30 evenings



THE WIFESAVER
with Allen Prescott
Monday thru Friday
9:35-10:00 a.m.



MILKMAN'S MATINEE
with Art Ford
Monday thru Sunday
12:00 mid.-6:30 a.m.



HOLLYWOOD DIGEST
with Paula Stone
Monday thru Saturday
5:15-5:30 p.m.



WAR DIARY
with George Brooks
Monday thru Saturday
7:35-7:45 p.m.



MAGIC OF MUSIC
with Bill Williams
Monday thru Saturday
8:00-9:00 p.m.

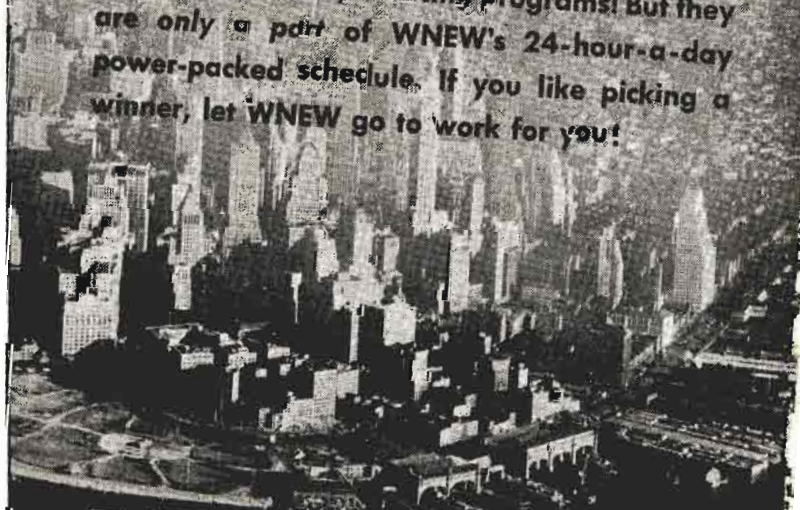
Here's one reason

WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, WNEW knows just the type of radio entertainment New Yorkers enjoy.

Here are six "winners" who have found a loyal audience in the millions of listeners throughout the Metropolitan area—listeners who buy the products these stars recommend!

These are sales-producing programs! But they are only a part of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!



WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND 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 NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 NBC Thesaurus, Lang-Worth
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Vice-President and Local
 Sales Manager.....Herman Bess
 Vice-President & National Sales
 Manager.....Walter Duncan
 Program DirectorTed Cott
 Special Events and Publicity Director,
 Jo Ranson
 Sales Promotion Manager...Wm. B. McGrath
 Research DirectorAlberta Curtis
 Vocal DirectorJames Rich
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

For Up-To-The-Minute

**POPULATION AND RADIO HOMES STATISTICS AND DATA
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please Turn to Pages 273-287



NETWORK INFORMATION

Please Turn to Pages 289-320



FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 215-219



NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 961-970

1 2 3 **1944** 4 5 6
7 8 9 10

Month after month during 1944 WOR
carefully clocked the 10 most
popular local shows carried by *all*
New York stations.

WOR now finds that 84% of these
great programs were broadcast by WOR
during the entire year.

WOR
—that power-full station
at 1440 Broadway, in New York

member of the mutual broadcasting system

W O R

NEW YORK—EST 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.

Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 245 W.
 52nd St.; 200 W. 48th St.

Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP; Transradio; UP;
 Transcription Service.....WOR Electrical
 Transcription & Recording Service, World
 Broadcasting System

Representatives....M. L. Tyler (Boston); John
 Shelton, DeWitt Mower, Robert A. White
 (Chicago); Edward S. Townsend (San Fran-
 cisco)

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
 Assistant Director of
 Program Operation....Norman Livingstone
 Production Managers.....Roger Bower and
 Sherman (Jock) MacGregor
 Director of Publicity.....Charles Oppenheim
 Director of War Services and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director of Entertainment Dept..Nat Abramson
 Promotion and Research
 DirectorJoseph Creamer
 Musical Director.....Alfred Wallenstein
 Chief Announcer.....Eugene King
 Continuity Director.....Robert Simon

FOR QUALITY
AP !



The High Fidelity Station

WQXR

10,000 WATTS • NIGHT AND DAY



WQXQ

NEW YORK'S FIRST F. M. STATION



THE RADIO STATIONS OF
The New York Times



INTERSTATE BROADCASTING COMPANY, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.

Circle 5-5566

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
Owned-Operated By...Interstate Broadcasting
Company, Inc.

Address730 Fifth Avenue
Phone NumberCircle 5-5566
Transmitter Location...Maspeth, Long Island,
N. Y.

Time on the Air..7 a.m. to 12:05 midnight; Sun-
days, 8:30 a.m. to 12 midnight

Newspaper Affiliation.....New York Times

News ServiceAP

Transcription Service...World Broadcasting
System; Associated Music

Personnel

Chairman of the Board..Arthur Hays Sulzberger
President.....John V. L. Hogan
Executive Vice-President...Elliott M. Sanger
V.-P. in Charge of Sales.....Hugh K. Boice
Asst. V.-P. Charge of Sales..Norman S. McGee
Program Director.....Eleanor N. Sanger
Publicity DirectorEleanor Hurley
Chief Announcer.....Albert Grobe
Musical Consultant.....Abram Chasins
ConductorLeon Barzin
Chief Engineer.....Russell Valentine

A **NOTHER FIRST FOR**

PA



PA

Originated Hourly Spot News

Summaries on the Special

AP

News Wire



TWO GOOD GRIPS ***on the NEW YORK MARKET***

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER

JOHN E. PEARSON CO., NAT'L REP.
www.americanradiohistory.com



W O V

NEW YORK—EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.

News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

Station Manager.....Ralph N. Weil
 Commercial Manager.....Ralph Nardella
 Publicity Manager.....Judith Vallen
 Program Director.....Arnold Hartley
 Artists' Bureau Director.....Syd Leipzig
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis W. Holt
 Record MC.....Alan Courtney

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421
 Transmitter Location.....Lockport & Military
 Roads

Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio; Associated Music
 RepresentativeHeadley-Reed Company

Personnel

President.....Alanson C. Deuel
 General Manager.....Earl C. Hull
 Commercial Manager.....Richard G. Robbins
 War Programs and
 Program Director.....Robert Manning
 Musical Director.....Harold Bradley
 Chief Engineer.....Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.

Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 12 midnight

News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeWalker Co.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager.....Harold J. Frank
 Sales Promotion Manager.....Harold Frank
 Program Director.....H. J. Frank
 War Programs.....Hilda Trotter
 Record MC.....Jerry Boyce
 Chief Engineer.....Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928

BLUE NETWORK

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.....Allegany, N. Y.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper AffiliationOlean Times
 Herald

News ServiceUP
 Transcription ServiceWorld
 RepresentativeJ. P. McKinney & Son

Personnel

President.....Col. E. B. Fitzpatrick
 General Manager.....Thomas L. Brown
 Sales Manager.....Fred G. Meyer
 Program DirectorVirgil C. Booth
 Chief EngineerT. J. Gill

W M F F

PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...Plattsburg Broad-
 casting Corporation

AddressRadio Centre
 Phone Number1600
 Transmitter Location.....Boynton Ave.
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
 8 a.m. to 11 p.m.

News ServiceUP
 Transcription ServiceStandard
 RepresentativeSpot Sales, Inc.

Personnel

President-Station Manager...George F. Bissell
 Commercial Manager.....Joel H. Scheier
 Program Director.....Betty Swift
 Chief Engineer.....John Vrindten



YOUR WESTERN NEW YORK SALESMAN

- ... a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.
- ... a visitor who is always welcome in the 741,410 radio homes of this 43 county area.
- ... a salesman who always delivers a glowing call report ... proved by mail response and audience surveys.
- ... a full-time day and evening representative who keeps the door open for your message.
- ... one of the family, whose friendly greeting introduces you to your most worthwhile prospects.



"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N.Y."

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Poughkeepsie Broad-
casting Corporation

AddressThe Nelson House
Phone Number6-800
Transmitter LocationThe Nelson House
Time on the Air.....7 a.m. to 12 midnight
News Service AP
Transcription Service.....NBC Thesaurus
RepresentativeHeadley-Reed Company

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Station Manager.....Bruff W. Olin
Chief Engineer.....John Burke

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated By.....Stromberg-Carlson
Company

Business Address.....Carlson Rd.
Phone NumberStone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....18 hours daily
News Service UP
Transcription Service.....NBC Thesaurus;
World Broadcasting System

RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
Station Manager.....John H. Lee
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Brizee
Program Director.....Chas. Siverson
Production Manager.....Eugene Lane
Musical Director.....Eugene Zacher
Publicity Director.....Truman Brizee
Chief Announcer.....Dean Harris
Director of News.....Jack Ross
Director of Sports.....Robert Turner
Educational Director.....John Tesch
Technical Supervisor.....Ken Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....WHEC, Inc.
Address40 Franklin St.
Phone NumberStone 1320

Transmitter Location....979 Mt. Read Blvd.
Time on the Air.....Monday through Friday,
6:30 a.m. to 12:30 a.m.; Saturday, 6:30 a.m.
to 1 a.m.; Sunday, 8:30 a.m. to 12:30 a.m.

Newspaper Affiliation.....Gannett News-
papers, Inc.

News ServiceAP
Transcription Service.....Associated Music &
Standard
RepresentativeJ. P. McKinney & Son

Personnel

President.....Frank E. Gannett
Vice-President.....Clarence Wheeler
Treasurer-General Manager.....Gunnar O. Wiig
Commercial Manager.....L. C. Wheeler
Program Director.....William J. Adams
Chief Engineer.....Bernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
(C.P. 1000 W., 1370 Kc.)

Owned-Operated By.....Brown Radio Ser-
vice & Laboratories

Address.....Taylor Bldg., Main St.
Phone NumberStone 702
Transmitter Location.....Brighton, N. Y.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service INS
National Sales Office..Jos. H. McGillvra, Inc.

Personnel

President-Chief Engineer &
Station Manager.....Gordon P. Brown
Sales Manager.....E. J. Walz
Sales Promotion Manager.....Elmer J. Walz
Musical Director.....Viola Brown
Chief Engineer.....Gordon Brown

WNBZ

SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts
Owned-Operated By...Upstate Broadcasting
Corporation

Business Address.....14 Broadway
Phone Number.....1320
Studio Address.....14 Broadway
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....John F. Grimes
Program Director.....Albert C. Bagdasarian
Chief Engineer.....H. Berwind Williams

W G Y

SCHEENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric
 Company

Address1 River Road
 Phone Number3-2121
 Transmitter Location.....South Schenectady
 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.....NBC Thesaurus;
 Standard Radio
 Representative...National Broadcasting Co;
 NBC Spot Sales

Personnel

Manager of Broadcasting.....R. S. Peare
 Asst. Manager Broadcasting.....B. J. Rowan
 Station Manager.....Kolin Hager
 Asst. Manager.....A. G. MacDonald
 Sales Manager.....A. G. MacDonald
 Sales Promotion.....Kay Kempton
 Program Manager.....A. O. Coggeshall
 Asst. Program Manager.....Earle Pudney
 Press & Public Relations Director,
 W. T. Meenam

AccountantV. J. Hasche
 Director of Agricultural
 ActivitiesG. E. Markham
 Artists Bureau.....Kolin Hager
 Musical Directors...E. A. Rice and Frank Glenn
 Station Engineer.....W. J. Purcell

W S N Y

SCHEENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Gateway
 Broadcasting Corp.

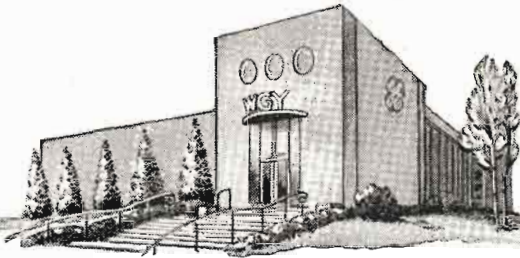
Address.....Plaza Theater Bldg.
 Phone Number.....Schenectady 3-3622
 Transmitter Location...Campbell & Rice Rds.,
 Rotterdam, N Y.

Time on the Air.....6:45 a.m. to 12:05 a.m.:
 Sundays, 8 a.m. to 12:05 a.m.

News ServiceAP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeHelen Wood

Personnel

President.....Winslow P. Leighton
 Vice-President & General
 Manager.....George R. Nelson



W G Y

The MUST Station in the Great Hudson Circle

W G Y

For Power, Programming, and Prestige

W G Y

50,000 Watts - NBC - 22 Years of Service

Represented Nationally by NBC Spot Sales

GENERAL  ELECTRIC SCHEENECTADY, NEW YORK
WGY-216

Program Manager.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Chief EngineerI. Beck

W A G E

SYRACUSE—EST. 1941
 BLUE NETWORK

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number2-0277
 Transmitter Location.....Liverpool, N. Y.
 Time on the Air...6 a.m. to 2 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Edward Pety & Co., Inc.

Personnel

PresidentFrank C. Revoir
 Station ManagerWilliam T. Lane
 Sales Manager.....Aaron Beckwith
 Merchandising Director.....Aaron Beckwith
 Production Manager.....Alfred Dinsdale
 Musical Director.....Thelma Jean McNeill
 Record MC.....Fred Jeske
 Chief Engineer.....Charles Brannen

W O L F

SYRACUSE—EST. 1940
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number2-7211
 Transmitter LocationVan Rensselear and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.
 Transcription ServiceStandard
 Representative.....The Walker Co.

Personnel

President-Commercial Manager. .T. S. Marshall
 Program Director.....Hamilton Woodie
 Production Manager.....Hamilton Woodie
 Publicity DirectorEleanor Merz
 Chief AnnouncerSid Posner
 Chief Engineer.....David Foote

W S Y R

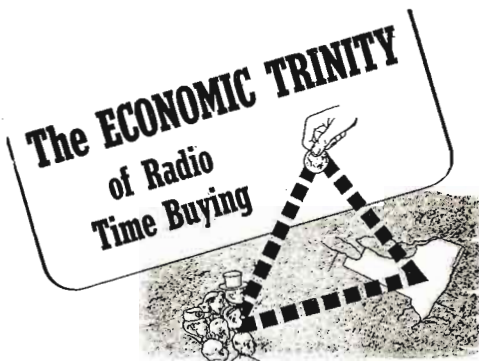
SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated ByCentral New York
 Broadcasting Corporation
 AddressKemper-Syracuse Bldg.
 Phone Number3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air...6 a.m. to 1 a.m.; Sunday, 8
 a.m. to 1 p.m.
 News Service UP
 Transcription Service: Associated Recorded
 Program Service; Lang-Worth & Standard
 Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
 Vice-President.....E. R. Vadeboncoeur
 Treasurer.....N. L. Kidd
 Commercial Manager.....W. R. Alford, Jr.
 Promotion ManagerR. Boyd
 Program Director.....Bill Rothrum
 Chief Announcer.....Ralph Wallace
 War Programs.....George Reed
 Musical DirectorM. Bernthal
 Chief Engineer.....Armand Belle Isle
 Record MC.....Paul Coleman



YOU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Pety & Co. representative will show it to you— or write or wire WAGE.



620 Kilocycles * 1000 Watts * Syracuse, N. Y.

THE STATION OF THE STARS



WFBL

SYRACUSE, N. Y.

*the Greatest Selling -
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post - war - prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING SYSTEM

FREE and PETERS * Exclusive National Representatives

FIRST
FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

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 Number2-1147
 Transmitter Location Collamer, N. Y.
 Time on the Air.....Full Time
 News Service INS
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeFree & Peters

Personnel

President.....S. H. Cook
 Vice-President-General
 ManagerSamuel Woodworth
 V.-P.-Merchandising Mgr.....Robert G. Soule
 Commercial Manager.....Charles Phillips
 Program Director.....George Perkins
 Publicity Director.....Harvey Sanderson
 Control Room Supervisor....Walter L. Stonger
 Transmitter SupervisorJames Kelley
 Musical Director.....Raymond Ganter
 Chief Engineer.....A. R. Marcy

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 LocationBoght Corners
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News Service UP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth; Standard
 RepresentativePaul H. Raymer Co.

Personnel

President.....Col. H. C. Wilder
 Station Manager.....William A. Ripley
 Assistant Manager.....Woodbury Carter
 Program Director.....E. W. Rossell

Publicity Director.....Edward Walker
 Musical Director and
 Chief Announcer E. Rossell
 Chief Engineer.....W. Whitman
 Record MC.....Don Jarvis

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.....6:30 p.m. to midnight,
 Monday only

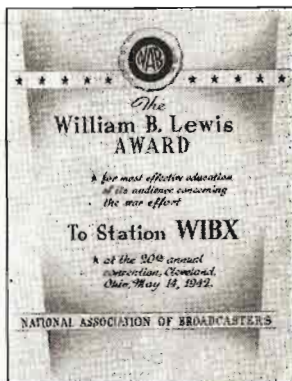
Personnel

President.....Dr. W. O. Hotchkiss
 Promotion Manager.....W. J. Williams
 Sales ManagerW. C. Stoker
 Program Director.....A. O. Niles
 Chief AnnouncerR. Schmelzer
 Chief EngineerH. Harris

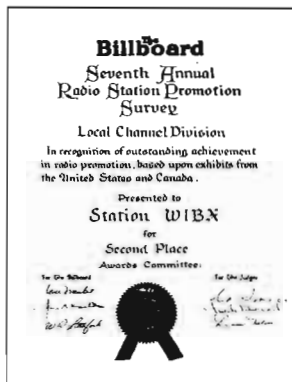


Cited for . . .

SUPER PUBLIC SERVICE



1942
1943
1944



The William B. Lewis Award of 1942
and
The Billboard Citation of 1943
speak for themselves

However, the 1944 World Series promotion was something phenomenal as far as the 400,000 listeners in the Utica-Rome, N.Y., area were concerned. It was these folks who asked us to broadcast the World Series; they knew that if WIBX failed them, they would not hear the series (no other station carrying the series being audible in the territory). So through the co-operation of the late Judge Kenesaw Mountain Landis, the Gillette Safety Razor Company and their agency, Maxon, Inc. (as well as the CBS Network and P. & G. and Standard Brands in relinquishing their time), the World Series of 1944 was heard in all its glory over WIBX. Thousands of letters, cards and messages came from far and near.

Yes, things like these do make WIBX your super public service station in the Mohawk Valley.

CBS

WIBX

1230 KC

"The Voice of the Mohawk Valley"

UTICA, NEW YORK

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....First National Bank Bldg.
 Phone Number.....2-2101
 Transmitter Location.....Schuyler St., Marcy,
 N. Y.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 7:45 a.m. to 12:05 a.m.
 News Service.....INS & UP
 Transcription Service.....World Broadcasting
 System
 New York Sales Office.....551 Fifth Ave.;
 Helen Wood, Commercial Manager
 Representatives.....Virgil Reiter & Co.
 (Chicago); Walter Biddick Co. (West Coast);
 Bertha Bannan (Boston)

Personnel

President-Treasurer.....Margaret Bowen
 Assistant Treasurer.....Gladys Moore
 Executive Vice-President.....Elliott Stewart
 National Sales-Merchandising
 Manager.....N. W. Cook
 Program Director.....Elliott Stewart
 Production Manager.....Michael Carlo
 Publicity Director.....N. W. Cook
 Musical Director.....Walter Griswold
 Chief Engineer.....J. T. Dowdell

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM
 ASSOCIATED

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 12:15 p.m. daily; 8
 a.m. to 12:15 a.m. Sunday
 News Service.....AP
 Transcription Service.....Standard Radio
 Representatives.....Sears & Ayers

Personnel

President-Sales Manager.....G. Harry Richter
 Program Director.....Theodore W. Austin
 Acting Chief Engineer.....J. A. Perry

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.....Ives St. Extension
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight
 Newspaper Affiliation.....Watertown Daily
 Times
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....Weed & Co.

Personnel

President.....Harold B. Johnson
 Station Manager.....Thomas E. Martin
 Commercial Manager.....Louis Sciff, Jr.
 Sales Promotion.....Thomas R. McHugh
 Program Director.....James W. Higgins
 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 Broad-
 casting Corp.

W F A S

*A Class Station in
 A Class Market*

Listener acceptance outstripping leading metropolitan independents in this area by as much as 5 to 1*.

Advertiser acceptance: 1944 sales 58% ahead of 1943!

Reasons: A quality-music policy for more than 10 years... plus comprehensive World and local news... plus active cooperation in the community's civic life.

W F A S *in Westchester*

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 Chrysler Building
 New York

*Crossley listening study on request

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: AMP
 Representative Headley-Reed Co.

Personnel

President..... J. Noel Macy
 V.P-Managing Director..... Frank A. Seltz
 Commercial Manager..... Harold Levy
 Program-Musical Director..... Ran Kaler
 Chief Engineer F. A. Seltz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts

Owned-Operated By Long Island Broad-
 casting Corporation

Address..... 41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.

Time on the Air.....8 a.m. to midnight
 News Service AP
 Transcription Service..... Lang-Worth, BMI

Personnel

President and General
 Manager William H. Reuman
 Asst. General Manager..... Edith Dick
 Program Director..... Bob Mann
 Man. Foreign Lang. Pro..... Lou Cole
 Chief Announcer..... Lou Cole
 Chief Engineer..... Joseph Franz, Jr.

W W R L
NEW YORK

LOW
COST
PROGRAMMING

THAT
SELLS
IN

NEW
YORK'S
HIGH
COST
MARKET

1600 KC
FULL TIME

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W I S E

ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned By Radio Station WISE, Inc.
Address Langren Hotel
Phone Number 1213
Transmitter Location Langren Hotel
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service INS
Transcription Service Standard Radio
National Representative Burn-Smith Co.; Harry E. Cummings

Personnel

President-Station Manager Harold Thoms
Commercial Manager Ken Beachboard
Promotion Manager Charles A. Bachman
Program Director Floye Bowers
Chief Engineer Madeline Hollerith

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts (C.P. 5000)
Owned-Operated By Asheville Citizen-Times Co., Inc.
Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air: 6:30 a.m. to 12:05 a.m. daily; 7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation Asheville Citizen-Times
News Service AP & UP
Transcription Service Associated
Representative Katz Agency

Personnel

Executive Director Don S. Elias
Commercial Manager James A. Hagan
Program Director Lee Chadwick
Director of War Programs Bill Melia
Chief Engineer Cecil Hoskins

W B B B

BURLINGTON—EST. 1941
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

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 a.m. to local sunset
News Service UP; AP
Transcription Service Standard Radio; Kingston; Lang-Worth

Personnel

Secretary and General Manager E. Z. Jones
Commercial & Sales Promotion Manager Roy Springer
Program Director and Chief Announcer Earl Caton
Production Manager Earl Caton
Record MC Al Nelson
War Program Director E. Z. Jones
Publicity Director Dot Marlowe
Artists Bureau Laurine Skinner
Chief Engineer Berry Tysor

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)
Transmitter Location Oakdale
Time on the Air 6 a.m. to 1 a.m.
News Service INS & AP
Transcription Service Lang-Worth; Standard
Representative Weed & Co.

Personnel

President George W. Dowdy
Station Manager Walter H. Goan
Chief Engineer John C. Price
Program Director W. H. Porcher, Jr.

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting System, Inc.
Business Address Wilder Building
Phone Number 3-8833
Transmitter Location 9 miles southeast of Charlotte
Time on the Air 5 a.m. to 1 a.m. daily; 7 a.m. to 1 a.m. Sunday
News Service UP; AP

. . . NORTH CAROLINA . . .

Transcription ServiceLang-Worth
 Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
 Station Manager.....A. D. Willard, Jr.
 Sales Manager.....Royal E. Penny
 Sales Promotion and Press Information
 Manager.....William F. Carley
 News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Office Mgr.-Auditor.....E. J. DeGray
 Production Manager.....Larry Walker
 Acting Chief Engineer.....M. J. Minor

W S O C

CHARLOTTE—EST. 1928
 NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location....1925 N. Tryon Street
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

News ServiceAP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 RepresentativeHeadley-Reed Company

Personnel

President.....E. J. Gluck
 Commercial Manager.....W. C. Irwin
 Program Director.....Ronald G. Jenkins
 Chief Engineer.....L. L. Caudle

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business AddressConcord
 Phone Number2271
 Transmitter Location..Highway 29A, 1½ miles
 west of Concord

Time on the Air.....Daytime license
 News ServiceUP & AP
 Transcription Service.....Standard Music.
 Keystone

Personnel

OwnerWayne Nelson

W D N C

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Durham Radio
 Corporation

Address138 Chapel Hill Street
 Phone Numbers.....R-155, R-156
 Transmitter Location.....Forest Hills,
 Near Durham

Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Herald-Sun Papers
 News ServiceUP
 Transcription Service.....C. P. MacGregor
 Representative...Howard H. Wilson Company

Personnel

PresidentC. C. Council
 General and Commercial
 ManagerL. F. Jarman
 Sales Promotion and Publicity
 DirectorAnne Raidebaugh
 Program DirectorZ. V. Gwynn
 Chief AnnouncerWilliam Hedgepath
 Musical Director.....Mildred Alexander
 Chief EngineerWalter Hill
 Record MCZ. V. Gwynn

W C N C

ELIZABETH CITY—EST. 1939

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

AddressColonial Ave.
 Phone Number1400
 Transmitter Location..Parsonage St. Extension
 News ServiceUP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....T. W. Aydlett
 Station Manager.....J. E. Aydlett
 Commercial Manager ...Martha S. Seymour
 Program Director.....Elizabeth Blair
 Chief Engineer.....Joseph J. Benonis

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cumberland
 Broadcasting Co.

Address.....114 Anderson St.
 Phone Number4848
 Transmitter Location.....N. Water St.
 Time on the Air16½ hours daily
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....The Walker Co.

Personnel

Station Manager.....W. C. Ewing
 Commercial Manager.....Paul Moyle
 Program Director-Chief
 AnnouncerRay Woodard

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address....National Bank of Commerce Bldg.
 Phone Number732
 Transmitter Location....Dallas Road, Gastonia
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 RepresentativeCox & Tanz

Personnel

Owner.....F. C. Todd
 ManagerPat McSwain
 Commercial Manager.....F. C. Abernathy
 Program Director.....Earl Holder
 Chief Engineer.....W. C. Groves, Jr.

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 AddressBox 1807
 Phone Numbers6125, 6126, 6127
 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 ServiceAP
 Transcription Services:..World Broadcasting
 System; NBC Thesaurus
 Representative ...George P. Hollingbery Co.

Personnel

Station and Commercial
 ManagerEdney Ridge
 Program Director.....Inez Connelly
 Publicity Director.....Madge Banks
 Production Manager-Chief
 AnnouncerWally Williams
 News Editor.....Margaret Leonard
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison



"The PRESTIGE
 STATION of the
 CAROLINAS"



famed
 for
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By....Greensboro Broadcast-
 ing Co.
 Business Address.....Ashe St. Extension
 Phone Number3-3631
 Transmitter Location.....Ashe St. Extension
 Time on the Air.....6 a.m. to local sunset
 News Service UP
 Transcription ServiceLang-Worth
 National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth
 Acting Assistant
 ManagerJ. Robert Marlowe
 Commercial Manager.....L. O. Hutchins
 Sales Promotion and Publicity
 ManagerJ. R. Marlowe
 Chief Announcer.....Victor Smith
 Program-Production Manager....Stan Conrad
 Chief EngineerJoseph Warlick

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Greenville Broadcast-
 ing Company
 AddressFalkland Highway,
 P. O. Box 898
 Phone Number3182
 Transmitter Location.....Falkland Highway
 Time on the Air.....15 hours Sundays;
 16½ hours daily
 News Service..... UP
 Transcription Services....Lang-Worth & World

Personnel

PresidentJulian J. White
 Station and Sales Promotion
 ManagerMargaret J. Laughinghouse
 Publicity Director.....Richard Stokes, III
 Program Director.....Margaret Richardson
 Chief Announcer.....Charles Whedbee
 Chief Engineer.....Hank Tribley

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Eastern Carolina Broad-
 casting Corp.
 Business Address.....P. O. Box 1024
 Phone Number1550
 Studio Address.....Borden Bldg.
 Transmitter LocationGoldsboro-Raleigh
 Highway
 Time on the Air.....6 a.m. to 1:05 p.m. daily;
 8 a.m. to 11:05 p.m. Sunday
 News Service UP, AP
 Transcription ServiceWorld
 Representative.....The Walker Co.

Personnel

President.....A. T. Hawkins
 General Manager.....Harry G. Bright
 Sales Manager.....Leland B. Nelson
 Program Director.....John Gay Britt
 Publicity Director.....Grace Carroll
 Chief Announcer.....Hal Grant
 Chief Engineer.....Daniel B. Trueblood
 Office Manager.....V. H. Hooks
 Musical Director.....Margaret Long

WGBR in Goldsboro

*Is Eastern Carolina's Number
 One Station Serving Eastern
 Carolina's Number One
 Market.*

Affiliated with

**Mutual Broadcasting System
 The Tobacco Network**

Represented by The Walker Co.

W G B R

Harry G. Bright, *Gen. Mgr.*

GOLDSBORO NORTH CAROLINA

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... 2½ miles SE of Hickory

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

News Service UP

Transcription Service World

Representative Howard H. Wilson

Personnel

President Carl V. Cline

Station Manager Edmund S. Long

Program Director-Chief

Announcer Bing Bennett

Chief Engineer E. S. Long

W M F R

HIGH POINT—EST. 1935

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

NORTHSTATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By... Radio Sta. WMFR, Inc.

Address 156½ S. Main St.

Phone Number 4593

Transmitter Location... 156½ S. Main St.

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

News Service UP

National Representative... Burn-Smith Co.

Personnel

President James M. Lambeth

Station Manager Helen M. Lambeth

Commercial Manager..... Pat Taylor

Program Director..... Gary Davis

Chief Engineer Robert P. Boyd

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 4111

Transmitter Location... Kinston, N. C.

Time on the Air... 6:45 a.m. to 11 p.m., Monday

through Friday and Sunday; 6:45 a.m. to 1

a.m. on Saturday

Representative Burn-Smith Company

Personnel

President Jonas Weiland

Sales Manager Lester L. Gould

Program Director..... Louis Brooks

Chief Engineer David Hardison

W H N C*

HENDERSON, N. C.

Frequency: 890 Kc. Power: 250 Watts

Owned By..... Henderson Radio Corp.

Officials: S. S. Stevenson and Nathan Frank

* Construction Permit.

FOR QUALITY !
AP

W H I T

NEW BERN—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Coastal Broadcasting Co.
 Address U. S. Highway No. 17, South
 Phone Number 1450
 Transmitter Location . . . U. S. Highway No. 17
 Time on the Air . . . 7 a.m. to 12 midnight; week-
 days; 8 a.m. to 12 midnight Sunday
 News Service UP
 Transcription Service Lang-Worth,
 NBC Thesaurus

Personnel

President-Station Manager . . . Louis N. Howard
 Sales Promotion Manager Paul Parker
 Program-Production Director . . . Ed. W. Burwell
 Publicity Director Ellen Hancock
 Assistant Traffic Manager Martha Bullock
 Chief Engineer Glen Neuville

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By WPTF Radio Co.
 Address Insurance Bldg.
 Phone Numbers 8311-12-13
 Transmitter Location Cary, N. C.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP; UP
 Transcription Services . . . NBC Thesaurus, World
 Representative Free & Peters

Personnel

President and Treasurer . . . J. R. Weatherspoon
 Station Manager Richard M. Mason
 Sales Manager Ollie L. Carpenter
 Program Director Garrett W. Morrison
 Publicity Director Fay E. Biggs
 Chief Engineer Henry Hulick, Jr.

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

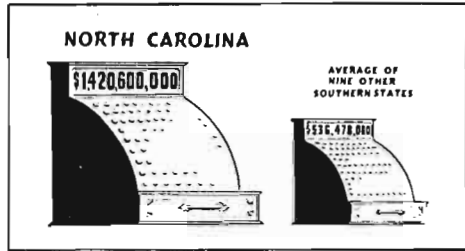
Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Capitol Broadcasting
 Company
 Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location S. Davie St.
 Time on the Air 6:30 a.m. to 11 p.m., EWT
 News Service AP
 Transcription Service Lang-Worth
 Representative Weed & Co.

Personnel

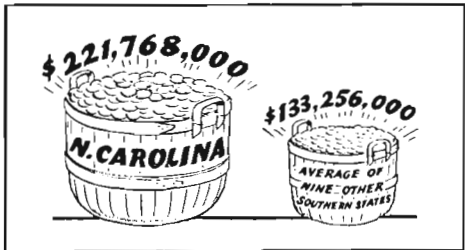
President A. J. Fletcher
 Sales Promotion Manager Steve Woodson
 Commercial Manager C. D. Moore
 Program Director Ray Reeve
 Chief Engineer Stanley Brown

NORTH CAROLINA IS THE SOUTH'S No.1 STATE

IN INDUSTRY



IN AGRICULTURE



W P T F

(CARRYING N. B. C.
 WITH 50,000 WATTS
 AT 680 KC)

IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
 NATIONAL REPRESENTATIVES

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By: Radio Station WCBT, Inc.

Address251 Roanoke Avenue

Phone NumberR-855-1

Transmitter Location...10th Street Extension

Time on the Air.....116 hours weekly

Transcription Services..C. P. MacGregor, Key-
stone, World

National Representative.Nathan Frank Agency

Personnel

President.....S. E. Crew

Commercial Manager.....Nathan Frank

Program DirectorMamie Nash

Chief Engineer.....C. W. Mears

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

AddressBank of Washington Bldg.

Phone Number403

Transmitter Location..Washington-Chocowinity
Highway

Time on the Air.....7 a.m. to local sunset

News ServiceAP

National Representative.....Forjoe & Co.

Personnel

President.....W. R. Roberson, Sr.

Station Manager.....W. R. Roberson, Jr.

Sales Manager.....W. R. Roberson, Jr.

Program Director.....Mary Miller

Publicity Director.....Merrill Daniels

Chief Announcer.....Bob Armstrong

Production Manager.....George Walston

Chief Engineer.....George Martin



In Eastern North Carolina it's

WRRF



1000 Watts Washington **930 Kilocycles North Carolina**

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

In the center of the bright leaf tobacco belt... one of America's richest agricultural areas... WRRF offers the advertiser exceptional profit opportunities for his advertising dollar **RIGHT NOW.**

WRRF is **THE** regional station... with national programming... in a trade territory of over 600,000 population, with 67,144 radio homes satisfactorily reached by no other station. Here are 6,188 retail outlets with an annual volume of over \$100,000,000.

WRRF carries the cream of the Blue Network's programs, assuring a large listener audience. Get **YOUR SHARE** from this most fertile field now, through consistent advertising on WRRF. Write us today for our new informative folder.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina

National Radio Representatives **FORJOE & CO.** New York • Chicago • Philadelphia

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 11 p.m.
 News Service AP

Personnel

Owner-Manager W. Avera Wynne
 Sales Manager Ray Bandy
 Chief Engineer W. W. Primm

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, Salisbury;
 Swanee Theatre Bldg., Kannapolis, N. C.
 Transmitter Location Statesville Highway
 Time on the Air 7 a.m. to 12 midnight
 News Service AP
 Representative Burn-Smith Co.

Personnel

Manager W. J. Murphy
 Assistant Manager W. C. Mitcham
 Program-Production Director Russell McIntire
 Chief Engineer Carl Watson

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated by Penn Thomas Watson
 Address Wilson
 Phone Numbers 2188, 2189
 Transmitter Location Wilson
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth & World
 Representative Burn-Smith Co.

Personnel

Owner P. T. Watson
 Station Manager Allen Wannamaker
 Commercial Manager Robert B. Brunson
 Chief Engineer Warren Wooten

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 UP
 Transcription Service BMI
 Representative Burn-Smith Company

Personnel

Owner R. A. Dunlea
 Commercial Manager Claud O'Shields
 Chief Engineer E. I. Herring

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WAIR Broadcasting Co.
 Address Pepper Bldg.
 Phone Number 2-1133
 Transmitter Location Reynolda, N. C.
 Time on the Air 8 a.m. to midnight
 News Service AP
 Transcription Service World Broadcasting
 System

Personnel

Station Manager George D. Walker
 Commercial Manager C. G. Hill
 Sales Promotion Manager Ruth Pitts
 Program Director Doris Pardington
 Chief Engineer Lee King
 Record MC Larry Patrick

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 670 Kc Power 5000 Waatts
 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 12:30 a.m.;
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel

News Service UP
 Transcription Service Associated Music
 Representative Headley-Reed Co.

Personnel

President Gordon Gray
 Managing Director Harold Essex
 Sales Manager Harry B. Shaw
 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 273-287

KFYR

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 a.m. to midnight;
Sunday, 7 a.m. to midnight

News Service: UP
Transcription Service: Standard
Representative: John Blair & Company

Personnel

President: P. J. Meyer
Station and Commercial
Manager: F. E. Fitzsimonds
Program Director-Chief
Announcer: Cal Culver
Musical Director: Curt Dirlam
Production Manager: Cal Culver
Chief Engineer: Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KDLR, Inc.
Address: 1025 Third St.
Phone Number: 1090
Transmitter Location: East end 4th Street
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World Broadcasting

Personnel

President and General Manager: Bert Wick
Chief Engineer: Richard Moritz

WDAY

FARGO—EST. 1922

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; Sun-
day, 7 a.m. to midnight

Newspaper Affiliation: Fargo Forum
News Service: UP & AP

Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

President: E. C. Reineke
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Program Director and
Chief Announcer: Ken Kennedy
War Program Director: Howard Nelson
Production Manager: David Henley
Sales Promotion-Publicity
Director: Mildred Gregerson
Musical Director: Dick Hall
Chief Engineer: Julius Hetland

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: University of North
Dakota

Address: Woodworth Hall, University Campus
Phone Number: 2800
Transmitter Location: University Campus
Time on the Air: 3 p.m. to 5 p.m. daily

Personnel

President: John C. West
Business Manager: J. W. Wilkerson
Program Director: Charles E. Gustafson
Chief Engineer: Elwin J. O'Brien
(Non-Commercial Station)

KILO

GRAND FORKS—EST. 1941

COLUMBIA 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: 6:30 a.m. to midnight daily;
8 a.m. to midnight Sunday
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

Owner-Station Manager: Dalton Le Masurier
Commercial Manager: Elmer Hanson
Chief Engineer: Arnold Petrich

KSJB

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

NORTH DAKOTA

Frequency: 600 Kc. . . . Power: 250 Watts Day,
100 Watts Night
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. 7:30 a.m. to 11 p.m.
News Service AP & UP
Representative. . . . North Central Broadcasting
System

Personnel

President. L. J. McNeil
Station Manager & Sales. Lloyd R. Amoo
Sales Promotion. Betty Henry
Program Director. Florence Putnam
Publicity Director. Betty Henry
Chief Engineer. Lloyd R. Amoo

K G C U

MANDAN—EST. 1925

BLUE NETWORK

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
Transmitter Location. . . . South East of Mandan
Time on the Air. 6:30 a.m. to 11 p.m.
Representative. . . . North Central Broadcasting
System

Personnel

President. W. S. Russell
Station Manager. M. J. Reichert
Program Director. Merritt Bushee
Chief Engineer. LeRoy Gunderson

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.
News Service UP
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 and
Chief Announcer Jack Helling
Chief Engineer C. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned KOVC, Inc.

Operated By. Robert E. Ingstad

Address 312 Fifth Ave.

Phone Number 408

Transmitter Location 312 Fifth Ave.

Time on the Air. 7:30 a.m. to 10:05 p.m.

Personnel

President & Owner. Robert E. Ingstad

Transcription Service Keystone

General and Commercial

Manager Robert E. Ingstad

Sales Promotion-Program

Director. George L. Brooks

Director of War Programs. . . . Bob Ingstad

Chief Engineer Charles Sjostrom

FOR QUALITY !
AP

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



O H I O

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business AddressBox 830
Phone NumberMeadowbrook 3211
Studio Address.....Tallmadge, Ohio
Transmitter Location..State Route No. 8, North of Akron
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....UP & Trans.
Transcription Service.....Standard Radio & Lang-Worth
Representative.....Geo. P. Hollingbery 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. Jolliff
Chief Engineer.....Larry Hennigan
Record MC.....J. J. Rattay

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
Swarts Road, RFD, South Akron
Time on the Air.....6:30 a.m. to 1 a.m.
Sundays, 7 a.m. to 1 a.m.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus,
Standard
Representative.....Weed & Co.

Personnel

President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director.....Stanley N. Schultz
Musical Director.....Stanley Schultz
Chief Engineer.....George V. Paul

W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640.....Power: 1000 Watts
Owned-Operated By...United Broadcasting Co.
Address51 West State St.
PhoneBL 7101
Transmitter Location.....Akron-Peninsula Rd.
Time on the Air.....8 a.m. to Pacific Sunset
Sign Off
Newspaper Affiliation...Forrest City Pub. Co.
News Service.....AP
Transcription Service.....World
Representative.....Radio Advertising Co.

Personnel

Chief Executive.....H. K. Carpenter
General Manager.....H. K. Carpenter
Station Manager.....R. W. Richmond
Sales Manager.....J. A. Harrington
Program Director.....Lew Henry
Chief Engineer.....James Hill
*CP

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers.....1211-1311
Studios.....221 Center St., Ashtabula; State St., Painesville, Ohio
Transmitter Location.....Jefferson Road, RFD
Time on the Air.....Local sunrise to sunset
News Service.....UP
Transcription Service.....World
Representative.....The Walker Co.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager.....Donald Fassett
Sales Promotion Manager.....A. B. Newkirk
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Musical Director.....Mary Pavolino
Chief Engineer.....Homer Johnson

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company
Address.....550 Market Avenue, South
Phone Number.....7-166

Transmitter Location.....Lakeside and 22nd Street, N. W.
 Time on the Air.....7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
 Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....Burn-Smith Co., Inc.

Personnel

President.....Louis H. Brush
 General Manager.....Felix Hinkle
 Commercial-Sales Promotion Manager.....Robert C. Fehlman
 Director of War Programs...Elizabeth Weeks
 Publicity Director.....Robert C. Fehlman
 Program Director.....Leonard Taylor
 Musical Director.....Martin Alexander
 Chief Engineer.....Homer A. Ray
 Technical Director.....Kenneth Sliker

W C K Y

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts

Owned-Operated By.....L. B. Wilson, Inc.
 Address.....Hotel Gibson, 5th & Walnut Streets
 Phone Number.....Cherry 6565
 Transmitter Location..near Crescent Springs, Ky.
 Time on the Air: .. 5 a.m. to 1 a.m.; Sundays 7 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
 Station and Commercial Mgr..Fred A. Palmer
 Promotion Manager.....Wells Bruen
 Program-Production Director.....Robert M. Fleming
 Director of War Programs.....Jeanette Fuller
 Musical Director.....Charles Mauthe
 Publicity Director.....Charles F. McGrath
 Studio Supervisor.....Arthur D. Gillette
 Transmitter Supervision...Harvey B. Glatstein

W H K K

Akron

640 K. C.

1000 WATTS

UNITED BROADCASTING CO.

Operators of WHK, Cleveland; WHKN, Akron; WHKC, Columbus

MUTUAL

Represented by **RADIO ADVERTISING COMPANY**

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Scripps-Howard
 Address 3800 Carew Tower Bldg.
 Phone Number MAin 3314
 Transmitter Location . . . Daylight Building, 623
 East 6th St.
 Time on the Air 6 a.m. to 12:15 a.m.;
 Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15
 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
 V.-P. & Gen. Mgr. M. C. Watters
 Commercial Manager Evelyn C. Eppinger
 Sales Promotion Manager . Evelyn C. Eppinger
 Production Manager Fred P. Pfahler
 Chief Announcer Glen Clark Miller
 Publicity Director Alys V. Kestle
 Musical Director Eugene T. Hoctor
 Chief Engineer Roger Wetz

W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati
 Times-Star Co.
 Address Hotel Alms
 Phone Number Woodburn 0550
 Transmitter Location Hotel Alms
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 Newspaper Affiliation . . The Cincinnati Times-
 Star
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 Representative The Katz Agency

Personnel

President Hulbert Taft, Sr.
 General Manager H. E. Fast
 Sales Manager U. A. Latham
 Sales Promotion Nelson King
 Program Director Jewel W. Stovall
 Production Manager Syd Cornell
 Publicity Director Jeanne Roberts
 Musical Director Gladys Lee
 Chief Engineer George Wilson

*More Quarter Hours
 are sold to
 national and local sponsors on
 WKRC
 than on any other
 network station
 in
 Cincinnati*

W L W

CINCINNATI—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By..The Crosley Corporation
 AddressCrosley Square
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 National Sales Office....630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago
 Representative...Spot Sales, Inc. (West Coast)

Personnel

PresidentPowel Crosley, Jr.
 Vice-President in Charge of
 BroadcastingJames D. Shouse
 V. P. and Assistant General
 ManagerR. E. Dunville
 Sales ManagerHarry Mason Smith
 Sales Manager, N. Y. Office..Warren Jennings
 Sales Manager, Chicago Office..George Clark
 Dir. of Promotional Activities..Marshall N. Terry
 Merchandising Manager.....Arthur Griffes
 Director of War Programs.....Katherine Fox
 Program DirectorHoward Chamberlain

Production Manager.....Richard Hubbell
 Publicity DirectorWilliam L. Barlow
 Musical Director.....Milton Weiner
 Chief Engineer.....R. J. Rockwell

W S A I

CINCINNATI—EST. 1928
BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Marshall Field
 Address.....104 West 9th
 Phone Number.....Cherry 1822
 Studio.....9th & Elm Sts.
 Transmitter Location.....Near Mt. Healthy,
 Ohio

Time on the Air:Unlimited License
 News Service.....AP & UP
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

PresidentMarshall Field
 Station Manager.....Walter A. Callahan
 Sales Manager.....Mary Scott Welsh
 Program Director.....James Leonard
 Director of War Programs.....Kit Fox
 Production Manager....William Augenbaugh
 Publicity Director.....Mary Scott Welch

FOR QUALITY
AP !

YUSIF ... THE CAMELS' CHOICE!



In Bagdad-on-the-Cuyahoga, which is also called Cleveland, one Yusif ibn Usif presided over a filling station for camels. He had fresh, sparkling well water, the delight of dry dromedaries. Yet the camel trains disdainfully passed him by. And he eked out a miserable existence, one eke at a time.



On the caravan road, beyond the city gates, he placed an inscription which said, "Stop at Yusif's place. Good drink for man and beast." And another scroll at his station praised the celestial cleanliness of his rest rooms. But, though he also purveyed exotic viands, such as hamburgers, nothing availed.



Then spoke unto him a friend saying, "Listen, droopy burnouse! Hundreds of contented camels drink at city filling stations. For the camel drivers are lured thither from afar — by the magic of wireless — over WHK. Do thou likewise, and the camels will walk a mile to you." And Yusif did. And the camels did. And WHK scored another merchandising hit.

Simply because it sells like crazy,

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK, Cleveland — WHKK, Akron
WHKC, Columbus

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.
n. 5000Owned-Operated By.....The WGAR Broad-
casting Company

Address Hotel Statler

Phone NumberProspect 0200

Transmitter Location..Broadview & Atkins Rd.,
Brecksville, Ohio

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

News ServiceUP

Transcription Service....World Broadcasting
System & Lang-Worth

Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards

Vice President-General Manager..John F. Patt

Assistant Manager.....Carl E. Moore

Commercial Manager.....Harry Camp

Sales Promotion Manager...Clyde Vortman

Director of Operations.....Carl George

Program Director.....David Baylor

Publicity DirectorManuel Eisner

Production Manager-Chief

AnnouncerWayne Mack

Musical Director and Artists Bureau

HeadWalberg Brown

Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts

Owned-Operated By..United Broadcasting Co.

Address1311 Terminal Tower

Phone Number.....PProspect 5800

Transmitter Location ...Seven Hills Village

Time on the Air: 6:45 a.m. to 1 a.m.; (126¼
hours weekly)Newspaper Affiliation.....Cleveland Plain
Dealer

News ServiceAP

Transcription Service..Lang-Worth, Associated.
BMI

RepresentativePaul H. Raymer Co.

Personnel

PresidentSterling E. Graham

Vice-PresidentH. K. Carpenter

Sales Manager.....J. B. Maurer

Program Director.....C. M. Hunter

Merchandising Manager.....Sue Cornelius

Chief Announcer.....George Todd

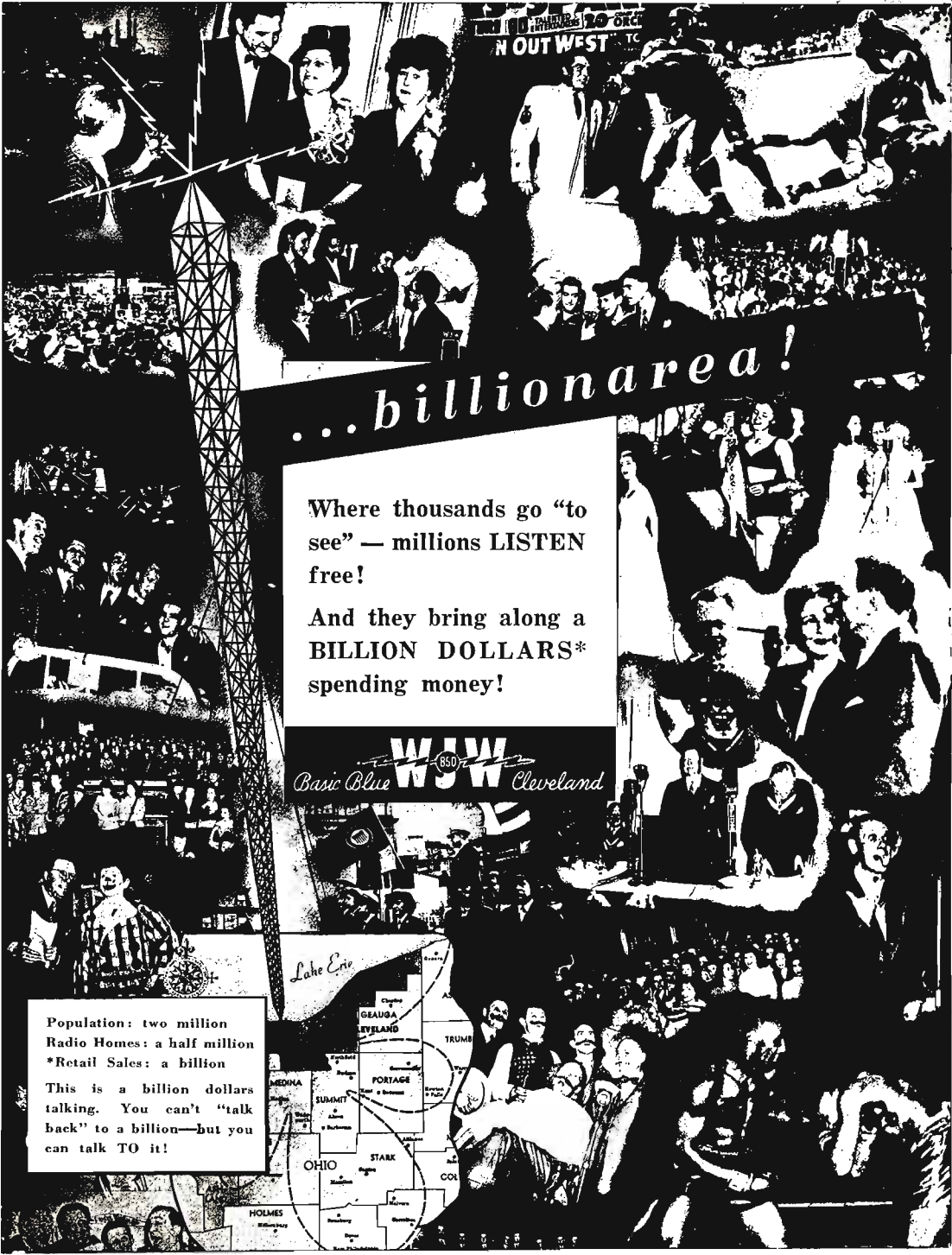
Publicity Director.....Saul Glantz

News EditorArthur O. Beamer

Musical Director.....Willard Pott

Chief Engineer.....Ralph DeLany

FOR QUALITY**AP** !

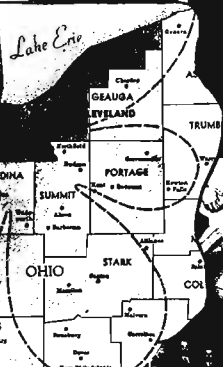


...billion area!

Where thousands go "to see" — millions LISTEN free!

And they bring along a BILLION DOLLARS* spending money!

Basic Blue **WJW** 660 Cleveland



Population: two million
Radio Homes: a half million
*Retail Sales: a billion

This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!

W J W

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: WJW, Inc.
 Address: WJW Building, Playhouse Square
 Phone Number: Superior 0101
 Transmitter Location: North Royalton, Ohio
 Time on the Air: Full time
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Headley-Reed Co.

Personnel

President and General Manager: William M. O'Neil
 National Sales Dir.: Harold W. Waddell
 Sales Promotion and Merchandising Manager: Ben Stiller
 Program Director: Edward N. Palen
 Production Manager: Arden Gifford
 Publicity Department: Earl Harper
 Musical Director: Donald Kayler
 Chief Engineer: Gerold G. Roberts

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
 Transmitter Location: Brecksville, Ohio
 Time on the Air: 5 a.m. to 1 a.m.; Sundays, 6 a.m. to 1 a.m.
 News Service: UP; AP
 Transcription Service: NBC Thesaurus; Standard Radio
 Representative: NBC National Spot Sales

Personnel

President: Nils Trammell
 Station Manager: Vernon H. Pribble
 Commercial and Sales Promotion Manager: Howard A. Barton
 Program Director: Hal Metzger
 Production Manager: Fred Wilson
 Musical Director: Lee Gordon
 Chief Engineer: S. E. Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: WBNS, Incorporated
 Address: 33 North High Street
 Phone Number: Adams 9265

Transmitter Location: 1035 Barnett Rd.
 Time on the Air: 6 a.m. to 1 a.m. daily; 8 a.m. to 1:05 a.m. Sunday
 News Service: AP
 Transcription Service: Standard Radio
 Representative: John Blair & Company

Personnel

President: Robert H. Wolfe
 Station Manager: Edgar T. Wolfe
 Sales and Commercial Manager: W. I. Orr
 Sales Promotion Manager: Jerome T. Reeves
 Program Director: Geer Parkinson
 Production Manager: Tom DeVore
 Chief Announcer: Irwin A. Johnson
 Musical Director: Geer Parkinson
 Publicity Director: Jerome R. Reeves
 Chief Engineer: Lester H. Nafzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Pixleys
 Business Address: 33 North High St.
 Phone Number: Main 4581
 Transmitter Location: 33 North High St.
 Time on the Air: 24 hours daily
 8 a.m. to 1 a.m.
 News Service: INS & AP
 Transcription Service: World; Lang-Worth
 Representative: Weed & Company

Personnel

Owner: L. A. Pixley
 Station-Commercial Manager: Jack Kelly
 Program Director: Howard Donahoe
 Production Manager: Al Albinger
 Publicity: Jim Renick
 Chief Engineer: Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Operated By: United Broadcasting Co.
 Address: 22 East Gay St.
 Phone Number: Adams 1101
 Transmitter Location: 901 Obetz Road
 Time on the Air: 6 a.m. to 1 a.m.
 Newspaper Affiliation: Cleveland Plain Dealer
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Radio Advertising Corp.

Personnel

President: Sterling Graham
 General Manager: Carl M. Everson
 Commercial and Sales Promotion Manager: Harry H. Hoessly

Program Director-Production

Manager John Moses
 Publicity Director..... Ruth Chiappa
 Chief Announcer Bernard J. Sweeney
 Artists Bureau Head-Musical
 Director Abram Ruvinsky
 Chief Engineer..... J. E. Anderson
 Record MC Don Bachman

Personnel

President.....Howard L. Bevis
 Station Director.....R. C. Higgy
 Program Director.....William H. Ewing
 Production Manager.....Edgar Sprague
 Publicity Director.....H. K. Schellenger
 Chief Announcer.....Edgar A. Sprague
 Musical Director.....Ann Charles
 Chief Operator.....C. H. Boehnker
 (Non-Commercial Station)

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By....Ohio State University
 Business AddressColumbus
 Phone Numbers: University 3148; Extension 711
 Studio AddressCampus
 Transmitter Location: University Golf Course,
 3 miles northwest of Columbus
 Time on the Air.....Limited time,
 to sunset at Dallas, Texas
 News ServiceUP
 Transcription ServiceLang-Worth

W H I O

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 NumberADams 2261
 Transmitter Location..Hempstead Road (R.R.
 No. 2—Box 292 A, Dayton, Ohio)
 Time on the Air.....18½ hours daily
 Newspaper Affiliations: Dayton Daily News;

**DAYTON
OHIO**

Long recognized
 as one of the
 Key Production
 Centers of the
 Nation, in peace,
 in war—a highly
 Prosperous and
 Profitable market
 —For YOU.

**5000
WATTS**



**1290
ON THE
DIAL**

**G. P.
HOLLINGBERRY
COMPANY
Representatives**

**HARRY E.
CUMMINGS
Southeastern
Representative**

WHIO

FOR COMPLETE FULL TIME COVERAGE

Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
 News Service.....UP, INS, Reuters & AP
 Transcription Service..Standard Radio & World
 Representative.....George P. Hollingbery Co.
 Reprs. for South..Harry Cummings, Jacksonville,
 Fla.

Personnel

President.....James M. Cox, Jr.
 General Manager.....Robert Moody
 Sales Manager.....Arthur H. Tomsett
 Sales Promotion Manager..Garland V. Baldwin
 Program Manager.....Lester G. Spencer
 Production Director.....Don Wayne
 Musical Director.....Henry Lange
 Chief Announcer.....Sigel A. Roush
 Chief Engineer.....Ernest L. Adams

W I N G

DAYTON—EST. 1939

BLUE NETWORK

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.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, NBC
 Thesaurus
 Representative.....Weed & Company

Personnel

President.....Ambassador Charles Sawyer
 Station Manager.....J. P. Williams
 Sales Manager.....Harold Higgins
 Sales Promotion Manager.....Ima E. Wing
 Program Production Director.....Ranny Daly
 Musical Director.....Charles Reeder
 Chief Engineer.....Stanley Beck

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Findlay Radio Company
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset

News ServiceINS
 Transcription ServiceLang-Worth;
 Standard Radio & Keystone

Personnel

General Manager.....Fred R. Hover
 Sales Manager.....Kent L. Jeffrey
 Program Director.....Millicent Mertz
 Musical DirectorBarbara J. Tynner
 Chief Engineer.....Edgar Smith

W M O H

HAMILTON—EST. 1944

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone4664
 Transmitter Location.....Middletown Pike
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 MacGregor

Personnel

President.....Herbert G. Pabst
 Station Manager.....Don Ioset
 Sales Manager.....Joe True
 Program Director.....Sam Sague
 Chief Engineer.....Andrew Bruck
 Musical Director.....Elsie Remp

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone93161
 Transmitter Location.....1424 Rice Ave.
 Time on the Air....7 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News ServiceUP
 Transcription Service...Lang-Worth, Standard
 RepresentativesHeadley Reed

Personnel

President.....George B. Storer
 Vice-President & Gen. Mgr.....J. Harold Ryan
 Sales Promotion Manager.....R. G. Elvin
 Program Director.....Edgar C. Ulrich
 Chief Announcer.....John Daniels
 Chief Engineer.....Richard Gartner
 Record MC.....Robert Shelley

W M A N

MANSFIELD—EST. 1939

BLUE NETWORK

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: 6:30 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service: UP
 Transcription Service: Standard Radio

Personnel

President-Chief Executive: J. M. O'Hara
 Sales Promotion: Bessie Blackman
 Program Director: Robert Christopher
 Musical Director: Earl Black
 Chief Engineer: William Morrison

W M R N

MARION—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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: Unlimited
 News Service: UP
 Transcription Service: NBC Thesaurus,
 Standard

Personnel

President-Station Manager: Robert T. Mason
 Commercial Manager: Geo. A. Speese
 Sales Manager: George A. Speese
 Program Director: Madge L. Cooper
 Production Manager: Harley West
 Musical Director: Carol Whirrett
 Chief Engineer: S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935

**MUTUAL BROADCASTING SYSTEM &
 OHIO NETWORK**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Brush-Moore Newspapers
 Address: 1009 Gallia St.
 Phone Number: 1010
 Transmitter Location: 1009 Gallia St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 7:30 a.m. to 11 p.m.
 Newspaper Affiliation: Portsmouth Times
 News Service: AP & UP

Transcription Service: Lang-Worth & BMI
Personnel

President: Louis H. Brush
 Station Manager: Paul Wagner
 Sales Promotion: William Bierley
 Program Director: Pat Hoolley
 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: 115 West High Street
 Phone Number: 4955
 Transmitter Location: Springfield
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP & AP
 Transcription Service: NBS Thesaurus
 Representative: Weed & Co.

Personnel

President: Charles Sawyer
 Exec. Vice-President: J. P. Williams

*America's Best
 Test Market --*

✓ EASY TO HANDLE

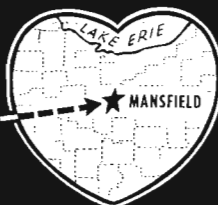
✓ EASY TO CHECK

WMAN

MANSFIELD, OHIO

BLUE NETWORK

*In the Heart
 of Ohio*



Station Manager.....Adna Karas
 Promotion-Publicity.....Jim Newman
 Program Director.....Arthur Martin
 Chief Engineer.....Victor Bushong

WSTV

STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
THE FRIENDLY GROUP
TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting Company

Business Address...Exchange Realty Building
 Phone Number.....2-6265-66-67
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
 Program-Publicity Director....John L. Merdian
 Chief Announcer.....George H. Wilson, Jr.
 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
 Time on the Air.....6 a.m. to 1 a.m.
 News Services.....AP; INS
 Transcription Service.....NBC Thesaurus & Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....George B. Storer
 Vice President.....J. Harold Ryan
 Managing Director.....E. Y. Flanigan
 Sales Promotion Manager.....W. F. Shannon
 Program Director.....Robert B. Evans
 Publicity Director.....Al Ruhfel
 Chief Engineer Studio.....Frank M. Hilbert
 Chief Engineer Transmitter...Edward L. Goon

SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.



WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 EDDIE KOHN, MGR.
 BLUE NETWORK

WJPA

WASHINGTON, PA.
 JOHNNY CROFT, MGR.
 MUTUAL

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL

WKBN

AFFILIATED:
COLUMBIA BROADCASTING SYSTEM



WKBN TRANSMITTER

PIONEER WITH VISION

In September, 1926, WKBN began broadcasting as the pioneer station of the Youngstown Area, one of the top industrial regions of the nation . . . ranking third in steel production, alone. Foresight, vision and continuous endeavor in behalf of sponsor and listener have created and retained the leadership enjoyed in the entire area served by WKBN.

The Youngstown Market, unlike many, will not be materially affected by reconversion since the products produced for war are substantially those products which will con-

tinue to be in tremendous demand in the peace time to which we are all looking forward.

With confidence in the future of America we accept the responsibilities our position demands and pledge even greater opportunities to the radio advertisers and listeners of tomorrow.

REPRESENTED BY:
PAUL H. RAYMER COMPANY

WKBN

YOUNGSTOWN, O.

5000 watts

570 kc



W T O L

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..The Community Broad-
 casting Company
 AddressBell Building
 Phone Number.....Adams 3291
 Transmitter Location.....Bell Building
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Services..Associated Music Pub-
 lishers; Standard Radio
 Representative.....Radio Advertising Corp.

Personnel

PresidentFrazier Reams
 Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Sales Promotion Manager.....John Morgan
 Program Director.....Jean Wright
 Program Director.....Russell Perry
 Publicity Director.....Betty Hartman
 Chief Announcer.....Robert Kreighoff
 Musical Director.....John Sheehan
 Chief EngineerJohn Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....2nd National Bank Building
 Phone Number4490
 Time on the Air....6:45 a.m. to 12 midnight
 Transmitter Location..710 Main Avenue, S. W.
 News ServiceAP
 Transcription Service..Standard & Lang-Worth
 Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Program Director.....David C. Hale
 Chief Engineer.....Charles J. Hurton

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 Number34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight;
 Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m.
 to 12 midnight

**An
 Outstanding**

Audience

in

Toledo

Says

WTOL



*An
outstanding audience
in the Toledo area*



*Women follow
its department store programs*



The listener audience of WTOL throughout the Toledo area is exceptionally department store conscious. For a far higher percentage of leading department stores use radio advertising in Toledo than in most major markets. 5 out of the 6 department stores in Toledo use WTOL. So do *all* of the drug chains and *all* the bread companies. This acceptance signifies the primary influence of WTOL in the Toledo market. Locally owned and operated... it's "The Biggest Little Station in the World".



BASIC *Blue* NETWORK

WTOL

"Toledo's Friendly Station"

NATIONAL REPRESENTATIVES: RADIO ADVERTISING COMPANY



Newspaper Affiliation . . . Youngstown Vicindicator
 News Service AP: UP
 Transcription Services Lang-Worth:
 Standard Radio
 Representative Headley-Reed Company

Personnel

Owner-Station Manager . . . William F. Maag, Jr.
 Sales Manager Phil Wood
 Program Director Robert B. Mackall
 Chief Announcer Hal Fredericks
 Musical Director Col. L. R. Boals
 Chief Engineer Frank Dieringer

WKBN

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc Power: 5000 Watts
 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 Foster Harmon
 Musical Director Dwight Merriam
 Chief Engineer B. T. Wilkins (on Leave)

WHIZ

ZANESVILLE—EST. 1924

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 6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.

News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

President Goerge Storer
 Managing Director Allen L. Haid
 Sales Manager Robert Kerns
 Program Director Ivam Harnew
 Chief Announcer Jack Roeder
 Chief Engineer Wm. Hunt

OKLAHOMA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

KADA

ADA—EST. 1934

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By Dr. C. C. Morris
 Address 207 First Nat'l Bank Bldg.
 Phone Number 1212
 Transmitter Location North Broadway
 Time on the Air 6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.

News Service AP
 Representative Taylor Howe Snowden

Personnel

Owner Dr. C. C. Morris
 Manager H. Weldon Stamps
 Commercial Manager LeRoy W. Moses
 Program Director Bill McDowell
 Chief Engineer Harold Walker

KVSO

ARDMORE—EST. 1935

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1240 Kc Power: 250 d.; 100 n.
 Owned-Operated By Ardmoreite Publish-
 ing Co.

Business Address Hotel Ardmore
 Phone Number 3030
 Studio Address Hotel Ardmore
 Transmitter Location Chickasaw & North-
 west Blvd.

Time on the Air Unlimited License
 Newspaper Affiliation Daily Ardmoreite
 News Service AP
 Representative Taylor Howe Snowden

Personnel

General Manager Albert Riesen
 Commercial Manager Hillis Bell
 Musical Director Dolly Dutton
 Chief Engineer C. M. 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.
News Service: AP

Personnel

President-General Manager: J. Fred Case
Commercial Manager: Jim Case
Program Director: George S. Lanham
Chief Announcer: D. D. Frieday
Musical Director: Martha Boucher
Chief Engineer: E. Dallas DeGraffenreid

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Southwest Broadcasting Co.

Address: Casa Grande Hotel
Phone Number: 730
Transmitter Location: Casa Grande Hotel
Time on the Air: Full time
News Service: AP
Transcription Service: Keystone Broadcasting System

Personnel

President: L. J. Preston
Supervisor: F. E. Mayhew
Program Director-Chief Announcer: Joe Fenter
Chief Engineer: Howard Jeter

K C R C

ENID—EST. 1929

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 p.m.;
Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation: Enid Morning News;
Enid Daily Eagle

News Service: AP
Transcription Service: Standard
Representative: John E. Pearson Co.

Personnel

President-Station Manager: Milton B Garber
Commercial Manager: H. P. Hale

Program Director: Marjorie Hromas
Publicity Director: Eleanor Hoehn
Chief Announcer: Gleason Kistler
Chief Engineer: Murray Coleman

K S W O

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 250 Watts
Owned-Operated By: Carver & Ross Radio Broadcasters

Business Address: 1710 E. Avenue
Phone Number: 2370
Studio Address: 17th & E. Streets
Transmitter Location: 17th & E. Streets
Time on the Air: Daytime license
News Service: UP
Transcription Service: NBC Thesaurus; Associated

Personnel

President: Byrne Ross
Station and Commercial Manager: Byrne Ross
Sales Promotion Manager-Chief Announcer: K. Burkett
Program-Musical Director: Winifred Ross
Chief Engineer: W. E. Billington

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: Barnes Bldg.
Phone Number: 303
Studio Address: Barnes Building
Transmitter Location: Barnes Building
Time on the Air: 6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation: Muskogee Daily Phoenix & Times Democrat
News Service: AP
Representative: Radio Advertising Co.

Personnel

President: Tams Bixby, Jr.
General and Commercial Mgr.: Jimmie Barry
Chief Engineer: Glenn Barnett

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
Owned-Operated By: University of Oklahoma
Business Address: Faculty Exchange, Norman
Phone Number: 900; Station No. 124
Studio Address: Student Union Bldg.
Transmitter Location: 1140 Jenkins Ave.

Time on the Air.....Daytime License
 News Service.....AP

Personnel

Station Director.....John W. Dunn
 Musical Director.....Mrs. Gerald Hollman
 Production Manager.....John W. Dunn
 Technical Supervisor.....Clyde Farrar
 Chief Engineer.....Jack Boyer
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1938
 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.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Standard Radio; NBC Thesaurus
 Representative.....The Walker Co.

Personnel

President.....John D. Thomas
 Manager.....M. H. Bonnebrake
 Commercial Manager.....George Tarter
 Program Director.....Harold Durham
 Production Manager.....Paul Duncan
 Chief Engineer.....George W. Brock

K O M A

OKLAHOMA CITY—EST. 1932
 (as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
 REGIONAL NETWORK (KOMA-KWFT-KTUL)

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.....World Trans. Service
 Publishers, NBC Thesaurus
 Representative.....Free & Peters

Personnel

President.....Kenyon Brown
 Station Manager.....Kenyon Brown
 Commercial Manager.....C. A. Minor, Jr.
 Production-Program Director.....Paul Buening
 Musical Director.....Mickey Reynolds
 Chief Engineer.....M. W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned by.....O. L. "Ted" Taylor
 Owned-Operated By.....Oklahoma Broad-
 casting Company, Inc.

Business Address.....2004 Apco 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.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative.....Taylor Howe Snowden

Personnel

President.....O. L. "Ted" Taylor
 Station Manager.....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Promotion-Publicity Director.....Elizabeth Giles
 War Program Director.....Harold Shreve
 Musical Director.....Jean Knight Paxton
 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 Library
 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.....Bloyce Wright
 Continuity Director.....George Hamaker
 Director of Child Education.....Edyth Wallace
 Chief Announcer.....Ben Morris
 News Editor.....Dow Mooney
 Musical Director.....Allan Clark
 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
News Service UP
Transcription Service Lang-Worth; Keystone

Personnel

President-Manager Pat Buford
Commercial-Sales Promotion Manager
Lucille Buford
Program-Production Director Nova Clarke
Chief Announcer Bob Greenwood
Chief Engineer Chester Ludwick

W B B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adelaide Carrell
Address 615 West Grand Avenue
Phone Number 433
Transmitter Location 615 Grand Avenue
Time on the Air 7:00 a.m.

Personnel

Managing Director A. L. Carrell
Sales Promotion-Station Manager Boyd Kelly
Sales Manager L. C. McKenney
Chief Announcer Don Chadd
Chief Engineer Lewis E. Brown

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 Numbers 4390 also 3918
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: Stauffer Publications
News Service AP
Representative: Taylor Howe Snowden

Personnel

President Oscar Stauffer
Secretary-Treasurer and
General Manager Joseph W. Lee
Commercial Manager Maxine Eddy
Promotion-Publicity Director Eileen Tice
Continuity Editor Mary Douglas Lee

Chief Announcer Jean Quillin
Chief Engineer Salvatore 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.
Operated By: Harry Schwartz
Address Radio Bldg., 910 S. Boston
Phone Number 3-4121
Transmitter Location 3904 S. Newport
Time on the Air Unlimited also full time
News Service AP
Transcription Service Standard & Lang-Worth
National Representative Joseph Hershey
McGillvra, Inc., also Taylor Howe Snowden

Personnel

President Harry Schwartz
General Manager Harold Grimes
Nat'l Adv. Manager and
Counselor Fred Schwartz
Commercial Manager H. E. Grimes
Sales Promotion-Publicity
Manager Mary Corkill
Program Director Dick Campbell
Continuity Director Lucille Burns
Traffic Manager Mary Corkill
Musical Director Alfred Fox
Chief Engineer Roy Brown
Record MC Etta May Avery

K T U L

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: 5:45 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
Merchandise Manager L. A. Blust
Program Director Eddie McKeen
Publicity Director Billee Chandler
Continuity Chief Bernice Ash
Production Manager-Chief
Announcer Leslie Scott

Musical Director.....Glenn Hardman
 Director of War Programs.....Mildred Gillespie
 Chief Engineer.....Robert Snider

urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m.
 to 11:30 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Edward Petry & Co.

K V O O

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 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-

Personnel

President.....P. Q. Proctor
 Vice President-General
 Manager.....William B. Way
 Commercial Manager.....Gustav Brandborg
 Publicity-Sales Promotion Manager,
 W. T. McClarin
 Program-Production Director.....Allan Page
 Chief Announcer.....Bud Jackson
 Musical Director.....Joe O'Neill
 Director of War Programs.....Allan Page
 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 273-287*

K W I L

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Willamette
 Broadcasting Company
 Business Address.....15th and Elm Streets
 Phone Number.....870
 Transmitter Location.....15th and Elm Streets
 Time on the Air.....Unlimited License
 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
 Program Director.....Howard Parent
 Corvallis Studio Manager.....Bob Reinholdt
 Musical Director.....Nancy Fisher
 Chief Engineer.....Herb Davidson

K A S T

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Astoria Broadcasting Co.
 Address.....1006 Taylor Avenue
 Phone Number.....95
 Transmitter Location.....1006 Taylor Avenue
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....Astorian-Budget
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....M. R. Chessman
 Station Manager.....L. E. Parsons
 Commercial Manager.....R. D. Holmes
 Chief Engineer.....James M. Titus

K B K R

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 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.....W. S. Grant Co.

Personnel

General Manager.....Lee W. Jacobs
 Director of War Programs.....Grace Baer
 Chief Engineer.....Sidney Williams

K B N D

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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;
 Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager: Frank H. Loggan
 Commercial Manager: Kessler Cannon
 Chief Technician: Wallace Guthrie

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: 10 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

Program Director: Allen Miller
 Publicity Director: Ray Hamby
 Director of Women's

Programs: Zelta Rodenwald
 Musical Director: Richard E. Fuson
 Chief Engineer: Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By: Western Radio Corp.
 Address: Scenic Drive
 Phone Number: 2300
 Transmitter Location: The Dalles
 Time on the Air: 8 a.m. to sign-off; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service: C. P. MacGregor.
 Keystone

Personnel

News Service: UP
 President-General Manager:
 V. Barney Kenworthy
 Station Manager: Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Frank L. Hill and Violet G. Hill
 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 11 p.m.; Sunday,
 7:45 a.m. to 11 p.m.

News Service: UP
 Transcription Service: C. P. MacGregor

Personnel

Partner: Frank L. Hill
 General Manager: L. W. Trommlitz
 Program Director: Marjorie Jackson
 Publicity-Production Director: Bruce Nidever
 Chief Engineer: Harold Gander

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM DON LEE BROADCASTING SYSTEM REDWOOD NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Oregon Broad-
 casting Co.

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: William B. Smullin
 Commercial Manager: Ralph Hanson
 Program Director: E. A. Malone
 Sales Promotion Manager: Lisa Hanson
 Production Manager: L. L. King
 Chief Engineer: Edward A. Malone

K F J I

KLAMATH FALLS—EST. 1928

MBS—DON LEE BROADCASTING SYSTEM

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, NBC Thesaurus
 Representative W. S. Grant Co.

Personnel

Manager Jack Keating

KFLW*

KLAMATH FALLS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Herald Publishing Co.
 * Construction Permit.

KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Inland Radio, Inc.
 Address La Grande
 Phone Number..... 220
 Transmitter Location One mile east of La Grande

Time on the Air..... Unlimited time
 News Service UP
 Transcription Service..... Standard Radio;
 Keystone; Lang-Worth

Personnel

General Manager..... Lee W. Jacobs
 Representative W. S. Grant
 Chief Engineer..... Sidney Williams

KOOS

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By Koons, Inc.
 Address..... 505 Hall Building
 Phone Number..... 432
 Transmitter Location..... Hall Building
 Time on the Air..... 6:45 a.m. to 10:30 p.m.
 News Service UP
 Representative John Keating

Personnel

President..... Sheldon F. Sackett
 General Manager..... Ben E. Stone
 Commercial Manager Hal Shade
 Program Director Margaret Anderson
 Publicity Director..... Freddie Vigder
 Office Manager..... Lucy Johnson
 Chief Announcer Fred Shafer

KMED

MEDFORD—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc..... Power: 1000 Watts
 Owned-Operated By..... Mrs. W. J. Virgin
 Address Ross Lane
 Phone Number 4000
 Studio Address Ross Lane
 Transmitter Location Ross Lane
 Time on the Air..... 7 a.m. to 10 p.m.
 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

KWRC

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Western Radio Corp.
 Address Box 178
 Phone Number..... 1425
 Transmitter Location..... S. W. 6th St.
 Time on the Air: 7:30 a.m. to 10:05 p.m.;
 Sundays, 9 a.m. to 8 p.m.

News Service UP
 Transcription Service Lang-Worth
 Representative John Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager..... Henry M. Hogue
 Production Manager and Chief
 Engineer Paul E. Walden

KALE

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 7209
 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

BREAKING NEW GROUND



"To sell 'em—tell 'em over KGW." That's the keynote of something new in radio—a spot announcement campaign launched some months ago by KGW, Portland, Oregon, over WQXR New York and its FM affiliate WQXQ, introducing timebuyers to the vast market potentialities of the Pacific Northwest area KGW serves. This unique experiment in radio selling radio has won plaudits from the entire radio industry.

WQXR Announcements tell story of the KGW MARKET

AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year of 1940."

PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this \$2,196 per capita figure. Yet, the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

Transcription Service.. World Program Library;
 Associated Music Publishers
 Representative.....Free & Peters, Inc.

Personnel

President.....P. L. Jackson
 Commercial Manager.....Norman A. Davis
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager.....Charles Couche
 Program Director.....Harold Bratsberg
 Production Manager.....Ralph Langley
 Musical Director.....John Emmel
 Chief Engineer.....A. E. Richmond

KBPS

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)

KEX

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....1011 S. W. Sixth Ave.
 Phone Number.....Beacon 6364
 Studio Address.....1011 S. W. 6th
 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

General Manager.....Lee B. Wailes
 Manager.....J. B. Conley
 Commercial Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Program Director.....Homer Welch
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Frank Coffin
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold Singleton

KGW

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.....4 a.m. to 2 p.m.
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus
 Representative.....Edward Petry & Co., Inc.

Personnel

Managing Director.....Palmer Hoyt
 Assistant Manager.....Arden K. Pangborn
 Sales Manager.....Jack Wasson
 Traffic Manager.....Mildred Lester
 Sales Promotion-Publicity
 Manager.....Jack Eichenberger
 Program Director.....Homer Welch
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Frank Coffin
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Earl E. Petersen
 Record MC.....Ed Richman

KOIN

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address... New Heathman Hotel Bldg.
 Transmitter Location... Head of Barnes Road
 Time on the Air.....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.....Lou Gillette
 Publicity Director.....Enoch Squires
 Musical Director.....Red Dunning
 Technical Director.....Louis Bookwalter
 Chief Engineer.....Louis Sumner Bookwalter

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
 Owned By.....KXL Broadcasters
 AddressOrpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location...82nd St. & Sunnyside,
 Clackamas District
 Time on the Air.....6 a.m. to local sunset
 News Service UP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative.... Joseph Hershey McGillvra

Personnel

PresidentFrances R. Symons
 Station and Commercial
 ManagerH. S. Jacobson
 Program-Production
 DirectorFrederick Eichhorn III
 Chief EngineerL. K. Ballinger

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business AddressRoseburg
 Phone Number4
 Transmitter Location.....Umpqua Hotel
 Time on the Air.....Unlimited time
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

President.....Harris Ellsworth
 General Manager.....M. H. Pengra
 Program-Publicity
 DirectorIris Helliwell
 War Program DirectorGilbert Walters
 Prom. Dir.-Chief Announcer...Gilbert Walters
 Chief Engineer.....Henry Chandler, Jr.

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address1011 and 1017 S. W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter LocationOaks Park, Portland
 Time on the Air.....Full time
 News Service UP, INS
 Transcription Service..... Standard Radio
 National Representative..... Burns-Smith Co.,
 Homer Griffith Co.

Personnel

PresidentWilbur J. Jerman
 Sec.-Treas., Promotion Manager.... J. C. Egan
 Sales Promotion Manager....L. D. Henderson
 Program-Production Manager.....Art Morey
 Chief AnnouncerLes Marcus
 Chief EngineerW. J. Jerman
 Record MC..... Frank Hood

K S L M

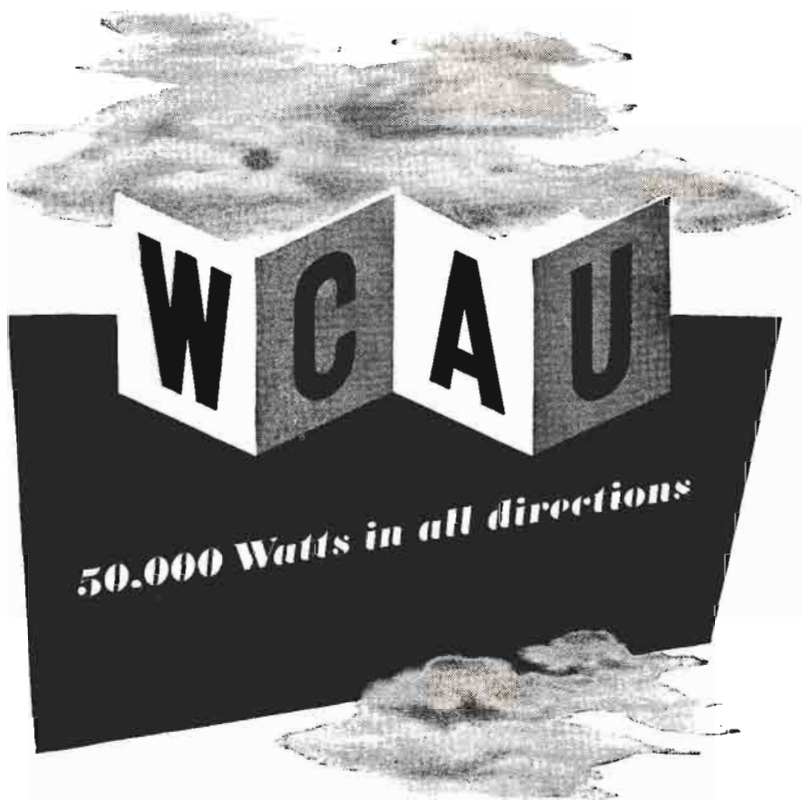
SALEM—EST. 1933

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 and AP
 Transcription Service...Langworth; Keystone
 Representative John Keating

Personnel

President-General ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 AnnouncerBill Talbot
 Production Manager.....Otto Miller
 Chief Engineer.....Clyde Carlton



PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

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 a.m. to 1 a.m.
Newspaper Affiliation: Allentown Call
Publishing Co.

News Service: AP, UP
Transcription Services: World Broadcasting
System

Representative: Headley-Reed Co.

Personnel

President: J. C. Shumberger, Sr.
Vice President-Managing
Director: B. Bryan Musselman
Program Director: George Y. Snyder
Chief Engineer: R. H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

QUAKER NETWORK

PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned By: The William F. Gable Co.
Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address: 1320-32 11th Avenue
Phone Number: 6467
Transmitter Location: 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air: 7:15 a.m. to midnight
News Service: AP
Transcription Service: World Broadcast-
ing System; Langworth
Representative: Headley-Reed Co.

Personnel

President: George P. Gable
Managing Director: Roy Thompson
Program Director: Dorothy Jones
Chief Engineer: George Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK

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: McKinley Ave.
Time on the Air: 7 a.m. to Sundown
News Service: UP
Transcription Service: World Broadcasting
Service, Keystone

Personnel

President-Station Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Director: Lee Blaine
Publicity Director: Gladys Borne
Chief Engineer: Paul Rex

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

ATLANTIC NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Broad-
casting Co., Inc.

Address: 80 North Park Place
Phone Number: 1700
Transmitter Location: 80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.
Newspaper Affiliation: DuBois Courier
Express

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

Personnel

President: H. T. Grey
General Manager: Jason S. Gray
Station Manager: Les Ryder
Commercial-Promotion
Manager: Les Ryder
Program Director: Virginia Wade
Director of War Programs-Artists
Bureau: Virginia Wade
Chief Announcer: Frank Faro
Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broad-
casters, Inc.

Address516 Northampton St.
Phone Number8001
Transmitter Location.....Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News ServiceUP
Transcription ServiceStandard
RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager.....Eugene Bethman
Technical Director.....J. E. Mathiot

WLEU

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.....6:30 a.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General
Manager.....V. Hamilton Weir
Program Director.....C. Detzel
Musical Director.....Anthony Conti
Chief Engineer.....Clarence Baker

WEST

EASTON, PENNSYLVANIA

PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
and agricultural area of the LEHIGH VALLEY
with a population exceeding 300,000.
The Steel and Cement Center of the East. A market
worthy of your consideration.

NBC—MUTUAL

National Representative: **RADIO ADVERTISING CO.**

W E R C

ERIE, PENNSYLVANIA

NBC-AFFILIATE

1490 Kc, 250 Watts

National Representative

WEED and COMPANY



THE TOP

SPORTS

STATION

IN

ERIE



A T O P
M A R K E T

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 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 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth & World
 Representative Weed & Co.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Ed Pearson
 Program Director J. J. Young
 Chief Announcer Paul Bedford
 Chief Engineer Thomas Phillips, Jr.

W H J B

GREENBURG—EST. 1934

COLUMBIA, SUSTAINING

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House
 Address 128 N. Pennsylvania Ave.
 Phone Number Greensbrug 3740
 Transmitter Location 128 N. Pennsylvania
 Ave.
 Time on the Air 7 a.m. to sunset
 News Service UP
 Transcription Service Lang-Worth
 Representatives Spot Sales, Inc.

Personnel

President H. J. Brennen
 Station & Commercial Manager E. J. Podyyn
 Chief Engineer Lyle L. Allen

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
 (Non-Commercial Station)

FOR QUALITY

AP



W H G B*

HARRISBURG

Frequency: 1460 Kc. Power: 250 Watts
 Owned By: Harrisburg Broadcasting Co.
 * Construction Permit.

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)
 Time on the Air: 6 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday

News Service: UP & AP
 Representative: John Blair & Company

Personnel

Station and Commercial
 Manager: A. K. Redmond
 Chief Engineer: R. S. Duncan

W K B O

HARRISBURG—EST. 1921

**NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP
 TRI-PENN MARKET**

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: 6:30 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: World Broadcasting
 System

Representative: Paul H. Raymer Co.

Personnel

Station Executive: Clair McCullough
 Station and Commercial Manager: C. G. Moss
 National Sales Manager: J. Robert Gulick
 Program Director: Lewis Munnell
 Chief Engineer: J. E. Mathiot



the *Plus* buy
 in the heart of
 Pennsylvania

These three stations effectively reach
 a market with 835,000 population,
 213,000 radio families and more than
 \$408,000,000 retail sales—all in their
Primary Area—not covered by any
 other station. Write—Main Office:
 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
 Mutual Broadcasting System

WAZL

HAZLETON—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Hazelton Broadcast-
ing Service
Address Hazelton National Bank Bldg.
Phone Number 1488
Transmitter Location Hazelton National
Bank Bldg.
Time on the Air 6:55 to 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Radio Advertising Co.

Personnel

Station Executive Clair R. McCollough
Station Manager V. C. Diehm
National Sales Manager J. Robert Gulick
Program Manager Don Murray
Technical Director J. E. Mathiot

WGAL

LANCASTER—EST. 1922

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

TRI-PENN MARKET

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 6:55 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 Walter O. Miller
National Sales Manager J. Robert Gulick
Program Manager Ernest Stanziola
Technical Director J. E. Mathiot

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



National Representative: RADIO ADVERTISING CO.

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 a.m. to 12:05 a.m.
 Newspaper Affiliation: Johnstown Tribune
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth, Standard
 Representative: Headley-Reed Company

Personnel

President-Station Manager: J. C. Tully
 Commercial-Promotion Manager: J. P. Foster
 Chief Engineer: Nevin Straub

W M R F

LEWISTOWN—EST. 1941
NATIONAL BROADCASTING CO.

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

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 11:30 p.m.;
 Sunday, 10:30 a.m. to 11:30 p.m.
 News Service: UP
 Representative: Burn-Smith Co.

Personnel

Vice-President: J. S. Woods
 Station Manager: Thomas W. Metzger
 Program Director: Paul M. Breining
 Production Manager: Joseph W. Smiley
 Publicity Director: Rita McCoy
 Chief Engineer: Bernard H. Bopp

W K S T

NEW CASTLE—EST. 1938
QUAKER NETWORK

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: 6:30 a.m. to 12 midnight
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Spot Sales, Inc.

Personnel

President: S. W. Townsend
 Station-Commercial Manager: A. W. Graham
 Program Director: Alan Freed
 Publicity Director: Ray Wallace
 Chief Engineer: Robert Emch
 Record MC: Al Frances

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By: Allegheny-Kiski
 Broadcasting Co.
 Address: 810 Fifth Avenue
 Phone Number: New Kensington 3534
 Transmitter Location: East Deer Township, Allegheny County, Pa.
 Time on the Air: 7 a.m. to local sunset
 News Service: UP
 Transcription Service: Lang-Worth; C. P. MacGregor
 Representative: Cox & Tanz

Personnel

Station-Commercial Manager: Edward J. Kroen
 Chief Announcer: Jack Craddock
 Chief Engineer: W. W. Neely

K Y W

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: Full time
 News Service: 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
 Engineering Manager: Dwight A. Meyer
 Sales Manager: B. A. McDonald
 Advertising Manager: W. B. McGill
 Program Supervisor: Gordon Hawkins

KYW PERSONNEL

Station Manager: Leslie Joy
 Program Manager: James P. Begley
 Sales Manager: John S. deRussy
 Sales Promotion Manager: Eleanor F. Ulmer
 Publicity Director: John J. Kelly
 Production Manager: Donn Bennett
 Musical Director: Clarence Fuhrman
 Chief Engineer: Ernest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned-Operated By.....WCAU Broadcast-
 ing Company
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7700
 Transmitter Location...Moorestown Township,
 New Jersey
 Time on the Air.....5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.
 News Service..AP: Transradio & United Press
 Transcription Service...World Broadcasting
 Representative.....Bertha Bannan (Boston);
 Virgil Reiter & Co. (Chicago); Paul H. Ray-
 mer Co (Pacific Coast), Harold Davis, New
 York

Personnel

President and Station
 Manager.....Dr. Leon Levy
 Commercial Manager.....Alex Rosenman
 Sales Promotion Manager.....Robert N. Pryor
 Director of Programs.....Stan Lee Broza
 Production Manager.....Horace Feyhl
 Asst. Publicity Director.....Helen Parks
 Musical Director.....Elliott Lawrence
 Chief Announcer.....Hugh Walton
 Chief Engineer.....George Lewis

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAS Broadcasting
 Station, Inc.
 Address.....1211 Chestnut Street
 Phone Number.....Locust 7400
 Transmitter Location.....Woodside Park
 Time on the Air...7 a.m. to 12 midnight daily;
 9 a.m. to midnight Sunday
 News Service.....AP
 Transcription Service.....Lang-Worth & World
 Representatives.....Forjoe & Co.

Personnel

President.....Alexander W. Dannenbaum
 Vice-President-General Manager..P. J. Stanton
 Commercial Manager.....Charles Stahl
 Program Director.....Polly Whitaker
 Production Manager.....Gene Edwards
 Production Manager.....Gil Morris
 Publicity Director.....P. J. Stanton
 Chief Announcer.....Jack Molley
 Musical Director.....Joseph Schribeman
 Chief Engineer.....Frank Unterberger

For Results
 in the
**PHILADELPHIA
 MARKET**
 it's
WDAS
 PHILADELPHIA'S
 OUTSTANDING
 INDEPENDENT
 NEWS
 EVERY HOUR
 ON THE
 HOUR

*It's the Character of a
radio station which counts!*

TO

the listener

power, coverage,

millivolt contours, audience

measurement means little. It's the

character and purpose . . . the ideals and

courage . . . the personality and vigor . . . the

spirit of sincere public service which counts most. ★ ★

Since its inception WFIL has striven ably and effectively . . . has

spared nothing . . . to bring to Philadelphians the type of radio enter-

tainment which they prefer. It's because of this WFIL is deep-rooted in the

hearts of Philadelphians. ★ ★ What gives a radio station character?

Not necessarily the cold, insensitive figures which appear in

audience ratings—most of which are due to network situ-

ations beyond the control of the individual station

—but the warmth and sincerity which peo-

ple feel. Ask a Philadelphian which

station they feel is *their*

station—invariably

they answer,

WFIL.

A BLUE NETWORK AFFILIATE

*Represented nationally
by The Katz Agency*

WFIL

• 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

PHILADELPHIA—EST. 1922

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc. Power: 1000 Watts
Owned By.....Lit Bros.
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.
News Service.....INS, AP
Transcription Service.....Associated Music
Representative.....The Katz Agency, Inc.

Personnel

President and General
Manager.....Roger W. Clipp
Ass't Station Manager.....Wm. B. Caskey
Sales Manager.....John E. Surrick
Promotion Manager.....T. I. Oberfelder
Program Director.....Edward C. Obrist
Public Relations Director.....Jack Steck
Musical Director.....Norman Black
Acting Chief Engineer.....Louis E. Littlejohn

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.....5:30 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
New York Representative.....Joseph Lang
National Representative.....Spot Sales

Personnel

President.....Paul F. Harron
General-Commercial
Manager.....Edward D. Clery
Sales Promotion-Production
Manager.....Rupe Werling
Program Director.....Douglas Arthur
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Record MC.....Douglas Arthur

In Philadelphia **WIBG** *is the station!*

for NEWS

19 News Programs
Daily! WIBG keeps
Philadelphians in-
formed and Phila-
delphians buy prod-
ucts advertised on
this sales-minded
station!

for SPORTS

Baseball! Football!
Basketball! In Phila-
delphia "Sports
Means WIBG" —
and sports means
audience — and
audience means
s - a - l - e - s!

for MUSIC

Doug Arthur's
"Danceland" is the
"smoothest thing
this side of heaven."
Just another exam-
ple of WIBG "sell-
ing power."

REPRESENTED (In New York) BY JOSEPH LANG, • (Nationally) SPOT SALES INC.

Philadelphia's
10,000 WATTS

WIBG

Most Powerful Independent
990 KILOCYCLES

Broadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found **PROFIT . . .** and that's the last word on the worth of any station!

Russell Gimbel Jr.

PRESIDENT



5000 WATTS

610 K. C.

Philadelphia MUTUAL Affiliate
Represented Nationally by Geo. P. Hollingbery Co.

W H A T

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone NumberLombard 2390
 Transmitter Location....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....42 hours weekly (shares
 with WTEL) and from Midnight to 7 a.m.
 News ServiceAP
 Representatives.....Regional Radio Sales,
 Chicago Ill.

Personnel

President-Owner.....William A. Banks
 General-Commercial
 ManagerMilton Laughlin
 Program DirectorJoseph A. Grady
 Publicity Director.....Les Alexander

W I P

PHILADELPHIA—EST. 1922

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 ServiceAP; UP
 Transcription ServiceWorld Broadcasting
 System
 Representative.....George P. Hollingberry

Personnel

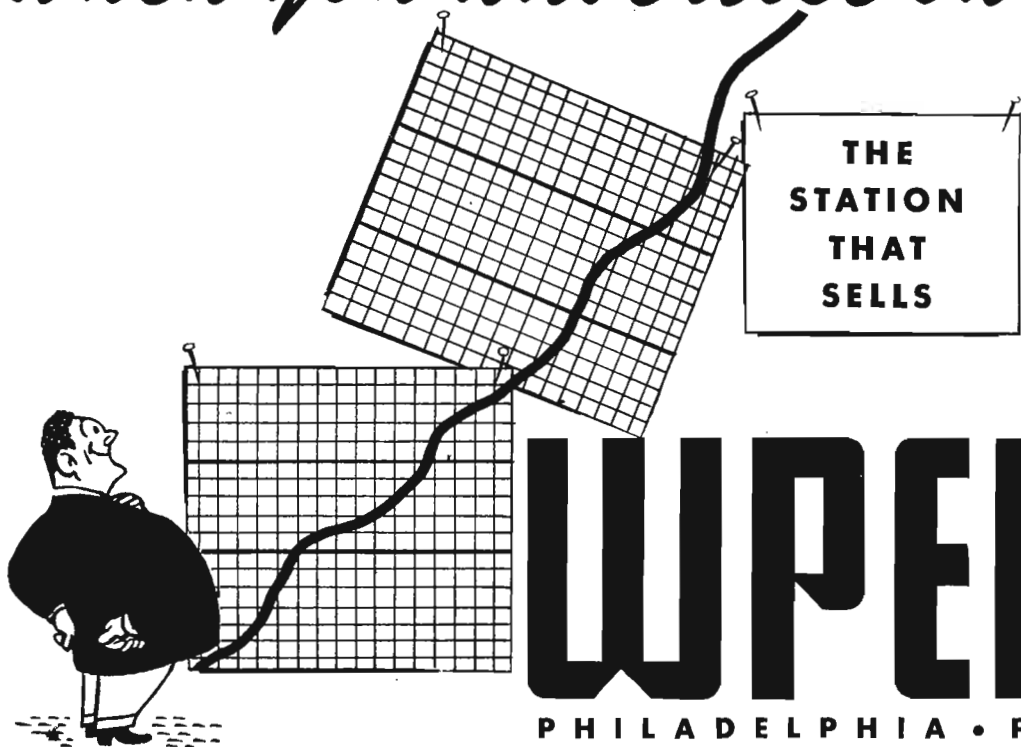
President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales..Edward A. Davies
 Program DirectorEdward Wallis
 Assistant Program Manager-
 PublicitySam Serota
 Production Manager.....Edwin Halbert
 Musical Director.....Joe Frassetto
 Technical Supervisor.....James M. Tisdale

FOR QUALITY
AP !

*That's what
happens to*

SALES

when you advertise on



WPEN

**PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS**

584

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By: Philadelphia Bulletin
 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, AP

Personnel

General Manager: Richard W. Slocum
 Commercial Manager: Alfred Dienert
 Program Director and
 Production Manager: Lewis L. London
 Chief Engineer: Charles Burtis

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By: Foulkrod Radio Eng.
 Address: 4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport
 4310
 Transmitter Location: Rowlandville, Pa.
 Time on Air: Shares with WHAT-WCAM

Personnel

President-Program Director: Doug. Hibbs
 General Manager: Henry N. Cocker

K D K A

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc. Power 50000 Watts
 Owned-Operated By: Westinghouse Radio
 Stations, Inc.
 Business Address: Grant Bldg.
 Studio Address: Grant Building
 Phone Number: Grant 4200
 Transmitter Location: Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 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.

Personnel

President: George H. Bucher
 Station Manager: Joseph E. Baudino
 Commercial Manager: Frank V. Webb
 Sales Promotion: John F. McMahon
 Program Director: Robert E. White
 Director of War
 Programs: Victoria Corey
 Publicity Director: J. F. McMahon

Musical Directors: Bernie Armstrong,
 Aneurin Bodycombe
 Chief Engineer: T. C. Kenney

K Q V

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: Allegheny Broadcasting
 Corp.
 Address: 196 Union Trust Bldg.
 Phone Number: Atlantic 6802
 Studio: Chamber of Commerce Bldg.
 Transmitter Location: 1475 Crane Road
 Time on the Air: 7 a.m. to 12:30 a.m.
 News Service: UP
 Transcription Service: Lang-Worth; Stan-
 dard Radio
 Representative: Spot Sales

Personnel

Chief Executive and
 General Manager: G. S. "Pete" Wasser
 Commercial Manager: James Murray
 Program Director: Alicia Fuller
 Sales Promotion Manager: Ben Edson
 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, Bald-
 win Township, R. D. No. 6
 Time on the Air: 6:30 a.m. to 2 a.m.
 Newspaper Affiliation: Pittsburgh-Sun
 Telegraph
 News Service: INS; AP
 Transcription Service: World Broadcasting
 System, Standard, Lang-Worth
 Representative: The Katz Agency, Inc.

Personnel

President-General
 Manager: Leonard Kapner
 Station Manager: R. Clifton Daniel
 Sales Manager: Willard Schroeder
 Promotion-Publicity: Mitchell B. DeGroot
 Chief Announcer: Bob Donley
 Program Manager: R. Clifton Daniel
 Production Manager: Ben Muros
 Musical Director: "Babe" Rhodes
 Chief Engineer: James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 5000 Watts

Owned-Operated By Pittsburgh Radio Supply House

Address 1406 Chamber of Commerce Bldg.

Phone Number Grant 4860

Transmitter Location 1459 Crane Road, Greentree, Pittsburgh

Time on the Air 7:30 a.m. to 12:30 a.m.

News Service Transradio & UP

Representative Wm. G. Rambeau Co.

Personnel

General Manager H. J. Brennen

Program and Production James M. Hughes

Publicity Director Marian Caughey

Chief Announcer Si Mann

Chief Engineer Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

VICTORY NETWORK

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated My WWSW, Inc.

Address Hotel Keystone

Phone Number Grant 5200

Transmitter Location 341 Rising Main St.

Time on the Air 24 hours daily

Newspaper Affiliation Pittsburgh Post Gazette

News Service AP

Transcription Service Standard Radio; Associated Music Publishers; Lang-Worth

Personnel

President-Station Manager,

Frank R. Smith, Jr.

Commercial Manager Thomas B. Price

Sales Promotion Paul Jones

Program Director Fred Joyner

War Program Director Fred Joyner

Production Manager David S. Tyson

Chief Announcer David Tyson

Musical Director Homer Ochenhirt

Chief Engineer Ray Harlow

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

President George J. Feinberg

General Manager J. M. Nassau

Program Director J. Calvin Jackson

Sales Manager Robert Magee

Chief Engineer H. O. Landis

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Reading Broadcasting Co.

Business Address 533 Penn St.

Phone Number 7336

Studio Address 533 Penn St.

Transmitter Location Pomeroy Bldg.

Time on the Air 7 a.m. to 12 midnight daily; 9 am. to midnight Sunday

News Service UP

Transcription Service NBC Thesaurus

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

Chief Engineer Edward A. Gurtowski

W A R M

SCRANTON—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

PENNSYLVANIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Union Broadcasting Co.

Address Select Bldg.

Phone Number 4-1148

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 & Station Mgr. Martin F. Memolo

Commercial & Promotion

Manager William "Bill" M. Dawson

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 Broad-
casters, 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 a.m. to 1:05 a.m.; Sundays,
7 a.m. to 1:05 a.m.

News ServiceAP
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
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

THERE'S NOTHING BETTER THAN A....

BULLSEYE!

SCRANTON

WARM

THE BLUE NETWORK

Represented Nationally by George P. Hollingbery Company

News Service..... UP
 Transcription Service..... Associated Music
 Publishers
 Representative..... Howard H. Wilson
 Company

Personnel

President & General
 Manager..... John Fahline, Jr.
 Commercial Manager.... I. T. Van Sweringen
 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
 Transmitter Location..... 1150 N. Front St.
 Time on the Air..... 7:30 a.m. to 9 p.m.
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Cox & Tanz

Personnel

President-Owner..... H. H. Haddon

Secretary-Treasurer &
 Station Manager..... B. A. Beck
 Sales Manager..... Ben Irvin
 Chief Engineer..... Harold Bower

W M B S

UNIONTOWN—EST. 1937
 COLUMBIA BROADCASTING SYSTEM
 ATLANTIC SPORTS NETWORK

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 1:05 a.m.
 News Service UP
 Transcription Service..... NBC Thesaurus &
 Standard
 National Representative..... Radio
 Advertising Co.

Personnel

President and Station
 Manager..... Joseph C. Burwell
 Commercial Manager..... Harry Burwell
 Program-Production Director... Sullivan Sages
 Chief Engineer William Henzly
 Record MC..... Harry Ellis

N.E. Pennsylvania's Listenable Station for

Sports — News — Music

W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.

Owner and Licensee

N.E. Pennsylvania's Oldest Station

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By John H. Stenger, Jr.
 Address 141 South Main St.
 Phone Number 3-0196
 Transmitter Location East End, Wilkes Barre
 Twp.
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service Associated
 Representative Burns Smith

Personnel

President-Station Manager John Stenger, Jr.
 General Manager A. W. Grebe
 Commercial Manager Jones Evans
 Program & Production
 Manager Richard H. Owen
 Production Manager Richard H. Owen
 Chief Announcer Richard Owens
 Musical Director Phil Cusick
 Publicity Director John Stenger, 3rd
 Chief Engineer John Stenger, Jr.

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 7:30 a.m. to midnight
 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 J. Wright Mackey
 Program Director Sarah Jane Person
 Production Manager Irving A. Berndt, Jr.
 Chief Announcer Leon Kelly
 Chief Engineer Louis Persio

IT'S ABOUT "TIME"!

Yes, and when you want "TIME"
 on a progressive wide-awake
 station in a rich, productive
 market, you'll want "TIME" on

W R A K

WILLIAMSPORT PENNSYLVANIA

National Representative
 J. P. MCKINNEY AND SON
 New York — Chicago



W J P A

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
THE FRIENDLY STATIONS GROUP
QUAKER NETWORK
PENNSYLVANIA NETWORK
VICTORY 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, Standard
National Representative Spot Sales, Inc.

Personnel

President John Laux
Station-Commercial Manager John M. Croft
Program Director and
Chief Announcer Hunter Reams
Sales Promotion Charles R. DuVall
Publicity Director Patricia Phillips
Musical Director Ellen Jane Smith
Chief Engineer Joseph M. Troesch
(See Page 557)

W B R E

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.
PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Louis G. 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
Transcription Service Standard Radio

Personnel

President & Sta. Manager Louis G. Baltimore
Commercial Manager A. C. Baltimore
Program Director James McCarthy
Sales Promotion Manager Stanley H. Smiley
Musical Director L. Savitt
Chief Engineer Charles Sakoski

FOR QUALITY
AP !

W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

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,
Lang-Worth
Representative..... Paul H. Raymer Co.

Personnel

Station Manager Clair R. McCollough
Station Director and National Sales
Manager..... J. Robert Gulick
Station-Commercial Manager.... Harold Miller
Program Director Arthur Weeks
Chief Engineer..... J. E. Mathiot

W S B A

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By.... Susquehanna Broad-
casting Co.
Address York
Phone Number 2676
Transmitter Location..... York
Time on the Air..... Daytime License
News Service AP
Transcription Service..... World Broadcasting
System
Representative Spot Sales, Inc.

Personnel

President..... Louis J. Appell
Executive Director Louis Vyner
Commercial Manager Sydney Robbins
Program Director-Chief
Announcer Otis Morse, 4th
Production Manager &
Publicity Director..... Roy Baxter
Chief Engineer Willis Weaver

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach
a market with 835,000 population,
213,000 radio families and more than
\$408,000,000 retail sales—all in their
Primary Area—not covered by any
other station. Write—Main Office:
8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

In Rhode Island

WFCT

HAS A TIME BUYER'S DREAM AREA IN THE SHADOW OF ITS TOWERS!

LATEST available figures show 550,298 of Rhode Island's 713,364 souls happily compressed into Providence County . . . "happily," because of per-capita saving deposits approximately **TWO AND ONE-HALF TIMES HIGHER** than the nation's average! Here's a Utopian proving ground — compact, and with money to spend for more than mere necessities. What a post-war market!

- **SPOT-SELL** the vociferously-loyal army of youngsters who listen to Hop Harrigan, Dick Tracy, Terry & The Pirates, Jack Armstrong, Capt. Midnight, and the Lone Ranger. Their product-preferences control much of the buying in most of the homes.



NEW STUDIOS, OFFICES... PROVIDENCE BILTMORE

WALLACE A. WALKER
General Manager

★

STUDIOS AND OFFICES:
Biltmore Hotel, Providence
450 Main St., Pawtucket

Representatives:
THE KATZ AGENCY, INC.

★

The Voice of the "BLUE" in Southern New England

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK

ATLANTIC COAST NETWORK

Frequency: 1420 Kc.Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing Co.
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 a.m. daily;
7:55 a.m. to 1 a.m. Sundays; 5 a.m. to 2 a.m.
Saturdays
News ServiceAP
Transcription ServiceStandard Radio
Representative.....William G. Rambeau Co.

Personnel

President.....Howard W. Thornley
Station Manager.....Wallace A. Walker
Treasurer.....Frank F. Crook
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical DirectorArthur Paquette
Chief EngineerGilbert Johnson

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 1071
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting
System
RepresentativeWeed & Company

Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager.....John J. Boyle
Musical Director.....Earl Sheam
Production Manager.....M. Sothern Abbott
Chief Engineer.....Thomas Prior

W E A N

PROVIDENCE—EST. 1922

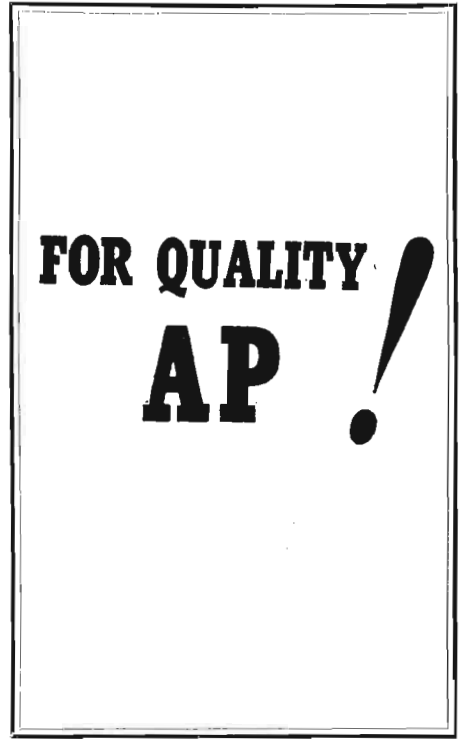
MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Net-
work, Inc.
AddressCrown Hotel
Phone NumberDExter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....6 a.m. to 2 a.m.
News ServiceAP & INS
Representative.....Edward Petry Co., Inc.

Personnel

PresidentWm. H. O'Neil
General Manager.....John Shepard, 3rd
Station & Commercial Manager..Joseph Lopez
Promotion-Publicity Director..James S. Powers
Program Director.....Rose M. Powers
Production Manager.....Don Morton
Chief Engineer.....Harry Tilley



**SERVING THE SMALLEST STATE
IN THE BIGGEST WAY**

W P R O

PROVIDENCE

630 KC

5000 WATTS

BASIC COLUMBIA

IN NEW ENGLAND'S SECOND MARKET

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 12 midnight

News Service: AP; UP
Transcription Service: NBC Thesaurus,
Lang-Worth
Representative: Paul H. Raymer Company

Personnel

General Manager: Fred R. Ripley
Program Director: Morton I. Blender
Promotion Manager: Virginia M. R. Benson
Educational Director: Mollie B. Cherry
Musical Director: Edwin F. Drew
Chief Engineer: John V. Ferr

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address: Anderson College
Studio Address: Anderson College, S. C.,
Clemson College, S. C.
Phone Numbers: 800, 1444
Transmitter Location: Anderson College
Time on the Air: 6 a.m.-12:05 a.m.
Newspaper Affiliation: Anderson Independent;
Daily Mail
News Service: INS
Transcription Service: C. P. MacGregor; World
Broadcasting System; also Lang-Worth

News Service: UP
Transcription Service: World
Representative: Free & Peters

Personnel

President-Station Manager: J. M. Rivers
Commercial Manager: Roland Weeks
Program Director: Russ Long
Traffic Manager: Gladys S. Monogue
Production Manager: T. Heyward Moore
Chief Announcer: John Ostrom
Publicity: Ann T. Finnell
Musical Director: Louise Wilkins
Chief Engineer: Wilbur Albee
(See Page 596)

Personnel

Owner: Wilton E. Hall
Commercial Manager: G. Paul Browne
Program Director: Randy Davison
Production Director: D. McCoy
Artists Bureau: Carroll Lee
Chief Engineer: Randy Davison

W T M A

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: 133 Church St., St. Andrews
Parish
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
News Service: AP
Transcription Service: Standard Radio &
Thesaurus

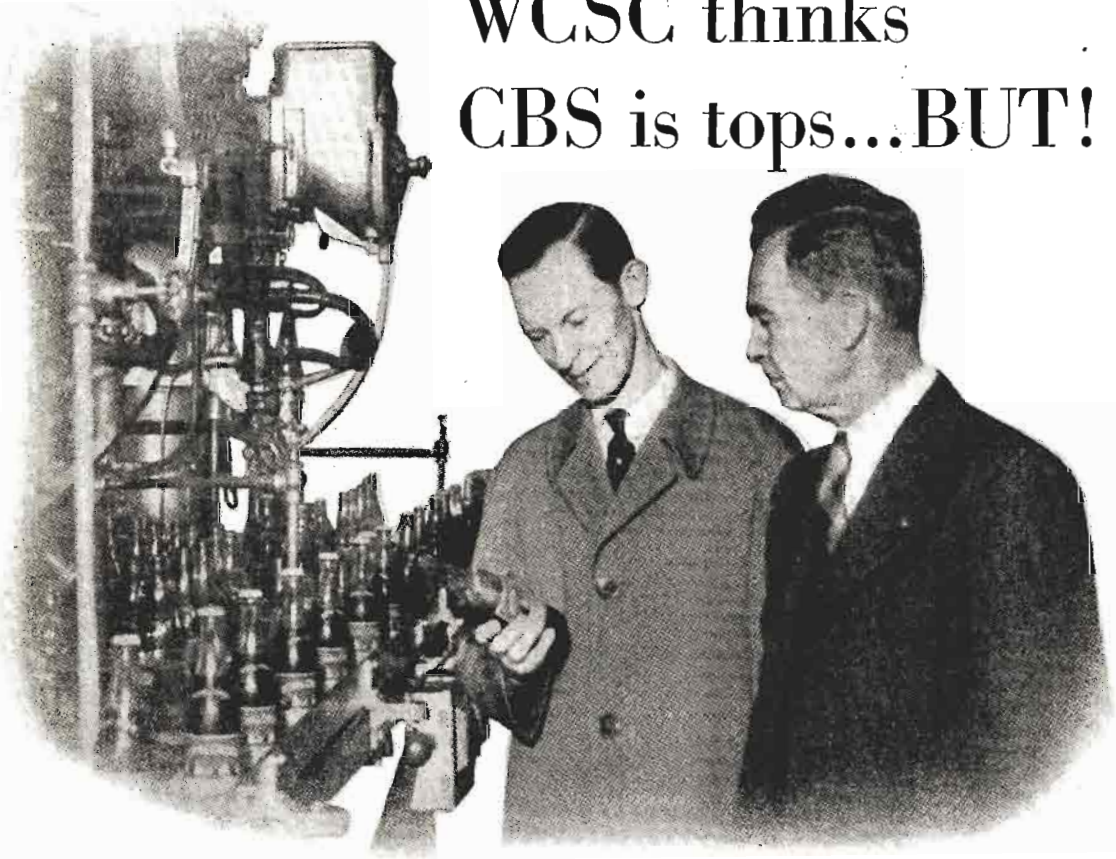
W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: John M. Rivers
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 12:05 a.m.

WCSC thinks CBS is tops...BUT!



Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball

to the middle-aged teams of local business firms. Johnny Ostrom is Charleston's "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, *successful* programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters



Personnel

Station Manager R. E. Bradham
 Commercial Manager..... W. P. Speight
 Program Director..... A. F. Witte
 Chief Engineer..... D. M. Bradham

●
W C O S

COLUMBIA—EST. 1939
 BLUE NETWORK

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 a.m. to midnight
 News Service AP
 Transcription Service..... Standard Radio
 Representative Howard Wilson

Personnel

President H. F. Kinscey
 General Manager..... W. C. Bochman
 Program Director..... Moody McElveen
 Record M.C. & Production... Dave Campbell
 Chief Engineer Harry Clippard

●
W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
 Owned By..... The Surety Life Insurance Company
 Operated By..... Radio Station WIS
 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.
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters, Inc.

Personnel

President..... Herman N. Hipp
 Station Manager..... G. Richard Shafto
 Commercial Manager..... J. D. Saumenig
 Program Director..... Ray A. Furr
 Production Manager-Chief
 Announcer Jack Peterson
 Chief Engineer..... Joseph Davenport

●
W K I X*

COLUMBIA

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By..... Inter-City Adv. Co.

* Construction Permit.

W O L S

FLORENCE—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Florence Broad-casting Co., Inc.

Operated By..... M. F. Schnibben
 Address..... 129 South Dargan
 Phone Number 48
 Transmitter Location..... Charleston Highway
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 10 p.m.

News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tanz

Personnel

Owner M. F. Schnibben
 Station Manager..... Nat L. Royster
 Program Director-Chief Announcer,
 Raymond Caddell
 Publicity Director..... Nat L. Royster
 Musical-War Program Director. Claude Putnam
 Chief Engineer Herman Hanks

●
W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By..... Greenville News Piedmont Co.

Address Poinsett Hotel
 Phone Number 362; 363
 Transmitter Location Gannt, S. C.
 Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation..... Greenville News;
 Greenville Piedmont

News Service UP
 Transcription Service..... NBC Thesaurus
 Representative: Weed & Co.; B. Frank Cook
 (Atlanta, Ga.)

Personnel

President Roger C. Peace
 Station Manager B. T. Whitmire
 Commercial Manager..... Robert Glass
 Program-Production Director... Alice Wyman
 Publicity Director..... Dr. Nicholas P. Mitchell
 Chief Announcer..... Charlie Davis
 Musical Director..... Marcia Wyche
 Chief Engineer..... W. C. Etheredge

●
W M R C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

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

. . . SOUTH CAROLINA . . .

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
 National Representative..Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
 Station Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Program-Musical Director.....James Klosky
 War Program Director.....Moddell Howell
 Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

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
 Chief Engineer.....E. C. Niemann

W R H I

ROCK HILL—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By.....York County Broadcasting Co.
 Address.....Rock Hill National Bank Bldg.
 Phone No.....294
 Time on Air.....Unlimited license
 News Service.....AP

Personnel

General Manager.....James S. Beatty, Jr.
 Commercial Manager.....Albert S. Drew
 Chief Engineer.....James S. Beatty, Jr.

W O R D

SPARTANBURG—EST. 1940

BLUE NETWORK

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

Owned-Operated By.....Spartanburg Advertising Company
 Address.....224 E. Main St.
 Phone Number.....2900
 Transmitter Location.....2½ miles Northeast of Spartanburg
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus

Personnel

Vice-President and General Manager,
 J. M. Bryan
 Station Manager.....Frank R. Knutti
 Chief Engineer.....Clyde Burdette

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Advertising Company

Address.....224 E. Main St.
 Phone Number.....2900
 Transmitter Location.....2½ miles Northeast of Spartanburg

Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated Music Publishers

Representative.....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
 Vice President-General Manager,
 Walter J. Brown
 Assistant General Manager,
 John W. Kirkpatrick
 Director of Public Relations..Roger A. Shaffer
 Program Director.....Harold B. Shaw
 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.....7:00 a.m. to 12 midnight;
 Sunday 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Keystone Broadcasting System

Personnel

President-Station Manager....Julius S. Brody
 V.-P.-Sec'y.....T. Doug Youngblood
 Commercial Manager.....T. Douglas
 Chief Engineer.....Neil Shubert

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

K A B R

ABERDEEN—EST. 1934

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Aberdeen Broadcast
Company
Address: 117½ South Main Street
Phone Number: 4626
Transmitter Location: Wylie Park
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Representative: The Walker Company

Personnel

President: H. C. Jewett, Jr.
Station, Commercial, Sales
Manager: A. A. Fahy
Program Director: Lois M. Clocksin
Chief Engineer: Delbert Hunt

K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts
Operated By: Ida A. McNeill
Address: 203 West Summit Ave.
Phone Number: 351
Transmitter Location: 203 West Summit Ave.
Time on the Air: 9:30 a.m. to sunset
News Service: UP
Transcription Service: Keystone Broadcast-
ing System
Representative: Cox & Tanz

Personnel

Director: Ida A. McNeill
Chief Engineer: Robert H. Dye

K O T A

RAPID CITY—EST. 1936

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Black Hills Broadcast
Company of Rapid City
Address: Alex Johnson Hotel
Phone Number: 2000
Transmitter Location: 3 miles South of Rapid
City
Time on the Air: 6 a.m. to 11 p.m. weekdays;
7 a.m. to 11 p.m. Sundays

News Service: UP
Transcription Service: Lang-Worth; Thesaurus;
Standard
Representative: The Walker Company

Personnel

President: Robert J. Dean
Station-Commercial Manager: Robert J. Dean
Program Director-Production
Manager: Rolf Hertsgard
Publicity Director: Ruth Miller
Artists Bureau Head: Ruth Miller
Chief Engineer: A. E. Griffiths
Chief Announcer: Carl Glenn
Musical Director: John E. Simpson
Director of War Programs: Lillian Ross
Sales Manager: Albert Ziegler

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: South Dakota State
School of Mines and Technology
Address: East St. Joseph Street
Phone Number: 1600
Transmitter Location: St. Joe Street and
Birch Avenue
Time on the Air: 1½ a.m. to 1 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Joseph P. Connolly
Station Manager: C. M. Rowe
Program Director: Scott Burril
Chief Engineer: E. E. Clark
(Non-Commercial Station)

K E L O

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Sioux Falls Broadcast
Assn., Inc.
Address: 317 So. Phillips Ave.
Phone Number: 757
Transmitter Location: Highway No. 12
Time on the Air: 10 a.m. to 12 midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Co.

Personnel

President Joseph Henkin
 Station Manager..... Morton Henkin
 Vice-President in Charge
 of Sales George R. Hahn
 Vice-President, Treasurer &
 Sales Promotion Manager..... S. Fantle, Jr.
 Program Director..... Verl Thomson
 Chief Engineer..... Max Staley

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sioux Falls Broad-
 cast Assn., Inc.
 Address 317 So. Phillips Ave.
 Phone Number..... 757
 Transmitter Location..... Highway No. 12
 Time on the Air..... 5:45 a.m. to local sunset
 News Service AP
 Transcription Service..... NBC Thesaurus
 Representative..... Howard H. Wilson Co.

Personnel

President..... Joseph Henkin
 Station Manager..... Morton Henkin
 Vice-President in Charge
 of Sales George R. Hahn
 Vice-President, Treasurer & Sales
 Promotion Manager S. Fantle, Jr.
 Chief Announcer..... Verl K. Thompson
 Musical Director Ted West
 Chief Engineer Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
 Owned-Operated By University of South
 Dakota
 Address..... Union Building
 Phone Number 601
 Transmitter Location..... Science Hall
 Time on the Air..... 3 p.m. to 6 p.m.; Sunday
 3:30 p.m. to 6 p.m.

Personnel

Station Manager..... Prof. Hale Aarnes
 Program Director..... Kenneth Christiansen
 Chief Engineer..... Steve Graff

K W A T

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By..... Midland National Life Insur-
 ance Company
 Operated By... Midland National Life Ins. Co.
 Address Watertown
 Phone Number 777
 Transmitter Location Watertown
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager..... F. L. Bramble
 Commercial Manager..... M. W. Plowman
 Chief Announcer..... Charles Chronister
 Chief Engineer..... Francis Alwin

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 IOWA BROADCASTING COMPANY

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By..... WNAX Broadcasting
 Co.
 Address Yankton
 Phone Number..... 443
 Transmitter Location..... Yankton
 Time on the Air..... 6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register &
 Tribune
 News Service AP; UP
 Transcription Service..... Standard Radio
 Representative The Katz Agency

Personnel

President..... Gardner Cowles, Jr.
 General Manager..... Don E. Inman
 Sales Promotion Manager..... James H. Allen
 Program Director..... Gene P. Loffler
 Director of War Programs..... Arthur J. Smith
 Production Manager..... Al Constant
 Musical Director..... Rex Hayes
 Chief Engineer..... Clifton M. Todd