

LOOK AT FLORIDA SALES-SIDE UP!

South Florida is growing fast. In addition to its tremendous wintertime business, it is enjoying remarkable year 'round prosperity.

Back in 1935, retail sales in the WIOD primary area totalled \$133,480,000 (equals total retail sales per family per month of \$150.55 as compared to \$94.25 for the state). Estimated 1937 total sales boosted that 25 per cent!

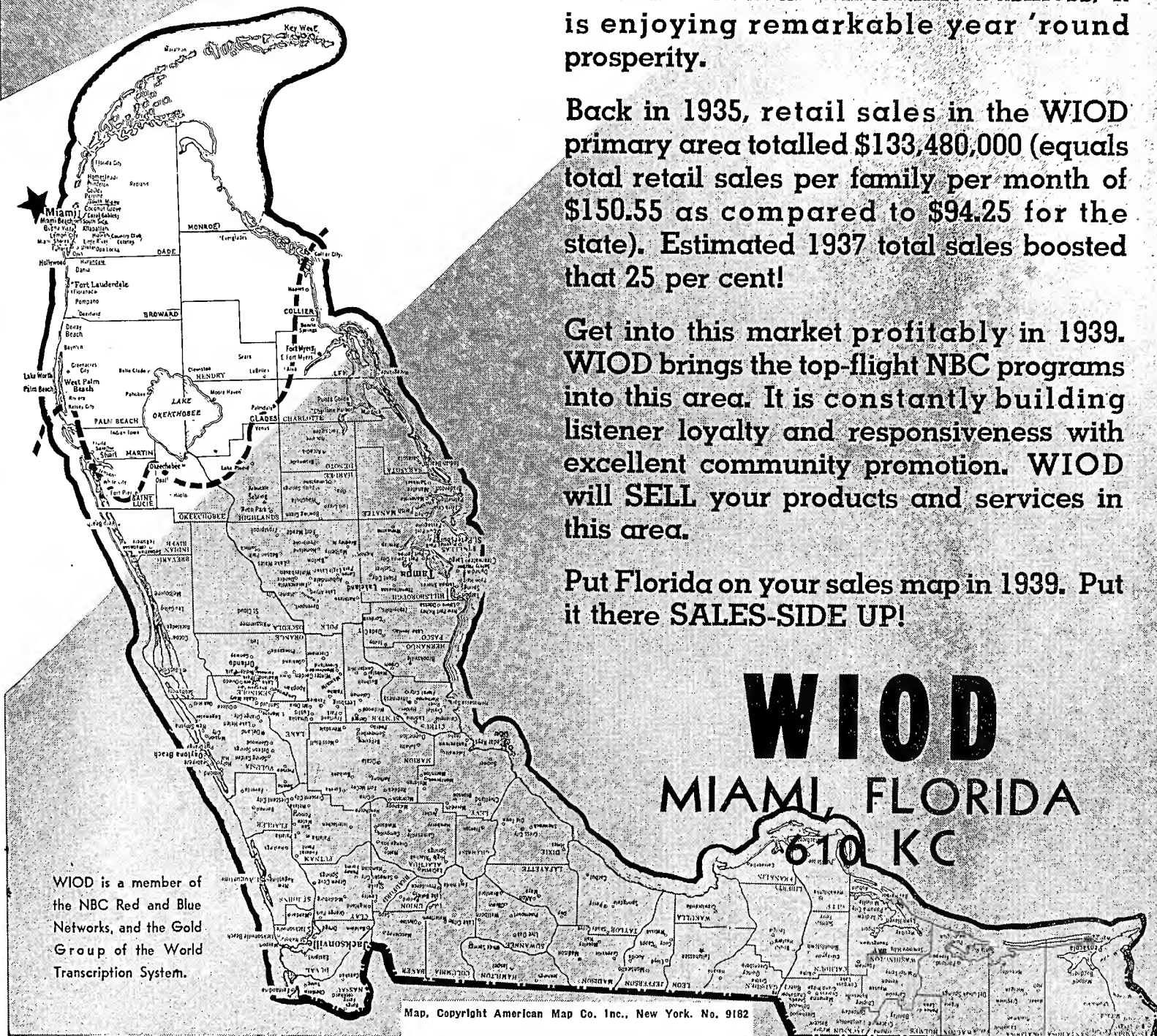
Get into this market profitably in 1939. WIOD brings the top-flight NBC programs into this area. It is constantly building listener loyalty and responsiveness with excellent community promotion. WIOD will **SELL** your products and services in this area.

Put Florida on your sales map in 1939. Put it there **SALES-SIDE UP!**

WIOD
MIAMI, FLORIDA
610 KC

WIOD is a member of the NBC Red and Blue Networks, and the Gold Group of the World Transcription System.

Map, Copyright American Map Co. Inc., New York. No. 9182



"And what



makes his particular Spots so attractive?"

FROM where we sit, it's impossible for us to know the how and the why about leopards ... or whatever those things are.

But, from where we sit, we are in perfect position to know why NBC's Spots are the Most Attractive Spots in all radio

- **NBC** offers spot-broadcasters 15 stations programmed by NBC, in 10 key cities.
- **NBC** spots are strategic spots. Through them, spot-broadcasters cover the richest markets in America.

- **NBC** spots are proven spots. Their sales-results have written one of NBC's favorite Success Stories.
- **NBC** spots are popular spots. They consistently broadcast NBC Network and Local programs that command great audiences, kept in a buying mood by the best entertainment.
- **NBC** maintains Spot-Advertising Specialists in each of these cities. These men can and will discuss with you your own particular spot-advertising problem.



FOR INFORMATION REGARDING ANY OF THESE NBC STATIONS

BOSTON-SPRINGFIELD WBZ-WBZA (990 KC) 50,000 - 1,000 Watts	PHILADELPHIA KYW 10,000 Watts (1,020 KC)
CHICAGO WENR 50,000 Watts (870 KC) WMAQ 50,000 Watts (670 KC)	PITTSBURGH KDKA 50,000 Watts (980 KC)
CLEVELAND WTAM 50,000 Watts (1,070 KC)	SAN FRANCISCO KGO 7500 Watts (790 KC) KPO 50,000 Watts (680 KC)
DENVER KOA 50,000 Watts (830 KC)	SCHENECTADY WGY 50,000 Watts (790 KC)
NEW YORK WEAF 50,000 Watts (660 KC) WJZ 50,000 Watts (760 KC)	WASHINGTON, D.C. WMAL 500-250 Watts (630 KC) WRC 5,000-10,000 Watts (950 KC)

WRITE, WIRE OR PHONE
THE NBC SALES OFFICE IN ANY
OF THE CITIES LISTED ABOVE.
OFFICES ALSO IN DETROIT
AND HOLLYWOOD

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

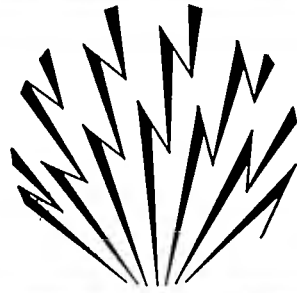
Directory of BROADCASTING STATION REPRESENTATIVES

(For stations represented, see last column of station directory.)

*Indicates company is engaged in newspaper representation and also represents stations

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
ALL-CANADA RADIO FACILITIES, LTD.	Calgary, Alberta	Southam Bldg.	R-2021	H. R. Carson E. W. Cannon G. F. Herbert Burt Hall P. H. Gayner J. E. Baldwin
	Toronto, Ontario	Victory Bldg.	Elgin 2464	
	Montreal, Quebec	Dominion Square Bldg.	Lancaster 6500	
	Winnipeg, Manitoba	Manitoba Telephone Bldg.	92-191	
	Vancouver, British Columbia	541 W. Georgia St.	Trinity 1391	
Associated Broadcasting Co., Ltd.	Montreal, Que.	Crescent Bldg.	Belair 3325	M. Maxwell, Vice-President
	Toronto, Ont.	Hermit Bldg.	Elgin 3345	E. A. Byworth, President
Bertha Bannan	Boston, Mass.	15 Little Bldg.	Hancock 6178	Bertha Bannan
*Bawler & Co.	Chicago, Ill.	307 N. Michigan Ave.	Central 0937	Geo. B. Bawler
WALTER BIDDICK CO.	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	Walter Biddick
	San Francisco, Cal.	Russ Bldg.	Sutter 5415	Walter Monroe, Jr.
	Seattle, Wash.	Exchange Bldg.	Main 6440	John Kiewel
John Blair & Co.	Chicago, Ill.	570 N. Michigan Ave.	Superior 8659	John Blair
	New York City	341 Madison Ave.	Murray Hill 9-6084	George W. Bolling
	Detroit, Mich.	New Center Bldg.	Madison 7889	R. H. Bolling
	Los Angeles, Cal.	Chamber of Commerce Bldg.	Prospect 3584	Carlton Coveny
	San Francisco, Cal.	Russ Bldg.	Douglas 3188	Lindsay H. Spright
	Seattle, Wash.	1411 Fourth Ave.	Seneca 2377	Richard McBroom
*The Branham Co.	Chicago, Ill.	360 N. Michigan Ave.	Central 5726	I. F. Corcoran
	New York City	230 Park Ave.	Murray Hill 6-1860	Y. P. Motz
	Detroit, Mich.	General Motors Bldg.	Trinity 1-0440	H. A. Anderson
	St. Louis, Mo.	Arcade Bldg.	Christnut 6192	W. F. Patchell
	Kansas City, Mo.	National Fidelity Life Bldg.	Harrison 1023	Geo. F. Dillon
	Atlanta, Ga.	Rhodes-Haverty Bldg.	Walnut 4851	J. B. Keough
	Dallas, Texas	Mercantile Bldg.	2-8469	A. J. Putman
	San Francisco, Cal.	235 Montgomery St.	Garfield 6740	A. B. Fenner
	Los Angeles, Cal.	448 S. Hill St.	Michigan 1269	W. L. Rlythe
	Seattle, Wash.	1004 Second Ave.	Melrose 9193	A. G. Neitz
	Portland, Ore.	921 S. W. Sixth Ave.	Atwater 7484	G. A. Wellington
Broadcasting Abroad, Ltd. (Foreign Station Representation)	New York City	119 W. 67th St.	Circle 7-4161	Henry G. Hoberg
*Bryant, Griffith & Brunson, Inc.	New York City	9 E. 41st St.	Murray Hill 2-2174	Harry C. Griffith
	Chicago, Ill.	360 N. Michigan Ave.	Andover 1040	Fred F. Parsons
	Detroit, Mich.	General Motors Bldg.	Madison 3734	Harry W. Pollard
	Boston, Mass.	261 Devonshire St.	Liberty 4259	Joseph Walsh
	Atlanta, Ga.	Walter Bldg.	Walnut 9116	R. Frank Cook
BURN-SMITH CO., INC.	New York City	7 W. 44th St.	Murray Hill 2-7462	Walter P. Burn G. Byron Smith John Toothill Don F. Daubel
	Chicago, Ill.	Bell Bldg.	Central 4270	
	Detroit, Mich.	New Center Bldg.	Madison 3350	
*Capper Publications	New York City	420 Lexington Ave.	Mohawk 4-8280	Philip Zach Dean Bailey
	Detroit, Mich.	General Motors Bldg.	Madison 2125	E. J. McKernan
	Chicago, Ill.	180 N. Michigan Ave.	Central 5977	Felix Morris
	San Francisco, Cal.	1207 Russ Bldg.	Douglas 5220	W. B. Flowers
Conquest Albaner Co., Inc. (Foreign Station Representation)	New York City	515 Madison Ave.	Plaza 3-5650	A. M. Martinez
	Chicago, Ill.	203 N. Wabash Ave.	State 3348	A. V. Bamford
	Havana, Cuba	Edificio La Metropolitana	M-2958	Rene Canizares
	Buenos Aires, Argentina	Sarmiento 559	Retiro 0664	Carlos Doges
	Rio de Janeiro, Brazil	Edificio Odeon	42-0945	R. Constantinesco
ASSOCIATED COMPANIES Broadcast Enterprises Ltd. Informations et Publicite Ricardo Vivado O	London, England	Abbey House	Abbey 4093	E. R. Voigt
	Paris, France	60 Rue de Chateaudun	Trinite 81-12	Jacques Parsons
	Santiago, Chile	Cañella 627	66764	R. Vivado
Cox and Tanr	Philadelphia, Pa.	Drexel Bldg.	Lombard 1720	A. P. Cox
	New York City	535 Fifth Ave.	Murray Hill 2-8284	E. R. Tanr
	Chicago, Ill.	228 N. La Salle St.	Franklin 2095	J. C. Cox, Jr.
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams
James F. Fay (Radio Broadcasting Co., Inc.)	Boston, Mass.	Statler Bldg.	Hubbard 1225	James F. Fay
Forjee & Co.	New York City	19 W. 44th St.	Vanderbilt 3-8950	Forrest U. Daughdrill
FREE & PETERS, INC.	Chicago, Ill.	180 N. Michigan Ave.	Franklin 6373	James L. Free
	New York City	247 Park Ave.	Plaza 5-1131	H. Preston Peters
	Detroit, Mich.	New Center Bldg.	Trinity 2-8444	Charles G. Burke
	San Francisco, Cal.	111 Sutter St.	Sutter 4353	A. Leo Bowman
	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	Walter Biddick
	Atlanta, Ga.	Walton Bldg.	Jackson 1678	F. Lacle Williams
Gene Ferguson & Co., Inc.	Chicago, Ill.	221 N. La Salle St.	State 6241	C. L. Sleinger
	New York City	551 Fifth Ave.	Murray Hill 2-3734	Gene Ferguson
	Kansas City, Mo.	1012 Baltimore Ave.	Grant 0810	J. J. Farrell
Norman B. Furman (Foreign Language Representative)	New York City	117 W. 46th St.	Longacre 3-0035	Norman B. Furman
Melchor Guzman Co., Inc. (Represents stations in Argentina)	New York City	Time & Life Bldg.	Circle 7-2450	L. Hahn
GEORGE P. HOLLINGBERY CO.	Chicago, Ill.	307 N. Michigan Ave.	State 2898	George P. Hollingbery
	New York City	420 Lexington Ave.	Murray Hill 3-8078	F. E. Spencer, Jr.
	San Francisco, Cal.	564 Market St.	Garfield 7511	J. Leslie Meek
	Atlanta, Ga.	Walton Bldg.	Walnut 4039	George M. Kohn
Inland Broadcasting Ltd., Inc.	Winnipeg, Manitoba	171 McDermot Ave.	92-531	Dawson Richardson

(Continued on page 84)



WINS *New York*

WACO *Waco*

WBAL *Baltimore*

KNOW *Austin*

WCAE *Pittsburgh*

KTSA *San Antonio*

WSAI *Cincinnati*

KOY *Phoenix*

WLS *Chicago*

KEHE *Los Angeles*

WISN *Milwaukee*

KYA *San Francisco*

KOMA *Oklahoma City* **TEXAS** *State Network*

Exclusive Representatives

INTERNATIONAL RADIO SALES

20 East 57th STREET • NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

*Indicates company is engaged in newspaper representation and also represents stations
(Continued from Page 82)

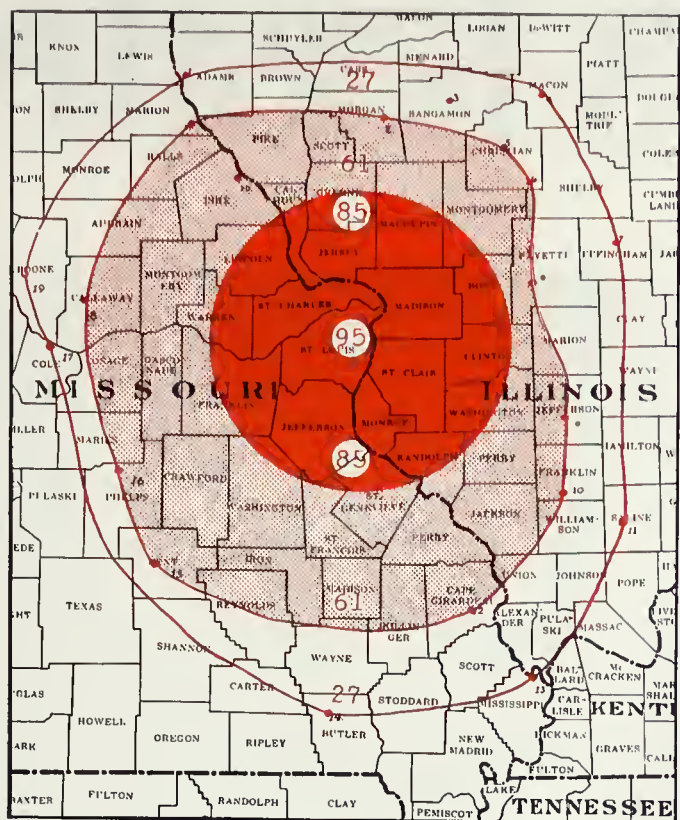
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
International Broadcasting Co., Ltd. (Represents European Stations accepting sponsored Programs)	London W-1, England	37 Portland Place	Langham 1221	R. L. Meyer
INTERNATIONAL RADIO SALES	New York City Chicago, Ill. Los Angeles, Cal. San Francisco, Cal.	20 E. 57th St. 326 W. Madison St. 141 N. Vermont St. Hearst Bldg.	Plaza 8-2600 Central 4547 Exposition 1341 Douglas 2536	Loren L. Watson Ralph Weil John Livingston John Livingston
THE KATZ AGENCY, INC.	New York City Chicago, Ill. Philadelphia, Pa. Detroit, Mich. Kansas City, Mo. Dallas, Tex. Atlanta, Ga. San Francisco, Cal.	500 Fifth Ave. 307 N. Michigan Ave. 260 S. Broad St. General Motors Bldg. Bryant Bldg. Republic Bank Bldg. 22 Marietta St. Bldg. Monadnock Bldg.	Longacre 5-4594 Central 4238 Kingsley 1950 Trinity 2-7685 Victor 7095 Dallas 2-7936 Walnut 4795 Sutter 7498	Eugene Katz Paul Ray M. J. Flynn Ralph Bateman Gordon Gray Frank M. Brimm Fred M. Bell R. S. Railton
*Kelly-Smith Co.	New York City Chicago, Ill. Detroit, Mich.	420 Lexington Ave. 180 N. Michigan Ave. New Center Bldg.	Mohawk 4-2434 Franklin 4683 Madison 4675	Frank M. Headley Dwight S. Reed Robert B. Rains
Fally Markus (Representing Primera Cadena Argentina de Broadcasting, Buenos Aires)	New York City Buenos Aires, Argentina	1560 Broadway Santa Fe 2043	Bryant 9-2890 U.D. 44-0534	Fally Markus Antonio DiIello
Joseph Hershey McGillvra	New York City Chicago, Ill. Los Angeles, Cal. San Francisco, Cal. Toronto, Ont. Montreal, Quebec	366 Madison Ave. 919 N. Michigan Ave. 527 W. 7th St. Mills Bldg. Metropolitan Bldg. Keefer Bldg.	Vanderbilt 3-5055 Superior 3444 Van Dyke 6336 Sutter 1393 Adelaide 4429 Marquette 1184	{J. H. McGillvra Norman R. Prouty Harlan G. Oakes William S. Wright Duncan A. Scott C. William Wright Lovell Mickles, Jr.
*J. P. McKinney & Son	New York City Chicago, Ill. San Francisco, Cal.	30 Rockefeller Plaza 400 N. Michigan Ave. 742 Market St.	Circle 7-1178 Superior 9866 Garfield 4917	R. H. McKinney C. W. Erwin R. J. Bidwell
Mexican Radio Sales	Chicago, Ill.	360 N. Michigan Ave.	Randolph 7606	W. H. Pugh
*Mitchell & Ruddell, Inc.	New York City Chicago, Ill. Kansas City, Mo. St. Louis, Mo.	295 Madison Ave. 180 N. Michigan Ave. 1004 Baltimore Ave. Insurance Exchange Bldg.	Ashland 4-6698 Central 1160 Victor 1421 Chestnut 1965	P. J. Bogner H. B. Ruddell R. W. Mitchell Fred Wright
NATIONAL BROADCASTING CO. (National Spot Sales)	New York City Chicago, Ill. Detroit, Mich. Cleveland, O. Pittsburgh, Pa. San Francisco, Cal. Hollywood, Cal.	30 Rockefeller Plaza Merchandise Mart Fisher Bldg. 815 Superior Ave., N. E. Grant Bldg. 111 Sutter St. Sunset Blvd. & Vine St.	Circle 7-8300 Superior 8300 Trinity 2-7900 Cherry 0942 Grant 4200 Sutter 1920 Hollywood 6161	Maurice M. Boyd Oliver Morton R. H. White Don Stratton A. L. Hasenbalg William B. Ryan Sydney Dixon
Northern Broadcasting Co., Ltd.	Toronto, Ont.	Victory Bldg.	Elgin 2464	Jack K. Cooke
Pan American Broadcasting Co. (Represents Stations in Latin America)	New York City	330 Madison Ave.	Murray Hill 2-0811	E. Bernald
*John H. Perry Associates	New York City Chicago, Ill. Detroit, Mich. Atlanta, Ga. San Francisco, Cal. Philadelphia, Pa.	225 W. 39th St. 122 S. Michigan Ave. 7338 Woodward Ave. Chamber of Commerce Bldg. 742 Market St. 1524 Chestnut St.	Bryant 9-3357 Harrison 8085 Madison 0790 Walnut 3443 Garfield 4917 Rittenhouse 0886	William K. Dorman O. J. Ranft J. J. Higgins R. S. Kendrick R. J. Bidwell Co. M. S. Lewia
EDWARD PETRY & CO., INC.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal. Los Angeles, Cal.	17 E. 42nd St. 400 N. Michigan Ave. General Motors Bldg. 111 Sutter St. 601 W. Fifth St.	Murray-Hill 2-3850 Delaware 8600 Madison 1035 Garfield 4010 Michigan 8729	{Edward Petry Henry I. Christal Edward E. Voynov Joseph R. Spadea Earle H. Smith Chester G. Matson
Radio Advertising Corp.	New York City Chicago, Ill. Cleveland, O.	341 Madison Ave. 360 N. Michigan Ave. Terminal Tower	Murray Hill 4-0212 Central 0605 Prospect 5800	Henri O. Molley George Roessler Charles A. Stevens
Radio Time Agency	Chicago, Ill.	360 N. Michigan Ave.	Dearborn 0351	Palmer Terhune
RADIO SALES (Division of Columbia Broadcasting System)	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal. Milwaukee, Wis. Charlotte, N. C.	410 N. Michigan Ave. 485 Madison Ave. Fisher Bldg. Palace Hotel Columbia Square 4118 Plankinton Arcade Wilder Bldg.	Whitehall 6000 Wickersham 2-2000 Trinity 2-5500 Garfield 4700 Hollywood 2484 Daly 3900 3-7107	J. Kelly Smith A. E. Joscelyn Herbert A. Carlborg Henry Jackson George L. Moskovics Victor Giebish Royal Penny
WILLIAM G. RAMBEAU CO.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal.	Tribune Tower Chanin Bldg. General Motors Bldg. Russ Bldg.	Delaware 3838 Caledonia 5-4940 Madison 6828 Garfield 5533	William G. Rambeau Don Miller George J. O'Leary Ross C. Rambeau
PAUL H. RAYMER CO.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal.	435 N. Michigan Ave. 366 Madison Ave. General Motors Bldg. Russ Bldg.	Superior 4473 Murray Hill 2-8690 Trinity 2-8060 Douglas 2373	Paul H. Raymer Fred C. Brokaw H. W. Mallinson E. S. Townsend

(Continued on page 88)

This is the Coverage Story of

KWK

ST. LOUIS
NBC — MBS



- | | | |
|-----------------|--------------------|--------------------|
| 1. Quincy | 8. Vandalia | 15. Salem |
| 2. Jacksonville | 9. Mt. Vernon | 16. Rolla |
| 3. Springfield | 10. West Frankfort | 17. Jefferson City |
| 4. Decatur | 11. Harrisburg | 18. Fulton |
| 5. Taylorville | 12. Cape Girardeau | 19. Columbia |
| 6. Pana | 13. Cairo | 20. Louisiana |
| 7. Eifingham | 14. Poplar Bluff | 21. Hannibal |

IN ST. LOUIS ninety-five out of a hundred listeners habitually listen to St. Louis stations. On a radius away from the city this percentage drops to 85, to 61 and then to 27 as indicated on the map. St. Louis Sponsors can commercially influence homes in the 95, 85 and 61 per cent Areas — for markets beyond that other stations should be used. KWK has termed the 95, 85 and 61 per cent Areas — The St. Louis Zone of Radio Influence.

FACTS ON THE ST. LOUIS ZONE OF RADIO INFLUENCE

Radio Homes	449,588
Retail Sales	\$393,650,000
Food	107,013,000
Automotive	53,092,000
Filling Stations	18,460,000
Drug	15,009,000

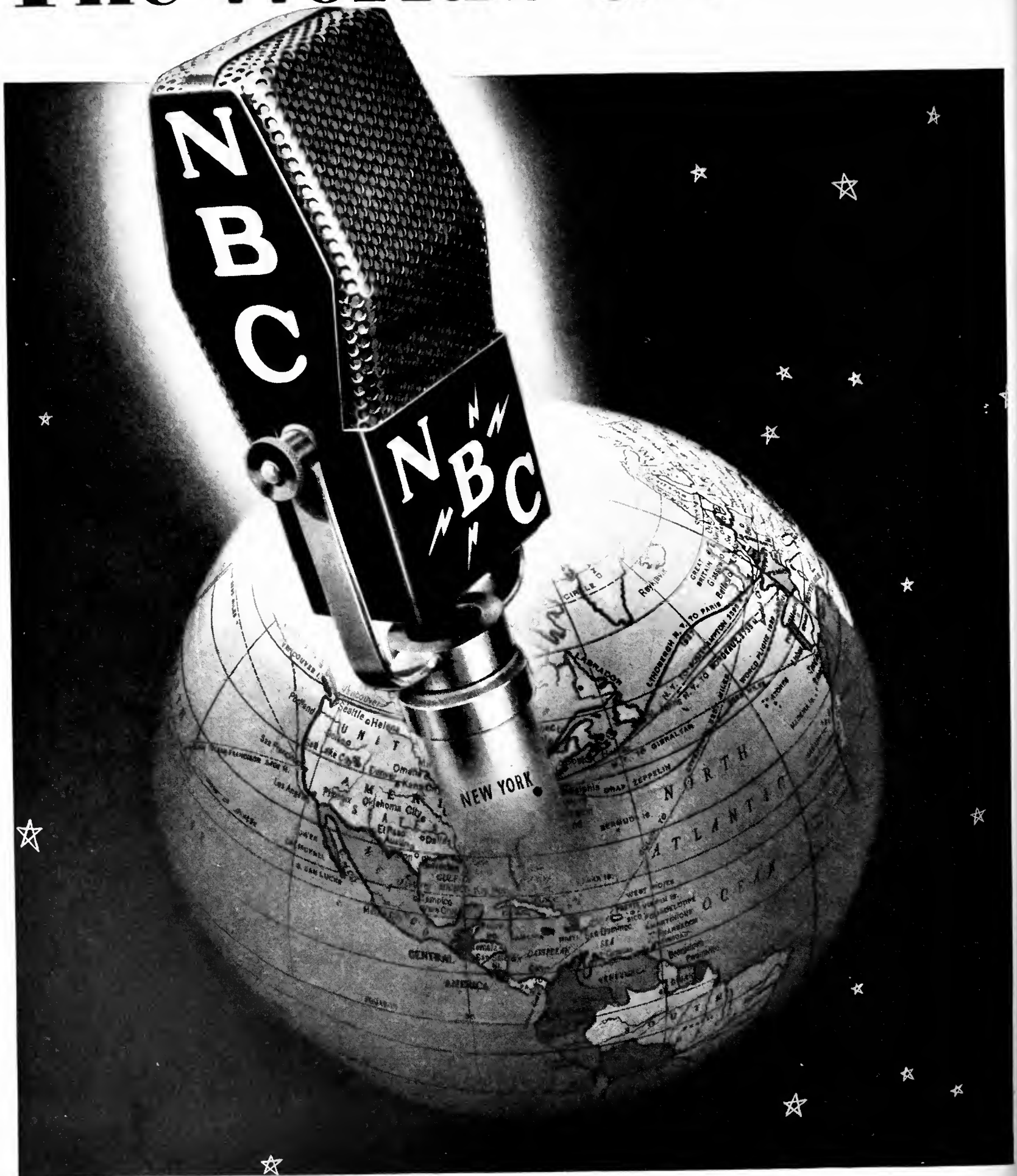
ONLY THOSE HOMES and Retail Sales which the St. Louis Sponsor can directly influence are shown above. U. S. Department of Commerce (1935) figures are reduced by the factor of Audience Intensity to St. Louis Stations in each Area.

THE KWK SPONSOR obtains potential Coverage of 88 per cent of the Radio Homes and potential Influence of 90 per cent of the Retail Sales in the St. Louis Zone of Radio Influence. These figures are taken from the most thorough radio survey ever made of the St. Louis outlying area. 7173 completed telephone calls were made in 21 towns by R. L. Polk and Company. KWK Coverage of a Major Market was dramatically proven.

KWK

THOMAS PATRICK, Inc.
HOTEL CHASE
SAINT LOUIS
Representative, Paul H. Raymer Co.
NEW YORK CHICAGO SAN FRANCISCO

The World's Greatest



Broadcasting System

is a title that NBC
has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York, to be the world center of broadcasting. Radio City is the home of NBC. A brief glance at some of the outstanding NBC services explains how NBC has rightfully won its title—The World's Greatest Broadcasting System.

Program Leadership

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During the year 1938, NBC has sent out more than 56,000 programs. All of these programs were free for the tuning to some 26,000,000 radio owning families in the United States. In addition, many of them reached other millions through short wave and through arrangements with broadcasting organizations in other countries.

At its inception, NBC felt that one of the most essential features of successful broadcasting would always be the planning of programs. Throughout 12 years, the style in programs has been set by NBC. Many of the most important types of programs now broadcast were first conceived and put on the air by NBC.

Network Leadership

Through its two great networks, NBC offers double nation-wide service for advertisers. The NBC Red Network provides more intensive nation-wide circulation than any other network. With unexcelled station facilities and top flight programs it commands the biggest audiences in broadcasting. On the Blue Network, NBC offers national circulation at the lowest cost per listening family ever offered by any network. Advertisers obtain this unapproached low cost through means of the new economy discounts recently established for the NBC Blue and important supplementary groups.

Whether the advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go

National" at a new all-time low cost, NBC can serve him.

Leadership in Transcriptions

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. To produce these transcriptions, NBC and RCA cooperate. Through RCA is obtained the benefit of leadership in mechanical reproduction recording of sound.

National spot and local advertisers can obtain from the NBC Record Program Service complete facilities for the creation, casting, and recording of programs. The NBC Thesaurus is used by 221 station subscribers.

Leadership in Spot and Local Advertising

By every measurement NBC Managed Stations are unquestionably "Tops in Spot." Spot advertisers find these stations particularly economical because fewer stations are needed to cover broad territories. The majority of these stations are super-power transmitters on clear channels covering major markets. The combination of adequate power and favorable frequency delivers the most complete obtainable coverage.

Leadership in Artists' Service

One of the largest talent organizations in the world is the NBC Artists' Service. As a division of NBC, this Service provides artists with personal management, and in addition, valuable guidance. NBC Artists are available for every type of entertainment, both public and private. A particular function of NBC service is to provide radio advertisers and their agencies with talent specifically suited to the advertiser's sales problems. In addition, the service furnishes sound program ideas and complete casts.

"In the Public Interest"

At all times the National Broadcasting Company aims to operate its networks in the interest of the public. We feel it is our obli-

gation to provide through radio an instrument of free discussion... to give both sides on important public questions an equal opportunity to weigh the evidence each side offers in support of its opinions. And, in this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News of national interest to American citizens is reported skilfully and impartially... "in the public interest." This principle accounts for such notable services as the reporting of the Czech-Slovakian crisis, and the day by day broadcasting of events at the Lina Conference, as well as hundreds of other vital news broadcasts, from at home and abroad. Our basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That these and similar services of NBC are outstanding in broadcasting is due in large measure to the fact that NBC draws freely upon the experience, research and resources of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All the points of leadership enumerated above are the factors which make NBC The World's Greatest Broadcasting System.

**NATIONAL
BROADCASTING
COMPANY**

**THE WORLD'S GREATEST
BROADCASTING SYSTEM**

**A RADIO CORPORATION
OF AMERICA SERVICE**

DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

*Indicates company is engaged in newspaper representation and also represents stations
(Continued from Page 84)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
*REYNOLDS-FITZGERALD INC.	Chicago, Ill. New York City Detroit, Mich. Philadelphia, Pa. San Francisco, Cal. Los Angeles, Cal. Seattle, Wash.	360 N. Michigan Ave. 515 Madison Ave. General Motors Bldg. Land Title Bldg. 58 Sutter St. 117 W. 9th St. Lloyd Bldg.	State 4294 Eldorado 5-7020 Madison 4250 Rittenhouse 3839 Garfield 6144 Tucker 2474 Elliott 6452	Edwin C. Allen Harry D. Reynolds Richard T. Healy J. D. Cathcart Judson H. Carter Charles E. Fisher Henry R. Ferriss
SEARS & AYER, INC.	Chicago, Ill. New York City	520 N. Michigan Ave. 350 Madison Ave.	Superior 8177 Murray Hill 2-2046	B. H. Sears A. T. Sears Hibbard Ayer
Jack Slatter	Toronto, Ont.	4 Alhert St.	Adelaide 3383	Jack Slatter
Spot Broadcasting Inc.	New York City	303 W. 42nd St.	Circle 6-9375	Helen A. Thomas
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal.	521 Fifth Ave. 333 N. Michigan Ave. 6833 Fernwood Ave.	Murray Hill 5-2370 State 0366 Hollywood 5315	John L. Clark E. J. Rosenberg Virgil Reiter William V. Ray
J. Franklin Viola & Co. (Foreign Language Representation)	New York City	152 W. 42nd St.	Chickering 4-3264	J. Franklin Viola
WEED & CO.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal.	350 Madison Ave. 203 N. Wabash Ave. Michigan Bldg. 111 Sutter St.	Vanderbilt 3-6966 Randolph 7730 Cadillac 3810 Douglas 6446	Joseph J. Weed C. C. Weed M. J. Thoman Roy Frothingham
Wellman Service	Philadelphia, Pa.	1631 Chestnut St.	Rittenhouse 6576	F. A. Wellman
HOWARD H. WILSON CO.	Chicago, Ill. New York City Kansas City, Mo.	75 E. Wacker Drive 551 Fifth Ave. 1012 Baltimore St.	Central 8744 Murray Hill 6-1230 Grand 0810	Howard H. Wilson Horace Hagedorn Joseph J. Farrell
William C. Wise (Represents Stations in Mexico)	Los Angeles, Cal.	117 W. 9th St.	Tucker 2829	William C. Wise

INDIVIDUAL STATION OR GROUP REPRESENTATION

CKLW, Windsor-Detroit	Chicago, Ill.	350 N. Michigan Ave.	Central 0506	George Roesler
KGKO, Fort Worth, Tex.	New York City	630 Fifth Ave.	Columbus 5-3264	John I. Prosser
KOB, Albuquerque, N. M.	New York City Chicago, Ill.	561 Fifth Ave. 360 N. Michigan Ave.	Murray Hill 2-8219 Dearhorn 0351	John G. Dale Palmer Terhune
Maquarie Network of Australia	Los Angeles, Cal.	Van Nuys Bldg.	Madison 6617	Ralph L. Power
McClatchy Broadcasting Co.	Los Angeles, Cal.	Broadway Arcade Bldg.	Tucker 8350	Bernard Cooney
Northwest Radio Advertising Co. (KINY, Juneau, Alaska)	Seattle, Wash.	American Bank Bldg.	Main 9232	Edwin A. Kraft
WFAS, White Plains, N. Y.	New York City	162 W. 42nd St.	Wisconsin 7-2299	Irvin T. Porter
WHB, Kansas City, Mo.	Chicago, Ill.	309 W. Jackson St.	Wahash 0231	Wythe Walker
WMCA, New York City	Chicago, Ill.	350 N. Michigan Ave.	State 9493	J. M. Ward G. B. McDermott
WBNF, Binghamton, N. Y.	New York City	366 Madison Ave.	Murray Hill 2-5757	Harry Trenner
WOR, Newark, N. J.	Chicago, Ill. Boston, Mass. San Francisco, Cal.	Trihune Tower 80 Federal St. Russ Bldg.	Superior 5110 Liberty 0437 Douglas 1294	Harold Higgins Paul A. Belaire Edward S. Townsend
3XY, Melbourne, Australia	Hollywood, Cal.	6418 Santa Monica Blvd.	Hollywood 6045	Howard C. Brown

BURN-SMITH COMPANY, INC.	New York	7 W. 44 St.	Murray Hill 2-7462	Walter P. Burn William Noble G. Byron Smith II
EXCLUSIVE RADIO STATION REPRESENTATIVES	Chicago Detroit Hollywood Washington	2001 Bell Bldg. New Center Bldg. Office now being established (Jan.) Office now being established (Jan.)	Central 4270 Madison 3350	John A. Toothill Don F. Daubel Walter L. Reid Edgar Felix PD. ADV.

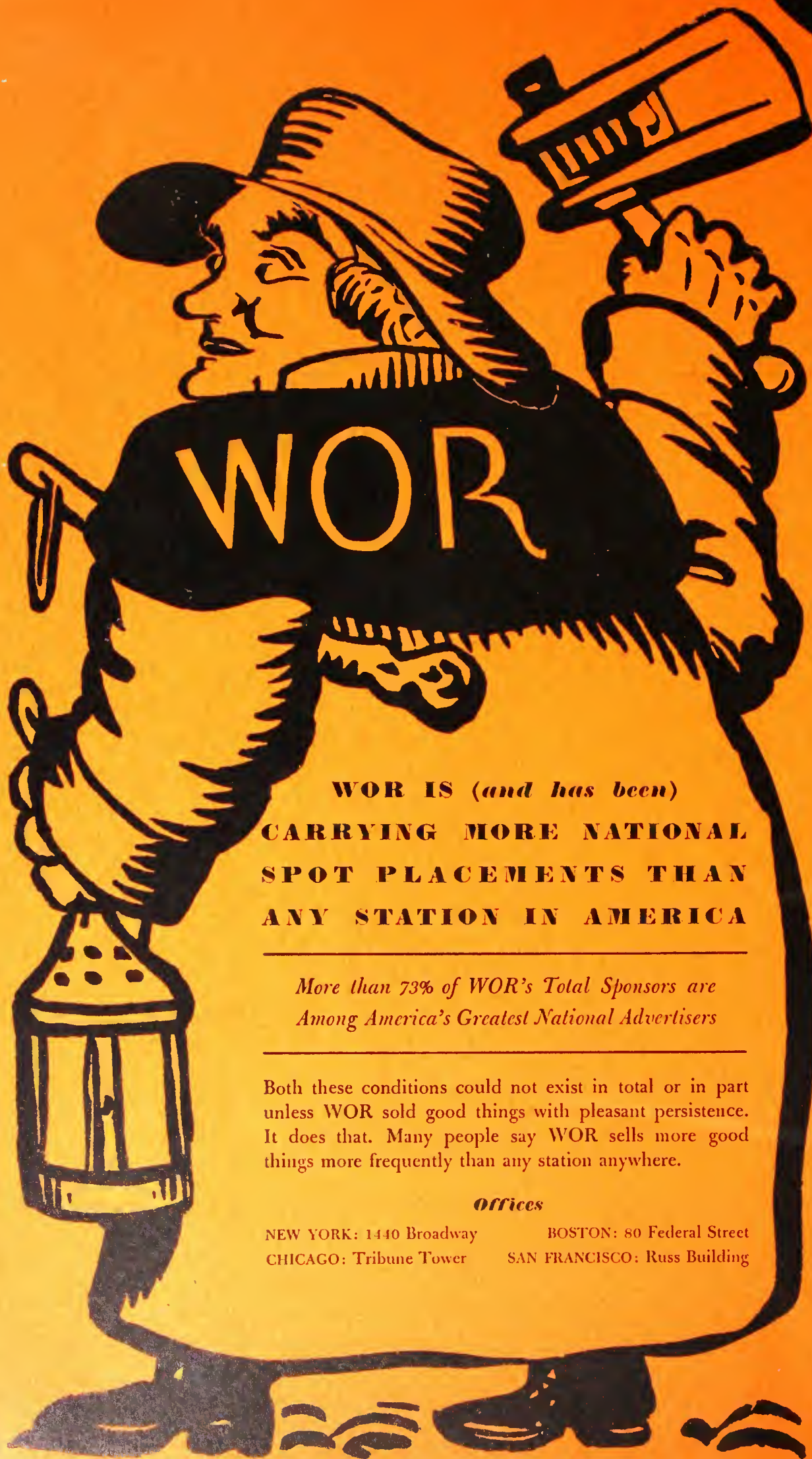
And for sales helps, promotion,
data sheets, MAPS, or complete
campaigns



**WALTER P. BURN &
ASSOCIATES, INC.**
7 W. 44th St. New York



Covering
the World's Greatest
MARKET
at the World's
Lowest Cost!



WOR

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Offices

NEW YORK: 1440 Broadway
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BOSTON: 80 Federal Street
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Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *STN*—Shares Time Night. *SH*—Specified Hours. *SHN*—Specified Hours Night.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization. *U*—Unlimited. *CP*—Construction Permit Issued.
 (Data corrected to January 1, 1939)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANNISTON.....	WHMA	1420	100-D	Anniston Broadcasting Co. WHMA Bldg. 2380	Harry M. Ayers John S. Pitts Allen Brown	Harold Russey Allen Brown James G. Cohlle
BIRMINGHAM.....	WAPI	1140 STN-KVOO SA-U	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt Thad Holt	R. F. Faulkner, Jr. H. H. Holtshouser N. S. Hurley	Radio Sales
	WBRC	930	5,000-LS 1,000-N	Birmingham Broadcasting Co., Inc. Bankhead Hotel 3-9293	NBC-Red	K. G. Marshall J. C. Bell J. C. Bell	John M. Connolly John M. Connolly J. C. Bell	Raymer
	WSGN	1810	250-LS 100-N	Birmingham News Co. Tutwiler Hotel 4-3434	NBC-Blue Alabama	Victor H. Hanson Henry P. Johnston Henry P. Johnston	Boh McRaney Herb Gilleland Paul B. Cram	Kelly-Smith
DECATUR.....	WMFO	1370	100-D	James R. Doss, Jr. 402½ Second Ave. 802	Alabama	James R. Doss, Jr. Ted R. Woodard R. H. Alhright	Edwin Mullinax Ted R. Woodard Fred L. James, Jr.	Burn-Smith
DOTHAN.....	WAGF	1370	250-D	Dothan Broadcasting Co. 204½ E. Main St. 1430	Partnership Julian C. Smith Fred C. Moseley	Samuel Hall John T. Huhhard	Burn-Smith
GADSDEN.....	WJBY	1210	250-LS 100-N	Gadsden Broadcasting Co., Inc. 108 Broad St. 88	Alabama	B. H. Hopson B. H. Hopson J. W. Buttram	B. T. Benton Sam Benton Vernon Story	Sears & Ayer
HUNTSVILLE.....	WBHP	1200	100	Wilton Harvey Pollard Times Bldg. 313	W. H. Pollard W. H. Pollard W. H. Pollard	Herbert Johnson Milton Hazel	Burn-Smith
MOBILE.....	WALA	1380	1,000-LS 500-N	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	NBC	W. O. Pape W. O. Pape J. H. Hunt, Jr.	H. J. Grant H. K. Martin R. M. Cole
MONTGOMERY.....	WCOV	1210	100-D	Capitol Broadcasting Co. Exchange Hotel	G. W. Covington, Jr. G. W. Covington, Jr. R. B. Raney	Weston E. Britt John A. Thompson
	WSFA	1410	1,000-LS 500-N	Montgomery Bestg. Co., Inc. Jefferson Davis Hotel Cedar 5880	CBS Alabama WTS	S. G. Persons Howard E. Pill John B. DeMotte	E. Caldwell Stewart John B. DeMotte Paul B. Duncan	Kelly-Smith
MUSCLE SHOALS CITY.....	WMSD	1420	100	Musele Shoals Bestg. Corp. Musele Shoals City	Dr. E. L. Chapman Joe Vansandt Joe Vansandt	Mrs. Howard Sutton Mrs. Howard Sutton Bill Atkinson	Burn-Smith
SELMA.....	WHBB	1500	100	Selma Broadcasting Co., Inc. Washington St. 1233	S. A. Cisler, Jr. W. J. Reynolds, Jr. Julien Smith, Jr.	W. A. Coleman Erin Reynolds William Pigg
TUSCALOOSA.....	WJRD	1200	250-D	James R. Doss, Jr. First National Bank Bldg. 1401	Alabama	James R. Doss, Jr. James R. Doss, Jr. J. Ed. Reynolds	Alfred Owen William DeFreitas E. H. Eudy	Burn-Smith

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
GLOBE.....	KWJB	1210	250-D 100-N	Sims Broadcasting Co. Globe	W. J., J. W. & B. T. Sims Bartley T. Sims
JEROME.....	KCRJ	1310	250-LS 100-N	Central Arizona Broadcasting Co. Jerome 124-W	Charles C. Robinson Irvin W. Hubbard Irvin W. Hubbard	Irvin W. Huhhard Irvin W. Hubbard Howard Seitz
LOWELL.....	KSUN	1200	250-LS 100-N	Copper Electric Co., Inc. Lowell Bisbee 9	Arizona WTS	Carleton W. Morris Carleton W. Morris Robert B. Thompson	Robert B. Thompson Robert B. Thompson David C. Karbaeh
PHOENIX.....	KOY	1390	1,000	Salt River Valley Broadcasting Co. 836 North Central Ave. 4-4144	CBS Arizona WTS	Burridge D. Butler Fred A. Palmer Fred A. Palmer	Jack Williams Lucille Brains E. E. Alden	Blair
	KTAR	620	1,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC	Sam Kahan Richard O. Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	Katz Biddick
PRESCOTT.....	KYCA (Construction permit)	1500	250-LS 100-N	Southwest Broadcasting Co. Prescott	Albert Stetson
SAFFORD.....	KGLU	1420	250-LS 100-N	Gila Broadcasting Co. P. O. Box 665 15	Louis F. Long John Merino John Merino	Ralph Langley Lester McBride Paul Merrill
TUCSON.....	KGAR	1370	250-LS 100-N	Tucson Motor Service S. 6th Ave. at 12th St. 2929	CBS Arizona WTS	Frank Z. Howe Frank Z. Howe F. P. Nelson	Diek Johnson Clifford Livingston	McGillvra
	KVOA	1260	1,000	KTAR Broadcasting Co. P. O. Box 2888 3703	Richard O. Lewis E. B. Williams E. B. Williams	Carl C. Hickman L. L. Nalley
YUMA.....	KUMA	1120-SH	100	Dr. A. H. Schermann P. O. Box 1871 88	Dr. A. H. Schermann E. N. Sturdivant E. N. Sturdivant	Lee Trent Will A. Bell	Biddick

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ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE.....	KLCN	1290	100-D	Charles Leo Lintzenich Blytheville 122	C. L. Lintzenich C. L. Lintzenich C. L. Lintzenich	Algje Bishop Algje Bishop C. L. Lintzenich
EL DORADO.....	KELD	1370	100	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	T. H. Barton R. E. Meinert R. E. Meinert F. E. Bols	Rodney Smith Leon Sipes Charles Mathis, Jr.	McGillvra
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel Bldg. 7069	Arkansas	John A. England Miss Dorothy Gihson Jimmie Barry	Miss Dorothy Gihson Jimmie Barry Willard Doan
HOT SPRINGS.....	KTHS	1040†	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg. 212	NBC MBS	S. A. Kemp S. A. Cislser H. A. Shuman	Jack Wolever E. C. Appler J. C. Norman	Blair
JONESBORO.....	KBTM	1200	100-D	Regional Broadcasting Co. 104½ W. Washington 433	Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Eldon Campbell Jay P. Beard Jewell C. Warren
LITTLE ROCK.....	KARK	890	1,000-LS 500-N	Arkansas Radio & Equip. Co., Inc. 212 Center St. 2-1841	NBC Arkansas	T. H. Barton G. E. Zimmerman C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Winn	Petry
	KGHI	1200	250-LS 100-N	Arkansas Broadcasting Co. Arkansas Gazette Bldg. 9166	A. L. Chilton R. G. Terrill R. G. Terrill	Henry Frick Boh Buice K. F. Tracy
	KLRA	1390	5,000-LS 1,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS WTS	A. L. Chilton S. C. Vinsonhaler Ray Lang	Alleene Ahles S. C. Vinsonhaler K. F. Tracy	Katz
PINE BLUFF.....	KOTN	1500	100	Universal Broadcasting Corp. 505½ Main St. 464	Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Frederica Whitworth J. R. Whitworth
SILOAM SPRINGS...	KUOA	1260	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	John E. Brown Storm Whaley Storm Whaley	Leslie Wright J. L. Miller	McGillvra
TEXARKANA.....	KCMC	1420	250-LS 100-N	(See Texarkana, Tex.)				

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore on 1060 kc.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BAKERSFIELD.....	KERN	1370	100	McClatchy Broadcasting Co. Elk's Bldg. 5-700	NBC California	Guy C. Hamilton Robert L. Stoddard Robert L. Stoddard	Phil McHugh Luverne Shatto	Raymor
	KPMC	1550	1,000	Pioneer Mercantile Co. 20th & Eye Sts. 5100	MBS Don Lee WTS	F. G. R. Schamblin L. A. Schamblin	Curtis Sturm L. P. Jarvis	Blair
BERKELEY.....	KRE	1370	250-LS 100-N	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashbury 7713	Arthur Westlund Arthur Westlund Frederick Macpherson	Don Hambly Frederick Macpherson Ralph Kennedy
CHICO.....	KHSL	1260	250	Golden Empire Broadcasting Co. P. O. Box 914 237	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Robert Songstad
EL CENTRO.....	KXO	1500	100	E. R. Ireby-F. M. Bowles Main St. 1100	WTS	F. M. Bowles E. R. Ireby F. M. Bowles E. R. Ireby
EUREKA.....	KIEM	1450	1,000-LS 500-N	Redwood Broadcasting Co., Inc. Eureka 93	MBS Don Lee WTS	Wm. B. Smullin Wm. B. Smullin Hugh Gilmore	Dean Metcalf Aaron Funk Chas. Baker Alvor Olson	Blair
FRESNO.....	KARM	1310	100	George Harm 1333 Van Ness Ave. 2-4151	CBS	George Harm Lou Keplinger Lou Keplinger	Dick Wegener Lou Keplinger John Seales	McGillvra Biddick
	KMJ	580	1,000	McClatchy Broadcasting Co. Bee Bldg. 2-8817	NBC California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Frank Wilbur Don Davis Irvin Dickinson	Raymer
GLENDALE.....	KIEV	850	250-D	Cannon System Ltd. 701 E. Broadway Douglas 3010	David H. Cannon L. W. Peters L. W. Peters	Wallace MacLain George Ness
LONG BEACH.....	KFOX	1250	1,000 CP-5,000-LS	Nichols & Warinner, Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell Lawrence W. McDowell
	KGER	1360	1,000	Consolidated Bestg. Corp. Ltd. 435 Pine Ave. 660-41	C. Merwin Dobyms C. Merwin Dobyms John A. Dobyms	Helene Smlth Tom Hunter Jay Tapp	Wilson
LOS ANGELES.....	KECA	1430	5,000-LS 1,000-N	Earl C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Blue	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Helsch Dave Nowinson H. L. Blatterman Curtis W. Mason	Petry
	KEHE	780	5,000-LS 1,000-N	Hearst Radio, Inc. 141 N. Vermont Ave. Exposition 1341	Elliott Roosevelt Jack O. Gross Jack O. Gross	Al Poska Lewis Patterson Fred Ragsdale	International

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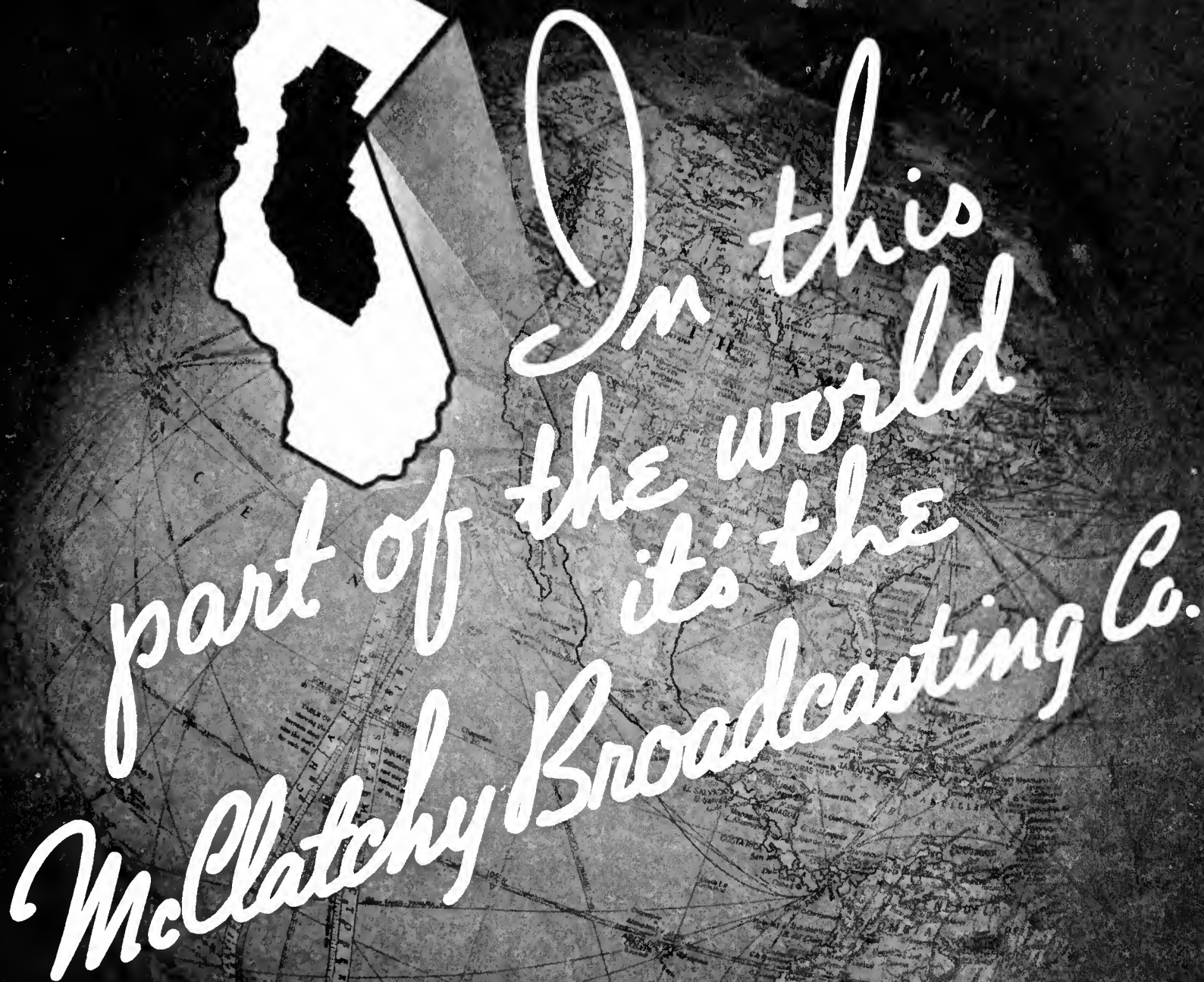
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National Sales Representatives

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CALIFORNIA—(Continued)

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LOS ANGELES (Continued)	KFAC	1300	1,000	Los Angeles Bcstg. Co., Inc. 645 South Mariposa Fitzroy 1231	E. L. Cord Calvin J. Smith Charles T. Hugbes	Robert W. Swan H. W. Anderson
	KFI	640	50,000	Earl C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Red	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch Dave Nowinson {Curtis W. Mason H. L. Blatterman	Petry
	*KFSG	1120 ST-KRKD	2,500-LS 500-N	Ecbo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Aimee Semple McPherson Dr. Giles N. Knight	Phil Kerr Myron E. Kluge
	KFVD	1090 L-WHO	1,000	Standard Bcstg. Co., Inc. 338 S. Western Ave. Drexel 2391	Frank Burke Frank Burke Pete Watts John Smithson
	KFWB	950	5,000-LS 1,000-N	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	California	Warner Bros. Harry Maizlish Chet Mittendorf	Manning Ostroff Alex Ruben Harry Myers	Raymer
	KGFJ	1200	100	Ben S. McGlashan 1417 So. Figueroa St. Prospect 2434	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirebner H. Duke Hancock
	KHJ	900	5,000-LS 1,000-N	Don Lee Bcstg. System 1076 W. Seventh St. Vandyke 7111	MBS Don Lee WTS	Thomas S. Lee Lewis Allen Weiss {Thayer Ridgway Sidney Gaynor	Van C. Newkirk Edward Kemble Frank Kennedy	Blair
	KMPC (Beverly Hills)	710 L-WOR	500	KMPC The Station of the Stars, Inc. 9631 Wilshire Blvd. Oxford 6211	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur E. Sutton Roger Love	Ferguson
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham	Hugh Ernst, Jr. Kenneth O. Tinkham Carroll Hauser	Burn-Smith
	KNX	1050	50,000	Columbia Bcstg. System, Inc. Columbia Square Hollywood 2484	CBS	CBS—D. W. Thornburg John M. Dolph Harry W. Witt	Charles Vanda Edwin W. Buckalew Lester H. Bowman	Radio Sales
KRKD	1120 ST-KFSG	2,500-LS 500-N	Radio Broadcasters, Inc. Spring Arcade Bldg. Tucker 7111	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard R. Bell Willis O. Freltag	McGillvra	
MERCED	KYOS	1040	250-D	Merced Star Publishing Co. G Grade St. 1430	Ray McClung John W. Crews George Barringer	Charles Kinsley, Jr. Stanley Pratt Morton Wiebers	Cox & Tanz Biddick
MODESTO	KTRB	740	250-D	Central Calif. Bcstg. Co. McHenry & Sylvan Aves. 774	T. R. McTammany T. R. McTammany	Margery Van Loon	Cox & Tanz Biddick
MONTEREY	KDON	1210	100	Monterey Peninsula Bcstg. Co. 275 Pearl St. Monterey 8111	MBS Don Lee WTS	Allen Griffin Howard V. Walters Howard V. Walters	Jack Eliasson Wm. Crabbe	Blair
OAKLAND	KLS	1280	250	Warner Bros. 327 21st St. Higate 1212	S. W. & E. N. Warner S. W. Warner E. N. Warner	F. Wellington Morse Catherine deCosta Russell Butler
	KLX	880	1,000	Tribune Building Co. Tribune Tower Templebar 6000	J. R. Knowland, Jr. Preston D. Allen Preston D. Allen	Charles Lloyd R. S. Smith
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	H. P. Drey H. P. Drey H. P. Drey A. B. Colon C. E. Downey
PASADENA	*KPPC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	David Black David Black	Leon Hall N. Vincent Parsons
REDDING	KVCV	1200	100	Golden Empire Bcstg. Co. Redding 900	Harold Smithson Harold Smithson Harold Smithson	Harry De Lasaux Harold Smithson Charles Sberburne
SACRAMENTO	KFBK	1490	10,000	McClatchy Bcstg. Co. 708 Eye St. Main 5000	NBC California	Guy C. Hamilton Howard Lane Leo O. Ricketts	George Breece Henry Jacobsen Norman D. Webster	Raymer
	KROY	1210	100-D	Royal Miller Hotel Sacramento Bldg. Main 665	CBS	Royal Miller Will Thompson, Jr. Will Thompson, Jr. G. E. Lundy Milton Cooper	McGillvra Biddick
SAN BERNARDINO	KFXM	1210 ST-KPPC	100	Lee Bros. Bcstg. Co. 512 Fifth St. 4761	MBS Don Lee WTS	J. C. & E. W. Lee J. C. Lee Gene W. Lee	Howard Baichly E. W. Lee Richard F. Lewis	Blair
SAN DIEGO	KFSD	600	1,000	Airfan Radio Corp. Ltd. U. S. Grant Hotel Franklin 6363	NBC-Blue	Thos. E. Sharp Sam Lipsatt John Babcock	Leah McMahon Sam Lipsatt Harold Hasenbeck	Raymer
	KGB	1330	1,000	Don Lee Bcstg. System 1012 First Ave. Franklin 6151	Don Lee MBS WTS	Thomas S. Lee S. W. Fuller D. J. Donnelly	D. R. Young Milam Cater	Blair
SAN FRANCISCO	KFRC	610	5,000-LS 1,000-N	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 0100	Don Lee MBS WTS	Thomas S. Lee Wilbur Eickelberg Ward D. Ingram	Ben Harkins Gary Kriedt Ernest G. Underwood	Blair
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St. Sutter 1920	NBC-Blue	Gen. Elec. Co.—NBC NBC—Lloyd E. Yoder William B. Ryan	Glenn R. Dolberg Robert J. McAndrews A. E. Evans	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	No. Calif.	Ralph R. Brunton Ralph R. Brunton E. P. Franklin	Harry H. Wickersham Kenneth Owen	Blair



*In this
part of the world
it's the
McClatchy Broadcasting Co.*

KFBK — Sacramento

KMJ — Fresno

KWG — Stockton

KERN — Bakersfield

National Broadcasting Co. California Radio System

KOH — Reno, Nevada

Columbia Broadcasting System

National Representatives
PAUL H. RAYMER COMPANY

New York

Detroit

Chicago



Every day in the year

KSFO

is delivering

more audience per dollar

than any other San Francisco
Radio Station

... and more

total audience

in all the key counties of

Northern California

(any Free & Peters man has the proof)

KSFO

"THE AUDIENCE STATION"

SAN FRANCISCO

KSFO · Palace Hotel · San Francisco

560 KC ... 5000W Day ... 1000W Night

PHILIP G. LASKY, General Manager

National Representative:

FREE & PETERS, Incorporated

C O L U M B I A · B R O A D C A S T I N G · S Y S T E M

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SAN FRANCISCO.... (Continued)	KPO	680	50,000	National Bcstg. Co., Inc. 111 Sutter St. Sutter 1920	NBC-Red	NBC—Don Gilman Lloyd E. Yoder William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Joseph Westfield Baker	NBC
	KSAN	1420	100	Golden Gate Bcstg. Co. 1355 Market St. Market 8171	Robert J. Craig S. H. Patterson C. E. Hopkins	Gordon Willis Les Malloy William C. Grove
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters, Inc. Palace Hotel Bldg. Garfield 4700	CBS	W. I. Dumm Philip G. Lasky L. B. Lasky	J. C. Morgan R. W. Dumm R. V. Howard	Free & Peters
	KYA	1230	5,000-LS 1,000-N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	California	Hearst Radio Inc. Reiland Quinn Gurdon Mooser	Reiland Quinn Paul Schulz	International
SAN JOSE.....	KQW	1010	CP-5,000-LS 1,000-N	Pacific Agricultural Foundation Ltd. 87 East San Antonio St. Ballard 2616	MBS Don Lee No. Calif. WTS	Ralph R. Brunton C. L. McCarthy H. O. Fiebig	Yann Connors C. V. Davey	Blair
SAN LUIS OBISPO...	KVEC	1200	250-LS 100-N	Valley Electric Co. Mountain View & Hill St. 1-3-4	MBS Don Lee WTS	Christina M. Jacobson Les Haeker John C. Clifton	Lee Hoagland Earl Travis	Blair
SANTA ANA.....	KVOE	1500	100	Voice of the Orange Empire Inc. Ltd. Walter L. Moore Bldg. 4901-R	MBS Don Lee WTS	Ernest L. Spence Ernest L. Spence Ernest L. Spence	Wallace S. Wiggins Jack O'Mara Wallace S. Wiggins	Blair
SANTA BARBARA....	KDB	1500	250-LS 100-N	Santa Barbara Broadcasters Ltd. 15-17 East Haley St. 5935	MBS Don Lee WTS	Thomas S. Lee Earl M. Pollock Bill A. Skaggs	Anthony J. LaFrano Bill A. Skaggs Robert E. Arne	Blair
	KTMS	1220	500	News-Press Publishing Co. De la Guerra Plaza 6111	NBC-Blue California	Thomas R. Storke Charles A. Storke C. C. Van Cott	Weed Biddick
SANTA ROSA.....	KSRO	1310	250-LS 100-N	Press Democrat Publishing Co. 427 Mendocino Ave. 110	E. L. Finley Wilt Gunzendorfer Larry Thatcher	Wilt Gunzendorfer Larry Thatcher Jaek Van Groos
STOCKTON.....	KGDM	1100	1,000-D	E. F. Peffer 42 S. California St. 794	WTS	E. F. Peffer A. H. Green	Lillian Best Parkin William Worden
	KWG	1200	100	McClatchy Bcstg. Co. Hotel Wolf 580-J	NBC California	Guy C. Hamilton George Ross George Ross	Deane Banta June Warner Russell Bennett	Raymer
VISALIA.....	KTKC	1190	250-D	Tulare-King's Counties Radio Assoc. Box 511 575	MBS Don Lee WTS	Charles A. Whitmore Charles P. Scott Milliard Kibbe	Charles P. Scott Charles P. Scott Bert Williamson	Biddick
WATSONVILLE.....	KHUB	1310	250-D	John P. Scripps Watsonville 1700	John P. Scripps John H. Bennett Hal McIntyre	Jack R. Wagner Charles Kinsley Harold Platt

COLORADO

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ALAMOSA.....	KGIW	1420 SH-KIDW	100	Leonard E. Wilson Alamosa 26	Leonard E. Wilson W. M. Thomas Sherill Ellsworth	Sherill Ellsworth L. E. Wilson John R. Thomas
COLORADO SPRINGS.....	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	F. K. Gaylord Hugh B. Terry Fred C. Mueller	Miss Zelle Wade Herschel LeVan H. Cozine Strang	Katz
DENVER.....	KFEL	920 ST-KVOD	500	Eugene P. O'Fallon, Inc. Albany Hotel Keystone 0178	MBS NBC-Blue	Gene O'Fallon Gene O'Fallon Frank Bishop	Bill Wales Don McCaig J. P. Veatch	Blair
	KLZ	560	5,000-LS 1,000-N	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer Fred L. Allen	Arthur P. Wuth Charles Inglis T. A. McClelland	Katz
	KOA	830	50,000	National Broadcasting Co., Inc. 1625 California St. Main 6211	NBC-Red	Gen. Elec. Co. (NBC) Robert H. Owen A. W. Crapsey	C. C. Moore J. R. MacPherson C. A. Peregrine	NBC
	*KPOF	880 ST-KFKA	1,000	Pillar of Fire Church 1845 Chamba St. Tabor 3733	Bishop Alma White Arthur K. White	Mrs. Kathleen M. White Paul H. Schissler
	KVOD	920 ST-KFEL	500	Colorado Radio Corp. Continental Oil Bldg. Tabor 2291	NBC-Blue	Wm. D. Pyle T. C. Ekrem N. F. Schroeder	Joc E. Finch Ben H. Stanton W. D. Pyle T. C. Ekrem	Petry
DURANGO.....	KIUP	1370	100	San Juan Broadcasting Co., Inc. 2809 Main Ave. 117	M. L. Cummins Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner Gordon L. Schmechl
GRAND JUNCTION..	KFXJ	1200	250-LS 100-N	Western Slope Broadcasting Co. Hotel La Court 126	MBS Colorado	R. G. Howell Chas. Howell Rex Howell Chas. Howell	Robert Moody Smith Alice Barber Fred Mendenhall
GREELEY.....	KFKA	880 SH-KPOF	1,000-LS 500-N	Midwestern Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green H. E. Green	Patricia Murphy

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 (Data corrected to January 1, 1939)

COLORADO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
LA JUNTA.....	KOKO	1370	100	Southwest Broadcasting Co. P. O. Box 225 42	Leonard E. Wilson Leonard E. Wilson R. B. Miller	Leonard E. Wilson Leonard E. Wilson Jack Lund
LAMAR.....	KIDW	1420 ST-KGIW	100	Southwest Broadcasting Co. 129 W. Elm St. 16	Leonard E. Wilson Sherill Ellsworth Sherill Ellsworth	Sherill Ellsworth Leonard E. Wilson Jack E. Phillips	Cox & Tanz
PUEBLO.....	KGHF	1320	500	Curtis P. Ritchie 113 Broadway 3877	NBC	Curtis P. Ritchie J. H. McGill J. H. McGill	Fred Amos George Ikelman
STERLING.....	KGEK	1200-SH	100	Elmer G. Beehler Sterling 679	Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler	L. M. Brummett L. M. Brummett Elmer G. Beehler

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT.....	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd Joseph Lopez Richard F. Voynow	Judson LaHaye Carleton McVarish Garo Ray	Petry
HARTFORD.....	WDRC	1330	5,000-LS 1,000-N	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo Martino	Raymer
	WTHT	1200	100	Hartford Times Inc. 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric W. Foster C. Glover Delaney	Laureat H. Martineau C. Glover Delaney Richard Korns Blackburn	McKinney
	WTIC	1060-ST SA-1040-U	50,000	Travelers Broadcasting Service Corp. 26 Grove St. 2-3183	NBC-Red Yankee WTS	Daniel A. Read Paul W. Morency James F. Clancy	Thomas C. McCray J. Clayton Randall	Weed
NEW BRITAIN.....	WNBC	1380	1,000-LS 250-N	State Broadcasting Corp. 147 Main St. New Britain 240	NBC-Blue	Patrick J. Goode Richard W. Davis Larry Edwardson	Doris M. Peck L. C. Edwardson Rogers B. Holt
NEW HAVEN.....	WELI	930	500-LS 250-N	City Broadcasting Corp. 221 Orange St. 8-1133	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Furgason
NEW LONDON.....	WNLC	1500	100-D	Thames Broadcasting Corp. Mohican Hotel 3353	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Gerald J. Morey	Paul R. Swimelar Edwin J. Morey Neil Spencer
WATERBURY.....	WATR	1190 L-WOAI CP-1290	100 CP-250	The WATR Co., Inc. 71 Grand St. 3-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker Levon Thomas Carl Stromwell	Furgason
	WBRY	1530	1,000	American-Republican, Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Murray Grossman	David Hale Halpern Erwin J. Frey Sydney E. Warner	McGillvra

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON.....	WDEL	1120	500-LS 250-N	WDEL Inc. 10th & King Sts. 7268	NBC-Red Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning Harvey Smith J. E. Mathiot	Raymer
	WILM	1420 STN-WAZL	100	Delaware Broadcasting Co., Inc. 920 King St. 7268	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Lonny Starr Sidney Horwitz J. E. Mathiot	Raymer

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON.....	WJSV	1460	10,000 CP-50,000	Columbia Broadcasting System, Inc. 817 Earle Bldg. Metropolitan 3200	CBS	CBS-Harry C. Butcher A. D. Willard, Jr. William D. Murdock	F. A. Long John Heiney Clyde M. Hunt	Radio Sales
	WMAL	630	500-LS 250-N	M. A. Leese Radio Corp. Trans Lux Bldg. Republic 4000	NBC-Blue	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1230	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	Helen S. Mark William B. Dolph Henry V. Seay	Madeline Ensign H. H. Lyon	Rambeau
	WRC	950	5,000-LS 1,000-N	National Broadcasting Co., Inc. Trans Lux Bldg. Republic 4000	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

DOING A THOROUGH JOB..



in Southern New England's Billion Dollar Market

WTIC's 50,000 Watts assure intensive coverage of the prosperous Connecticut River Valley throughout its whole length.

It's an area well packed with listeners (92% radio homes)—who return in a big majority for WTIC as their most popular station.

This wide coverage, together with a big, *friendly*, and responsive audience puts WTIC in top-rank position to do a thorough job for advertisers with goods to sell in Southern New England, where

government figures put the annual *spendable* income at over a billion dollars!

★ 50,000 Watts Means Business ★

Evidence of WTIC'S leadership is its rank as:

FIRST *In Listener Popularity by 2 to 1 in the Hartford Area*
In Number of Network Advertisers
In Number of National Spot Advertisers

**50,000
WATTS**

WTIC

**HARTFORD,
CONN.**

The Travelers Broadcasting Service Corporation
Paul W. Morency, General Manager
Representatives: Weed & Company

- Member NBC Red Network and Yankee Network
- James F. Clancy, Business Manager
- New York Detroit Chicago San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authori(ation). U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH...	WMFJ	1420	100	W. Wright Esch 126½ Magnolia Ave. 91	W. Wright Esch W. Wright Esch Ed Sims	A. B. Esch W. K. Ellenwood
GAINESVILLE.....	*WRUF L-KOA	830	5,000	University of Florida P. O. Box 578 Gainesville 1000	State of Florida Garland Powell Joseph Weil
JACKSONVILLE.....	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	Thos. C. Imeson John T. Hopkins, III John T. Hopkins, III Harry Cole John T. Hopkins, III	Blair
	WJHP (Construction permit)	1290	250	Metropolis Co. Jacksonville	John H. Perry Henry G. Wells, Jr. Carlyle Wright Beecher Hayford	Perry
	WMBR	1370	250-LS 100-N	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Glenn Marshall, Jr. Frank King	Chas. Stone Glenn Marshall, Jr. H. B. Greene	Raymer
LAKELAND.....	WLAK	1310	250-LS 100-N	Lake Region Bestg. Co., Inc. New Florida Hotel 2128	NBC	J. P. Marchant Mardi S. Liles Henry Goff	Gordon Fletcher F. B. Brown Powell Hunter
MIAMI.....	WIOD	610	1,000	Isle of Dreams Bestg. Corp. 600 Biscayne Blvd. 36444	NBC WTS	G. J. Mahoney Hal I. Leyshon Martin S. Wales S. A. Vetter	Martin S. Wales Jim LeGate Milton C. Scott, Jr.	Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. 327 N.E. 1st Ave. 2-6121	CBS	F. W. Borton F. W. Borton Norman MacKay	Norman MacKay Norman MacKay Ralph Nulsen	Blair
MIAMI BEACH.....	WKAT	1500	250-LS 100-N	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	A. Frank Katzentine Helen Hockett Ivon B. Newman	Richard Olson Russell H. Bennett	Weed
ORLANDO.....	WDBO	580	5,000-LS 1,000-N	Orlando Broadcasting Co., Inc. Ft. Catlin Hotel 6181	CBS	Col. Geo. C. Johnston Harold P. Danforth Harold P. Danforth	E. B. Humphries W. G. McBride James E. Yarbrough	Raymer
PENSACOLA.....	WCOA	1340	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel Bldg. 4111	CBS	John H. Perry Henry G. Wells, Jr. R. R. Powell	Jack Daub R. R. Powell Beecher Hayford	Perry
ST. AUGUSTINE.....	WFOY	1210	250-LS 100-N	Fountain of Youth Properties, Inc. Magnolia Ave. 1400	Walter B. Fraser R. M. Tigert	Ruth Tanksley Bradley Overton
ST. PETERSBURG...	WSUN SH-WFLA	620	5,000-LS 1,000-N	St. Petersburg Chamber of Com. P. O. Box 177 4748	NBC	Chamber of Commerce Harold H. Meyer Jerry Wigley	Bob Wilbur Lynn Gearhart Louis J. Link	Transamerican
TALLAHASSEE.....	WTAL	1310	250-LS 100-N	Florida Capital Broadcasters, Inc. Thomasville Highway 1310-R	Gilbert Freeman Richard Kingston Richard Kingston	Richard Kingston William A. Snowden
TAMPA.....	WDAE	1220	5,000-LS 1,000-N	Tampa Times Co. 114 South Franklin St. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William P. Moore	Katz
	WFLA SH-WSUN	620	5,000-LS 1,000-N	Florida West Coast Bestg. Co., Inc. Tarr Bldg. H-1828	NBC	H. H. Baskin W. Walter Tison W. Walter Tison	Paul M. Jones Don Bell Joe Mitchell	Blair
WEST PALM BEACH	WJNO	1200	250-LS 100-N	WJNO, Inc. 1415 Okeechobee Road 5157	CBS	J. Jay O'Brien Reginald B. Martin Reginald B. Martin	J. Gunnar Back J. Sumnar Back Francis Carroll	Weed

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBANY.....	WGPC	1420	100	Americus Broadcasting Corp. 127½ N. Jackson St. 1370	J. W. Woodruff, Jr. Stewart Watson Stewart Watson	Louis B. Poole Louis B. Poole Randolph C. Hallett	Sears & Ayer
ATHENS.....	WGAU	1310	250-LS 100-N	J. K. Patrick & Co. Bobbin's Mill Road 1741	Partnership A. Lynne Brannen A. Lynne Brannen	Melvin C. Gorman A. Lynne Brannen A. Lynne Brannen
ATLANTA.....	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Co. 400 Western Union Bldg. Main 5101	NBC-Blue	Norman K. Winston Jess Swicegood Jess Swicegood	Earle J. Pudney Cliff Hanson	Petry
	WATL	1370	250-LS 100-N	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	J. W. Woodruff, Jr. Maurice C. Coleman Maurice C. Coleman	Ken Keese Harry Pomar James Comer	Sears & Ayer
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Ansley Hotel Walnut 8441	CBS WTS	Operated under lease (Sam Pickard) W. H. Summerville W. H. Summerville	John Fulton Frank Galthier Ben Akerman	Katz
	WSB	740	50,000	Atlanta Journal Co. 7 Forsyth St. Hemlock 1045	NBC-Red	Inman Gray Lambdin Kay John M. Outler, Jr.	Roy A. McMillan C. F. Daugherty	Petry



WSUN



ST. PETERSBURG
FLORIDA



SERVING FLORIDA'S

CENTER OF

POPULATION

AND

RICHEST MARKET



Business Office

5000 W - DAY
1000 W - NIGHT

RECREATION PIER • ST. PETERSBURG, FLA.

HAROLD MEYER, General Manager

620 KC

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

GEORGIA--(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA	WRDW	1500	250-LS 100-N	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	James A. Davenport Harvey Aderhold	Burn-Smith
COLUMBUS	WRBL	1200	250-LS 100-N	Columbus Bestg. Co., Inc. 1420 Second Ave. 4300	J. W. Woodruff, Jr. J. W. Woodruff, Jr. J. W. Woodruff, Jr.	Bill Dougherty Hardy Burt Oliver Heely	Sears & Ayer
GRIFFIN	WKEU	1500	100-D	Radio Station WKEU Griffin Hotel 90	A. W. Marshall, Jr. A. W. Marshall, Jr. A. H. Evans	Angelyn Kelley James M. Wilder	Burn-Smith
MACON	WMAZ	1180 L-KEX-KOB	5,000-LS 1,000-N	Southeastern Broadcasting Co., Inc. 211 Cotton Ave. 3131	CBS WTS	Edward K. Cargill Edward K. Cargill Frank Crowther	Allie V. Williams Wilton E. Cobb George P. Rankin, Jr.	Kntz
ROME	WRGA	1500	250-LS 100-N	Rome Bestg. Corp. National City Bank Bldg. 1995	John W. Quarles J. H. Quarles J. H. Quarles	Jimmy Kirby Price Selby R. L. Strnr
SAVANNAH	WSAV (Construction permit)	1310	100	Arthur Lucas Savannah	Arthur Lucas
	WTOC	1260	1,000 CP-5,000-LS	Savannah Bestg. Co. 518 Aherncorn St. 2-0127	CBS	W. T. Knight, Jr. Marjorie B. Willis W. T. Knight, Jr.	Wm. B. Smart Wm. B. Smart James R. Donovan	Katz
THOMASVILLE	WPAX	1210	250-LS 100-N	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Chns. Lawton	Chas. Lawton James W. Poole
WAYCROSS	WAYX	1200	250-LS 100-N	Jack Williams 620 Plant Ave. 965	Jack Williams John J. Tobola Jack Murray	Martha Jane Folsom Jack Murray John J. Tobola

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BOISE	KIDO	1350	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise 660	NBC	C. G. Phillips Frank L. Hill C. G. Phillips Bonnie Scotland	Billy Phillips Roy Civile H. W. Toedtmeier	Blnr
COEUR D'ALENE	KGC1 (Construction permit)	1200	100 D	Clarence A. Berger-Saul S. Freeman Coeur d'Alene	Clarence A. Berger Saul S. Freeman
IDAHO FALLS	KID	1320	5,000-LS 500-N	KID Broadcasting Co., Inc. KID Bldg. 4	Jack W. Duckworth Jack W. Duckworth Maxine A. Chaffin	Tom Morris Rod O'Connor W. J. Provis	Sears & Ayer Biddick
LEWISTON	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	H. E. Studebaker Donald A. Wilke Roderic A. Klise	Cox & Tanz Sears & Ayer Biddick
NAMPA	KFXD	1200	250-LS 100-N	Frank E. Hurt 1024 12th Ave., South 1200	Frank E. Hurt Frank E. Hurt Doyle C. Cain	Maxine M. Hurt Doyle C. Cain Edward Hurt
POCATELLO	KSEI	900	1,000-LS 250-N	Radio Service Corp. of Idaho Pocatello 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Julian H. Boone James E. Mitchell	Ferguson
TWIN FALLS	KTFI	1240	1,000	Radio Bestg. Corp. Radio Center Bldg. 30	NBC	O. P. Soule J. E. Gurdner J. E. Gardner	F. M. Soule F. E. Gardner F. V. Cox	Ferguson
WALLACE	RWAL (Construction permit)	1420	250-LS 100-N	Chester Haworth-Clarence Berger Wallace	Chester Haworth Clarence Berger

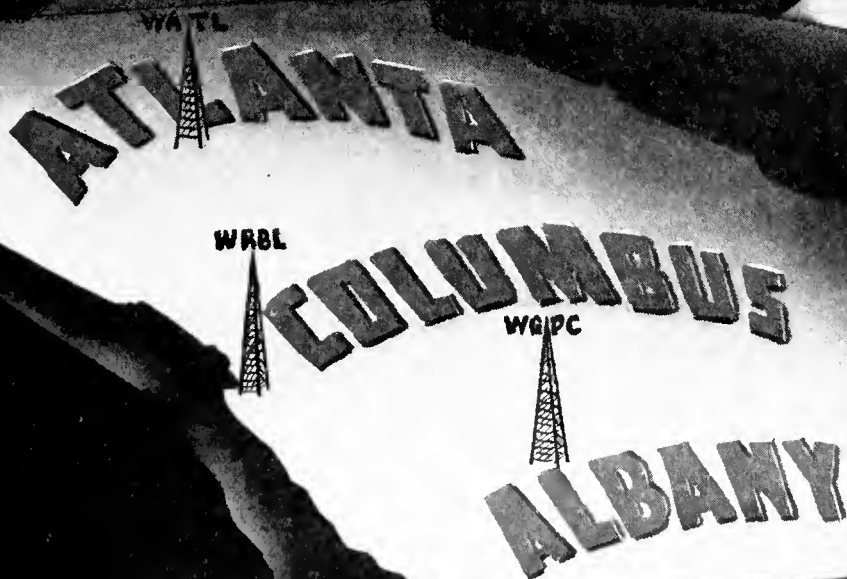
ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AURORA	WMRO	1250	250-D	Martin R. O'Brien 34 S. River St. 4215	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Russell Salter Robert Diller
BLOOMINGTON	WJBC ST-WJBL	1200	250 LS 100 N	A. M. & D. C. McGregor Illinois Wesleyan Campus 534	A. M. McGregor A. M. McGregor Hugh L. Gately
CARTHAGE	WCAZ	1070	100 D	Superior Broadcasting Service Inc. Carthage 520	Bob Compton John M. Palmer John M. Palmer	Nelda Haschemeyer Allen Doyle
CHAMPAIGN	WDWS	1370	250 LS 100 N	Champaign News-Gazette Inc. 48 Main St. 6-1855	Helen M. Stevick L. G. Collison L. G. Collison	Richard Noble Jack M. Waincott	Sears & Ayer

THE THREE WAY ROAD TO SALES IN GEORGIA

You've got to buy ALL THREE"

The only Network in Georgia. Covers 125,940 Radio Homes in three choice markets at one low cost. For full particulars, communicate with Jim Woodruff, Jr., Gen. Mgr., at Columbus, Georgia.



"THIS IS THE GEORGIA BROADCASTING SYSTEM"

WATL ★ WRBL ★ WGPC

ATLANTA

COLUMBUS

ALBANY

National Representatives:

SEARS & AYER, INC.
NEW YORK & CHICAGO

TWO GREAT MARKETS

ONE HAPPY CONCLUSION

Results

● KOY in Phoenix, WLS in Chicago; two stations under the same ownership—with one pre-eminent thought—that to hold listener interest you must serve the listeners' interests; that listener interest gets results for advertisers; and that after all is said and done—results count.

KOY in Phoenix, WLS in Chicago; two stations that get results. Use them to build greater sales . . . to get best results in each respective market. Any office can show you what others have done . . . how you, too, can—GET RESULTS.

REPRESENTED BY

J O H N B L A I R a n d C O .

NEW YORK . . . CHICAGO . . . DETROIT . . . LOS ANGELES

SAN FRANCISCO . . . SEATTLE

TWO GOOD STATIONS

WLS GETS RESULTS

WLS and Results are synonymous in the midwest area. More than a million letters a year for the past 8 years have been received; 54% last year contained proof of purchase. Approximately 750,000 people have paid to attend the Saturday night performances of the National Barn Dance. WLS entertainers have made personal appearances in almost every important Town and City in the midwest area. The New Transmitter is estimated to increase the present coverage area by 42%. All this combined makes WLS the result-getting station of the midwest area.

THE PRAIRIE FARMER STATION CHICAGO

Burrige D. Butler
President

Glenn Snyder
Manager



KOY GETS RESULTS TOO

KOY means Results in Phoenix and the Rich Salt River Valley—America's *second* richest luxury market. A market that entertains a forty million dollar tourist trade throughout the winter months. That KOY covers this market and *sells goods* is demonstrated by the results obtained for a food product advertiser. From the *first week* of advertising on KOY, Phoenix retailers were completely *sold out* of this product. Put your advertising dollar to work in this market—Use KOY, the station that gets results.

THE VOICE OF ARIZONA PHOENIX

Burrige D. Butler
Chairman

Fred Palmer
Manager

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

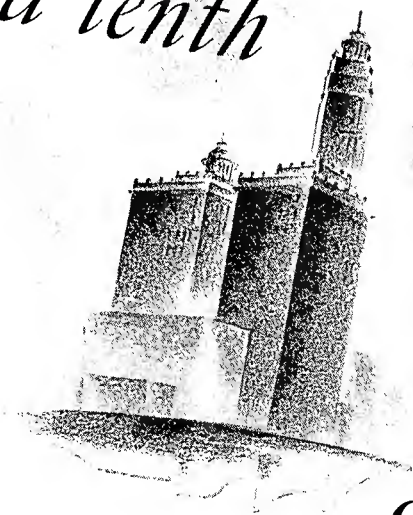
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ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
CHICAGO.....	WAAF	920	1,000-D	Drovers Journal Publishing Co. Palmer House Randolph 1932	Ward A. Neff William E. Hutchinson Arthur F. Harre	John P. Odell Joseph Silver Carl Ulrich	Hollingbery
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	770	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown Hal Burnett Frank B. Falknor	Radio Sales
	WCBD L-WBT ST-WMBI	1080	5,000	WCBD Inc. 2400 W. Madison St. Seeley 8066	Gene T. Dyer Joe Rudolph Joe Rudolph	Ed Gorsegner Ed Roberts Ed Jacker
	WCFL	970	5,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	NBC	Chicago Federation of Labor Maynard Marquardt Melvin B. Wolens	Miles Reed Melvin B. Wolens Maynard Marquardt	Katz
	WCRW	1210 SH-WEDC-WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	Clinton R. White J. A. White
	WEDC	1210 SH-WCRW-WSBC	100	Emil Denmark Inc. 3860 Ogden Ave. Crawford 4100	Emil Denmark Emil Denmark Frank J. Kotnour	William P. Brady Paul Gerard Caleb Frisk
	WENR	870 ST-WLS	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC-Blue	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Clarence L. Menser Emmons C. Carlson Howard C. Luttgens	NBC
	WGES	1360 ST-WSBT	1,000-LS (Sunday) 500	Oak Leaves Bestg. Station Inc. 2400 W. Madison St. Seeley 8066	Harry Guyon Gene T. Dyer Gene T. Dyer	Arnold Hartley Richard Kross Ed Jacker
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	W. E. Macfarlane Quin A. Ryan Edward W. Wood, Jr.	Quin A. Ryan Frank P. Schreiber Carl J. Meyers	Edw. S. Townsend (San Francisco) Wm. A. McGuiness (New York)
	WHIP (Hammond, Ind.)	1480	5,000-LS	Hammond-Calumet Bestg. Corp. 520 N. Michigan Ave., Chicago Superior 5200	Dr. George F. Courier Dr. George F. Courier E. E. Highman	Doris Keane O. E. Richardson Robert Myers
	WIND (Gary, Ind.)	560	5,000-LS 1,000-N	Johnson-Kennedy Radio Corp. 201 N. Wells St., Chicago State 4176	Ralph L. Atlass E. S. Mittendorf John T. Carey	Robert L. LaBour Kenneth Shirk	Rambeau
	WJJD	1130 L-KSL	20,000	WJJD Inc. 201 N. Wells St. State 5466	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	J. L. Allabough, Jr. Al Hollender W. Gunther	Raymer
	WLS	870 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Snyder Wm. R. Cline	Harold Safford Don E. Kelley T. L. Rowe	Blair
	WMAQ	670	50,000	National Bestg. Co. Inc. 222 N. Bank Drive Superior 8300	NBC-Red	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Clarence L. Menser Emmons C. Carlson Howard C. Luttgens	NBC
	*WMBI	1080 L-WBT ST-WCBD	5,000	Moody Bible Institute 153 Institute Place Diversey 1570	Moody Bible Institute H. C. Crowell	W. P. Loveless A. P. Frye
	WSBC	1210 SH-WCRW- WEDC	250-LS 100-N	WSBC Inc. 2400 W. Madison St. Seeley 8066	Gene T. Dyer Frank A. Stanford Frank A. Stanford	Wm. Burghart S. Shulman Ed Jacker
	WWAE (Hammond, Ind.)	1200 ST-WFAM	100	Hammond-Calumet Bestg. Corp. 520 N. Michigan Ave., Chicago Superior 5200	Dr. George F. Courier Dr. George F. Courier E. E. Highman	Doris Keane O. E. Richardson Robert Myers
CICERO.....	WHFC	1420	250-LS 100-N	WHFC Inc. 6138 W. Cermak Road Lawndale 8228	Richard W. Hoffman Richard W. Hoffman Richard W. Hoffman	E. A. Zeman David Mearns
DANVILLE.....	WDAN	1500	250-D	Northwestern Publishing Co. Hotel Wolford Main 1700	Frank E. Gannett C. R. Richardson C. R. Richardson	Donald Glasgow Guy F. Kitchen Perry W. Esten	McKinney
DECATUR.....	WJBL	1200 ST-WJBC	100	Commodore Bestg. Co. 353 N. Main St. 5371	Chas. R. Cook Chas. R. Cook Chas. R. Cook	Carey Rohards Milburn Stuckwish	Burn-Smith
EAST ST. LOUIS....	WTMV	1500	250-LS 100-N	(See St. Louis Mo.)
GALESBURG.....	WGIL	1500	250-D	Galesburg Broadcasting Co. Hill Arcade Main 4626	Howard A. Miller Howard A. Miller Virgil Schmit	Virginia Miller Glenn Cnllison	Sears & Ayer
HARRISBURG.....	WEBQ	1210 SH-KFVS	250-LS 100-N	Harrisburg Bestg. Co. 100 East Poplar St. 28	J. V. Capel I. M. Taylor Eddie Wise	Virginia Crane Linde Moore J. R. Tate
JOLIET.....	WCLS	1310-SHN	100-D	WCLS Inc. Joliet Bldg. Joliet 5656	L. W. Wood L. W. Wood M. E. Clifford	W. O. Connor E. Hayes
PEORIA.....	WMBD	1440	5,000-LS 1,000-N	Peoria Bestg. Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Harold Bean Brooks Watson T. A. Giles	Free & Peters
QUINCY.....	WTAD	900	1,000-D	Illinois Bestg. Corp. WCU Bldg. Main 364	W. E. Lancaster R. H. Malcomson W. J. Rothschild	Ben B. Sanders Paul E. Miller
ROCKFORD.....	WROK	1410	1,600-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	Mrs. Ruth Hanna Simms Walter M. Koessler Walter M. Koessler	John C. McCloy Allen O. Brophy Thomas C. Cameron	Kelly-Smith

WBBM

dominates a tenth
of America!



One out of every ten radio listeners in the country live in WBBM's daytime primary listening area—metropolitan Chicago plus 97 well-to-do counties in five neighboring states . . .

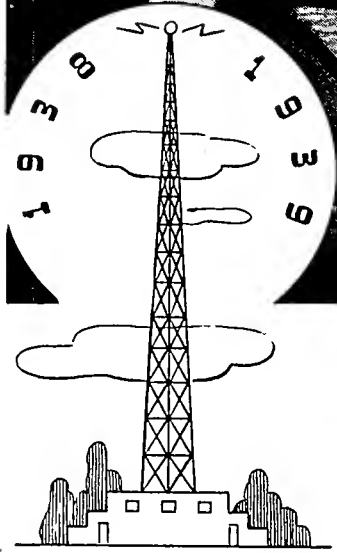
Every comprehensive radio audience-study made among the 804,400 Chicago radio families confirms one salient fact: WBBM is *First Choice*—against all competition. And outside of Metropolitan Chicago WBBM is regularly listened to by more than *one million six hundred thousand* radio families!

Dealers recognize WBBM's dominance. In two studies—personal interview and mail questionnaire—they have shown a 30% preference for WBBM over any other station!

Because WBBM is the favored station of those who buy and sell in a *three billion dollar market*, advertisers, *for five consecutive years*, have awarded WBBM 40% of the total business placed on the five major Chicago stations. And because WBBM sells goods, 85% of its current local schedule is on a renewal basis!

WBBM ★ 50,000 WATTS • CBS • CHICAGO

Owned and operated by COLUMBIA BROADCASTING SYSTEM.
Represented by RADIO SALES: New York, Chicago, Detroit,
Milwaukee, Charlotte, N. C., Los Angeles, San Francisco



“YES SON, YOUR PAST WILL CATCH UP WITH YOU!”

And so it is with a Radio Station. Its programs, its activity, its popularity of the past year definitely effect its future — 1938 convinced our advertisers that per dollar spent, WJJD provides the largest audience in Chicago. **We carry on!**

... OUR PROGRAM FEATURES FOR 1939 ...

1. "CHALLENGING THE CHAMPS"
The audience attempts to "stump" expert sports writers and a visiting sports luminary.
2. "YESTERDAY'S WEDDING"
An actual re-broadcast by transcription of a real wedding each day.
3. "THE COURTHOUSE REPORTER"
The defendant tells his story to our microphone before he faces the judge.
4. "SAFETY COURT"
Our microphone is placed in front of the judge—actual broadcasts are given of real trials of major traffic violations.
5. "BUREAU OF MISSING PERSONS"
The official mouthpiece of the Chicago Police Department—human interest and real drama from life itself.
6. "A YEAR AGO TODAY IN BASEBALL"
Preceding each day's baseball game, an expert relives the Cubs or Sox a year ago that day and prognosticates that day's game.
7. "PLAY-BY-PLAY BASEBALL"
An expert account of each day's game from the park in which it is played.
8. "THE SCOREBOARD"
Scores of other games throughout the country. Late racing results immediately after each day's game.
9. "A SATURDAY NIGHT IN CHICAGO"
Each Saturday night we visit different night clubs and record on transcriptions their activity and interesting interviews. Recordings are re-broadcast on the following Sunday afternoon.
10. "KNOW YOUR CITY"
A quiz in places where people meet, such as theatres, hotel lobbies, etc. By means of clues the audience tries to locate landmarks in Chicago.
11. "COLLEGE FOOTBALL"
A full schedule of all games played by Northwestern University.
12. "THRILLS IN HANLEY HISTORY"
Preceding the pro-games, Hanley, famous coach, relives thrilling moments in his history.
13. "AFTER THE GAME WITH GRANGE"
Immediately following each pro-game, the "Galloping Ghost" interviews players in the dressing room.
14. "PROFESSIONAL FOOTBALL"
Exclusive play-by-play accounts of games played by Chicago Bears and Cardinals—WJJD is the only Chicago station.

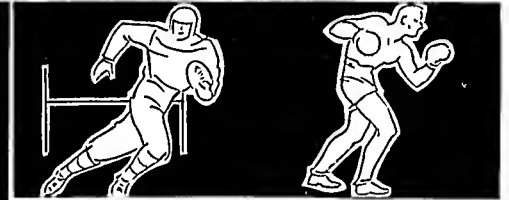
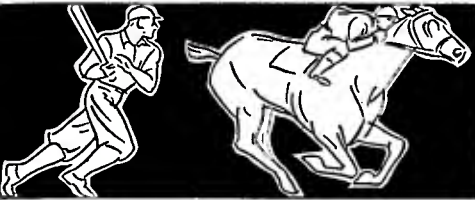
Investigate WJJD before you buy in Chicago

Chicago's Largest
Independent Station

WJJD

201 N. Wells Street
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.



1st
in
'36



And
1st
in
'38

W-I-N-D WON VARIETY'S LAST SPORTS AWARD

and has endeavored to better its record each year!

- **BASEBALL:** The most complete Chicago coverage of Major League Baseball. The night games played by the Chicago Cubs in Cincinnati were carried by W-I-N-D EXCLUSIVELY. Sponsor: WHEATIES.
- **PROFESSIONAL FOOTBALL:** W-I-N-D carried, during the 1938 season, the most complete schedule of Professional Football ever carried by any station. The schedule comprised 17 championship games in which the Chicago Bears and the Chicago Cardinals were featured. In addition to that we carried, by direct wire, the championship game between the Packers and the Giants. Sponsor: WHEATIES.
- **COLLEGIATE FOOTBALL:** During the 1938 season W-I-N-D covered the at-home games of both Northwestern and Illinois Universities under the sponsorship of Phillips Petroleum Company.
- **COLLEGIATE BASKETBALL:** Complete coverage direct from the scene of action of all Northwestern Basketball games. Sponsored by the Chevrolet Dealers of Chicago.
- **BOXING:** Each Monday and Friday nights for one full hour W-I-N-D covers the two leading fight cards in Chicago. Each sponsored by a well-known Chicago clothing company.
- **BASEBALL RE-CREATION:** Each night throughout the baseball season those persons unable to listen to a baseball broadcast in the afternoon can hear an actual re-creation of that day's Cubs or Sox game. A full hour broadcast each night sponsored by Thompson's Restaurants.
- **HORSE RACING:** Each night, at 8:00 p. m., complete results of all tracks in the country have made many thousands of listeners tune in to the nightly sponsored "Russ Hodges Sports Review."

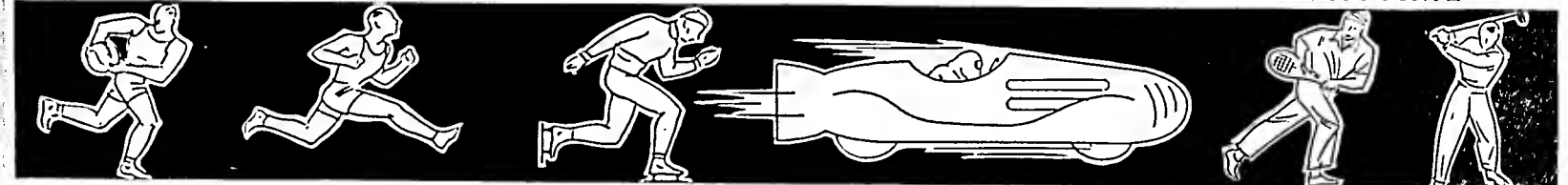
For CHICAGO and
for SPORTS it's

W-I-N-D

National Sales Offices:
201 NORTH WELLS STREET
CHICAGO, ILL.
William G. Rambeau Co., National Representatives

"The Tip-Top Spot on Your Dial!"

560 KILOCYCLES • 5000 WATTS DAYTIME • 1000 WATTS NIGHTTIME



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1939)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ROCK ISLAND.....	WHBF	1240	1,000	Rock Island Bestg. Co. 1800 Third Ave. Rock Island 918	MBS	(John W. Potter Ben H. Potter L. C. Johnson Maurice Corken	Ivan Streed J. E. Gray	Ferguson
SPRINGFIELD.....	WCBS	1420	250-LS 100-N	WCBS Inc. Leland Office Bldg. Main 8228	Harold L. Dewing Harold L. Dewing Jack Heintz	Pat Fredericks Carroll Need Dlek Ashenfelter	Sears & Ayer
	WTAX	1210	100	WTAX Inc. 204 Relsch Bldg. Main 1600	Jay A. Johnson Jay A. Johnson Jay A. Johnson Edward Ring
TUSCOLA.....	WDZ	1020	250-D CP-1,000-D	WDZ Broadcasting Co. Strn Bldg. 98	Edgar L. Bill Clair B. Hull Clair B. Hull	Emerson Russell Emerson Russell Mark C. Spies
URBANA.....	*WILL	580	5,000-D	University of Illinois 400 S. Wright St. 7-2616	University of Illinois Jos. F. Wright	Frank E. Schooley A. James Ehel

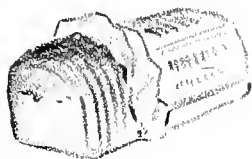
INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.....	WHBU	1210	250-LS 100-N	Anderson Broadcasting Corp. 640 Citizens Bank Bldg. 234	L. M. Kennett L. M. Kennett Loyal Podhaski	J. Bayne Burton R. F. Fulwider	Burn-Smith
ELKHART.....	WTRC	1310	250-LS 100-N	Truth Publishing Co., Inc. Hotel Elkhart 948	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Sehroek Kenneth Singleton	Teeney- Woodward
EVANSVILLE.....	WEOA	1370	250-LS 100-N	Evansville on the Air, Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Clarence Leich	Pat Roper Clarence Leich John B. Caraway	Ferguson
	WGBF	630 STN-KFRU	1,000-LS 500-N	Evansville on the Air, Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay A. Gehres	Ferguson
FORT WAYNE.....	WGL	1370	250-LS 100-N	Westinghouse Radio Stations, Inc. 925 S. Harrison Anthony 2136	NBC	Westinghouse Co. W. C. Swartley W. Ward Dorrell	W. Charles Roe, Jr. Russell L. Sparks Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations, Inc. 925 S. Harrison Anthony 2136	NBC-Blue	Westinghouse Co. W. C. Swartley W. Ward Dorrell	Franklin Tooke Russell L. Sparks Fred W. Fischer	Free & Peters
GARY.....	WIND	560	5,000-LS 1,000-N	(See Chicago, Ill.)				
HAMMOND.....	WHIP	1480	5,000-D	(See Chicago, Ill.)				
	WWAE	1200 STN-WFAM	100	(See Chicago, Ill.)				
INDIANAPOLIS.....	WFBM	1230	5,000-LS 1,000-N	Indianapolis Power & Light Co. 48 Monument Circle Lincoln 8506	CBS	Harry T. Pritchard R. E. Blossom R. E. Blossom	F. O. Sharp M. R. Williams	Petry
	WIBC	1050	1,000-D	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	Glenn Van Auken C. A. McLaughlin C. A. McLaughlin	Robert Longwell Vern C. Alston	Ferguson
	WIRE	1400	5,000-LS 1,000-N	Indianapolis Broadcasting, Inc. 540 N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam Robert E. Bausman Robert E. Bausman	J. P. Mason Lawrence O. Hammer Earl W. Lewis	Katz
MUNCIE.....	WLBC	1310	250-LS 100-N	Donald A. Burton Anthony Bldg. Main 5411	Donald A. Burton Donald A. Burton W. F. Craig	Carl Nohle W. F. Craig M. M. Crain	Sears & Ayer Radio Time
NEW ALBANY.....	WGRC	1870	250-D	(See Louisville, Ky)				
RICHMOND.....	WKBV	1500	100	Knox Radio Corp. P. O. Box 308 7322	Wm. O. Knox Wm. O. Knox Wm. O. Knox	Wm. O. Knox Wm. O. Knox Wm. O. Knox
SOUTH BEND.....	WFAM	1200 STN-WWAE	100	South Bend Tribune 228 W. Colfax Ave. 8-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	Robert Drain R. H. Swintz H. G. Cole (Paul Mangus	Raymer
	WSBT	1860 ST-WGES	500	South Bend Tribune 228 W. Colfax Ave. 8-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	Robert Drain R. H. Swintz H. G. Cole (Paul Mangus	Raymer
TERRE HAUTE.....	WBOW	1810	250-LS 100-N	Banks of the Wabash, Inc. 803 S. Sixth St. Crawford 3394	NBC	Alvin Eades William W. Behrman William W. Behrman	Horace Capps Ralph H. Walton Stokes Graham, Jr.	Ferguson
WEST LAFAYETTE..	*WBAA	890-SH	1,000-LS 500-N	Purdue University Northwestern Ave. 6076	Purdue University	Gilbert D. Williams Ralph R. Townsley

Year After Year

THEY USE WOWO

DIETZEN'S BAKERY



of Kokomo, Indiana, has been on WOWO consistently for NINE years.

THE MCKENZIE MILLING CO.



of Quincy, Michigan, has found WOWO a profitable advertising medium for EIGHT years.

KAMM & SCHELLINGER CO.,



a brewery of Mishawaka, Indiana, is now in its FIFTH consecutive year on WOWO.

G. E. BURSLEY COMPANY



Grocery Jobbers, have used WOWO resultfully for FOUR YEARS.

THE KROGER GROCERY & BAKING CO.



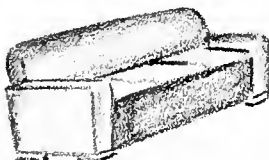
first scheduled WOWO SIX years ago. This year they are using ten quarter hours weekly.

THE UNITED DRUG COMPANY



of Boston, Mass., has used WOWO every year for FIVE years.

THE ROWLANDS FURNITURE CO.,



doing a regional business, has used this station for TWELVE years.

SMITH BROTHERS



of New York has scheduled WOWO for FOUR consecutive campaigns.

THE PERFECTION BISCUIT CO.



is now completing its TENTH year of continuous broadcasting on WOWO.

CHEVROLET



has named WOWO on its schedule for SIX straight years.

THE PATTERSON-FLETCHER CO.,



largest men's clothiers in Northern Indiana, are celebrating their NINTH year of successful broadcasting over WOWO.

ROMAN CLEANSER,



of Detroit, has been advertised for THREE years over WOWO.

BRADY BROTHERS



of Payne, Ohio, a livestock commission company, has broadcast daily market quotations over WOWO for SEVEN years.

THE CONSOLIDATED STOCK YARDS



have sponsored market reports over WOWO for TEN years.

10,000 Watts 1160 Kc.
NBC Basic Blue Network



WOWO is sold to those who buy on facts. It stays sold on RESULTS PRODUCED.

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.
Free and Peters, National Representatives . . .

INDIANA'S MOST POWERFUL RADIO STATION!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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IOWA

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AMES.....	*WOI	640	5,000-D	Iowa State College Campus 2500	Iowa State College W. I. Griffith	W. I. Griffith W. E. Stewart
BOONE.....	*KFGQ	1870-SH	100-D	Boone Biblical College 924 W. 2nd St. 616-W	Boone Biblical College
CEDAR RAPIDS.....	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg. 6127	NBC-Blue MBS Iowa	Gardner Cowles, Jr. Sumner D. Quarton Wm. B. Quarton, Cedar Rapids Don Inman, Waterloo	Douglas B. Grant Leo F. Cole Jack Comfort Chas. F. Quentln	Katz
DAVENPORT.....	WOC	1370	250-LS 100-N	Tri-City Bestg. Co. 1000 Brady St. 2-3521	CBS Corn Belt	B. F. Palmer D. D. Palmer Ben F. Hovel	J. Neff Reagan J. Neff Wells, Jr. Harold Higby	Free & Peters
DECORAH.....	KGCA	1270 ST-KWLC	100-D	Charles Walter Greenley 211 Winnebago St. 131	Charles W. Greenley
	*KWLC	1270 ST-KGCA	100-D	Luther College Decorah 690	Dr. O. J. H. Preuss
DES MOINES.....	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ed Linehan Wayne Welch Paul Huntsinger	Katz
	KSO	1430	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	NBC-Blue MBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ed. Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	B. F. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE.....	KDTH (Construction permit)	1340	500-D	Dubuque Telegraph Herald Eighth Ave. & Bluff St.	F. W. Woodward
	WKBB	1500	250-LS 100-N	Sanders Bros. Radio Station Hotel Julien Dubuque 572	CBS	Walter E. Klauer James D. Carpenter James D. Carpenter	Melville K. Galliant Leonard Carlson
IOWA CITY.....	*WSUI	880	1,000-LS 500-N	State University of Iowa Iowa Memorial Union 2111	State University of Iowa Carl H. Menzer	Pearle Bennett Broxam Sylvanus J. Ebert
MARSHALLTOWN...	KFJB	1200	250-LS 100-N	Marshall Electric Co., Inc. 1603 W. Main St. 3361	E. N. Peak E. N. Peak E. N. Peak	O. L. Russell Warren Bailey
MASON CITY.....	KGLO	1210	250-LS 100-N	Mason City Globe Gazette Co. Hotel Hanford 2800	CBS	Lee P. Loomis F. C. Elghmey F. C. Elghmey	John Price George Milloy Leo W. Born	Weed
SHENANDOAH.....	KFNF	890	1,000-LS 500-N CP-5,000-LS CP-1,000-N	KFNF Inc. 407 S. Shenandoah 1	Henry Field John W. Nicolson Wm. E. Macdonald	Wm. E. Macdonald W. K. Bailey Wiley D. Wenger	Ferguson
	KMA	930	5,000-LS 1,000-N	May Seed & Nursery Co. Lowell & Elm Sts. 192	NBC-Blue MBS	Earl E. May J. C. Rapp Ken Marsh	Fred Greenlee Owen Saddler Ray Schroeder	Wilson
SIOUX CITY.....	KSCJ	1330	5,000-LS 1,000-N	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. H. Sammons C. W. Corkhill C. W. Corkhill	Bertha Reese S. C. Dier	Hollingsbery
	KTRI	1420	250-LS 100-N	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	Dietrich Dirks Dietrich Dirks Ray Jensen	Bill Tredway Carleton Gray

KANSAS

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABILENE.....	KFBI	1050 L-KNX	5,000	Farmers & Bankers Bestg. Corp. 410 N.W. 3rd St. 1200	H. K. Lindsley K. W. Pyle K. W. Pyle	J. W. Eberhardt G. H. Johnstone	Wilson
ATCHISON.....	KVAK (Construction permit)	1420	100-D	Carl Latenser 622 Commercial St.	Carl Latenser Charles Weismann
COTTEYVILLE...	KGGF	1010 SH-WNAD	1,000	Powell & Platz Journal Bldg. 147	MBS	Hugh J. Powell Hugh J. Powell W. B. Darrah	Melvin E. Drake Hugh J. Powell J. Fred Case	Katz

WHO OFFERS THE PLUS

of "IOWA PLUS"!

WHEN you use WHO's 50,000-watt Voice of the Midwest, you're buying PRIMARY COVERAGE of nearly all the radio homes in Iowa.

But that's little more than *half* the story! Mail returns prove that WHO also covers another EXTRA market outside of Iowa, which is almost as large as our Iowa coverage itself!

This EXTRA coverage is what we mean when we talk about "The PLUS of Iowa Plus". To dozens of advertisers, it means PLUS SALES such as they had never before thought possible. . . . May we send you some examples?

WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FRANK & PETER, INC., PROPRIETORS

308,000 EXTRA
RADIO HOMES!

1,470,000 EXTRA
LISTENERS!

\$433,352,000 EXTRA
In Retail BUYING POWER!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DODGE CITY.....	KGNO	1340	250	Dodge City Bestg. Co., Inc. First Nationa. Bank Bldg. 1340	J. C. Denious N. C. Petersen N. C. Petersen	J. Emil Doane Vaughn A. Kimhall J. Emil Doane
EMPORIA.....	KTSW (Construction permit; starts about Feb. 1)	1370	100-D	Emporia Broadcasting Co., Inc. Emporin	S. B. Warren K. W. Trimble	Sidney Anderson Paul H. Daniels
GARDEN CITY.....	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St. 666	F. D. Conard Clem Morgan Quincey Holmes, Jr.	Dallas Stallard	Cox & Tanz
GREAT BEND.....	KVGB	1370	100	E. E. Ruehlen 2108 1/2 Forest St. 1080	E. E. Ruehlen E. E. Ruehlen Vern Minor	Dave Wilson Justin B. Bradshaw Leo Legleiter
HUTCHINSON.....	KWBG	1420	100	Ntntion's Center Broadcasting Co. 100 E. Ave. A. 5202	W. B. Greenwald W. B. Greenwald W. B. Greenwald	W. B. Greenwald W. B. Greenwald Harold Bourrel
KANSAS CITY.....	KCKN	1310	100	KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300	W. A. Bailey Ellis Atteberry Owen Balch	Ralph Nelson Ruth Kendall C. E. Salzer	Capper
LAWRENCE.....	*KFKU	1220 ST-WREN	5,000-LS 1,000-N	University of Kansas Campus KU-146	U. of Kansas Harold G. Ingham	Harold G. Ingham R. P. Stringham
	WREN	1220 ST-KFKU	5,000-LS 1,000-N	(See Kansas City, Mo.)				
MANHATTAN.....	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College College Campus 2236	Kansas State College	L. L. Longsdorf R. L. Meisenheimer
PITTSBURG.....	KOAM	790	1,000-D	Pittsburg Broadcasting Co., Inc. Commerce Bldg. 2165	NBC	E. V. Baxter E. V. Baxter R. G. Patterson	J. L. Simmons Marcell Stewart W. L. Brown	Wilson
SALINA.....	KSAL	1500	250-LS 100-N	R. J. Laubengayer 201 W. Iron Ave. 100	R. J. Laubengayer Merle H. Tucker H. C. Fagerstrom	Sidney B. Tremble N. E. Vance, Jr.	Katz
TOPEKA.....	WIBW	580 ST-KSAC	5,000-LS 1,000-N	Topeka Broadcasting Assn., Inc. 1035 Topeka Blvd. 3-2377	CBS	Marco Morrow Ben Ludy Ben Ludy Karl Troeglen	Capper
WICHITA.....	KANS	1210	100	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Charles C. Theis Herb Hollister Herb Hollister	Jack Todd Phil McKnight Glenn Ritter	Katz
	KFH	1300	5,000-LS 1,000-N	Radio Station KFH Co. York Rite Temple Bldg. 3-5254	CBS	John Righy M. M. Murdock P. S. Clark Clark A. Luther	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHLAND.....	WCMI	1310	250-LS 100-N	Ashland Bestg. Co. WCMI Bldg. Main 363	J. T. Norris James F. Kyler Jack Bell	Hester Kyler Paul Ruhle Paul Holton	Burn-Smith
COVINGTON.....	WCKY	1490	10,000 CP-50,000	(See Cincinnati, O.)				
LEXINGTON.....	WLAP	1420	250-LS 100-N	American Bestg. Corp. of Ky. Radio Bldg. 1721	{ Gilmore N. Nunn J. Lindsay Nunn Gilmore N. Nunn Gilmore N. Nunn	Ted Grizzard Gilmore N. Nunn Sanford Helt	Burn-Smith
LOUISVILLE.....	WAVE	940	1,000	WAVE Inc. Brown Hotel Jackson 8391	NBC	George W. Norton, Jr. Nathan Lord James F. Cox	George Patterson Russell Pirkey Wilbur Hudson	Free & Peters
	WGRC (New Albany, Ind.)	1370	250-D	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wahash 8343	S. A. Cisler, Jr. J. Porter Smith J. Porter Smith	George Russell Robert McIntosh William Tharp
	WHAS	820	50,000	Louisville Times Co. 300 W. Liberty St. Wahash 2211	CBS	G. Barry Bingham W. Lee Coulson Joe Eaton	Robert L. Kennett Dolly Sullivan Orrin W. Townner	Petry
OWENSBORO.....	WCMI	1500	250-LS 100-N	Owensboro Bestg. Co., Inc. P. O. Box 536 420	Lawrence W. Hager Lyell L. Ludwig George C. Blackwell	Lyell L. Ludwig R. Earl Jagoe
PADUCAH.....	WPAD	1420	250-LS 100-N	Paducah Bestg. Co., Inc. 9th & Terrell Sts. 4100	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims

WAVE STILL ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . leaving the Whangpoo (and the Kentucky mountains) for the *other fellows!*

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties combined!—63% more passenger cars—64% more wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** Louisville
1000 WATTS INCORPORATED 940 K. C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. of Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA.....	KALB	1210	250-LS 100-N	Alexandria Broadcasting Co. 3rd & Jackson 55	Louisiana	W. H. Allen C. Edly Rogers I. F. Welch	Virgil Evans Wallace Kendall Truman Stanley
BATON ROUGE.....	WJBO	1120-SHN	500	Baton Rouge Broadcasting Co. 354 Florida St. 3647	NBC-Blue Louisiana	Chas. P. Manship, Sr. H. Vernon Anderson H. Vernon Anderson	Woodrow Hattie J. Roy Dahadie Wilbur T. Golson	Hollingsery
LAFAYETTE.....	KVOL	1310	250-LS 100-N	Evangeline Broadcasting Co. Evangeline Hotel 336	Louisiana	Morgan Murphy George H. Thomas R. A. Escudier	A. B. Croft J. C. Cooper
LAKE CHARLES.....	KPLC	1500	250-LS 100-N	Calcasieu Broadcasting Co. Majestic Hotel 81	Louisiana	T. B. Lanford C. R. Porter G. Frank Carroll	Kenneth McDaniel Lyal Barnett E. C. Moses	Burn-Smith
MONROE.....	KMLB	1200	250-LS 100-N	Liner's Broadcasting Station Inc. Hotel Frances 4321	Louisiana	J. C. Liner, Sr. J. C. Liner, Jr. J. C. Liner, Jr.	Don Breitenmoser J. C. Liner, Jr. O. L. Morgan
NEW ORLEANS.....	WBNO	1420	260-LS 100-N	Coliseum Place Baptist Church St. Charles Hotel Raymond 2429	J. E. Richards Walter F. Williams Walter F. Williams
	WDSU	1250	1,000	WDSU Inc. Hotel Monteleone Raymond 7136	NBC-Blue Louisiana	Joseph H. Uhalt Joseph H. Uhalt Joseph H. Uhalt	Joseph H. Uhalt Joseph H. Uhalt Fred Fahre	Blair
	WJBW	1200-SH	100	Charles C. Carlson 947 Howard Ave. Raymond 5717	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Harry Nigocia Charles C. Carlson C. E. Davidson
	WSMB	1320	6,000-LS 1,000-N	WSMB Inc. Maison Blanche Bldg. Magnolia 6921	NBC-Red	E. V. Richards H. Wheelahan H. Wheelahan	Wm. Brengel T. J. Fontelleu H. G. Nehe	Petry
SHREVEPORT.....	WWL	850	60,000-SA	Loyola University Roosevelt Hotel Raymond 2196	CBS	Rev. Harold A. Gaudin, S.J. Vincent F. Callahan Paul Beville	James V. Willson A. Louis Read J. D. Bloom, Jr.	Katz
	KRMD	1310	260-LS 100-N	Radio Station KRMD Inc. New Jefferson Hotel 6171	Louisiana	R. M. Dean G. V. Wilson R. L. Easley	Travis Cahaniess R. L. Easley W. J. Wilkinson
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial Bldg. 4171	NBC-Red	John D. Ewing John C. McCormack J. A. Oswald	B. G. Rohertson Ewing Canaday C. H. Maddox	Branham
	KWKH	1100-SA	10,000	International Bestg. Corp. Commercial Bldg. 4171	CBS	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl Ewing Canaday W. E. Antony	Branham

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA.....	WRDO	1370	100	WRDO Inc. 1 Commercial St. 2285	NBC Yankee Colonial MBS	H. P. Rines Conrad E. Kennison Conrad E. Kennison	Conrad E. Kennison Conrad E. Kennison Harold T. Dinmore
BANGOR.....	WABI	1200	250-LS 100-N	Community Broadcasting Service 57 State St. 6658	CBS	Fred B. Simpson Ralph M. Wallace Ralph M. Wallace	Maurice Dolhier Guy Corey Nelson H. Lawson	Furgason
	WLBZ	620	1,000-LS 600-N	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edw. Guernsey	Stuart Mosher Thompson L. Guernsey Bernard Kellom	Weed
LEWISTON.....	WCOU	1210	100	Twin City Broadcasting Co. Inc. 223 Lishon St. 3140	MBS Yankee Colonial	Jean B. Couture Bernard R. Howe Bernard R. Howe	Roger Levenson Leslie R. Hall	Sears & Aye
PORTLAND.....	WCSH	940	2,500-LS 1,000-N	Congress Square Hotel Co. 679 Congress St. 3-9667	NBC-Red Yankee	Henry P. Rines George F. Kelley, Jr. Linwood T. Pitman	Albert W. Smith Arthur E. Bucknam G. Fred Crandon	Weed
	WGAN	640 L-KFI	600	Portland Bestg. System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell	Richard E. Bates Roger Hodgins	Raymer
PRESQUE ISLE.....	WAGM	1420-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. Presque Isle 60	{ R. W. MacIntosh L. E. Hughes R. W. MacIntosh L. E. Hughes	R. T. Coffin A. C. Hughes

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE.....	WBAL	1060 †	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS WTS	Hearst Radio Inc. Harold C. Burke Harold C. Burke	Paul Ghrard Gerald Cooke	International
	WCAO	600	1,000-LS 600-N	Monument Radio Co. 811 W. Lanville St. Madison 7220	CBS	Lewis M. Milbourne	Gordon A. Schelching Martin L. Jones	Raymer

†WBAL holds special experimental authorization to operate simultaneously until 9 P.M. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts.

WBAL

Baltimore's Powerful Voice — 10,000 Watts ★ Two Networks — NBC and Mutual ★ Two News Services — INS and U. P. ★ Member of the World Transcription System "Gold Group" ★ Affiliated with the Baltimore News-Post — (Largest Circulation in the South) ★ Nationally Represented by International Radio Sales ★

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RETAIL SALES MORE THAN \$300,000,000 ANNUALLY

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

MARYLAND—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE (Continued)	WCBM	1370	250-LS 100-N	Baltimore Broadcasting Corp. Hearst Tower Bldg. Calvert 2840	Intercity	John Elmer George H. Roeder John Elmer	Michael Murray G. Porter Houston
	WFBR	1270	1,000-LS 500-N CP-5,000-LS CP-1,000-N	Baltimore Radio Show Inc. 7 St. Paul St. Plaza 6030	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Purnell H. Gould	W. Bertram Hanauer Jr. Robert S. Maslin, Jr. William Q. Ranft	Petry
CUMBERLAND.....	WTBO	800	250-D	Associated Broadcasting Corp. 31 Frederick St. 299	Quaker	Roger W. Clipp H. B. McNaughton H. B. McNaughton	Jack Wentz George R. Lenhart	McGillvra
FREDERICK.....	WFMD	900	500-D	Monocacy Broadcasting Co. Winchester Hall Frederick 1466	Laurence Leonard A. V. Tidmore A. V. Tidmore	Robert L. Longstreet John A. Fels
HAGERSTOWN.....	WJEJ	1210	100	Hagerstown Broadcasting Co. 16 W. Washington St. 2823	Arthur L. Blessing Grover C. Crilley
SALISBURY.....	WSAL	1200	250-D	Frank M. Stearns 815 E. Main St. 1540	Frank M. Stearns Frank M. Stearns Frank M. Stearns	Deane S. Long Richard W. Bullers	Weed

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
BOSTON.....	WAAB	1410	1,000-LS 600-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy Harlow William Warner	Gerald Harrison Carleton McVarish Paul de Mars	Petry
	WBZ (Synchronizes with WBZA, Springfield)	990	50,000	Westinghouse Elec. & Mfg. Co. 276 Tremont St. Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120	500-D	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	Harold A. Lafount Gerard H. Slattery Arthur Leary	Katherine F. Batchelder Arthur Hall Whitman N. Hall
	WEEL	690	5,000-LS 1,000-N	Columbia Broadcasting System 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Arthur F. Edes George R. Dunham, Jr. Philip K. Baldwin	Radio Sales
	WHDH	830	1,000-D	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	John J. Matheson Ralph G. Matheson Ralph G. Matheson	Kenneth Wilson John J. Matheson Watson Kownaski
	WMEX	1500 CP-1470	250-LS 100-N CP-5,000	The Northern Corp. 70 Brookline Ave. Commonwealth 8900	Intercity	John E. Reilly Alfred J. Pote William S. Pote	John E. Reilly S. Alfred Wasser Alfred J. Pote
	WNAC	1230	5,000-LS 1,000-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd Roy Harlow Linus Travers	Gerald Harrison Carleton McVarish Paul de Mars	Petry
	WORL	920	500-D	Bestg. Service Organization Inc. 610 Beacon St. Commonwealth 6100	Harold A. Lafount W. Cort Treat W. Cort Treat	Robert N. Perry Frederic S. Bailey George R. Luckey	Burn-Smith
FALL RIVER.....	WSAR	1450	1,000	Doughty & Welch Elec. Co. Inc. Academy Bldg. 460	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin John C. Pavao	McGillvra
GREENFIELD.....	WHAI	1210	250-D	John W. Haigis 354 Main St. Greenfield 4801	MBS Yankee Colonial	John W. Haigis James L. Spates Lee S. Greenwood	Warren Greenwood Harold Goodwin James L. Spates
LAWRENCE.....	WLAW	680	1,000-D	Hildreth & Rogers Co. 278 Essex St. 4107	Intercity	Alexander H. Rogers Irving E. Rogers David M. Kimel	Stanley N. Schultz Herbert W. Brown
LOWELL.....	WLLH	1370	250-LS 100-N	Merrimac Broadcasting Co. Inc. 39 Kearney Square 2121	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton Anthony Michaels	Petry
NEW BEDFORD.....	WNBH	1310	250-LS 100-N	E. Anthony & Sons Inc. 251 Union St. 6633	MBS Yankee Colonial	Times-Mercury Irving Vermilya Irving Vermilya Clyde G. Pierce
OSTERVILLE.....	WOCB (Construction permit; starts about April 1, 1939)	1210	250-D 100-N	Cape Cod Broadcasting Co. Osterville 775	Harriett M. Alleman Helen W. MacLellan Harriett M. Alleman
PITTSFIELD.....	WBRK	1310	250-LS 100-N	Harold Thomas 8 Bank Row 2-1553	CBS	Harold Thomas Harold Thomas Bruff W. Olin, Jr.	Walcott A. Wyllic Bruff W. Olin, Jr. Norman H. Blake	Ferguson
SPRINGFIELD.....	WBZA (Synchronizes with WBZ, Boston)	990	1,000	Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 8-8336	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder H. E. Randol	NBC
	WMAS	1420	250-LS 100-N	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Albert W. Marlin Albert W. Marlin	F. Turner Cooke Earl G. Hewinson	Petry
	WSPR	1140 L-KVOO-WAPI	500	Connecticut Valley Bestg. Co. 63 Chestnut St. Springfield 6-2757	MBS Colonial Yankee	Q. A. Brackett L. B. Breed Q. A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Hillis W. Holt	Sears & Ayer Fay
WORCESTER.....	WORC	1280	500	A. F. Kleindienst 65 Elm St. 6-3101	CBS	A. F. Kleindienst Mildred P. Stanton Wilbur Davis A. F. Kleindienst	Hollngbery
	WTAG	580	1,000	Worcester Telegram Publishing Co. 18 Franklin St. 6-4321	NBC-Red Yankee WTS	George F. Booth Edward E. Hill Howard J. Perry	Lillian Murphy Hobart H. Newell	Weed

IN BALTIMORE-1939: WFBR'S YEAR

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NEW, INCREASED POWER

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MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1939)

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. 5655	Michigan (NBC-Blue)	A. L. Miller Dan E. Jayne Forest Flagg Owen	Alden H. Haight Raymond B. Roof	Burn-Smith
BAY CITY.....	WBCM	1410	1,000-LS 500-N	Bay Broadcasting Co. Inc. 104 Center Ave. 4700	Michigan NBC	James E. Davidson S. W. Edwards	Fred Kilian Ralph H. Carpenter	Hollingbery
CALUMET.....	WHDF	1370-SH	250-LS 100-N	Upper Michigan Broadcasting Co. Scott Hotel One	A. L. Burgan John W. Rice Merrill F. Trapp	Merrill F. Trapp John W. Rice William Jackson
DETROIT.....	CKLW (Windsor, Ontario)	1030	5,000	Western Ontario Bestg. Co. Inc. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau L. J. DuMahaut	John Gordon Gordon B. Castle William J. Carter	McGillvra Roesler
	WJBK	1500	250-LS 100-N	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	James F. Hopkins James F. Hopkins Paul Y. Clark	Sybil Krieghoff Paul Frincke	Wilson
	WJR	750	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott Stanley Boynton M. R. Mitchell	Petry
	WMBC	1420	250-LS 100-N	Michigan Broadcasting Co. 7310 Woodward Ave. Madison 9100	E. J. Hunt H. M. Steed H. M. Steed	William Jory Harry A. Moler Edward Clark
	WWJ	920	5,000-LS 1,000-N	Evening News Ass'n. 624 Lafayette Blvd. Randolph 2000	NBC-Red	Wm. E. Scripps Wm. J. Scripps Harry Bannister	James Jewell Jacob Albert Walter Hoffman	Hollingbery
	WXYZ	1240	1,000	King-Trendle Broadcasting Corp. 17th Floor Stroh Bldg. Cherry 8231	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Arch Shaw	James G. Riddell Charles C. Hicks Lynn C. Smeby	Raymer
EAST LANSING.....	*WKAR	850	1,000-D CP-5,000-D	Michigan State College East Lansing 5-9113	R. S. Shaw Robert J. Coleman	Robert J. Coleman Norris Grover
FLINT.....	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC-Blue)	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian R. Cooper R. V. Osgood Frank D. Fallain
GRAND RAPIDS.....	WOOD-WASH	1270	500	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	Michigan NBC	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Lynne C. Smeby
IRONWOOD.....	WJMS	1420	100	WJMS Inc. St. James Hotel Annex 20	William L. Johnson N. C. Ruddell N. C. Ruddell	Harry Willis Richard Hasbrook R. L. Johnson	Mitchell & Ruddell
JACKSON.....	WIBM	1370	250-LS 100-N	WIBM Inc. 306 W. Michigan Ave. Jackson 6121	MBS Michigan (NBC-Blue)	Herman Radner Roy Radner Roy Radner	W. H. Dunn Charles W. Wirtanen
KALAMAZOO.....	WKZO	590	1,000-LS CP-250-N	WKZO Inc. 124 W. Michigan Ave. 3-1223	Michigan	John E. Fetzer John E. Fetzer Guy T. Stewart	Merlin F. Stonehouse Merlin F. Stonehouse Edwin Rector	Wilson
LANSING.....	WJIM	1210	250-LS 100-N	Harold F. Gross City National Bank Bldg. 2-1333	Michigan (NBC-Blue)	Harold F. Gross Harold F. Gross Glenn Pickett	Robert Innes O. S. Jones Leo J. Ylha
LAPEER.....	*WMPC	1200-SH	250-LS 100-N	First Methodist Protestant Church 803 Liberty 455J	Frank S. Hemingway Frank S. Hemingway	Frank S. Hemingway Hollis F. Hayes
MARQUETTE.....	WBEO	1310-SH	250-LS 100-N	Lake Superior Bestg. Co. 146 W. Washington 616	Frank J. Russell, Jr. Gordon H. Brozek	John K. Hubbard, Jr. Gordon H. Brozek
MUSKEGON.....	WKBZ	1500	250-LS 100-N	Ashbacker Radio Corp. Michigan Theater Bldg. 26-051	Grant F. Ashbacker Grant F. Ashbacker Grant F. Ashbacker	Roland Van Wyck George Krivitzky	Burn-Smith
PORT HURON.....	WHLS	1370	250-D	Port Huron Broadcasting Co. Port Huron 619J	Herman L. Stevens Angus D. Pfaff Angus D. Pfaff	Harmon L. Stevens Robert Stenzhorn Wayne McDonnell
ROYAL OAK.....	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. 6th St. Elmhurst 6524	George B. Hartwick Ellis C. Thompson Ellis C. Thompson	Kirk Knight J. L. McFarland

MINNESOTA

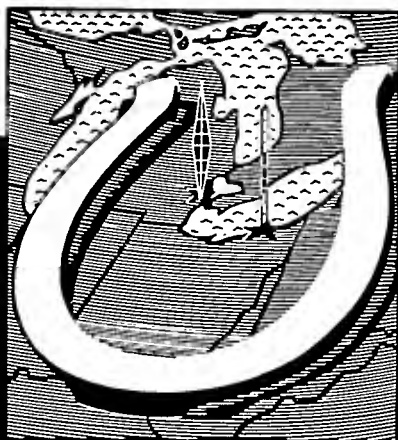
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA.....	KATE	1420	250-LS 100-N	Albert Lea Broadcasting Co. Inc. 332 S. Broadway 2338	Edgar L. Hayek Edgar L. Hayek Warner C. Tidemann	Sherman Booen George Church	Ferguson
DULUTH.....	KDAL	1500	100	Red River Broadcasting Co. 218 Bradley Bldg. Melrose 2230	CBS	Dutton Le Masurier Dutton Le Masurier A. H. Platen	Gilbert Fawcett Darrell Bundy Robert A. Dettman
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bestg. Co. Inc. WEBC Bldg. Melrose 1537	NBC Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Erling Sodahl Earl Almquist Charles Persons	Hollingbery



WUJUR

The Goodwill Station

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Detroit



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THE GOODWILL
STATION
Detroit

W·G·A·R
THE FRIENDLY
STATION
Cleveland

THE GREAT STATIONS OF THE GREAT LAKES
Basic Stations...Columbia Broadcasting System
Edward Petry & Company, Inc., National Sales Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1939)

MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
FERGUS FALLS.....	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898	C. L. Jaren C. L. Jaren C. L. Jaren	Hub Warner A. B. Woodard Gordon Clark	Burn-Smith
HIBBING.....	WMFG	1210	250-LS 100-N	Head of the Lakes Bcstg. Co. Inc. Androy Hotel 1150	CBS Arrowhead	Morgan Murpby Harry S. Hyett Harry S. Hyett Charles Persons	Hollingbery
MANKATO.....	KYSM	1500	250-LS 100-N	F. B. Clements & Co. 101 N. 2nd St. 4678	F. Braden Clements Charles A. Kennedy	Jack Holbrook Harbert D. Kimberly
MINNEAPOLIS- ST. PAUL.....	KSTP	1460	25,000-LS 10,000-N CP-50,000-U	National Battery Bcstg. Co. St. Paul Hotel Cedar 5511	NBC-Red	Stanley E. Huhbard Stanley E. Huhbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Fred Laws Hector R. Skifter	Petry
	WCCO	810	50,000	Columbia Bcstg. System Inc. 625 Second Ave. S. Main 1202	CBS	CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland	Hayle C. Cavanor Robert L. Hutton Hugh S. McCartney	Radio Sales
	WDGY	1180 L-KEX-KOB	5,000-LS 1,000-N	Geo. W. Young Hotel Nicollet Bridgeport 7777	MBS	George W. Young George W. Young E. P. Shurick	E. P. Shurick E. P. Shurick George W. Young	Rambeau
	*WLB	760 ST-WCAL	5,000-D	University of Minnesota Minneapolis Main 8177	U. of Minnesota Burton Paula	William H. Sener Waldemar Klima
	WMIN	1870	250-LS 100-N	WMIN Broadcasting Co. St. Anthony & Syndicate Nestor 6501	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Samuel Nemer Mat Walz
	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	NBC-Blue	Leo Owens Clarence T. Hagman Lee Whiting	Robert DeHaven John M. Sherman	Free & Peters
MOORHEAD.....	KVOX	1810	250-LS 100-N	KVOX Broadcasting Co. Inc. 722 Center Ave. 1232	Robert K. Herbst M. M. Marget Robert F. Schulz	Arvid Johnson Robert F. Schulz
NORTHFIELD.....	*WCAL	760 ST-WLB	5,000-D	St. Olaf College Northfield 781 J	Dr. L. W. Boe M. C. Jensen	David Johnson Milford Jensen
ROCHESTER.....	KROC	1810	250-LS 100-N	Southern Minnesota Bcstg. Co. Martin Hotel 3924	G. P. Gentling G. P. Gentling E. Anson Thomas	Peter Lyman Gerald Wing Fred Clark	Raymer
ST. CLOUD.....	KFAM	1420	250-LS 100-N	Times Publishing Co. Weher Bldg. 3330	Fred Schilplin George B. Balrey Edgar Parsons	LaVell Waltman Robert Witschen
VIRGINIA.....	WHLB	1870	250-LS 100-N	Head of the Lakes Bcstg. Co. Inc. Virginia 2000	CBS Arrowhead	Morgan Murphy Barney Irwin Barney Irwin Charles Persons	Hollingbery
WINONA.....	KWNO	1200	250-D	Winona Radio Service 216 Center St. 3314	J. M. H. White H. R. Wiecking A. E. Mickel L. L. McCurnin M. S. Ructter	Bryant-Griffith

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Mnnager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
GRENADA.....	WGRM	1210	250-LS 100-N	P. K. Ewing 500 Main St. 222	P. K. Ewing W. E. Williams	Charles Walter W. E. Williams C. A. Perkins
GULFPORT.....	WGCM	1210	250-LS 100-N	WGCM Inc. Box 207 1111	P. K. Ewing, Sr. F. C. Ewing F. C. Ewing	Kenneth Vance C. H. Dyess	Burn-Smith
HATTIESBURG.....	WFOR	1870	100	Forrest Broadcasting Co. 109 Walnut St. 55	C. J. Wright C. J. Wright G. V. Land	Mildred Little G. V. Land George W. Wilson, Jr.	Burn-Smith
JACKSON.....	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. Lamar Life Bldg. 7415	NBC-Red	Lamar Life Ins. Co. Wiley P. Harris C. A. Lacy, Jr.	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1420	250-LS 100-N	Standard Life Ins. Co. of South Robert E. Lee Hotel 4011	G. W. Covington L. M. Sepaugh T. R. Lathrop	P. H. Goldman F. E. Wilkerson Gail Bonson
LAUREL.....	WAML	1810	250-LS 100-N	New Laurel Radio Station Inc. 312 Central Ave. 288	D. A. Matison R. V. DeGruy Hugh M. Smith	Paul Wilson A. A. Touchstone	Burn-Smith
MERIDIAN.....	WCOC	880	1,000	Mississippi Broadcasting Co. Inc. Strand Bldg. 1042	CBS	D. W. Gavln D. W. Gavln D. W. Gavln	Mrs. D. W. Gavln D. W. Gavln D. W. Gavln
VICKSBURG.....	WQBC	1860	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	L. P. Cashman O. W. Jones O. W. Jones	Jeff Hester O. W. Jones C. E. Drako

First FOR 10 YEARS

KSTP

Northwest's Leading Radio Station

For the past 10 years, every authentic survey in the Twin Cities Area has shown KSTP with more than 50% of the listening audience. That means *more listeners per dollar* in the 7th U. S. Retail Market, where Annual Retail Sales total a billion and a half dollars . . . and the **BEST BUY** in the entire Northwest.

FIRST in the Nation for Showmanship . . . 1937 Variety Award.

FIRST in percentage of renewal contracts each year.

FIRST in the Leading Test Cities in the 500,000 population group . . . Sales Management 1938 survey.

FIRST choice and designated as the Twin Cities official radio station in 1938 Salesmen's Crusade.

THE NATION'S
Choice
IN THE GREAT NORTHWEST

It's no wonder
that **MORE** local and national advertisers select **KSTP**
FOR GREATER COVERAGE IN THE NORTHWEST

MINNEAPOLIS

KSTP

Northwest's Leading Radio Station

SAINT PAUL

Stanley E. Hubbard, Pres. & Gen. Mgr.

EXCLUSIVE OUTLET BASIC RED NETWORK N. B. C.

For Rates and Schedules, Address: Ray C. Jenkins, Sales Manager, KSTP, MINNEAPOLIS—ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES; In New York, Chicago, Detroit, and San Francisco—Edward Petry & Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1939)

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
CAPE GIRARDEAU..	KFVS	1210 SH-WEBQ	250-LS 100-N	Hirsch Battery & Radio Co. 327 Broadway 2104	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Oscar C. Hirsch R. L. Hirsch
COLUMBIA.....	KFRU	630 STN-WGBF	1,000-LS 500-N	KFRU Inc. 9th & Elm Sts. 4141	Elzey Roberts C. L. Thomas Walter E. Weiler	George R. Guyan William Rooney Robert Haigh	Weed
JEFFERSON CITY...	KWOS	1310	250-LS 100-N	Tribune Printing Co. 210 Monroe St. 4000	R. C. Goshorn R. L. Rose Owen M. Balch, Sr.	John J. Corrigan James C. Haynes, Jr.
JOPLIN.....	WMBH	1420	250-LS 100-N	Joplin Broadcasting Co. Keystone Hotel 330	D. J. Poynor D. J. Poynor W. H. Clark	Stella Lukens Bruce Quisenberry Robert Stark	Sears & Ayer
KANSAS CITY.....	KCMO	1370 CP-1450	100 CP-1,000	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	T. L. Evans Larry Sherwood Jack Neil	Robert Grey Jack Neil Loyd C. Sigmon
	KITE	1530	1,000	First National Television Inc. Fidelity Bldg. Harrison 5818	D. E. Kendrick D. E. Kendrick E. C. Wyatt	Homer Cunningham Joe Matthews Paul Hauck	Rambeau
	KMBC	950	5,000-LS 1,000-N	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS WTS	Arthur B. Church Karl R. Koerper Carter Ringlep	Lewis R. Reid Mark N. Smith Milton F. Allison A. R. Moler	Free & Peters
	WDAF	610	5,000-LS 1,000-N	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer R. Gardner Reames	Harry J. Kaufmann J. A. Flaherty	Petry
	WHB	860	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donald Dwight Davis John T. Schilling Donald Dwight Davis	Dick Smith M. H. Straight Henry E. Goldenberg	Walker (Chicago)
	WREN	1220 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg., Lawrence, Kans. 110	NBC-Blue	Vernon H. Smith Vernon H. Smith Vernon H. Smith	Verl D. Brattton Ernest Pontius Vern Omer	Hollingbery
POPLAR BLUFF....	KWOC	1310	100-D	Don Lidenton & A. L. McCarthy 216 Poplar St. 1310	A. L. McCarthy Randall Jessee Cliff Atkinson	Bill Bates Randall Jessee Don Lidenton
ST. JOSEPH.....	KFEQ	680	2,500-D	KFEQ, Inc. Schneider Bldg. 6-1314	Byron Pitts Byron Pitts G. G. Griswold	Harry H. Packard J. Ted Branson Wesley Koeh	Kelly-Smith
ST. LOUIS.....	*KFUO (Clayton)	550 ST-KSD	1,000-LS 500-N	Evangelical Lutheran Synod 801 DeMun St. Cabany 2499	Evangelical Lutheran Synod Herman H. Hohenstein	Herman H. Hohenstein Carl H. Meyer
	KMOX	1090	50,000	Columbia Bestg. System Inc. Mart Bldg. Central 8240	CBS	CBS—Merle S. Jones Merle S. Jones Kenneth W. Cburch	Chester G. Renier J. Soulard Johnson Graham L. Tevis	Radio Sales
	KSD	550 ST-KFUO	5,000-LS 1,000-N	The Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Frank Eschen Robert L. Coe	Free & Peters
	KWK	1350	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	NBC-Blue MBS WTS	Robert Thomas Convey Clarence G. Cosby Clarence G. Cosby	John Tinnea Robert M. Sampson James P. Burke	Raymer
	KXOK	1250	1,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	Elzey Roberts Ray V. Hamilton Walter E. Weiler	Allen Franklin William Rooney Arthur F. Rekart	Weed
	WEW	760	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	Rev. H. B. Crimming A. S. Foster	Arthur T. Jones Lewis B. Hagerman George E. Rueppel
	WIL	1200	250-LS 100-N	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney C. H. Stoup	Reynolds- Fitzgerald
	WTMV (East St. Louis)	1500	250-LS 100-N	Mississippi Valley Bestg. Co. Inc. Hotel Broadview East 4390	Lester E. Cox William H. West William H. West	Paul O. Godt Thomas J. Connelly Thomas R. McLean
SPRINGFIELD.....	KGBX	1230	500	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC	R. D. Foster R. D. Foster John Pearson	Terry Moss Carl Ward Fritz Bauer	Wilson
	KWTO	560	5,000-D	Ozarks Broadcasting Co. 508 St. Louis St. 1360	Lester E. Cox Ralph D. Foster John Pearson	Terry Moss Carl Ward Fritz Bauer	Wilson

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
BILLINGS.....	KGHL	780	5,000-LS 1,000-N	Northwestern Auto Supply Co., Inc. Fifth & No. Broadway 2222	NBC	C. O. Campbell Edward M. Yoem Edward M. Yoem	Julia Richards J. A. Kiehl	Katz
BOZEMAN.....	KRBM (Construction permit; starts about March 15)	1420	250-LS 100-N	KRBM Broadcasters Bozeman	Robert B. McNab, Jr. E. B. Craney



Arthur B. Church
President

Karl R. Koerber
Vice-President



THE ONLY

STATION IN KANSAS CITY

...that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily **buy** and **buy** and **BUY** in our P.D.A. Some of the radio services which **only** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



KMBC is the ONLY Kansas City station originating regular coast-to-coast network programs. The Texas Rangers with Tex Owens currently enjoy one of the highest CAB ratings of CBS sustaining shows. Sunday afternoons at 1:30, E.S.T.; Saturday nights at 6:45, E.S.T. in "Night Time on the Trail."



KMBC is the ONLY Kansas City station



KMBC is the ONLY Kansas City station which dramatizes its talent to the audience in a big variety show—is, in fact, the **only** station with the talent to produce such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audiences, week after week!



...with a full time news editor who has metropolitan newspaper experience, Erle Smith—veteran of ten successful sponsorships!

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, Happy Hollow, PHENOMENON.

KMBC OF KANSAS CITY

The PROGRAM BUILDING and TESTING Station



KMBC is the ONLY Kansas City station which maintains a consistent policy of covering completely public events of special public interest, and KMBC is the **only** station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police Courts building on KMBC

Free & Peters, Inc., National Representatives
George E. Halley, Director National Program Sales,
400 Deming Place, Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MONTANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BUTTE.....	KGIR	1340	5,000-LS 1,000-N	KGIR Inc. Box 1956 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney Leo McMullen	M. Goodover Leo McMullen E. B. Craney	Ferguson
GREAT FALLS.....	KFBB	1280	5,000-LS 1,000-N	Buttrey Broadcast, Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	John Alexander Jessie Jacobsen Wilbur Myhre	Weed Biddick
HELENA.....	KPFA	1210	250-LS 100-N	Peoples Forum of the Air Helena 857	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Ernie Neath K. O. MacPherson K. O. MacPherson	Ferguson
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar 203 First Ave. E. 32	Donald C. Treloar Donald C. Treloar Donald C. Treloar	Donald C. Treloar Donald C. Treloar Donald Gorman
MISSOULA.....	KGVO	1260	5,000-LS 1,000-N	Mosby's, Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Jack Burnett	James Alden Barber Marion Dixon Tbos. A. Atherstone
WOLF POINT.....	KGCX	1450	1,000	E. E. Krebsbach Main & 4th Sts. 102	E. E. Krebsbach Milton J. Severson Milton J. Severson	A. E. Richmond Adolph Jystad Harold Klimpel

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CLAY CENTER..... (Moves to Grand Island, Neb., about May 1, 1939)	KMMJ	740 L-WSB	1,000	KMMJ Inc. Radio Bldg. 207	Don Searle Randall Ryan Randall Ryan	Mott M. Johnson Randall Ryan Marvin Price	Wilson
KEARNEY.....	KGFV	1310	250-LS 100-N	Central Nebraska Bestg. Corp. South Central Ave. 3-1551	Kenneth Dryden Walter Ely Fred Christensen	Fred Christensen A. Ray Brown Walter Ely
LINCOLN.....	KFAB	770 (Synchronizes at night with WBBM, Chicago)	10,000	KFAB Broadcasting Co. Hotel Lincoln B-3214	CBS	{ Frank Throop Don Searle W. Judson Woods Frank Pellegrin	Lowell A. Miller R. Bruce Wallace Mark W. Bullock	Katz
	KFOR	1210	250-LS 100-N	Cornbelt Broadcasting Corp. Hotel Lincoln B-3214	MBS	{ Frank Throop Don Searle W. Judson Woods Frank Pellegrin	John F. Hanssen R. Bruce Wallace Mark W. Bullock	Katz
NORFOLK.....	WJAG	1060 L-WBAL-WTIC	1,000	Norfolk Daily News Norfolk 432	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Wilson
NORTH PLATTE....	KGNF	1430	1,000-D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	W. I. LeBarron W. I. LeBarron J. B. Eaves
OMAHA.....	KOIL	1260	5,000-LS 1,000-N	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	NBC-Blue (CBS-April 26) MBS	Frank Throop Don Searle Frank E. Pellegrin	James C. Douglass R. Bruce Wallace Mark Bullock	Katz
	WAAW	660	500-D	Omaha Grain Exchange Omaha Grain Exchange Bldg. Atlantic 2228	J. H. Weaver { F. E. Shopen W. F. Myers James Acuff	Orville Weimer Paul Fry W. F. Myers
	WOW	590	5,000-LS 1,000-N	Woodman of the World Ins. Soc. 17th & Farnam Sts. Jackson 6844	NBC-Red Corn Belt	{ De Emmet Bradshaw William Ruess John J. Gillin, Jr. John J. Gillin, Jr.	Harry Burke Howard O. Peterson William J. Kotera	Blair
SCOTTSBLUFF.....	KGKY	1500	250-LS 100-N	Hilliard Co. Inc. 1517 1/2 Broadway 856	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter Harlan Morrison

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
RENO.....	KOH	1380	500	Bee Inc. 440 N. Virginia St. 5106	CBS	Guy C. Hamilton Wallie D. Warren Wallie D. Warren	Merrill Inch Wallie D. Warren Hewitt Kees	Raymer

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NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
LACONIA.....	WLNH	1310	100	Northern Broadcasting Co. Masonic Temple Bldg. 501	MBS Yankee Colonial	Charles & Malcolm Jenney Edward J. Lord Alfred E. Tyler	Sherwin Greenlaw Edward J. Lord Kenneth Taylor	Weed
MANCHESTER.....	WFEA	1340	1,000-LS 500-N	New Hampshire Broadcasting Co. Carpenter Hotel 7970	NBC MBS Yankee Colonial	Henry P. Rines Charles G. H. Evans Charles G. H. Evans	W. Arch Soutar L. F. Smith Vincent H. Chandler	Weed
PORTSMOUTH.....	WHEB	740	250-D	Granite State Broadcasting Corp. 39 Congress St. 2670	H. J. Wilson H. C. Wilson H. C. Wilson	H. C. Wilson H. C. Wilson Donald R. Stevens

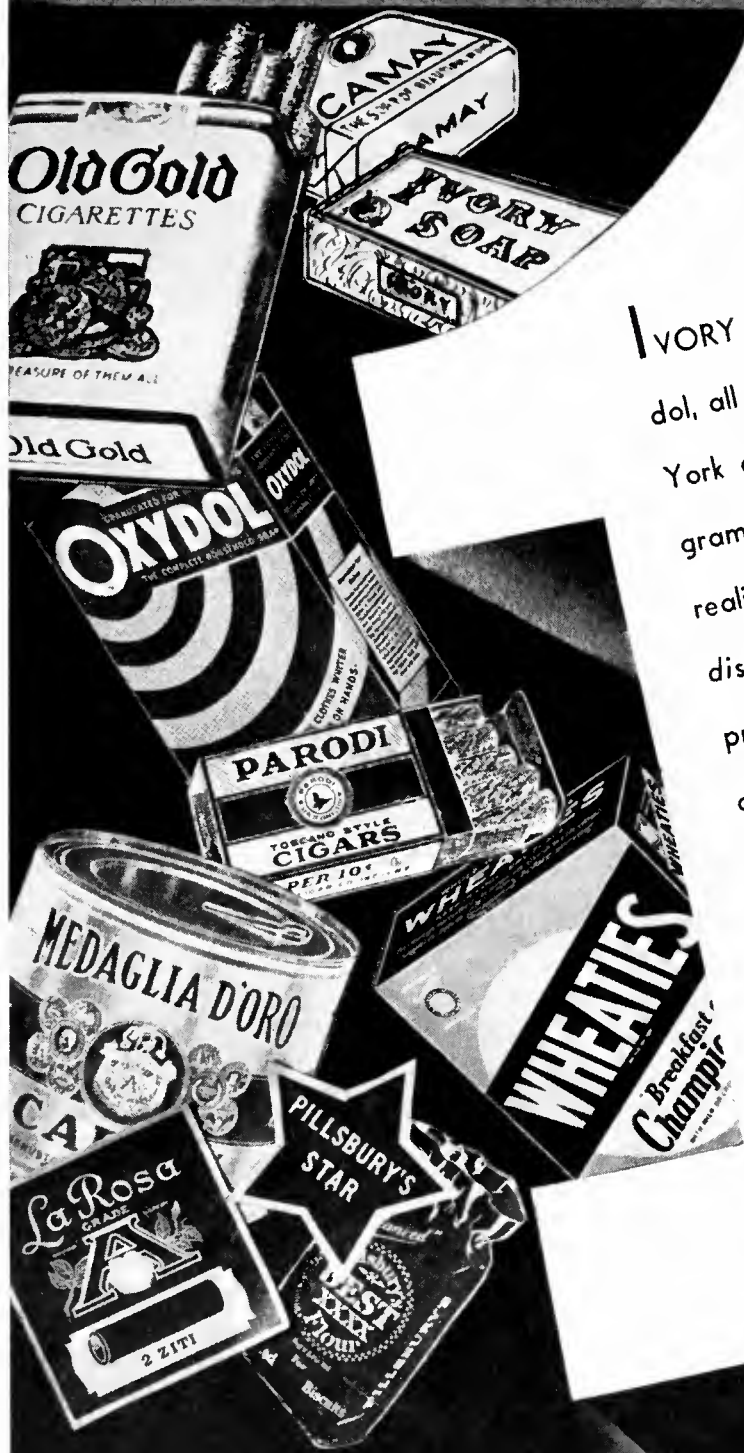
NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK.....	WCAP	1280	500	Radio Industries Broadcast Co. Convention Hall 1911	George S. Ferguson V. N. Scholes Ernest G. Ruckle
ATLANTIC CITY.....	WPG	1100	5,000	City of Atlantic City Convention Hall 4-6538	CBS	Mayor C. D. White Norman Reed William H. Appleby	Margaret Keever Earle Godfrey	Sears & Ayer
BRIDGETON.....	WSNJ	1210	100-D	Eastern States Broadcasting Corp. Bridgeton 1600	Howard S. Frazier Paul Alger Burt P. McKinnie	Jack B. Plumley Fred M. Wood Russel Ely
CAMDEN.....	WCAM	1280	500	City of Camden City Hall 9000	City of Camden Frederick S. Caperoon L. M. Maxwell	Robert Horn Robert Horn C. E. Onens
JERSEY CITY.....	WAAT	940	500-D	Bremer Broadcasting Corp. 50 Journal Square Journal Square 2-0716	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Gabrielle Haas Anthony Castellani	Burn-Smith
	WHOM	1450	250	New Jersey Broadcasting Corp. 29 W. 57th St., N. Y. C. Plaza 3-4204	Paul F. Harron Joseph Lang Joseph Lang	West Wilcox Frank Krueger Allison Burnham
NEWARK.....	WIIB	1250	2,500-LS 1,000-N	May Radio Broadcast Corp. 100 Shipman St. Mitchell 2-7354	Daniel B. Hoyt James L. Shearer James L. Shearer	James L. Shearer Irwin R. Wolfe	Burn-Smith
	WOR	710	50,000	(See New York City)
RED BANK.....	WBRB	1210	100	Monmouth Broadcasting Co. Red Bank 980	Thomas F. Burley, Jr. V. N. Scholes V. N. Scholes	Lilian Mayhew Robert Johnson
TRENTON.....	WTNJ	1280	500	WOAX Inc. 150 E. State St. 8149	C. E. Loew F. J. Wolff D. S. Tyson	D. S. Tyson Edw. P. Knowles
ZAREPHATH.....	*WAWZ	1350	1,000-LS 500-N CP-1 000 N	Pillar of Fire Zarephath Bound Brook 223	Bishop Alma White Ray B. White	Ray B. White N. L. Wilson

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE.....	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	CBS	A. R. Hebenstreit Mike Hollander Mike Hollander	Elmer Fondren Mike Hollander Leonard Dodds	Wilson
	KOB	1180	10,000	Albuquerque Broadcasting Co. 422 W. Gold Ave. 1180	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Mary McC. Hickox George S. Johnson	Dale (N. Y.) Terhune (Chicago)
CARLSBAD.....	KLAH	1210	250 LS 100-N	Carlsbad Broadcasting Co. Crawford Hotel 214	Jack Hawkins Jack Hawkins Lucille Neilson	Lucille Neilson Harry Boehnemann
CLOVIS.....	KICA	1370	100	Western Broadcasters Inc. 412 Pub. St. 4	Chas. C. Alsop Chas. C. Alsop Leon Womack	Noyland Inubnit Leon Womack James Sims
GALLUP.....	KAWM	1500	250 LS 100-N	A. W. Mills 1100 E. Arroyo Ave. 19	A. W. Mills A. W. Mills Don Mills	Frances Dolan J. D. Eubank
HOBBS.....	KWEW	1500	100-D	W. E. Whitmore Harder Hotel Bldg 495	W. E. Whitmore Ben Parker Ted Robertson	Phil Reed W. E. Whitmore Floyd Emanuel
ROSWELL.....	KGFL	1370	100	KGFL Inc. 702 W. 2nd St. 248	W. E. Whitmore W. E. Whitmore Charles Teas	Ed Safford Charles Teas George Farmer
SANTA FE.....	ERQA	1310	100	J. Laurence Martin 777 Central Rd. 1179	J. Laurence Martin J. Laurence Martin J. Laurence Martin	J. Laurence Martin J. Laurence Martin	McGillvra

Your Lucky



Ivory Soap, Old Gold, Wheaties, Oxydol, all enjoyed large distribution in New York as a result of their English radio programs. But, their progressive Agencies realized that to reach the separate and distinct Italo-American market of approximately 1,500,000, it was necessary to advertise "The Italo-American Way."

Since the start, their programs have paid large dividends. That's why they, like many others, have been continuous Advertisers with us! You, too, can be number **1** in the number **1** market—a 13 week's trial will convince you of that!

WOV

NEW YORK
1000 WATTS

WBIL

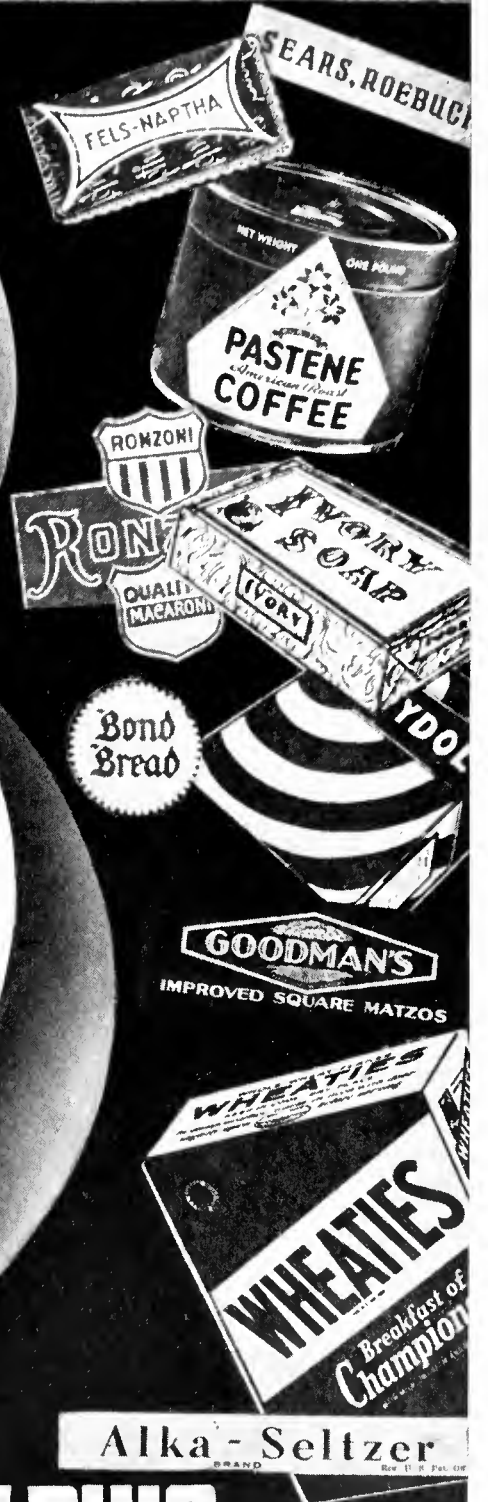
NEW YORK
5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION, NEW YORK

Radio Combination

THIS is a very simple story. Philadelphia is your number three market. It has three large foreign language populations, namely, Italian, Jewish and Polish.

Our station talks to these three separate markets in their native tongue. Naturally, we enjoy a large and loyal audience . . . with a tremendous buying power. That's why the Advertisers you see here use our facilities for at least one language, or all three! Simple, in fact just as simple as your one, two threes!



WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsng. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WABY	1370	250-LS 100-N	Adirondaack Broadcasting Co. Inc. Radio Center 4-4193	NBC-Blue MBS	Harold E. Smith Harold E. Smith Deuel Richardson	Bert Madden Harry Goldman James Corey	Hollingbery
	WOKO	1430	1,000-LS 500-N	WOKO Inc. Radio Center 4-4193	CBS WTS	Raymond M. Curtis Harold E. Smith Deuel Richardson	J. Lee Kenneth Johnson Al Sordi	Blair
AUBURN	WMBO	1310	100 250-LS	Auburn Publishing Co. Metcalf Bldg. 433	Chas. G. Osborne William O. Dapping William O. Dapping	Seymour Harvey Dorothy Bolin Herbert House
BINGHAMTON	WNBF	1500	250-LS 100-N	Howitt-Wood Radio Co. Inc. Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth Mastin Fred Dodge Lester H. Gilbert	Trenner
BROOKLYN	WARD	1400-ST ¹	500	United States Broadcasting Corp. 427 Fulton St. Triangle 5-3300	Aaron Kronenberg Aaron Kronenberg Aaron Kronenberg	Franklin H. Small Oscar Kronenberg Abraham Haas
	WBBC	1400-ST ¹	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6690	Peter Testan Peter Testan Arnold J. Jaffe	Bert Childs Peter Testan
	*WBBR	1300-ST ²	1,000	Peoples Pulpit Ass'n. 124 Columbia Heights Main 4-9735	J. F. Rutherford
	WCNW	1500-ST ⁴	250-LS 100-N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	Arthur Faske Louis W. Berne Louis W. Berne	Roger Wayne Mildred J. Milberne Arthur Faske
	WLTH	1400-ST ¹	500	Voice of Brooklyn Inc. 105 Second Ave., N.Y.C. Orchard 4-1203	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Norman H. Warembud William J. Zalis John M. Temple
	WVFW	1400-ST ¹	500	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313	Harold Burke Salvatore D'Angelo Salvatore D'Angelo Hermann Florez
	WBEN	900	5,000-LS 1,000-N	WBEN, Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchofer Edgar H. Twamley Clifford M. Taylor	Lillian Goss Edgar H. Twamley Ralph J. Kingsley	Petry
BUFFALO	WBNY	1370-SH	250-LS 100-N	Roy L. Albertson 485 Main St. Cleveland 3365	Roy L. Albertson Roy L. Albertson Roy L. Albertson	John A. McLean Thomas L. Vines
	WEBR	1310	250-LS 100-N	WEBR Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchofer Hervey Carter Hervey Carter	Catherine Burkhardt Albert Zink Lawrence Bailey	Petry
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS WTS	{H. W. Deyo I. R. Lounsberry I. R. Lounsberry L. H. Avery	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS WTS	{H. W. Deyo I. R. Lounsberry I. R. Lounsberry L. H. Avery	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	Elmer S. Pierce, Principal
CANTON	*WCAD	1220-SH	500-D	St. Lawrence University St. Lawrence University 276	St. Lawrence University Harold K. Bergman	R. C. Ellsworth Dr. Ward C. Priest
ELMIRA	WENY	1200 (Construction permit; starts about July 1, 1939)	250-D	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	Frank Gannett Dale L. Taylor Dale L. Taylor	Hal Wagner True McLean	McKinney
	WESG	SA-850 L-WWL	1,000-D	Cornell University Mark Twain Hotel 5181	CBS	Elmira Star-Gazette, Inc. Lessee Dale L. Taylor Dale S. Taylor	Hal Wagner True McLean	McKinney
FREEPORT	WGBB	1210-ST ⁴	100	Harry H. Carman 44 S. Grove St. 2418	H. H. Carman H. H. Carman H. H. Carman	A. Cheesman Neal Seaman A. E. Granbacka
JAMESTOWN	WJTN	1210	250-LS 100-N	James Broadcasting Co. Inc. Hotel Jamestown 7-151	NBC-Blue	H. C. Wilder Charles Denny Simon Goldman	George T. Callison Simon Goldman Harold J. Kratzert	Raymer
NEWBURGH	WGNY	1210-ST ¹ CP-1220	100 CP-250-D	Peter Goelet 161 Broadway 4600	Peter Goelet Peter Goelet Theodore F. Allen	Scott Buckley Irwin Moison
NEW YORK CITY	WABC	860	50,000	Columbia Broadcasting System 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley M. R. Runyon Arthur Hull Hayes	George Allen Edwin S. Reynolds Henry Grossman	Radio Sales
	WBIL	1100 SH-WPG	5,000	Arde Bulova 132 W. 43rd St. Bryant 9-6080	Arde Bulova Hyla Kiczales Ralph Nardella	John Schramm Adrian J. Flanter Robert E. Study
	WBNX	1350 ST-WAWZ	1,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	A. H. Haskell W. C. Alcorn Wm. I. Moore	E. Ervin Frank Johnson H. L. Wilson
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC

A MIDNIGHT CALL!

● It may be a call at midnight that sends announcers, production men and technicians hurrying to the scene of a disaster. It may be a feature that has been on the BBC's Special Events calendar for weeks—but you can be certain that when something unusual happens in Buffalo it will go on the air through BBC stations!

BBC's remote truck with its portable transcription equipment travels more than 1,500 miles each month covering special features. It goes to the airport for an interview with H. V. Kaltenborn as he waits for plane connections. It goes to Central Terminal, where the current celebrity is put on the air. It takes listeners to fires. It covers the waterfront!

● That isn't all! BBC's idea of Mikemanship" starts with scheduling. Did it happen during the day when many listeners were at work? Record it and put it on at night. When Prime Minister Neville Chamberlain returned from Munich his memorable speech was broadcast to this country in the afternoon, but listeners in Buffalo also had an opportunity to hear it at night. We think that is a public service. We also think it's good showmanship!

When speakers request time BBC discourages the cut-and-dried dial twisting "talk." We dramatize the idea or make it a round table discussion. We think that, too, is a public service. It makes the message more effective. We also think it's good showmanship!

WGR--- AT THE ENDS OF THE DIAL---WKBW

FREE & PETERS, Inc., Nat. Rep.

CROSSLEY, INC. REPORTS

WNEW first as local station!
WABC first as chain station!

—From *Variety*, June 22, 1938

WNEW

NEW YORK

ON THE AIR 24 HRS. A DAY

Serving New York City and its environs
...the entire Metropolitan Trading Area

●
1250 KILOCYCLES

2500 WATTS BY DAY • 1000 WATTS BY NIGHT • STUDIOS—501 MADISON AVENUE, NEW YORK CITY



WHERE WEALTH IS CREATED . . .

WHAM

Primary Area Creates More Wealth
Than Each of 40 States

More than 4% of this country's created wealth* is produced in the primary coverage area of WHAM . . . almost as much as is produced in the entire state of California . . . more than in any one of 40 of these United States.

That's manufactured wealth alone . . . figures that do not include the wealth which grows from the rich soils of this territory. Here diversified year 'round industrial activity and profitable farming combine to produce year 'round prosperity.

WHAM, alone, is the only station that can give you dependable single station coverage of this entire area, day or night. And WHAM is the station to which the prosperous folk here prefer to listen.

WHAM . . . The Stromberg-Carlson Station . . . Rochester, N. Y.
National Representative George P. Hollingbery Company
New York Chicago

* From survey published in Printers' Ink Monthly, Dec. 1937, based on value of manufactured goods FOB factory minus cost of raw materials, fuel and purchased energy.



yours with one station

50,000 Watts Clear Channel
1150 Kilocycles Full Time
Basic NBC Blue Network Privileged to
Broadcast Red Network Programs

WHAM
ROCHESTER N.Y.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
NEW YORK CITY (Continued)	WEVD	1300-ST*	1,000	Debs Memorial Radio Fund 117 W. 46th St. Bryant 9-2360	Jewish Daily Forward Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles W. Brown
	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Yankee Colonial NBC	Loew's, Inc. Louis K. Sidney Herbert L. Pettey	Fred Raphael A. L. Simon Gordon Windham	Petry
	WINS	1180 L-KEX-KOB	1,000	Hearst Radio, Inc. 114 E. 58th St. Eldorado 5-6100	Hearst Radio, Inc. Carl Calman A. Schillin George Q. Herrick	International
	WJZ	760	50,000	National Broadcasting Co., Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC
	WMCA	570	1,000	Kniekerbocker Broadcasting Co., Inc. 1657 Broadway Circle 6-2200	Intercity	Donald Flamm Donald Flamm Bertram Lebar, Jr.	Alfred Hall Al Rose Frank Marx	Transamerican (Chicago)
	WNEW	1250 ST-WHBI	2,500-LS 1,000-N	Wodaam Corp. 501 Madison Ave. Plaza 3-3300	{Arde Bulova Richard E. O'Dea Bernice Judis Herman Bess Walter Duncan	Program Board M. DeWitt Rae, Jr. Max J. Weiner	Rambau
	*WNYC	810	1,000-D	City of New York Municipal Bldg. Worth 2-5600	Municipality M. S. Novik	Seymour N. Siegel Isaac Brimberg
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service, Inc. 1440 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Stroilbert Frank Braucher, V.P. {Eugene Thomas, Sales Mgr.	Julius F. Seebach Joseph Creamer J. R. Poppele	E. S. Townsend (San Francisco) Harold Higgins (Chicago) Paul A. Bellaire (Boston)
	WOV	1130-SH	1,000	International Broadcasting Corp. 132 W. 43rd St. Bryant 9-6080	Arde Bulova Hyla Kiczales Ralph Nardella	John Schramm Adrian J. Flanter Robert E. Study
	WQXR	1550	1,000	Interstate Broadcasting Co., Inc. 730 Fifth Ave. Columbus 5-6366	John V. L. Hogan Elliott M. Sanger Robert M. Scholte	Elliott M. Sanger Charles H. Smith Russell D. Valentine	McGillvra
	WWRL (Woodside)	1500-ST*	250-LS 100-N	Long Island Broadcasting Corp. 41-30 58th St. Newton 9-3300	William H. Reuman William H. Reuman Frank R. Clarke	Lou Cole Walter H. Maier Percy Meade
OLEAN	WHDL	1400	250-D	WHDL, Inc. Exchange National Bank Bldg. 3300	E. B. Fitzpatrick Thomas L. Brown Everett Thompson	Joseph M. Cleary Frederick G. Meyer, Jr. Warren E. McDowell	McKinney
PLATTSBURG	WMFF	1310	250-LS 100-N	Plattsburg Broadcasting Corp. Hotel Cumberland 802	NBC-Blue	Edward H. Bragg George F. Bissell Ray H. Cameron	Carl W. Mattison Lyle Bosley John Nazak	Hollingbery
ROCHESTER	WHAM	1150	50,000	Stromberg-Carlson Tel. Mfg. Co. 111 East Ave. Stone 1862	NBC-Blue WTS	Edward A. Hanover William Fay J. W. Kennedy, Jr.	Charles W. Siverson Arthur Kelly John J. Long, Jr.	Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC, Inc. 40 Franklin St. Stone 1320	CBS	{Frank E. Gannett Clarence Wheeler Gunnar Wiig LeMoine C. Wheeler	Ken Sparnon Maurice H. Clarke	Raymer
	WSAY	1210	250-LS 100-N	Brown Radio Service Taylor Bldg. Stone 702	Gordon P. Brown Gordon P. Brown Mortimer A. Nusbaum	Robert Webster Harland Evans Gordon P. Brown
SARANAC LAKE	WNBZ	1290	100-D	Upstate Broadcasting Corp. 70 Broadway 824	Carl F. Woese Ray English Ray English	Edward Burgeon Ray English John Dowdell	Hollingbery
SCHENECTADY	WGY	790	50,000	General Electric Co. 1 River Rd. 3-2121	NBC-Red	General Electric—NBC Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bestg. Corp. Onondaga Hotel 2-1147	CBS WTS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule Alfred R. Marcy	Free & Peters
	WSYR- WSYU	570	1,000	Central New York Bestg. Corp. Syracuse Bldg. 3-7111	NBC-Blue	Harry C. Wilder Harry C. Wilder Phil Hoffman	Lansing Lindquist Nick Stemmler Ormund Belle Isle	Raymer
TROY	WHAZ	1300 ST*	1,000	Rensselaer Polytechnic Institute 110 Eighth St. Troy 6810	William O. Hotchkiss W. J. Williams M. L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris
	WTRY (Construction permit; starts about April 1, 1939)	950	1,000 D	Troy Broadcasting Co., Inc. Proctor Bldg.	Harry C. Wilder Fred R. Ripley Ed. Robinson	Al Parker W. F. Moore	Raymer
UTICA	WIBX	1200	250 LS 100-N	WIBX, Inc. 187 Genesee St. 2-2101	CBS	Scott Howe Bowen A. W. Triggs	Elliott Stewart David Foot	Blair
WHITE PLAINS	WFAS	1210 ST*	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	Frank A. Seltz Frank A. Seltz	Selma Seltz Harry C. Laubenstein	Cox & Tanz

* WARD, WBBR, WLTH and WYFW share time on 1400 kc.
 † WBBR, WEVD and WHAZ share time on 1300 kc.
 ‡ WCNW and WWRL share time on 1500 kc.
 § WGBB, WFAS, WGNV and WBBR, Red Bank, N. J., share time on 1210 kc.

THE WHOLE STORY:

WJLB

ROCHESTER

HAS THE LISTENERS!

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

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 (Data corrected to January 1, 1939)

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times Co. Box 1250 6240	NBC (CBS-June 1)	Charles A. Webb Don S. Elias John E. Thayer	Ezra McIntosh C. B. Hoskins	Branham
CHARLOTTE.....	WBT	1080	50,000	Columbia Bestg. System Inc. Wilder Bldg. 3-7107	CBS	CBS—Lincoln Dellar Lincoln Dellar Royal E. Penny	Charles H. Crutchfield J. J. Beloungy	Radio Sales
	WSOC	1210	250-LS 100-N	Radio Station WSOC Inc. Mecklenburg Hotel 7139	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Paul W. Norris L. L. Caudle	Sears & Ayer
DURHAM.....	WDNC	1500	100 CP-250-LS	Durham Radio Corp. Washington Duke Hotel J-1001	CBS	C. C. Council J. Frank Jarman, Jr. C. J. Woodhouse	George T. Case J. Frank Jarman Raymond Dalton	Katz
FAYETTEVILLE.....	WFNC (Construction permit)	1340	250-D	Cumberland Broadcasting Co. Fayetteville	W. C. Ewing Harry Layman
GASTONIA.....	WGNC (Construction permit)	1420	250-LS 100-N	F. C. Todd Gastonia	F. C. Todd
GREENSBORO.....	WBIG	1440	1,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS WTS	Edney Ridge Edney Ridge Edney Ridge	Bob Armstrong Edney Ridge Earl Allison	Hollingbery
HIGH POINT.....	WMFR	1200	100	Radio Station WMFR Inc. 156½ S. Main St. 4593	Wayne M. Nelson E. Z. Jones Gary Davis	E. Z. Jones Gary Davis E. J. Day
KINSTON.....	WFTC	1200	250-LS 100-N	Jonas Weiland East King St. 1200	Jonas Weiland Jonas Weiland Robert Wasdon	Frank Harden Jimmie Barber Jack Siegel	Burn-Smith
RALEIGH.....	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 3007	NBC	J. R. Weatherspoon Richard H. Mason John H. Field, Jr.	Graham B. Poyner Henry Hulick, Jr.	Free & Peters
	WRAL (Construction permit)	1210	250-LS 100-N	Capitol Broadcasting Co. Inc. Raleigh	Earl O. Marshburn George T. Case George T. Case	George T. Case
ROCKY MOUNT.....	WEED	1420	250-LS 100-N	William Avera Wynne Rocky Mount 1420	William Avera Wynne William Avera Wynne B. W. Frank	Jack M. Braxton Thomas Snowden I. G. Murphrey
SALISBURY.....	WSTP	1500	250-LS 100-N	Piedmont Broadcasting Corp. Salisbury	B. P. Beard John W. Shultz John W. Shultz	James McLendon James R. Yost	Bryant-Griffith
WILMINGTON.....	WMFD	1370	100-D	Richard Austin Dunlea Hotel Wilmington 3	Richard Austin Dunlea Richard Austin Dunlea Richard Austin Dunlea	Harry Williamson Lee Raymond Alonzo Plank	Burn-Smith
WILSON.....	WGTM	1310	100-D	WGTM Inc. 115 W. Nash St. 2188	H. W. Wilson H. W. Wilson Allen Wannamaker	Billie Steadman H. W. Wilson Ben Farmer	Bryant-Griffith
WINSTON-SALEM...	WAIR	1250	250-D	C. G. Hill, G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Sears & Ayer
	WSJS	1310	100	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Gray N. L. O'Neil N. L. O'Neil	John Miller Phil Hedrick	Kelly-Smith

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BISMARCK.....	KFYR	550	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway 19	NBC Dakota	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	R. E. Burris Wayne Griffin Ivar Nelson	Ferguson
DEVILS LAKE.....	KDLR	1210	250-LS 100-N	KDLR Inc. 1025 Third St. 1090	Dakota	Bert Wick Bert Wick Bert Wick	Hildur Marie Wick Al Arnold Richard Moritz	Cox & Tanz
FARGO.....	WDAY	940	5,000-LS 1,000-N	WDAY Inc. Black Bldg. 6800	NBC Dakota	E. C. Reineke E. C. Reineke Barney Lavin	Ken Kennedy David B. Henley Julius Hetland	Free & Peters
GRAND FORKS.....	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg. 1200	U. of North Dakota Dalton Le Masurier Elmer Hanson	Helen LaVelle Edwin O'Brien	McGillvra
JAMESTOWN.....	KRMC	1370	250-LS 100-N	Roberts-McNab-Breitbach Co. Gladstone Hotel 100	Dakota	A. J. Breilbach Harry Evans Harry Evans	Claudia La Nore Harry Evans Lloyd Amoo
MANDAN.....	KGCU	1240	250	Mandan Radio Ass'n. Inc. Mandan 566	J. K. Kennelly
MINOT.....	KLPM	1360	1,000-LS 500-N	John B. Cooley 118-A South Main 1267	John B. Cooley Richard J. Schmidt E. H. Cooley	Kathryn McGrath Leslie Maupin C. W. Baker	Sears & Ayer Transamerican
VALLEY CITY.....	KOVC	1500	250-LS 100-N	KOVC Inc. Rudolf Hotel 408	Dakota	Milton Holiday Dalton Le Masurier William Wallace	Robert E. Ingstad Bey Greene

WHAT'LL I WEAR THIS EVENING, LUIGI?



Red River Valley hayseeds, of course, aren't always busy making dough; they also find time to spend a little. During their spare time, they manage to buy **46.8% of all automotive goods, 43.6% of all drug products and 42.3% of all food sold in North Dakota, S. Dakota and Minnesota, combined [excepting only the counties containing Minneapolis and St. Paul].**

Station WDAY brings you 1,509,107 Red River Valley listeners in one big audience, at one low cost! . . . Write today for our newly-revised data book.

It proves why so many advertisers are finding WDAY the most productive station in the Northwest.

WHAT IS THIS "RED RIVER VALLEY"?

Flowing northward from near the headwaters of the Mississippi, the Red River forms the western boundary of Minnesota, and the eastern boundary of North Dakota . . . Famed as one of the richest sections of the Nation, the Valley of this River, according to the Encyclopedia Britannica, "was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income (1936)—and that hogs, lambs, dairy products, beef cattle and *other crops* account for the other 70%!

At the center of this Valley lies Fargo's WDAY—the *only* chain station in the district—the one chain station that can reach *all* the Valley, *all* the time. . . the *only* station you need know in *all* the miles between Minneapolis and the Pacific!

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

FREE and
PETERS, INC.

NATIONAL
REPRESENTATIVES

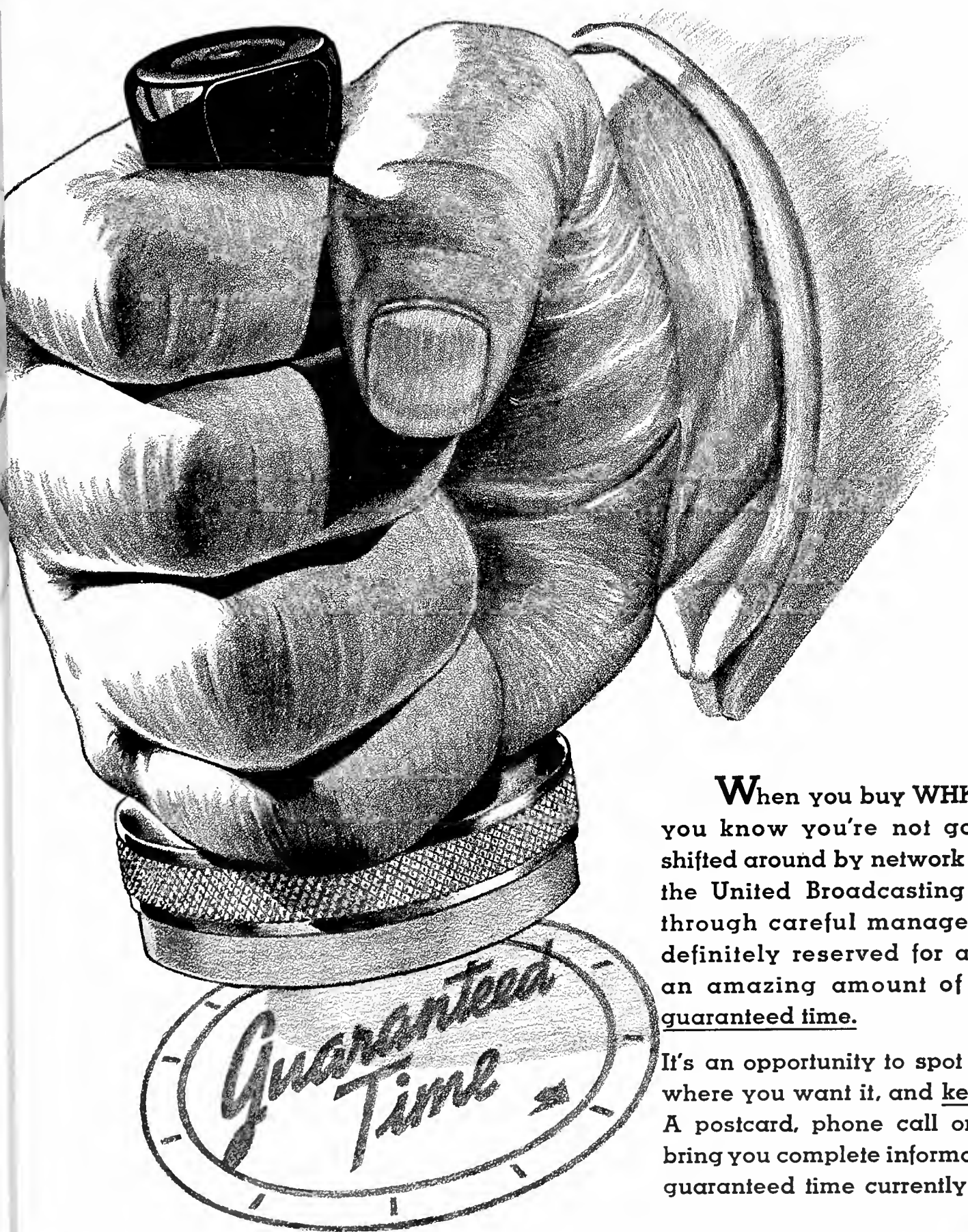
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AKRON	WADC	1320	5,000-LS 1,000-N	Allen T. Simmons Akron Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons Edwin A. Marchal	Harold L. Hageman Robert B. Wilson John Aitkenhead, Jr.	Hollingbery
	WJW	1210	250-LS 100-N	WJW, Inc. 41 S. High St. Jefferson 6111	MBS	John F. Weimer S. W. Townsend Edythe Fern Melrose	Gene LaValle Gerald G. Roberts	
ASHTABULA	WICA	940	250-D	WICA, Inc. 221 Center St. 1211		C. A. Rowley R. B. Rowley R. C. Marvin	Walter Walrath T. S. Sigman G. E. Gautney	
CANTON	WHBC	1200	100 CP-250-LS	The Ohio Broadcasting Co. 319 Tuscarawas St. W. 5385		L. H. Brush Paul F. Morgan Ralph H. Bruce	Truesdale Mayers Kenneth Sliker	
CINCINNATI	WCKY (Covington, Ky.)	1490	10,000 CP-50,000	L. B. Wilson, Inc. Gibson Hotel Hemlock 7655	NBC WTS	L. B. Wilson L. B. Wilson Lloyd G. Venard	Mendel Jones Thomas Mitchell Charles H. Topmiller	Free & Peters
	WCPO	1200	250-LS 100-N	Scripps-Howard Radio, Inc. Kelth Bldg. Main 3314		Jack R. Howard Mortimer C. Watters John P. Smith	John Brakebill Harold Walker Glen A. Davis	Weed
	WKRC	550	5,000-LS 1,000-N	Columbia Broadcasting System, Inc. Hotel Alms Woodburn 0550	CBS	CBS—Wm. A. Schudt, Jr. Wm. A. Schudt, Jr. Wm. J. Williamson	Ruth Lyons Richard A. Ruppert John Tiffany	Radio Sales
	WLW	700	50,000 SA-500,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powell Crosley, Jr. James D. Shouse Robert E. Dunville	Owen Vinson Wilfred Guenther R. J. Rockwell	Transamerican
CLEVELAND	WSAI	1330	5,000-LS 1,000-N	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powell Crosley, Jr. Dewey H. Long Dewey H. Long	Harry Schuler John Conrad R. J. Rockwell	International
	WCLE	610	500-D	Cleveland Radio Broadcasting Corp. 1311 Terminal Tower Prospect 5800	MBS	H. K. Carpenter H. K. Carpenter K. K. Hackathorn	Russell W. Richmond J. P. Garvey Edward L. Gove	Radio Advertising
	WGAR	1450	5,000-LS 1,000-N	The WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr	Worth Cramer Ellis Vander Pyl R. Morris Pierce	Petry
	WHK	1390	2,500-LS 1,000-N	Radio Air Service Corp. 1311 Terminal Tower Prospect 5800	NBC-Blue MBS WTS	H. K. Carpenter H. K. Carpenter K. K. Hackathorn	Russell W. Richmond J. P. Garvey Edward L. Gove	Radio Advertising
COLUMBUS	WTAM	1070	50,000	National Broadcasting Co., Inc. 815 Superior Ave., N. E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard A. Barton	Hal A. Metzger Howard A. Barton S. E. Leonard	NBC
	WBNS	1430	5,000-LS 1,000-N	WBNS, Inc. 33 N. High St. Adams 9265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Yerian Lester Nafzger	Blair
	WCOL	1210	100	WCOL, Inc. 33 N. High St. Main 4581	NBC	Kenneth B. Johnston Kenneth B. Johnston Neal A. Smith	Wallace Beavers Edward Bronson J. E. Lowe	
DAYTON	WHKC L-KFI	640	500	Associated Broadcasting Corp. 22 F. Gay St. Adams 1101	MBS WTS	John S. McCarrans Carl M. Everson Harry H. Hoessly	Robert S. French Harry H. Hoessly J. E. Anderson	Radio Advertising
	*WOSU SH-WKBN	570	1,000-LS 750-N	Ohio State University Columbus University 3148		Wm. McPherson R. C. Higgy	Dr. B. B. Williams A. H. Hammerschmidt	
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Bestg. Corp. 45 So. Ludlow St. Adams 2261	CBS WTS	James M. Cox, Jr. J. Leonard Reinsch D. A. Brown	Lester Spencer Hal Bennett Ernest L. Adams	Hollingbery
	WSMK	1380	200 CP-500-LS CP-250-N	WSMK, Inc. Loew's Theatre Bldg. Adams 3288		Stanley M. Krohn, Jr. Stanley M. Krohn, Jr. Chester Hinkle	Helene Blue Sidney Ten Eyck Paul Braden	
LIMA	WBLY	1210	100-D	Fort Industry Co. 1424 Rice Ave. High 5321		George Storer Clifford Ioset	Frederic Shaffmaster S. L. Gladfelter	
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1009 Gallia St. 1010		M. F. Rubin Marie W. Vandegrift Marie W. Vandegrift	Orville Fields M. M. Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000-LS 1,000-N	Fort Industry Corp. Commodore Perry Hotel Adams 3175	NBC-Blue	George B. Storer J. H. Ryan Edward Y. Flanigan	Russell A. Gohring Merrill N. Pheatt William Stringfellow	Blair
	WTOL	1200	100-D	Community Broadcasting Co. Bell Bldg. Adams 3291		Frazier Reams Michael E. Kent Michael E. Kent	Frank Ridgeway	
YOUNGSTOWN	WFMJ (Construction permit)	1420	100-D	William F. Maag, Jr. 101 W. Boardman St.		William F. Maag, Jr.		
	WKBN SH-WOSU	570	500	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden E. E. Evans	G. Davidson W. P. Williamson, Jr. B. T. Wilkens	
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. 17 So. Fourth St. 5044		Frazier Reams Ronald B. Woodyard Ronald B. Woodyard	King Whyte William Hunt	Weed



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time.

It's an opportunity to spot your show where you want it, and keep it there. A postcard, phone call or wire will bring you complete information on the guaranteed time currently available.

WHK & WCLE *Cleveland*

THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

NATIONAL REPRESENTATIVES: RADIO ADVERTISING CORPORATION

We sell 5000 watts

—and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not.

In April of 1938, Crossley, Inc. conducted the largest coincidental study ever made in Cincinnati. It demonstrated that WKRC was an unquestioned first in listener popularity among all of the local network stations. And, since then, other surveys have confirmed the fact.

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things... *plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the liveliest outfits in radio. And Cincinnati listeners make it a habit to tune WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. The result is that your customers are our friends. Day and night, WKRC advertising rings the bell all down the line... wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by Columbia Broadcasting System • Represented by Radio Sales: New York • Chicago • Detroit • Milwaukee • Charlotte, N.C. • Los Angeles • San Francisco



KOMA

**FROM DAY TO DAY — THEY
ALL LOOK TO KOMA**

ATOP THE
BILTMORE
OKLAHOMA CITY

THE SEAL OF SUPREMACY
NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO

5,000 WATTS
DAY and NIGHT
1480 KC.

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OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Wtts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ADA.....	KADA	1200	100	C. C. Morris 115½ S. Rennie 1212	MBS Oklahoma	C. C. Morris John M. Whitney John M. Whitney	Russell V. Miller Leiland Seay Leiland Seay
ARDMORE.....	KVSO	1210	250-LS 100-N	Ardmoreite Pub. Co. Chickosaw & N.W. Blvd. 3080	MBS Oklahoma	John F. Easley Albert Riesen Jas. Griffith	Paul Duncan Jas. Griffith Paul Ross	McGillvra
ELK CITY.....	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	E. M. Woody F. E. Mayhew F. E. Mayhew	John Carman F. E. Mayhew G. M. Patterson
ENID.....	KCRC	1360	250	Enid Radiophone Co. Willow & Kennedy 447	MBS Oklahoma	M. C. Garher Milton B. Garher Milton B. Garher	Ralph Rogers Ralph Rogers A. B. Clopton	McGillvra
MUSKOGEE.....	KBIX	1500	100	Oklahoma Publishing Co. Barnes Bldg. 303	MBS Oklahoma	Okla. Press Pub. Co. Tams Bixby, Jr. Frank Rough	Joe B. Matthews Lester Harlow	Branham
NORMAN.....	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Faculty Exchange 900, Station 124	U. of Oklahoma Homer R. Heck	Harold H. Leake Clyde Farrar
OKLAHOMA CITY...	KOCY	1310	250-LS 100-N	Plaza Court Bestg. Co. Plaza Court 3-4333	John D. Thomas M. H. Bonebrake Sammie Jones	Marvin Krause Louis Hartman George W. Brock
	KOMA	1480	5,000	Hearst Radio Inc. Biltmore Hotel 2-3291	CBS WTS	Hearst Radio Inc. Waymond Ramsey Waymond Ramsey	Waymond Ramsey M. W. Thomas	International
	KTOK	1370	100	Oklahoma Bestg. Co. Inc. 1800 West Main 3-8352	NBC-Blue MBS Oklahoma	Harold V. Hough Kenyon M. Douglas Tom Johnson	Paul Hughes Paul Bueening Bernard Tullius	McGillvra
	WKY	900	5,000-LS 1,000-N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Edgar T. Bell Gayle V. Gruhh Robert E. Chapman	Daryl McAllister Allan Clark Earl C. Hull	Katz
OKMULGEE.....	KHBG	1210	100-D	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	Harry B. Greaves T. R. Putnam T. R. Putnam	D. W. Holsington Lloyd A. Goodin A. F. Schultz
PONCA CITY.....	WBBZ	1200	250-LS 100-N	C. L. Carrell Estate 615 W. Grand Ave. 2300	Oklahoma	Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell	W. L. Stevenson Ted Compton Wheeler Frye	McGillvra
SHAWNEE.....	KGFF	1420	250-LS 100-N	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	MBS Oklahoma	Oscar Stauffer Joseph W. Lee Joseph W. Lee	Frank Jackson Richard Peters John Molloy	McGillvra
TULSA.....	KOME	1810	250-D	Harry Schwartz 910 S. Boston Ave. 3-4121	MBS Oklahoma	Harry Schwartz Glenn Condon Harold Grimes	Boh Latting Fred Schwartz James F. Manship	McGillvra
	KTUL	1400	5,000-LS 1,000-N	Tulsa Broadcasting Co. Inc. National Bank Bldg. 4-8188	CBS	J. T. Griffin William C. Gillespie Lawson Taylor	Vic Hugh John Esau Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI SA-U	25,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	Wm. G. Skelly Wm. B. Way Willard D. Egolf	Norvell Slater F. M. Hart L. Watt Stinson	Petry

OREGON

ASTORIA.....	KAST	1200	250-LS 100-N	Astoria Bestg. Co. Inc Hotel Astoria 95	M. R. Chessman James C. Wallace Frank E. Marrion	Sylvia L. Chandler James C. Wallace Laurence King	Cox & Tanz Biddick
BAKER.....	KBKR	1500 (Construction permit)	250-LS 100-N	Louis P. Thornton Baker	Louis P. Thornton
BEND.....	KBND	1310	250-LS 100-N	Bend Bulletin Inc. 1121 Wall St. 848	Robert W. Sawyer Cbet Wheeler Stanton Bennett
CORVALLIS.....	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 525	Oregon State System of Higher Education Luke L. Roberts Grant S. Feikert
EUGENE.....	KORE	1420	100	Eugene Broadcasting Station S. Willamette St. 3	MBS Don Lee Pacific	(Frank L. Hill C. G. Phillips Glenn McCormick Glenn McCormick	Day Foster Harold Gander	Blair
KLAMATH FALLS...	KFJI	1210	100	KFJI Broadcasters 218 Main St. 2125	J. A. Kincaid Geo. Kincaid Harry Runyon	Jack Keating Harry Runyon Joe Carroll
LA GRANDE.....	KLBM	1420	250-LS 100-N	Harold M. & Mrs. Eloise Finley 1402 Adams St. 220	Harold M. Finlay Harold M. Finlay Harold M. Finlay Charles Breeding
MARSHFIELD.....	KOOS	1200	250-LS 100-N	KOOS Inc. Marshfield 432	MBS Don Lee Pacific	Sheldon F. Sackett J. B. Toles Ben E. Stone	Roger Spaugh Chester Wheeler J. B. Toles	Blair
MEDFORD.....	KMED	1410	250	Virgin's Broadcasting Station Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Ray Scott A. A. Adler D. H. Rees	Free & Peters
PORTLAND.....	KALE	1300	1,000	KALE Inc. New Heathman Hotel Atwater 7209	Don Lee MBS Pacific WTS	C. Roy Hunt Ted Kooreman Ted Kooreman	Milton Swartwood Charles E. Couche L. S. Bookwalter	Free & Peters
	KOIN	940	5,000-LS 1,000-N	KOIN Inc. Broadway & Salmon Atwater 8333	CBS WTS	C. W. Myers C. Roy Hunt C. Roy Hunt	(Johnnie Walker H. M. Swartgood, Jr. Chas. E. Couche L. S. Bookwalter	Free & Peters

STEADFAST!

Since its establishment in 1925 . . .

PERMANENCE and SOUNDNESS of POLICIES

have contributed largely to the
prestige and audience that make

KOIN FIRST CHOICE IN PORTLAND

**POLICIES . . . established
in 1925 and still in effect . . .**

- **KOIN has never**
broadcast a phonograph record
- **KOIN has never**
offered quantity discounts
- **KOIN has never**
deviated from its rate card
- **KOIN has never**
broadcast liquor advertising

**POLICIES . . . established
later and now in effect . . .**

- **KOIN does not**
accept spot medical or dental
advertising
- **KOIN does not**
accept advertising of any alco-
holic beverages
- **KOIN does not**
accept "small loan" advertising
- **KOIN does not**
broadcast objectionable or mis-
leading continuities

. . . but KOIN DOES

- . . . augment Columbia's splendid programs with fine local
productions.
- . . . present complete all day news service by direct INS and
United Press wires.
- . . . carry on continual public relations activities by which
over 50,000 people have been reached in person.
- enjoy the respect and confidence of the
predominant radio audience in the Portland area!

KOIN

THE JOURNAL

National Representatives

FREE & PETERS

WORLD BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

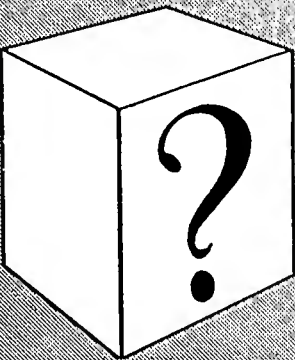
OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
PORTLAND (Continued)	*KBPS	1420 ST-KXL	100	Benson Polytechnic School N.E. 12th Ave. & Hoyt St. East 8131	R. T. Stephens, Agt. W. D. Allingbam Fred E. Miller
	KEX	1180 STN-KOB SA-U	5,000	Oregonian Publishing Co. Sixth & Alder Sts. Atwater 2121	NBC-Blue Northwest Triangle	NBC—O. L. Price C. O. Chatterton W. Carey Jennings	Barney Miller H. Q. Cox Harold C. Singleton	Petry
	KGW	620	5,000-LS 1,000-N	Oregonian Publishing Co. Sixth & Alder Sts. Atwater 2121	NBC-Red Northwest Triangle	O. L. Price C. O. Chatterton W. Carey Jennings	Barney Miller H. Q. Cox Harold C. Singleton	Petry
	KWJJ	1040-SA	500	KWJJ Broadcast Co. Inc. 622 S. W. Salmon St. Atwater 4393	W. J. Jerman John C. Egan Leon D. Henderson	Gerald E. Speerstra Sammy Taylor Wilbur Jerman
	KXL	1420 ST-KBPS	250-LS 100-N	KXL Broadcasters KXL Bldg. Broadway 6451	T. W. Symons, Jr. T. W. Symons, Jr. T. W. Symons, Jr.	Ruth Mangold Ruth Mangold Ralpb Miffin	Furgason
ROSEBURG	KRNR	1500	250-LS 100-N	News Review Publishing Co. Umpqua Hotel Bldg. 4	Don Lee MBS	Frank Jenkins Justin B. Toles Marshall Pengra	Justin B. Toles Marshall Pengra Justin B. Toles	Blair
SALEM	KSLM	1370 CP-1360	100 CP-500	Oregon Radio Inc. 343 Court St. 6131	Don Lee MBS	H. B. Read Thomas Hoxie Thomas Hoxie Clyde Wiegand	Blair

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
ALLENTOWN	WSAN } WCBA }	1440	500	B. Bryan Musselman 39 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger, Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder W. A. McCutcheon	Furgason
ALTOONA	WFBG	1310 ST-WJAC	100	Gable Broadcasting Co. 1320 Eleventh Ave. 6467	Quaker	George P. Gable Roy Thompson Roy Thompson Roy Thompson James E. Moffatt	Cox & Tanz
EASTON	WEST	1200	250-LS 100-N	Associated Broadcasters, Inc. 516 Northampton St. Easton 8001	Quaker	Clair R. McCollough Elwood Anderson Elwood Anderson	Wilbert Markle Richard West J. E. Mathiot	Raymer
ERIE	WLEU	1420	250-LS 100-N	WLEU Broadcasting Corp. Commerce Bldg. 22-129	NBC-Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	J. Hamilton V. Hamilton Weir Harold Roess
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House, Inc. 128 Pennsylvania Ave. 3740	H. J. Brennen Roy H. Verret Robert M. Thompson	Roy H. Verret Walter McCoy	Furgason
GROVE CITY	*WSAJ	1310-SH	100	Grove City College Hall of Science 168-J	Pres. Wier C. Kettler	H. W. Harmon Albert Valente
HARRISBURG	WHP	1430	1,000-LS 500-N CP-5,000-LS CP-1,000-N	WHP, Inc. Telegraph Bldg. Harrisburg 4-3211	CBS Quaker	E. J. Stackpole, Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan
	WKBO	1200	250-LS 100-N	Keystone Broadcasting Corp. Penn Harris Hotel 4-0191	Quaker	A. H. Stackpole C. G. Moss George C. Smith	Clyde Moser Charles Myers
HAZLETON	WAZL	1420 STN-WILM	100	Hazleton Broadcasting Service, Inc. Hazleton National Bank Bldg. 1188	Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Edward Beisel T. A. Tito J. E. Mathiot	Raymer
JOHNSTOWN	WJAC	1310 ST-WFBG	250-LS 100-N	WJAC, Inc. Tribune Annex 113	Quaker	Walter W. Krebs J. C. Tully J. C. Tully	J. P. Foster A. J. Reid
LANCASTER	WGAL	1500	250-LS 100-N	WGAL, Inc. 8 W. King St. 5252	NBC Intercity Quaker	J. E. Mathiot Walter O. Miller Walter O. Miller	Ernest Stanzola Paul Rodenhauser J. E. Mathiot	Raymer
NEW CASTLE	WKST	1250	250-D	Keystone Broadcasting Co. Cathedral Bldg. 5050	S. W. Townsend Arthur W. Graham Herbert S. Kirk	Arthur W. Graham Herbert S. Kirk
PHILADELPHIA	KYW	1020	10,000	Westinghouse Elec. & Mfg. Co. Inc. 1619 Walnut Ave. Locust 3760	NBC-Red	Westinghouse—NBC Leslie W. Joy J. S. K. Hammann	James P. Begley Lambert Beuwkes Ernest H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS WTS	Leon Levy Leon Levy Robert A. Street	Stan Lee Broza John G. Leitoh	Transamerican
	WDAS	1370	250-LS 100-N	WDAS Bestg. Station Inc. 1211 Chestnut St. Locust 7400	Alexander W. Dannenbaum P. J. Stanton A. W. Dannenbaum, Jr.	Harold Davis A. W. Dannenbaum, Jr. Frank Unterberger
	WHAT	1310 ST-WTEL	100	Independence Bestg. Co. Inc. Ledge Bldg. Lombard 2390	W. Porter Ogelsby, Jr. W. Porter Ogelsby, Jr. W. Porter Ogelsby, Jr.	Milton Laughlin Julius C. Geise, Jr.
WIBG (Glenside)	970	100-D	Seaboard Radio Bestg. Co. Keswick Theatre Bldg. Ogontz 4570	Joseph M. Nassau Joseph M. Nassau Edward D. Clery	Margaret R. Collins James A. Nassau John H. Henninger	

**YOUR
PRODUCT**



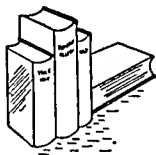
OR SERVICE

You name it!

WE CAN SELL IT

IN THE RICH OREGON MARKET

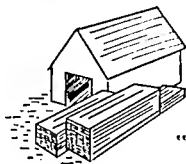
Here's PROOF aplenty:



BOOKS, STATIONERY!

"That KGW-KEX are vital factors in our merchandising program is best evidenced by the fact that we have renewed our contract for the third consecutive year. Your personnel is most helpful. Your stations get results."

RICHARD G. MONTGOMERY,
Assistant Manager, The J. K. Gill Co.



LUMBER!

"Local interest has far exceeded our expectations; you have brought many thousands of people to our demonstration homes. May we again thank you for the value received?"

ROWELL LUMBER SERVICE



FURS!

"Four years of continuous advertising on your stations prompts this letter of appreciation. I cannot praise radio too highly, and I wish to express my special thanks to KGW-KEX for their invaluable assistance."

MILTON L. GUMBERT



PHOTOGRAPHS!

"I have used KGW-KEX to cover the Portland Market, and in one short campaign recently, hundreds of actual sales were made from radio announcements alone. So, when I want results, I use KGW-KEX."

TED B. BRUNO, *Bruno Art Studios*



FLOUR!

"In the Portland Market, my sales message goes on KGW-KEX because for increased sales and for listener response, your stations produce results."

KEN FISHER, *The Fisher Flouring Mills Co.*



FLOWERS!

"Because of the love and sentiment associated with flowers we consider radio the most effective medium for our business. Through the last 13 years we have allocated 65% of our budget to radio—and 95% of that budget has gone to KGW-KEX."

TOMMY LUKE

...AND OTHERS— STEADY USERS of KGW-KEX FOR MANY YEARS:

(Exclusive of Network Advertisers)

Meier & Frank Co.
Gevurtz Furniture Co.
Gill Brothers Seed Co.
Chevrolet Motor Div.
General Motor Sales Corporation
American Produce Co.
Art's Radio & Elec. Co.
Ellison-White Bureau
Conrad Bruce & Co.
Coca-Cola Bottling Co. of Portland
Folger Coffee Co.
Hilaire's Restaurant
Crown Mills
Nicklas & Son
Montag Stove & Furnace Works
Olds Wortman & King

Nick's Flower Home
Pacific Outfitting Co.
Roy Burnett Motors, Inc.
Safeway Stores, Inc.
Standard Oil Co. of Cal.
U. S. Bakery
Union Pacific Stages
Union Pacific R.R. Co.
Bulova Watch Co.
Red & White Stores
Behnke-Walker
Business College
Vancouver Fur Factory
Pinex
Dan Marx & Co.
Weisfeld & Goldberg
Rexall Stores
Oh Henry Bars

5000 Watts, Day—1000 Watts, Night

KGW

NBC Red

**RADIO STATIONS OF THE
OREGONIAN
PORTLAND, OREGON**

5000 Watts—Clear Channel

KEX

NBC Blue

★
Represented by
**Edward Petry & Co.
Inc.**

New York Chicago
Detroit
San Francisco
Los Angeles

★

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
PHILADELPHIA (Continued)	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS Quaker	Samuel R. Rosenbaum Roger W. Clipp Murray Grabhorn	Margaret Schaefer Gerald V. Moore Frank Becker	Petry
	WIP	610	1,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	Intercity	Benedict Gimbel, Jr. Benedict Gimbel, Jr. Edward A. Davies	James Allan Murray Arnold Clifford C. Harris	Radio Advertising
	WPEN	920	1,000	Wm. Penn Broadcasting Co. 22nd & Walnut Rittenhouse 4140	John Iraci Estate Arthur Simon Arthur Simon	Thomas B. Smith Arthur Simon Charles W. Burtis
	WTEL	1310 ST-WHAT	100	Foulkrod Radio Engineering Co. 3701 N. Broad St. Radcliffe 6647	Henry N. Cocker
PITTSBURGH	KDKA	980	50,000	Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse—NBC S. D. Gregory W. E. Jackson	Derby Sproul W. B. McGill J. E. Baudino	NBC
	KQV	1380	1,000-LS 500-N	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	H. J. Brennen John J. Laux Robert M. Thompson, Sr.	Joseph Vilella John J. Laux Walter McCoy	Rambeau
	WCAE	1220	5,000-LS 1,000-N	WCAE Inc. Hotel William Penn Atlantic 6900	NBC-Red MBS WTS	Hearst Radio Inc. Leonard Kapner Lester Lindow	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen Robert M. Thompson, Sr.	James Hughes Walter McCoy	Rambeau
	WWSW	1500	250-LS 100-N	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	Quaker	Paul Block Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Slicks Bud Troutmann Anril A. Lewis
	READING	WEEU	830	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey W. A. Rippe	P. J. Breedy R. G. Magee H. O. Landis
WRAW		1310	100	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red Quaker	Clifford M. Chafey Raymond A. Gaul W. A. Rippe	Paul J. Breedy Robert G. Magee H. O. Landis
SCRANTON	WGBJ	880 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee R. E. McDowell George D. Coleman	Frank Monaghan George D. Coleman K. R. Cooke	Blair
	*WQAN	880 ST-WGBI	1,000-LS 500-N	The Scranton Times 149 Penn Ave. 5151	E. J. Lynett
SHARON	WPIC	780	250-D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 154	John Fahline, Jr. John Fahline, Jr. J. T. Van Sweringen	Paul Gamble J. C. MacDonald A. C. Heck
SUNBURY	WKOK	1210-SH	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Melvin Lahr	Paul Miller Homer Smith Cliff Kerstetter	Cox & Tanz
UNIONTOWN	WMBS	1420	250 LS 100-N	Fayette Broadcasting Corp. Title & Trust Bldg. Uniontown 800	J. C. Burwell J. C. Burwell M. E. Slagel	Sullivan Sages Kenneth M. Meredith
WILKES-BARRE	WBAX	1210	100	John H. Stenger, Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger, Jr. Dale Robertson Harry Thomas	Kenneth Beghold John Garfield John H. Stenger, Jr.	Weed
	WBRE	1310	250-LS 100-N	Louis G. Baltimore 16 N. Main St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Louis Savitt A. C. Baltimore Charles Sakoski
WILLIAMSPORT	WRAK	1370	250-LS 100-N	WRAK Inc. 244 W. 4th St. 2-6116	Quaker	E. M. Case George E. Joy Thomas Metzger	Oscar Linn J. Wright Mackey Louis Persio	McKinney
YORK	WORK	1320	1,000	York Broadcasting Co. Inc. 13 S. Beaver St. 6629	NBC Intercity Quaker	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller John Neff J. E. Mathiot	Raymer

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
PROVIDENCE	WEAN	780	5,000 LS 1,000 N	Yankee Network Inc. 208 Weybosset St. Dexter 1500	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd James S. Jenison Richard F. Voynow	Donald Morton Carleton McVarish Harry H. Tilley	Petry
	WJAR	890	5,000 LS 1,000 N	The Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Col. Joseph Samuels John J. Boyle John J. Boyle	John J. Boyle Thomas Prior	Weed
	WPRO	630	1,000 LS 500-N	Cherry & Webb Bestg. Co. 16 Chestnut St. Plantations 9776	CBS Intercity	William S. Cherry, Jr. Stephen P. Willis William T. Bush	H. William Koster Albert C. Rider Howard W. Thornley	Raymer



COMPLETE COVERAGE OF THE PHILADELPHIA MARKET

When you specify WFIL, you buy coverage, not excess power! WFIL covers a population of 5,577,501 in the Nation's Third Market at lower cost.

Write for this Authentic Survey by Paul F. Godley, consulting radio engineer, based on Field Measurements which proves the Modern Plant on Low Frequency covers a greater area than High Power on High Frequency.

WFIL 560 KC

THE NEW WFIL 330 FOOT ANTENNA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *STN*—Shares Time Night. *SH*—Specified Hours. *SHN*—Specified Hours Night.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization. *U*—Unlimited. *CP*—Construction Permit Issued.
 (Data corrected to January 1, 1939)

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WAIM	1200	100	Wilton E. Hall 112 E. Market St. 800	CBS	Wilton E. Hall Ennis Bray Ennis Bray	James Bulleit G. Paul Browne John Peoples
CHARLESTON	WCSC	1360	1,000-LS 500-N	So. Carolina Bcstg. Co., Inc. Francis Marion Hotel 344	NBC	John M. Rivers John M. Rivers Roland Weeks	Charles McMahon Roland Weeks J. B. Fuqua	Free & Peters
	WTMA (Construction permit; starts about March 15, 1939)	1210	250-LS 100-N	Atlantic Coast Bcstg. Co. P. O. Box 92, Station A 5103	{Y. W. Searborough J. W. Orvin Y. W. Searborough Edward C. Powers	Henry A. Westcott D. M. Bradham
COLUMBIA	WCOS (Construction permit)	1370	250-LS 100-N	Carolina Advertising Corp. Columbia	{A. B. Langley A. Haltiwanger
	WIS	560	5,000-LS 1,000-N	Station WIS Inc. 1811 Main St. 2-2135	NBC WTS	G. Richard Shafto G. Richard Shafto J. D. Saumenig	Floyd Rodgers J. D. Saumenig Scott Helt	Free & Peters
FLORENCE	WOLS	1200	100-D	O. Lee Stone Sanhorn Hotel 48	O. Lee Stone O. Lee Stone Jack Mims	Vernon M. Bushong Robert M. Wallace
GREENVILLE	WFBC	1300	5,000-LS 1,000-N	The News-Piedmont Co. Hotel Greenville 363	NBC	Roger C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook W. C. Etheredge	Bryant-Griffith
ROCK HILL	WRKL (Construction permit)	1500	100-D	P. W. Spencer Roek Hill	P. W. Spencer
SPARTANBURG	WSPA	920	1,000-D	Voice of South Carolina Radio Bldg. 2900	Virgil Evans Virgil Evans W. T. Hix	Jas. Mugford Pat McSwain E. S. Long	Kelly-Smith

SOUTH DAKOTA

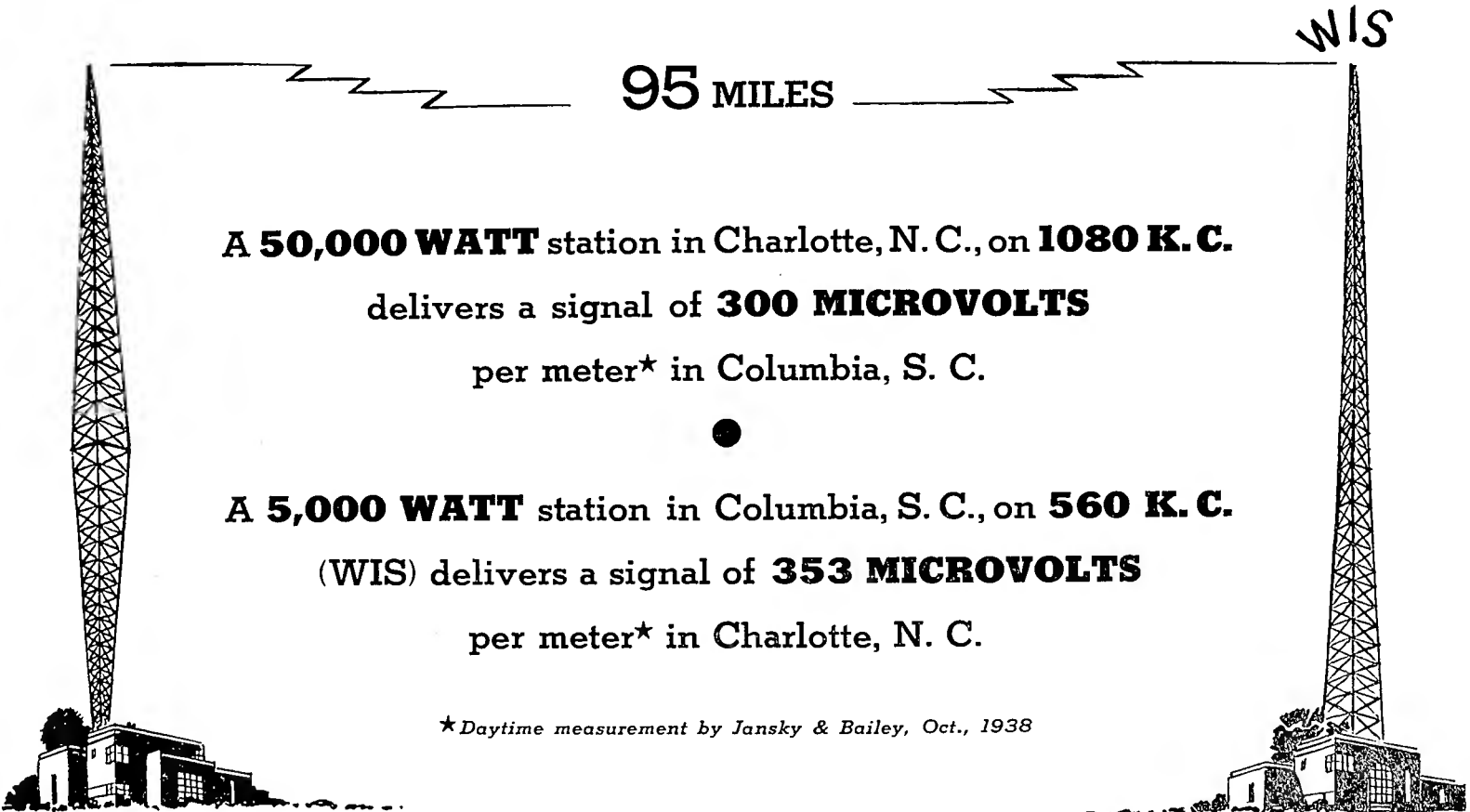
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KABR	1390	1,000-LS 500-N	Aberdeen Broadcast Co. Inc. 117½ S. Main St. 4626	H. C. Jewett, Jr. A. A. Fahy A. A. Fahy	E. M. Tobin F. E. Painter Delbert T. Hunt	Weed
BROOKINGS	*KFDY	780-SH	1,000-D	South Dakota State College Campus 702-K	Dr. C. W. Pugsley S. W. Jones	Jack Towers W. H. Gamble
PIERRE	KGFX	630-SH	200-D	Dana McNeil Estate (Ida A. McNeil, Administratrix) 203 W. Summit Ave. 2251	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye
	RAPID CITY	KOBH	1370	250-LS 100-N	Black Hills Broadcast Co. Rapid City 2000	Robert J. Dean Robert J. Dean George Bruntlett	Harry Turner Robert J. Dean Earl H. Carter
*WCAT		1200-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600	J. P. Connolly C. M. Rowe	C. M. Rowe E. E. Clark
SIOUX FALLS	KELO	1200	100	Sioux Falls Broadcast Ass'n. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin S. C. Fantle, Jr. Geo. R. Hahn	Morton Henkin Wallace E. Stone Maxwell Staley	Wilson
	KSOO	1110 L-WRVA	5,000	Sioux Falls Broadcast Ass'n. Inc. 517 S. Phillips Ave. 757	NBC	Joseph Henkin S. C. Fantle, Jr. Geo. R. Hahn	Morton Henkin Wallace E. Stone Maxwell Staley	Wilson
VERMILLION	*KUSD	890 ST-KFNF	500	University of South Dakota University Campus 209-J	I. D. Weeks R. E. Rawlins, Jr.	R. E. Rawlins, Jr. W. H. Jordan
WATERTOWN	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Life Bldg. 5050	Dakota	Dr. F. Koren M. W. Plowman M. W. Plowman	{W. Lowell Pitt Dale Russell Morris Wisott E. A. Blackburn
YANKTON	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS	Gardner Cowles, Jr. Robert R. Tinchler Haydn Evans	Arthur J. Smith Clifton Todd	Katz

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRISTOL	WOPI	1500	100	Radiophone Bcstg. Station WOPI 410 State St. 1241	W. A. Wilson W. A. Wilson A. C. Rodgers	Fey Rogers W. A. Wilson R. H. Smith	Burn-Smith
CHATTANOOGA	WAPO	1420	250-LS 100-N	W. A. Patterson Read House 6-6141	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	T. K. Nohles R. N. Krepps M. E. Thompson
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	Norman A. Thomas Frank S. Lane Frank S. Lane	D. W. McCurdy	Raymer

TO MOST AGENCIES,
IT'S AN OLD, OLD STORY—
BUT NEVERTHELESS TRUE . . .

COVERAGE ISN'T MEASURED BY POWER . . .



95 MILES

A **50,000 WATT** station in Charlotte, N. C., on **1080 K. C.**
delivers a signal of **300 MICROVOLTS**
per meter* in Columbia, S. C.

●

A **5,000 WATT** station in Columbia, S. C., on **560 K. C.**
(WIS) delivers a signal of **353 MICROVOLTS**
per meter* in Charlotte, N. C.

*Daytime measurement by Jansky & Bailey, Oct., 1938

CHARLOTTE,
N. C.

COLUMBIA,
S. C.

Station WIS—located at the exact geographical center of the state
—serves more of South Carolina than *all other stations combined*.
That's because WIS, at 560 K.C., has a stronger *signal*. Also because
WIS, with both Red and Blue Networks, has stronger *programming*.
And the strongest *market*, too. With \$22,809,000 in retail sales
(1935), Columbia leads every other city in South Carolina.

5000 WATTS DAY
1000 WATTS NIGHT

WIS

COLUMBIA
SOUTH CAROLINA

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

14 POINTS ON WMC

or HOW TO WIN SALES AND INFLUENCE

PEOPLE IN MEMPHIS AND THE MID-SOUTH (With Apologies to Dale Carnegie)

- 1.** NBC RED NETWORK
- 2.** 5,000 WATTS DAY
1,000 WATTS NIGHT
- 3.** 780 KILOCYCLES
(Center of Dial)
- 4.** 611 FOOT HALF WAVE
VERTICAL ANTENNA
(The only half-wave vertical antenna in the Mid-South)
- 5.** 3 SHORT WAVE SUPPLEMENTARY STATIONS
- 6.** COMPLETE TRANSCRIPTION FACILITIES
- 7.** MID-SOUTH POPULATION
2,730,703
- 8.** MID-SOUTH SPENDABLE INCOME—\$693,524,000
- 9.** MID-SOUTH WHOLESALE SALES—\$1,072,744,870
- 10.** MID-SOUTH RETAIL SALES—\$554,084,000
- 11.** MID-SOUTH RADIO HOMES—399,540
- 12.** LEADS MID-SOUTH IN LOCAL, NATIONAL AND NETWORK RADIO BUSINESS
- 13.** OWNED AND OPERATED BY THE COMMERCIAL APPEAL, THE SOUTH'S GREATEST NEWSPAPER
- 14.** NATIONAL REPRESENTATIVE—THE BRANHAM COMPANY

W M C

MEMPHIS, TENN.

THE MID-SOUTH'S Dominant RADIO STATION



NEW IDEAS for the Old South

WMPS, great and growing greater with new ideas, is the ultra-modern way to reach The Old South.

In running a schedule on WMPS, your campaign will cover the Midsouth markets with its large and quick Retail sales response!

Local programs with already established audiences are available for all types of products.

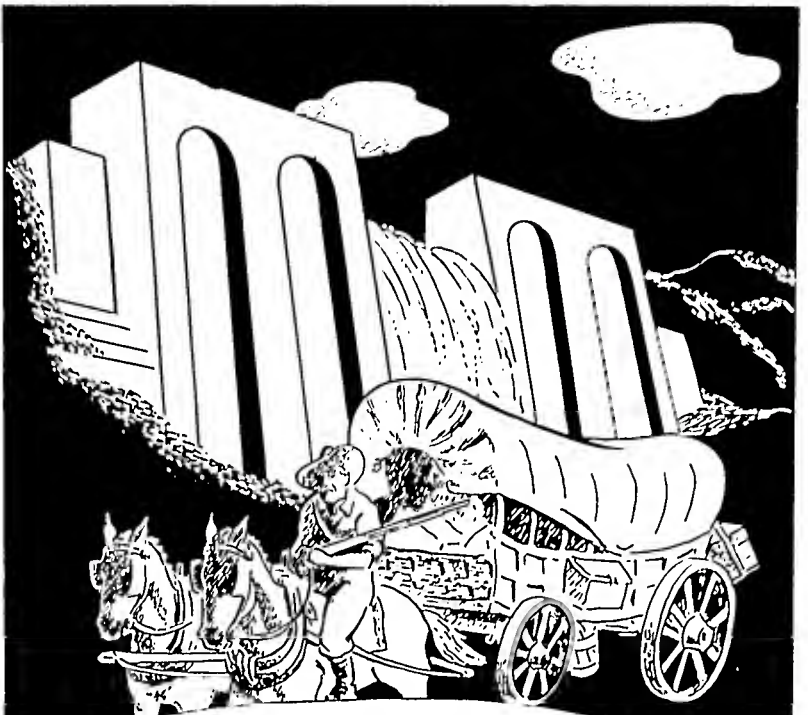


WMPS
MEMPHIS, TENN.
Affiliated with The Memphis Press-Scimitar



National
Representative

WEED & COMPANY

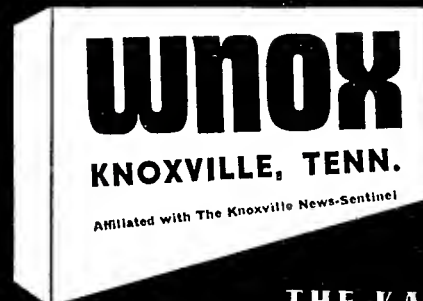


PIONEERS

ACROSS the stretch of eighteen years, WNOX, Tennessee's Pioneer radio station, still pioneers in progressive Broadcasting service to large and concentrated audiences in Tennessee, Kentucky, Virginia and North Carolina.

A full CBS schedule of programs plus outstanding local shows do a complete "selling job", say appreciative Advertisers!

With Knoxville—one of the most active Retail Centers in the South—the administrative headquarters of the entire Tennessee Valley project, WNOX will ever pioneer in more and still better Service to its constantly growing and profitable sales market!



WNOX
KNOXVILLE, TENN.
Affiliated with The Knoxville News-Sentinel



National
Representative

THE KATZ AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephonic Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Msdg. or Promotion Mgr. Chief Engineer	Representative
JACKSON.....	WTJS	1310	250-LS 100-N	Sun Publishing Co. Sun Bldg. 3340	C. E. Pigford Alfred A. Stone A. B. Robinson	James Allen Leslie Brooks B. C. Rummell	Branham
JOHNSON CITY.....	WJHL	1200	250-LS 100-N	Johnson City Broadcasting Co. 412 S. Roan St. 189	W. H. Lancaster J. W. Birdwell J. W. Birdwell J. D. Shacklett	Richard Altman W. K. Matthews O. K. Garland
KNOXVILLE.....	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. R. Davis J. B. Epperson	Katz
	WROL	1310	250-LS 100-N	Stuart Broadcasting Corp. 624 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier C. H. Frazier	John Reese Joe Wofford	Blair
MEMPHIS.....	WHBQ	1370	100	WHBQ Inc. Hotel Claridge 8-6868	H. B. Wooten E. A. Alburty E. A. Alburty	E. H. McMurray, Jr. E. Turpin Weldon Roy
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal Co. Hotel Gayoso 8-7464	NBC-Red	John H. Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn W. H. Fielding C. E. Baker	Branham
	WMPS	1430	1,000-LS 500-N	The Memphis Press Scimitar Co. Columbian Tower 5-2721	NBC-Blue	Jack R. Howard James C. Hanrahan Mallory Chamberlin J. B. Epperson	Weed
	WREC	600	5,000-LS 1,000-N	WREC Inc. Hotel Peabody 6-1313	CBS WTS	Hoyt B. Wooten Hoyt B. Wooten Hollis Wooten	Roy Wooten S. D. Wooten, Jr.	Katz
NASHVILLE.....	WLAC	1470	5,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS WTS	J. T. Ward F. C. Sowell F. C. Sowell	Tim Sanders Bob Maddux F. D. Binns	Raymer
	WSIX	1210	250-LS 100-N	WSIX Inc. Andrew Jackson Hotel 6-5431	Jack M. Draugbon Jack M. Draugbon Harry C. Krone Robt. Chandoin Bascom E. Porter	Sears & Ayer
	WSM	650	50,000	National Life & Acc. Ins. Co. National Bldg. 6-7131	NBC MBS	Edwin W. Craig Harry Stone Harben Daniel Jack Harris John H. DeWitt, Jr.	Petry

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephonic Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Msdg. or Promotion Mgr. Chief Engineer	Representative
ABILENE.....	KRBC	1420	250-LS 100-N	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. B. Hanks Max Bentley Poole Robertson	Doug Doan Poole Robertson W. W. Robertson, Jr.	McGillvra
AMARILLO.....	KFDA	1500 (Construction permit; starts about March 15, 1939)	100	Amarillo Broadcasting Corp. 109 E. 5th St. 20919	C. S. Gooch C. S. Gooch R. MacKenzie	R. MacKenzie Ralph E. Cannon, Jr.
	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. 214 W. 8th Ave. 4242	NBC TSN MBS	O. L. Taylor O. L. Taylor John Ballard	David F. Clark Raymond Hollingsworth W. S. Bledsoe	Wilson Biddick
AUSTIN.....	KNOW	1500	250-LS 100-N	KUT Broadcasting Co. Norwood Bldg. 2-6213	MBS TSN	Hearst Radio Inc. James W. Pate Paul Forchheimer	Pat Adelman Pat Adelman Thomas E. Daniels	International
	KTBC	1120 SH-WTAW (Construction permit)	1,000-D	State Capitol Bestg. Assn. Austin	R. B. Anderson
BEAUMONT.....	KFDM	560	1,000-LS 500-N	Beaumont Broadcasting Co. Inc. 310 Pearl St. 3882	NBC	C. W. Snider Darrold A. Kahn L. D. Yates	Geo. Wm. Caldwell W. F. Adams W. C. Douglas	Blair
	KRIC	1420	250-LS 100-N	Beaumont Broadcasting Ass'n. Wall & Market Sts. 4200	MBS TSN	B. A. Steinhagen W. L. Waltman Art Taylor	Wm. G. McClanahan Franklin Whitehead Donald Mitchell
BIG SPRING.....	KBST	1500	100	Big Spring Herald Bestg. Co. Inc. Crawford Hotel 1500	MBS TSN	Joe Galbraith Howard Barrett Jack Wallace Howard Barrett John B. Casey	McGillvra
BRADY.....	KNEL	1500	250-D	G. L. Burns Brady 77	G. L. Burns G. L. Burns Clinton Newlin	John Sloane John Sloane Marion Crawford	Cox & Tanz
BROWNSVILLE.....	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Inc. Brownsville 1044	E. E. Wilson M. D. Gallegher Grover A. Godfrey, Jr.	Robert Thornton B. G. Powell Willis A. Wilson
COLLEGE STATION.....	*WTAW	1120-SH SHD-KTBC	500	Agricultural & Mech. College of Tex. College Station 19	T. O. Walton F. C. Bolton	E. P. Humbert H. C. Dillingham
CORPUS CHRISTI.....	KRIS	1330	500	Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475	NPC MRS TSN	M. Tilford Jones T. Frank Smith T. Frank Smith Cliff Tatom H. B. Lockhart	Branham
CORSICANA.....	KAND	1310	100-D	Navarro Broadcasting Ass'n. Box 959 30	MRS TSN	J. C. West J. H. Speck Leon Krupp	Charles Whittier Leon Krupp Burton Boatright
DALLAS.....	KRLD	1040	10,000 CP-50,000	KRLD Radio Corp. Adolphus Hotel 2-6811	CBS	Tom C. Gooch J. W. Runyon C. W. Rembert	Ruth Clem Roy M. Flynn	Branham



Lend us Your Ears

650 KILOCYCLES

● The quickest way to discover why WSM has so large and loyal an audience is to listen to it.

Tune in to 650 kilocycles — not once but several times and at different periods of the day. Notice the variety of entertainment WSM offers, the breadth of its audience appeal. Notice how many WSM broadcasts, sustaining and commercial, are built around live talent, WSM talent. Pay particular attention to the selling copy. We check it carefully for good taste, selling ability and truthfulness.

Then make a note of the services and products sold by WSM to the WSM audience. The variety will be eloquent testimony of size, responsiveness and consuming ability.

But most of all, notice that each product or service offered is one that offers value received to the consumer. We do not accept contracts for any other kind. Which is a very powerful reason why our audience is large and responsive, why you can count on it to buy your product or your service.



WSM

NASHVILLE, TENNESSEE

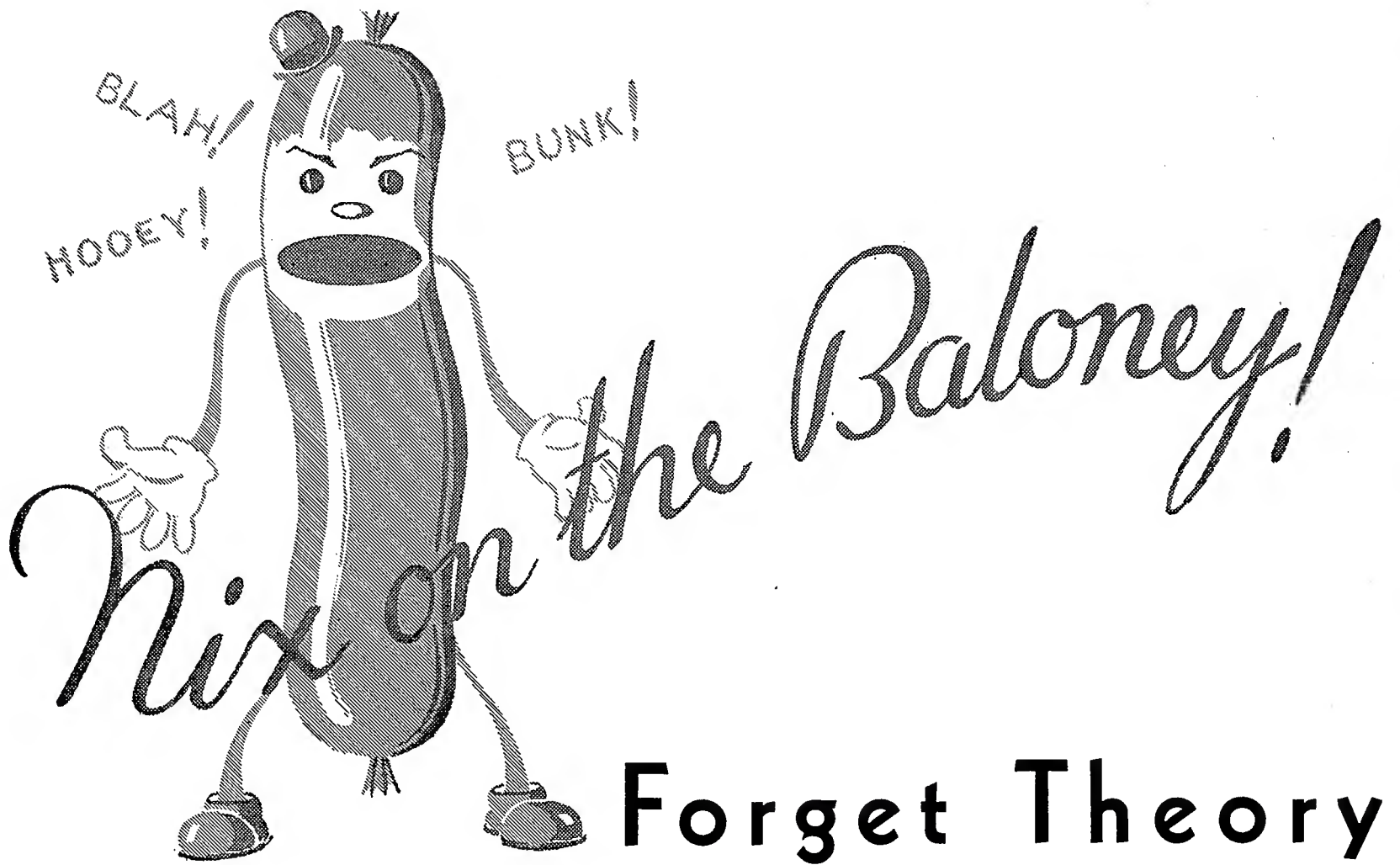
CLEAR CHANNEL

50,000 WATTS

N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First



GET DOWN TO CASES

ASK THE retail grocer, "The man behind the counter", what it takes to do a real radio advertising job in the PANHANDLE, the SOUTH PLAINS and the LOWER VALLEY GRANDE of Texas. He has seen astonishing sales increases result from your competitors programs on KGNC, KFYO and KRGV. He has worked with the merchandising staffs of these stations. He has first-hand information on what it takes to move merchandise in his particular market. What's more he will tell you about it . . . just ask him!

KGNC
AMARILLO, TEXAS

KFYO
LUBBOCK, TEXAS

KRGV
LOWER VALLEY GRANDE

1/3 of the Area — 1/6 of the Population — 1/5 of the Purchasing Power of Texas!

HOWARD H. WILSON CO. REPRESENTATIVE — KANSAS CITY, CHICAGO, NEW YORK

WFAA-WBAP'S 50,000 WATT

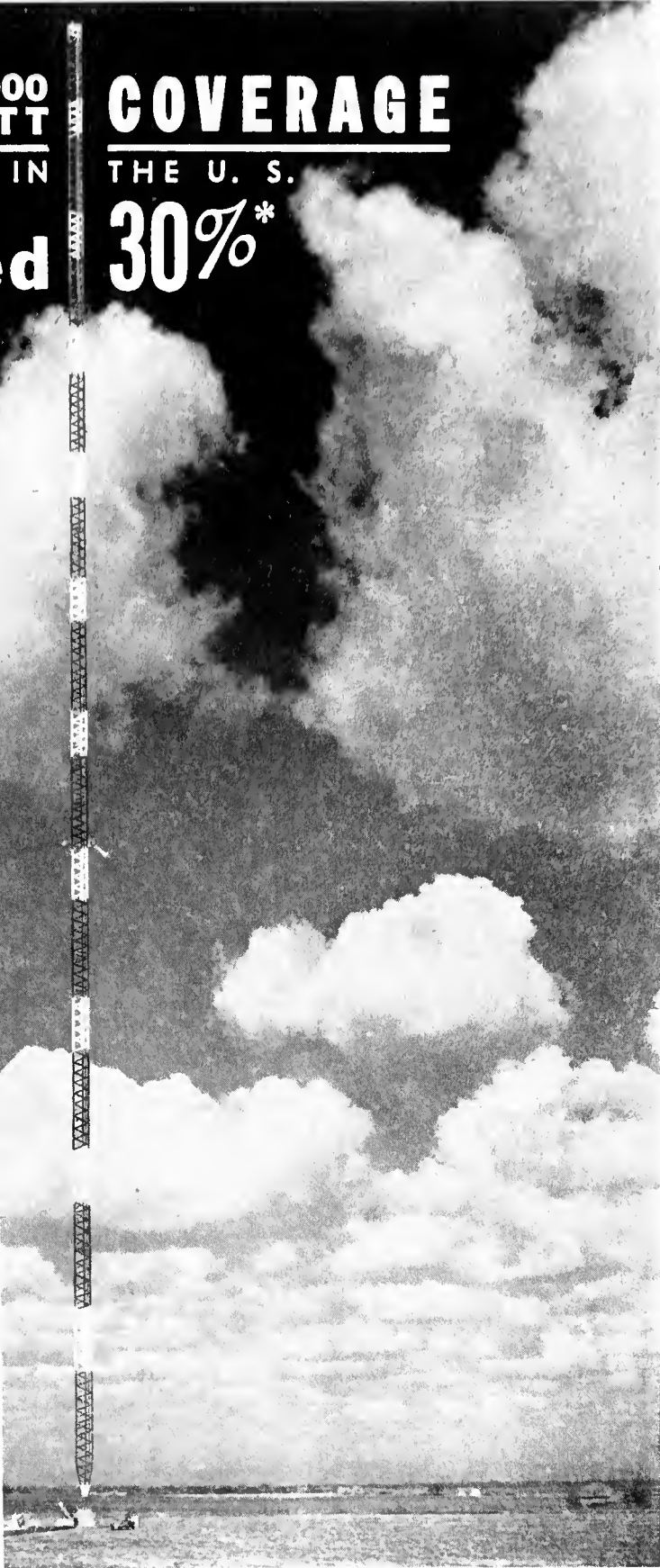
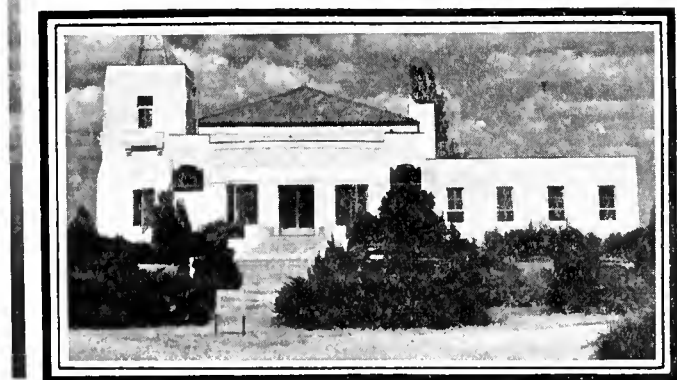
ALREADY LARGEST IN

Is Now Increased

COVERAGE

THE U. S.

30%*



WFAA-WBAP's new 653 foot vertical radiator adds 30% to the largest 50 KW primary coverage in the United States . . . to a vital coverage that emanates from prosperous Dallas-Fort Worth and thoroughly blankets the North Texas-Oklahoma region which is consistently "Bright Spot" on the Nation's business maps. With a performance record of 17 years' standing, WFAA-WBAP has always been the outstanding radio investment in the Great Southwest. Now this station has more to offer than ever before!

*The 30% primary coverage increase is a preliminary engineers' estimate, as technical surveys have not been fully completed. New maps and market data will be published soon. Ask to have your name on the mailing list.

50,000 WATTS—800 K. C.

NBC WFAA-WBAP TQN

DALLAS FORT WORTH

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO. INC.

BROADCASTING • Broadcast Advertising

1939 Yearbook Number • Page 155

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1939)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
DALLAS (Continued)	WFAA	800 ST-WBAP	50,000	A. H. Belo Corp. Baker Hotel 7-9631	NBC-Red TQN	G. B. Dealey Martin B. Campbell Alexander Keese	Ralph W. Nimmons Irvin Gross Raymond Collins	Petry
	WRR	1280	500	City of Dallas Southland Life Bldg. 2-1411	MBS TSN	City of Dallas John Thorwald John Thorwald	Chas. B. Jordan Chas. B. Jordan Durward J. Tucker	
DENTON	KDNT	1420	100-D	Harwell V. Shepard 300 W. Ross St. 276		Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Herman Cecil W. E. Evans Bill Honeycutt	
D BLIN	KFPL	1310	250-LS 100-N	KFPL Broadcasting Station 205 Grafton St. 183		C. C. Baxter C. C. Baxter C. C. Baxter	C. C. Baxter C. B. Baxter	
EL PASO	KROD	1500 (Construction permit)	100	Dorrance D. Roderick 401 Mills St. Main 6600		Dorrance D. Roderick	Edward P. Talhott	
	KTSM- WDAH	1310	250-LS 100-N	Tri-State Broadcasting Co. Inc. P. O. Box 1976 Main 46	NBC	Mrs. L. E. Bredberg Karl O. Wyler W. L. Kline	Roy T. Chapman Conrey Bryson E. L. Gemoets	Hollingbery
FORT WORTH	KFJZ	1370	250-LS 100-N	Fort Worth Broadcasters Inc. 1119 W. Lancaster 3-3474	MBS TSN	Elliott Roosevelt Gene L. Cagle Jack Howell	Len Finger Ed Starnes	International
	KGKO	570	5,000-LS 1,000-N	KGKO Broadcasting Co. Star-Telegram Bldg. 3-1234	NBC-Blue WTS	Amon G. Carter Harold V. Hough George Cranston	Ed Lally Jack Keasler C. B. Locke	Prosser
	KTAT	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 3-1381	MBS TSN	Raymond E. Buck		
	WBAP	800 ST-WFAA	50,000	Carter Publications Inc. 400 W. Seventh St. 3-2301	NBC-Red TQN	Amon G. Carter Harold V. Hough Herh C. Southard	David Byrn William Jolesch R. C. Stinson	Petry
	GALVESTON	KLUF	1370	250-LS 100-N	KLUF Broadcasting Co. Inc. 6002 Broadway 6766	MBS TSN	Geo. Roy Clough Geo. Roy Clough Geo. Roy Clough	Helen D. Clough Geo. Roy Clough John K. Taylor
GREENVILLE	KGVL	1200 (Construction permit)	100-D	Hunt Broadcasting Assn. Greenville		Fred Horton		
HOUSTON	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC-Red TQN	W. P. Hohhy Kern Tips Kern Tips	Jack McGrew H. T. Wheeler	Petry
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS WTS	Houston Chronicle B. F. Orr Ray Bright	Harry Grier Ray Bright Tom Hiner King Robinson	Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC-Blue MBS TSN	M. Tilford Jones T. Frank Smith T. Frank Smith	Chas. Nethery H. H. Hall Jerry Chinski	Branham
HUNTSVILLE	KSAM	1500	100-D	Sam Houston Broadcasting Ass'n. 1021 E. 12th St. 666		H. G. Wehster Harold C. Scott Harold C. Scott	Charles Tigner Paul Wolf	
KILGORE	KOCA	1210	250-LS 100-N	Oil Capitol Bcstg. Ass'n. Inc. 120½ E. North 616		Roy G. Terry Roy G. Terry Roy G. Terry	Roy G. Terry Lucille Buford Orvin Franklin	
LAREDO	KPAB	1500	250-LS 100-N	Mervel M. Valentine Hamilton Hotel 1490		Mervel M. Valentine Mervel M. Valentine Robert W. Bennett	Jimmie Willson Fred Hammond	
LONGVIEW	KFRO	1370	250-D	Voice of Longview 620 Glover-Crim Bldg. 411	MBS TSN	James R. Curtis Harold C. Johnson Harold C. Johnson	James R. Curtis Morris Ming	
LUBBOCK	KFYO	1310	250-LS 100-N	Plains Radio Broadcasting Co. 914 Avenue J 1700	MBS TSN	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAllister Wm. H. Torrey	Wilson Biddick
LUFKIN	KRBA	1310	100-D	Red Lands Broadcasting Ass'n. 108½ S. First St. 272		Ben T. Wilson Darrell E. Yates Darrell E. Yates	Sonny Phillips Victor Bracht Clifford Kirby	
MIDLAND	KRLH	1420	100-D	Clarence Scharhauer Scharhauer Hotel 1070		Clarence Scharhauer Pete Gates Johnnie Trigg	Charles Roark Addison Whitworth Robert Harmon	
PALESTINE	KNET	1420	100-D	Palestine Broadcasting Ass'n. P. O. Box 467 411		Bonner Frizzell		
PAMPA	KPDN	1310	100-D	R. C. Hoiles 212 N. Ballard 1100		R. C. Hoiles Sidney L. Patterson Sidney L. Patterson	John Sullivan John Sullivan Herman Kreiger	
PARIS	KPLT	1500	250-D	North Texas Broadcasting Co. Gilbralter Hotel 1124	MBS TSN	A. G. Mayse Fred E. Humphrey Fred E. Humphrey	Mary Jo Mayse Weldon Jeffus	McGillvra
PECOS	KIUN	1370	100	J. W. Hawkins & B. H. Huhbs KIUN Bldg. 21		J. W. Hawkins B. H. Huhbs Jack W. Hawkins Jack W. Hawkins	Wray Guye Thomas W. Huhhard	
PORT ARTHUR	KPAC	1260	500-D	Port Arthur College 1500 Procter St. 3320		Carl Vaughan Glenn Hewitt Glenn Hewitt	Gahbert Stephens Marjorie Vickers Joe Walters	
SAN ANGELO	KGKL	1370	250-LS 100-N	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	H. C. Ragsdale J. Bert Mitchell, Jr. J. Bert Mitchell, Jr.	Lynn Bigler J. Bert Mitchell, Jr. Frank M. Jones	McGillvra

HIGH POWER COVERAGE

KGKO's advertisers, paying a rate based on what it costs to operate a top-notch station operating on 5,000 watts power day and 1,000 watts power night, are receiving one of the many extra advantages accorded all KGKO advertisers — high power coverage. KGKO's guaranteed daytime coverage, embracing 143 counties in Texas, Oklahoma, and Arkansas, is made up of 681,385 radio homes. KGKO's nighttime coverage area is composed of 503,701 radio homes. KGKO's guaranteed coverage areas constitute the richest, most responsive parts of the Great Southwest.

HIGH POWER RESULTS

KGKO's enormous, economical coverage, plus unstinted merchandising assistance and powerful publicity support, assures high power returns. Using KGKO exclusively for complete Southwestern selling, such advertisers as California Fruit Growers Exchange (Sunkist Oranges), Armour and Company (Cloverbloom Butter), and the Ben E. Keith Company (Southwest's largest produce distributor), report that "KGKO has done a complete selling job". Alert and enthusiastic, KGKO sets the pace in showmanship, merchandising, and publicity in the realm of Southwestern broadcasting.

ON A LOW POWER RATE

KGKO's economical rate is the result of the station's ability to cover a maximum of territory with a minimum of power. Contrary to the belief by some that coverage results from power, and power alone, KGKO's preferred dial position (570 kilocycles), the best equipment money can buy, and a superlative geographical transmitter location—midway between Dallas and Fort Worth — affords coverage in the Southwest not exceeded by that of any other station.

Amon G. Carter
President
Harold V. Hough
General Manager
George Cranston
Asst. Gen. Mgr.

KGKO

General Office
Fort Worth
New York Office
Rockefeller Center
Columbus 5-3264

Affiliated with the Fort Worth Star-Telegram

STUDIOS IN FORT WORTH, DALLAS, WICHITA FALLS

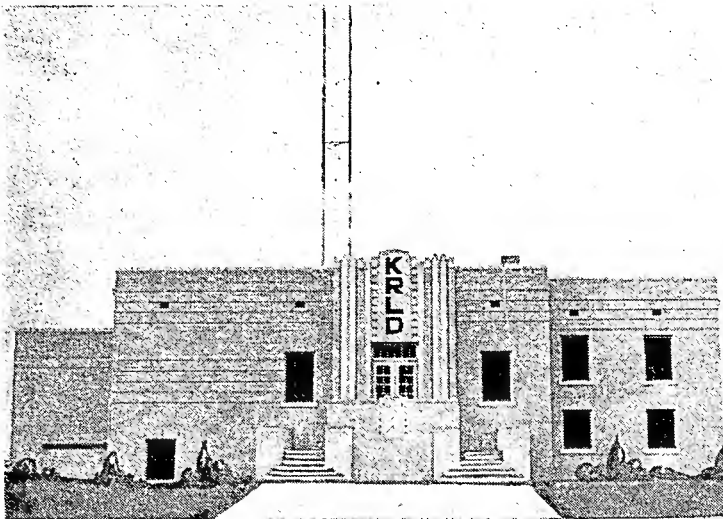
5,000 Watts Day, 1,000 Watts Night, 570 Kilocycles, Full Time

AN NBC AFFILIATE

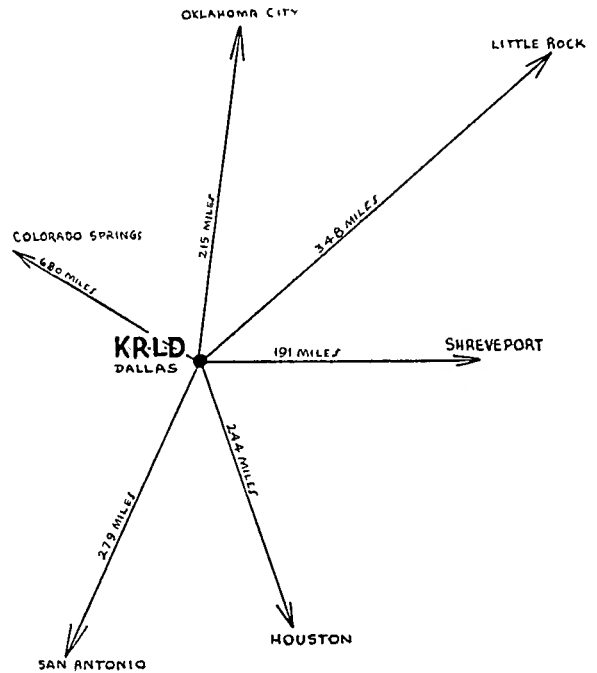
A TESTED STATION  OF THE GOLD GROUP

KRLD

**Oldest and Largest Outlet in Texas
for the Columbia Broadcasting System**



KRLD's new 50,000 watt Western Electric Transmitter now under construction.



After Feb. 1st KRLD will be the only CBS station within 191 miles of Dallas serving one of the Nation's greatest and most prosperous markets. KRLD IS NOW OFFERING THE OUTSTANDING BUY IN RADIO. Write or wire for further details.

KRLD

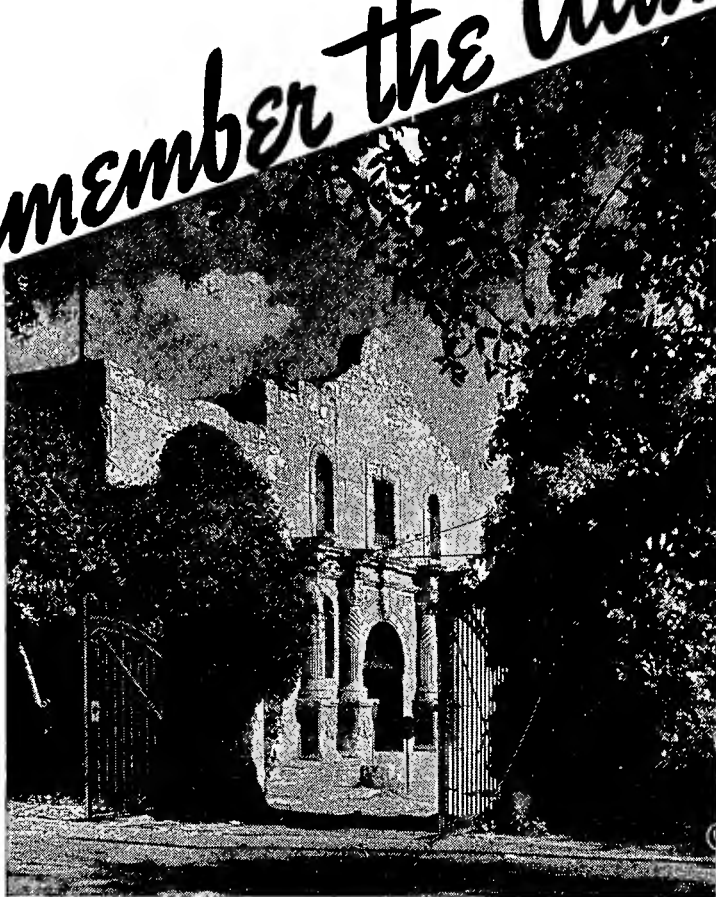
The Times Herald Station

Adolphus Hotel, Dallas

The Branham Company National Advertising Representatives

Chicago	New York	Dallas	St. Louis	Detroit	Kansas City
	San Francisco	Los Angeles	Portland	Seattle	

"Remember the Alamo!"



That cry, "Remember the Alamo" carried on to victory those pioneers who had to fight for the things they wanted. That was 102 years ago. Today, in fighting for that increased business *you* want, you can also do well to remember the Alamo . . .

Remember . . . the rich South Texas market around the Alamo City has a radio audience of almost four million people . . .

Remember . . . in South Texas, here in the shadow of the Alamo, there has been no "recession" . . .

Remember . . . in San Antonio is the nation's largest concentration of regular army troops, representing a monthly disbursement of three million dollars.

Remember . . . KTSA'S coverage is best in South Texas, as proved by actual surveys.

Remember . . . outstanding local preference for KTSA is represented by the one hundred twenty-three locally sponsored programs broadcast every week.

Remember the slogan "stay ahead with KTSA" represents tops in showmanship in South Texas.

WHEN YOU THINK OF THE GREAT SOUTHWEST, THINK OF THE STATION THAT SERVES IT BEST!

550
KC

KTSA

FULL
CBS
SCHEDULE

SAN ANTONIO

The Most Efficient 5000 Watt Station in the U.S.A.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

TEXAS—(Continued)

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SAN ANTONIO.....	KABC	1420	250-LS 100-N	Alamo Broadcasting Co. Inc. 223 Milam St. Garfield 4241	MBS TSN	Henry Lee Taylor Cliff Tatom Cliff Tatom	Jimmy McClain Cliff Tatom Kenneth Hyman
	KMAC	1370 ST-KONO	250-LS 100-N	Walmac Co. Smith-Young Tower Cathedral 6211	{W. W. McAllister Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Richard R. Hayes
	KONO	1370 ST-KMAC	250-LS 100-N	Mission Broadcasting Co. 317 Arden Grove Fannin 1371	Eugene J. Roth Eugene J. Roth James M. Brown	Gerald Morgan George W. Ing
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Gunther Hotel Garfield 1251	CBS WTS	Hearst Radio Inc. George W. Johnson George W. Johnson	Wm. C. Bryan Charles Balthrope W. G. Egerton	International
	WOAI	1190	50,000	Southland Industries Inc. WOAI Bldg. Garfield 4221	NBC-Red TQN	G. A. C. Half Hugh A. L. Half	W. Lewis Valentine Walter S. Zahrt Fred Sterling	Petry
SHERMAN.....	KRRV	1310	250-D	Red River Valley Bestg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Emory Reece	W. E. Rowen, Jr. L. L. Hendrick T. E. Spellman
TEMPLE.....	KTEM	1370	250-D	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Frank Mayborn Burton Bishop Pat Baxter	Kirby Gunn Wm. Carmean
TEXARKANA.....	KCMC	1420	250-LS 100-N	KCMC Inc. 317 Pine St. 958	MBS TSN Arkansas	Henry Humphrey Foster W. Fort Foster W. Fort	Thomas Dillahunt Foster W. Fort Harvey Robertson	Radio Time
TYLER.....	KGKB	1500	250-LS 100-N	East Texas Broadcasting Co. 115 S. College 1106	MBS TSN	Jas. G. Ulmer M. E. Danbom M. E. Danbom	Neal Fletcher Jack Kretsinger John B. Shepperd
VERNON.....	KVWC (Construction permit)	1500	100	R. H. Nichols Vernon	R. H. Nichols
WACO.....	WACO	1420	250-LS 100-N	KTSA Broadcasting Co. Amicable Bldg. 2700	CBS MBS TSN	Hearst Radio Inc. James W. Pate R. E. Lee Glasgow	H. Edelman Frank Ruetz L. H. Appleman	International
WESLACO.....	KRGV	1260	1,000	KRGV Inc. 201 Border Weslaco 375	NBC TSN MBS	O. L. Taylor Ken Lowell Sibson Ingham S. Roberts	Dick Watkins Ingham S. Roberts Neal McNaughton	Wilson Biddick
WICHITA FALLS....	KWFT (Construction permit)	620	1,000-LS 250-N	Wichita Broadcasting Co. 807 Hamilton Bldg. 3135	Joe B. Corrigan D. A. Kahn

UTAH

CEDAR CITY.....	KSUB	1310	100	Johnson & Perry El Escalante Hotel 398	Leland Perry Sherman T. Wright Sherman T. Wright	Inez Corry Sherman T. Wright	Cox & Tanz
LOGAN.....	KVNU	1200	100	Cache Valley Broadcasting Co. Logan	S. L. Billings J. A. Reeder	Leo R. Jensen J. M. Reeder
OGDEN.....	KLO	1400	500 CP-5,000-LS CP-1,000-N	Interstate Broadcasting Corp. Hotel Ben Lomond 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	E. G. Clark W. D'Orr Cozzens	Bryant-Griffith
PRICE.....	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200	Sam G. Weiss Sam G. Weiss Jack Richards	Jack Richards Jack Richards Carl E. Busart
SALT LAKE CITY....	KDYL	1290	5,000-LS 1,000-N	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. Wasatch 7180	NBC-Red WTS	S. S. Fox S. S. Fox W. E. Wagstaff	George Snell Ted Kimball John M. Baldwin	Blair
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3900	CBS	J. Reuben Clark, Jr. Earl J. Glade Dan H. Vincent	Gene Halliday Lennox Murdock Eugene G. Pack	Petry
	KUTA	1500	100	Utah Broadcasting Co. Belvedere Apt. Hotel Wasatch 1730	NBC-Blue	Frank C. Carman Frank C. Carman Gordon Owen	Wayne Rogers Hal Parkes Lyle Walquist	McGillvra

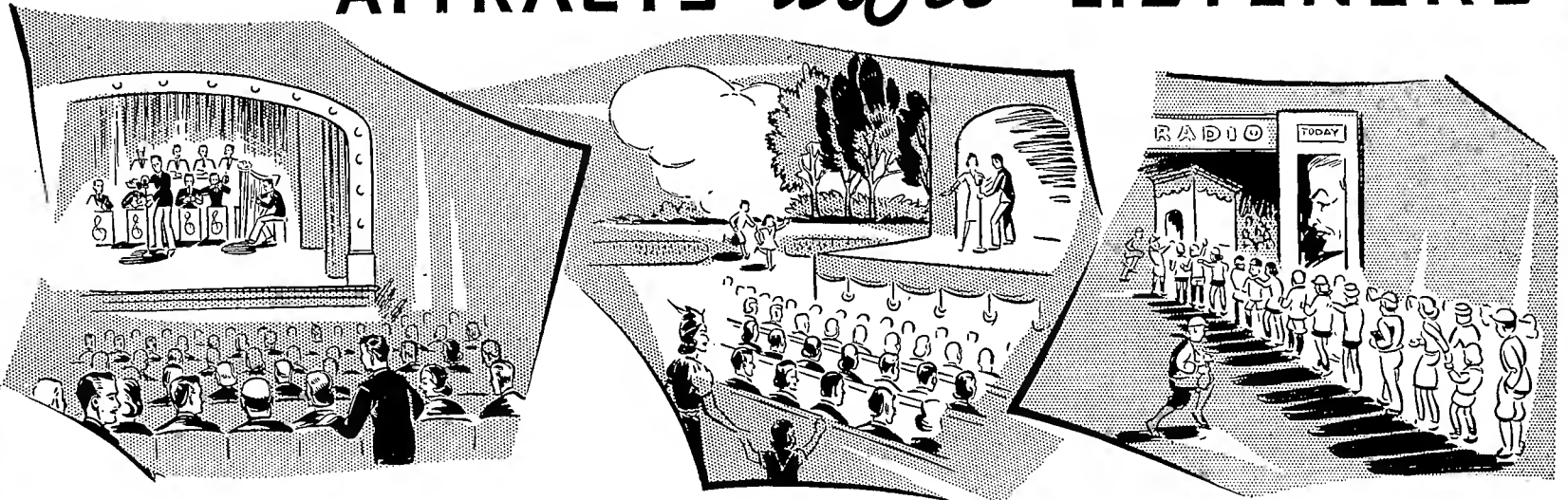
VERMONT

BURLINGTON.....	WCAX	1200	250-LS 100-N	Burlington Daily News 208 College St. 373	H. Nelson Jackson John A. Cellar William J. Kennedy	Herman B. Wight John A. Cellar James Tierney
RUTLAND.....	WSYB	1500	100	Philip Weiss Music Co. 80 West St. 1247	Philip Weiss J. H. Weiss J. H. Weiss J. A. Houser
SPRINGFIELD.....	WNBX	1260	1,000	Twin State Broadcasting Corp. Woolson Bldg. 663	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Harlot Stem Herman Steinbruch Wm. F. Moore	Raymer
ST. ALBANS.....	WQDM	1390	1,000-D	Regan & Bostwick 32 N. Main St. 126	{E. J. Regan F. A. Bostwick G. S. Wasser Ralph Gram	Bryon Snowden Ralph Gram E. J. Regan	Weed
WATERBURY.....	WDEV	550	500-D	Charles B. Adams, Admr. Harry C. Whitehill Estate 8 Stowe St. 13-Z	{L. E. Squier W. G. Ricker L. E. Squier W. G. Ricker	W. G. Ricker W. G. Ricker Melvin Stickle

Alert

SHOWMANSHIP

ATTRACTS *alert* LISTENERS



People clamor for tickets to the shows broadcast from the KDYL Radio Playhouse.

Thousands attend the regularly scheduled KDYL summertime broadcasts at Liberty Park.

And how the youngsters and grown-ups flock to the KDYL-sponsored shows at first-run theatres!

Whenever something of real local interest takes place, KDYL is right on the scene. Furthermore, KDYL *promotes* many events that attract large audiences in person—such as programs at downtown theatres, programs at our own Radio Playhouse, outdoor presentations at the parks in summer, Saturday shows for children. These performances to live audiences help to keep KDYL more

prominently in the mind of the public. All this, together with judicious but dynamic presentation of every program that originates in our studio, plus the world's leading network programs, has won for KDYL undisputed leadership in the kind of showmanship that builds audiences, builds business for our advertisers.

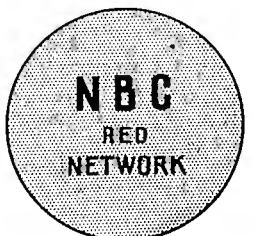
That's why

KDYL

SALT LAKE CITY

is the *popular* station

Representative:
JOHN BLAIR & COMPANY
Chicago • New York • Detroit
San Francisco • Los Angeles
Seattle



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TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
SAN ANTONIO.....	KABC	1420	250-LS 100-N	Alamo Broadcasting Co. Inc. 223 Milam St. Garfield 4241	MBS TSN	Henry Lee Taylor Cliff Tatom Cliff Tatom	Jimmy McClain Cliff Tatom Kenneth Hyman
	KMAC	1370 ST-KONO	250-LS 100-N	Walmac Co. Smith-Young Tower Cathedral 6211	{ W. W. McAllister Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Richard R. Hayes
	KONO	1370 ST-KMAC	250-LS 100-N	Mission Broadcasting Co. 317 Arden Grove Fannin 1371	Eugene J. Roth Eugene J. Roth James M. Brown	Gerald Morgan George W. Ing
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Gunther Hotel Garfield 1251	CBS WTS	Hearst Radio Inc. George W. Johnson George W. Johnson	Wm. C. Bryan Charles Balthrope W. G. Egerton	International
	WOAI	1190	50,000	Southland Industries Inc. WOAI Bldg. Garfield 4221	NBC-Red TQN	G. A. C. Half Hugh A. L. Half	W. Lewis Valentine Walter S. Zahrt Fred Sterling	Petry
SHERMAN.....	KRRV	1310	250-D	Red River Valley Bestg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Emory Reece	W. E. Rowen, Jr. L. L. Hendrick T. E. Spellman
TEMPLE.....	KTEM	1370	250-D	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Frank Mayborn Burton Bishop Pat Baxter	Kirby Gunn Wm. Carmean
TEXARKANA.....	KCMC	1420	250-LS 100-N	KCMC Inc. 317 Pine St. 958	MBS TSN Arkansas	Henry Humphrey Foster W. Fort Foster W. Fort	Thomas Dillahunt Foster W. Fort Harvey Robertson	Radio Time
TYLER.....	KGKB	1500	250-LS 100-N	East Texas Broadcasting Co. 115 S. College 1106	MBS TSN	Jas. G. Ulmer M. E. Danbom M. E. Danbom	Neal Fletcher Jack Kretsinger John B. Shepperd
VERNON.....	KVWC (Construction permit)	1500	100	R. H. Nichols Vernon	R. H. Nichols
WACO.....	WACO	1420	250-LS 100-N	KTSA Broadcasting Co. Amicable Bldg. 2700	CBS MBS TSN	Hearst Radio Inc. James W. Pate R. E. Lee Glasgow	H. Edelman Frank Ruetz L. H. Appleman	International
WESLACO.....	KRGV	1260	1,000	KRGV Inc. 201 Border Weslaco 375	NBC TSN MBS	O. L. Taylor Ken Lowell Sibson Ingham S. Roberts	Dick Watkins Ingham S. Roberts Neal McNaughton	Wilson Biddick
WICHITA FALLS....	KWFT (Construction permit)	620	1,000-LS 250-N	Wichita Broadcasting Co. 807 Hamilton Bldg. 3135	Joe B. Corrigan D. A. Kahn

UTAH

CEDAR CITY.....	KSUB	1310	100	Johnson & Perry El Escalante Hotel 398	Leland Perry Sherman T. Wright Sherman T. Wright	Inez Corry Sherman T. Wright	Cox & Tanz
LOGAN.....	KVNU	1200	100	Cache Valley Broadcasting Co. Logan	S. L. Billings J. A. Reeder	Leo R. Jensen J. M. Reeder
OGDEN.....	KLO	1400	500 CP-5,000-LS CP-1,000-N	Interstate Broadcasting Corp. Hotel Ben Lomond 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	E. G. Clark W. D'Orr Cozzens	Bryant-Griffith
PRICE.....	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200	Sam G. Weiss Sam G. Weiss Jack Richards	Jack Richards Jack Richards Carl E. Busart
SALT LAKE CITY....	KDYL	1290	5,000-LS 1,000-N	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. Wasatch 7180	NBC-Red WTS	S. S. Fox S. S. Fox W. E. Wagstaff	George Snell Ted Kimball John M. Baldwin	Blair
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3900	CBS	J. Reuben Clark, Jr. Earl J. Glade Dan H. Vincent	Gene Halliday Lennox Murdock Eugene G. Pack	Petry
	KUTA	1500	100	Utah Broadcasting Co. Belvedere Apt. Hotel Wasatch 1730	NBC-Blue	Frank C. Carman Frank C. Carman Gordon Owen	Wayne Rogers Hal Parkes Lyle Walquist	McGillvra

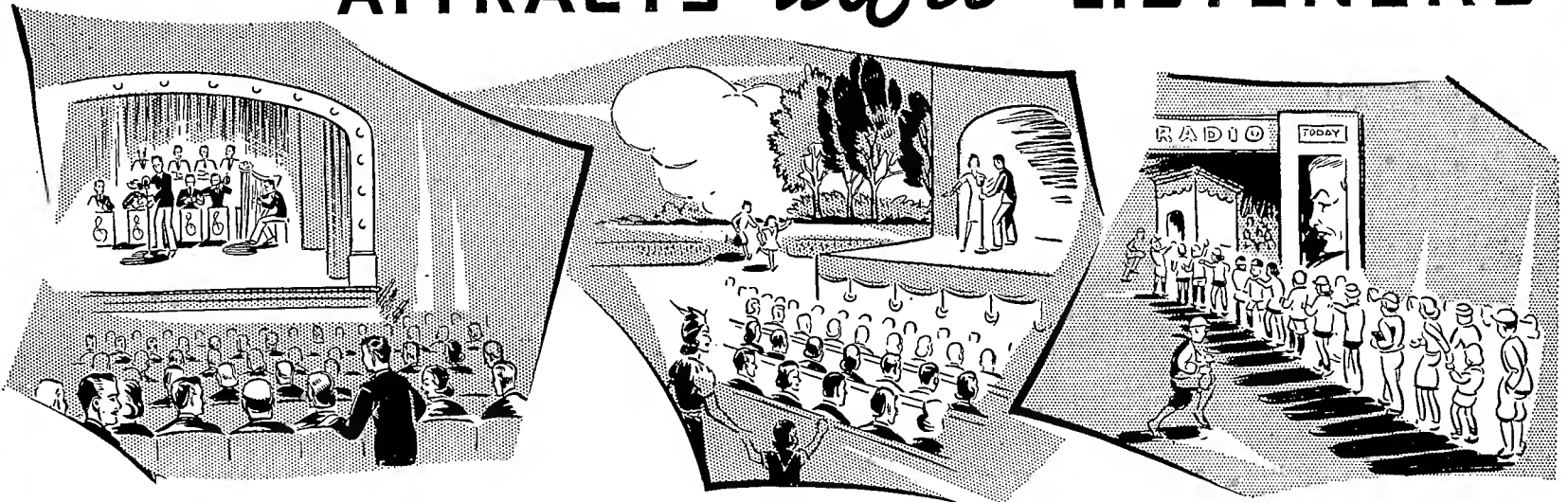
VERMONT

BURLINGTON.....	WCAX	1200	250-LS 100-N	Burlington Daily News 203 College St. 373	H. Nelson Jackson John A. Cellar William J. Kennedy	Herman B. Wight John A. Cellar James Tierney
RUTLAND.....	WSYB	1500	100	Philip Weiss Music Co. 80 West St. 1247	Philip Weiss J. H. Weiss J. H. Weiss J. A. Houser
SPRINGFIELD.....	WNBX	1260	1,000	Twin State Broadcasting Corp. Woolson Bldg. 663	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Hariot Stem Herman Steinbruch Wm. F. Moore	Raymer
ST. ALBANS.....	WQDM	1390	1,000-D	Regan & Bostwick 32 N. Main St. 126	{ E. J. Regan F. A. Bostwick G. S. Wasser Ralph Gram	Bryon Snowden Ralph Gram E. J. Regan	Weed
WATERBURY.....	WDEV	550	500-D	Charles B. Adams, Admr. Harry C. Whitehill Estate 8 Stowe St. 13-Z	{ L. E. Squier W. G. Ricker L. E. Squier W. G. Ricker	W. G. Ricker W. G. Ricker Melvin Stickles

Alert

SHOWMANSHIP

ATTRACTS *alert* LISTENERS



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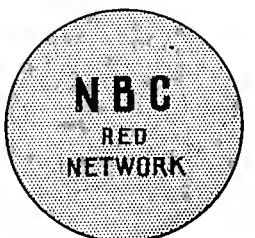
prominently in the mind of the public. All this, together with judicious but dynamic presentation of every program that originates in our studio, plus the world's leading network programs, has won for KDYL undisputed leadership in the kind of showmanship that builds audiences, builds business for our advertisers.

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SALT LAKE CITY

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VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTESVILLE	WCHV	1420	250-LS 100-N	Community Broadcasting Corp. 4th & E. Market Sts. 444	Virginia	A. T. Dulaney Hugh M. Curtler Edward H. Allen	Cyril H. Goldsmith Walter W. Gray	Burn-Smith
DANVILLE	WBTM	1870	250-LS 100-N	Piedmont Broadcasting Corp. 427 Main St. 2350	Virginia	L. N. Dibrell S. C. Ondarcho Hugh S. Potts	W. P. Heffernan J. M. Croft Phil Briggs	Burn-Smith
HARRISONBURG	WSVA	550	500-D	Shenandoah Valley Bestg. Corp. Main & E. Market Sts. 875	Floyd Williams' Estate Chas. P. Blackley Chas. P. Blackley	Wendell Siler U. L. Lynch
LYNCHBURG	WLVA	1200	250-LS 100-N	Lynchburg Broadcasting Corp. Medical & Allied Arts Bldg. 3030	Virginia	Edward A. Allen Philip P. Allen Glenn E. Jackson	James Moore James L. Howe Albert E. Heiser	Hagedorn
NEWPORT NEWS	WGH	1310	250-LS 100-N	Hampton Roads Bestg. Corp. Portlock Bldg. 2297	Virginia	James W. Baldwin Edward E. Bishop Edward E. Edgar	Miss Gene D. Stratton Edward E. Edgar Raymond P. Aylor, Jr.	Burn-Smith
NORFOLK	WTAR	780	1,000 CP-5,000-LS	WTAR Radio Corp. 1304 Bank Commerce Bldg. 25671	NBC	P. S. Huber Campbell Arnoux John W. New	Shirley Hosier Ralpb S. Hatcher Julius L. Grether	Petry
PETERSBURG	WPIV (Construction permit)	1210	250-LS 100-N	Petersburg Newspaper Corp. Petersburg	Walter E. Harris P. S. Huber Campbell Arnoux
RICHMOND	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument Ave. 4-8886	M. A. Sitton
	WMBG	1350	500	Havens & Martin Inc. Broad & Tilden Sts. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	T. Spencer Meyer Wilfred H. Wood	Blair
	WRNL	880	500-D	WLBG Inc. 323 E. Grace St. 3-4242	John Stewart Bryan Earl Sowers Edward S. Whitlock	Marynelle Gutridge Edward S. Whitlock Walter R. Selden	Burn-Smith
	WRTD	1500	100	Times-Dispatch Radio Corp. State-Planters Bank Bldg. 3-7471	NBC-Blue	John D. Wise Ovelton Maxey Ovelton Maxey	Grace Gatling David Bain	Petry
	WRVA	1110	5,000 CP-50,000	Larus & Brother Co. Hotel Richmond 3-6633	CBS MBS WTS	P. L. Reed C. T. Lucy Barron Howard	Irving G. Abeloff C. T. Lucy H. S. Luey	Raymer
ROANOKE	WDBJ	930	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Ray P. Jordan Jack Weldon James W. Robertson	Free & Peters

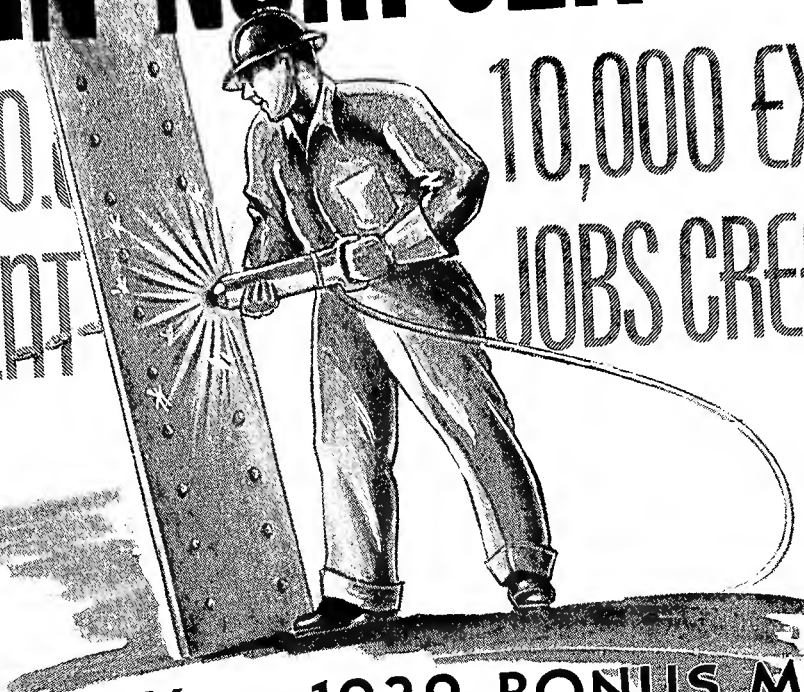
WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KXRO	1310	250-LS 100-N	KXRO Inc. 207 Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Edwin J. Alexander William W. McGoffin	Blair
BELLINGHAM	KVOS	1200	100	KVOS Inc. 115 Magnolia St. 4200	MBS Don Lee Pacific	Rogan Jones Rogan Jones Tom Schafer	Roy Grandey Tom Schafer Joe Ernst	Blair
CENTRALIA	KELA	1440	500	Central Broadcasting Corp. KELA Bldg. 721	MBS Don Lee Pacific	Arthur C. St. John J. Elroy McCaw Joseph Chytil	Paul Corbin Edward Specht Samuel L. Norin	Blair
EVERETT	KRKO	1370 ST-KEEN	50	Lee E. Mudgett 300 Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett W. F. Knehr W. F. Knehr	C. Hansen Floyd E. Steele	Blair
LONGVIEW	KWLK	780	250-D	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1-500	A. C. Campbell M. F. Woodling F. King Mitchell	Emery Milburn Kenneth Lite	Biddick Cox & Tanz
OLYMPIA	KGY	1210	100	KGY Inc. Capital Park Bldg. 746	MBS Don Lee Pacific	Louis Wasmer William R. Taft William R. Taft	Jean Walters Freda Tilden Jack Thatcher	Blair
PULLMAN	*KWSC	1220 ST-KTW	5,000-LS 1,000-N	State College of Washington Pullman 6044	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend H. V. Carpenter
SEATTLE	KEEN	1370 ST-KRKO	100	KVL Inc. 2101 Smith Tower Seneca 0070	Arthur C. Dailey Arthur C. Dailey Arthur C. Dailey	Rose M. Dailey Harold D. Porter R. N. Nieboles
	KIRO	SA-710	SA-1,000	Queen City Bestg. Co. Inc. 66 Cobb Bldg. Seneca 1500	CBS WTS	Louis K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Tommy Thomas J. A. Morton James Hatfield
	KJR	970	5,000	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Blue Northwest Triangle	NBC—O. D. Fisher Birt F. Fisher Hugh M. Feltis	W. W. Warren Chas. A. Bailie Francis J. Brott	Petry
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Don Lee Pacific	Archie Taft Elmer D. Pederson Elmer D. Pederson	Grant Merrill A. L. Henderson	Blair
	KOMO	920	5,000-LS 1,000-N	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red Northwest Triangle	O. D. Fisher Birt F. Fisher Hugh M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry

TWO BATTLESHIPS TO BE BUILT IN NORFOLK AREA

\$100,000,000 WILL BE SPENT

10,000 EXTRA JOBS CREATED



WTAR First IN POPULARITY

WTAR	71.59%	WOR	.92%
WGH	10.29%	WBT	.10%
WEAF	2.04%	WRVA	1.33%
WABC	.81%	WGN	.10%
WJZ	2.24%	WRC	.10%
WLW	1.33%	KDKA	.10%

Figures from recent Survey (varied programs—6:30-7:30 p.m.) taken by operators trained by Chesapeake & Potomac Tele. Co. and attested by Waller & Woodhouse, certified accountants.

— Your 1939 BONUS Market

UNCLE SAM's just handed millions of dollars and extra jobs to Norfolk, Portsmouth, Newport News! We share this good news with you because every cent of this huge sum will be spent within the 10 millivolt line of WTAR.

There'll be money jingling in listeners' pockets—money for everything that radio talks about. And seventy per cent of all listeners' sets are habitually tuned in to WTAR! Our area will be the gold star on every list for four years, and work starts this Winter! That's the EXTRA plum in this already rich market.

Share good times with us down Virginia way—put Norfolk and WTAR at the top of your gold standard stations for 1939.



WTAR

Complete **NBC** Service • VIRGINIA'S OLDEST BROADCASTERS • Owned and Operated by Norfolk Newspapers, Incorporated

National Representatives **EDWARD PETRY & CO.**

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
SEATTLE (Continued)	KRSC	1120	250	Radio Sales Corp. 819 Fairview Place Main 0110	P. K. Leberman Robert E. Friebe Romig C. Fuller	Ted Bell E. B. Rivers George Freeman	Furgason
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th Ave. & Spring St. Main 4177	First Presbyterian Church Dr. M. A. Matthews	Mrs. C. R. Foss James S. Ross
	KXA	760 L-WJZ	500-LS 250-N CP-1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Florence Wallace	Jackson Latham Maurice M. McMullen
SPOKANE	KFIO	1120	100-D	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	Arthur L. Smith Arthur L. Smith Bryan E. Woolston	Gertrude Longmeier Curtis T. Strong
	KFPY	890	5,000-LS 1,000-N	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	T. W. Symons, Jr. A. L. Bright A. L. Bright	R. W. Brazeal George E. Langford	Furgason
	KGA	1470	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Blue Northwest Triangle	NBC—Louis Wasmer Harvey Wixson Harvey Wixson	Harvey Wixson Al G. Sparling	Petry
	KHQ	590	5,000-LS 1,000-N	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red Northwest Triangle	Louis Wasmer Harvey Wixson Harvey Wixson	Harvey Wixson A. G. Sparling	Petry
TACOMA	KMO	920	5,000-LS 1,000-N	KMO Inc. 914 Broadway Main 4144	MBS Don Lee	Carl E. Haymond Carl E. Haymond Jack Buchanan	Dick Ross Larry Huseby Joe Kolesar	Blair
	KVI	570	5,000-LS 1,000-N	Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211	CBS	Vernice Irwin Vernice Irwin Earl T. Irwin	Wade Thompson Jerry Geehan Jim Wallace	Free & Peters
VANCOUVER	KVAN	880 (Construction permit; starts about April 1, 1939)	250-D	Vancouver Radio Corp. Clark National Bank Bldg.	Sheldon F. Sackett Walter L. Read Ricky Bras Paul W. Spargo
WALLA WALLA	KUJ	1370	100	KUJ, Inc. 2nd & Main Sts. 1230	H. E. Studehaker H. E. Studehaker M. F. Jensen	John F. Hicks Norval Armes Milton McLafferty	Cox & Tanz Sears & Ayer Biddick
WENATCHEE	KPQ	1500	250-LS 100-N	Wescoast Broadcasting Co. KPQ Bldg. Wenatchee 45	MBS Don Lee Pacific	Rogan Jones Cole E. Wylie Cole E. Wylie	Rudy Cornell Fred Purdom Cole E. Wylie	Blair
YAKIMA	KIT	1250	1,000-LS 500-N	Carl E. Haymond Radio Center Bldg. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy J. A. Murphy	Chestine Pearson Harrison Miller H. B. Murphy	Blair

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BECKLEY	WJLS	1210 (Construction permit; starts about Feb. 1, 1939)	250-LS 100-N	Joe L. Smith, Jr. WJLS Bldg.	Joe L. Smith, Jr. Joe L. Smith, Jr. James L. Cox	James L. Cox
BLUEFIELD	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	H. I. Shott C. H. Murphey C. H. Murphey	M. L. Barnette P. T. Flanagan	Katz
CHARLESTON	WCHS	580	1,000-LS 500-N	Charleston Broadcasting Co. 1008 Lee St. Capitol 28-131	CBS West Virginia	John A. Kennedy Howard L. Chernoff Howard L. Chernoff	Nicholas Pagliara Odes E. Robinson	Branbam
	WGKV (Construction permit)	1500	100	Kanawha Valley Broadcasting Co. Charleston	W. A. Carroll
CLARKSBURG	WBLK	1370	100	The Exponent Co. Grand Theatre Bldg. 3040	West Virginia	John A. Kennedy Mike Layman	Don McWhorter W. P. Heitzman	Branbam
FAIRMONT	WMMN	890	5,000-LS 1,000-N	Monongahela Valley Bestg. Co. 208 Main St. Fairmont 3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	H. A. Donaboe J. R. Heck	Blair
HUNTINGTON	WSAZ L-WOAI	1190	1,000	WSAZ Inc. Keith-Alhee Theatre Bldg. 4106	W. C. McKellar W. C. McKellar John L. Henry	Fred Burns Vernon C. Bailey Glenn E. Chase
PARKERSBURG	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS West Virginia	John A. Kennedy A. Rauch A. Rauch	Joe Herget Joe Herget H. H. Lance	Branbam
WHEELING	WWVA	1160 STN-WOWO	5,000	West Virginia Bestg. Corp. Hawley Bldg. Wheeling 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne A. Sanders Glenn G. Boundy	Blair
WILLIAMSON	WBTH (Construction permit)	1370	100-D	Williamson Bestg. Corp. Williamson	Geo. W. Taylor S. W. Wagner S. W. Wagner

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WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
EAU CLAIRE.....	WEAU	1050 L-KFBI	1,000	Central Broadcasting Co. 203 S. Barstow St. 5312	Walter C. Bridges John J. Stack John J. Stack John J. Stack Charles B. Persons	Hollingbery
FOND DU LAC.....	KFIZ	1420	100	Reporter Broadcasting Co. 18 W. 1st St. 356	Wisconsin	A. H. Lange Lynn N. Fairbanks Wm. O'Brien	Lucile Fairbanks Wendell S. Meyers
GREEN BAY.....	WHBY (Authorized to move to Appleton, Wis.)	1200	250-LS 100-N	WHBY Inc. Bellin Bldg. Adams 1	Wisconsin	Rt. Rev. B. H. Pennings Rev. James A. Wagner Valerian Schneider	Emlyn Owen Alfred Michel W. J. Stangel
	WTAQ	1330	1,000 CP-5,000-LS	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rt. Rev. B. H. Pennings Rev. James A. Wagner Valerian Schneider	Emlyn Owen Alfred Michel W. J. Stangel	Reynolds- Fitzgerald
JANESVILLE.....	WCLO	1200	250-LS 100-N	Gazette Printing Co. 200 E. Milwaukee St. 2500	Sidney H. Bliss R. L. Ferguson Val Weber	John Dixon Charles Brannen
LA CROSSE.....	WKBH	1380	1,000	WKBH Inc. 409 Main St. 450	CBS	Otto M. Schlabach Otto M. Schlabach Charles F. Callaway	Berneice Callaway Charles F. Callaway Al Leeman	Wilson
MADISON.....	*WHA	940	5,000-D	University of Wisconsin Radio Hall Badger 580	State of Wisconsin H. B. McCarty	H. B. McCarty H. A. Engel John Stiehl
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. 111 King St. Fairchild 8800	NBC	William T. Evjue W. E. Walker W. E. Walker	K. F. Schmitt M. F. Chapin
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow 1110 Washington St. 167	Francis M. Kadow Francis M. Kadow Wm. Wester	Norman Pierce Kallow Malock W. C. Dubin
MILWAUKEE.....	WEMP	1310	100	Milwaukee Broadcasting Co. 710 N. Plankington Ave. Marquette 7722	Gen. T. Dyer C. J. Lanphier C. J. Lanphier	C. A. LaForce Ben Wolf Ray H. Host
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS WTS	Hearst Radio Inc. G. W. Grignon Fred E. Zindler	Woods Drayfus D. A. Weller	International
	WTMJ	620	5,000-LS 1,000-N	The Journal Co. 333 West State St. Marquette 6000	NBC-Red	Walter J. Damm Don B. Abert W. F. Dittman	R. G. Winnie Harry Eldred D. W. Gellerup	Petry
POYNETTE.....	WIBU	1210	250-LS 100-N	Wm. C. Forrest Poynette Poynette 97R5	Wisconsin	Wm. C. Forrest Wm. C. Forrest Wm. C. Forrest	Don Zook Leonard Doese
RACINE.....	WRJN	1370	250-LS 100-N	Racine Broadcasting Corp. American Bank Bldg. Jackson 290	Frank R. Starbuck H. J. Newcomb John M. Printup	R. W. Conrad F. Lee Dechant	McGillvra
RICE LAKE.....	WJMC (Construction permit)	1210	250-D	W. H. McGenty 401 N. Main St. 566	W. H. McGenty James J. McGenty James J. McGenty	Conrad Rice Arthur F. Johnson
SHEBOYGAN.....	WHBL	1300	250 CP-1,000-LS	Press Publishing Co. 626 Center Ave. 1900	Wisconsin	Charles E. Broughton Harold P. Furstenau Harold P. Furstenau	Mona J. Pape Herbert J. Mayer
STEVENS POINT....	*WLBL	900	5,000-D	Regents, U. of Wisconsin State Teachers College 525	U. of Wisconsin F. R. Calvert	W. P. Wichmann H. O. Brickson
SUPERIOR.....	WDSM (Construction permit)	1200	100	Fred A. Baxter 1507 Tower Ave.	Fred A. Baxter
	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minnesota)
WAUSAU.....	WSAU	1370	250-LS 100-N	Northern Bestg. Co. Inc. 113 Third St. 6521	W. E. Walker Wayne W. Cribb Wayne W. Cribb	Donald R. Burt Denman Arnold Roland Richardt	Reynolds- Fitzgerald

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CASPEL.....	KDFN	1440	500	D. L. Hathaway First & Lennox Sts. 407	D. L. Hathaway D. L. Hathaway F. Hufsmith	Harrison Brewer Byers A. Fleming Floyd Wickencamp	Sears & Ayer (Biddick)
ROCK SPRINGS.....	KVRS	1370	250-LS 100-N	Wyoming Broadcasting Co. Rock Springs	R. R. West Ken Nielsen Ken Nielsen
SHERIDAN.....	KWYO	1370	250-LS 100-N	Blg Horn Broadcasting Co. Inc. Sheridan 601	R. E. Carroll H. W. Siebert Ralph Hieatt	Bill Thompson Herbert Siebert Robert Crosswaight

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1939)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. of Promotion Mgr. Chief Engineer	Representative
ANCHORAGE	KFQD	780-SH	250	Anchorage Radio Club Inc. KFQD Bldg. Green 365	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin William J. Wagner	Biddick
FAIRBANKS	KFAR	610	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg.	A. E. Lathrop
JUNEAU	KINY	1430	250	Edwin A. Kraft Box 2597 197	Edwin A. Kraft C. B. Arnold C. B. Arnold	Wilson K. Foster C. Fred Heister	Northwest
KETCHIKAN	KGBU	900	500	Alaska Radio & Service Co. Inc. KGBU Bldg. 311	James A. Britton R. W. Britton James A. Britton Robert Parshall	R. W. Britton R. W. Britton James A. Britton

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. of Promotion Mgr. Chief Engineer	Representative
MAYAGUEZ	WPRA	1870-SH	250-LS 100-N	Puerto Rico Advertising Co. Del Rio 26 271	Andres Camara Ralph P. Perry Wm. Diaz Mendez	Patricio R. Fermainnt Ralph Perez Perry
PONCE	WPRP	1420-SH	250-LS 100-N	Julio M. Conesa Trujillo St.	Julio M. Conesa
SAN JUAN	WKAQ	1240	1,000	Radio Corp. of Porto Rico Telephone Bldg. 2014	I. T. & T. Corp. J. W. G. Ogilvie J. C. Irizarry	David Brown A. P. Del Valle
	WNEL	1290	2,500-LS 1,000-N	Juan Piza 59 Brau St. 107	Juan Piza Juan Piza Victor Cobb	Gustavo Diaz William N. Greer	Broadcasting Abroad

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. of Promotion Mgr. Chief Engineer	Representative
HILO	KHBC	1400	250	Honolulu Broadcasting Co. Ltd. 1288 Kalanina'ole St. 7877	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Earl Nielsen Henry C. Putnam Eugene T. Goldrup	Blair
HONOLULU	KGMB	1320	1,000	Honolulu Broadcasting Co. Ltd. P. O. Box 581 2823	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Eugene T. Goldrup	Blair
	KGU	750 L-WJR	2,500	Advertiser Publishing Co. Ltd. Advertiser Square 2811	NBC	L. P. Thurston Marion A. Mulrony D. O. Crozier	Ed. Jansen Robert Thurston John Signer	Katz
LIHUE	KTOH	1500	250-LS 100-N	Garden Island Publishing Co. Ltd. Lihue, Kauai 321	Eric A. Knudsen Charles J. Fern

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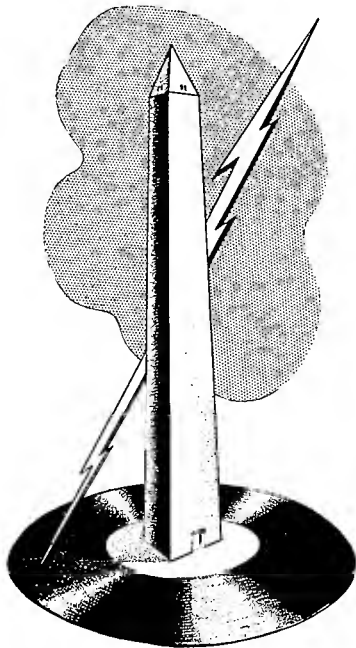
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- **FIRST** in Network Programs
- **FIRST** in Nationwide Transcribed Shows
- **FIRST** in Listener Preference
- **FIRST** in Coverage

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Leads 2-to-1 in Locally Produced Sustaining Live Talent Shows.

Leads in Sports coverage and Public Events broadcasts.

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To get their share in Hawaii's \$142,186,243.47 Retail Market, National Advertisers send their own Transcribed Shows to KGMB and KHBC. These stations are out in the lead with Palmolive's Hilltop House • Colgate's Ask-It-Basket • General Mills' Betty and Bob • White King's Lady Courageous •

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