

Directory of BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BIRMINGHAM.....	WAPI	1140—ST	5,000	WAPI Broadcasting Corp. Protective Life Bldg.	3-8116	NBC-Supp.	B. H. Hopson Fred Steele	Beatrice Wright J. L. Middlebrooks	Norman Craig A. T. Sears
	WBRC	930	1,000	Birmingham Broadcasting Co. Bankhead Hotel	3-9293	CBS	M. D. Smith, Jr. K. G. Marshall	W. A. Young J. C. Bell
	WSGN	1310	250—LS 100—N	R. B. Broyles Furniture Co. 2021-2nd Ave.	7-2184	Ormond O. Black	W. H. McCain F. X. Skinner
DECATUR.....	WMFO	1370—D	100	James R. Doss, Jr. Decatur	1010	James R. Doss, Jr. I. B. Byars	Ted R. Woodard J. G. Cobble
DOTHAN.....	WAGF	1370—D	250	Dothan Broadcasting Co. Box 25	1430	Julian C. Smith Fred C. Moseley	Sidney W. Spencer John T. Hubbard
GADSDEN.....	WJBY	1210	100	Gadsden Broadcasting Co. 108 So. 6th St.	88	J. W. Buttram J. W. Buttram	Charles Stone J. C. Vessels	Norman Craig
MOBILE.....	WALA	1380	1,000—LS 500—N	Pape Broadcasting Corp. A. T. & N. Bldg.	Dexter 5893	CBS	W. O. Pape W. O. Pape	Hubert Grant R. M. Cole
MONTGOMERY.....	WSFA	1410	1,000—LS 500—N	Montgomery Broadcasting Co. Jefferson Davis Hotel	Cedar 5880	CBS	Howard E. Pill Howard E. Pill	E. Caldwell Stewart L. B. Hallman, Jr.
SHEFFIELD.....	WMSD	1420	100	Muscle Shoals Broadcasting Corp. P. O. Box 688	634	Paul B. Cram Joe Van Sandt	Roberta Smith Paul B. Cram	Cox & Tanz
SELMA.....	WHBB	1500	100	Dr. Wm. J. Reynolds YMCA Bldg.	John S. Allen John S. Allen	John C. Hughes Geo. Fahrubel

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
JEROME.....	KCRJ	1310—SH	100	Chas. C. Robinson Clinkscale Bldg.	124-W
LOWELL.....	KSUN	1200	100	Copper Electric Co. Lowell	Bisbee 9	Carlton W. Morris	R. B. Thompson	Walter Biddick
PHOENIX.....	KOY	1390	1,000—LS 500—N	Nielsen Radio & Sporting Goods Co. 621 North Central	3-2171	Earl A. Nielsen Earl A. Nielsen	John R. Williams Herschel Rawls
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg.	4-4161	NBC-Supp.	Richard O. Lewis J. R. Heatb	J. Howard Pyle A. C. Anderson	John Blair
TUCSON.....	KGAR	1370	250—LS 100—N	Tucson Motor Service Co. 142 S. Sixth Ave.	2929	Frank Z. Howe Frank Z. Howe	Harvey E. Davis Clifford Livingston	Walter Biddick
	KVOA	1260	500	Arizona Broadcasting Co. P. O. 2888	3703	King Whyte King Whyte	Carl C. Hickman Leonard Nalley	Walter Biddick
YUMA.....	KUMA	1420—SH	100	Albert H. Schermann 4th Ave. & 8th St.	88	E. N. Sturdivant E. N. Sturdivant	E. N. Sturdivant Clifford E. Miller	Walter Biddick

ARKANSAS

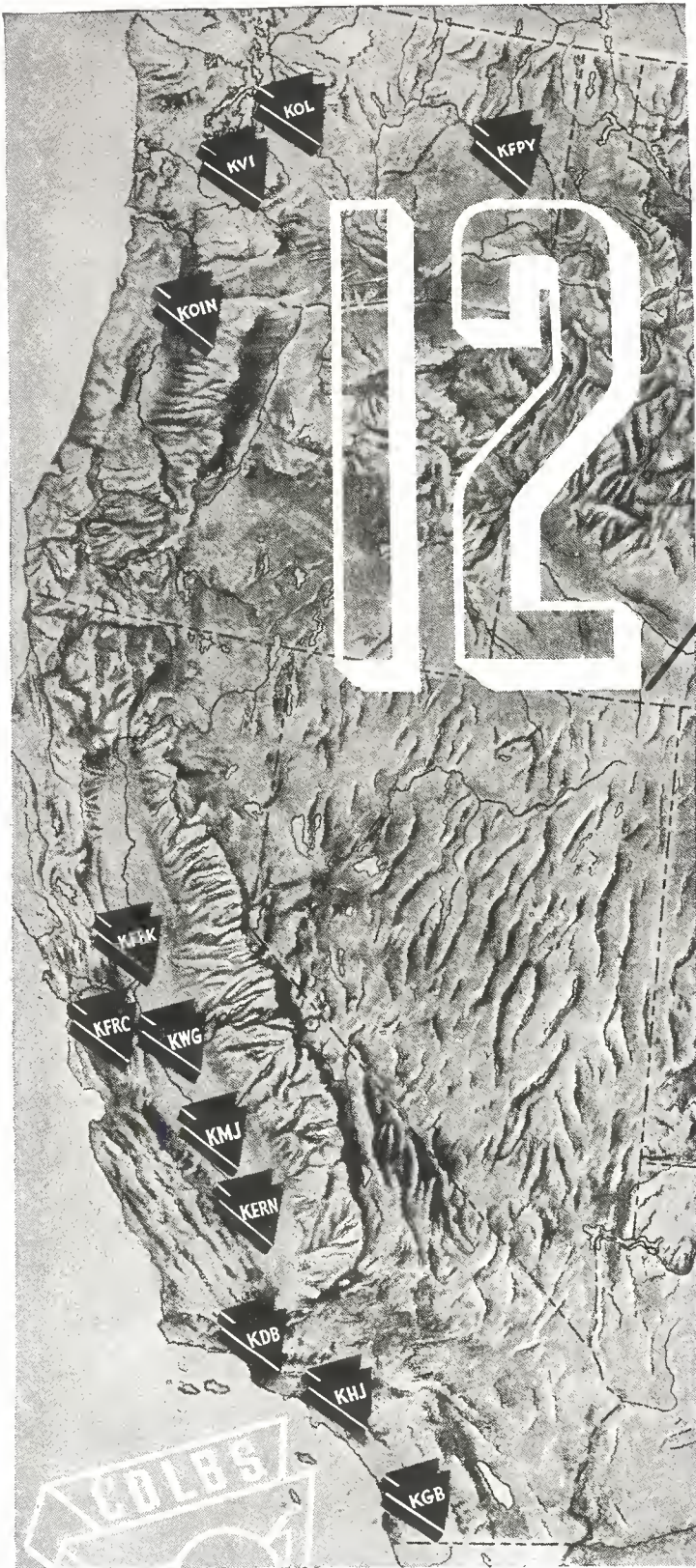
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BLYTHEVILLE.....	KLCN	1290—D	100	Charles Leo Lintzenich Blytheville	119	C. L. Lintzenich William Secoy	William Secoy C. L. Lintzenich
EL DORADO.....	KELD	1370	100	T. H. Barton P. O. Box 610	1313	F. E. Bolts F. E. Bolts	Gladys Morgan Charles Mathis
FAYETTEVILLE.....	KUOA	1260—D	1,000	John Brown University Sloom Springs, Ark.	422	Marc A. Stice Marc A. Stice
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel	4106	J. F. Willson J. Barry	Dorothy Gibson Willard Doan
HOT SPRINGS.....	KTHS	1040 SA 1060—LS	10,000	Hot Springs Chamber of Commerce 135 Benton St.	213	NBC-Supp.	Douglas Hotchkiss Ardeh Annen	Alex Kearsy J. M. McDonald
JONESBORO.....	KBTM	1200—D	100	Beard's Temple of Music Jonesboro	433	Jay P. Beard Jay P. Beard	James A. Barber Harold L. Kimsey
LITTLE ROCK.....	KARK	890	500—LS 250—N	Arkansas Radio & Equipment Co. National Standard Life Bldg.	4-1265	Howard A. Shuman C. K. Beaver	Art Taylor Dan Winn	George Roesler
	KGHI	1200	250—LS 100—N	Arkansas Broadcasting Co. Pyramid Life Bldg.	9166	R. G. Terrill James McKrell	Thomas Jacobs Arthur Beem	Jackson & Moore
	KLRA	1390	2,500—LS 1,000—N	Arkansas Broadcasting Co. 115 W. 4th St.	5427	CBS	S. C. Vinsonbaler S. C. Vinsonbaler	Aleene Ables K. F. Tracy	Jackson & Moore Norman Craig
PINE BLUFF.....	KOTN	1500—D	100	Universal Broadcasting Corp. Hotel Pines	900	B. J. Parrish R. W. Etter	Miss Hallie Matthey J. R. Whitworth
TEXARKANA.....	KCMC	1420	100	North Mississippi Broadcasting Corp. Texarkana Nat'l Bank Bldg.	958

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CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BAKERSFIELD.....	KERN	1370	100	Bee Bakersfield Broadcasting Co. The Elk's Club	5700	CBS-Don Lee	N. R. McLaughlin	Lloyd Martin	
	W6XAI	1550	1,000	Pioneer Mercantile Co. Box 1709	4500	F. G. R. Schamblin E. McCaffrey	C. Sturm R. D. Lemert	Walter Biddick
BERKELEY.....	KRE	1370	250—LS 100—N	First Congressional Church 2337 Shattuck Ave.	7713	Arthur Westlund Arthur Westlund	Jack Bennett Gordon Morrison	
BEVERLY HILLS....	KMPC	710—L	500	Beverly Hills Broadcasting Corp. 9631 Wilshire Blvd.	Woodbury 61166	So. Calif.	Dick Connor Lysle Sheldon	Baron Von Egidy Edward Ruggles	
CHICO.....	KHSL	950—D	250	Golden Empire Broadcasting Co. Golden Empire Bldg.	237	Harold Smithson Harold Smithson	Harold Smithson Charles Sherwine	
DEL MONTE.....	KDON	1210	100	Richard Field Lewis 410 Mills Bldg., San Francisco	Allen Griffin Reed Pollack	Howard Walters R. F. Lewis, Jr.	Walter Biddick
EL CENTRO.....	KXO	1500	100	E. R. Irey & F. M. Bowles 793 Main St.	1100	F. M. Bowles F. M. Bowles	F. M. Bowles E. R. Irey	Walter Biddick
EUREKA.....	KIEM	1210 CP 1450	100 CP 500	Redwood Broadcasting Co. Vance Hotel	93	H. H. Hanseth Wm. B. Smullin	Clifton Johnson	MacGregor & Sollie
FRESNO.....	KMJ	580	1,000—LS 500—N	James McClatchy Co. Van Ness and Calaveras Sts.	3-5221	CBS-Don Lee	G. L. Engstrom R. A. Wegener	Irvin Dickinson	Joseph McGillyvra Walter Biddick
GLENDALE.....	KIEV	850—D	250	Cannon System, Ltd. 701 E. Broadway	Douglas 3010	L. W. Peters L. W. Peters	Leslie Adams Ed. Olds	
LONG BEACH.....	KFOX	1250	1,000	Nichols & Warinner, Inc. 220 E. Anaheim St.	672-81	So. Calif.	Hal G. Nichols L. W. McDowell	Hal G. Nichols L. B. Weston	
	KGER	1360	1,000	Consolidated Broadcasting Corp. 605 So. Broadway, Los Angeles	Madison 2551	H. Wadsworth Cole H. Wadsworth Cole	Ted Gailey Jay Tapp	
LOS ANGELES..... (Hollywood)	KECA	1430	1,000 CP 5,000—LS	Earle C. Anthony, Inc. 1000 S. Hope St.	Richmond 6111	NBC-Pacific (Blue)	H. L. Shillinglaw Carl Haverlin	Glenn R. Dolberg C. W. Mason	Edward Petry
	KEHE	780—ST	1,000—LS 500—N	Evening Herald Publishing Co. 214 South Vermont Ave.	Exposition 1341	George Martinson George Martinson	Mayfield Kaylor C. J. Juneau	Hearst Radio
	KFAC	1300	1,000	Los Angeles Broadcasting Co. 645 S. Mariposa	Fitzroy 1231	C. J. Smith C. J. Smith	Robert Swan J. H. Brown	
	KFI	640	50,000	Earle C. Anthony 1000 S. Hope St.	Richmond 6111	NBC-Pacific (Red)	H. L. Shillinglaw Carl Haverlin	Glenn R. Dolberg H. L. Blatterman	Edw. Petry
	KFSG	1120—ST NC	1,000—LS 500—N	Echo Park Evangelistic Assn. 1100 Glendale Blvd.	Exposition 1141	Chas. W. Walkem	Esther M. Fricke Maurice E. Kennedy	
	KFVD	1000—L	250	Los Angeles Broadcasting Co. 645 S. Mariposa Ave.	Fitzroy 1231	Calvin J. Smith C. E. Watts	Robert Swan J. H. Brown	
	KFWB	950	2,500—LS 1,000—N CP 5,000—LS	Warner Bros. Broadcasting Corp. 6425 Hollywood Blvd.	Hollywood 0315	So. Calif.	Gerald King C. C. Mittendorf	Jack Joy Leslie G. Hewitt	Free & Sleininger
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St.	Prospect 7788	B. S. McGlashan H. Duke Haxcock	Al Warner I. R. Calbert	
	KHJ	900	1,000—N 5,000—LS	Don Lee Broadcasting System 7th & Bixel Sts.	Vandike	CBS-Don Lee	C. Ellsworth Wylie Bert Phillips	William N. Goodwin Harold G. Peery	Radio Sales
	KMTR	570	1,000	KMTR Radio Corp. 915 N. Formosa St.	Hillside 1161	Tex Rickard Tex Rickard	Elsey Horner Carrol Hauser	Walter Biddick
KNX	1050	50,000	Western Broadcast Co. 6939 Sunset Blvd.	Hollywood 3101	Western	Naylor Rogers Carl Nissen	Leonard Cox K. G. Ormiston	John Blair	
	KRKD	1120—ST	2,500—LS 500—N	Radio Broadcasters, Inc. 815 Spring Arcade Bldg.	Madison 2281	V. G. Freitag V. G. Freitag	Harry Geise Howard DeLong	
MODESTO.....	KTRB	740—D	250	McTammany & Bates McHenry Ave.	774	T. R. McTammany A. H. Besecker	Tom Strother W. B. Bales	
OAKLAND.....	KLS	1440—D	250	Warner Bros. 2201 Telegraph Ave.	Higate 1212	S. W. Warner		
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower	Lakeside 6000	P. D. Allen H. N. Smith	C. Lloyd R. S. Smith	
	KROW	930	1,000	Educational Broadcasting Corp. 1803 Franklin St.	Glencourt 6774	H. P. Drey Harry Phillips	Scott Weakley C. E. Downey	
	KSFO	560	1,000	(See San Francisco)					
PASADENA.....	KPPC	1210—ST NC	50	Pasadena Presbyterian Church 585 E. Colorado St.	Terrace 2193	David Black	N. V. Parsons N. V. Parsons	
SACRAMENTO.....	KFBK	1490	5,000	James McClatchy Co. 708 "I" St.	Main 8700	CBS-Don Lee	G. C. Hamilton Howard Lane	N. D. Webster	Walter Biddick
SAN BERNARDINO.	KFXM	1210—ST	100	Lee Bros. Broadcasting Co. 512 5th St.	4761	So. Calif.	J. C. Lee E. W. Lee	Howard Baichly Paul Oard	Kasper-Gordon Walter Biddick
SAN DIEGO.....	KFSD	600	1,000	Airfan Radio Corp., Ltd. U. S. Grant Hotel	Franklin 6353	NBC-Pacific (Blue)	Tom Sharpe John O. Van Keuren	Harry DeLasaux Glen Litten	NBC
	KGB	1330	1,000 CP 2,500—LS	Don Lee Broadcasting System 1012 First Ave.	Franklin 6151	CBS-Don Lee	Harry W. Witt Roger K. Huston	Arthur Linkletter Ray W. Mort	Radio Sales



Great MARKETS

OF THE PACIFIC COAST

with ONE PROGRAM
ONE NETWORK
ONE COST

Los Angeles	KHJ	Bakersfield	KERN
San Francisco	KFRC	Stockton	KWG
San Diego	KGB	Portland	KOIN
Santa Barbara	KDB	Spokane	KFPY
Fresno	KMJ	Tacoma	{ KVI
Sacramento	KFBK	Seattle }	{ KOL

Combined they represent . . .

81% of the Population

81% of the Families

84% of the Radio Homes

of
CALIFORNIA, OREGON, WASHINGTON.

. . . each is served locally by a COLUMBIA
DON LEE NETWORK STATION . . .
making it possible for the advertiser to
completely blanket the *Three Pacific Coast
States with Intensive Coverage* . . .

COLUMBIA DON LEE BROADCASTING SYSTEM



KHJ . . . KFRC . . . KGB . . . KDB . . . KERN . . . KMJ . . . KWG . . . KFBK . . . KOIN . . . KVI . . . KOL . . . KFPY
Affiliated with COLUMBIA BROADCASTING SYSTEM . . . Representatives RADIO SALES INC., New York, Chicago, Detroit

C. Ellsworth Wylie, General Sales Mgr., 7th and Bixel Sts., Los Angeles.
San Francisco Office, 1000 Van Ness Ave.

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CALIFORNIA—(Continued)

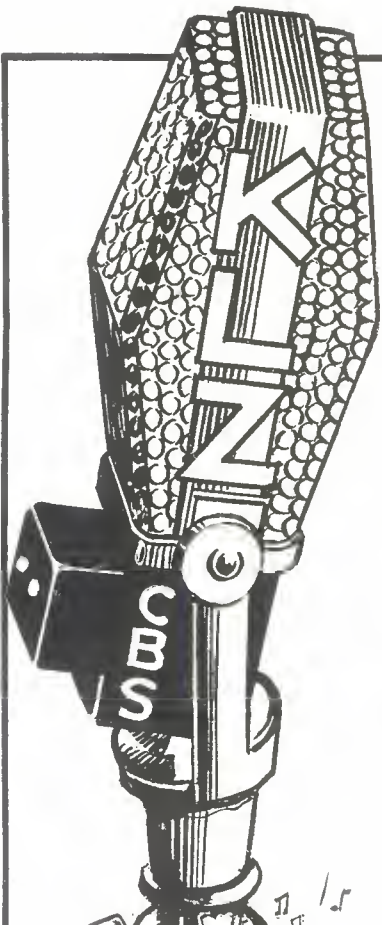
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SAN FRANCISCO ...	KFRC	610	5,000—LS 1,000—N	Don Lee Broadcasting System 1000 Van Ness Ave.	Prospect 0100	CBS- Don Lee	Harrison Holliday Owens V. Dresden	John Van Nostrand Alan Cormack	Radio Sales
	KGGC	1420—SH	100	Golden Gate Broadcasting Co. 230 Eddy St.	Ordney 8963	Wm. McGill Wm. McGill	Andrew Potter Andrew Mitchell
	KGO	790	7,600	National Broadcasting Co. 111 Sutter St.	Sutter 1920	NBC-Pacific (Blue)	Don E. Gilman Harry Anderson	L. S. Frost A. H. Saxton	NBC
	KJBS	1070—L	500	Julius Brunton & Sons Co. 1380 Bush St.	Ordney 4148	No. Calif.	Ralph R. Brunton C. E. Coveny	H. H. Wickersham J. E. Burrell	George Roesler
	KPO	680	60,000	National Broadcasting Co. 111 Sutter St.	Sutter 1920	NBC-Pacific (Red)	Don E. Gilman Harry Anderson	L. S. Frost A. H. Saxton	NBC
	KSFO	560	1,000	Associated Broadcasters, Inc. Russ Bldg.	Garfield 4700	Western	Philip G. Lasky Philip G. Lasky	J. C. Morgan R. V. Howard	John Blair
KYA	1230	1,000	Pacific Broadcasting Corp. Hearst Bldg.	Douglas 2636	NBC-Pacific	Edward McCallum M. E. Roberts	Harry Rogers Paul Schulz	Hearst Radio	
SAN JOSE.....	KQW	1010	1,000	Pacific Agricultural Foundation, Ltd. 87 E. San Antonio St.	Ballard 2616	No. Calif.	H. O. Fiebig H. O. Fiebig	Joy Storm Harry Saine	George Roesler
SANTA ANA.....	KVOE	1600	100	Voice of the Orange Empire, Ltd. 3rd & Sycamore St.	4900	Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Wallace S. Wiggins
SANTA BARBARA...	KDB	1500	100	Santa Barbara Broadcasters, Ltd. 17 E. Haley St.	21427	CBS- Don Lee	Frank C. McBride Ben Sanders	Ralph Priest Robert C. Moody	Radio Sales
STOCKTON.....	KGDM	1100—D	1,000	E. F. Peffer 42 S. California St.	795	A. H. Green A. H. Green	Walter Biddick
KWG	1200	100	Portable Wireless Telephone Co. Medico-Dental Bldg.	580-J	CBS- Don Lee	Bernard E. Cooney Bernard E. Cooney	George Ross Vernon L. Harvey	

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALAMOSA.....	KGIW	1420—SH	100	Leonard E. Wilson Box 26	26	D. E. Bennett D. E. Bennett	D. E. Bennett W. M. Thomas
COLORADO SPRINGS.....	KVOR	1270	1,000	S. H. Patterson Antlers Hotel	Main 278	CBS Colorado	S. H. Patterson Lou Kiplinger	Miss V. La Hay H. C. Strang
DENVER.....	KFEL	920—ST	600	Eugene P. O'Fallon, Inc. Albany Hotel	Keystone 0178	Colorado	Gene O'Fallon Gene O'Fallon	Frank Bishop J. P. Veatch
	KLZ	560	1,000 CP 5,000—LS	Reynolds Radio Corp. 17th & Lincoln	Main 4271	CBS	J. I. Meyerson F. W. Meyer	Arthur Wuth T. A. McClelland	E. Katz
	KOA	830	50,000	National Broadcasting Co. 1625 California St.	Main 6211	NBC-Supp.	A. E. Nelson A. E. Nelson	C. C. Moore R. H. Owen	NBC
	KPOF	880—ST NC	600	Pillar of Fire 1846 Champa St.	Tabor 3733	Arthur White
KVOD	920—ST	500	Colorado Radio Corp. Albany Hotel	Keystone 0178	Colorado	W. D. Pyle Gene O'Fallon	Frank Bishop W. D. Pyle	
DURANGO.....	KIUP	1370	100	C. Guy Shepard 2800 Main St.	Radio	J. B. Barclay B. F. Turner	Dr. S. Boyd Calkins D. V. Tostenson
GRAND JUNCTION..	KFXJ	1200	250—LS 100—N	Western Slope Broadcasting Co. Hillcrest Manor	126	Colorado	Rex Howell Charles Howell
GREELEY.....	KFKA	880—ST	1,000—LS 600—N	Mid-Western Radio Corp. Box 735	450	H. E. Green H. E. Green	H. E. Green George Pogue	A. T. Sears
LAMAR.....	KIDW	1240—SH	100	Lamar Broadcasting Co. 129 W. Elm St.	16	Fred Miles R. G. Snead	R. G. Snead Fred Mendenhall
PUEBLO.....	KGHF	1320	500	Curtis P. Ritchie 113 Broadway	3877	Colorado	J. H. McGill S. E. DeWitt	Robert Freed George Ikelman
STERLING.....	KGEK	1200—SH	100	Elmer G. Beehler Sterling	679	Mary Beehler E. G. Beehler	L. M. Brammett E. G. Beehler

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRIDGEPORT.....	WICC	600—SH	1,000—LS 500-N	Southern Conn. Broadcasting Corp. Hotel Stratfield	6-1121	CBS- Yankee	Joseph Lopez C. W. Phelan	Joseph Lopez George W. Ray
HARTFORD.....	WDRC	1330	5,000—LS 1,000—N	WDRC, Inc. 11 Asylum St.	7-1188	CBS- Yankee	Franklin M. Doolittle William F. Malo	Sterling V. Couch Italo Martino	Free, Johns & Field
	WTIC	1060—ST SA 1040-U	50,000	Travelers Broadcasting Service Corp. 26 Grove St.	2-3181	NBC-Red New England	Paul W. Morency James F. Clancy	T. C. McCray J. C. Randall	New England
	WTHT	1200—D (Construction Permit Only)	100	Hartford Times, Inc. Hartford
NEW BRITAIN.....	WNBC	1380—D	250	William J. Sanders 147 Main St.	240	Richard W. Davis Richard W. Davis	Harold L. Goodwin Rogers B. Holt
NEW HAVEN.....	WELI	900—D	500	Patrick J. Goode 221 Orange St.	8-1133	James Milne Richard W. Davis	Malcolm S. Parker James G. Keyworth
STORRS.....	WCAC	600—SH NC	500	Connecticut State College Campus	820	Daniel E. Noble	Daniel E. Noble Daniel E. Noble



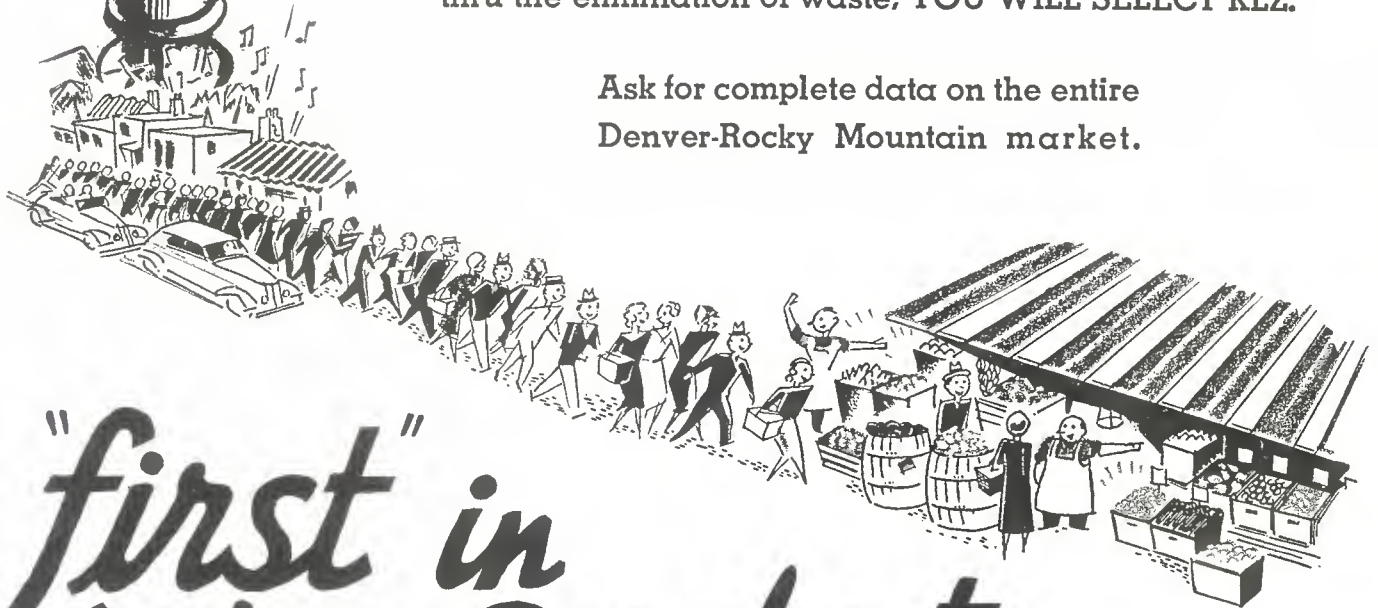
Sales with Savings!

By their own statements—76.1% of the total sales of Denver jobbers in all lines, are concentrated within the KLZ Primary Area.

Within this area, "KLZ IS FIRST IN AUDIENCE POPULARITY". KLZ RATES ARE BASED ON COVERAGE OF THIS AREA ONLY. This combination assures maximum results at the lowest possible cost.

If you like the ringing of cash registers as a regular accompaniment to your radio programs, plus savings thru the elimination of waste, YOU WILL SELECT KLZ.

Ask for complete data on the entire Denver-Rocky Mountain market.



"first" in Audience Popularity

NATIONAL REPRESENTATIVES
E. KATZ SPECIAL ADVERTISING AGENCY
NEW YORK CHICAGO KANSAS CITY
DALLAS ATLANTA SAN FRANCISCO DETROIT

KLZ DENVER

"The Pioneer Broadcasting Station of the West"

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WATERBURY.....	WATR	1190—L	100	The WATR Co., Inc. 47 Grand St.	3-5161	Yankee	Harold Thomas Samuel L. Elman	George Duffy Norman Blake
	W1XBS	1530	1,000	American-Republican, Inc. 136 Grand St.	3-1125	Inter-City	Erwin J. Frey Erwin J. Frey	David H. Halpern Sydney Warner

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WILMINGTON.....	WDEL	1120	500—LS 250—N	WDEL, Inc. 10th & King Sts.	7268	Inter-City	J. Gorman Walsh J. Gorman Walsh	Ed. Browning J. E. Mathiot
	WILM	1420—ST	100	Delaware Broadcasting Co. 920 King St.	7268	J. Gorman Walsh J. Gorman Walsh	Ed. Browning J. E. Mathiot

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WASHINGTON.....	WJSV	1460	10,000	Old Dominion Broadcasting Co. Earle Bldg.	Met. 3200	CBS	Harry C. Butcher A. D. Willard, Jr.	T. W. Church Lester H. Bowman	Radio Sales
	WMAL	630	500—LS 250—N	National Broadcasting Co., Inc. National Press Bldg.	District 0300	NBC-Blue	K. H. Berkeley V. F. Callahan	K. H. Berkeley A. E. Johnson	NBC
	WOL	1310	100	American Broadcasting Co. Annapolis Hotel	Met. 0012	Inter-City	Le Roy Mark Wm. B. Dolph	Madeline Ensign H. H. Lyon
	WRC	950	1,000—LS 500—N	National Broadcasting Co., Inc. National Press Bldg.	District 0300	NBC-Red	K. H. Berkeley V. F. Callahan	K. H. Berkeley A. E. Johnson	NBC

FLORIDA

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CLEARWATER-ST. PETERSBURG	WFLA- WSUN	620	5,000—LS 1,000—N	Clearwater & St. Petersburg Chambers of Commerce Tarr Bldg., Tampa	Tampa H-1357	NBC-Supp.	W. Walter Tyson (WFLA) M. M. Deaderick (WSUN)	Bert A. Arnold, Jr. Joe H. Mitchell	NBC
DAYTONA BEACH...	WMFJ	1420	100	W. Wright Esch 126 Magnolia Ave.	91	W. Wright Esch W. Wright Esch	A. B. Esch W. Wright Esch
GAINESVILLE.....	WRUF	830—L	5,000	University of Florida Campus	1000	Garland Powell	Russell McCaughan F. B. Duncan
JACKSONVILLE.....	WJAX	900	5,000—LS 1,000—N	City of Jacksonville Waterworks Park	5-5821	NBC-Supp.	Thos. C. Imeson John T. Hopkins	John T. Hopkins John T. Hopkins
	WMBR	1370	100	Florida Broadcasting Co. Carling Hotel	5-4387	CBS	Frank King Glenn Marshall	Marie Elliott Jack Greene	Paul Raymer
LAKELAND.....	WLAK	1310 (Construction Permit Only)	100	Lake Region Broadcasting Co. Lakeland
MIAMI.....	WIOD	1300	1,000	Isle of Dreams Broadcasting Corp. News Tower	3-1113	NBC-Supp.	Jesse H. Jay Charles T. Coffin	Jesse H. Jay Milton C. Scott, Jr.	Wilbur Babcock
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg.	2-6121	CBS	F. W. Borton Norman MacKay	Norman MacKay Ralph Nulsen	Norman Craig Furgason & Aston
ORLANDO.....	WDBO	580	250 SA 1,000	Orlando Broadcasting Co. Ft. Gatlin Hotel	6181	CBS	H. P. Danforth H. P. Danforth J. E. Yarbrough
PENSACOLA.....	WCOA	1340	500	Pensacola Broadcasting Co. San Carlos Hotel	2159	CBS	G. R. Bose R. Powell	F. Bruno B. B. Hayford	G. Katz
TAMPA.....	WDAE	1220	1,000 SA 2,500—LS	Tampa Times Co. Tampa Terrace Hotel	M-1818	CBS	L. S. Mitchell L. S. Mitchell	K. W. Skelton W. P. Moore	Free, Johns & Field
TALLAHASSEE.....	WTAL	1310	100	Florida Capitol Broadcasters Tallahassee	1310-R	Chas. L. Boykin Chas. L. Bohkin	Richard Kingston Robert H. Reid
WEST PALM BEACH..	WJNO	1200 (Construction Permit Only)	100	Hazlewood, Inc. W. Palm Beach

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	Americus Broadcast Corp. Alhany Theatre Bldg.	165	G. E. Gautney G. O. Sowell	H. Harris M. F. Adams, Jr.
ATHENS.....	WTFI	1450	500	Liberty Broadcasting Co. 133 Washington	1741	A. Linn Brannen Vernon Cheek
ATLANTA.....	WATL	1370	100	Atlanta Broadcasting Co. Volunteer Life Bldg.	Walnut 4377	J. W. Woodruff Porter Smith Frank Parkins
	WGST	890	1,000—LS 500—N CP-1000-N	Georgia School of Technology Ansley Hotel	Walnut 8441	CBS	W. H. Summerville W. H. Summerville	Frank Gaither C. H. Rogers	Norman Craig Jackson & Moore
	WSB	740	50,000	The Atlanta Journal Biltmore Hotel	Hemlock 1045	NBC-Supp.	Lambdin Kay John M. Outler, Jr.	Roy McMillan C. F. Daugherty	Edw. Petry
AUGUSTA.....	WRDW	1500	100	Augusta Broadcasting Co. 10th & Broad Sts.	2976	J. J. Powell J. E. Reynolds	R. J. Armstrong, Jr. Harvey Adernoid



.. only **WTIC** covers this rich section of New England

Note the impressive number of important cities in the WTIC communities. Hartford with a population of 164,072. New Haven, 162,655. Springfield, 149,900. Bridgeport, 146,716. Waterbury, 99,902.

A total population in the primary coverage area of 1,580,000. 680,000 additional in the secondary coverage area (Jansky & Bailey survey figures). All in an area less than 100 miles square.

Buying power is high in the WTIC Communities. For example, per capita savings bank deposits are \$580.00 against a U. S. average of \$81.00. By every standard, here is America's No. 1 Test market.

WTIC offers the one way to reach this prosperous section of New England at small cost. Talent is available for skillful staging of any type of program. Full particulars on request.

WTIC



50,000 WATTS HARTFORD, CONN.

The Travelers Broadcasting Service Corporation.

Member New England and NBC-WEAF Networks

Paul W. Morency, General Mgr.

James F. Clancy, Business Mgr.

New York office, 220 East 42nd Street—J. J. Weed, Manager

Chicago office, 203 N. Wabash Avenue—C. C. Weed, Manager

BROADCASTING • Broadcast Advertising

1936 Yearbook Number • Page 43

HIGHLIGHTS OF

WLS PERSONAL APPEARANCE UNITS



2,148,420 ATTENDANCE

WLS artists theatre units played 733 engagements in 1935; shattered 104 all-time attendance records.

WLS NATIONAL BARN DANCE



400,000 PAID ADMISSIONS

Since April 12, 1932 more than 400,000 persons have paid to see the Saturday night WLS National Barn Dance at the 8th Street Theatre in Chicago.

WLS XMAS PARTY FOR NEEDY CHILDREN



WLS MAIL RESPONSE



1,300,312 LETTERS

Exceeding all previous mail records, WLS in 1935 received more than 1,300,000 listeners' letters.

WLS HARVEST FESTIVAL



25,693 ATTENDED

Chicago's vast International Amphitheatre housed the 1935 WLS Harvest Festival. 25,693 attended.

75,000 PAID SUBSCRIPTIONS

The new WLS-Prairie Farmer Radio Weekly keeps 75,000 families posted on WLS doings.



1935

OUR PLEDGE FOR 1936

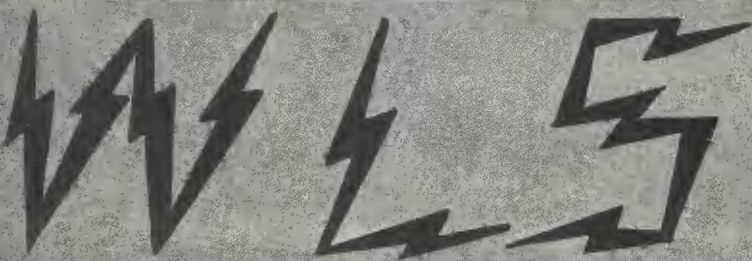
To present such programs and promote such projects as are in the public interest, that our service to listeners may be greater and profits to advertisers increased.

WLS SPOT-STATION ADVERTISERS 1935

Acme Feeds, Inc.	*	Gardner Nursery Co.	**	Olds Motor Works	*
Acme White Lead & Color Works	***	General Motors Corp.	*	Olson Rug Co.	*****
Akron Lamp Co., The	****	Geppert Studios	***	Oshkosh Overall Co.	*
Alter Co., Harry, The	*	Gillette Rubber Co.	***	Oyster Shell Products Corp.	*
Altorfer Brothers Co.	*	Gold Dust Corp.	*	Pathfinder Magazine	**
American Gas Machine Co.	*	Goodrich Gamble Co.	**	Pennsylvania Salt Mfg. Co.	****
American Radiator Co.	*	Griffin Mfg. Co., Inc.	*	Princess Pat Ltd.	***
Armstrong Paint & Var. Co.	*	Hamlin's Wizard Oil Co.	*****	Procter & Gamble Co.	**
Ball Brothers Co.	****	Hansen's Lab., Inc., Chris	**	Purina Mills	***
Bernard Perfumers	**	Hemphill Diesel Eng. School	*	Railway Express Agency	*
Bonnett-Brown Corp.	*	Horse & Mule Ass'n. of America	**	Rap-In-Wax Paper Co.	**
Borden Co., The	*	Illinois Agricultural Ass'n.	***	Reliance Mfg. Co.	****
Burgess Seed & Plant Co.	*	Illinois Bottled Gas Co.	****	Reo Motor Car Co.	***
Campbell Cereal Co.	*****	Interstate Nurseries	***	Research Product Corp.	*
Carter Medicine Co.	**	Jel-Sert Co., The	**	Rucker, E. H.	**
Chappel Brothers, Inc.	*	Jersey Creme Co.	*	Rural Progress Magazine	*
Chevrolet Motor Co.	****	Johnson Motor Co.	*	Scott & Bowne	**
Chicago Coal Merchants Ass'n.	*	Jordan Clothing Co.	*	Sears Roebuck & Co.	*****
Chicago Gold Smelting & Refining Co.	*	Jung Seed Co., J. W.	*****	Slingerland Drum Co.	***
Chicago Milwaukee St. Paul & Pacific R.R.	*	Justrite Mfg. Co.	**	Smith Brothers, Inc.	****
Commander-Larabee Corp.	**	Kalamazoo Stove Co.	***	Snow Studios, Virginia	****
Conkey, G. E. Co., The	***	Keystone Steel & Wire Co.	***	So-Lo Works	*
Corn Belt Hatcheries	****	Kitchen Art Foods, Inc.	***	Stanco, Inc.	***
Coyne Electrical School	****	Lancaster Seed Co.	***	Standard Chemical Co.	*
Creosoted Pine Post Ass'n.	*	Lehon Co., The	**	Sterling Casualty Ins. Co.	*
Curtiss Candy Co.	*****	Life Soap Co.	**	Standard Milling Co.	**
Delta Coal Mining Co.	*	Litsinger Motor Co.	**	Steele-Wedeles Co.	**
Drug Trade Products, Inc.	***	Little Crow Milling Co.	*	Texas Co., The	*
Duffy-Mott Co., Inc.	*	McConnon & Co.	**	U. S. Rubber Co.	*
Educator Biscuit Co.	*	Mantho-Kreoamo Co.	**	Union Pacific Railroad	*
Evans Fur Co.	****	Mantle Lamp Co.	*****	United Drug Co.	**
Feature Foods, Inc.	*	Miles Laboratories, Inc.	****	Universal Battery Co.	*
Ferris Nursery, Earl	*****	Morrell & Co., John	**	Utica Knitting Co.	*
Foley & Co.	**	Morton Salt Co.	****	Velvetone Co.	*
Ford Motor Co.	**	Murphy Products Co.	*****	Walker Remedy Co.	***
Gardex, Inc.	*	National Ass'n. of Master Plumbers	*	Washington Boxed Apple Bureau	*
		Northwestern Yeast Co.	***	Wertheimer Cattle Co.	**
		Numismatic Co.	**	Western Railroads	*
				Willard Tablet Co.	****

* Each asterisk indicates one year on WLS.

They know



50,000 WATTS CHICAGO CLEAR CHANNEL
BURRIDGE D. BUTLER, Pres. • GLENN SNYDER, Manager

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
COLUMBUS.....	WRBL	1200	100	WRBL Radio Station Royal Theatre	4300	J. W. Woodruff Jr. J. W. Woodruff Jr.	Chas. Richardson B. G. Lowery
GRIFFIN.....	WKEU	1500—D	100	Radio Station WKEU Hotel Griffin	177	A. W. Marshall, Jr. J. R. Cagle	A. W. Marshall, Jr. James Wilder	Aerial Publicizing
MACON.....	WMAZ	1180—L	1,000	Southeastern Broadcasting Co. 211 Cotton Ave.	3131	E. K. Cargill Frank Crowther	Mrs. H. G. Williams Geo. P. Rankin, Jr.	Free, Johns & Field
ROME.....	WRGA	1500	250—LS 100—N	Rome Broadcasting Corp. Nat'l City Bank Bldg.	1995	John H. Quarles John H. Quarles	James Kirby J. M. Burke
SAVANNAH.....	WTOG	1260	1,000	Savannah Broadcasting Co. DeSoto Hotel	2-0127	CBS	W. T. Knight, Jr. W. T. Knight, Jr.	Dwight J. Bruce James R. Donovan	Paul Raymer
THOMASVILLE.....	WPAX	1210	100 CP 250—LS	H. Wimpy 117 Remington	909	H. Wimpy H. Wimpy	Ed Sims Geo. Fahrubel

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BOISE.....	KIDO	1350	2,500—LS 1,000—N	Boise Broadcast Station Hotel Boise	660	C. G. Phillips C. G. Phillips	Billy Phillips A. H. Barnard
IDAHO FALLS.....	KID	1320	500—LS 250—N	KID Broadcasting Co., Inc. Idaho Falls	4	Jack W. Duckworth	Daniel Bowers J. D. Provis
LEWISTON.....	KRLC	1420	100	H. E. Studebaker Lewis Clark Hotel	1950	D. J. Lindberg D. J. Lindberg	Harry R. Long Charles Cooper	A. T. Sears Cox & Tanz Walter Biddick
NAMPA.....	KFXD	1200	250—LS 100—N	Frank E. Hurt	1200	Frank E. Hurt Frank E. Hurt	Eleanor Christopher
POCATELLO.....	KSEI	900	500—LS 250—N	Radio Service Corp Fair Grounds	960	Robert E. Lee, Jr. Robert E. Lee, Jr.	Robert E. Lee, Jr. Robert E. Lee, Jr.
TWIN FALLS.....	KTFI	1240	1,000—LS 500—N SA 1,000—N	Radio Broadcasting Corp. Radio Center	30	H. H. Fletcher F. Kieffner	F. M. Soule Franklin V. Cox	Walter Biddick

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLOOMINGTON.....	WJBC	1200—ST	100	Kaskaskia Broadcasting Co. Bloomington	535	A. M. McGregor Hugh L. Gately	Earl Weber Marshall Seacrist	A. T. Sears
CARTHAGE.....	WCAZ	1070—SH	100	Superior Broadcasting Service 502 Wabash Ave.	520	Robert E. Compton John Palmer	Naomi Alexander Ralpb Guthrie
CHICAGO.....	WAAF	920—D	500 CP 1,000—LS	Drovers Journal Publishing Co. Palmer House	Randolph 1749	Wm. E. Hutchinson Norman Boggs	Edward E. Simmons Carl Ulrich
	WBBM	770—ST SA Synchronize	50,000 KFAB-N	WBBM Broadcasting Corp. 410 N. Michigan Ave.	Whitehall 6000	CBS	H. Leslie Atlas J. Kelly Smith	Holland E. Engle Frank B. Falknor	Radio Sales
	WCFL	970	5000	Chicago Federation of Labor 666 Lake Shore Drive	Superior 5300	NBC-Red NBC-Blue	E. N. Neckels C. P. McAssey	R. Calvert Haws Maynard Marquardt
	WCRW	1210—SH	100	Clinton R. White 2756 Pine Grove Ave.	Diversey 4440	J. A. White Clinton R. White	Eddie Kent Clinton R. White
	WEDC	1210—SH	100	Emil Denmark, Inc. 3860 W. Ogden Ave.	Crawford 4100	William Brady Frank Kotnour	Mildred Fitzpatrick H. V. Fitzcbarles
	WENR	870—ST	50,000	National Broadcasting Co. Merchandise Mart	Superior 8300	NBC-Blue	P. G. Parker G. B. McDermott	Henry Selinger H. C. Luttgens	NBC
	WGES	1360—ST	1,000—LS (Sundays) 500—N	Oak Leaves Broadcasting Station 4000 Washington Blvd.	Van Buren 6201	Gene T. Dyer M. C. Clemens	Val Sherman Joe Brubaker
	WGN	720	50,000	WGN, Inc. Tribune Bldg.	Superior 0100	MBS	Quin A. Ryan E. W. Wood, Jr.	Edward Barry C. J. Meyers	Wm. G. Rambeau Wm. A. McGuineas
	WJJD	1130—L	20,000	WJJD, Inc. 201 North Wells St.	State 5466	Ralph L. Atlass H. P. Sherman	J. Allabough C. W. Gunther	Free & Steinger
	WLS	870—ST	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd.	Haymarket 7500	NBC-Blue	Glenn Snyder Glenn Snyder	Harold Safford Thomas L. Rowe	Robertson
	WMAQ	670	50,000	National Broadcasting Co. Merchandise Mart	Superior 8300	NBC-Red	P. G. Parker G. B. McDermott	Henry Selinger H. C. Luttgens	NBC
	WMBI	1080—L ST—NC	5,000	Moody Bible Institute 153 Institute Place	Diversey 1570	H. C. Crowell	W. P. Loveless A. P. Frye
	WSBC	1210—SH	100	WSBC, Inc. 1258 S. Michigan Blvd.	Victory 2244	Gene T. Dyer F. A. Sanford Caleb Frisk
CICERO.....	WHFC } WEHS } WKBI }	1420—SH	100	WHFC, Inc. 6138 W. 22nd St.	Lawndale 8228	W. H. Scott R. W. Hoffman C. J. Lanphier Geo. Busch
DECATUR.....	WJBL	1200—ST	100	Commodore Broadcasting, Inc. 301 N. Water St.	5371	Charles R. Cook Charles R. Cook	William Morgan Wallace Turner
EAST DUBUQUE....	WKBB	1500	250—LS 100—N	Sanders Bros. Radio Station Dubuque	572
EAST ST. LOUIS....	WTMV	1500	100	(See St. Louis Missouri)					

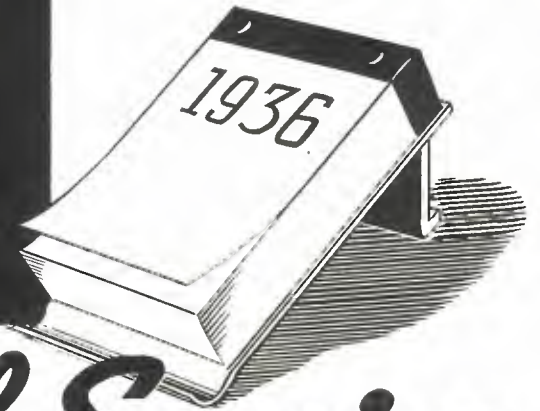
5000 WATTS
DAYTIME

W-I-N-D

1000 WATTS
NIGHT

560 KILOCYCLES

Largest full time station in the
State of Indiana



1936 Calendar of Service

WISCONSIN Indiana MILWAUKEE

NEWS



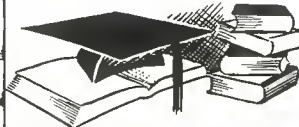
"Scooping" news a daily event. W-I-N-D provides the most complete news schedule in the Middle West—every half hour, the latest news flash—every hour and a half, at least a five minute summary.

ENTERTAINMENT



Orchestral—vocal—dramatic programs designed to entertain, to attract and hold audiences. Our amateur programs are highlights in our program schedule.

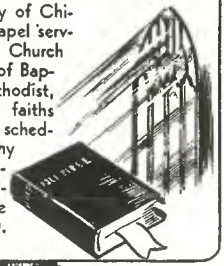
EDUCATIONAL



Practical education over W-I-N-D includes a variety of subjects. The Gary Schools, The University of Chicago, Notre Dame, Indiana and Purdue cooperate.

RELIGIOUS

University of Chicago Chapel service daily. Church services of Baptist, Methodist, Catholic faiths regularly scheduled. Many more denominations use W-I-N-D.



FOOTBALL



Football fans say, "For a real game your best bet is W-I-N-D"—the 1935 schedule; all exclusive.

Purdue	Chicago
Wisconsin	Chicago
Indiana	Iowa
Ohio State	Chicago
Indiana	Chicago
Indiana	Purdue

and a score of evening high school games.

BASEBALL

Russ Hodges broadcasting—Penn Tobacco says, "Sponsoring your games increased sales, advertising investment with you a good one"—only station in the Chicago area to carry all 1935 night games and a game every day rain or shine.



SPORTS

"The Sports Page of the Air." More sports features than any station in our area. Another great market that listens to W-I-N-D.

Basketball	Boxing
Auto Racing	Baseball
Polo	Football
Horse Racing	and a daily Hodges Sports Review.



CHILDREN

805,000 members! That's "Uncle Bob's" "Curb Is The Limit Club." For 12 years the outstanding children's feature in the Middle West. Interesting, safe, sane and it has actually saved hundreds of lives.



FOREIGN



Cosmopolitan in its scope. No market is neglected. Our calendar of service gives heed to the call for entertainment made by the Polish, Hungarian, German, Roumanian, Lithuanian, Italian.

PUBLIC WELFARE

Regular talks by our Governor. Ample use of material from Governmental Departments. Participation in local charities, cooperation with Police. Civic leaders know that W-I-N-D is a real factor in the welfare of the community.



AGRICULTURE

Market information from Chicago's Stock Yards, Indianapolis, etc. The Universities of Purdue and Indiana, the U. S. Department of Agriculture provides current information. The County Agent uses W-I-N-D to tell rural audiences of the workings of agricultural laws.



WOMEN'S FEATURES

Style, fashion, recipes and similar programs take part in our broadcasting activities. Women—who influence the purchase of over 85% of all products know W-I-N-D.



ERECTED IN THE SPIRIT OF SERVICE. W-I-N-D's gigantic vertical radiator looks down on the 7,463,861 population in its primary service area—reaching out as it will into their homes, bringing them entertainment of a type that causes them to regard in a

kindly light this station, situated in their own back yards. Many advertisers know that W-I-N-D means results—how about you?

STUDIOS, 504 Broadway, Gary
NATIONAL ADVERTISING OFFICE
201 North Wells Street, Chicago

EVERY DAY IS A DAY OF SERVICE TO THE LISTENERS WITHIN THE SERVICE AREA OF W-I-N-D

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Share Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HARRISBURG.....	WEBQ	1210—SH	250—LS 100—N	Harrisburg Broadcasting Co. 100 E. Poplar St.	28	I. M. Taylor I. M. Taylor	Virginia Crane Joseph R. Tate
JOLIET.....	WCLS	1310—D SH—N	100	WCLS, Inc. Joliet Nat'l Bank Bldg.	5656	M. E. Maxwell H. E. Maxwell	Wally Nehrling Oster Wedin
PEORIA.....	WMBD	1440	1,000—LS 500—N	Peoria Broadcasting Co. Alliance Life Bldg.	7133	CBS	Edgar L. Bill Charles C. Caley	Clair Hull Ted Giles	Free, Johns & Field
QUINCY.....	WTAD	900—D	500	Illinois Broadcasting Corp. W. C. U. Bldg.	Main 364	R. H. Malcolmson W. J. Rothschild	Enid I. Thompson Francis Wentura
ROCKFORD.....	WROK	1410—ST	500	Rockford Broadcasters, Inc. 109 South Water St.	Main 5632	Lloyd C. Thomas Guy T. Stewart	John C. McCloy	Ferguson & Aston Aerial Publicizing
ROCK ISLAND.....	WHBF	1210	250—LS 100—N	Rock Island Broadcasting Co. Rock Island Argus Bldg.	977	James L. Hughes F. C. Eighmey	Ivan Streed J. E. Gray	Hibbard Ayer George Roesler
SPRINGFIELD.....	WCBS	1420—SH	100	WCBS, Inc. 208½ South 5th St.	Main 260	Harold Dewing Harold Dewing	Dorothy Baptiste Minor Wilson	Aerial Publicizing A. T. Sears
	WTAX	1210	100	WTAX, Inc. 720 Reisch Bldg.	Main 1600	Jay A. Johnson Harry S. Bradford	Mary Campbell Ed. Ring
TUSCOLA.....	WDZ	1070—D CP—1020	100 CP 250	WDZ Broadcasting Co. Tuscola	98	Mrs. James L. Busch Mrs. James L. Busch Mark Spies
URBANA.....	WILL	890—ST NC	1,000—LS 250—N	University of Illinois Urbana	7-2400	Jos. F. Wright	F. E. Schooley W. E. Phillips
ZION.....	WCBD	1080—ST L	5,000	WCBD, Inc. 128 No. Crawford Ave., Chicago	Van Buren 6201	Gene T. Dyer Gene T. Dyer	Joe Rudolph Edward Jacter

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANDERSON.....	WHBU	1210	100	Anderson Broadcasting Corp. Citizen's Bank Bldg.	Main 234	Leo M. Kennett L. Podhaski Wayne Reeves	George Roesler
ELKHART.....	WTRC	1310—ST	100—LS 50—N	Truth Publishing Co. Hotel Elkhart	948	R. R. Baker R. R. Baker	Carl Schrock K. Singleton	A. T. Sears
EVANSVILLE.....	WGFB	630—ST	500	Evansville on the Air 519 Vine Street	2-1171	Clarence Leich Clarence Leich	Pat Flaherty Fay Gehres	Norman Craig
	WEOA	1370 (Construction Permit Only)	100	Evansville on the Air 519 Vine St.	2-1171
FORT WAYNE.....	WGL	1370	100	Allen Wayne Co. 215 W. Main St.	Anthony 2136	CBS	J. A. Becker C. R. Durbin	P. G. Robbins A. H. Rekart
	WOWO	1160—ST	10,000	Main Auto Supply Co. 215 W. Main St.	Anthony 2136	CBS	J. A. Becker C. R. Durbin	P. G. Robbins A. H. Rekart	Jackson & Moore Norman Craig
GARY.....	WIND	560	5,000—LS 1,000—N	Johnson-Kennedy Radio Corp. 504 Broadway	9191	E. T. Mittendorf Ralph L. Atlass	E. T. Mittendorf Kenneth Shirk	Free & Sleininger
HAMMOND.....	WWAE	1200—ST	100	Hammond-Calumet Broadcasting Corp. 402 Hammond Bldg.	10000	Doris Keene G. F. Courrier	Doris Keane Roland Pamler
INDIANAPOLIS.....	WFBM	1230	1,000	Indianapolis Power & Light Co. 507 N. Pennsylvania St.	Lincoln 8506	CBS	R. E. Blossom R. E. Blossom	F. O. Sharp M. R. Williams	Edw. Petry
	WIRE	1400	1,000—LS 500—N	Indianapolis Broadcasting, Inc. 540 North Meridian St.	Riley 4471	NBC-Red NBC-Blue	D. E. Kendrick A. C. Broecker	Katherine McCarten Odes E. Robinson	Wm. Rambeau
MUNCIE.....	WLBC	1310—ST	100—LS 50—N	D. A. Burton Anthony Bldg.	Main 5411	D. A. Burton W. F. Craig	D. E. Russell Francis Higgins	A. T. Sears
RICHMOND.....	WKBV	1500—SH	100	Knox Radio Corp. Westcott Hotel	7322	William O. Knox
SOUTH BEND.....	WFAM	1200—ST	100	South Bend Tribune 225 W. Colfax Ave.	3-6161	S. W. Petacci R. H. Swintz	Ned Reglein Paul Mangus	Paul Raymer
	WSBT	1360—ST	500	South Bend Tribune 225 W. Colfax Ave.	3-6161	CBS	S. W. Petacci R. L. Swintz	Ned Reglein Paul Mangus	Paul Raymer
TERRE HAUTE.....	WBOV	1310	250—LS 100—N	Banks of Wabash, Inc. 19½ So. 6th St.	Crawford 3394	W. W. Behrman W. W. Behrman	Horace Capps Donald Pattit	George Roesler
W. LAFAYETTE.....	WBAA	890—SH NC	1,000—LS 500—N	Purdue University Campus	6076

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AMES.....	WOI	640—D NC	5,000	Iowa State College of Agriculture Iowa State College	2210	W. I. Griffith	W. I. Griffith W. E. Stewart
BOONE.....	KFGQ	1370—SH NC	100	Boone Biblical College Boone	616W
CEDAR RAPIDS.....	WMT	600	1,000—LS 500—N SA 2,500—LS 1,000—N	Waterloo Broadcasting Co. Montrose Hotel, Cedar Rapids Russell—Lamson Hotel—Waterloo	6127	NBC-Blue Iowa	S. D. Quarton W. B. Quarton	Douglas Grant Charles Quentin	John Blair
COUNCIL BLUFFS...	KOIL	1260	2,500—LS 1,000—N	(See Omaha, Nebraska)
DAVENPORT.....	WOC	1370	250—LS 100—N	Tri-City Broadcasting Co. 1000 Brady St.	2-3521	CBS Clark A. Luther	Morgan Sexton Frank Pierce	Free, Johns & Field

"Plug" Kendrick  **says:**

"Want a *real run* for your radio money? Try one of our 'Fan-Tested' Features* with ready-made audience and watch results start rolling in

over.... **WIRE"**

★ New pages for your WIRE portfolio of "Fan-Tested" Features will be mailed soon

**FORMERLY WKBF
IN INDIANAPOLIS**

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

Represented Nationally by WILLIAM G. RAMBEAU CO.

NEW YORK:
CHANIN BLDG.
CAledonia 5-7383

CHICAGO:
TRIBUNE TOWER
DELaware 3838

SAN FRANCISCO:
RUSS BUILDING
Douglas 4586



**STATION
WAVE
COVERS THE
BIG KENTUCKY
MARKET—
WITHOUT
WASTE**

There are 120 counties in Kentucky. One of them alone—Jefferson County (Louisville)—furnishes 27.6% of all the retail trade in Kentucky.

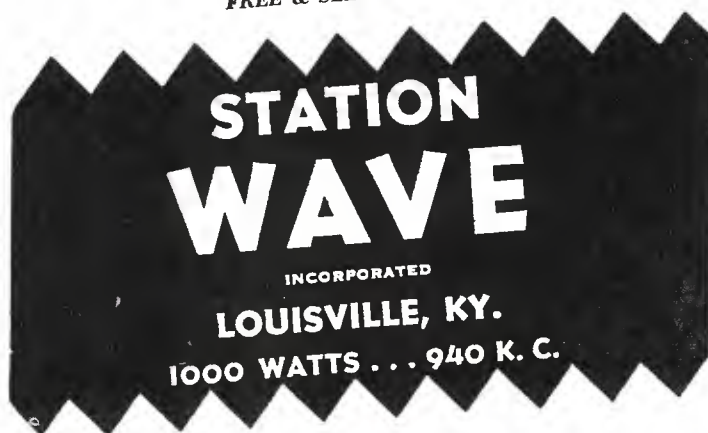
To cover this 27.6%, plus a good deal more in adjoining counties, you need use only one station—i. e., Station WAVE.

To get what's left after *that*, you've got to use a good station in each of five or six other market centers, both inside and outside the State.

We invite comparisons. Your research will prove that no other medium in Kentucky can give you such concentrated coverage of worth-while buyers at such low cost.

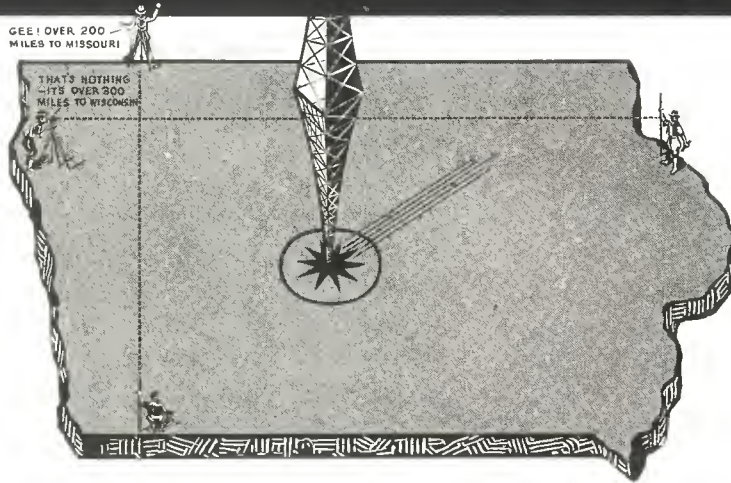
Write for the facts—or ask your Free & Sleinger representative about Louisville's only N. B. C. outlet.

National Representatives:
FREE & SLEINGER, INC.



IOWA

where a Big Station fits a Big Market !



ADVERTISERS who can measure radio results have verified, over and over again, this vital fact:

Day or night, station WHO provides the profitable way to sell Iowa by radio. Behind this fact are many vital reasons, including:

POWER THAT FITS THE MARKET—Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers. Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because WHO has power that fits the market — power of 50,000 watts, cleared-channel, full-time.

PROGRAMS THAT BUILD LISTENER-LOYALTY—To consumers in this extensive market, WHO does far more than deliver a strong signal. In more than a million radio-equipped homes in its primary area, WHO is recog-

nized as the reliable source of "good radio programs" day in and day out. Such is the natural result of carrying the A-1 Red Network

shows, plus a strong schedule of WHO's own "commercials" with proved audience-appeal. What the advertiser seeks is Audience — and WHO delivers it.

PRESTIGE THROUGH YEARS OF PREFERENCE—Much of a radio station's value to the advertiser depends on those intangibles—Prestige and Popularity. Through more than a decade of service as Iowa's outstanding radio station, WHO has earned a definite place in the lives of its listeners — an important factor in helping any advertiser to put across his message — and his product.

Sales-experience proves that the advertiser with a good program on WHO at any hour, day or evening, is doing an effective advertising job in the Iowa market. Not alone in radio, but in comparison with all advertising media, WHO has earned its right to front-rank position as one of America's most powerful business producers, in terms of profit per dollar.

CENTRAL BROADCASTING COMPANY, DES MOINES, IOWA
J. O. MALAND, Manager Phone 3-7147

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1936)

IOWA—(Continued)

City	Call Letter	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
DECORAH.....	KGCA	1270—D ST	100	Charles Walter Greenley 211 Winnebago	131	Chas. W. Greenley Chas. W. Greenley	E. L. Ammundsen Chas. W. Greenley
	KWLC	1270—D ST—NC	100	Luther College Decorah	690	W. L. Strunk	W. L. Strunk O. M. Eittrheim
DES MOINES.....	KRNT	1320	1,000—LS 500—N	Iowa Broadcasting Co. 715 Locust St.	3-2111	CBS Iowa	Walter J. Preston Craig R. Lawrence	Reginald B. Martin Paul Huntsinger	John Blair
	KSO	1430	1,000—LS 500—N	Cedar Rapids Broadcasting Co. 715 Locust St.	3-2111	NBC-Blue Iowa	Walter J. Preston Craig R. Lawrence	Reginald B. Martin Paul Huntsinger	John Blair
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St.	3-7147	NBC-Red	J. O. Maland J. O. Maland	Harold Fair Paul Loyet	Free & Sleinger
DUBUQUE.....	WKBB	1500	250—LS 100—N	(See East Dubuque, Ill.)					
IOWA CITY.....	WSUI	880—NC	1,000—LS 500—N	State University of Iowa Memorial Union	2111-237	Carl Menzer	Pearl B. Broxam S. J. Ebert
MARSHALLTOWN...	KFJB	1200	250—LS 100—N	Marshall Electric Co. 1603 W. Main St.	1419	A. E. Mickel A. E. Mickel	Norman Eyrich S. S. Davis	Aerial Publicizing
SHENANDOAH.....	KFNF	890—ST	1,000—LS 500—N	KFNF, Inc. Shenandoah	1	F. E. Tunnick R. E. Dearmont	Wm. Macdonald Wiley Wenger
	KMA	930—ST	2,500—LS 1,000—N	May Seed & Nursery Co. Shenandoah	193	Earl E. May J. C. Rapp	J. C. Rapp N. E. Vance	Wilson-Dalton
SIOUX CITY.....	KSCJ	1330—ST	2,500—LS 1,000—N	Perkins Bros. Co. 415 Douglas St.	8-7526	CBS	C. W. Corkhill C. W. Corkhill	Bertha Reese S. E. Dier

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABILENE.....	KFBI	1050—L	5,000	Famers & Bankers Life Insurance Co. Abilene	1200	K. W. Pyle K. W. Pyle	Mayme Kennison G. H. Johnstone	Wilson-Dalton
COFFEYVILLE.....	KGGF	1010—SH	1,000	Powell & Platz 8th & Elm St.	147	Hugh J. Powell W. B. Darrah	Jack Todd J. Fred Case	Wilson-Dalton Kasper-Gordon
DODGE CITY.....	KGNO	1340	250	Dodge City Broadcasting Co. National Bank Bldg.	1340	Jesse C. Denious Hershal Holland	Retha Tabb Emil Doane
GARDEN CITY.....	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St.	666	A. G. Gardiner Frank D. Conard	H. D. Conard Lester B. Holmes
HUTCHINSON.....	KWBG	1420	100	W. B. Greenwald 100 E. Avenue "A"	125	W. B. Greenwald W. B. Greenwald	Wm. D. Barclay H. W. Bourrell
KANSAS CITY.....	WLBF	1420	100	WLBF Broadcasting Co. 901 No. 8th St.	Drexel 4300	Herbert Hollister Ellis Atteberry	Don Evans Herbert Hollister
LAWRENCE.....	KFKU	1220—ST NC	5,000—LS 1,000—N	University of Kansas Lawrence	2707-K3	H. G. Ingham	H. G. Ingham R. P. Stringham
	WREN	1220—ST	5,000—LS 1,000—N	(See Kansas City, Missouri)					
MANHATTAN.....	KSAC	580—ST NC	1,000—LS 500—N	Kansas State College College Campus	3395	H. Umberger	L. L. Longsdorf W. E. Peery
TOPEKA.....	WIBW	580—ST	5,000—LS 1,000—N	Topeka Broadcasting Assn. 1035 Topeka Blvd.	3-2377	CBS	Don Searle Don Searle Karl Troeglen	Capper Publica- tions
WICHITA.....	KFH	1300	1,000	Radio Station KFH York Rite Temple	3-5254	CBS	C. U. Price Russell Lowe	Russell Lowe A. C. Dadisman	Edw. Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASHLAND.....	WCMJ	1310	100	Ashland Broadcasting Co. Henry Clay Hotel	Main 363	James F. Kyler Vernon C. Bailey	Hester Kyler Ernest D. Herder
COVINGTON.....	WCKY	1490	5,000	(See Cincinnati, O.)					
LEXINGTON.....	WLAP	1420	250—LS 100—N	American Broadcasting Corp. Walton Bldg.	1721	Winston L. Clark Winston L. Clark	Ted Grizzard Sanford Helt
LOUISVILLE.....	WAVE	940	1,000	WAVE, Inc. Brown Hotel	Jackson 8391	NBC-Supp.	Nathan Lord J. F. Cox	George Patterson Wilbur Hudson	Free & Sleinger
	WHAS	820	50,000	Courier Journal Co. & Louisville Times 3rd & Liberty St.	Wabash 2211	CBS	Credo F. Harris W. L. Coulson	Joe S. Eaton Howard Campbell	Edw. Petry
PADUCAH.....	WPAD	1420	250—LS 100—N	Paducah Broadcasting Co. 8th & Terrell St.	4100	Pierce E. Lackey W. Prewitt Lackey	Fred Stone C. G. Sims

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALEXANDRIA.....	KALB	1420	100-D	Alexandria Broadcasting Co. 327 Jackson St.	65	W. L. Waltman W. L. Waltman	Eddie Vann Joel Hirsh
BATON ROUGE.....	WJBO	1420	100	Baton Rouge Broadcasting Co. Magnolia & Fifth Sts.	3647	H. V. Anderson H. V. Anderson	Ralph Rogers Wilbur Golson



- 50,000 WATTS gives your product 3,461,100 primary and secondary daytime coverage, and 4,399,200 primary and secondary nighttime coverage of the rich Ohio Valley homes.
- 50,000 WATTS gives you all of the coverage that's necessary in the Ohio Valley — plus a vast audience of consumers North . West . South . East.
- So, why scatter your 1936 advertising appropriation?

WHAS

LOUISVILLE • KENTUCKY
CBS Basic Outlet

• EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES
BROADCASTING • *Broadcast Advertising*

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
LAFAYETTE.....	KVOL	1310	100	Evangeline Broadcasting Co. 525 Jefferson St.
LAKE CHARLES.....	KPLC	1500	100	Calcasieu Broadcasting Co. Maestic Hotel	82	C. R. Porter Frank Carroll	C. R. Porter V. A. Coker
MONROE.....	KMLB	1200	100	Liner's Broadcasting Station Monroe	4321	Don Breitenmoser J. C. Liner, Jr.	Don Breitenmoser O. L. Morgan
NEW ORLEANS.....	WBNO	1200—ST	100	Coliseum Place Baptist Church Marberc Hotel	Raymond 4809
	WDSU	1250	1,000	WDSU, Inc. Monteleone Hotel	Raymond 7135	J. H. Uhalt P. K. Ewing	J. C. McGowan Daniel Hines
	WJBW	1200—ST	100	Chas. C. Carlson Gadchaux Bldg.	Raymond 4146	L. Carlson C. C. Carlson	L. Carlson C. Whitney
	WSMB	1320	500	WSMB, Inc. Maison Blanche Bldg.	Main 5920	NBC-Supp.	Harold Wheelahan Harold Wheelahan	Wm. Brengel H. G. Neebe	Edw. Petry
	WWL	850—SH SA—U	10,000	Loyola University Roosevelt Hotel	Raymond 2196	CBS	A. C. Pritchard A. C. Pritchard	James Willson J. D. Bloom
SHREVEPORT.....	KRMD	1310	100	Radio Station KRMD, Inc. Jefferson Hotel	6171	L. M. Sepaugh L. L. Hendricks	Bill Rowens R. M. Dean	Cox & Tanz
	KTBS	1450	1,000	Tri-State Broadcasting System P. O. Box 17	4171	NBC-Supp.	John C. McCormack Jack O. Gross	B. G. Robertson C. H. Maddox	John Blair
	KWEA	1210	100	(SA to remain Silent)
	KWKH	850—SH SA 1100—U	10,000	International Broadcasting Corp. P. O. Box 17	4171	CBS-Southwest	John C. McCormack Jack O. Gross	Fred Ohl W. E. Antony	John Blair

MAINE


City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AUGUSTA.....	WRDO	1370	100	WRDO, Inc. 1 Commercial St.	2285	Yankee	Conrad E. Kennison Clinton G. Davis	Harold L. Newcomb Perry T. Johnson
BANGOR.....	WABI	1200—SH	100	Community Broadcasting Service 124 Park St.	6658	F. B. Simpson B. M. Havey	R. M. Wallace N. H. Lawson
	WLBZ	620	1,000—LS 500—N	Main Broadcasting Co. 100 Main St.	6023	CBS Yankee	T. L. Guernsey Maurice Blumenthal	Jack Atwood Bernard Kellom
PORTLAND.....	WCSH	940	2,500—LS 1,000—N	Congress Square Hotel Co. 157 High St.	3-9667	NBC-Red New England	George F. Kelley, Jr. L. T. Pitman	Albert W. Smith G. F. Crandon	New England
PRESQUE ISLE.....	WAGM	1420—SH	100	Aroostook Broadcasting Corp. National Bank Bldg.	60	N. A. Abbott R. W. MacIntosh	M. V. White L. E. Hughes

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BALTIMORE.....	WBAL	1060—ST *SA 760	10,000 *2,500—N	WBAL Broadcasting Co. Lexington Bldg. (*Part time while synchronizing with WJZ)	Plaza 4900	NBC-Blue	Edwin M. Spence Jules P. Daniel	Gustave Klemm G. W. Cooke	Hearst Radio
BALTIMORE.....	WCAO	600	1,000—LS 500—N	Monumental Radio Co. 811 West Lanvale St.	Madison 7222	CBS	J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheihing James Schultz	Jackson & Moore
	WCBM	1370	250—LS 100—N	Baltimore Broadcasting Corp. Park & Lexington	Plaza 5350	Inter-City	George H. Roeder John Elmer G. P. Houston
	WFBR	1270	500	Baltimore Radio Show, Inc. 7 St. Paul St.	Plaza 5030	NBC-Red	Hope Barroll, Jr. Purnell H. Gould	Bertram Hanauer William Q. Ranft	Edw. Petry
CUMBERLAND.....	WTBO	800-D	250	Associated Broadcasting Corp. Commercial Bank Bldg.	299	H. B. McNaughton Wm. P. Mullen	Robert Rosamond E. T. McKenzie	Norman Craig
FREDERICK.....	WFMD	900—D	500	Monocacy Broadcasting Co. Francis Scott Key Hotel	1466	A. V. Tidmore Geo. S. Smith	R. L. Longstreet M. G. Cozier
HAGERSTOWN.....	WJEJ	1210—D SA-SH-N	100	Hagerstown Broadcasting Co. Lovely Dame Bldg.	2323	Grover C. Crilley Clarence Myers	W. H. Paulsgrove Harold Brewer

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BOSTON.....	WAAB	1410	500	Bay State Broadcasting Corp. 21 Brookline Ave.	Commonwealth 0800	CBS Yankee	John Shepard, III William Warner	Linus Travers I. B. Robinson	Edw. Petry
	WBZ	990 (Synchronizes with WBZA, Springfield)	50,000	Westinghouse Electric & Mfg. Co. Hotel Bradford	Hancock 4261	NBC-Blue	John A. Holman G. B. Thompson	John F. McNamara J. E. Baudino	NBC
BOSTON.....	WCOP	1120—D	500	Joseph M. Kirby Copley Plaza Hotel	Commonwealth 1717	G. H. Slattery G. H. Slattery	Arthur A. Leary Hillis Holt
	WEEI	590	1,000	Edison Electric Co. of Boston 182 Tremont St.	Hubbard 2323	NBC-Red New England	Charles W. Burton Harold E. Fellows	Arthur F. Edes P. K. Baldwin	New England
WHDH	830—D	1,000	Matheson Radio Co. Hotel Touraine	Hancock 0900	R. G. Matheson R. G. Matheson	Kenneth A. Wilson Watson Kownas	
WMEX	1500	250—LS 100—N	1,000	The Northern Corp. Hotel Manger	Capitol 7560	Inter-City	Alfred J. Pote S. Alfred Wasser	Wm. S. Pote Alfred J. Pote
WNAC	1230	2,500—LS 1,000—N	1,000	Shepard Broadcasting Service 21 Brookline Ave.	Commonwealth 0800	CBS Yankee	John Shepard, III Chas. W. Phelan	Linus Travers Paul DeMars	Edw. Petry



WFBR COVERS Baltimore, and 90% of the total population of Maryland. (The three counties not covered are on the far side of the mountains). One-half of the total population of Maryland is in Metropolitan Baltimore.

Here is a market of more than one million and a half potential customers which Maryland's Pioneer Broadcast Station, WFBR, has been judiciously cultivating for over thirteen years.

In total retail sales, expressed in Dollar Value, a recent survey placed Baltimore well near the top of a list which included every large city in the country.

It has been proven, time and again, that in coverage per dollar and number of prospects per dollar, WFBR cannot be equalled in Maryland Radio.

If you're selling Baltimore and Maryland, sell thru Station W F B R.

Maryland's Pioneer Broadcast Station

NBC Basic **WFBR** Red Network

REPRESENTED NATIONALLY BY EDWARD PETRY CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Covers
Baltimore
Maryland

WCAO

"The Voice of Baltimore"

Maryland's Oldest Radio Station: Licensed May 1922

The Only Columbia Outlet in Maryland.
Lowest Card Rate Per Thousand Listeners.
The Station That Gives the Answer IN SALES.
The Popular Station — (See Any Survey)

New transmitter. High fidelity engineering
from studio mike straight through to antenna.

WCAO

600 Kilocycles

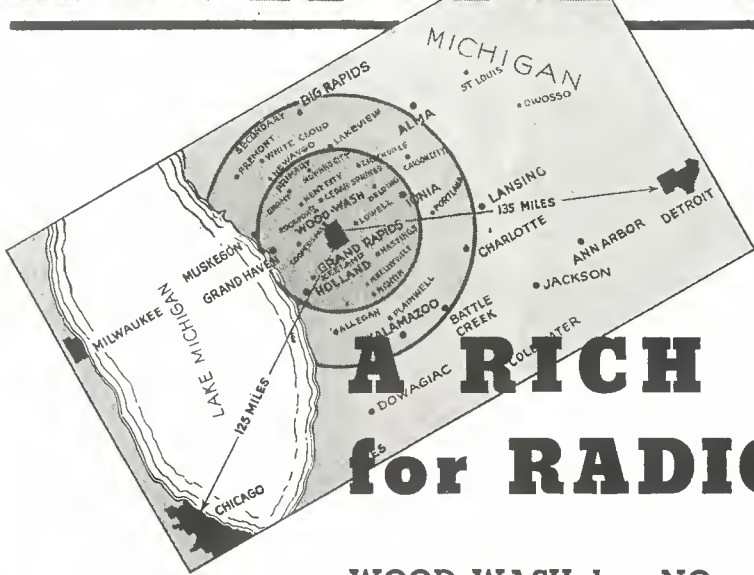
811 West Lanvale St.

BALTIMORE, MD.

Western Representatives

JACKSON & MOORE

GRAND RAPIDS



Michigan's Largest City and Greatest Trading Area, outside of Detroit.

Population—
Retail Shopping Area . . . 450,000

A RICH NEW MARKET for RADIO ADVERTISERS

WOOD-WASH has NO major network competition in more than one hundred miles.

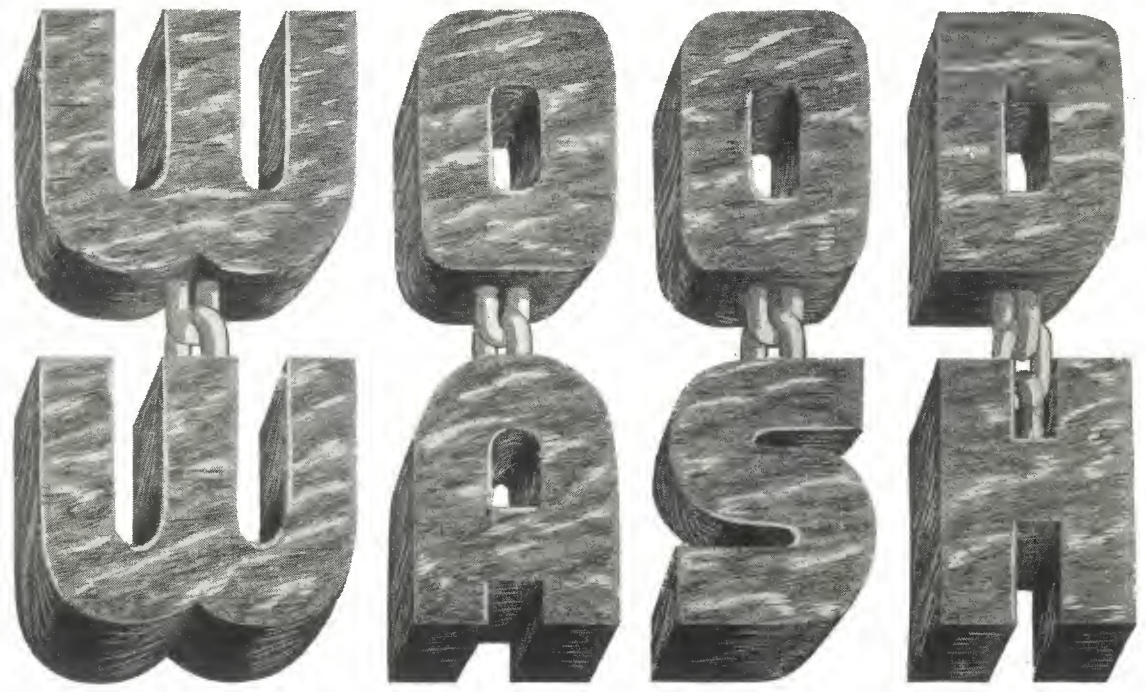
As Grand Rapids' ONLY station it dominates this Western Michigan audience and this rich potential market with seventeen hours daily of the best programs from the NBC—RED . . . NBC—BLUE . . . and Michigan networks.

- THE FACTS ARE SIMPLE!
- THE EVIDENCE IS CONCLUSIVE!
- TO SELL WESTERN MICHIGAN, THERE IS ONLY ONE ANSWER:



Western Michigan's only outlet for Major Network Programs

STUDIOS AND OFFICES
Grand Rapids
National Bank Building
Grand Rapids, Michigan
WM. G. RAMBEAU CO.
Representatives
Home Off.: Tribune Tower
Chicago
Eastern Off.: Chanin Bldg.
New York
Western Off.: Russ Bldg.
San Francisco



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U—Unlimited Time.
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MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FALL RIVER.....	WSAR	1450	250 CP 1,000	Doughty & Welch Electric Co. Academy of Music Bldg.	450	William T. Welch Leonard C. Cox	Josephine Y. Welch J. C. Pavas	Aerial Publicizing A. T. Sears
LOWELL.....	WLLH	1370	250—LS 100—N	Merrimac Broadcasting Co. Lowell	2121	Yankee	Robert F. Donahue Haskell Bloomberg	Carl Jacobs	Edw. Petry
NEEDHAM.....	WORL	920—D	500	Broadcasting Service Org., Inc. Babson Park	Wellesley 2029	Geo. A. Crockwell Wm. H. Eyrnol	Edward W. Center George R. Luckey
NEW BEDFORD.....	WNBH	1310	250—LS 100—N	E. Anthony & Sons 251 Union Ave.	5533	CBS Yankee	Irving Vermilya Sol Chain	Sol Chain Clyde Pierce
SPRINGFIELD.....	WBZA	990 (Synchronizes with WBZ, Boston)	1,000	Westinghouse Electric & Mfg. Co. Hotel Kimball	2-4116	NBC-Blue	John A. Holman G. B. Thompson	John F. McNamara H. E. Randol	NBC
	WMAS	1420	250—LS 100—N	WMAS, Inc. Hotel Stonehaven	7-1414	CBS Yankee	A. W. Marlin E. J. Samuel	Neil Wallace James L. Spates	Edw. Petry
	WSPR	1140—LS (Construction Permit Only)	500	Conn. Valley Broadcasting Co. Springfield
WORCESTER.....	WORC	1280	500	Alfred F. Kleindienst 60 Franklin St.	5-3101	CBS Yankee	E. E. Hill W. R. Moran	A. S. Hall A. F. Kleindienst	Norman Craig A. T. Sears
	WTAG	580	500	Worcester Telegram Pub. Co. 18 Franklin St.	5-4321	NBC-Red New England	John J. Storey John J. Storey	Lillian F. Murphy H. H. Newell	New England

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. City National Bank Bldg.	5655	Michigan	Daniel E. Jayne Forrest Owen	George Jackson Raymond Roof
BAY-CITY.....	WBCM	1410	500	James E. Davidson Wenonah Hotel	4212	Michigan	S. F. Northcott S. F. Northcott	L. H. DeRemer R. H. Carpenter	Kasper-Gordon
CALUMET.....	WHDF	1370—SH	250—LS 100—N	Upper Michigan Broadcasting Co. Scott Street	869
DETROIT.....	WJBK	1500	250—LS 100—N	James F. Hopkins, Inc. 6559 Hamilton Ave.	Trinity 2200	James F. Hopkins M. E. Kent	Sybil Kreighoff Angus Pfaff	Hibbard Ayer George Roesler
	WJR	750	50,000	The Goodwill Station Fisher Bldg.	Madison 4440	CBS	Leo Fitzpatrick L. A. Weiss	Olive Sharman A. Friedenthal	Edw. Petry
	WMBC	1420	250—LS 100—N	Michigan Broadcasting Co. 7310 Woodward Ave.	Madison 9100	W. Wright Gedge E. A. Wooten	H. M. Steed E. H. Clark
	WWJ	920	1,000 CP 5,000—LS	The Evening News Assn. 2nd & Lafayette	Randolph 2000	NBC-Red	Wm. J. Scripps Harry Bannister	Wynn Wrieth Walter Hoffman	John Blair
	WXYZ	1240	1,000	Kunsky-Trendle Broadcasting Corp. Madison Theatre Bldg.	Cherry 8321	NBC-Blue Michigan	H. Allen Campbell H. Allen Campbell	Thomas Ashwell R. C. Smeby	Wm. Rambeau
	CKLW (Windsor)	1030	5,000	Western Ontario Broadcasting Co. Union Guardian Bldg.	Cadillac 7200	MBS	Arch Shawd Arch Shawd	Stanley Switzer W. J. Carter	John Kettlewell Joseph McGillvra
EAST LANSING.....	WKAR	1040—SH NC	1,000	Michigan State College Agricultural Bldg.	21141	Robert J. Coleman	Robert J. Coleman Norris Grover
FLINT.....	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg.	2-7158	Michigan	Howard M. Loeb F. S. Loeb	A. R. Cooper F. D. Fallain
GRAND RAPIDS.....	WASH- WOOD	1270—ST	500	Kunsky-Trendle Broadcasting Corp. Grand Rapids Nat'l Bank Bldg.	9-4211	NBC- Michigan	Allen G. Campbell Stanley W. Barnett	Sandy Meek Fred W. Russell	Wm. Rambeau
IRONWOOD.....	WJMS	1420	100	WJMS, Inc. 124 E. McLeod Ave.	928	N. C. Ruddell N. C. Ruddell	Wayne A. Sanders R. L. Johnson	A. T. Sears
JACKSON.....	WIBM	1370	250—LS 100—N	WIBM, Inc. Radio Block	6121	Michigan	Charles A. Hill Don Mather	Kenneth Beghold Charles Wirtanen
KALAMAZOO.....	WKZO	590—D	1,000	WKZO, Inc. 124 West Michigan Ave.	6400	Michigan	John E. Fetzer John E. Fetzer	Edward Denkema Edwin Rector	Free, Johns & Field
LANSING.....	WJIM	1210	250—LS 100—N	Capitol City Broadcasting Co. City National Bldg.	2-1333	Michigan	Harold F. Gross	Garnett Garrison Charles Sprague
LAPEER.....	WMPC	1200—SH NC	250—LS 100—N	First Methodist Protestant Church 81 Liberty St.	455	F. S. Hemingway	F. S. Hemingway Hollis F. Hoyes
MARQUETTE.....	WBEO	1310—SH	100	Lake Superior Broadcasting Co. Mining Journal Bldg.	616	Leo G. Brott Leo G. Brott	Glen Wilson Gordon Broz'k
MUSKEGON.....	WKBZ	1500	250—LS 100—N	Karl L. Ashbacher Occidental Hotel	22651	Grant F. Ashbacher Grant F. Ashbacher	Rollin Van Wyck Geo. Krivitzky
ROYAL OAK.....	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St.	Elmhurst 6524	Ellis C. Thompson Ellis C. Thompson	Kirk Knight E. K. Dahlin

MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
DULUTH.....	WEBC	1290	5,000—LS 1,000—N	Head of the Lakes Broadcasting Co. Spalding Hotel	Melrose 1537	NBC-Supp.	Walter C. Bridges Thomas W. Gavin	Henry Morgan Chas. B. Parsons	Norman Craig George Roesler
FERGUS FALLS.....	KGDE	1200	250—LS 100—N	Charles L. Jaren Fergus Falls	898	C. L. Jaren C. L. Jaren	M. E. Kiesel Edwin Lein
HIBBING.....	WMFG	1210	100	Head of the Lakes Broadcasting Co. Androy Hotel	180	Harry S. Hyett Harry S. Hyett C. B. Parsons	George Roesler



Everybody Applauds WXYZ and the MICHIGAN RADIO NETWORK

Consumers **APPLAUD**

The following star programs have made WXYZ Detroit's preferred station, with a definite listening audience... Jack Benny, Helen Hayes, Walter Winchell, Ben Bernie, "Believe It Or Not" Ripley, Ozzie Nelson, Walter Damrosch, Lowell Thomas, Lone Ranger, Serh Thomas, Today's Children, Easy Aces, Edgar Guest, Ann Worth.

Dealers **APPLAUD . .**

Actual tests have proved that a program on WXYZ and The Michigan Radio Network actually brings customers in the front door of a dealer's store. These programs are backed by a most intensive dealer cooperative service that is really **HELPFUL**—not just in name but in **ACTION!** Promotional effort is concentrated where sales are made.

Manufacturers **APPLAUD**

Not only results and coverage—but our Merchandising Service (at no extra cost to clients) gets distributors—sells your merchandise—checks credits. Our crew of trained salesmen and field men become an actual part of your selling organization, covering Michigan. New products can be quickly introduced without sales expense! Write for proof.

KUNSKY-TRENDLE BROADCASTING CORP.

300 MADISON THEATER BUILDING, DETROIT

WM. G. RAMBEAU CO., Representatives
Home Office: Tribune Tower, Chicago

Eastern Office:
507 Chanin Building, New York

Western Office:
Russ Building, San Francisco



The eight stations in the Michigan Radio Network cover Michigan's eight largest cities, giving you a primary coverage of 85% of a territory of over four million people.

MICHIGAN RADIO NETWORK

- WXYZ** Detroit
- WBCM** Bay City
- WFDF** Flint
- WJIM** Lansing
- WIBM** Jackson
- WELL** Battle Creek
- WKZO** Kalamazoo
- WOOD-WASH** Grand Rapids

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 (Data corrected to January 1, 1936)

MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representative
MINNEAPOLIS— ST. PAUL.....	KSTP	1460	25,000—LS 10,000—N	National Battery Broadcasting Co. St. Paul Hotel	Cedar 4400	NBC-Supp.	Stanley E. Huhhard Irving G. Vivian	Corinne Jordan Hector Skifter	Paul Raymer John Blair
	WCCO	810	50,000	Northwestern Broadcasting, Inc. Nicollet Hotel, Minneapolis	Main 1202	CBS	E. H. Gammons K. W. Husted	Hayle C. Cavanor H. S. McCartney	Radio Sales
	WDGY	1180	5,000—LS 1,000—N	Dr. Geo. W. Young 909 W. Broadway, Minneapolis	Cherry 3377	Dr. Geo. W. Young A. H. Croghan	Gertrude E. Faue G. K. Jacobsen
	WLB	1250—SH NC	1,000	University of Minnesota Minneapolis	Main 8177	H. B. Gislason	Burton Paulu V. N. James
	WTCN	1250—SH	5,000—LS 1,000—N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis Minnesota Bldg., St. Paul	Main (Mpls) 6562 Cedar (St. P.) 3949	Dwight Northrup C. T. Hagman	Agnes Northrup Myron Fleming	Free & Steinger
MOORHEAD.....	KGFK	1500	100	Red River Broadcasting Co. Comstock Hotel	1238	David B. Henley David B. Henley	Don Dickinson Carleton Grey
NORTHFIELD.....	WCAL	1250—SH NC	2,500—LS 1,000—N	St. Olaf College Northfield	731J	Dr. Hegland	Milford Jensen
ROCHESTER.....	KROC	1310	100	So. Minnesota Broadcasting Co. Hotel Martin	3924	Gregory Gentling Max Jacobs	N. W. Scheel Fred Clarke	John Blair
VIRGINIA.....	WHLB	1370 (Construction Permit Only)	100	Head of the Lakes Broadcasting Co. c/o WEBC, Duluth

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representative
CLARKSDALE.....	WMFN	1210	100	Attala Broadcasting Corp. Clarksdale	611	J. E. Wharton J. W. Roland	Mrs. J. E. Wharton J. E. Wharton
HATTIESBURG.....	WPFB	1370—SH CP—U	100	Forrest Broadcasting Co. 512 Main St.	55	C. J. Wright C. J. Wright	E. J. Kalusche C. H. Dyess	Aerial Publicizing
JACKSON.....	WJDX	1270	2,500—LS 1,000—N	Lamar Life Insurance Co. Lamar Life Bldg.	7415	NBC-Supp.	Wiley P. Harris C. A. Lacy, Jr.	Ralph Maddox P. G. Root	Norman Craig
KOSCIUSKO.....	WHEF	1500	250—LS 100—N	Attala Broadcasting Corp. Box 681	172	C. E. Wharton J. E. Wharton	Mrs. J. M. Bary O. Kelly
LAUREL.....	WAML	1310—SH	100	Southland Radio Corp. Laurel	288	D. A. Mattison R. V. DeGruy	Hugh Smith A. A. Touchstone
MERIDIAN.....	WCOC	880	1,000—LS 500—N	Mississippi Broadcasting Co. Great Southern Hotel	1042	D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin
MISSISSIPPI CITY..	WGCM	1210 CP 1120	250—LS 100—N CP 500	WGCM, Inc. Box 207	226	W. H. Hardy, Jr. Ralph Duncan	H. L. Hardy W. H. Hardy	Northwest
VICKSBURG.....	WQBC	1360—D	1,000	Delta Broadcasting Co. Hotel Vicksburg	312	O. W. Jones O. W. Jones	C. P. Cohnery C. E. Drake

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representative
CAPE GIRARDEAU..	KFVS	1210—SH	250—LS 100—N	Hirsch Battery & Radio Co. Cape Girardeau	2104	Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Ralph Hirsch
COLUMBIA.....	KFRU	680—ST	1,000—LS 500—N	KFRU, Inc. 9th & Elm St.	3329	Roht. M. Holt Edward Flynn	Edmund Turner Roht. W. Nickels
JEFFERSON CITY...	WOS	680—ST NC	500	Missouri State Highway Patrol Jefferson City	73
JOPLIN.....	WMBH	1420	250—LS 100—N	Joplin Broadcasting Co. 1334 Roosevelt Ave.	508	D. J. Poynor	Ken Sigars R. J. Stark
KANSAS CITY.....	KMBC	950	5,000—LS 1,000—N	Midland Broadcasting Co. Pickwick Hotel	Harrison 2654	CBS	Arthur B. Church Arthur B. Church	F. Alden Russell A. R. Moler	Free & Steinger
	KWKC	1370—SH	100	Wilson Duncan Broadcasting Co. Werby Bldg.
	WDAF	610	5,000—LS 1,000—N	Kansas City Star Co. 1729 Grand Ave.	Harrison 1200	NBC-Red	H. Dean Fitzzer V. S. Batton	H. J. Kaufman Joseph A. Flaherty	Edw. Petry
	WHB	860—D	1,000	WHB Broadcasting Co. Scarritt Bldg.	Harrison 1161	Donald D. Davis John T. Schilling	Jack Todd Henry Goldenberg
	WREN	1220—ST	5,000—LS 1,000—N	WREN Broadcasting Co. WREN Bldg., Lawrence, Kan.	Lawrence 110	NBC-Blue	Vernon H. Smith Ernest Pontius	Verle Bratton Fred Wheeler	Ray Linton
W9XBY	1530	1,000	First National Television, Inc. Power & Light Bldg.	Harrison 5818	S. Q. Noel M. M. Marget	Les Barnett G. L. Taylor	



STANLEY E. HUBBARD
Vice President and General
Manager



KENNETH M. HANCE
Assistant Manager



IRVING A. VIVIAN
Sales Manager



RAY C. JENKINS
Sales Promotion and
Merchandise Manager

502 YEARS OF SERVICE

in Advertising, Merchandising, Sales Promotion and Technical Studio Work are represented in the total experience of our KSTP staff . . . of which 175 years are contributed by our Department Managers.

\$2,000,000 IS THE VALUE

of our investment annually in this Practical-Technical-Creative Staff.

KSTP DOMINATES the 8th U. S. Retail Market.

HOLDS more than 50% of the total Twin City audience.

OFFERS the only High Fidelity Transmitter in the Northwest.

CONTROLS the exclusive outlet in Minnesota for NBC Red and Blue Network—plus local—shows.

FIRST station in the country to develop a News-Gathering, News-Broadcasting organization.

ONE OF the first to organize a Radio Sales Promotion and Merchandising Service.

LOCATED on the only Transmitter Site in the United States designated as a city . . . Radio Center, Minnesota.

CENTER of a metropolitan area whose population of 1,250,000 spends 74.6 cents out of every retail dollar in Minnesota.



CORRINE JORDAN
Program Director



TOM D. RISHWORTH
Education and Research
Director



HECTOR R. SKIFTER
Technical Supervisor



VAL. BJORNSON
News and Editorial
Director



LESTER H. CARR
Chief Engineer

KSTP

NORTHWEST'S LEADING RADIO STATION

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES: in New York — Paul H. Raymer Co., . . . and in Chicago, Detroit, San Francisco — John Blair Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. *NC*—Non-Commercial Station. *D*—Day. *N*—Night. *SH*—Specified Hours. *LS*—Local Sunset.
CP—Construction Permit. *SA*—Special Authorization. *L*—Limited Time with Dominant Station. *U*—Unlimited Time.
 (Data corrected to January 1, 1936)

MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ST. JOSEPH.....	KFEQ	680—D	2,500	KFEQ, Inc. Schneider Bldg.	6-0106	Harton Pitts G. G. Griswold	D. D. Denver, Jr. Wesley Koch	Wilson-Dalton
ST. LOUIS.....	KMOX	1090	50,000	Voice of St. Louis, Inc. Mart Bldg.	Central 8240	CBS	J. L. Van Volkenburg K. W. Church	Robert M. Hafter G. L. Tevis	Radio Sales
	KSD	550—ST 1,000—N	5,000—LS 1,000—N	Pulitzer Publishing Co. 12th & Olive Sts.	Main 1111	NBC-Red	George M. Burbach Edward J. Hamlin	Richard Pavey Robt. L. Coe	Free & Sleinger
	KWK	1350	5,000—LS 1,000—N	Thomas Patrick, Inc. Hotel Chase	Rosedale 3210	NBC-Blue	R. T. Convey Clarence G. Cosby	John Harrington James P. Burke	Paul Raymer
	WEW	760—D NC	1,000	St. Louis University 221 North Grand Blvd.	Jefferson 8080	R. Johnston	Richard Cross, Jr. Geo. E. Rueppel
	WIL	1200	250—LS 100—N	Missouri Broadcasting Corp. Melbourne Hotel	Jefferson 8403	L. A. Benson E. P. Shutz	Neil Norman C. H. Stoup	George Roesler
	WTMV (East St. Louis)	1500	100	Mississippi Valley Broadcasting Co. Hotel Broadview	East 4390	Wm. H. West J. C. Hetherington	Woody Klose Fred S. Liggett	Wilson-Dalton
	KFUO (Clayton)	550—ST NC	1,000—LS 500—N	Evangelical Lutheran Synod 801 De Munn Ave.	Cahany 2499	H. H. Hohenstein	H. H. Hohenstein Carl H. Meyer
SPRINGFIELD.....	KGBX	1310—SH SA 1230	100 SA 500	KGBX, Inc. 508 St. Louis Ave.	1360	Ralph Foster C. A. Johnson	George E. Wilson Fritz Bauer	Wilson-Dalton
	KWTO	560—D	1,000 CP 5,000	Ozarks Broadcasting Co. 508 St. Louis Ave.	1360	Ralph Foster C. A. Johnson	George E. Wilson Fritz Bauer	Wilson-Dalton

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BILLINGS.....	KGHL	950 SA—780	2,500—LS 1,000—N	Northwestern Auto Supply Co. 420 N. Broadway	3121	NBC	C. O. Campbell	Cy Taillon Jeff Kirchli	Jackson & Moore Walter Biddick
BUTTE.....	KGIR	1340	2,500—LS 1,000—N	KGIR, Inc. Butte	2-2344	NBC	E. B. Craney Leo McMullen	Fred Ruegg R. P. Stewart	Joseph McGillvra Walter Biddick
GREAT FALLS.....	KFBB	1280	2,500—LS 1,000—N	Buttrey Broadcast, Inc. First National Bank Bldg.	4377	J. Jacobsen J. Jacobsen	Harold Moan John Parker	Walter Biddick
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar 1236-4th Ave. E.	32	Donald C. Treloar W. B. LaBonte	O. Hockley Donald Gorman
MISSOULA.....	KGVO	1260	1,000	Mosby's, Inc. 240 North Higgins	2155	A. J. Mosby Hal Boskill	Vern Sawyer D. V. Tostensen	Walter Biddick
WOLF POINT.....	KGCX	1310—SH	250—LS 100—N	E. E. Krehshach Main and Fourth St.	102J	George B. Bairey Robert Feigel	Adolf Jystad George B. Bairey

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLAY CENTER.....	KMMJ	740—L	1,000	M. M. Johnson Co. Clay Center	207	Mott M. Johnson Mott M. Johnson	M. Briggs M. A. Price
KEARNEY.....	KGFV	1310	100	Central Nebraska Broadcasting Corp. Kearney	31551
LINCOLN.....	KFAB	770—ST SA—U	10,000	KFAB Broadcasting Co. Lincoln Hotel	B7084	CBS	Dietrich Dirks Buryl Lottridge	Al Poska Harry Harvey	Free & Sleinger
	KFOR	1210	250—LS 100—N	Cornbelt Broadcasting Corp. Lincoln Hotel	B7084	CBS	Dietrich Dirks Buryl Lottridge	Al Poska Harry Harvey
NORFOLK.....	WJAG	1060—L	1,000	Norfolk Daily News Norfolk	20	A. C. Thomas A. C. Thomas	A. C. Thomas Frank Weidenbach	Cox & Tanz
NORTH PLATTE....	KGNF	1430—D	1,000	Great Plains Broadcasting Co. North Platte	132	W. I. LeBarron W. I. LeBarron	V. J. LeBarron J. B. Eaves
OMAHA.....	KOIL	1260	2,500—LS 1,000—N	Central States Broadcasting Co. Omaha	Jackson 7626	NBC-Blue	John M. Henry J. B. Lottridge	Robert Cunningham Harry Harvey	Free & Sleinger
	WAAW	660—D	500	Omaha Grain Exchange 738 Grain Exchange	Atlantic 2223	F. P. Mancbester E. F. Bader	Phyllis Bader Walter Myers
	WOW	590	1,000—N 5,000—LS SA-5000—N	Woodmen of the World Insurance Co. Insurance Bldg.	Jackson 6844	NBC-Red	Wm. Ruess John J. Gillin, Jr.	Harry Burke Wm. Kotera	John Blair
SCOTTSBLUFF.....	KGKY	1500	250—LS 100—N	Hilliard Co., Inc. 1517 1/2 Broadway	856	L. L. Hilliard L. L. Hilliard	Allen Mehling Harland Morrison
YORK.....	KGBZ	930—ST	2,500—LS 1,000—N	KGBZ Broadcasting Co. 717 Grant Ave.	1040	Alexander Sberwood C. B. Heyer	Ralpb K. Trotter Albert J. Meyer	A. T. Sears

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
RENO.....	KOH	1380	500	The Bee, Inc. Reno	5106	CBS	Joy True Joy True	Ethel Leonard Norman Webster

THE IMPATIENT PIONEER



Is Never Content With Things as They Are...

KSD, the Pioneer Broadcasting Station in St. Louis, has never been content with things as they are--it experimented early in its existence and developed techniques and practices which are now accepted as standards of broadcasting.

First to Prove the Practicability of Difficult Performances

KSD, in co-operation with Southwestern Bell Telephone Company, broadcast programs from the stages of theaters distant from the station studios. This experiment developed into the organization of the first chain service in America---now known as National Broadcasting Co.

KSD brought over telephone wires from Washington and broadcast President Coolidge's address to Congress, December 6, 1923. This was an event of genuine historical value---the first time the voice of a president addressing the Congress was put on the air.

KSD was first to broadcast a speech by a president of the United States---that of President Harding in St. Louis, June 21, 1923.

KSD was the first station to broadcast to a moving railroad train---also first to establish a two-way broadcast between a dirigible and a radio station.

Now Operating the Very Latest New R. C. A. High Fidelity Type 5000 Watt Transmitter

Together with the equipment in KSD's new studios, this should give as wide a tonal range as will be practical to reproduce on radio receiving sets for several years to come.

KSD's Ultra Short Wave Auxiliary W9XPD

On the Air Since November 1, 1935

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

First in St. Louis to Establish Listener Protection Against the Unworthy

Since KSD put the first programs on the air the welfare of listeners has unremittingly been guarded against the unworthy. When advertisers became air-minded and began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics--a protection which listeners appreciate.

Continued Increase in Number of Programs Sponsored by Advertisers

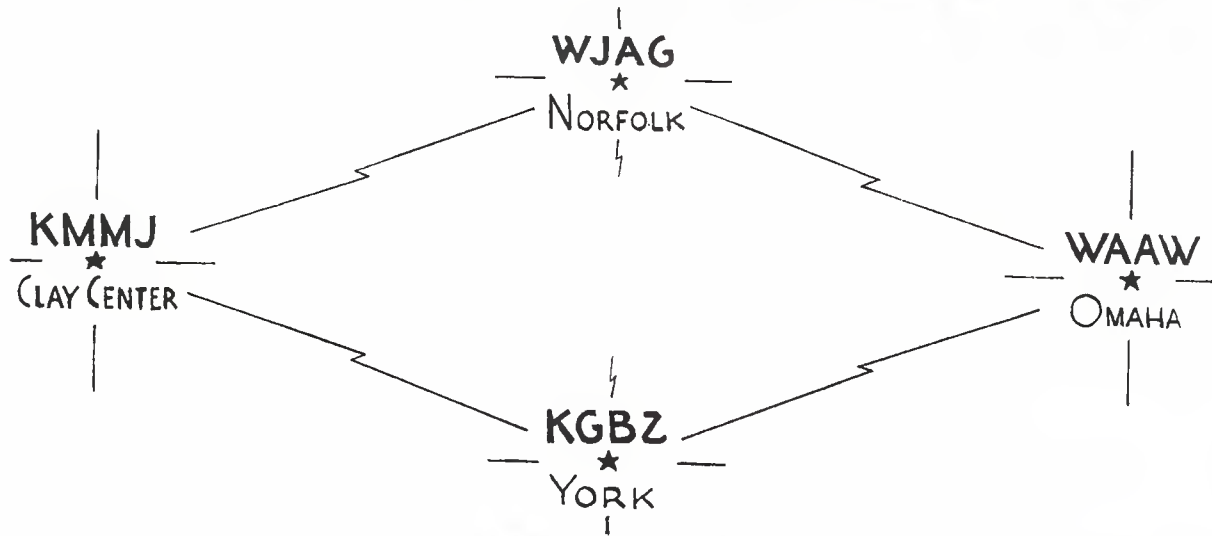
Listener-interest and listener-confidence has been responsible for continued increases year after year in the number of KSD programs sponsored by advertisers. The 1935 increase over 1934 was more than 35%.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Nebraska Broadcasting System



Your Closest and Most Effective Contact with Nebraska and the Farm Empire

- **Family Service** — The kind of programs and announcing that make and hold friends.
- **Confidence** — Our radio friends have helped us make outstanding sales records for advertisers for more than ten years.
- **Location** — Ideal to cover Nebraska, much of Iowa and Kansas, and parts of Missouri, South Dakota and Colorado.
- **Two-Thirds Rural** — Our Farm Market Reports, News, Weather Reports and wholesome entertainment provide vital service to rural families.
- **Cities Too** — In the heart of rich farm areas, these stations are also located in or near the most important cities.

Now Available as a Group Call or Write

K M M J

CLAY CENTER

M. M. Johnson Company
1000 Watts — 740 Kc.

K G B Z

YORK

KGBZ Broadcasting Co.
2500 Watts — 930 Kc.

W J A G

NORFOLK

Norfolk Daily News
1000 Watts — 1060 Kc.

W A A W

OMAHA

Omaha Grain Exchange
500 Watts — 660 Kc.

IN 1895

Mark Twain

(ON A SPEAKING TOUR) WROTE:



DIARY

BUTTE, MONTANA
August 1 -

Beautiful audience,
compact, intellectual
and dressed in perfect
taste - it surprised me
to find this London,
Parisian, New York
audience out in the
mines.*

* Excerpt From
"Unpublished Diaries of Mark Twain"

Reprinted From
Hearst's International-Cosmopolitan, August 1935.

AND TODAY, as in 1895

this metropolitan audience remains compact, intellectual and well dressed. Your audience over KGIR, however, is larger and more prosperous than the 1895 audience of Mark Twain.

LARGER . . . because more than 50% of the population of Montana lives within KGIR'S coverage area . . . and to this representative group, KGIR sends the spot news and the cream entertainment of the moment. These listeners, loyal to KGIR, depend on this network station and prove their loyalty by responding to the messages of our advertisers.

MORE PROSPEROUS . . . because *silver is up*—sending the buying power of the Western Montana mining region to a new high level . . . farming and other industries have vastly increased purchasing power.

KGIR is the ONLY network station in Western Montana and the ONLY station heard in this area in the daytime . . . Include it in your spot or network campaign . . . It can and will increase your sales and distribution in this responsive able-to-buy area.

BUTTE **KGIR** MONTANA

CENTER OF POPULATION IN MONTANA

2500 W. DAY

1000 W. NIGHT

N. B. C.

Representatives: Joseph McGillvra - New York - Chicago

Pacific Coast - Walter Biddick Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. *NC*—Non-Commercial Station. *D*—Day. *N*—Night. *SH*—Specified Hours. *LS*—Local Sunset.
CP—Construction Permit. *SA*—Special Authorization *L*—Limited Time with Dominant Station. *U*—Unlimited Time.
 (Data corrected to January 1, 1936)

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
LACONIA.....	WLNH	1310	100	Northern Broadcasting Co. 523 Main St.	Laconia 501	Inter-City	Elsie L. Budd	Thomas E. Clayton Claude C. Marquis
MANCHESTER.....	WFEA	1340	1,000—LS 500—N	N. H. Broadcasting Co. Carpenter Hotel	7970	CBS Yankee	Charles G. H. Evans Charles G. H. Evans	Arch Soutar Fred Crandon
PORTSMOUTH.....	WHER	740—D	250	Granite State Broadcasting Corp. 39 Congress St.	2670	H. J. Wilson H. J. Wilson	V. E. Bennett G. E. Knightly	Cox & Tanz

NEW JERSEY

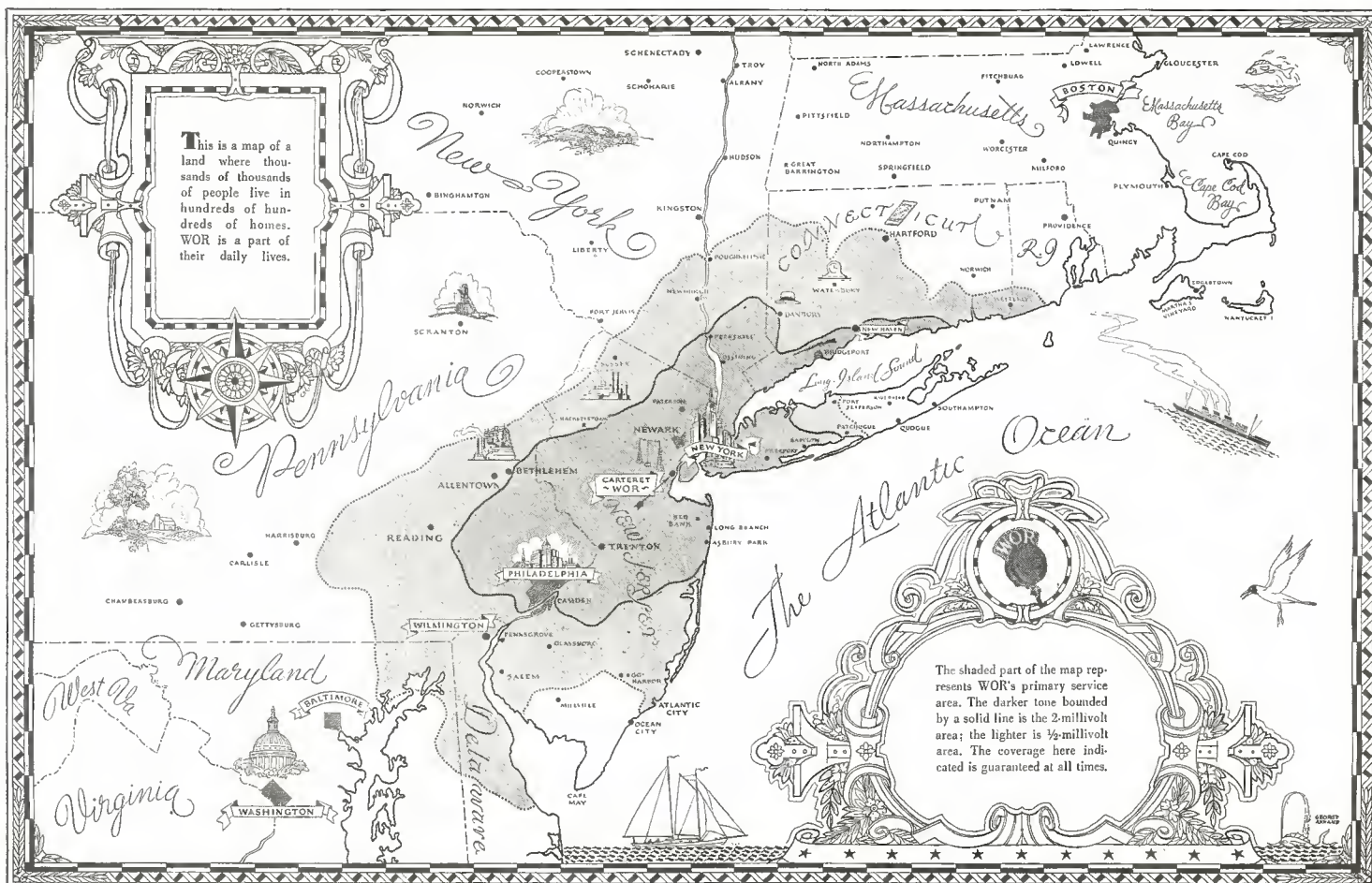
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASBURY PARK.....	WCAP	1280—ST	500	Radio Industries Broadcast Co. Convention Hall	1911	V. N. Scholes	Ernest Ruckle
ATLANTIC CITY.....	WPG	1100—SH	5,000	City of Atlantic City Convention Hall	4-6538	CBS	Norman Reed E. R. Truex	Margaret Keever Earle Godfrey	Hibbard Ayer Furgason & Aston
CAMDEN.....	WCAM	1280—ST	500	City of Camden 1706 Federal St.	9000	F. S. Caperoon L. M. Maxwell	Miss M. J. Costanzo John J. Cummings
JERSEY CITY.....	WAAT	940—D	500	Bremer Broadcasting Corp. 50 Journal Square	Journal Square 2-0716	Paul H. LaStayo Paul H. LaStayo	Dale Kennedy D. D. Jones
	WHOM	1450	250	New Jersey Broadcasting Corp. 50 Journal Square	Journal Square 2-2929	Roland Trenchard Roland Trenchard	Anne G. Clancy A. W. Burnham
NEWARK.....	WHBI	1250—ST	2,500—LS 1,000—N	May Radio Broadcast Corp. 100 Chipman St.	Mitchell 2-7354	R. Wolfe
	WNEW	1250—ST	2,500—LS 1,000—N	(See New York City)					
	WOR	710	50,000	(See New York City)					
RED BANK.....	WBRB	1210—ST	100	Monmouth Broadcasting Co. 63 Broad St.	980	V. N. Scholes V. N. Scholes	Lillian Mayhew Robert Johnson
TRENTON.....	WTNJ	1280—ST	500	WOAX, Inc. Stacy-Trent Hotel	5876	Paul F. Hannon Edw. D. Clery	Harry E. McIlvain Edw. P. Knowles	Norman Craig Cox & Tanz
ZAREPHATH.....	WAWZ	1350—ST NC	1,000—LS 500—N	Pillar of Fire, Inc. Zarephath	Bound Brook 223	Ray B. White	Ray B. White Nathaniel Wilson

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBUQUERQUE.....	KGGM	1230	500—LS 250—N	New Mexico Broadcasting Co. Kimo Bldg.	929	T. H. Lathrop T. H. Lathrop	Mary M. Hickox Wm. Torrey
	KOB	1180—ST	10,000	New Mexico College of Agriculture Box 1319	1180	George S. Johnson	Allen Davidson George S. Johnson	Walter Biddick Norman Craig A. T. Sears
CLOVIS.....	KICA	1370—SH	100	Southwest Broadcasting Co. Clovis	3	Leonard E. Wilson Chas. C. Alsop	C. R. Anderson Jack Lund
ROSWELL.....	KGFL	1370—SH	100	KGFL, Inc. 507 N. Maine St.	288	W. E. Whitmore R. E. Sinclair	W. E. Whitmore Carl Buzart	Walter Biddick
SANTA FE.....	KIUJ	1310	100	W. C. Irvin Santa Fe	1456	Mike Hollander Mike Hollander	Mike Hollander Ben Wimberly	Walter Biddick

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBANY.....	WABY	1370	100	Adirondack Broadcasting Co. 110 N. Pearl St.	4-4194	Harold E. Smith A. Kellert	Johnny Lee J. H. Corey
	WOKO	1430	1,000—LS 500—N	WOKO, Inc. Hotel Ten Eyck	4-4193	CBS	Harold E. Smith Harold E. Smith	Snedden Weir O. A. Sardi
AUBURN.....	WMBO	1310	100	WMBO, Inc. Metcalf Bldg.	433	George I. Stevens George I. Stevens	Lucelia Bliss Herbert House	Cox & Tanz
BINGHAMTON.....	WNEF	1500	100	Howitt-Wood Radio Co. Arlington Hotel	2-3461	C. D. Mastin Harry Trenner	Mrs. E. T. Lamb Lester H. Gilbert	Hibbard Ayer Furgason & Aston
BROOKLYN.....	WARD	1400—ST	500	United States Broadcasting Corp. 427 Fulton St.	Triangle 5-3301
	WBBC	1400—ST	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave.	Triangle 5-6690	Peter J. Testan	I. W. Smith Peter Testan, Jr.
	WBBR	1300—ST NC	1,000 CP 5,000—LS	Peoples Pulpit Assn. 124 Columbia Heights	Main 4-6567	M. A. Howlett	J. E. Lowe
	WCNW	1500—SH	250—LS 100—N	Arthur Fiske 846 Flatbush Ave.	Dickens 2-1411	Miss M. J. Milbern L. W. Berne	Roger Wayne Arthur Fiske
	WLTH	1400—ST	500	Voice of Brooklyn, Inc. 105 Second Ave.	Orchard 4-1203	S. J. Gellard S. J. Gellard	Stanley Fields G. E. Stewart
	WMBQ	1500—SH	100	Metropolitan Broadcasting Corp. 95 Leonard St.	Stagg 2-9307	Lillian E. Kiefer Lillian E. Kiefer	Lillian E. Kiefer Paul J. Gollhofer
	WVFW	1400—ST	500	Paramount Broadcasting Corp. Terminal Theatre Bldg.	Triangle 5-0313



YEAR IN—year out!

“The map is mighty important information—and don’t let anyone tell you different. It shows as nothing else can the area WOR serves with more than adequate power. It tells you exactly the minimum area within which any half-way decent receiving set can pick up our programs with clarity and power. You can refer to it at any time and say, ‘That is WOR’s coverage—winter or summer, day or night.’ It is fixed and definite—just as definite as a stone.”—from page 5 of WOR’s coverage story, *IT’S A SMALL WORLD*, which you should read if you haven’t already. (Write for your copy.)

And yet a field intensity map doesn’t begin to tell the story of WOR. Maps of mail by day and night help to round it out

(see pages 10 and 11 of *IT’S A SMALL WORLD*). And the listing of programs in 99 newspapers. And the wealth of our guaranteed service area.

No small part of the importance of WOR in the New York-Philadelphia metropolitan area is due to the mechanical perfection of our 1935 50,000 watt transmitter. It employs a 3-array directive antenna system to focus power where power is needed.

The *big* thing in WOR’s bag of tricks for 1936 is *HIGH-FIDELITY*. As more and more people buy high-fidelity receiving sets, the effect of radio’s latest achievement will be magnified into tremendous importance.

There’s nothing static about WOR.

WOR

Member Mutual Broadcasting System . . . WGN, Chicago . . . WLW, Cincinnati . . . WOR, Newark . . . CKLW, Windsor-Detroit



Perhaps NOT THE LARGEST . . .
But ONE OF THE BEST !

We can't honestly say that Buffalo is the largest market in the country. But we can truthfully claim that it is one of the best and has been consistently so for many years.

The Buffalo Market, you know, embraces the entire Niagara Frontier—from the shores of Lake Ontario to within a few miles of Erie, Pennsylvania. 1,312,551 people live here. Their standards of living are high—and the majority of them have been singularly fortunate in working steadily throughout the difficult years of depression. Right now things look even brighter and employment in the Buffalo Area is decidedly on the uptrend.

That's due in no small measure to the broad diversification of industries in this part of the country. Everything from steel to cellophane—from furniture to baby carriages—and from abrasives to house dresses is made in or near Buffalo.

Yes, industry is distinctly diversified—but the overwhelming majority of radio listeners in this same territory concentrate their attention on two stations—WGR and WKBW, both owned and operated by the Buffalo Broadcasting Corporation. Extensive surveys have conclusively proved that the majority of listeners in the Buffalo Area invariably dial to these two stations which divide Columbia and Buffalo Broadcasting Productions between them.

That's why a steadily increasing number of advertisers spend their radio appropriation with us. They know they're sure of reaching a consistently larger audience over Buffalo Broadcasting Stations. We've a hunch you'll find it very profitable to follow their example—and we've more than a hunch that you'll find the Buffalo Area a major market.



OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, RAND BUILDING, BUFFALO, NEW YORK. REPRESENTED BY FREE & SLEININGER, INC.

Chicago . . . a hundred major towns and cities . . . more than 10,000,000 prosperous people in five states . . . are reached by the 50,000 watt voice of WBBM. ● It is by all odds the first choice of advertisers, with more network advertisers than any other

Chicago station, and more local clients than all major Chicago metropolitan stations combined. ● Columbia's key station in the Midwest offers these advertisers — and you — the complete service of Western



Division of the CBS Program and Publicity Department and Artists Bureau.

WBBM, Chicago — 50,000 Watts — owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES Inc.: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 North Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414



**ADVERTISERS' FAVORITE
IN AMERICA'S NO. 2 MARKET**



CLEAR CHANNEL TO THE NORTHWEST

Half a million bottle caps in 3 months! ●
16,817 dollar bills! ● 131% sales increase!
● This is the kind of response which WCCO
delivers regularly in the Great Northwest. ●
50,000 watts plus its nationally cleared
channel plus CBS give WCCO an unequalled,
unchallenged, and consistent coverage in
six rich states. ● With its talent and pro-
duction staff, WCCO originates 60 commercial
shows a week, of 15 minutes or more each —
several times the number of productions by
all the other Twin City stations combined.
● When the big local advertisers of the
Twin Cities buy radio, 98% of
their radio advertising goes
on WCCO; 90% *exclusively*.



**WCCO, Minneapolis & St. Paul — 50,000 Watts — owned
and operated by THE COLUMBIA BROADCASTING SYSTEM**

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison
Ave., Wickersham 2-2000 • CHICAGO, 410 North Michigan
Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

DAILY HABIT OF A MILLION AND A HALF LISTENERS



KMOX sent one client's sales up 220% . . .
doubled another's . . . sold 900 suits and
overcoats for a local clothier in a single day!

● And why not? A study of St. Louis listening habits revealed that KMOX has 80% MORE regular listeners in St. Louis than its largest competitor. ● With a cost-per-thousand-listeners in St. Louis alone lower than any local station, yet serving seven states, KMOX is the consistent choice of most advertisers. ● Its many program originations to the Columbia Network each week show how well KMOX knows its "showmanship." KMOX offers a complete program and talent service, as well as a vast audience, for every advertiser.

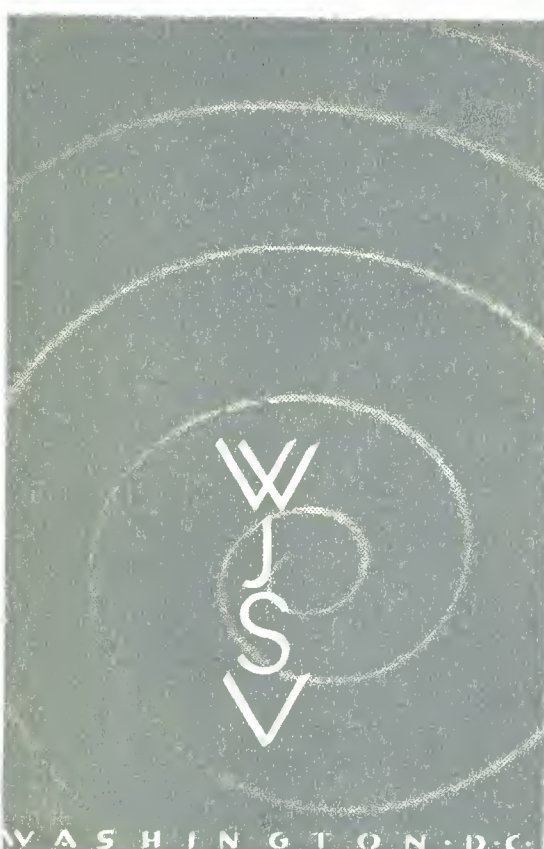


KMOX, St. Louis—50,000 Watts—owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Ave., Wickersham 2-2000
• CHICAGO, 410 N. Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

TWENTY TIMES THE POWER! Per capita retail sales in Washington are

\$516.00. Washingtonians make 1% of the entire retail purchases of the country though only one-half of one percent of America's population lives in the District of Columbia. They bought 1.75% of all new passenger cars sold in 1935 . . . filed 2% of all income tax returns made by individuals. ● And the District of Columbia has a higher percentage of radio ownership (95.6%) than any state in the Union. ● Add to these figures the fact that WJSV has twenty times as much power as its nearest competitor . . . that it reaches rich radio homes in Maryland, Virginia and West Virginia no other Washington Station reaches ● And that's the story.



WJSV, Washington—10,000 Watts—owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 North Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

WKRC is the most important local station in Cincinnati. It carries more network commercial programs and more hours of commercial programs than any Cincinnati station. It broadcasts more than



twice as many network commercial programs and commercial network hours as any local station in Greater Cincinnati, and handles more local business than all Cincinnati stations combined. ● WKRC is the only station in Cincinnati whose transmitter is located within city limits. ● WKRC's Primary listening area includes a population of 1,676,466 who purchase \$382,199,000 in goods a year.

WKRC, Cincinnati—1,000 Watts—owned and operated by THE COLUMBIA BROADCASTING SYSTEM



**REACHING A
\$380,000,000 EAR**

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Avenue, Wickersham 2-2000 • CHICAGO, 410 North Michigan Avenue, Whitehall 6000 • DETROIT, Fisher Bldg., Trinity 2-3414

DOORWAY TO DIXIE



The only 50,000 watt clear channel station between Philadelphia and Atlanta covers the Southern seaboard in six states and



sends its voice as far North as Canada! ● WBT is more than just a station — it is as much a part of the Southern scene as spoon bread and beaten biscuits and mint and magnolias! ● There are 11 other stations in the Carolinas, but all of them put together cannot cover as much territory as WBT alone — a territory which needs and supports more than 50 daily newspapers. ● The latest Price-Waterhouse survey gives WBT a 96.4% audience rating of regular listening. Here's complete coverage — the Doorway to Dixie.

WBT, Charlotte — 50,000 Watts — owned and operated by THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Avenue, Wickersham 2-2000 • CHICAGO, 410 North Michigan Avenue, Whitehall 6000 • DETROIT, Fisher Building, Trinity 2-3414



With 5,000 watts in the daytime, WFBL is 20 times as powerful as its competitor, and by far the favorite local station of both listeners and advertisers. ● It offers its sponsors a complete merchandising service in a territory famous nationally as a "test" market. ● One client

RADIO YARDSTICK FOR THE NATION

obtained distribution in 550 retail outlets for a new product within four weeks from the start of his radio series. Dealers know WFBL is a sales producer. ● Syracuse sets the

WFBL, Syracuse — 1,000 Watts — owned and operated by the ONONDAGA RADIO BROADCASTING CORPORATION



sales-pace for the nation and WFBL leads local stations in performance and popularity.

Represented by RADIO SALES, Inc.: NEW YORK, 485 Madison Avenue, Wickersham 2-2000 • CHICAGO, 410 North Michigan Avenue, Whitehall 6000 • DETROIT, Fisher Building, Trinity 2-3414

KEY TO THE NETWORKS

In New York, and only in New York, a "deadly parallel" of network popularity is possible — for only in this city each of the major networks operates its own station, controls all the time, and originates all of the programs of that station. ● The relative appeal of network schedules can therefore be isolated and measured in New York with almost laboratory precision. And has been. ● With this result: Survey after survey of the radio audience has given WABC a wide-margined FIRST in audience-preference for round-the-clock listening. ● Which explains why WABC (and CBS) are also first choice of *advertisers*.

Here is the key to the networks — and the radio key to the world's richest market.



WABC, New York — 50,000 Watt Key Station of The COLUMBIA BROADCASTING SYSTEM

ADMINISTRATIVE OFFICES & REPRESENTATIVES ● New York City, 485 Madison Ave. ● Chicago, 410 N. Michigan Ave. ● Philadelphia, 1622 Chestnut St. ● Washington, 817 Earle Bldg. ● Los Angeles, Signal Oil Bldg. ● Detroit, 902 Fisher Bldg. ● London, 14 Langham Pl., W. I. ● Cable Address, Columbia, N.Y.

A Message To The Advertising Agencies

Do You Know That WOVI Reaches More Italian-Americans Than There Are Italians In Rome?

THE POPULATION OF ROME IS SLIGHTLY OVER 1,000,000
THERE ARE 1,750,000 ITALIAN-AMERICANS IN THE METROPOLITAN AREA

**WOVI IS THE CENTER OF INTEREST
TO ALL ITALIAN SPEAKING LISTENERS**

*Concentrate On
Your Market!*

REACH THE LARGEST SINGLE SPECIAL AUDIENCE OF ITS KIND IN THE WORLD!

WOVI CONCENTRATES ON SERVING THE ITALIAN-AMERICANS IN GREATER NEW YORK!



*Speak To
The Housewife!*

THE HOUSEWIFE MAKES THE FAMILY PURCHASES. DO YOU KNOW THAT WOVI SERVES THE LARGEST DAYTIME AUDIENCE OF ANY INDEPENDENT STATION IN GREATER NEW YORK?

Do You Know

THAT **WOVI** OPERATES ON A **CLEAR CHANNEL**—WITHOUT INTERFERENCE—ON A WAVE LENGTH OF 1130 KC.—WITH 1000 WATTS POWER — **INSURING** COMPLETE METROPOLITAN COVERAGE?

Do You Know

THAT WOVI ACCOUNTS HAVE BEEN CONSISTENTLY RENEWED FOR THE LAST FIVE YEARS?

IN 1935—95 per cent of the WOVI advertisers renewed their contracts!

BRING THESE FACTS TO THE ATTENTION OF YOUR CLIENT!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BUFFALO	WBEN	900	1,000 CP 5,000—LS	WBEN, Inc. Hotel Statler	Cleveland 2044	NBC-Red	Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley R. J. Kingsley	Edw. Petry
	WBNY	1370—SH (Construction Permit Only)	250—LS 100—N	Roy L. Alhertson 485 Main St.	Cleveland 3365	Roy L. Alhertson Tom D. Dwyer	Jack McLean
	WEBR	1310	250—LS 100—N	Howell Broadcasting Co. 23 W. North St.	Lincoln 7133	Dr. Sbord H. H. Howell	Norman Freakley Paul Fischler
	WGR	550	1,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	I. R. Lounsberry L. H. Avery	Herbert C. Rice Karl B. Hoffman	Free & Sleinger
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	I. R. Lounsberry L. H. Avery	Herbert C. Rice Karl B. Hoffman	Free & Sleinger
	WSVS	1370—SH NC	50	Seneca Vocational High School 666 E. Delavan Ave.	Fillmore 7190	David Warnboff	John Lindner Paul J. Doddridge
CANTON	WCAD	1220—SH NC	500	St. Lawrence University University Campus	276	H. K. Bergman	R. C. Ellsworth Ward C. Priest
CHESTER TOWN-SHIP	WGNY	1210—ST	100	Peter Goelet Chester	1500	Peter Goelet Joseph Rake	I. G. Fiske Edward Johnstone	Hibbard Ayer
ELMIRA	WESG	1040—D SA 850	1,000	Cornell University Mark Twain Hotel	5959	Dale L. Taylor Norbert O'Brien	Ernest F. Oliver True McLean	J. P. McKinney
FREEPORT	WGBB	1210—ST	100	Harry H. Carman 64 So. Grove St.	2418	Lee MacArthur H. H. Carman	A. Cheesman Andrew Mercier
JAMESTOWN	WOCL	1210	50	A. E. Newton 840 N. Main St.	3-908	J. Ralph Carson C. Frishie	R. Evans Dee Kratzert
LONG ISLAND CITY	W2XR	1550	1,000	Scientific Broadcasting Service 41 Park Row, N. Y. C.	Courtland 7-9796	John V. L. Hogan Howard J. Perry	Arthur Huntington R. D. Valentine
NEW YORK	WABC	860	50,000	Atlantic Broadcasting Corp. 485 Madison Ave.	Wickersham 2-2000	CBS	Wm. S. Paley H. K. Boice	L. W. Lowman A. B. Chamberlain	Radio Sales
	WBNX	1350—ST	250	Standard Cabill Co. 260 East 161st St.	Melrose 5-0333	W. C. Alcorn S. W. Caulfield	Edward Ervin
	WEAF	660	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Red F. E. Spencer, Jr.	John F. Royal O. B. Hanson	NBC
	WEVD	1300—ST	1,000	Debs Memorial Radio Fund 160 W. 40th St.	Bryant 9-2360	Henry Greenfield Henry Greenfield	Morris S. Novik Chas. W. Brown
	WFAB	1300—ST	1,000	Fifth Ave. Broadcasting Corp. 154 W. 57th St.	Circle 7-2610	Joseph Lang Joseph Lang	George Lasker Henry Byam
	WHN	1010	1,000 CP 5,000—LS	Marcus Loew Booking Agency 1540 Broadway	Bryant 9-7800	Louis K. Sidney Philip F. Whitten	Mitchell Benson G. R. Windham
	WINS	1180—L	1,000	Hearst Radio, Inc. 114 E. 58th St.	Eldorado 5-6100	Burt Squire Burt Squire	Roland Bradley C. H. Pease	Hearst Radio
	WJZ	760	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Blue F. E. Spencer, Jr.	John F. Royal O. B. Hanson	NBC
	WLWL	1100—SH	5,000	Missionary Society of St. Paul 415 West 59th St.	Columbus 5-7030	Rev. Joseph I. Malloy J. P. Kiernan	Franklin H. Small Joseph Deppe
	WMCA	570	500	Knickerbocker Broadcasting Co. 1697 Broadway	Circle 6-2200	Inter-City	Donald Flamm Bertram Lehhar, Jr.	Alfred Hall Frank Marx	Ray Linton
	WNEW	1250—ST	2,500—LS 1,000—N	WBO Broadcasting Corp. 501 Madison Ave.	Plaza 3-3300	Miss B. Judis Herman Bess	Walton Butterfield M. J. Weiner
	WNYC	810—D NC	1,000	City of New York Municipal Bldg.	Worth 2-4740	F. J. H. Kracke I. Brimberg	C. R. Bohnsack I. Brimberg
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service 1440 Broadway, New York	Pennsylvania 6-8383	MBS	Alfred J. McCosker Theo. C. Streibert Walter Neff	Julius F. Seehach J. R. Poppele	Wm. G. Rambeau James F. Fay
	WOV	1130—D	1,000	International Broadcasting Corp. 132 W. 43rd St.	Bryant 9-6445	John Iraci John Iraci	John C. Schramm Robert E. Study
	WFAS (White Plains)	1210—ST	100	Westchester Broadcasting Corp. Hotel Roger Smith	White Plains 8353	Frank A. Seitz Selma Seitz	Frank A. Seitz H. C. Laubenstein	Cox & Tanz Northwest
	WWRL (Woodside)	1500—SH	250—LS 100—N	Long Island Broadcasting Corp. 41-30 58th St.	Newton 9-3300	W. H. Reuman F. R. Clarke	Lou Cole W. H. Reuman
OLEAN	WHDL	1420—D	100	Olean Broadcasting Co. Olean	3-300	Leonard L. Hofmann H. N. MacEwen	David Jeffries H. M. Hathaway
PLATTSBURG	WMFF	1310—D	250	Plattsburg Broadcasting Corp. Cumberland Hotel	802	George F. Bissell George F. Bissell	M. Parker John Reilly	Northwest
ROCHESTER	WHAM	1150	50,000	Stromberg-Carlson Telephone Mfg. Co. 111 East Ave.	Stone 1862	NBC-Blue	William Fay Ben T. Weaver	Kenneth Loysen John Long, Jr.	Reiter & Jaeger Norman Craig
	WHEC	1430	1,000—LS 500—N	WHEC, Inc. 40 Franklin St.	Stone 1320	CBS	Clarence Wheeler M. C. Watters	Nicholas Pagliara Maurice Clarke	Paul Raymer
	WSAY	1210—D (Construction Permit Only)	100	Brown Radio Service 192 S. Goodman St.	Gordon P. Brown Ken Johnson	Maurice J. Condon
SARANAC LAKE	WNBZ	1290—D	100	Smith & Mace Saranac Lake	824	Earl J. Smith Earl J. Smith	Ray English T. J. MacLeod
SCHENECTADY	WGY	790	50,000	General Electric Co. 1 River Road	4-2211	NBC-Red	Kolin Hager G. R. Nelson	A. O. Coggeshall W. J. Purcell	NBC



Myrtle Leonard



Louis Katzman



Florence Maxwell

Why is WINS the Radio Station of Undeniable PRESTIGE?

HERE ARE SOME ANSWERS:

1. *From the White House:* Mrs. Franklin Delano Roosevelt writes to radio station WINS, a gracious letter of appreciation of work that is being accomplished through the WINS daily feature, "The Modern Woman Speaks". Her letter is on file.

2. *Exclusive Arrangements:* WINS is one of the few independent radio stations in the country having special arrangements of music every day.

3. *First to Broadcast News:* WINS is recognized everywhere as first in New York in the radio broadcasting of news. WINS' connection with both morning and afternoon newspapers...the New York American and the New York Journal...assures WINS at all times of this unique advantage.

A Typical WINS Program...

and one to which any station might aspire, is presented by WINS in Louis Katzman and his orchestra, which has been identified with forty-two network programs.

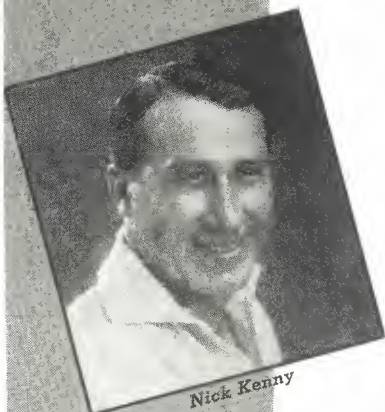
● The combination of this famous conductor...featuring Myrtle Leonard, leading contralto of the Metropolitan Opera Company and an array of superb guest artists appeals to all who love music. These Louis Katzman hours are truly a series of dinner music programs of incomparable charm. ● Capitalize on this prestige, plus the 12,000,000 market to which WINS is an open door, and place your national spot campaigns on one of the many WINS features.



Earl Harper



Jack Douglas



Nick Kenny



Helen Merchant



Fran & Francis



Gay Lee

W·I·N·S

NEW YORK

NATIONAL REPRESENTATIVE:

HEARST RADIO, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1936)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SYRACUSE.....	WFBL	1360	5,000—LS 1,000—N	Onondaga Radio Broadcasting Corp. Onondaga Hotel	2-1147	CBS	Samuel Woodworth Charles F. Phillips	George Perkins Alfred Marcy	Radio Sales
	WSYR- WSYU	570	250 CP 1,000	Central New York Broadcasting Corp. Starrett-Syracuse Bldg.	3-0158	NBC-Blue	H. C. Wilder Howard C. Barth	F. R. Ripley Armand Belleisle	Paul Raymer
TROY.....	WHAZ	1300—ST	500	Rensselaer Polytechnic Inst. Eighth St.	6810	W. J. Williams H. D. Harris	Rutherford Hayner W. C. Stoker
UTICA.....	WIBX	1200	300—LS 100—N	WIBX, Inc. 187 Genesee St.	2-2102	CBS	Dale Robertson Dale Robertson	Phil Ross David Foote	Norman Craig Reiter & Jaeger

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASHEVILLE.....	WWNC	570	1,000	Citizen Broadcasting Co. Platiron Bldg.	850	NBC-Supp.	Don S. Elias J. W. McIver	E. A. McIntosh Cecil Hoskins	Ferguson & Aston
CHARLOTTE.....	WBT	1080	50,000	Station WBT, Inc. Wilder Bldg.	3-7107	CBS	Wm. A. Schudt, Jr. Wm. A. Schudt, Jr.	Chas. Crutchfield J. J. Beloungy	Radio Sales
	WSOC	1210	250—LS 100—N	WSOC, Inc. Mecklenburg Hotel	7130	NBC-Supp.	E. J. Gluck W. C. Irwin	Paul W. Norris R. S. Morris	Norman Craig A. T. Sears
DURHAM.....	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel	J-1001	CBS	J. Frank Jarman, Jr. Woody Woodhouse	Lee E. Vickers R. A. Dalton
GASTONIA.....	WJBR	1420 (Construction Permit Only)	100	J. B. Roberts 224 So. Willow St.	J. B. Roberts J. R. Roberts Ben Farmer
GREENSBORO.....	WBIG	1440	1,000—LS 500—N	North Carolina Broadcasting Co. O. Henry Hotel	6125	CBS	Edney Ridge John E. Miller	Edney Ridge Earl F. Allison	A. T. Sears
HIGH POINT.....	WMFR	1200—D	100	Hart & Nelson 166½ So. Main St.	4593	Wayne M. Nelson E. Z. Jones	Kenneth Paul
RALEIGH.....	WPTF	680—L	5,000	WPTF Radio Co. 324 Fayetteville St.	3007	NBC-Supp.	R. H. Mason R. E. Penny	Graham B. Poyner Henry Hullick	Free, Johns & Field
ROCKY MOUNT....	WEED	1420—ST	100	W. Avera Wynne Rocky Mount	1420	W. Avera Wynne B. W. Frank	Bernard Proctor R. M. Wallace
WILMINGTON.....	WMFD	1870—D	100	Richard Austin Dunlea 320 N. Front St.	3	R. E. Dunlea R. E. Dunlea	Weston E. Britt H. Humphrey
WINSTON-SALEM ..	WSJS	1310	100	Winston-Salem Journal Co. 420 N. Marshall	4141	CBS	Norris L. O'Neil Norris L. O'Neil	John Miller D. J. Lee

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BISMARCK.....	KFYR	550	5,000—LS 1,000—N	Meyer Broadcasting Co. 420 Broadway	19	NBC-Supp.	P. J. Meyer F. E. Fitzsimonds	Richard Burris Ivar Nelson
DEVILS LAKE.....	KDLR	1210	100	KDLR, Inc. 1025 3rd St.	1090	Bert Wick Bert Wick	Hildur M. Wick Delbert Hunt	A. T. Sears
FARGO	WDAY	940	5,000—LS 1,000—N	WDAY, Inc. Black Bldg.	6800	NBC-Supp.	E. C. Reineke Robert Schulz	Ken Kennedy J. M. Heland	Free, Johns & Field
GRAND FORKS....	KFJM	1370	100	University of North Dakota 1st National Bank Bldg.	1200	D. Le Masurier A. H. Flaten	E. O. Hanson
MANDAN.....	KGCU	1240—SH	250	Mandan Radio Assn. 111 First Ave., N. W.	566	John Kennelly John Kennelly	Morton Wiebers James Gilfoy
MINOT.....	KLPM	1240—SH	250	John B. Cooley Minot	1267	R. J. Schmidt Claude C. Turner	Leslie Maupin C. W. Baker	A. T. Sears Aerial Publicizing

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AKRON.....	WADC	1320	2,500—LS 1,000—N	Allen T. Simmons Box 303	Hemlock 5151	CBS	Robert Wilson Fred C. Bock	Harold Hageman John Aitkenhead, Jr.	Norman Craig
	WJW	1210	250—LS 100—N	WJW, Inc. 41 S. High St.	Jefferson 6111	S. W. Townsend S. W. Townsend	Arthur W. Graham John F. Welmer
CANTON.....	WHBC	1200	100 CP 250—LS	Edward P. Graham 319 W. Tusc	5385	C. W. Hayes R. Bruce	J. E. O'Toole K. Sliker
CINCINNATI.....	WCKY	1490	5,000	L. B. Wilson, Inc. Covington, Ky.	Hemlock 7655	NBC-Red NBC-Blue	L. B. Wilson George Moore	Lloyd Sullivan Chas. Topmiller
	WCPO	1200	250—LS 100—N	Continental Radio Co. Hotel Sinton	Parkway 1111	Wm. A. Clark Wm. A. Clark	Robert Bentley Glen A. Davis
	WKRC	550	500 CP 2,500—LS SA 1,000—N	WKRC, Inc. Hotel Alms	Woodburn 7640	CBS	Tim S. Goodman S. R. Bateman	John McCormick Frank Dieringer	Radio Sales
	WLW	700	50,000 SA 500,000	Crosley Radio Corp. 1329 Arlington St.	Kirby 4800	NBC-Red NBC-Blue MBS	John L. Clark John L. Clark	Don Becker Joseph A. Chambers
	WSAI	1330	2,500—LS 1,000—N	Crosley Radio Corp. Union Central Annex	Kirby 4800	NBC-Red MBS	John L. Clark John L. Clark	E. K. Krautters Joseph A. Chambers

A NATIONAL
RADIO CAMPAIGN
INCLUDES WLW

...without WLW

*no radio campaign
could possibly
be NATIONAL*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLEVELAND.....	WGAR	1450	1,000—LS 500—N	WGAR Broadcasting Co. Hotel Statler	Prospect 0200	NBC-Blue	John F. Patt Ellis C. Vander Pyl	Eugene Carr R. Morris Pierce	Edw. Petry
	WHK	1390	2,000—LS 1,000—N	Radio Air Service Corp. Terminal Tower	Prospect 5800	CBS	H. K. Carpenter C. A. McLaughlin	John T. Vorpe E. L. Gove	Free & Steining
	WJAY	610—D	500	Cleveland Radio Broadcasting Corp. 1224 Huron Road	Cherry 0464	Edythe Fern Melrose Clyde Wood	Maxwell Hage P. J. Euhanks
	WTAM	1070	50,000	National Broadcasting Co. 1867 E. 6th St.	Cherry 0942	NBC-Red	Vernon H. Pribble R. L. Ferguson	Tom Lewis S. E. Leonard	NBC
COLUMBUS.....	WAIU	640—L	500	Associated Radiocasting Corp. A. I. U. Bldg.	Adams 1101	C. M. Everson H. H. Hoessly	Robert S. French A. C. McClelland	Free, Johns & Field
	WBNS	1430	1,000—LS 500—N	WBNS, Inc. 33 North High St.	Adams 9265	CBS	R. A. Borel Frank S. Fenton	C. R. Thompson Lester H. Nafzger	John Blair
	WCOL	1210	100	WCOL, Inc. 33 North High St.	Adams 8207	James F. Blower Jack Kelly	James E. Blower Lester H. Nafzger
	WOSU	570—SH NC	1,000—LS 750—N	Ohio State University Campus	University 3148	R. C. Higgy	Byron Williams C. S. Bidlack
DAYTON.....	WHIO	1260	1,000	Miami Valley Broadcasting Corp. 39 S. Ludlow St.	Adams 2261	NBC-Red NBC-Blue	J. L. Reinsch H. R. Seaman	Richard Reed E. L. Adams Jr.	Sawyer, Ferguson & Walker
	WSMK	1380—D SH—N	200	WSMK, Inc. 121 No. Main St.	Adams 3288	CBS	S. M. Krohn, Jr. S. Whedon	Helene Blue S. M. Krohn, Jr.
PORTSMOUTH.....	WPAY	1370	100	Vee Bee Corp. 821 Chillicothe St.	1010	Marie W. Vandegrift Marie W. Vandegrift	Gwen Sberburn Ralph Jordan	Aerial Publicizing
TOLEDO.....	WSPD	1340	2,500—LS 1,000—N	Toledo Broadcasting Co. Commodore Perry Hotel	Adams 3175	CBS	J. H. Ryan E. Y. Flanigan	Russell Gohring Verne Alston	Joseph McGillvra John Kettlewell
YOUNGSTOWN.....	WKBN	570—SH	500	WKBN Broadcasting Corp. 17 N. Champion St.	4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden	Thelma Murphy B. T. Wilkins
ZANESVILLE.....	WALR	1210	100	WALR Broadcasting Corp. Zanesville	5044

OKLAHOMA

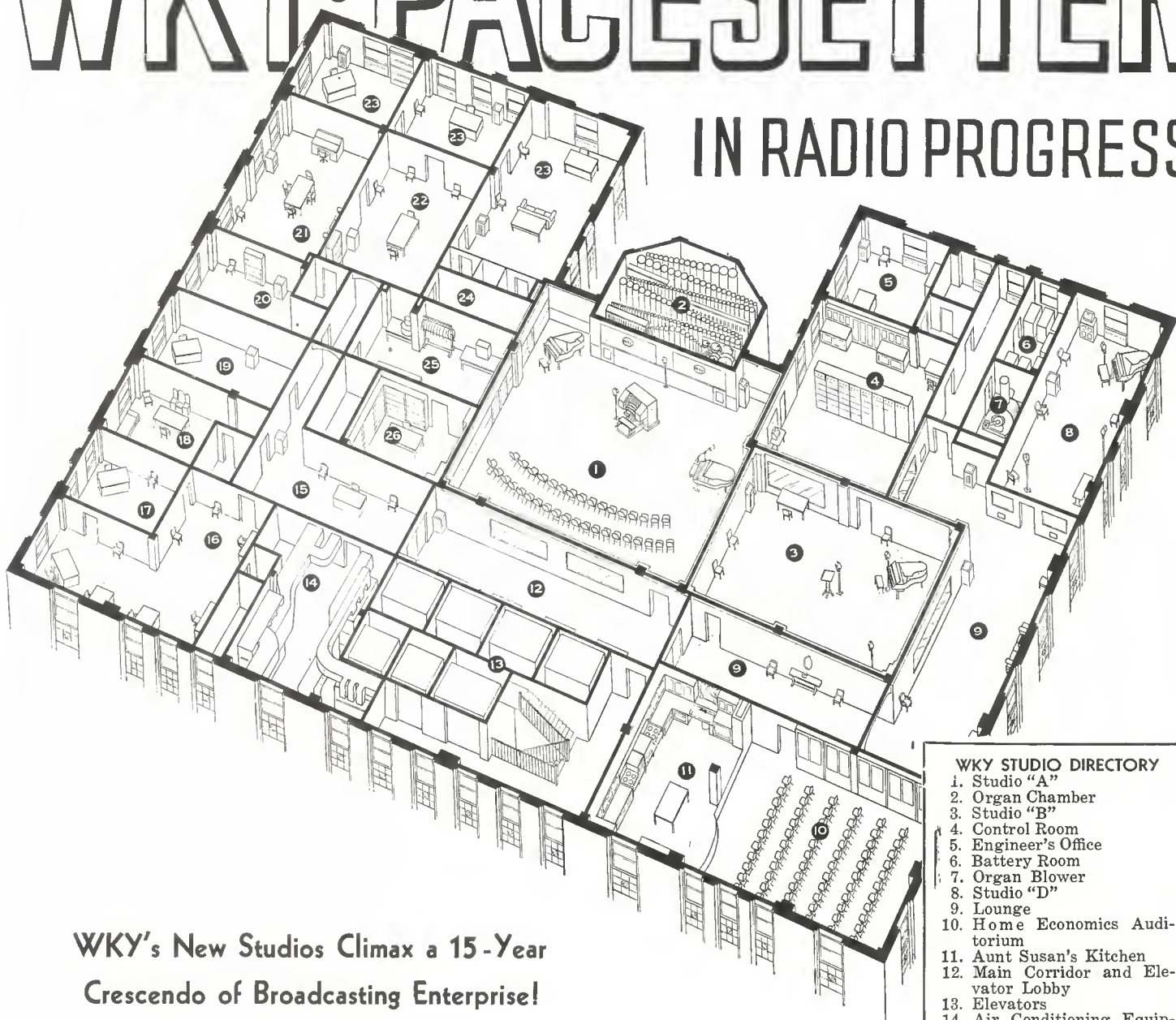
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ADA.....	KADA	1200—D	100	C. C. Morris Ada	1212	Joe Lee	Jack Whitney E. H. Taylor
ARDMORE.....	KVSO	1210—D	100	Ardmore Publishing Co. Cor. Chicksaw & NW. Blvd.	3030	Ted Smith Ted Smith	Weldon Eallace Don Holladay
ELK CITY.....	KASA	1210	100	E. M. Woody Casa Grande Hotel	730	F. E. Mayhew F. E. Mayhew	Walter Haddock H. C. Redman	Cox & Tanz
ENID.....	KCRC	1360	250	Enid Radiophone Co. Oxford Hotel	448	H. J. Porter H. J. Porter	Ralph Rogers A. B. Clopton
MUSKOGEE.....	KBIX	1500 (Construction)	100 Permit Only	Muskogee Press Pub. Co. Muskogee
NORMAN.....	WNAD	1010—SH NC	1,000	University of Oklahoma Norman	900	Harold McCallum
OKLAHOMA CITY...	KFXR	1310	250—LS 100—N	Exchange Ave. Baptist Church Hightower Bldg.	3-4333	B. C. Thomason Robert Elliston	M. L. Thomason Horace Marrinan
	KGFG	1370—ST	100	Oklahoma Broadcasting Co. 200 Perlene Bldg.	2-5421	Ivan Head Hall V. Davis	Morton Floodas Clifford Eosum
	KOMA	1480	5,000	National Radio Mfg. Co. Biltmore Hotel	2-8171	CBS- Southwest	Neal Barrett Neal Barrett	Bernard Macey W. W. Robertson	Free, Johns & Field
	WKY	900	1,000	WKY Radiophone Co. Plaza Court	3-4306	NBC-Supp.	Gayle V. Grubb M. H. Bonehrake	Daryl McAllister E. C. Huil	E. Katz
PONCA CITY.....	WBBZ	1200	100	Estate of C. L. Carrell, deceased Howard Johnson, Representative 615 W. Grand St.	2300	C. M. Garnea C. M. Garnea	A. L. Carrell Donald Mitchell
SHAWNEE.....	KGFF	1420	100 CP 250—LS	KGFF Broadcasting Co. Aldridge Hotel	4390	R. U. Porter R. U. Porter	Martha L. Burton Ben Kejr
TULSA.....	KTUL	1400	1,000—LS 500—N	Tulsa Broadcasting Co. National Bank Bldg.	4-8188	CBS- Southwest	Wm. C. Gillespie H. A. Hutchinson	Fenton Jeffers Max Carter	Free, Johns & Field
	KVOO	1140—ST	25,000	Southwestern Sales Corp. Philtower	2-2254	NBC-Supp.	Wm. B. Way Willard Egolf	Allen Franklin L. W. Stinson	Edw. Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASTORIA.....	KAST	1370—D	100	Ahraham Shapiro 611 Commercial St.	95	A. Shapiro A. Shapiro	Ted Charles L. E. Shatto
CORVALLIS.....	KOAC	550—NC	1,000	Oregon State Agricultural College Corvallis	526	Luke L. Roberts	Luke L. Roberts Grant Feikert
EUGENE.....	KORE	1420	100	Eugene Broadcast Station 731 Willamette St.	3	Frank L. Hill Glen McCormick	N. Harper E. J. Waldman
KLAMATH FALLS...	KFJI	1210	100	KFJI Broadcasters, Inc. Willard Hotel Bldg.	2125	George Kincaid George Kincaid	Carroll Hansen Joe Carroll	Walter Biddick
MARSHFIELD.....	KOOS	1390—D	250	H. H. Hanseth, Inc. Hall Bldg.	482	Walter L. Read Ben E. Stone	Sylvia Chandler Floyd Rush	Walter Biddick

WKY. PACESETTER

IN RADIO PROGRESS



WKY's New Studios Climax a 15-Year Crescendo of Broadcasting Enterprise!

IN 1920, when only two other stations in America were broadcasting regularly scheduled programs, WKY was already setting a pace in radio enterprise which has since kept it in the forefront of broadcasting progress. WKY has continued to plan with audacity, execute with vigor; to treat every possibility of the future as a probability of tomorrow.

With this vision and vigor, WKY planned and constructed the largest, finest and most modern studios in the South and Southwest. They occupy an entire floor especially provided for them during the construction of Oklahoma City's newest 16-story building, the Skirvin Tower. They embody every element of modern studio construction, the most recent developments in technical efficiency as well as

many new and exclusive features.

WKY's new studios are the natural climax to a long-time program and policy that has dictated the instant adoption of every new and better broadcasting method and device as rapidly as introduced. Because of this policy, WKY today tops all stations in the Southwest in the quality and quantity of broadcasting equipment . . . having the only portable short-wave transmitter in this sec-

tion and one of the first three 100-watt RCA ultra-high-frequency transmitters in the U. S.

And paralleling its vigor and enterprise in technical advances, WKY has set and maintained a pace in radio showmanship and community service which has kept it in the forefront of audience favor, made it first choice in the homes and hearts of Oklahoma listeners.

WKY STUDIO DIRECTORY

1. Studio "A"
2. Organ Chamber
3. Studio "B"
4. Control Room
5. Engineer's Office
6. Battery Room
7. Organ Blower
8. Studio "D"
9. Lounge
10. Home Economics Auditorium
11. Aunt Susan's Kitchen
12. Main Corridor and Elevator Lobby
13. Elevators
14. Air Conditioning Equipment
15. Outer Reception Lobby
16. Advertising Department
17. Office, Advertising Manager
18. Women's Room
19. Production Department
20. Continuity Department
21. Studio "C" and Audition Room
22. Inner Reception Lobby
23. Executives' Offices
24. Entrance to Studio "A"
25. Sound Effects Room
26. Music Library

WKY. OKLAHOMA CITY

Affiliated with *The Daily Oklahoman, The Times and The Farmer-Stockman*

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MEDFORD.....	KMED	1310	250—LS 100—N	Mrs. W. J. Virgin Sparta Bldg.	305	Mrs. W. J. Virgin L. P. Bishop D. H. Rees	Walter Biddick
PORTLAND.....	KALE	1300—SH	500	KALE, Inc. New Heathman Hotel	Atwater 3333	CBS- Don Lee	C. Roy Hunt Theodore Kooreman	Ted Cooke Louis Bookwalter	Free, Johns & Field
	KBPS	1420—ST NC	100	Benson Polytechnic School 546 E. 12th Ave. N.	East 8131	William Allingham	William Allingham William Allingham
	KEX	1180—ST	5,000	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Blue)	W. Carey Jennings W. Carey Jennings	Watson Humphrey H. C. Singleton	Edw. Petry
	KFJR	1300—SH	500	Ashley C. Dixon Lumbermen's Bldg.	Atwater 5787	Ashley C. Dixon Charles A. Baker	Charles A. Baker Charles A. Baker
	KGW	620	5,000—LS 1,000—N	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Red)	W. Carey Jennings W. Carey Jennings	Watson Humphrey H. C. Singleton	Edw. Petry
	KOIN	940	5,000—LS 1,000—N	KOIN, Inc. New Heathman Hotel	Atwater 3333	CBS- D on Lee	C. W. Myers C. Roy Hunt	John Walker Louis Bookwalter	Free & Sleinger
	KWJJ	1060—L SA 1040	500	KWJJ Broadcast Co. 622 S. W. Salmon St.	Atwater 4393	Macdonald Potts Macdonald Potts	Macdonald Potts Wilbur Jerman
KXL	1420—ST	250—LS 100—N	KXL Broadcasters Multnomah Hotel	Atwater 5124	H. B. Read H. B. Read	Paul Harden Paul Harden	
ROSEBURG.....	KRNR	1500—D	100	So. Oregon Publishing Co. 114 No. Jackson St.	100	J. B. Toles H. Ellsworth	Helen Ellsworth J. B. Toles
SALEM.....	KSLM	1370	100	Oregon Radio Inc. 345 Court St.	6131	H. B. Read H. B. Read	Harold Shade James Darby

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALLENTOWN.....	WCBA- WSAN	1440—ST	500	B. Bryan Musselman 39-41 N. 10th St.	9511	J. H. Musselman J. N. Hinchey	George Y. Snyder G. Davis	Hibbard Ayer
ALTOONA.....	WFBG	1310—ST	100	Gable Broadcasting Co. 1320 11th Ave.	6467	Roy F. Thompson K. C. Sink	J. M. Snyder James E. Moffatt
EASTON.....	WEST	1200—ST	250—LS 100—N	Associated Broadcasters, Inc. 516 Northampton St.	W. A. Kirkwood W. A. Kirkwood
ERIE.....	WLEU	1420	250—LS 100—N	Leo J. Omelian Erie	25-229	V. Hamilton Weir V. Hamilton Weir
GREENSBURG.....	WHJB	620—D	250	Pittsburgh Radio Supply House 128 Pennsylvania Ave.	3740	Percy Boyd R. M. Thompson, Jr.	Edward Krone George Myer	Ferguson & Aston
GROVE CITY.....	WSAJ	1310—SH NC	100	Grove City College Main & Broad St.	70	H. W. Harmon	R. G. Walters H. H. Harmon
HARRISBURG.....	WHP	1430	1,000—LS 500—N	WHP, Inc. Telegraph Bldg.	2-4111	CBS	A. K. Redmond C. L. Bailey Wm. A. Wolf
	WKBO	1200—ST	250—LS 100—N	Keystone Broadcasting Corp. Penn-Harris Hotel	4-0191	C. G. Moss C. G. Moss	Dick Redmond C. G. Myers
HAZLETON.....	WAZL	1420—ST	100	Hazleton Broadcasting Service Hazleton Nat'l Bank Bldg.	1488	Victor C. Diehm Victor C. Diehm	Thomas Tito J. E. Mathiot
JOHNSTOWN.....	WJAC	1310—ST	100	WJAC, Inc. Tribune Annex	244	J. C. Tully
LANCASTER.....	WGAL	1500	250—LS 100—N	WGAL, Inc. 8 West King St.	5252	H. H. Hatchette H. H. Hatchette	Ernest Stanzola J. E. Mathiot
PHILADELPHIA.....	KYW	1020	10,000	Westinghouse Electric & Mfg. Co. 1622 Chestnut St.	Locust 3760	NBC-Red	Dr. Leon Levy R. A. Sayres	Arnold Hartley E. H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St.	Locust 7700	CBS	Dr. Leon Levy Robert A. Street	Stan Lee Broza John G. Leitch
	WDAS	1370	250—LS 100—N	WDAS Broadcasting Station 1211 Chestnut St.	Locust 7400	P. J. Stanton S. H. Chambers	Harold Davis Frank Unterberger	Aerial Publicizing
	WFIL	560	1,000—LS 500—N SA 1,000—N	WFIL Broadcasting Co. Public Ledger Bldg.	Walnut 5200	NBC-Blue	Donald Withycomb Jack Stewart	Murray Arnold Frank V. Becker	Edw. Petry
	WHAT	1310—ST	100	Independence Broadcasting Co. Public Ledger Bldg.	Lombard 2390	L. H. Bailey L. H. Bailey	L. H. Bailey J. C. Geise, Jr.
	WIP	610	500 SA 1,000	Pennsylvania Broadcasting Co. 35 So. 9th St.	Walnut 6800	Inter-City	Benedict Gimbel Albert A. Cormier	John Hayes Edward Johnson	John Blair
	WPEN	920—ST	500—LS 250—N	Wm. Penn Broadcasting Co. 22nd & Walnut St.	Ritten- house 4140	Charles Stahl Jack Plumley	L. London Charles Burtis
	WRAX	920	500—LS 250—N	WRAX Broadcasting Co. 22nd & Walnut St.	Ritten- house 4140	O. H. Taubel Jack B. Plumley Charles Burtis
	WTEL	1310—ST	100	Foulkrod Radio Engineering Co. 3701 No. Broad St.	Radcliffe 6647	Henry N. Cocker Henry N. Cocker	E. Douglas Hibbs L. E. Biederman
WIBG (Glenaid)	970—D	100	Seaboard Radio Broadcasting Corp. Hotel Sylvania	Kingsley 8916	Joseph M. Nassau John M. Davis	Margaret R. Collins Charles Weir	

keeping step



KEX ON BIG TIME AS NBC EXPANDS

Blue Network to Bring High-Class Programs

First Event Broadcast of Rose Bowl Game on New Year's; Others Listed

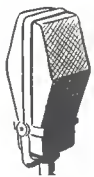
A major development in radio broadcasting, the opening of a second coast-to-coast network by the National Broadcasting Company to give finer and more complete service to the Pacific coast radio audience, was announced yesterday by Richard C. Patterson, Jr., of New York, executive vice-president of the National Broadcasting Company, Inc.

This expansion, according to Mr. Patterson, is a result of NBC's determination to bring to the Pacific coast the same wide range of programs and the complete facilities which have formerly been available only to listeners in the middle west and east. The new network will start operations January 1, 1936, with the broadcast of the Rose Bowl football classic as the feature program of its inauguration.

Service Expands for Coast
This is the second step taken by NBC to render a more complete and well-rounded service on the Pacific coast. It follows by less than a month the opening of the magnificent new NBC studios in Hollywood, from which point NBC now brings to the entire country the talent of famous personalities of the motion picture world who have not been heretofore available.
Five well-known radio stations

Reproduced from front-page story in the Oregonian Dec. 27, 1935.

... WITH HIS BIG BROTHER



KEX has now been chosen by the National Broadcasting Co. to carry its entire selection of BLUE network programs. Together with its affiliate, KGW, which will continue RED network releases, KGW and KEX will, under the new set-up, broadcast NBC commercials and NBC sustaining programs from 7 a. m. to midnight—every day in the week!

Advertisers will profit in three ways, through:

1. CHOICE OF TIME

Does your advertising message "click" better at 10 a. m. or 9 p. m.? Here are two stations; one will certainly be open for your message at your favorite time.

2. VARIETY OF PROGRAMS

Do you wish to follow a symphony or a jazz orchestra? Here are two stations; one will certainly have your desired type of program at the hour you wish it.

3. COMPLETE RATE STRUCTURE

Are you a large or small advertiser? Here are two stations; both exceptional radio "buys"—yet the rates give you a wide choice of either time or service, each has its own rate structure to meet your needs.

For market data, costs and sales possibilities of using either or both of Portland's two most influential stations, write telephone or wire . . .

KGW KEX

5000 watts D.T.—1000 watts N.T.

5000 watts

RADIO SERVICE OF THE OREGONIAN

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest

KGW-KEX represented by Edw. Petry & Co., New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.
 (Data corrected to January 1, 1936)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PITTSBURGH	KDKA	980	50,000	Westinghouse Electric & Mfg. Co. Grant Bldg.	Grant 4200	NBC-Blue	H. A. Woodman W. E. Jackson	John Gihon Dwight Myer	NBC
	KQV	1380—D SH—N	500	KQV Broadcasting Co. Chamber of Commerce Bldg.	Grant 4860	J. J. Laux R. M. Thompson, Sr.	George Heid Fred Thomas	Ferguson & Aston Cox & Tanz
	WCAE	1220	5,000—LS 1,000—N	Pitt Publishing Co., Inc. William Penn Hotel	Atlantic 5184	NBC-Red	Ford Billings Leonard Kapner	Edward Harvey H. L. Bixbee, Sr.	Hearst Radio
	WJAS	1290	2,500—LS 1,000—N	Pittsburgh Radio Supply House 411 7th Ave.	Grant 4860	CBS	Howard E. Clark R. M. Thompson, Sr.	James Hughes W. W. McCoy	Ferguson & Aston
	WWSW	1500	250—LS 100—N	Walker & Downing Radio Corp. Hotel Keystone	Grant 5200	Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles A. A. Lewis	Aerial Publicizing
READING	WEEU	830—D	1,000	Berks Broadcasting Co. 533 Penn St.	7335	Clifford M. Chafey W. A. Ripley	Paul J. Breedy H. O. Landis	Norman Craig
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn St.	7335	Raymond Gaul W. A. Ripley	Paul J. Breedy H. O. Landis	Norman Craig
SCRANTON	WGBI	880—ST	250 SA-500	Scranton Broadcasters, Inc. 1000 Wyoming Ave.	6296	Frank Megargee Geo. D. Coleman	C. C. Urquhart K. R. Cooke	Cox & Tanz
	WQAN	880—ST NC	250	The Scranton Times Scranton	5151	A. W. Oeschmann	A. W. Oeschmann A. W. Oeschmann
SUNBURY	WKOK	1210—SH	100	Sunbury Broadcasting Corp. 1150 N. Front St.	1326	John L. Baer John L. Baer	Robert Stone Clifford Kerstetter
WILKES-BARRE	WBAX	1210—SH	100	John H. Stenger, Jr. Orpheum Bldg.	2-2736	John H. Stenger, Jr. Norman Stevens	Dick Mawson J. H. Stenger, Jr.
	WBRE	1310	100	Louis G. Baltimore 16 N. Main St.	3-3101	Louis G. Baltimore S. R. Baltimore	Jerry Butler Chas. Sakoski
WILLIAMSPORT	WRAK	1370	250—LS 100—N	WRAK, Inc. 244 W. 4th St.	2-6116	George E. Joy O. Linn	J. Wright Mackey Louis N. Persio	Cox & Tanz
YORK	WORK	1320	1,000	York Broadcasting Co. 13 S. Beaver St.	6629	Robert Gullick Robert Gullick	Harold Miller J. E. Mathiot

RHODE ISLAND

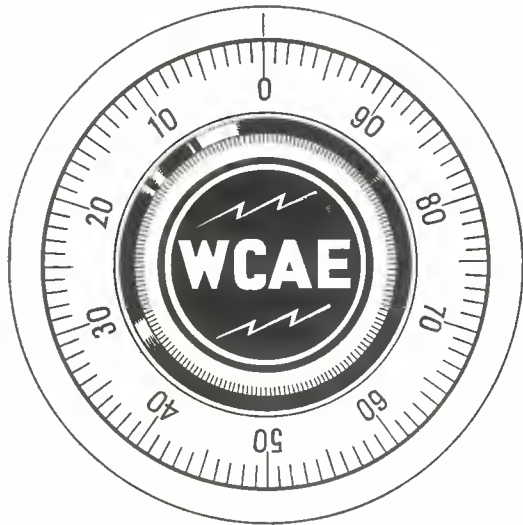
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
NEWPORT	WNRI	1200	250—LS (Construction Permit Only)	S. George Webb 21 Bull St.	S. George Wehh
PROVIDENCE	WEAN	780	500	Shepard Broadcasting Service, Inc. Crown Hotel	Dexter 1620	CBS-Yankee	James Jennison C. W. Phelan	James Jennison H. Tilley	Edw. Petry
	WJAR	890	500—LS 250—N SA 500—N	The Outlet Company 176 Weybosset St.	Gaspee 1071	NBC-Red New England	John J. Boyle John J. Boyle	Violette Marks T. C. J. Prior	New England
	WPRO	630	260	Cherry & Webb Broadcasting Co. 16 Chestnut St.	Gaspee 4237	Yankee Inter-City	Paul Oury William T. Bush	H. William Koster H. W. Thornley	Paul H. Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANDERSON	WAIM	1200	100	Wilton E. Hall 112 E. Market St.	800	W. E. Henderson W. E. Henderson	Mrs. Olin Tice John Peoples	Norman Winter
CHARLESTON	WCSC	1360	1,000—LS 500—N	So. Carolina Broadcasting Co. Francis Marion Hotel	2191	H. A. Deadwyler H. A. Deadwyler	W. P. Speight D. M. Bradham	Free, Johns & Field
COLUMBIA	WIS	560	6,000—LS 1,000—N	Station WIS, Inc. 1811 Main St.	2-2135	NBC-Supp.	G. Richard Shafto Thad E. Horton	Victor H. Lund Scott Helt	Free, Johns & Field
GREENVILLE	WFBC	1300	1,000 CP 6,000—LS	Greenville News-Piedmont Co. Imperial Hotel	362	B. T. Whitmire W. S. Lindsay	Birdie B. Boyd W. C. Etheridge	Joseph McGillvra
SPARTANBURG	WSPA	920	1,000	The Voice of South Carolina Radio Bldg.	2900	Virgil V. Evans M. L. Hammette	Paul Nelson Jack Hudson	A. T. Sears Cox & Tanz George Roesler

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABERDEEN	KABR	1420	100	Aberdeen Broadcast Co. Alonzo Ward Hotel	4626	A. A. Fahy A. A. Fahy	W. L. Dean F. J. Keegan	A. T. Sears
BROOKINGS	KFDY	780—SH NC	1,000	South Dakota State College Brookings	702	S. W. Jones	S. W. Jones W. H. Gamble
HURON	KGDY	1340—D	250	Voice of South Dakota, Inc. Security National Bank Bldg.	4280	P. H. Koren R. V. Atkinson	LeRoy Stahl Palmer Forsmoe	A. T. Sears
PIERRE	KGFX	630—SH	200	Dana McNeil Pierre	2251	Dana McNeil Dana McNeil	Ida O. McNeil



You'll Find a Number One Combination

for your radio advertising if the station you buy and
the market you reach boast these important factors:

THE STATION:

1. First in Showmanship.
2. First in Listener Popularity.
3. Clearest Signal.
4. Constant Advertising Gains.

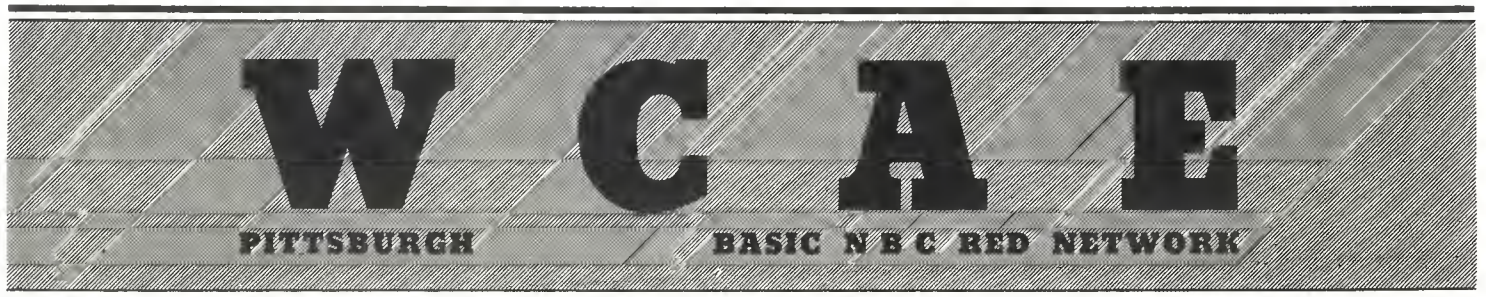
THE MARKET:

1. 87.4% of Homes Radio Equipped.
2. Supported by Stabilized Industry. (Steel)
3. Around One Billion Dollars Bank Deposits.

That's the WCAE-Pittsburgh Combination!

5,000 WATTS LS

2,500,000 LISTENERS (Primary Area)



NATIONAL REPRESENTATIVE.

HEARST RADIO

NEW YORK CHICAGO SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. *NC*—Non-Commercial Station. *D*—Day. *N*—Night. *SH*—Specified Hours. *LS*—Local Sunset.
CP—Construction Permit. *SA*—Special Authorization. *L*—Limited Time with Dominant Station. *U*—Unlimited Time.
 (Data corrected to January 1, 1936)

SOUTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
RAPID CITY.....	WCAT	1200—SH NC	100	South Dakota School of Mines Rapid City	1600	C. M. Rowe	C. M. Rowe E. E. Clark
SIOUX FALLS.....	KSOO	1110—L	2,500	Sioux Falls Broadcast Assn. Carpenter Hotel	757	Joseph Henkin Joseph Henkin	Verl Thompson Max Staley
VERMILLION.....	KUSD	890—ST NC	500	University of South Dakota Science Hall	210W	B. Brackett	G. Breckenridge W. H. Jordan
WATERTOWN.....	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Nat'l Insurance Bldg.	5050	M. W. Plowman M. W. Plowman	Myron J. Bennett George Church
YANKTON.....	WNAX	570	5,000—LS 1,000—N	WNAX Broadcasting Co. 2nd & Capitol St.	481	CBS	Chas. H. Gurney Kenneth Marsh	Ted Mathews Harry A. Seils	Norman Craig Wilson-Dalton Walter Biddick

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRISTOL.....	WOPI	1500	100	Radiophone Broadcasting Station WOPI, Inc. 15 Fifth St.	1241	W. A. Wilson W. A. Wilson	Jerry Harrington Harold Jellicoise
CHATTANOOGA.....	WDOD	1280	5,000—LS 1,000—N	WDOD Broadcasting Corp. Hotel Patten	6-5117	CBS	Frank S. Lane Frank S. Lane	Dorothy W. Mc- Curdy J. E. Eislein	Paul H. Raymer
JACKSON.....	WTJS	1310	250—LS 100—N	Sun Publishing Co. Sun Bldg.	3340	Albert A. Stone A. B. Robinson	James Allen B. C. Brummell
KNOXVILLE.....	WNOX	1010	2,000—LS 1,000—N	Continental Radio Co. Andrew Johnson Hotel	3-7125	CBS	Richard Westergaard Richard Westergaard	F. Shepherd J. B. Epperson	Free, Johns & Field
	WROL	1310	250—LS 100—N	Stuart Broadcasting Corp. 624 S. Gay St.	2-7112	Claude H. Frazier Claude H. Frazier	John Reese S. E. Adcock
MEMPHIS.....	WHBQ	1370	100	Broadcasting Station WHBQ, Inc. Hotel Claridge	6-3838	E. A. Alburty E. A. Alburty	Emmett McMurry S. D. Wooten, Jr.
	WMC	780	2,500—LS 1,000—N CP 5,000—LS	Memphis Commercial Appeal, Inc. Hotel Gayoso	6-6940	NBC-Supp.	H. W. Slavick H. N. Gwynn	J. H. Cleghorn C. E. Baker	Norman Craig Jackson & Moore
	WNBR	1430	1,000—LS 500—N	Memphis Broadcasting Co. Hotel DeVoy	6-2622	Mallory Chamberlin Mallory Chamberlin	F. S. Chamberlin Shelby A. Baker	Wilson-Dalton
	WREC	600	1,000—LS 500—N CP 2,500—LS 1,000—N	WREC, Inc. Hotel Peabody	6-1313	CBS	Hoyt E. Wooten Hoyt E. Wooten	Franklin Wintker S. D. Wooten, Jr.	Paul H. Raymer
NASHVILLE	WLAC	1470	5,000	WLAC, Inc. 2421 West End Ave.	7-3425	CBS	J. T. Ward R. W. Sweet	F. C. Sowell, Jr. David Binns	Paul H. Raymer
	WSM	650	50,000	National Life & Accident Insurance Co. National Bldg.	6-7181	NBC-Supp.	Harry Stone Harben Daniel	J. Oliver Riehl J. H. DeWitt, Jr.	Edw. Petry
SPRINGFIELD.....	WSLX	1210	100	638 Tire & Vulcanizing Co.	J. M. Draughon
				(Construction permit to move to Nashville)					

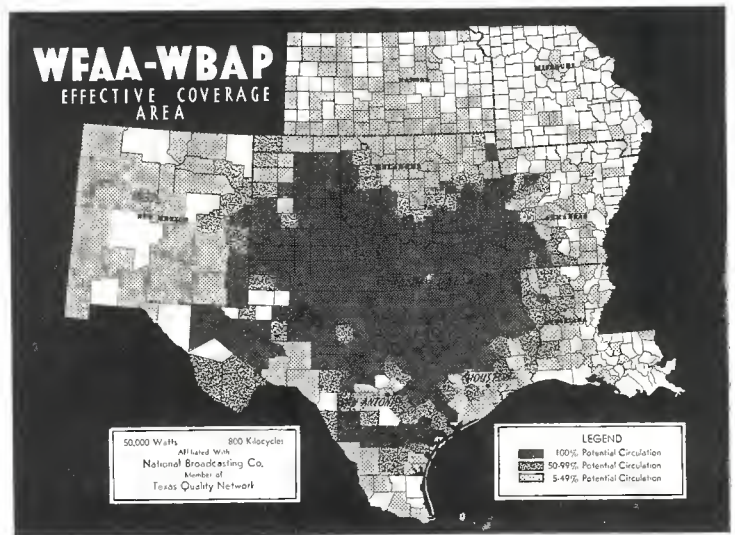
TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AMARILLO.....	KGNC	1410	2,500—LS 1,000—N	Plains Radio Broadcasting Co. Box 2093	4242	W. S. Izzard O. L. Taylor Malcolm Clack	John Blair
AUSTIN.....	KNOW	1500	100	KUT Broadcasting Co. Norwood Bldg.	7122	Southwest	James W. Hagood James W. Hagood	Earl Rodell Paul Bostaph	Free, Johns & Field
BEAUMONT.....	KFDM	560	1,000—LS 500—N	Sabine Broadcasting Co. Hotel Beaumont	3882	J. M. Gilliam John K. Casey	G. W. Caldwell W. C. Douglas	Free, Johns & Field
BRADY.....	KNEL	1500—D	100	G. L. Burns Brady	G. L. Burns John Sloan	Mrs. G. L. Burns J. R. Davis
COLLEGE STATION.	WTAW	1120—SH NC	500	Agricultural College of Texas Campus	60	E. P. Humbert	E. P. Humbert H. C. Dillingham
CORPUS CHRISTI...	KGFI	1500	250—LS 100—N	Eagle Broadcasting Co. Medical Bldg.	745	E. M. Wilson Ernest E. Wilson	F. R. Wilson H. B. Lockbart
DALLAS.....	KRLD	1040—ST SA—U	10,000	KRLD Radio Corp. Adolphus Hotel	2-6811	CBS- Southwest	J. W. Runyon C. W. Rembert	Ruth Clem Roy Flynn	Paul Raymer
	WFAA	800—ST	50,000	A. N. Belo Corp. Baker Hotel	2-9215	NBC-Supp. Texas Quality	Martin Campbell Martin Campbell	Alexander Keese Raymond Collins	Edw. Petry
	WRR	1280	500	City of Dallas Southland Life Bldg.	2-1411	Southwest	John Thorwald John Thorwald	Charlie Jordan V. R. Simpson	John Blair
DUBLIN.....	KFPL	1310	100 CP 250—LS	C. C. Baxter Dublin	183	C. C. Baxter C. C. Baxter	C. C. Baxter C. C. Baxter
EL PASO.....	KTSM	1310—ST	100	Tri-State Broadcasting Co. P. O. Box 1976	Main 840	Karl O. Wyler	Raymond Taylor E. L. Gemoets	Norman Craig Jackson & Moore
	WDAH	1310—ST NC	100	Tri-State Broadcasting Co. P. O. Box 1946	Main 840	Karl O. Wyler	E. L. Gemoets

TEXAS *The* CENTENNIAL



Adds Millions to an Already Great Market!



\$15,000,000 is being expended by Governmental agencies on the Central Exposition at Dallas alone; additional huge sums by communities throughout the state and by outstanding exhibit sponsors. This spending adds outside wealth, puts thousands back to work . . . means new revenue and prosperity to a market that is already "the bright spot of the nation".

WFAA-WBAP, with the major Centennial activity in its local area, is the advertising buy for 1936. Millions of transient listeners (and purchasers) are added to the better than 3,000,000 regular WFAA - WBAP audience whose spending power, too, is the greatest since 1929. And this "plus-market" is yours with no added cost . . . use WFAA-WBAP for RESULTS!

WFAA -

(Dallas)

BROADCASTING • Broadcast Advertising

Represented By
EDWARD PETRY & CO., INC.

New York • Chicago • Detroit • San Francisco

-WBAP

(Fort Worth)

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1936)

TEXAS—(Continued)

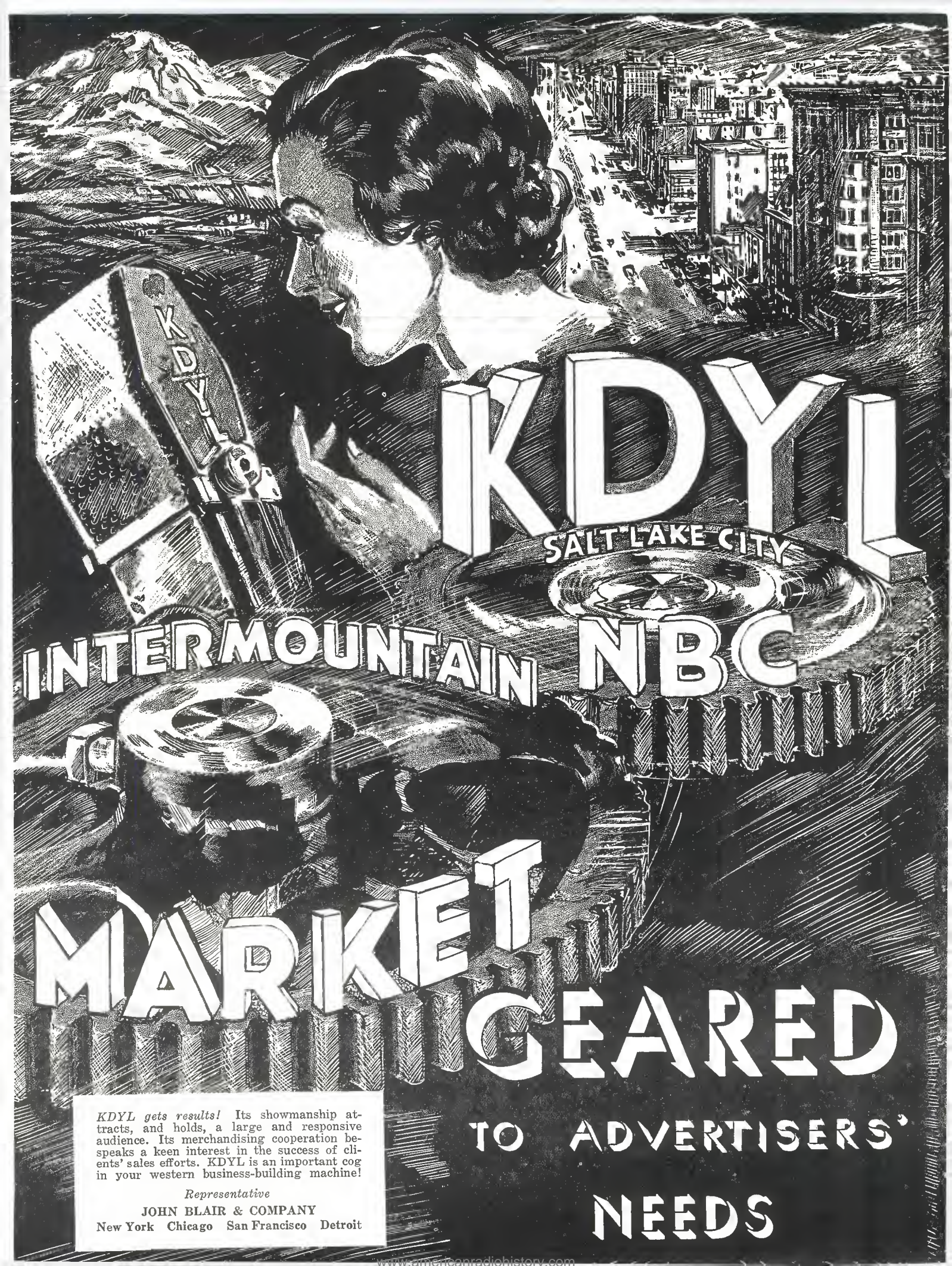
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FORT WORTH.....	KFJZ	1370	100	Fort Worth Broadcasters, Inc. Trinity Life Bldg.	3-3474	R. S. Bishop Harry Hoxworth	John Sullivan Truett Kimzey	Walter Biddick
	KTAT	1240	1,000	KTAT Broadcast Co. Hotel Texas	3-1382	Southwest	Sam H. Bennett Sam H. Bennett	Harfield Weedin Milton Daniell	Free, Johns & Field
	WBAP	800—ST	50,000	Carter Publications, Inc. 400 West 7th St.	3-2301	NBC-Supp. Texas Quality	Harold V. Hough George C. Cranston	Herbert Southard R. C. Stinson	Edw. Petry
GALVESTON.....	KLUF	1370	100—N SA 250—LS	George Roy Clough Galveston	716
HOUSTON.....	KPRC	920	6,000—LS 1,000—N	Houston Printing Co. Lamar Hotel	Fairfax 7101	NBC-Supp. Texas Quality	C. C. Maes Kern Tips	Alfred P. Daniel L. C. Miller	Edw. Petry
	KTRH	1290	6,000—LS 1,000—N	KTRH Broadcasting Co. Rice Hotel	Preston 4361	CBS-Southwest	B. F. Orr Ray E. Bright	Harry Grier T. H. Hiner	John Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg.	Capitol 6151	T. F. Smith Cliff Tatom
LONGVIEW.....	KFRO	1370—D	100	Voice of Longview Green at Radio St.	411	James R. Curtis T. R. Putnam	C. L. Rhodes R. D. Dubois
LUBBOCK.....	KFYO	1310	250—LS 100—N	Kirksey Bros. 914 Ave. J	2400	T. E. Kirksey T. E. Kirksey	Douglas Doan W. S. Bledsoe	Aerial Publicizing
MIDLAND.....	KRLH	1420—D (Construction Permit Only)	100	Clarence Scharhauer 117 W. Wall St.	1070	Raymond L. Hughes Raymond L. Hughes	Raymond L. Hughes G. B. Brock
PALESTINE.....	KNET	1420—D	100	Palestine Broadcasting Assn. Palestine
PAMPA.....	KPDN	1310—D (Construction Permit Only)	100	Pampa Daily News, Inc. Pampa
PECOS.....	KIUN	1420	100	Jack W. Hawkins & Barney H. Huhhs Hotel Brandon	21	Jack Hawkins Jack May	Wray Guye B. C. Boatright
PORT ARTHUR.....	KPAC	1260—D	500	Port Arthur College 1500 Proctor St.	3320	Glenn Hewitt Glenn Hewitt	Edouard Ranquetta W. B. Girkin
SAN ANGELO.....	KGKL	1370	250—LS 100—N	KGKL, Inc. St. Angelus Hotel	6715	Earle Yates Earle Yates	Lynn Bigler Frank Jones
SAN ANTONIO.....	KABC	1420	100 CP 250—LS	Alamo Broadcasting Co. Texas Theatre Bldg.	Garfield 4241	Henry L. Taylor Sam Goldfarb	Pat Flaherty T. Gilbert Sharpe
	KMAC	1370—ST	100	W. W. McAllister Smith-Young Tower	Cathedral 6211	Howard W. Davis Howard W. Davis	A. S. Bessan R. R. Hayes
	KONO	1370—ST	100	Mission Broadcasting Co. Milam Bldg.	Fannin 1371	Eugene J. Roth Eugene J. Roth	Gerald Morgan George Ing
TYLER.....	KTSA	550	5,000—LS 1,000—N	Southwest Broadcasting Co. Plaza Hotel	Garfield 1251	CBS-Southwest	L. L. Jacquier Jack H. Stillwell	S. R. Wilhelm W. E. Egerton	Free, Johns & Field
	WOAI	1190	50,000	Southland Industries, Inc. 1031 Navarro St.	Garfield 4221	NBC-Supp. Texas Quality	Hugh A. L. Half Hugh A. L. Half	W. Lewis Valentine Fred Sterling	Edw. Petry
WACO.....	WACO	1420	100	Central Texas Broadcasting Co. Amicable Bldg.	2700	CBS-Southwest	James W. Pate James W. Pate	Jack L'Ecuyer Leon Appelman	Free, Johns & Field
WESLACO.....	KRGV	1260	500	KRGV, Inc. Weslaco	376	Dick Niles Kenneth Sihson	Jack Drake Russell Dausmann
WICHITA FALLS.....	KGKO	570	1,000—LS 250—N	Wichita Falls Broadcasting Co. Kemp Hotel	2-0751	CBS-Southwest	D. A. Kahn C. B. Locke	W. P. Hood C. B. Locke	John Blair

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
OGDEN.....	KLO	1400	500	Inter-State Broadcasting Corp. Ogden	84	NBC	Paul R. Heitmeyer Louis Haller	Ethel G. Clark D'Orr Cozzens
SALT LAKE CITY...	KDYL	1290	1,000	Intermountain Broadcasting Corp. Ezra Thompson Bldg.	Wasatch 7180	NBC-Supp.	S. S. Fox	J. M. Baldwin	John Blair
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg.	Wasatch 3901	CBS	Earl J. Glade D. H. Vincent	Richard L. Evans Eugene G. Park	Edw. Petry

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BURLINGTON.....	WCAX	1200—SH	100	Burlington Daily News 203 College St.	306	Bertha Jackson W. J. Kennedy	Richard T. Dick
RUTLAND.....	WSYB	1500—SH	100	Philip Weiss Music Co. 80 West St.	1247	Philip Weiss J. H. Weiss	J. H. Weiss M. Francis
ST. ALBANS.....	WQDM	1370—SH	100	Regan & Bostwick 42 No. Main St.	126	F. A. Bostwick F. A. Bostwick	Mrs. F. A. Bostwick E. S. Regan
SPRINGFIELD.....	WNBX	1260—D SA—U	1,000	WNBX Broadcasting Corp. 39 Main St.	663 F. W. Wheeler	W. A. Bamford W. F. Moore
WATERBURY.....	WDEV	550—D	500	Mary Moody Whitehill Record Block	13	Lloyd E. Squire Lloyd E. Squire	Melvin Stickle



KDYL

SALT LAKE CITY

INTERMOUNTAIN NBC

MARKET GEARED

TO ADVERTISERS' NEEDS

KDYL gets results! Its showmanship attracts, and holds, a large and responsive audience. Its merchandising cooperation bespeaks a keen interest in the success of clients' sales efforts. KDYL is an important cog in your western business-building machine!

Representative

JOHN BLAIR & COMPANY
New York Chicago San Francisco Detroit

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALEXANDRIA.....	WJSV	1460	10,000	(See District of Columbia)					
CHARLOTTESVILLE.	WCHV	1420—ST	250—LS 100—N	Community Broadcasting Corp. 7th & Main Sts.	444	H. M. Curtler H. M. Curtler	W. A. Gleason W. Milton-King	Aerial Publicizing
DANVILLE.....	WBTM	1370	250—LS 100—N	Piedmont Broadcasting Corp. 427 Main St.	2350	S. C. Ondarcho S. C. Ondarcho	W. P. Hefferman D. H. Donahue
HARRISONBURG....	WSVA	550—D	500	Shenandoah Valley Broadcasting Corp. Newman Bldg.	875	R. C. Powell R. C. Powell	Floyd Williams R. C. Powell
LYNCHBURG.....	WLVA	1200	250—LS 100—N	Lynchburg Broadcasting Corp. Allied Arts Bldg.	3030	Philip P. Allen Glenn E. Jackson	James Moore A. E. Heiser
NEWPORT NEWS...	WGH	1310	250—LS 100—N	Hampton Roads Broadcasting Corp. 2813 Washington Ave.	2297	Edward E. Bishop Edward E. Edgar	Joel Wahlberg H. E. Stone
NORFOLK.....	WTAR	780	1,000—LS 500—N	WTAR Radio Corp. Bank of Commerce Bldg.	25671	NBC-Supp.	Campbell Arnoux John W. New	Miss Shirley Hosier J. L. Grether	Edw. Petry
PETERSBURG.....	WPHR	880—D	500	WLBG, Inc. Medical Arts Bldg.	806	J. L. Stone Alden Baker	Blanche Moody Walter Selden
RICHMOND.....	WBBL	1210—SH NC	100	Grace Covenant Presbyterian Church 1627 Monument Ave.	4-8885	M. A. Sittou
	WMBG	1210—SH	250—LS 100—N	Havens & Martin, Inc. 914 W. Broad St.	2-6776	CBS	Wilbur M. Havens Wilbur M. Havens	Robert Mitchell Wilfred H. Wood	Ferguson & Aston Hihhard Ayer
	WRVA	1110	5,000	Larus & Brother Co. Richmond	3-6633	NBC-Supp.	W. R. Bishop Barron Howard	B. T. Repine H. S. Lucy	Paul Raymer
ROANOKE.....	WDBJ	930	1,000	Times-World Corp. P. O. Box 150	8131	CBS	R. P. Jordan Frank Kesler	R. P. Jordan R. D. Avery	Norman Craig A. T. Sears

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABERDEEN.....	KXRO	1310	100	KXRO, Inc. Hotel Morek	4098	Harry R. Spence Fred G. Goddard	Ben K. Weatherwax W. M. McGoffin	Walter Biddick
BELLINGHAM.....	KVOS	1200	100	KVOS, Inc. 115 W. Magnolia St.	1627	Tom Schafer	Walter Biddick A. T. Sears Cox & Tanz
EVERETT.....	KRKO	1370—ST	50	Lee E. Mudgett 2814 Rucker Ave.	Main 526
OLYMPIA.....	KGY	1210—SH	100	KGY, Inc. Capitol Park Bldg.	746	Rickey Bras Rickey Bras	Kathryn McArdle Joe Hiley
PULLMAN.....	KWSC	1220—ST NC	2,000—LS 1,000—N CP 5,000—LS	State College of Washington Administration Bldg.	221R	Dr. F. F. Nolder	Kenneth Yeend Larry Mallock
SEATTLE.....	KIRO	650—L SA 710—U	250 SA 500	Queen City Broadcasting Co. Cobb Bldg.	Elliot 3933	H. J. Quilliam Loren B. Stone	Arthur Lindsay Martin Kiebert
	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg.	Elliot 5390	NBC-Pacific (Blue)	Birt F. Fisher H. M. Feltis	Willard Warren F. J. Brott	Edw. Petry
	KOL	1270	2,500—LS 1,000—N	Seattle Broadcasting Co. 3rd & University	Main 2312	CBS— Don Lee	Archie G. Taft Norman F. Storm	Don Isham Clyde Bond	Free & Sleinger
	KOMO	920	1,000 CP 5,000—LS	Fisher's Blend Station, Inc. Skinner Bldg.	Elliot 5390	NBC-Pacific (Red)	Birt F. Fisher H. M. Feltis	Willard Warren F. J. Brott	Edw. Petry
	KRSC	1120—D	100	Radio Sales Corp. Washington Athletic Club	Elliot 3480	Roht. E. Priebe R. C. Fuller	Ted Bell R. E. Pireve	Walter Biddick
	KTW	1220—ST NC	1,000	First Presbyterian Church 7th & Spring St.	Main 4177	J. S. Ross	Mrs. C. R. Foss J. D. Ross
	KVL	1370—ST	100	KVL, Inc. L. C. Smith Tower	Seneca 0070	Arthur C. Dailey	Rose W. Dailey L. G. Reynolds
	KXA	760—L	500—LS 250—N	American Radio Telephone Co. Bigelow Bldg.	Seneca 1000	R. F. Meggee R. F. Muggee H. J. Price
SPOKANE.....	KF10	1120—D	100	Spokane Broadcasting Corp. Ziegler Bldg.	Main 3400	Arthur L. Smith C. E. Frazier	Gertrude Longmeier Curtis Strong
	KFPY	890	1,000	Symons Broadcasting Co. Symons Bldg.	Main 1213	CBS— Don Lee	T. W. Symons, Jr. A. L. Bright	Robert B. Struhle George Langford	Joseph McGillyvra Walter Biddick
	KGA	1470	5,000	Louis Wasmer, Inc. Standard Stock Exchange Bldg.	Riverside 1191	NBC-Pacific (Blue)	Louis Wasmer Herh Wixson	Herb Wixson A. G. Sparling	Edw. Petry
	KHQ	590	2,000—LS 1,000—N	Louis Wasmer, Inc. Standard Stock Exchange Bldg.	Main 5383	NBC-Pacific (Red)	Louis Wasmer Harvey Wixson	Harvey Wixson A. G. Sparling	Edw. Petry
TACOMA.....	KMO	1330	250	KMO, Inc. Hotel Winthrop	Main 4144	Margaret Haymond W. Field	Sus' Fechter Robert Vaughan
	KVI	570	1,000	Puget Sound Broadcasting Co. Rust Bldg.	Broadway 4211	CBS— Don Lee	E. M. Doernbecher Edward J. Jansen	Maurice Webster J. W. Wallace	Free & Sleinger
WALLA WALLA.....	KUJ	1370	100	KUJ, Inc. 2nd & Rose St.	1230	H. E. Studebaker Don Wike	Carl Gensel Ellwood Lippincott	A. T. Sears Walter Biddick
WENATCHEE.....	KPQ	1500	250—LS 100—N	Westcoast Broadcasting Co. 20 Second St.	45	Cole E. Wylie	Walter Biddick Cox & Tanz A. T. Sears
YAKIMA.....	KIT	1310	250—LS 100—N	Carl E. Haymond Yakima	8151	J. A. Murphy J. A. Murphy	H. A. Miller H. B. Murphy	A. T. Sears

WTAR

98.6% DIRECT HITS FOR 241 PRODUCTS

During the first ten months of 1935 WTAR scored 98.6% Direct Hits for 241 accounts —clients who have been with us continually since the start of their contracts or have renewed, some several times—a sure sign of sales satisfaction. ● In 1936 don't overlook the Norfolk area, with its half million prosperous people, mostly urban, located within 25 miles of WTAR's transmitter. The station is owned and operated by the publishers of Norfolk's morning and evening newspapers. The first high fidelity station in Virginia, as well as Virginia's first Broadcaster — WTAR dominates the radio map of rich Tidewater Virginia.

● Let WTAR score direct sales hits for you in 1936. National representatives—Edward Petry & Co.



**COMPLETE
NBC
SERVICE**

WTAR

VIRGINIA'S OLDEST BROADCASTER

FIRST HIGH FIDELITY STATION ● OPERATES FULL TIME

**NORFOLK
VIRGINIA**

Owned and operated by
**THE LEDGER DISPATCH
and VIRGINIAN PILOT**



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLUEFIELD.....	WHIS	1410	500—LS 250—N	Daily Telegraph Printing Co. Commerce St.	2618	C. H. Murphy C. H. Murphy P. T. Flanagan	E. Katz
CHARLESTON.....	WCHS	580	1,000—LS 500—N	Charleston Broadcasting Corp. 229½ Capitol St.	Capitol 28-133	W. C. McKellar W. C. McKellar	John Phillips Glenn E. Chase
FAIRMONT.....	WMMN	890	500—LS 250—N CP 1,000—LS 500—N	A. M. Rowe, Inc. 208 Main St.	3100	CBS	Alan W. Ramsey Alan W. Ramsey	H. O. Morrison A. C. Heck	Joseph McGillyvra John Kettlewell
HUNTINGTON.....	WSAZ	1190	1,000	WSAZ, Inc. 926½ 4th Ave.	4105	W. C. McKellar W. C. McKellar	H. Cunningham Glenn E. Chase
PARKERSBURG.....	WPAP	1420	100	Ohio Valley Broadcasting Corp. Chancellor Hotel	2530	Harold McWhorter A. Rauch	Ken D. Given M. H. McDowell	Walter Biddick
WHEELING.....	WWVA	1160—ST	5,000	West Virginia Broadcasting Corp. Hawley Bldg.	5383	CBS	George W. Smith George W. Smith	Walter S. Patterson Glenn G. Boundy	Joseph McGillyvra John Kettlewell

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FOND DU LAC.....	KFIZ	1420—SH	100	Reporter Printing Co. 18 West 1st St.	356	Lynn N. Fairhanks Lynn N. Fairhanks	Lucille Fairhanks Wendell Meyers
GREEN BAY.....	WHBY	1200	250—LS 100—N	WHBY, Inc. Green Bay	Adams 1	James A. Wagner Val Schneider	Guy Watts Norman Hahn
	WTAQ	1330	1,000	WHBY, Inc. Green Bay	Adams 1	James A. Wagner Van Schneider	Guy Watts Norman Hahn
JANESVILLE.....	WCLO	1200	100	Gazette Printing Co. 200 E. Milwaukee St.	2500	S. H. Bliss W. Koessler	Neal Keehn A. Smith	Aerial Publicizing
LA CROSSE.....	WKBH	1380	1,000	WKBH, Inc. 409 Main St.	450	Otto M. Schlaehoch C. F. Callaway	Ted Johnson Al Leeman
MADISON.....	WHA	940—D NC	2,500	University of Wisconsin Radio Hall	Badger 580	H. B. McCarty H. A. Engel	H. B. McCarty O. R. Buchanan
	WIBA	1280	1,000 CP 5,000—LS	Badger Broadcasting Co. 111 King St.	Fairchild 8800	NBC-Supp.	W. E. Walker W. E. Walker	K. F. Schmitt John Crenz	Norman Craig A. T. Sears
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow 1110 Washington St.	167	F. M. Kadow E. Bleck	E. Cohn K. Page
MILWAUKEE.....	WEMP	1310—D	100	Milwaukee Broadcasting Co. 711 Empire Bldg.	Marquette 7722	John C. Mevius John C. Mevius	Merrill F. Trapp Raymond Host
	WISN	1120	1,000—LS 250—N	Hearst Radio, Inc. 123 Michigan	Daly 3900	CBS	G. W. Grignon H. C. Burke	Howard Peck Don Weller	Hearst Radio
	WTMJ	620	5,000—LS 1,000—N	The Journal Co. 333 W. State St.	Marquette 6000	NBC-Supp.	Walter J. Damm Wm. F. Dittman	Wm. J. Benning D. W. Gellerup	Edw. Petry
POYNETTE.....	WIBU	1210	250—LS 100—N	Wm. C. Forrest, Inc. Poynette	97R5	Wm. C. Forrest Wm. C. Forrest	Jack Foster Roland Richard
RACINE.....	WRJN	1370	100 CP 250—LS	Racine Broadcasting Corp. Hotel Racine	Jackson 290	H. J. Newcomb W. W. Cribb	Richard Conrad F. Lee Dechant
SHEBOYGAN.....	WHBL	1300	250	Press Publishing Co. Press Bldg.	5066	Mona J. Pape H. H. Born W. F. Duhen
STEVENS POINT....	WLBL	900—SH NC	2,500	State of Wisconsin 444 Main St.	525	F. R. Calvert H. O. Brickson
SUPERIOR.....	WEBC	1290	5,000—LS 1,000—N	(See Duluth, Minnesota)					

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SHERIDAN.....	KWYO	1370	100	Big Horn Broadcasting Co., Inc. 340 N. Main	601-602	Chas. P. Scott Chas. P. Scott	Chas. P. Scott Glen Earnhart	Walter Biddick
CASPER.....	KDFN	1440	500	Donald L. Hathaway 1st & Lennox	407	D. L. Hathaway D. L. Hathaway	Marc Nichols	Walter Biddick

FOR SALE—A MONOPOLY

500 WATTS

WSVA

550 Kc.

PROVIDES THE ONLY RELIABLE DAYTIME RADIO SERVICE FOR
MORE THAN 150,000 LISTENERS IN THE RICH

COVERAGE

WSVA SERVES
18 COUNTIES IN
VIRGINIA & W. VIRGINIA

STUDIOS AND OFFICES HARRISONBURG, VA.

SHENANDOAH VALLEY VIRGINIA

COVERAGE

ADVERTISERS IN
5 CITIES USE
WSVA REGULARLY

TELEPHONE HARRISONBURG 875

"MY KINGDOM FOR A SONG"

COWBOY LOYE ASKED WWVA LISTENERS
FOR ONE COPY OF AN OLD SONG-----

HE GOT **302!**

COWBOY LOYE wanted a copy of a song and wanted it badly—but there were complications. First of all, he did not know the name of the wanted song. Another stumbling block in his search was the fact that he knew only a few measures of the melody. Still another difficulty was the fact that it was an old, old song.

But Cowboy Loye has boundless faith in WWVA listeners. During one of his commercial broadcasts he merely hummed a few familiar measures of the wanted song and asked any listener who recognized the song and had a copy to send it along.

And then things happened!

To the amazement of even such an enthusiastic WWVA booster as Cowboy Loye, 302 copies were mailed in. They came in every conceivable form and included several musical library treasures. Such an accomplishment is doubly impressive because no premium was offered.

Yes, we have produced sales results for WWVA advertisers which are as miraculous as Cowboy Loye's wanted song episode! And all because we have developed an amazing listener loyalty among 5,721,101 radio listeners in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

We welcome a careful check-up of WWVA's Popular, Powerful and Productive service!

Chicago Representative:
John K. Kettlewell
Palmolive Bldg.

New York Representative:
Joseph H. McGillvra
485 Madison Ave.



WEST VIRGINIA BROADCASTING CORPORATION

Popular
Powerful
Productive

WWVA

Member
Columbia
Chain

WHEELING, WEST VIRGINIA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

(Territories and Possessions)

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANCHORAGE.....	KFQD	780—SH	250	Anchorage Radio Club, Inc. Anchorage	143Y	J. P. Hannon R. E. McDonald	Kenneth Laughlin J. P. Hannon	Walter Biddick
JUNEAU.....	KINY	1810	100	Edwin A. Kraft Juneau
KETCHIKAN.....	KGBU	900	500	Alaska Radio & Service Co. 111 Front St.	311	James A. Britton R. W. Britton	R. W. Britton James A. Britton

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HONOLULU.....	KGMB	1320	1,000	Honolulu Broadcasting Co., Ltd. Honolulu	2527	CBS	Fred J. Hart Webley Edwards	Gene Goldrup	Conquest Alliance Walter Biddick
	KGU	750—L	2,500	Advertiser Publishing Co., Ltd. Advertiser Bldg.	2311	NBC-Supp.	M. A. Mulrony M. A. Mulrony	H. N. Tyson M. A. Mulrony	E. Katz
HILO.....	KHBC	1420 (Construction Permit Only)	100	Honolulu Broadcasting Co., Ltd. Hilo	Fred J. Hart Webley Edwards	Gene Goldrup	Conquest Alliance

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PONCE.....	WPRP	1420—SH (Construction Permit Only)	250—LS 100—N	Julio M. Conesa 21 Christina St.
SAN JUAN.....	WKAQ	1240—SH	1,000	Radio Corp. of Porto Rico P. R. Telephone Bldg.	S. J. 1202	J. A. Agusty M. E. Navarro	Santo Torres Angel del Valle	Conquest Alliance
	WNEL	1290	500	Juan Piza 59 Brau	S. J. 108	Juan Piza G. Casals	Jose Arzaga W. N. Greer	Broadcasting Abroad

PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MANILA.....	KZIB	900	1,000	I. Beck, Inc. 89 Escolta	23243
	KZEG	780	850	Erlanger & Galinger, Inc. Insular Life Bldg.
	KZRM	618	50,000	Erlanger & Galinger, Inc. 601 Escolta	21132	Bertrand H. Silen

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