

Directory of

BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANNISTON 6	WHMA	1450	250	Harry M. Ayers 14th & Noble Sts. 2380	ABC Alabama	Harry M. Ayers J. W. Buttram J. W. Buttram	Ruby Meigs Mary Toulman James Hudson	Sears & Ayer Cole Thesaurus UP
BESSEMER	WJLD	1400	250	Johnston Broadcasting Co. 1800 Third Ave., N. 2300-1	MBS KBS	George Johnston, Jr. William R. Terry Clay Coe	Dorothy Alexander William R. Terry George H. Harrison, Jr.	Gene Grant Standard AP
BIRMINGHAM 3	WAPI	1070	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	{Ed Norton Thad Holt Thad Holt Thad Holt	Jimmie Willson Anna Brunker N. S. Hurley	Radio Sales World UP
BIRMINGHAM 1	WBRC	960	5,000	Birmingham Broadcasting Co. Inc. Second at 18th St. 4-7741	NBC	W. Walter Tison W. Walter Tison J. C. Bell	John Connolly John Connolly G. P. Hamann	Raymer Lang-Worth Standard INS
BIRMINGHAM 2	WSGN	610	5,000-LS 1,000-N	Birmingham News Co. Box 2553 4-3434	ABC	Henry P. Johnston Henry P. Johnston Henry P. Johnston	David Loveman Sidney B. Steiner Gordon Bishop	Headley-Reed Cole Lang-Worth Thesaurus AP
CULLMAN		1340 (Construction permit)	250	Cullman Bestg. Co. Cullman		{H. H. Kinney D. T. Kinney		
DECATUR	WMSL	1400	250	Tennessee Valley Bestg. Co. Inc. 511 Bank St. 802	MBS KBS No. Alabama	Melvin T. Hutson Melvin T. Hutson Kyle G. Frazier	Letha Coker J. V. Roser	Standard World UP
DOTHAN	WAGF	1400	250	Dothan Broadcasting Co. 204 1/2 E. Amin St. 1430	MBS	Dothan Broadcasting Co. Julian C. Smith Fred C. Moseley	Willard Wilkes Arthur Creamer John T. Hubbard	Standard AP
FLORENCE	WJOI	1340 (Construction permit)	250	Florence Broadcasting Co. Reeder Hotel Bldg.		{Clyde W. Anderson Joe T. Van Sandt Joe T. Van Sandt		
FLORENCE	WMFT	1240 (Construction permit)	250	Tri-Cities Broadcast Co. Florence				
GADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	MBS	Bascom H. Hopson Beatrice Tate Benton Sam Benton	Beatrice Tate Benton Sam Benton William Pigg	Sears & Ayer
HUNTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	MBS KBS No. Alabama	W. H. Pollard W. H. Pollard W. H. Pollard	Margaret Speake John Garrison	UP
MOBILE 9	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3756	NBC	W. O. Pape H. K. Martin Al Treadway	Charles Saunders R. B. Hurley	Headley-Reed Standard AP
MOBILE 2	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	ABC	S. B. Quigley S. B. Quigley F. E. Busby	Clara Malone Bea Quigley T. L. Greenwood	Thesaurus UP
MONTGOMERY 1	WCOV	1240	250	G. W. Covington, Jr. Exchange Hotel 5781	CBS	G. W. Covington, Jr. G. W. Covington, Jr. G. W. Covington, Jr.	Sybil Winn E. J. Duke W. D. Weatherly	Wilson Standard INS
MONTGOMERY 2	WSFA	1440	1,000-LS 500-N	Montgomery Bestg. Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart John B. DeMotte Cliff Shelkofsky	Headley-Reed Cole Thesaurus AP
MONTGOMERY		800 (Construction permit)	1,000-D	Dixie Broadcasting Co. Montgomery		Dixie Broadcasting Co.		
MUSCLE SHOALS	WLAY	1450	250	Muscle Shoals Broadcasting Corp. Box 230, Sheffield Sheffield 1450	MBS KBS No. Alabama	Frank M. Farris, Jr. Edgar J. Sperry Edgar J. Sperry	Earle Willard Young Josephine T. Sperry Lynn V. McMoran	Sears & Ayer Lang-Worth Standard
OPELIKA	WJHO	1400	250-LS 100-N	Opelika Auburn Broadcasting Co. 1400 Auburn Road 856	MBS KBS	{Yetta G. Samford C. S. Shealy Thos. D. Samford, Jr. F. Marion Hyatt Guy Mangram	F. Marion Hyatt F. Marion Hyatt	Thesaurus UP
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith, Jr. Julien Smith, Jr.	Erin Reynolds T. F. Kelly, Jr.	Sears & Ayer
SYLACAUGA	WFEB	1340	250	Alabama Broadcasting Co. 527 N. Broadway 160	MBS	E. E. Forbes, Sr. Hugh Webb Hugh Webb	Bonnie Skelton Hugh Webb James S. Stowers, Jr.	Thesaurus UP
TALLADEGA	WHTB	1230	250	Voice of Talladega Inc. 122 S. Court Square 2360	MBS Alabama	Harry Held R. C. Hammett R. C. Hammett	Otis Dodge R. C. Hammett Julius C. Vessels	Standard AP
TUSCALOOSA	WJRD	1230	250	James R. Doss, Jr. First National Bank Bldg. 4464	KBS	James R. Doss, Jr. James R. Doss, Jr.	J. W. Arendale	Clark Gene Grant World AP

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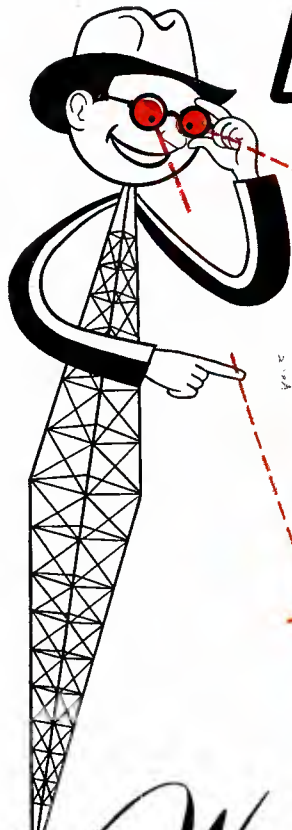
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ARIZONA

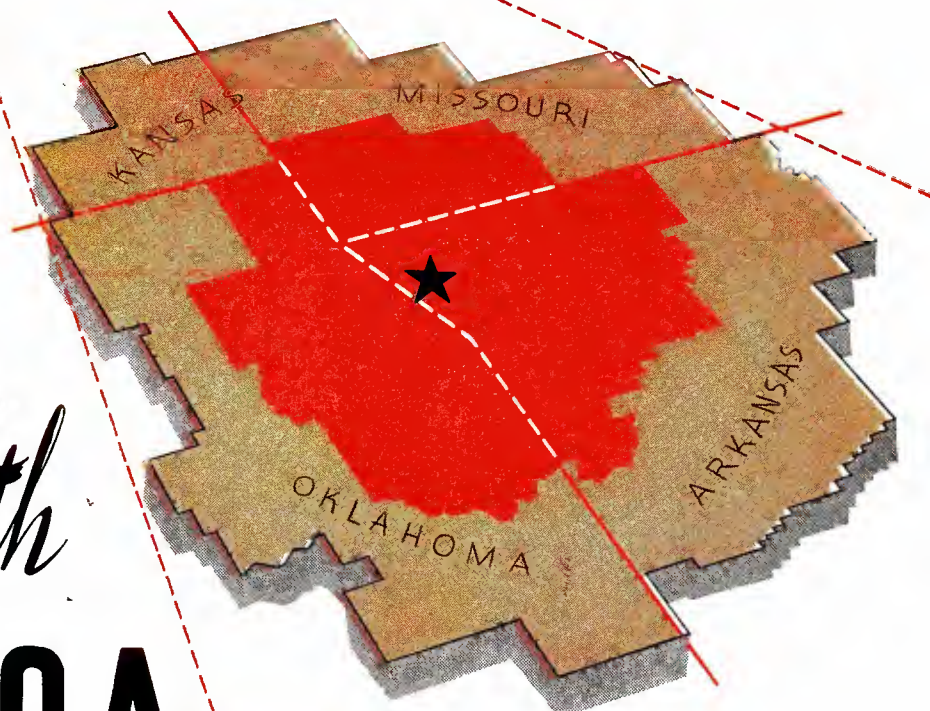
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GLOBE.....	KWJB	1240	250	Gila Broadcasting Co. Globe 41	NBC Ariz. Bestg.	Louis F. Long Paul Merrill Edward E. Furman	Willard Shoecraft Edward E. Furman Herbert Hartman	Standard AP, UP, INS
LOWELL.....	KSUN	1230	250	Carleton W. Morris Drawer C Lowell Station Bisbee Bisbee 9	CBS Arizona	Carleton W. Morris Carleton W. Morris B. J. Miller	Gil Alzua B. J. Miller William Scharlach	Assoc. Prog.
PHOENIX.....	KOY	550	1,000	Salt River Valley Bestg. Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Albert Johnson John L. Hogg	Jack Williams Harry Bromberg Lewis Sublett	Blair Assoc. Prog. World UP, TP
PHOENIX.....	KPHO	1230	250	Phoenix Broadcasting Inc. Adams Hotel 4-7367	ABC	Rex Schepp Charles H. Garland Arnold J. Gregory	Frank James Richard Canaday Wayne Ferneyhough	Wilson SESAC INS
PHOENIX.....	KTAR	620	5,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC Ariz. Bestg.	John J. Louis Richard O. Lewis Richard O. Lewis Bill Harvey	J. Howard Pyle Arnold La Benz A. C. Anderson	Raymer Standard Thesaurus AP, INS
PRESCOTT.....	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	NBC Ariz. Bestg.	Radio Station KTAR Harold Ritter Harold Ritter	Roberta M. Pfister Byron Lee McCall George Eitel	Standard AP, INS
SAFFORD.....	KGLU	1450	250	Gila Broadcasting Co. Safford 15	NBC Ariz. Bestg.	L. F. Long Paul Merrill Edward E. Furman	Norman B. Harrington Edward E. Furman Herbert Hartman	Standard World AP, UP, INS
TUCSON.....	KTUC	1400	250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Burridge D. Butler Lee Little	Wayne A. Sanders Clifford Livingston	Assoc. Prog. SESAC World UP
TUCSON.....	KVOA	1290	1,000	Arizona Broadcasting Co. Tucson	NBC Ariz. Bestg.			Raymer Thesaurus AP
YUMA.....	KYUM	1240	250	Yuma Broadcasting Co. 1901 First St. 88	NBC Ariz. Bestg.	R. N. Campbell Ray C. Smucker Ray C. Smucker	Pat Goolsby Leavenworth Wheeler	Thesaurus AP

ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BLYTHEVILLE.....	KLCN	900	1,000-D	Harold L. Sudbury Hotel Noble 2093	Arkansas	Harold L. Sudbury Harold L. Sudbury Harold L. Sudbury	Ray Van Hooser J. T. Sudbury Robert Conner	Pearson World UP
CAMDEN.....	KAMD (Construction permit)	1450	250	Camden Radio Inc. 2010 Ft. Worth Nat'l Bank Bldg. Ft. Worth, Tex.	W. R. Hussman		
EL DORADO.....	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	ABC Arkansas	T. H. Barton Leon M. Sipes Leon M. Sipes	Rodney Smith J. R. Duerson A. W. Hearia	Cox & Tanz Standard AP
FAYETTEVILLE.....	KGRH (Construction permit)	1450	250	Fayetteville Broadcasting Co. Fayetteville	George Bennitt Russell Bennitt Hal Douglas		
FORT SMITH.....	KFPW	1400	250	Southwestern Hotel Co. Inc. 1213 Garrison Ave. 4106	MBS Arkansas	John A. England J. E. Garner William A. Slates	Dorothy Gibson William A. Slates John M. Van Horn	Walker World AP, UP
HELENA.....	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	MBS KBS Arkansas	J. Q. Floyd S. W. Anderson J. T. Franklin Bob Hall Bob Hall	Elizabeth Shepperson Hugh Smith M. C. McKenney	Cox & Tanz Gene Grant Lang-Worth UP
HOT SPRINGS.....	KTHS	1090	10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	ABC Arkansas	John D. Ewing K. K. Kellam E. C. Appler	Jack Wolever, Jr. Jack Wolever, Jr. Cecil Suitt	Branham Lang-Worth Standard AP, UP
HOT SPRINGS.....	KWFC	1340	250	Clyde E. Wilson Hot Springs 413	MBS KBS	Clyde E. Wilson Robert Cboate	Earl Butler	Sears & Ayer Standard AP
JONESBORO.....	KBTM	1230	250	Regional Broadcasting Co. KBTM Building 597	MBS KBS Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard W. H. Cate	Estelle Fox John E. Douglas	Gene Grant World AP
LITTLE ROCK.....	KARK	920	5,000	Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman Julian F. Haas	Douglas J. Romine A. C. Dowden Dan L. Winn	Petry Standard AP
LITTLE ROCK.....	KGHI	1230	250	KGHI Broadcasting Service Union Life Insurance Bldg. 9166	ABC	A. L. Chilton L. H. Chilton S. C. Vinsonhaler Bob Rives	Dorothy Parker Bob Rives V. O. Vandusen	Walker Assoc. Prog. Standard
LITTLE ROCK.....	KLRA	1010	10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	J. N. Heiskell Roy Judge Roy Judge	James Woodard K. F. Tracy	Katz World UP
NORTH LITTLE ROCK	KAPT (Construction permit)	1450	250	Arkansas Airwaves Co. 217 E. 3rd St., Little Rock			
PINE BLUFF.....	KOTN	1490	250	Universal Broadcasting Corp. 505 1/2 Main St. 721	MBS KBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Lois Sloan B. J. Parrish	Thesaurus AP
SILOAM SPRINGS ..	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	KBS Arkansas	John E. Brown Storm Whaley Galen Gilbert	Mary Shaw Galen Gilbert Kenneth D. Maxwell	World UP
TEXARKANA.....	KCMC	1230	250	(See Texarkana, Tex.)				



Looking at **KAMO^{*}LAND'S MARKET** through Rose Colored Glasses—



With

KUOA **5000 WATTS**

SOLID COVERAGE OF OVER ONE MILLION CUSTOMERS

Yes, when your sales-message is directed to the 1,220,958 people in the KAMO*LAND market area, you're going into the homes, stores and offices which control annually over \$200,000,000 in buying power . . . a "rose-colored" sales-picture, indeed.

You see, KUOA is the **ONLY** radio station in its primary area which reaches easily into over 200,000 radio homes in four great states—

Kansas, Arkansas, Missouri and Oklahoma!

Through the voice of KUOA, then, your products or services will get "first call" in the radio homes of this rich market area—resulting in your ultimate goal—**INCREASED SALES**. Let KUOA help *you* develop this outstanding market.



National Representatives:
The Walker Company

A 5000 WATT STATION

KUOA

Siloam Springs, Arkansas

5000 Watts — 1290 Kilocycles

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CALIFORNIA

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BAKERSFIELD.....	KERN	1410	1,000	McClatchy Broadcasting Co. Elks Club Bldg. 8-8431	CBS	Eleanor McClatchy Harold J. Brown Richard Brothers Luverne Shatto	Raymer SESAC Standard World AP, INS
BAKERSFIELD.....	KPMC	1560	1,000	Pioneer Mercantile Co. Box 1709 8-8581	ABC	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm L. A. Schamblin John W. Kibby	Grant Assoc. Prog. Cole Thesaurus UP
BERKELEY 2.....	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	Arthur Westlund Arthur Westlund Don Hambly	Don Hambly Don Hambly Phil McKernan Standard INS
BRAWLEY.....	KROP (Construction permit)	1300	1,000-LS	Broadcasting Corporation of America 500-N 3401 Russell St., Riverside, Calif.
BRAWLEY..... (Construction permit)	1490	250	Lois M. Daniels 225 Michigan Ave., Fresno, Calif.	Lois M. Daniels
CHICO.....	KHSL	1290	1,000	Golden Empire Bestg. Co. Inc. 336 Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Jestine A. Pero	J. Wightman Russell Pope	Grant Standard UP
EL CENTRO.....	KXO	1230	250	Valradio Inc. Box 140 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Hal Steckel Gregg Llewellyn LeRoy Bellwood	Raymer SESAC Standard
EUREKA.....	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 1021 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Don Telford	Charles Paul Corbin Robert Stach Alvor E. Olson	Blair Keating MacGregor SESAC World UP, INS
FRESNO.....	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm Clyde F. Coombs	John Garrick Eldora Roth R. M. Dorothy	Petry Standard AP, INS
FRESNO 1.....	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Francis Quinn Harold R. Brown	Blair Assoc. Prog. World UP
FRESNO 22.....	KMJ	580	5,000	McClatchy Broadcasting Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy Keith B. Collins Coyle Chambers	Andy Patterson J. E. Griffith William Wallace	Raymer SESAC Thesaurus AP, UP
GLENDALE 6.....	KIEV	870	250	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133	(David H. Cannon Reed E. Callister L. W. Peters	R. W. Muller John W. Tutt	Biddick UP
LONG BEACH 2.....	KFOX	1280	1,000	Nichols & Warinner, Inc. 220 E. Anaheim St. 672	ABS	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence W. McDowell Lawrence W. McDowell	Biddick Lang-Worth SESAC Standard UP
LONG BEACH 2.....	KGER	1390	5,000	Consolidated Broadcasting Corp. Ltd. 435 Pine Ave. 660	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	Irene Cook Wendell Neely { Ron Oakley { Jay Tapp	McGillvra Young Assoc. Prog. Lang-Worth MacGregor Standard World AP, INS
LOS ANGELES 28.....	KECA (Hollywood)	790	5,000	American Broadcasting Co. Inc. 1440 N. Highland Ave. Hillside 8231	ABC	American Broadcasting Co. Clyde P. Scott Amos T. Baron	William J. Davidson Jack O'Mara Ralph G. Denechaud	Spot Sales Lang-Worth Standard Thesaurus AP, UP, INS
LOS ANGELES 5.....	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	Calvin J. Smith Calvin J. Smith Calvin J. Smith	Charles Granville Calvin J. Smith Calvin J. Smith Assoc. Prog. World AP
LOS ANGELES 4.....	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony Wm. B. Ryan George A. Whitney	Don McNamara J. C. Paltridge { H. L. Blatterman { Curtis M. Mason	Petry Lang-Worth Standard AP, UP
LOS ANGELES 26.....	*KFSG ST-KRKD	1150	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Dr. Rolf K. McPherson Rev. Jack Carmain C. Harvey Haas
LOS ANGELES 5.....	KFVD L-KDKA	1020	1,000 CP-5,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	J. Frank Burke J. Frank Burke Howard Gray	Howard Gray Howard Gray Jack Fredericks UP
LOS ANGELES.....	KFWB (Hollywood 28)	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	Warner Bros. Bestg. Corp. Harry Maizlish Harry Maizlish	William V. Ray Don Ross Harry Myers	Rambeau SESAC AP, UP, INS, Reuters
LOS ANGELES 15.....	KGFJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	Ben S. McGlashan Thelma Kirchner Thelma Kirchner Thelma Kirchner Homer Obuchon Assoc. Prog. Standard INS



A BAKER'S DOZEN of KFI'tems for time buyers

The interesting miscellany below may not individually sway a contract—but collectively they reduce the number of thorns in the space buyer's bed of roses.



COVERAGE . . . Clear channel circulation appeals to smart time buyers. In So. Calif. you can do the job with KFI alone. And, in addition, KFI's signal penetrates practically every area West of the Rockies.



PARTICIPATING SHOWS . . . A specialty with KFI's Program Department. Top local personalities like Art Baker, Joan Schafer and Tom Owens are doing a great job for many advertisers. Ask for details about *all* KFI Participating Programs.



SPOTS . . . While there is a waiting list on the hot times, KFI's 24 hour broadcasting schedule offers many attractive spot buys. Sound programming is delivering many prospects for spot advertisers during late night and early morning hours.



FARM FACTS . . . When over 13,000 farmers write for Frost Warning Charts, it's a strong indication of KFI's farm following. If you want to sell the richest group of agriculturists in the world, KFI is your best bet in Southern California.



PUBLIC SERVICE . . . Listener loyalty is in direct ratio to a station's public service programming. At KFI we consider public service an obligation, a privilege and an opportunity.



RECORDING SERVICE . . . Now available to agencies and advertisers. Everything from air checks to complete programs. Service includes KFI's complete studio writing and production facilities.



RESULTS . . . If the sales curb is dipping, we'll help you sell your client on adding KFI to the schedule. There are plenty of case histories on how KFI can sell anything from clothes to crumpets.



YOUNG ARTISTS . . . The KFI 1945 Hollywood Bowl Auditions was only one of many public service programs designed to inspire higher ideals among local youth. The 1945 winner appeared at Hollywood Bowl with Stokowski.



OWL TIME . . . Real production goes into the late night and early morning programs on KFI. Size of audiences is amazing and low costs make your radio investment a real bargain. A lot of folks are up all hours of the night in So. Calif.



SWING STUFF . . . Young people influence the sale of much merchandise. Even grandma likes a hot lick now and then. Sooo . . . KFI provides musical balance by salting its shows with syncopating swing which appeals to teen agers.



NEWS COVERAGE . . . Outstanding NBC personalities . . . plus popular local analysts . . . plus a station public events staff . . . gives KFI dominance in the field of news and sports. Westerners look to KFI for the latest news events.



PARADE OF STARS . . . The greatest shows are on NBC, and KFI shares accordingly. Your program on clear channel NBC station automatically gets added audience and prestige . . . and more sales.



AUDIENCE STUDIES . . . Every station listener survey made in recent years (as far as we know) places KFI at the head of the list. Facts show that no single radio station in the entire West consistently delivers so many listeners.

KFI

NBC FOR LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Paul C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

A PLEA FOR PEACE! Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.

**"In our book KFWB is the No. 1
public service station."**

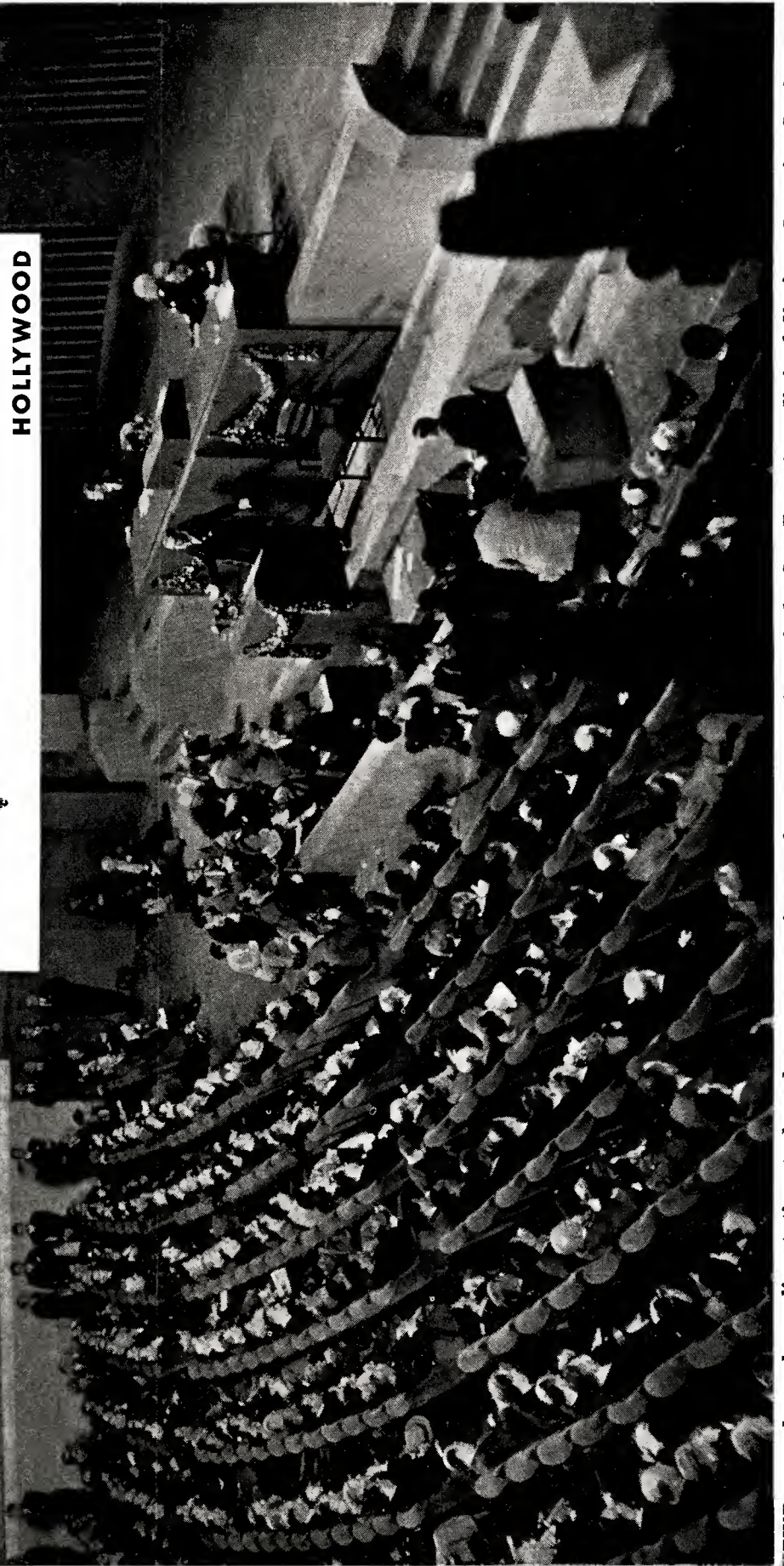


For service

... showmanship ... sales, it's
WARNER BROS.

-JACK HELLMAN, Daily Variety

KFWB
HOLLYWOOD



KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.

*"With all convenient speed"...



* "Madam, I go with all convenient speed."
Merchant of Venice, Act IV, Scene 3.

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting —from chainbreaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.



PAUL H. RAYMER CO.
 National Representative

McClatchy Broadcasting Company
 SACRAMENTO, CALIFORNIA

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LOS ANGELES 38	KHJ (Hollywood)	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss	Walter Johnson Harriet Crouse Frank M. Kennedy	Blair World AP, INS
LOS ANGELES 28	KMPC (Beverly Hills)	710	10,000	KMPC, Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341	G. A. Richards R. O. Reynolds H. H. Wixson	C. G. Renier Willard Hanes Mel Cody	Raymer Associated World AP, UP
LOS ANGELES	KMTR (Hollywood)	570	1,000	KMTR Radio Corp. Hollywood 38	Kenneth O. Tinkham Kenneth O. Tinkham	Burn-Smith Standard AP, UP
LOS ANGELES 28	KNX	1070	50,000	Columbia Broadcasting System 6121 Sunset Blvd. Hollywood 1212	CBS	CBS—Donald W. Thornburgh (Donald W. Thornburgh Harry W. Witt Arch Morton	Tom Hargis Paul Forrest Les. G. Bowman	Radio Sales Assoc. Prog. Lang-Worth AP, UP, INS
LOS ANGELES 13	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	Frank P. Doherty Ned Connor Ned Connor	Venna Taylor Ned Connor Willis O. Freitag SESAC INS
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bestrs. Inc. Box 631 2080	MBS Don Lee	Horace E. Thomas Joe D. Carroll Joe D. Carroll	Jay Feller Joe D. Carroll Joe D. Carroll	Grant Cole World UP
MERCED	KYOS	1490	250	Merced Broadcasting Co. Box 717 1430	MBS Don Lee	Hugh McClung Mel D. Marshall John C. MacFarland George Spelvin Malcolm R. Beavers	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 593 774	William H. Bates, Jr. William H. Bates, Jr. Virgil Risley	Cecil Lynch William H. Bates, Jr.	Grant Lang-Worth World INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bestg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul Caswell Reed Pollock Reed Pollock George Ross Edward Duty, Jr.	Biddick Assoc. Prog. Standard Thesaurus UP
OAKLAND 4	KLX	910	1,000	Tribune Building Co. 13th & Franklin Sts. Glencourt 0660	J. R. Knowland Glenn Shaw	Clinton Sherwood Walter Brown Roswell Smith	McGillvra Assoc. Prog. World AP
OAKLAND 12	KROW	960	1,000	KROW Inc. Radio Center Bldg. Glencourt 6774	Sheldon F. Sackett Wilton Gunzendorfer Wilton Gunzendorfer	R. W. Wassenberg Wilton Gunzendorfer C. E. Downey Standard UP
OAKLAND 12	KWER	1310	1,000	Warner Brothers 327 21st St. Higbgate 1212	ABS	S. W. Warner F. Wellington Morse F. Wellington Morse	Sylvia L. Chandler	Biddick Rambeau INS
PALM SPRINGS	KCMJ	1340	250	Palm Springs Bestg. Co. Box KK	CBS	(Dick Joy Donald C. McBain Clinton Jones George W. Irwin	Dick Joy George W. Irwin Donald C. McBain	Griffith Standard
PASADENA 15	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	Wesley I. Dumm Loyal K. King Loyal K. King	Norman Rogers Jack Reeder	Weed Assoc. Prog. Lang-Worth AP
PASADENA 1	*KPPC	1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-4363	Pasadena Pres. Church Rev. George E. Petrie	Leon Hall N. Vincent Parsons
PASADENA 1	KWKW	1430	1,000-D	Southern California Bestg. Co. 425 E. Green St. Ryan 1-6744	Marshall S. Neal William J. Beaton William J. Beaton	Marshall Farnum Claire Hughes Paul W. Spargo	Biddick UP
REDDING	KVCV	1230	250	Golden Empire Bestg. Co. Redding 1646	MBS Don Lee	Hugh McClung Fred M. Stuelpnagel H. E. McCarthy	Lyle Mathis Pat Bowman Charles Castor	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	ABC	W. L. Gleeson Gene Williams Gene Williams	Lee Lawley Mildred Thorne W. R. Sloat Assoc. Prog. Cole World AP
SACRAMENTO 14	KCRA	1340	250	Central Valleys Broadcasting Co. 10th & Jay Sts. 2-0758	NBC	Ewing C. Kelly Ewing C. Kelly Frank J. Coumont	Irving Phillips Hill Armfield Marvin D. Myers	Grant Wood World AP
SACRAMENTO 4	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy Leo O. Ricketts Stam Sronce	Raymer SESAC Thesaurus AP, UP
SACRAMENTO 14	KROY	1240	250	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Mrs. Royal Miller Mrs. Royal Miller	Howard Smiley Howard Martineau	Avery Assoc. Prog. UP
SACRAMENTO 16	KXOA	1490	250	Lincoln Dellar 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar Lincoln Dellar Morton Sidley	Earle Russell Earle Russell H. N. Black	Blair Assoc. Prog. UP
SAN BERNARDINO	KFXM	1240	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. Lee E. W. Lee M. A. Vroman M. A. Vroman	Eberle T. Shields George W. Ewing	Blair Standard World UP
SAN DIEGO 1	KFMB	1450	250	Jack Gross Broadcasting Co. 1375 Pacific Blvd. Main 2114	ABC	Jack O. Gross Jack O. Gross Jack O. Gross	Paul Barron Shirley Hawley Caleb Frisk	Branham SESAC Standard AP



... *but* **MR. SMYTHE!**

The flower for January is the **CARNATION**

...and the birthstone... **GARNET**



*More Flowers
and Birthstones*

February	Violet	Amethyst
March	Jonquil	Bloodstone
April	Sweet Pea	Diamond
May	Lily of the Valley	Emerald
June	Rose	Pearl
July	Larkspur	Ruby
August	Gladiolus	Sardonyx
September	Aster	Sapphire
October	Calendula	Opal
November	Chrysanthemum	Topaz
December	Narcissus	Turquoise

Lest Ye Forget

**WEDDING
ANNIVERSARIES**

First	Paper
Second	Cotton
Third	Leather
Fourth	Fruits and Flowers
Fifth	Wooden
Sixth	Sugar and Candy
Seventh	Woolen or Copper
Eighth	Bronze or Pottery
Ninth	Pattery or Willow
Tenth	Tin
Eleventh	Steel
Twelfth	Silk and Linen
Thirteenth	Lace
Fourteenth	Ivory
Fifteenth	Crystal
Twentieth	China
Twenty-fifth	Silver
Thirtieth	Pearl
Thirty-fifth	Caral
Fortieth	Ruby
Forty-fifth	Sapphire
Fiftieth	Golden
Fifty-fifth	Emerald
Sixtieth, Seventy-fifth	Diamond

... *and the* **MUSIC STATION**
for the rich Los Angeles area is

KFAC

MORE THAN a decade ago KFAC responded to the demand for a station in the Los Angeles area that featured better music. Eighty-five percent of our time is now devoted to outstanding musical programs. With this area rapidly becoming one of the cultural centers of the world our policy has been successful.

WE ARE PROUD to list some of the largest firms in the West among our regular advertisers—and they stay with us. There is no proof like the proof of performance. You should have more data...and our four-color coverage map.

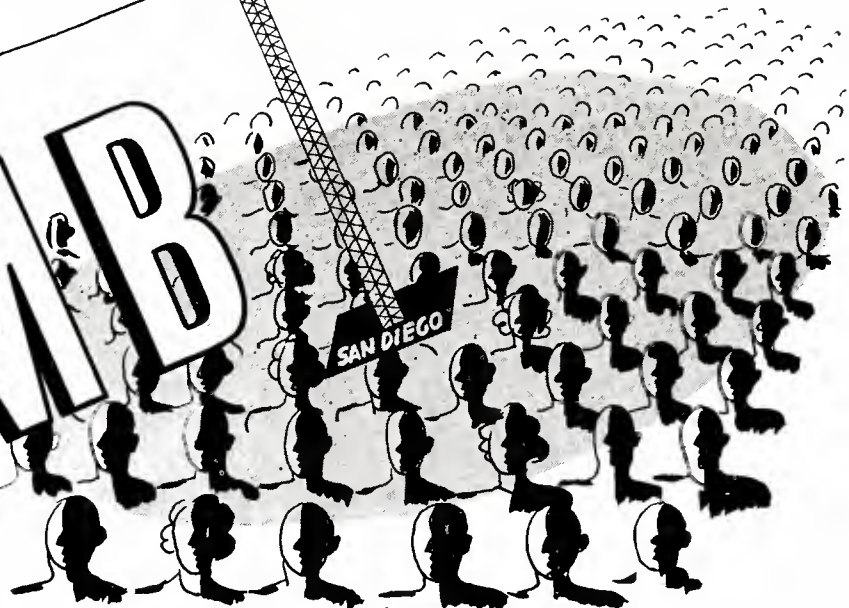
Write **KFAC** "*The Music Station*"

**645 SO. MARIPOSA ST.
LOS ANGELES 5, CALIFORNIA**

DOMINATE
San Diego's
EXPANDING MARKET

"FROM WITHIN"
with

KFMB



San Diego's

LUCRATIVE POST-WAR SALES STORY*

- Permanent Population increase of 40%. California's THIRD City.
- Heavy Industry has come to San Diego, to stay. Permanent Postwar census nearly doubles that of 1940.
- Permanent and substantial Labor increases in San Diego. (20,775 NEW jobs).
- Substantial Building program, public and private. 48.5% over 1940.
- Industrial Employment up 92% over 1940.**
- Government Employment up 70% over 1940.**
- Trade and Service Employment Gain 70%.**
- Postwar tourist expenditure to exceed \$20,000,000.00 annually.
- Agricultural expansion to double that of peace time volume.

* From Day and Zimmerman 1945 Report.
 ** These represent permanent employment gains.

KFMB sells *San Diego* because:

- 1** 90% of the population of San Diego County (374,940 people) (civilians) live within 15 miles of our antenna—assuring overwhelmingly complete coverage.
- 2** Exclusive primary ABC (American) network service insures maximum audiences day and night.
- 3** This dual selling advantage will increase consumer acceptance for your product—quickly, economically, completely!

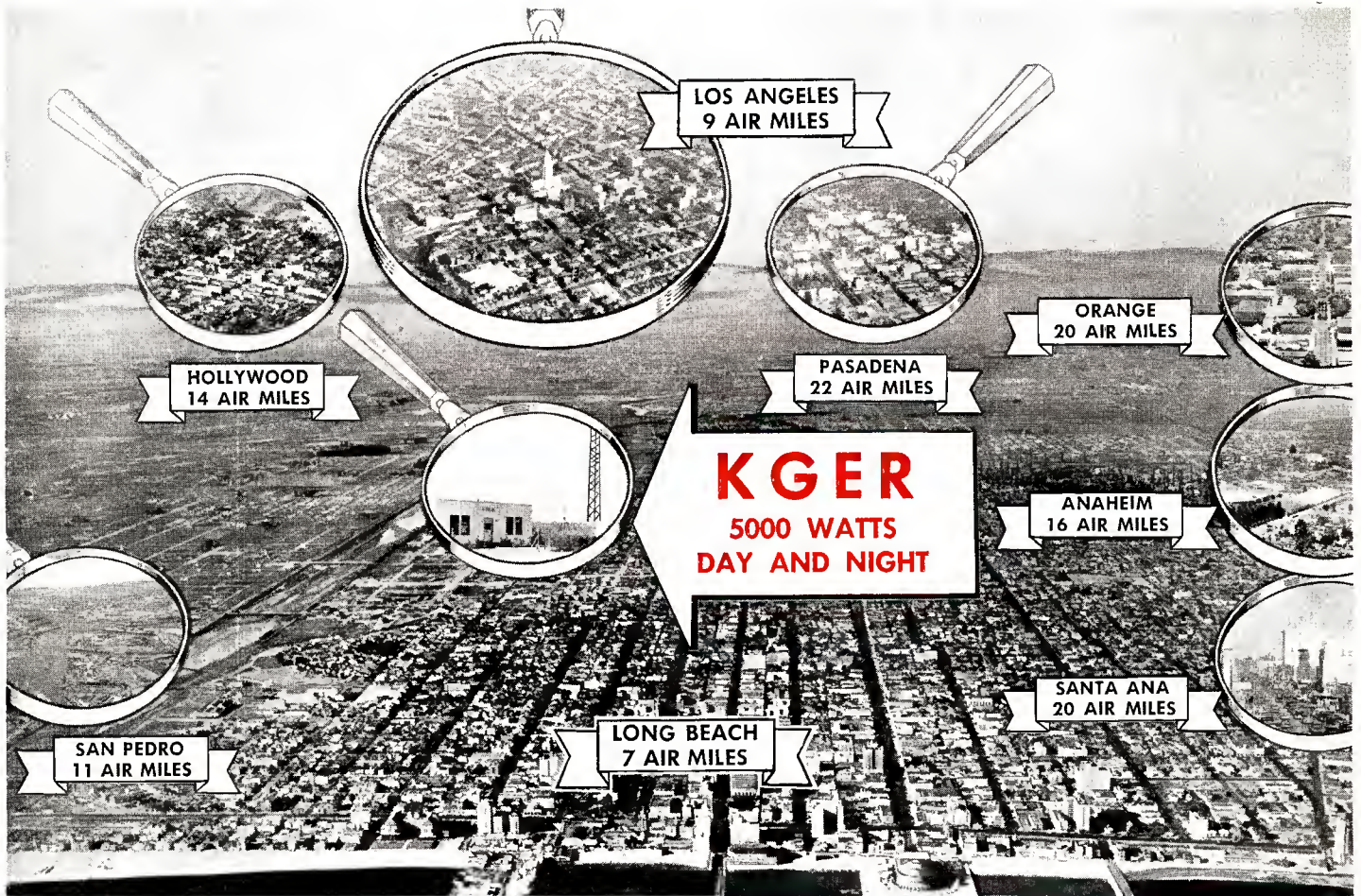
Post-War sales programs built to economically capture the important San Diego market **must** include KFMB. . . . KFMB gives you **coverage from the "inside out."** Leading advertisers are sold on KFMB's strategic position to sell internally, and are getting RESULTS! Write now for rates and schedules. See why KFMB is San Diego's sound "buy."

KFMB
SAN DIEGO, CALIF.

BASIC
AMERICAN NETWORK
 (Pacific Coast)

Owned and Managed by JACK GROSS
 Represented by THE BRANHAM CO.

BROADCASTING • Telecasting



IN THE MIDDLE OF THE WEST'S GREATEST MARKET *Los Angeles plus Long Beach*

MIDWAY between Los Angeles and Long Beach, two largest cities in Los Angeles County, KGER's 5000-watt transmitter is strategically located to obtain the best possible coverage of this tremendous market. On the South, the vast bustling harbor and Naval bases adjoining Long Beach; on the East, the rich citrus farming of Orange County; to the West, expanding industrial communities serving the port; and North to the foothills, the densely populated city of Los Angeles and adjacent communities. KGER's broad public service policies augment the unusual type of programs which are building a large and extraordinarily receptive audience. Write today for availabilities.

5000 WATTS, FULL TIME

LOS ANGELES
LONG BEACH

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

Los Angeles Studios: 643 So. Olive St. • Long Beach Studios: 435 Pine Ave.



Notional Representatives: Joseph Hershey McGillvra, Inc.
New York Chicago San Francisco

BROADCASTING • Telecasting

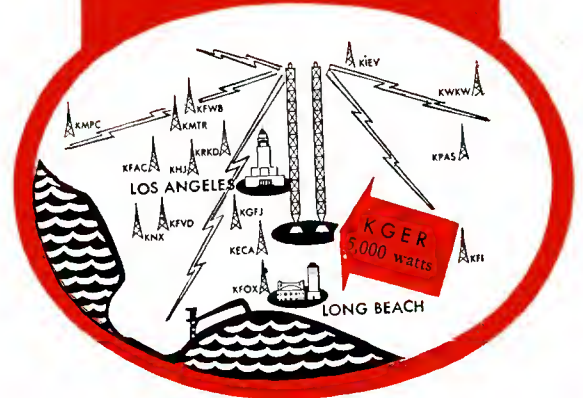
TOP PER CAPITA BUYING INCOME

FIRST IN THE NATION!

Long Beach (\$2,555.00) highest per CAPITA effective buying income OF ALL cities over 100,000 population.

Los Angeles (\$1,922.00) highest of all cities of over 1,000,000 POPULATION.

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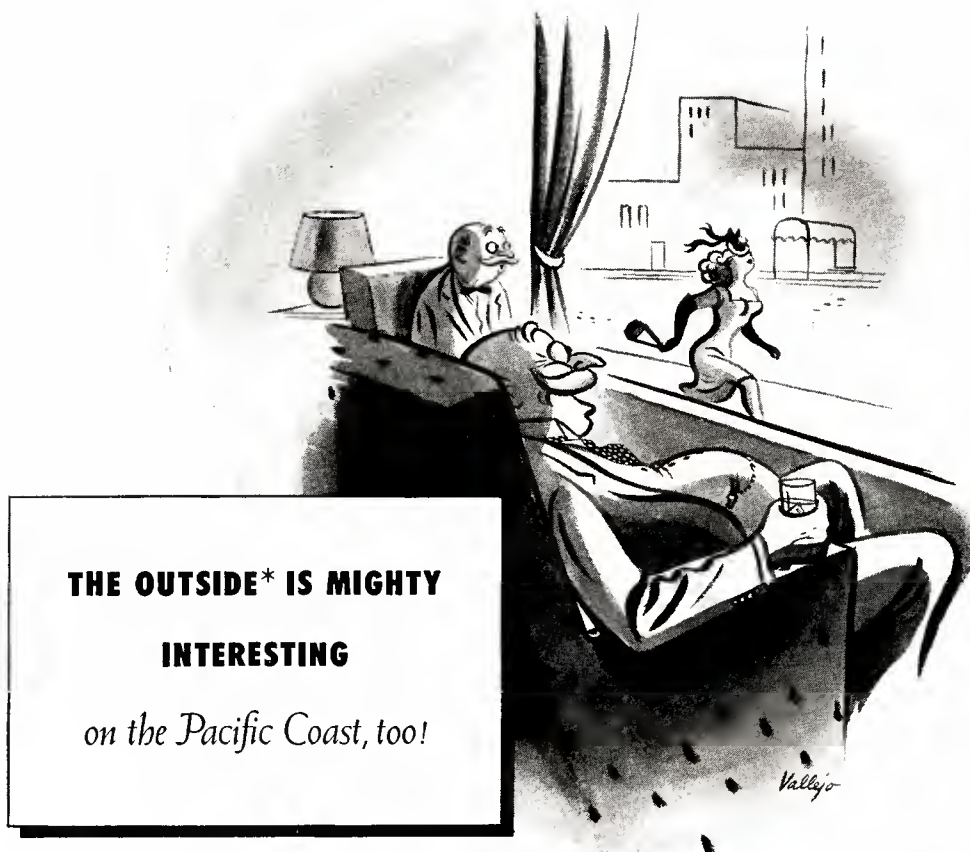


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 (Data corrected to January 1, 1946)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SAN DIEGO 12.....	KFSD	600	1,000	Airfan Radio Corp., Ltd. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp Thomas E. Sharp Larry Scalf	Alys Phreaner Marion R. Harris Richard Gartner	Raymer Thesaurus UP
SAN DIEGO 1.....	KGB	1360	1,000	Don Lee Broadcasting System 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee F. D. Ide William A. Evans	James Dillon William A. Evans William G. Collins	Blair World
SAN FRANCISCO 9..	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Merwyn L. McCabe	Melvin Venter James J. McArdle	Blair World AP, INS
SAN FRANCISCO 4..	KGO	810	7,500	American Broadcasting Co. Inc. 155 Montgomery St. Exbrook 6544	ABC	American Broadcasting Co. Gayle V. Grubb Byron H. Nelson	Boyce Wright Robert F. Laws A. E. Evans	Spot Sales Assoc. Prog. Standard Thesaurus AP, UP, INS
SAN FRANCISCO 9..	KJBS	1100 L-WTAM	1,000	KJBS Broadcasters 1470 Pine St. Ordway 4148	E. P. Franklin E. P. Franklin Stanley G. Breyer	C. F. Pendleton William Nielsen	Headley-Ree Griffith Standard AP, UP, INS
SAN FRANCISCO 2..	KPO	680	50,000	National Broadcasting Co. Inc. Taylor & O'Farrell Sts. Graystone 8700	NBC	NBC—John W. Elwood John W. Elwood Alfred W. Crapsey	Wendell H. Williams Hunter L. Scott Curtis D. Peck	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 3..	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	ABS	S. H. Patterson Jerry Akers Jerry Akers	Lee Giroux John Ross Norwood J. Patterson	Rambeau Lang-Worth AP
SAN FRANCISCO 6..	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	Wesley I. Dumm Ray V. Hamilton	Richard M. Oddie Jack Schacht Royal V. Howard	Weed Assoc. Prog. Lang-Worth Standard World AP, UP, INS
SAN FRANCISCO 3..	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	Don Feddersen Don Feddersen Dave Lundy	William Brown Dave Lundy Paul C. Schutz	Young Assoc. Prog. Standard AP, UP, INS
SAN JOSE.....	KQW	740	5,000	Pacific Agricultural Foundation Ltd. 140 Jessie St., San Francisco 5 89 E. San Antonio St., San Jose San Francisco, Exbrook 3233 San Jose, Ballard 2616	CBS	Ralph R. Brunton C. L. McCarthy D. M. Greene	Fred F. Ruegg Wade Thompson Kenneth Owen	Petry Cole Standard Thesaurus AP, UP, INS
SAN LUIS OBISPO...	KVEC	1230	250	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Clark Blocher Joe Shuttleworth Earl Travis	Grant SESAC Standard World AP
SANTA ANA.....	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 206 N. Main St. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Dolores Deen Wallace S. Wiggins	Grant MacGregor SESAC
SANTA BARBARA...	KDB	1490	250	Don Lee Broadcasting System 1309 State St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger James S. Blomfield	Fin Hollinger Don Roberts William C. Buckley	Blair World
SANTA BARBARA...	KTMS	1250	1,000	News Press Publishing Co. De la Guerra Plaza 6-111	ABC	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Frank B. Weltmer Frank B. Weltmer Albert Nicolay	Raymer Thesaurus AP
SANTA MARIA.....	KSMA	1450	250	H.G., C.A., M.C. Shurtliff & C.A. Center 3437 Hedges Ave., Fresno, Calif.	Partnership
SAN MATEO.....	1050 (Construction permit)	250-D	San Mateo County Broadcasters San Mateo	Edmund Scott
SANTA ROSA.....	KSRO	1350	1,000	Ruth W. Finley 425 Mendocino Ave. 110	Ruth W. Finley Eddie Handley Lee Fleming	Lee Fleming Howard McCauley	Biddick Grant Cole Standard World AP, UP
STOCKTON 7.....	KGDM	1140	5,000	E. F. Peffer 517 E. Market St. 4-4551	CBS	E. F. Peffer E. F. Peffer E. Smith	M. Dinsmore E. Smith M. B. Greene	Blair World INS
STOCKTON 7.....	KWG	1230	250	McClatchy Broadcasting Co. Hotel Wolf 2-2727	ABC	Eleanor McClatchy Howard L. Bailey Howard L. Bailey	James E. Longe Russell Bennett	Raymer SESAC Standard Thesaurus AP, UP
TULARE.....	KCOK	1240	250	Herman Anderson Box 873 800	MBS Don Lee	Herman Anderson Sheldon Anderson Richard Wegner	Harold Sparks Bob Lane Harold Sparks	Griffith SESAC Standard UP
VISALIA.....	KTKC	940	5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Partnership Charles P. Scott Charles Niete Jean Banks Bert Williamson	Grant Rambeau Standard World AP
WATSONVILLE.....	KHUB	1340	250	Luther E. Gibson Atkinson Lane 1700	ABC	Luther E. Gibson Roger R. Hunt Knight Johnston	Jack N. Daugherty George Kenville	Biddick Grant World AP



**THE OUTSIDE* IS MIGHTY
INTERESTING**
on the Pacific Coast, too!

*** Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

YESSIR: the "outside" is mighty attractive on the Pacific Coast, but it's hard to get—unless you use Don Lee. Only Don Lee can give you complete coverage of the two equally-prosperous Pacific Coast markets—"outside" as well as "inside."

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 *strategically located stations* and broadcasts from within each of these important mountain-surrounded markets.

If you want to know how the "outside" market

listens, ask to see a copy of the special C. E. Hooper coincidental telephone survey of 276,019 calls (the largest of its kind ever made on the Pacific Coast.) It shows that 40 to 100% of listeners in the "outside" market were tuned to Don Lee stations!

As for Don Lee's coverage of the "inside" market, regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1945, received higher Hooper ratings within 13 weeks! When you buy radio time on the Pacific Coast, be sure you cover both halves of this 8-billion-dollar-spending market. The only way you can do it is: Buy Don Lee!

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

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COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALAMOSA	KGIW	1450-SH	250	E. L. Allen Alamosa 26	KBS	E. L. Allen E. L. Allen	Kay Allen George H. Kettle	Biddick UP
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	Oklahoma Publishing Co. Everett Shupe Everett Shupe	Claudia Dutton H. Cozine Strang	Katz World AP
DENVER 2	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Gene O'Fallon Frank L. Bishop Mark Crandall	Paul Godt Don McCaig Tom Atherstone	Blair Assoc. Prog. Cole SESAC Standard AP
DENVER 3	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Roger Rambeaux Harvey Wehrman	Katz MacGregor Standard AP, INS
DENVER 2	KMYR	1340	250	KMYR Broadcasting Co. 1626 Stout St. Main 4161	ABS	F. W. Meyer A. G. Meyer F. W. Meyer	Dolores N. Plested Ben Bezoff Glenn James	Rambeau Cole World AP, UP
DENVER 2	KOA	850	50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	NBC—Lloyd E. Yoder Lloyd E. Yoder James R. MacPberson	Clarence C. Moore Robert Owen	NBC Spot Standard Thesaurus AP, UP, INS
DENVER 2	*KPOF	910 ST-KFKA	1,000	Pillar of Fire Inc. 1845 Champa St. Tabor 3733	Bishop Alma White { Arthur K. White { Ray B. White	{ Kathleen White { Orland A. Wolfram
DENVER 2	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	Wm. D. Pyle T. C. Ekrem Conrad Hecker	Vincent W. Corbett Ben H. Stanton Wm. D. Pyle	McGillvra Assoc. Prog. Cole Lang-Worth MacGregor UP
DURANGO	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	KBS	San Juan Bestg. Co. Raymond M. Beckner Raymond M. Beckner	Ray Beckner Raymond M. Beckner John L. Antic	Biddick Griffith MacGregor SESAC UP
GRAND JUNCTION	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. Box 30 126	MBS KBS	Rex Howell Rex Howell Rex Howell	Mildred Fuller Mildred Fuller Eph Towne	Walker SESAC Standard World UP
GREELEY	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	Francis Price Francis Price	Charles E. Sumerau Ray E. Smith	Lang-Worth UP
LA JUNTA	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	KBS	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Leonard E. Wilson Margaret Johnson Leonard E. Wilson	Clark Gene Grant SESAC Standard UP
PUEBLO	KGHF	1350	1,000-LS 500-N	Curtis P. Ritchie 304 N. Main St. 3877	ABC	Curtis P. Ritchie Curtis P. Ritchie Maxson I. Bevens	Clifford Hendrix Maxson I. Bevens Willis C. Shanks	McGillvra Cole SESAC World UP
STERLING	KGEK	1230-SH	100	Elmer G. Beehler Fleming Road 679	KBS	Elmer G. Beehler E. G. Beehler E. G. Beehler	Alvin Ross E. G. Beehler	Clark PN

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT 1	WICC	600	1,000-LS 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee	{ William O'Neil { John Shepard 3d { Joseph Lopez { Thomas O'Neil Norman Whittaker	Florence B. Robinson James Powers George Keich	Petry Assoc. Prog. SESAC Standard AP
BRIDGEPORT	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	ABC Connecticut	Harold Thomas Bruff W. Olin, Jr. Bruff W. Olin, Jr.	Peter Bochan Bruff W. Olin, Jr. Vincent DeLaurentis	Rambeau Standard UP
HARTFORD 4	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Walter B. Haase William F. Malo	Harvey Olson William F. Malo Italo Martino	Foster Raymer World AP, UP
HARTFORD 4	WHTD	1410	5,000	State Broadcasting Inc. 54 Pratt St. 7-9131	MBS Yankee	{ William O'Neil { John Shepard 3d Ralph D. Kanna Linus Travers	Ralph D. Kanna James Powers Rogers Holt	Petry Assoc. Prog. SESAC Standard UP
HARTFORD 4	WTHT	1230	250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Yankee Connecticut	The Hartford Times Inc. C. Glover De Laney Leonard R. Schoenfeld	Frederick E. Bieber John S. Lloyd Charles S. Masini	McKinney Lang-Worth Standard AP

KLZ

Denver

560 Kc. — CBS — Affiliated in Management with
The Oklahoma Publishing Co. and WKY, Oklahoma City.
REPRESENTED BY THE KATZ AGENCY, INC.

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CONNECTICUT (Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
HARTFORD 15.....	WTIC	1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Bestg. Serv. Corp. Paul W. Morency Walter Johnson	Leonard J. Patricelli James F. Clancy Herman D. Taylor	Weed Lang-Worth Thesaurus AP, INS, TP
NEW HAVEN 10.....	WELI	960	1,000-LS 500-N	Connecticut Radio Foundation Inc. 221 Orange St. 8-1133	ABC Connecticut	/H. C. Wilder W. A. Rippe Richard W. Davis Edwin Schweitzer	Charles Wright Rudy Frank Gordon Keyworth	Headley-Reed Foster World UP
NEW HAVEN 10.....	WNHC	1340	250	Elm City Broadcasting Corp. 1110 Chapel St. 8-3151	ABS	Patrick J. Goode James T. Milne Aldo DeDominicis	Ken Carter Vincent J. Callanan Vincent DeLaurentis	Rambeau Standard AP
NEW LONDON.....	WNLC	1490	250	Thames Broadcasting Corp. 281 State St. 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Edward F. Darrell, Jr.	Leslie Morson Gerald J. Morey	Foster Standard AP
STAMFORD.....	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	ABC Connecticut	Stephen R. Rintoul Harold H. Meyer Wharton Ford	C. H. Shadwell D. Hay Edward L. Markman	Wood Foster World UP
WATERBURY 3.....	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	ABC Yankee Connecticut	Harold Thomas S. R. Elman S. R. Elman	Jean Greenblatt Al Vestro Russell Jensen	Bannan Foster Rambeau TP
WATERBURY 29.....	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey H. A. DeVorken	Charles T. Lynch Erwin J. Frey Frank Hales	McGillvra Thesaurus AP

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILMINGTON 28....	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough J. Gorman Walsh J. Robert Gulick	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer Thesaurus UP
WILMINGTON.....	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 4-7771	MBS	Alfred G. Hill George L. Sutherland Chauncey Eanes, Sr.	Mary Frances Hill Chauncey Eanes, Jr.	McGillvra Lang-Worth AP, UP

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WASHINGTON 1....	WINX	1340	250	WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 8000	Eugene Meyer Wayne Coy Regis O'Donnell	Richard C. McNamara Phil Reilly Ralph Cannon	Headley-Reed Assoc. Prog. Lang-Worth Standard World AP, UP, INS
WASHINGTON 5....	WMAL	680	5,000	Evening Star Broadcasting Co. 724 14th St. N. W. National 5400	ABC	The Evening Star Kenneth H. Berkley Ben B. Baylor, Jr.	Gordon Hubbel Daniel Hunter	Spot Sales Lang-Worth Standard Thesaurus AP, UP, Reuters
WASHINGTON 6....	WOL	1260	1,000	Cowles Broadcasting Co. 1627 K St. N. W. Metropolitan 0010	MBS	Gardner Cowles, Jr. Merle S. Jones Henry V. Seay	Arthur J. Casey Thomas L. Means Harold Reed	Katz Assoc. Prog. Standard AP, UP
WASHINGTON 5....	WRC	980	5,000	National Broadcasting Co. 724 14th St. N. W. Republic 4000	NBC	NBC—Frank M. Russell Carleton D. Smith Mahlon A. Glascock	George Y. Wheeler James Seiler Albert E. Johnson	NBC Spot Assoc. Prog. Standard Thesaurus AP, UP, INS
WASHINGTON 4....	WTOP	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS—Earl Gammons Carl J. Burkland Maurice P. Mitchell	Martin D. Wickett Maurice B. Mitchell Clyde M. Hunt	Radio Sales World AP, UP
WASHINGTON 6....	WWDC	1450	250	Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203	ABS	Joseph Katz Ben Strouse Helen K. Moberley	Ira Walsb Herman Paris Ross Beville	Weed Standard Thesaurus AP, UP



5000 WATTS DAY AND NIGHT

wdel

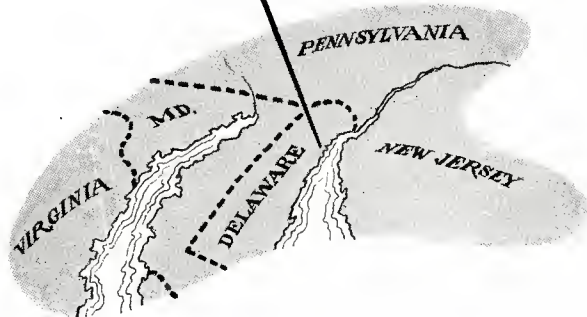
WILMINGTON, DELAWARE

SELLS

for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

Represented by **RAYMER**



NBC BASIC NETWORK

1946 Yearbook Number • Page 87

BROADCASTING • Telecasting

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DAYTONA BEACH	WMFJ	1450	250	W. Wright Esch 126 Magnolia Ave. 91	ABC	W. Wright Esch Billie E. Esch Ray Clancy John S. Pitts	Oliver Thornburg W. Wright Esch	Thesaurus AP
FORT LAUDERDALE	(Construction permit)	1400	250	Fort Lauderdale Bcstg. Co. Fort Lauderdale				
FORT MYERS	WINK	1240	250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS KBS Florida	Ronald B. Woodyard Ronald B. Woodyard	F. A. Scott	Pearson Thesaurus AP
FORT PIERCE	(Construction permit)	1400	250	Indian River Bcstg. Co. Fort Pierce		Indian River Bcstg. Co.		
GAINESVILLE 2	WRUF	850 L-KOA	5,000 SA-5,000-LS 100-N after sunset at Denver	University of Florida Gainesville 1000	MBS Florida	State of Florida Garland Powell Rem Jones	Garland Powell Dr. Palmer Craig	Burn-Smith Lang-Worth AP, UP
JACKSONVILLE 2	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-3821	NBC	City of Jacksonville John T. Hopkins III	Evelyn Boote John T. Hopkins III	Blair Cox and Tanz Cummings Assoc. Prog. Thesaurus AP
JACKSONVILLE 1	WJHP	1320	250	Metropolis Co. 500 Laura St. 5-7610	MBS Florida	John H. Perry Ted Chapeau R. R. Powell	George Jesse R. R. Powell Beecher Hayford	Perry Lang-Worth UP
JACKSONVILLE 1	WMBR	1400	250	Florida Broadcasting Co. 118 West Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Glenn Marshall Jr. E. B. Vordermark	Weed World UP
JACKSONVILLE 1	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	ABC	L. D. Baggs Robert R. Feagin Frank Taylor Jr.	Gary Allen Sid Beighley J. R. Donovan	Hollingbery Cole Standard AP
KEY WEST	WKWF	1600	500	John M. Spottswood Stock Island 510	MBS	John M. Spottswood John M. Spottswood John M. Spottswood	John M. Spottswood John M. Spottswood Harold G. Scholz	Thesaurus
LAKE CITY		1340	250	Deep South Radioways Lake City		Alfred H. Temple		
LAKELAND	WLAK	1340	250	Radio Station WLAK Box 1211 2127	NBC	S. O. Ward S. O. Ward Powell Adams	Maxine Tyner S. O. Ward William P. Lee	Pearson UP
MIAMI 36	WGBS	710	10,000	Fort Industry Co. 1605 Biscayne Blvd. 9-2401	ABC	George B. Storer Robert G. Venn M. N. Babcock	Donald M. Butler William Magill Skidmore John Alfred Rutherford	Headley-Reed Lang-Worth Thesaurus AP
MIAMI 30	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney James M. LeGate Tom O. McCullough	Robert L. Fidler Martha Henriquez Milton Scott	Cummings Hollingbery Assoc. Prog. Standard AP, UP, INS
MIAMI 35	WQAM	560	5,000-LS 1,000-N	Miami Broadcasting Co. Box 3741 2-6121	CBS	F. W. Borton F. W. Borton F. W. Mizer	Hazel McGuire W. P. Carey Earle Lewis	Blair World AP
MIAMI BEACH 39	WKAT	1360	1,000	A. Frank Katzentine 1759 Bay Road 5-7471	MBS	A. Frank Katzentine John I. Prosser John I. Prosser	Sam Parker Arthur P. Smith Thomas T. Magee	Radio Adv. Assoc. Prog. Cole UP
OCALA	WTMC	1490	250	Ocala Broadcasting Co. Inc. 1 Broadcast Pl. 128	MBS KBS Florida	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	John F. Nicholson Don N. Richardson	Perry Lang-Worth UP
ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Harold P. Danforth William G. McBride	William G. McBride J. M. Pedrick James E. Yarbrough	Blair Cummings Thesaurus World AP, UP
ORLANDO	WLOF	1230	250	Hazlewood Inc. Box 1991 8163	ABC	Hazlewood Inc. Victor Buisset		Burn-Smith Lang-Worth INS
PALM BEACH	WWPG	1340	250	Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515	ABC	Charles E. Davis Charles E. Davis Donald S. Greenleaf	Alice Danahy Louise Adler Clyde E. Walkden	McGillvra Lang-Worth Thesaurus AP
PANAMA CITY	WDLF	1230	250	Panama City Broadcasting Co. Inc. Beach Drive & Mercer St. 777	MBS KBS	John H. Perry Byron Hayford Byron Hayford	Byron Hayford John Thomas Elmer Scott	Perry World UP
PENSACOLA	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. Box 1669 4111	NBC	John H. Perry Jack Rathbun Jack Rathbun	Jack Rathbun Jack Rathbun Bert Mead	Perry World UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Bcstg. Co. Inc. Fountain of Youth Park 1622	CBS Florida	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Miss Frankie C. Walker J. Allen Brown Harry Thrift	Thesaurus UP
ST. PETERSBURG 1	WSUN	620	5,000	City of St. Petersburg Box 240 4747	ABC	City of St. Petersburg Norman E. Brown Vera M. New	Louis J. Link Norman E. Brown Louis J. Link	Weed Assoc. Prog. Cole UP

85% of the 87,585 persons in PENSACOLA and ESCAMBIA COUNTY, FLORIDA
Listen MOST Night AND Day to . . .

1,000 W. Day **WCOA** 500 W. Night
1370 kc.

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IN NORTHWEST FLORIDA

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Jack Rathbun, Gen. & Sales Mgr.

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—Buying Income \$85,000,000
PENSACOLA—FLORIDA'S 4TH MARKET
PENSACOLA—Florida's Fastest Growing
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SERVES almost exclusively nine Florida
and Alabama counties with esti-
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PENSACOLA FLORIDA



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Located in the geographic center of Florida, WTMC serves the rich agricultural area of fabulous Florida. Within its coverage are gigantic citrus groves, packing houses and nurseries . . . there are phosphate mines, cattle ranches and beautiful Silver Springs—Florida's International Attraction that draws more visitors than any other single attraction.

WTMC-land is a fast growing, progressive trade center. Recent State Census shows an almost 25% increase in population in five years without benefit of war industry.

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Call Your Nearest John H. Perry Associates Office

Saves Money, Saves Business, Saves Energy, Saves Worry! And, Radio Advertising Is Just That Stitch You Need To Save Face With Your Competitors. Don't Let The Man Across The Street Get The Jump On You. Advertise Your Products Where It Will Do You Good. WJHP Offers Music, Drama, News, Quiz, Comedy, Women's Shows . . . All Themed To Sell Your Products. Investigate . . . And Take Up That Slack In Your Balance Sheets With The Stitch . . . In Time Bought On WJHP!

FLORIDA'S FASTEST GROWING MARKET

"Sales Management" Says:

BAY COUNTY (PANAMA CITY), FLORIDA

	1940	1944
Population	20,600	44,800
Retail Sales	\$5,209,000	\$19,347,000
Effective Buying Income	\$6,630,000	\$35,249,000

FROM 21ST TO 11TH LARGEST FLORIDA MARKET IN 5 YEARS
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WDLP

A MUTUAL STATION
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WJHP IS A JOHN H. PERRY STATION IN JACKSONVILLE, FLORIDA, AND IS ASSOCIATED WITH THE MUTUAL BROADCASTING SYSTEM!

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

FLORIDA—(Continued)

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ST. PETERSBURG 1.	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. Times Bldg. 8108	MBS	Irwin A. Simpson Irwin A. Simpson Coburn Gum	Herbert T. Anderson Jean Allyn William D. Mangold	Pearson World UP
SARASOTA.....	WSPB	1450	250	WSPB Inc. Box 1110 2565	CBS Florida	R. C. Jones Jr. John B. Browning Ken Randolph	Gertrude Browning John B. Browning James E. Grant	Pearson World UP
TALLAHASSEE.....	WTAL	1340	250	Capital City Broadcasting Corp. Box 989 2160	MBS	Mrs. John H. Phipps Teresa M. Myers Betty C. Perkins	Sadie L. Wooley Harriet B. Carson William A. Snowden	Clark Standard Thesaurus AP, UP
TAMPA 2.....	WDAE	1250	3,000	Tampa Times Co. 112 N. Franklin St. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton L. S. Mitchell W. P. Moore	Katz World AP
TAMPA 1.....	WFLA	970	5,000	Tribune Co. Seminole Bldg. H-1828	NBC	Truman Green Charles G. Baskerville Charles G. Baskerville	Paul M. Jones Joe M. Mitchell	Blair Cummings Lang-Worth MacGregor Thesaurus UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1500 N. Flagler Dr. 3638	CBS Florida	Marshall Heminway Stephen P. Willis Stephen P. Willis	Rebecca Frazier Stephen P. Willis Otis C. Wright	Radio Adv. Cole World UP

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY.....	WALB	1590	1,000	Herald Publishing Co. Albany Theatre Arcade Bldg. 389	MBS	Henry T. McIntosh Abner M. Israel Guy Hamilton	Abner M. Israel Abner M. Israel Alfred W. Pratt	Burn-Smith Cook World AP
ALBANY.....	WGPC	1450	250	Albany Broadcasting Co. 127½ N. Jackson St. 1370	CBS	J. W. Woodruff, Jr. Margaret U. Kinnett Mildred Huie	Elweita Powers Annette Smith C. M. Kinnett Lang-Worth UP
ATHENS.....	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS KBS	J. K. Patrick & Co. Robert L. Doster Robert L. Doster	Bob Vandiver Robert L. Doster Phillip F. Jones Standard
ATLANTA 3.....	WAGA	590	5,000	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	ABC	George B. Storer Charles A. Smithgall James Bailey Hugh E. Mackenzie Albert L. Jones	Headley-Reed Lang-Worth Thesaurus AP
ATLANTA 3.....	WATL	1400	250	Atlanta Broadcasting Co. 26 Cain St. N. W. Walnut 4377	MBS	J. W. Woodruff Walter P. Speight, Jr. Sam Kane	Dan Hornsby Sam Kane Robert W. Minton	Hollingbery Lang-Worth UP
ATLANTA 1.....	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	F. M. Spratlin John Fulton Frank Gaitner Frank Gaitner	John Fulton Dixon Babb Ben Akerman	Katz Thesaurus World AP
ATLANTA.....	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox, Jr. John M. Outler, Jr. Tom Downing	Marcus Bartlett C. F. Daugherty	Petry Standard World AP, UP, INS, PN
AUGUSTA.....	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	ABC KBS	F. F. Kennedy J. B. Fuqua Donald M. Kelly, Jr.	Steve Manderson Donald M. Kelly, Jr. John Lyon	Headley-Reed Standard Thesaurus AP
AUGUSTA.....	WRDW	1480	5,000	Augusta Broadcasting Co. Eighth & Broad Sts. 2-8805	CBS	Wm. K. Jenkins W. R. Ringson William B. Smart	Glenn F. Marston C. H. Pointel, Jr. Harvey Aderhold	Hollingbery Lang-Worth World UP
BAINBRIDGE.....	WMGR (Construction permit)	1490	250	S. Marvin Griffin P. O. Box 367	S. Marvin Griffin
BRUNSWICK.....	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	MBS KBS	Alma W. King Kenneth E. White Kenneth E. White	Edward Wade Edward Wade Kenneth E. White	Clark Thesaurus UP
CARTERSVILLE..... (Construction permit)	1450	250	W. R. Frier 111-113 W. Main St.	W. R. Frier
CEDARTOWN.....	WGAA	1340	250	Northwest Georgia Bestg. Co. West Theatre Bldg. 777	ABC KBS	O. C. Lam Thomas Carr Allen Woodall	Rowena Whitfield Thomas Carr Luther W. Martin World AP
COLUMBUS.....	WDAK	1340	250	Valley Broadcasting Co. 1028 Broadway 3-2771	ABC	L. J. Duncan Allen M. Woodall James W. Hicks	Dora Anna Gay Ben Lucas DeForest Layton	Headley-Reed World AP
COLUMBUS.....	WRBL	1230	250	Columbus Broadcasting Co. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff J. W. Woodruff W. S. Massie	Tony Barrett Ed J. Hennessy H. J. Smith	Hollingbery Lang-Worth SESAC UP
CORDELE.....	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Inc. 20th Ave. & B St. 666	MBS KBS	James S. Rivers James T. Ownby James T. Ownby James T. Ownby John B. Broughton	Clark UP
DALTON.....	WBLJ	1230	250	Dalton Broadcasting Corp. 111 S. Pentz St. 684	MBS KBS	H. C. Kenemer W. V. Williams W. V. Williams	Bill Armond T. H. McMillan John S. Andrews	Cox & Tanz

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REPRESENTS STEADY
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Within a radius of 100 miles of Tampa, 787,112 people work and live. They represent a wide variety of activities—agriculture, industry, commerce, and business. They form a stable, steady, year-round market and millions of dollars in buying power . . . There is nothing seasonal about this Tampa trade area—the annual influx of winter visitors is a bonus that advertisers who use WFLA enjoy at no extra cost.

To cover, effectively and thoroughly, the heart of this rich territory, day and night, use WFLA, the most-listened-to station in the Tampa-St. Petersburg market.



**5,000
WATTS
DAY and NIGHT
NBC**

WFLA



National Representative JOHN BLAIR & CO.

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GEORGIA—(Continued)

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DUBLIN	WMLT	1340	250	Dublin Broadcasting Co. Box 604 871	MBS	George T. Morris Al Robinson Al Robinson	Betty Page Al Robinson J. B. Benonis	Lang-Worth Standard AF
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Box 654 1600	MBS KBS	Charles A. Smithgall H. Russ Holt E. F. MacLeod C. M. Callicott Cole Lang-Worth UP
GRIFFIN	WKEU	1450	250	Radio Station WKEU Griffin	KBS	Sears & Ayer SESAC
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 308 Broome St. 1700	MBS KBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	John Boggess Herb Wells James McKay	Clark World UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	ABC	E. D. Black Chas. W. Pittman Walter Graham	Mary Hester Richardson Harold Beaty Shaeffer Goodrich	McGillvra Standard UP
MACON	WMAZ	940	5,000	Southeastern Broadcasting Co. Bankers Insurance Bldg. 3131	CBS	George P. Rankin Wilton E. Cobb Frank Crowther George P. Rankin	Katz Lang-Worth World AP, INS
MACON	WNEX	1400	250	Macon Broadcasting Co. Bibb Bldg. 8211	MBS	E. M. Lowe Al Lowe Carl Williams Clarence Landress	Burn-Smith Thesaurus AP
MARIETTA	1230 (Construction permit)	250	Chattahoochee Broadcasters 75 Marietta St., Atlanta, Ga.	Fred B. Wilson Channing Cope
MILLEDGEVILLE	WMVG (Construction permit)	1450	250	Jere N. Moore E. Hancock St.	Jere N. Moore Jere N. Moore	AP
MOULTRIE	WMGA	1400	250	John F. Pidcock Box 310 999	KBS	John F. Pidcock James M. Wilder James M. Wilder	Mrs. D. E. Stringfellow James M. Wilder	Clark Standard World UP
ROME 5	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	MBS	John W. Quarles Happy Quarles Pinkie Talley	George Eubanks Pinkie Talley Doc Williams UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Harben Daniel Harben Daniel N. W. Brandon	Clarence M. Garnes Haskell Thesmar Meredith E. Thompson	Hollingbery AP
SAVANNAH	WTOG	1290	5,000	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	Wm. T. Knight Jr. Wm. T. Knight Jr. Benj. B. Williams Wm. B. Smart	Ben H. Quick Wm. B. Smart Claude M. Gray	Katz Lang-Worth Standard World UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Al Feinberg	J. W. Mitchell Al Feinberg J. W. Poole Cole UP
TOCCOA	WRLC	1450	250	R. G. LeTourneau Prather Bridge Rd. LeTourneau 1751	MBS KBS	R. G. LeTourneau Virgle E. Craig Virgle E. Craig	Fred Hayes Ernest Church	Clark World UP
VALDOSTA	WGOV	1450	250	E. D. Rivers East Park Ave. 1420	MBS	E. D. Rivers Mrs. E. D. Rivers W. R. Link	Jas. Marion Harman W. P. Callahan	Holman World UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	MBS KBS	Jack Williams John J. Tobola John J. Tobola	R. C. Tuten R. C. Tuten John J. Tobola	Holman Cole World UP
WEST POINT	WRLD	1490	250	Valley Broadcasting Co. General Tyler Hotel Bldg. 173	ABC KBS	L. J. Duncan Alden Haight Perry Elliott	Kathryn Smith Ferry Elliott Dige Bishop World AP

IDAHO

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BOISE	KIDO	1380	2,500-LS 1,000-N	Boise Broadcasting Station Hotel Boise 660	NBC	Mrs. C. G. Phillips Walter E. Wagstaff E. Boyd Braithwaite	Hubert Warner John A. Casstevens James A. Johntz Jr.	Blair Standard World AP, UP
BURLEY (Construction permit)	1400	250	Jessica Longston Burley	Jessica Longston
COEUR d'ALENE	1430	1,000	Coeur d'Alene Bestg. Co. Coeur d'Alene	Coeur d'Alene Bestg. Co.
IDAHO FALLS 13	KID	1350	5,000-LS 500-N	Idaho Radio Corp. Park Ave. & C St. 4	MBS KBS Intermountain	David Smith Lennox Murdoch Leonard Wasden	Gene Ackerley C. N. Layne	McGillvra World UP
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker Donald A. Thomas Dave Peterson	Virginia Taylor Gene Wilson	Wilson Keating Cole Lang-Worth World AP, UP
NAMPA	KFXD	1230	250	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS	Frank E. Hurt Doyle H. Cain Edward Hurt Lang-Worth Thesaurus AP, UP

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WMAZ
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MACON

WTOC
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NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

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all CBS—
available at
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POCATELLO	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher	Griffith Walker Cole Standard UP
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. 241 Main Ave. W. 2400	NBC	O. P. Soule F. M. Gardner F. M. Gardner	Lenore Otto F. M. Gardner	Weed Cole Lang-Worth Standard UP
TWIN FALLS		1450	250	Radio Sales Corp. Twin Falls		Radio Sales Corp.		
TWIN FALLS		1490	250	Southern Idaho Bestg. & Telev. Corp. Twin Falls				
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Inc. Tabor Bldg. 330	MBS KBS Don Lee	Dr. J. R. Binyon Robert G. Binyon Robert G. Binyon	W. Mondell Spencer Robert G. Binyon Howard Olsen	Griffith SESAC World UP

ILLINOIS

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AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	KBS Mississippi	Martin R. O'Brien Martin R. O'Brien Vincent G. Cofey	Jeanne M. Doran Vincent G. Cofey Phillip Olson	Standard AP
BLOOMINGTON	WJBC	1230	250	Radio Station WJBC 209 E. Washington 2-6350	ABC Mississippi	Radio Station WJBC A. M. McGregor Hugh L. Gately	Ted Fairburn James Hamm	Sears & Ayer Lang-Worth World UP
CAIRO	WKRO	1490	250	Oscar C. Hirsch 324 Broadway, Cape Girardeau, Mo. Cairo 1490		Oscar C. Hirsch Merrill C. Currier Oscar C. Hirsch	Oscar C. Hirsch Ralph L. Hirsch	Pearson UP
CARTHAGE	WCAZ	1080	250-D	Superior Bestg. Service Inc. Marine Trust Co. Bldg. 520	Mississippi	Bob Compton John Palmer John Palmer	Antionette Palmer	Clark UP
CHAMPAIGN	WDWS	1400	250	Champaign News Gazette Inc. 48 Main St. 6-1855	CBS KBS Mississippi	Mrs. Roy MacNicol F. R. Mills	Katherine Schevrick Jack Baum	Adv. Time Sales World UP
CHICAGO 90	WAAF	950	1,000-D	Drovers Journal Publishing Co. Inc. Palmer House Randolph 1932		Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Cynthia Coyle Eleanor Stechbart Carl W. Ulrich	Hollingbery Standard UP
CHICAGO 1	WAIT	820 L-LS, Dallas	5,000	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660		Gene T. Dyer Gene T. Dyer Joe Rudolph	Earl Withrow Edward Jacker	Wilson Assoc. Prog. SESAC World UP, TP
CHICAGO 11	WBBM	780	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass J. L. Van Volkenburg E. H. Shomo	Walter Preston Tom Rooney James Beloungy	Radio Sales Assoc. Prog. World AP, UP, INS
CHICAGO 11	WCFL	1000	10,000	Chicago Federation of Labor 666 Lakeshore Drive Superior 5300		Chicago Fed. of Labor Maurice Lynch Melvin B. Wolens	Roy Franklyn Melvin B. Wolens Richard Pappin	Katz World UP
CHICAGO 14	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440		Clinton R. White J. A. White		Cox & Tanz
CHICAGO 23	WEDC	1240 SH-WCRW, WSBC	250	Emil Denmark Inc. 3860 Ogden Ave. Crawford 2436		Emil Denmark Frank J. Kotnour Frank J. Kotnour	Bill Mack Bill Mack Chester Lewicki	UP
CHICAGO 54	WENR	890 ST-WLS	50,000	American Broadcasting Co. Inc. Merchandise Mart Delaware 1900	ABC	American Broadcasting Co. Roy McLaughlin	Gene Rouse William W. Wilson Jr. E. C. Horstman	Spot Sales Standard AP, UP, INS
CHICAGO 12	WGES	1390	5,000	Radio Station WGES 2708 W. Washington Blvd. Sacramento 1700		Partnership John A. Dyer E. M. Hinzman	Herbert Rudolph Katherine P. Freda	Airspot Sales World UP
CHICAGO 11	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Robert R. McCormick Frank P. Schreiber Paul C. Brines William A. McGuineas (Norman Boggs)	Buckingham W. Gunn William Meyers (G. William Lang Carl Meyers)	Assoc. Prog. Standard World AP, UP, Reuters
CHICAGO 1	WIND	560	5,000	Johnson Kennedy Radio Corp. 230 N. Michigan Ave. State 4176	ABS	Ralph L. Atlass Ralph L. Atlass John T. Carey	Orville Foster Ellery Plotts	Pearson Standard Thesaurus World AP, UP, INS

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NEWS



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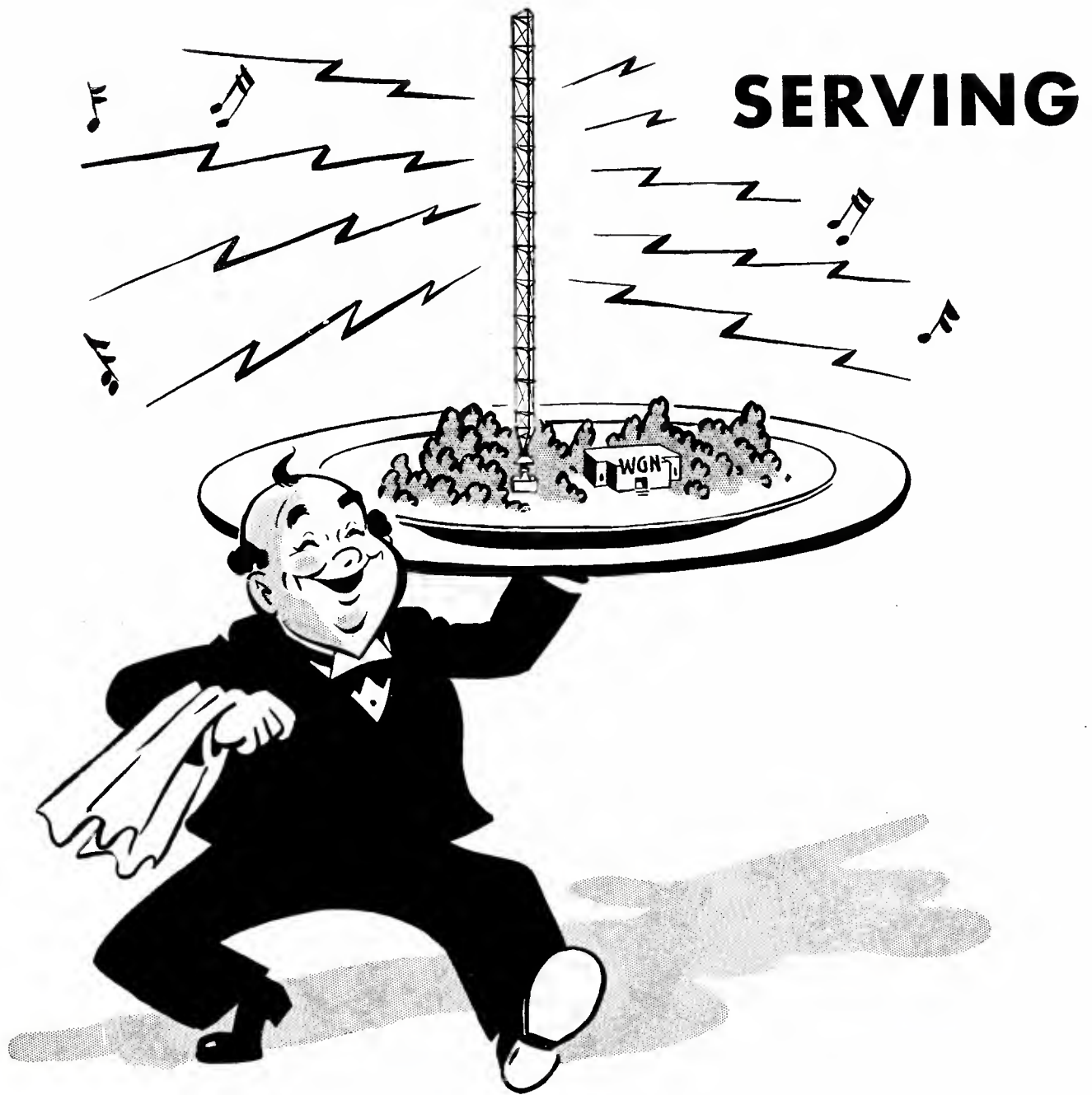
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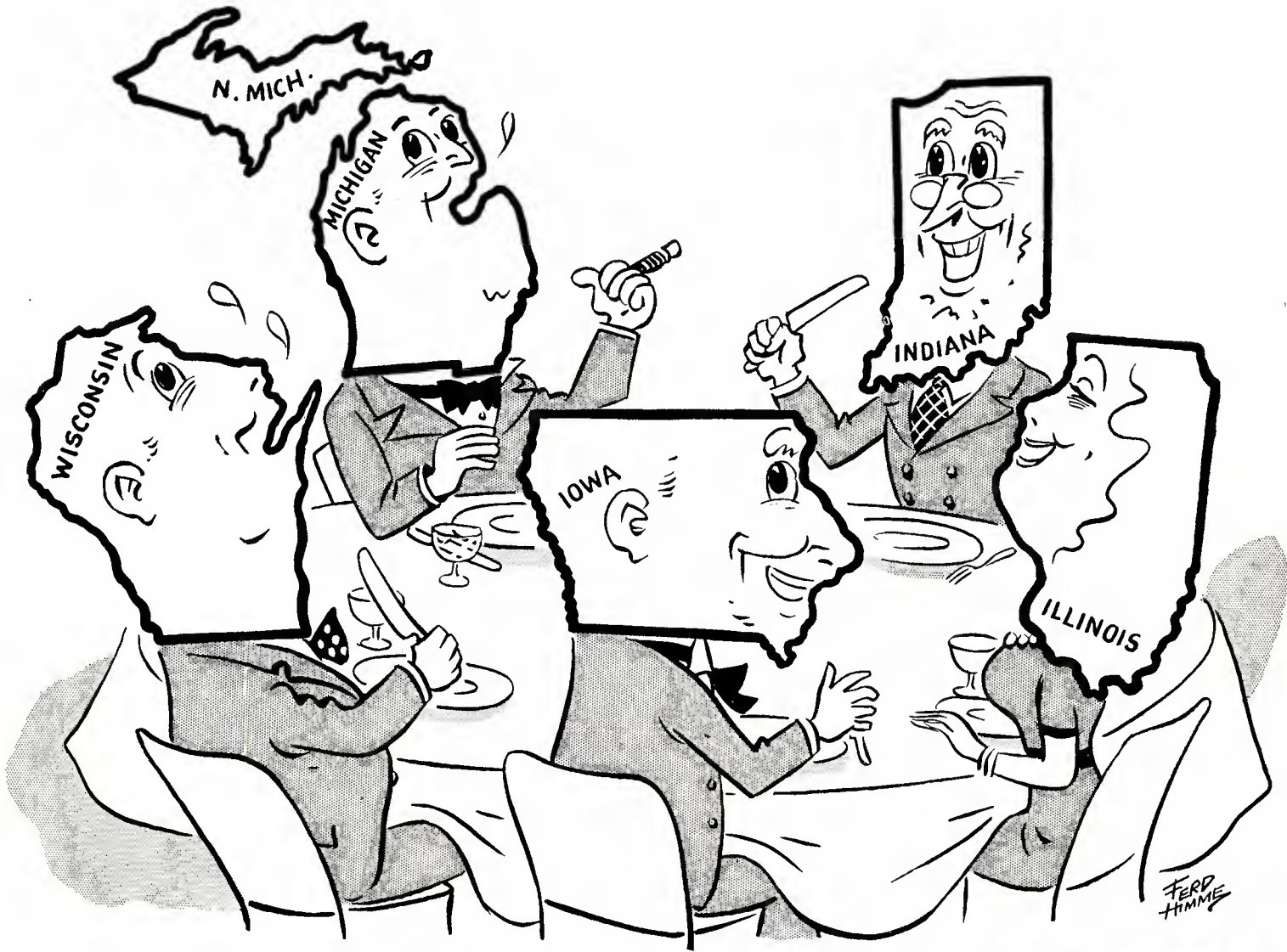


Since 1924 middlewestern listeners have looked to WGN for radio leadership. And WGN has kept faith with the nation's second richest market by serving a well-balanced, easily-digested radio fare.

Responsible radio reporting . . . expert programming . . . production facilities and know-how . . . and an engineering staff second to none . . . have all been important factors in building and maintaining WGN's enviable position in the field.

And with over 20 years of successful operation behind it, WGN stands fully prepared to keep pace with the phenomenal progress of this medium.

THE MIDDLE WEST



*A Clear Channel Station
Serving the Middle West*

WGN

**CHICAGO 11
ILLINOIS**
50,000 Watts
72
ON YOUR DIAL



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHICAGO 1	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466	ABS	Marshall Field Arthur F. Harre Frederick G. Harm	Randy Blake Robert W. Ward Walter F. Myers	Avery Cole World AP, UP
CHICAGO 7	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	ABC	Prairie Farmer Pub. Co. Glenn Snyder C. M. Freeman	Harold A. Safford Don E. Finlayson Tom L. Rowe	Blair Standard AP, UP, TP
CHICAGO 54	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	NBC—Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbuveaux Emmons Carlson Howard C. Luttgens	NBC Spot Standard Thesaurus AP, UP, INS
CHICAGO 10	*WMBI	1110 L-KFAB, WBT	5,000	Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	..	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell T. Hitt A. P. Frye	Thesaurus AP
CHICAGO 12	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Monroe 9060	..	Partnership Robert O. Miller Julius Miller	Robert O. Miller	ForJoe MacGregor SESAC UP
CICERO 50	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Road 4305	..	R. W. Hoffman Miss M. E. Clifford R. W. Hoffman	Elmer P. Hayes	Lang-Worth UP
DANVILLE	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford 1700	CBS Mississippi	E. C. Hewes Robert J. Burow Robert J. Burow	Honore E. Ronan Robert J. Burow T. G. Magin	McKinney World UP
DECATUR 70	WSOY	1340	250	Commodore Broadcasting Inc. 351 N. Main St. 5371	CBS	Fredrick W. Schaub Edward E. Lindsay Charles F. Bruce	Buren C. Robbins Mary E. Hayes Paul A. Wnorowski	Weed Standard World AP
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bestg. Co. Broadview Hotel Bridge 3424	ABS	Myles Johns Michael Henry Frank J. Prendergast	Agnes Mites Tom Riggs Erle White	Regional Radio Sears & Ayer World UP
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	MBS	L. A. Pritchard Harvey C. Day	Nan Kraehling Harvey C. Day	Sears & Ayer SESAC Standard UP
HARRISBURG 1	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	KBS Mississippi	Harrisburg Bestg. Co. Ingils M. Taylor Ingils M. Taylor	Wanda Ruth Owen Eddie Wise Joseph R. Tate	UP
HERRIN	WJPF	1340	250	Orville W. Lyerla Box 179 382	KBS Mississippi	Orville W. Lyerla Charles R. Cook Charles R. Cook	Charles R. Cook Charles R. Cook Marion F. Sawyer	World UP
JACKSONVILLE	WLDS	1180	250-D	Stephenson, Edge & Korsmeyer Fox-Illinois Theater Bldg. 1180	KBS Mississippi	E. J. Korsmeyer E. J. Korsmeyer	La Fern Coultas C. J. Cassens	Standard UP
JOLIET	WJOL	1340	250	Joliet Broadcasting Co. 601 Walnut St. 4761	KBS Mississippi	Calvin Wilson Robert L. Bowles Robert L. Bowles	Marcia Mitchell Lester DeCosta	World UP
PEKIN	(Construction permit)	1140	250-D	Pekin Broadcasting Co. Pekin	..	Pekin Broadcasting Co.
PEORIA 2	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Joe Raber	Brooks Watson Vernon A. Nolte Ted A. Giles	Free & Peters Thesaurus World AP, UP
QUINCY	WTAD	930	1,000	Lee Broadcasting Inc. W. C. U. Building 6200	CBS	Lee P. Loomis Walter J. Rothschild Walter J. Rothschild	C. Arthur Fifer Jean Verheyen Urlin F. Whitman	Katz Standard AP, UP
ROCK ISLAND	WHBF	1270	5,000	Rock Island Broadcasting Co. Safety Bldg. 918	..	John W. Potter Leslie C. Johnson Maurice Corken	Forest W. Cooke Ted Arnold Robert J. Sinnett	Wilson Standard Thesaurus AP, UP
ROCKFORD	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	ABC	A. G. Simms Walter M. Koessler John J. Dixon	Maurice P. Owens William R. Traum (W. A. Smith (FM & Tv.) (Maurice H. Nelson (AM)	Headley-Rued World UP
SPRINGFIELD	WCBS	1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	H. L. Dewing C. W. Neeld F. A. Harbauer	C. W. Neeld H. L. Dewing	Sears & Ayer AP
SPRINGFIELD	WTAX	1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS Mississippi	Jay A. Johnson Jay A. Johnson	Gladys M. McGrew Eli C. Swaringen	Weed Thesaurus UP
TUSCOLA	WDZ	1050	1,000-D	WDZ Broadcasting Co. McNeill Bldg. 431	..	Edgar L. Bill Charles C. Caley R. L. Stufflebam Bob Livingston	Don Boudreau Ted Giles	Wilson Standard World UP
URBANA	*WILL	580	5,000-D	University of Illinois 1010 S. Wright St. 7-2616	..	A. C. Willard Jos. F. Wright	Frank E. Schooley A. James Ebel	Thesaurus AP

20,000
WATTS
OF
SELLING
POWER



A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

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INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	ABC KBS	C. Bruce McConnell Robert E. Bausman John R. Atkinson Robert E. Bausman	Erma R. Allen John R. Atkinson Loyal F. Podhaski	Weed Standard UP
ELKHART	WTRC	1340	250	Truth Publishing Co. Inc. Hotel Elkhart 948	NBC KBS Mississippi	C. D. Greenleaf R. R. Baker	Margaret Lantz B. B. Baker L. W. Zellmer	Burn-Smith Standard World UP
EVANSVILLE 8	WEOA	1400	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Erwin Schoeny	Weed Standard World UP
EVANSVILLE 8	WGBF	1280	5,000-LS 1,000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed Standard World UP
FORT WAYNE 2	WGL	1450	250	Farnsworth Television & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	Farnsworth Tv. & Rad. Corp. Frank V. Webb William Aldrich	James Westover Norman C. Widenhofer Howard Beck	Headley-Reed Standard Thesaurus World UP
FORT WAYNE 2	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	ABC	Westinghouse—W. C. Evans Paul E. Mills H. D. Longworth	Carl Vandagriff Paul E. Mills Bruce H. Ratts	NBC Spot World UP
HAMMOND	WJOB	1230	250	Radio Station WJOB 449 State St. 10,000		O. E. Richardson O. E. Richardson Maj. R. C. Adair	L. B. Weller Stanley Gunning-Davis Stanley Strasburg	McGillvra Assoc. Prog. UP
INDIANAPOLIS 4	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner Frank O. Sharp William F. Kiley Jr.	Jeane Bitner Edward Schneider Harold S. Hollard	Katz Assoc. Prog. AP, INS
INDIANAPOLIS 6	WIBC	1070	5,000	Indiana Broadcasting Corp. Indianapolis News Bldg. Lincoln 2305	MBS	C. Walter McCarty George C. Biggar J. J. Flanigan	Ed Mason W. A. Spencer Samuel R. White Harry Adams	Blair Assoc. Prog. Lang-Worth AP, UP
INDIANAPOLIS 6	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC Mississippi	Eugene C. Pulliam Rex Schepp Rex Schepp	William T. Dean Gene Alden	Pearson Thesaurus World AP, UP
INDIANAPOLIS 4	WISH	1310	5,000-LS 1,000-N	Capital Broadcasting Corp. Board of Trade Bldg. Market 6345	ABC	C. Bruce McConnell C. Bruce McConnell Robert E. Bausman Robert E. Bausman	Reid Chapman Lyman G. Hunter Stokes Gresham Jr.	Free & Peters Standard AP, Reuters
KOKOMO	WKMO	1400	250	Kokomo Broadcasting Corp. College Bldg. 5171	CBS KBS	Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn John Carl Jeffrey George Palmer	Wilson UP
LAFAYETTE 1	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	MBS Mississippi	O. E. Richardson Joe Spring Joe Spring	Bayne A. Spring Joe Spring Harry C. Garba	McGillvra World UP
LAFAYETTE	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music 92-2128		Purdue University John W. Ditamore	James S. Miles Ralph Townsley Standard Thesaurus AP
MUNCIE	WLBC	1340	250	Donald A. Burton Box 271 4403	CBS KBS	Donald A. Burton Donald A. Burton W. F. Craig	June Johnson M. M. Crain	Holman Walker Standard AP
RICHMOND	WKBV	1490	250	Central Broadcasting Corp. 25 S. Ninth St. 1156	MBS	J. Robert Quigg G. F. Albright Wayne Cayton	Marie Robbins Roland Nusbaum Louis Duning	Rambeau Standard World UP
SOUTH BEND 4	WHOT	1490	250	South Bend Broadcasting Corp. St. Joseph & Monroe Sts. 3-4155	ABC	C. Bruce McConnell Robert E. Bausman W. P. Heffernan Robert E. Bausman	Harold Cook C. W. Hines Jack Willson	Weed Standard World AP
SOUTH BEND 25	WSBT	960	1,000	South Bend Tribune 225 W. Colfax Ave. 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Mark Boyden Neal B. Welch Herbert G. Cole	Raymer Assoc. Prog. Lang-Worth Standard UP
TERRE HAUTE	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	Alvin Eades George M. Jackson George M. Jackson	Leo Baxter Aline Arnold Donald Aldrich	Weed Standard World AP, UP
VINCENNES	WAOV	1450	250	Vincennes Newspapers Inc. 320 Bussaron St. 787	MBS Mississippi	Eugene C. Pulliam Victor H. Lund Richard B. Harris	Edward Raasch Richard E. Harris Eugene E. Alden	Pearson Lang-Worth UP

DEAR TO THE HEART OF HOOSIERLAND

THE 500 MILE RACE

In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

WFBM — INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.



WFBM



COLUMBIA
BROADCASTING
SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY

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 Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transe. Library News Service
AMES	*WOI	640	5,000-D	Iowa State College of A. & M. Ames 2500	Iowa State College of A. & M. W. I. Griffith	Richard B. Hull Edward Wegener L. L. Lewis	World AP
BOONE	*KFGQ	1260	250-D	Boone Biblical College Boone	Boone College
BURLINGTON	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	ABC Tall Corn	Dan T. Riley Gerard B. McDermott George B. J. Adkisson	Lucile Weinrich Gerard B. McDermott John Gallino	Rambeau Cole World UP
CEDAR RAPIDS	WMT	600	5,000	American Bestg. Stations Inc. Paramount Theatre Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids: 6127 Waterloo: 3618	CBS Mid-States	{Helen Mark Wm. B. Dolph Wm. B. Quarton Donald D. Sullivan	Douglas B. Grant Leo F. Cole George P. Hixenbaugh	Katz Lang-Worth Standard AP, UP
CLINTON	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	MBS Mississippi Tall Corn	W. S. Jacobsen Morgan Sexton Walter Teich	Lucille De Leers Gilbert Andrew	Rambeau Standard UP
DAVENPORT	WOC	1420	5,000	Tri-City Broadcasting Co. 1002 Brady St. 3-3661	ABC Cornbelt	B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Marshall Dane Jane S. Boom Paul Arvidson	Free & Peters Lang-Worth World AP, UP
DECORAH	*KWLC	1240	250	Luther College 600 Leiv Ericksson Drive 690	O. J. H. Preus Richard Bergstrom	Richard Bergstrom Oliver Eitriem
DES MOINES 4	KRNT	1350	5,000	Cowles Broadcasting Co. Register & Tribune Bldg. 3-2111	ABC Mid-States	Gardner Cowles Jr Phil Hoffman Bob Dillon	Charles D. Miller Bob Dillon (Don Burcherter Charles Quentin	Katz Assoc. Prog. Lang-Worth Standard AP, UP
DES MOINES 9	KSO	1460	5,000	Kingsley H. Murphy 800 Old Colony Bldg. 3-0571	CBS	Kingsley H. Murphy George J. Higgins George J. Higgins	Edmund J. Linehan Nancy M. Halsor F. E. Bartlett	Headley-Reed World AP, UP
DES MOINES 7	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters Lang-Worth Thesaurus AP, UP, INS
DUBUQUE	KDTH	1370	1,000	Telegraph-Herald 8th & Bluff St. 1603	MBS Mississippi Tall Corn	F. W. Woodward Kenneth S. Gordon Gordon K. Downey	Arnie Stierman Gordon K. Downey Charles Cain	Rambeau Standard AP
DUBUQUE	WKBB	1490	250	Dubuque Broadcasting Co. Hotel Julien 572	ABC	James D. Carpenter James D. Carpenter Harry Hatzenbuehler	Jeanne Wiedner Len T. Carlson	Wilson World UP
FORT DODGE	KVFD	1400	250	Northwest Broadcasting Co. 912 First Ave. S. Walnut 3761	MBS KBS Mississippi Tall Corn	Edward Breen Edward Breen Edward Breen	Drexel Peterson Kenneth Peterson Dave Sinclair	Burn-Smith Rambeau UP
IOWA CITY	*WSUI	910	5,000	State University of Iowa Iowa City 2111	State University of Iowa Carl H. Menser	Armon Bonney S. J. Ebert AP
MARSHALLTOWN	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	MBS Mississippi Tall Corn	Kenneth Durham Warren J. Binkley Theodore M. Silva	Charles T. Webb LaVerne Koenig James A. Dickens	Rambeau SESAC UP
MASON CITY	KGLO	1300	5,000	Lee Radio Inc. 12 Second St. N. E. 2800	CBS	Lee Radio Inc. F. C. Eighmey Herbert R. Obrt	Merritt Milligan Roger Sawyer	Weed Standard AP, UP
OTTUMWA	KBIZ	1240	250	KBIZ Inc. 117 E. Main St. 5600	MBS Mississippi	James J. Conroy James J. Conroy	Gene Milner Dorothy J. Lindley Jonatban C. Haley	Rambeau World UP
SHENANDOAH	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore St. 1	Tall Corn	KFNF Inc. T. F. Stubbs T. F. Stubbs	T. F. Stubbs Robert N. Barkman	Standard World AP
SHENANDOAH	KMA	960	5,000	May Broadcasting Co. Lowell & Elm Sts. 192	ABC Cornbelt	Earl E. May Owen Saddler Howard O. Peterson	Terry L. Moss H. B. Lingo R. J. Schroeder	Free & Peters SESAC AP, UP
SIOUX CITY 16	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	William R. Perkins Eugene T. Flaherty Eugene T. Flaherty	Jean Harraday Alvin H. Smith	Hollingbery MacGregor World AP
SIOUX CITY	KTRI	1450	250	Sioux City Bestg. Co. Commerce Bldg. 8-0165	MBS Mississippi Tall Corn	Dietrich Dirks Dietrich Dirks Dietrich Dirks	Al Triggs Willard Easterly	Rambeau Assoc. Prog. UP
SPENCER	KICD	1240	250	Iowa Great Lakes Bestg. Co. Box 631 45	MBS Mississippi Tall Corn	Ben B. Sanders Ben B. Sanders George Schossow	John A. Howe George Schossow Burney B. Jones	Rambeau Lang-Worth Standard AP
WATERLOO	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	ABC	Joe DuMond Joe DuMond A. J. DuMond	Emlyn Owen Elizabeth M. Gahre Don Kassner	Blair Standard AP
WATERLOO	WMT	600	5,000	(See Cedar Rapids, Ia.)

Timebuyers select **WHO** because...

1. LARGEST PRIMARY COVERAGE

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or night time primary coverage than any other sta-

tion in Iowa. Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

2. MORE CONSUMER INFLUENCE

As shown for 3 consecutive years by the authoritative Iowa Radio Audience Survey,* *more Iowa people "listen most" to WHO than to all other stations com-*

bined. In 1945, figures were 55.4% to WHO vs. 28.6% to all other Iowa stations during daytime . . . 58.5% to WHO vs. 20.5% to all other Iowa stations after 6 p.m.

3. BEST PROGRAM SERVICE

WHO is the only NBC station in Iowa—has 20 of the 30 most popular network and local programs in the State. WHO has invested the necessary time, effort and money to give Iowa listeners a far better

careful of radio value than any other radio station—with much the largest staff of talent, producers, announcers, writers, music arrangers and News Personnel in the state.

4. MORE DEALER INFLUENCE

According to polls conducted by the Iowa Retail Grocers & Meat Dealers Assn. and Iowa Pharmaceutical Assn., radio is considered the best state-wide advertising medium to help sell goods in Iowa—

—by 68.3% of Iowa grocers, vs. 30.5% for newspapers

—by 87.4% of Iowa druggists, vs. 7.8% for newspapers
WHO is considered most effective radio station in the state—

—by 74.1% of Iowa grocers vs. 25.9% for all other stations
—by 61.9% of Iowa druggists vs. 38.1% for all other stations

5. HIGHEST RATINGS

WHO has the greatest "share of audience" in Des Moines during daytime hours, 8:00 a.m. to 6:00 p.m., Monday thru Friday, and evenings 6:00 p.m. to 10:00 p.m., Sunday thru Saturday.
"Share of Audience" ratings in "outside zone"—8

Iowa cities located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 a.m. to 6:00 p.m., Monday thru Friday...60.0%
6:00 p.m. to 10:00 p.m., Sunday thru Saturday...66.9%

6. NO OTHER STATION IN U.S. IS LIKE WHO!

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost-per-listener" buys in the nation, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for further facts and availabilities.

*If you do not have a copy of the 1945 Iowa Radio Audience Survey, WHO would be glad to send you one free. It is widely considered the most valuable radio audience handbook ever compiled—a *must* for advertisers in Iowa.

WHO for Iowa Plus!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, Pres. J. O. MALAND, Mgr.

FREE & PETERS, INC., National Representatives

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KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATCHISON	KVAK	1450	250	S. H. Patterson 622 1/2 Commercial St., Atchison Robidoux Hotel, St. Joseph, Mo. Atchison 1420 St. Joseph 4-0958	MBS KBS Mississippi	S. H. Patterson Jerry Akers David G. Roberts	David G. Roberts Thomas Vance Jr.	AP
COFFEYVILLE	KGCF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	ABC Mississippi	Hugh J. Powell Bert H. Powell E. B. Spoonamore	Ozzie Osborne Anna Marie McGrath J. Sarto Jaminet	Weed Thesaurus World AP
DODGE CITY	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. 705 Second Ave. 1100	KBS	J. C. Denious N. C. Petersen N. C. Petersen	Herschel Holland Ralph Hickman	Hagg World AP
EMPORIA	KTSW	1400	250	Emporia Broadcasting Co. Inc. 613 Merchant St. 153	MBS KBS Kansas Mississippi	J. Nelson Rupard	Miriam Porter Burton Harrison Paul H. Daniels	World AP
GARDEN CITY	KIUL	1240	250	Radio Station KIUL 509 1/2 N. Main St. 666	MBS KBS Kansas	F. D. Conard Al B. Pyatt Al B. Pyatt	Marjorie E. McElroy Marjorie E. McElroy Robert Snyder	Cox & Tanz Cole McGregor SESAC UP
GREAT BEND	KVGB	1400	250	KVGB Inc. 2103 Forest Ave. 1080	MBS Kansas Mississippi	R. C. Russell Clem Morgan	Ray Beals Leo Legleiter	Pearson Lang-Worth UP
HUTCHINSON	KWBW	1450	250	Nation's Center Broadcasting Co. 101 E. Ave. A 5202	NBC	William Wyse Stanley Marsh William Wyse Vern Minor	Raymond Loveless Vern Minor Millard Clary	Lang-Worth Standard AP, UP
KANSAS CITY	KCKN	1340	250	(See Kansas City, Mo.)				
LAWRENCE	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence	U. of Kansas		
LAWRENCE	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	ABC	R. C. Jackman Verl Bratton Verl Bratton	Arden Booth John P. Bondeson Carl Blesner	Hollingbery Thesaurus UP
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 3395	Milton S. Eisenhower Dean H. Umberger	L. L. Longsdorf Bernard P. Holbert	
PITTSBURG	KOAM	810 CP-360	1,000-D CP-5,000-U	Pittsburg Bestg. Co. Inc. Box 603 2165	NBC	E. V. Baxter R. E. Wade	Leo Stafford	Pearson World INS
SALINA	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Ray V. Jensen	N. E. Vance Jr.	Pearson SESAC Standard Thesaurus AP
TOPEKA	WIBW	580	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake Ben Ludy Ben Ludy	Maude Shreffler K. G. Marquardt	Biddick Capper Lang-Worth Standard AP, UP
WICHITA 2	KANS	1240	250	KANS Broadcasting Co. Wichita 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Vic Rugh Robert Crottinger	Headley-Reed Standard Thesaurus AP, UP
WICHITA 1	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bestg. Corp. First & Market Sts. 2-1447	ABC Kansas	H. K. Lindsley Robert K. Lindsley D. W. McCoy	C. Theodore Johnson D. W. McCoy K. W. Pyle	Hollingbery Cole World UP, INS
WICHITA 2	KFH	1330	5,000	Radio Station KFH York Rite Bldg. 2-4491	CBS	M. M. Murdock Plez S. Clark Clark A. Luther	Vernon Reed Clark A. Luther Amos Dadisman	Petry Lang-Worth AP, UP

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND	WCMI	1340	250	Ashland Broadcasting Co. Box 949 3010	CBS	Gilmore N. Nunn Joseph B. Matthews Charles C. Warren	Lota Segraves Robert Bell Clarence Weaver	Pearson Standard UP
BOWLING GREEN	WLBJ	1340	250	Bowling Green Bestg. Corp. Fairview & Lehman Aves. 1340	MBS KBS	Ken Given Ken Given McElroy Moss	Joe Hamilton Helen Given Wallace V. Rockefeller	Burn-Smith Lang-Worth UP
FRANKFORT	WFKY (Construction permit)	1490	250	Frankfort Broadcasting Co. 317 Ann St. 421	J. Sneed Yager Clarence H. Fleming Clarence H. Fleming	Marshall L. Peace Marshall L. Peace	AP
GLASGOW	WKAY (Construction Permit)	1490	250	Glasgow Broadcasting Co. 213 S. Green St.			

Faithfully Serving American Agriculture

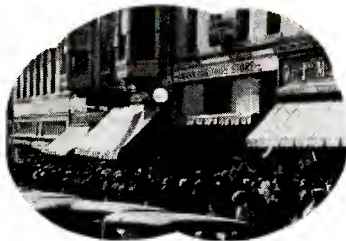


FOR 20 YEARS WIBW has planned its every activity for the advancement and benefit of midwest agriculture. We were founded as a farm station. We've grown as a farm station. This growth has been due to our constant study of the newest methods, tests, and experiments so that we could immediately adapt our programs to the rapid changes in modern agriculture.

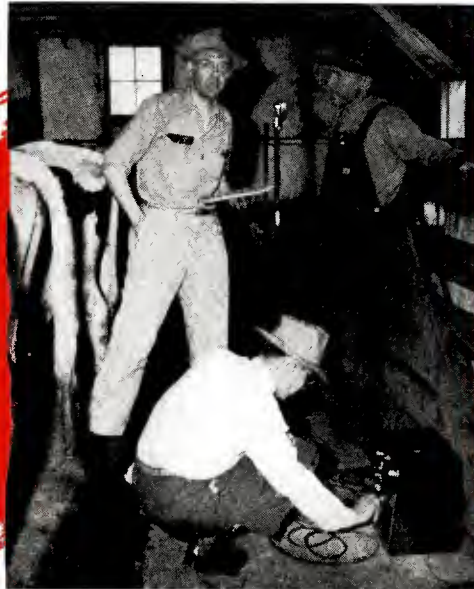
PROGRAMMED FOR FARMERS

WIBW's entertainment is simple, direct, and "homey". It's what listeners have told us they want in state-wide, door-to-door surveys. Every announcer and entertainer is a personality . . . known to our listeners by his first name . . . invited to their homes as they visit fairs and make personal appearances throughout the state. WIBW speaks to the former . . . neighbor to neighbor . . . in his own language.

AND SMALL TOWN LISTENERS



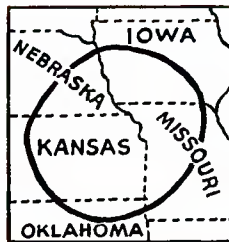
whose interests are also agricultural because their living comes from the sale of goods and services to farmers in their trading area.



All the local interest of a weekly newspaper as WIBW's Farm Service Director makes wire recording of interview with distant dairy farmer for later broadcast.

ALL THROUGH THIS RICH MIDWEST FARM SECTION

Within this half-millivolt line, live some of America's most prosperous farm families. They're large, active families whose purchases of food, clothing, and equipment run into millions of dollars each year. And you'll find that WIBW played a major part in creating the demand for these huge "brand name" purchases.



Right now, we're going to follow our own established practice of radio salesmanship. We never tell our audience about a product or service without asking them to buy. Because we wholeheartedly believe that WIBW is the most outstanding sales medium in this area, we're asking YOU to try it . . . and be convinced.

WIBW

IN TOPEKA

"The Voice of Kansas"

BEN LUDY

COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka

General Manager

KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transac. Library News Service
HARLAN	WHLN	1230	250	Blanfox Radio Co. Inc. S. Main St. 625	MBS KBS	(R. B. Helms J. Francke Fox R. B. Helms Eddie Whitehart	Stuart Odell R. B. Helms J. Francke Fox	Burn-Smith UP
HENDERSON	WSON	860	500-D	Henderson Broadcasting Co. Inc. Box 418 3923	MBS KBS	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Martha Jane Reed Hecht S. Lackey B. A. Smith	Sears & Ayer Wood Assoc. Prog. Thesaurus AP, UP
HOPKINSVILLE	WHOP	1230	250	Hopkinsville Broadcasting Co. Inc. Garnett Bldg. 1025	CBS KBS	Pierce E. Lackey F. Ernest Lackey F. E. Lackey	Betsy Scarlett F. E. Lackey T. E. Brewer	Sears & Ayer Wood Cole World AP, UP
LEXINGTON 9	WLAP	1450	250	American Broadcasting Corp. Radio Bldg. 1721	ABC	Gilmore N. Nunn Miller Welch Miller Welch	Doris Holtzclaw Miller Welch Sanford Helt	Pearson Standard UP
LOUISVILLE 2	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr. Nathan Lord James F. Cox	George Patterson Bunch Sanders Wilbur E. Hudson	Free & Peters Lang-Worth Thesaurus AP, INS
LOUISVILLE 2	WGRC	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith Charles L. Harris J. Porter Smith	Ward V. Hatcher H. R. Hunter Perry W. Esten	Burn-Smith Lang-Worth Standard AP, UP
LOUISVILLE 2	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	(Barry Bingham Mark Ethridge W. Lee Coulson Joe Eaton	Richard E. Fischer J. M. Wynn Orrin W. Towner	Petry Assoc. Prog. SESAC Standard World AP, UP
LOUISVILLE 1	WINN	1240	250	Kentucky Broadcasting Corp. Tyler Hotel Wabash 5148	ABC	Nelle M. Kendrick Harry McTigue G. F. Bauer	Stan Corley G. F. Bauer E. G. Rinn	Broadcast Sales MacGregor Standard AP
OWENSBORO	WOMI	1490	250	Owensboro Broadcasting Co. Inc. Owensboro 420	MBS KBS	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Cliffordean Potter Hugh O. Potter Leslie B. Goodaker	Burn-Smith Lang-Worth AP
PADUCAH	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	CBS KBS	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Evelyn Carroll Gene Peak U. C. Morris	Sears & Ayer Wood MacGregor World AP, UP

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transac. Library News Service
ALEXANDRIA 4	KALB	580	1,000	Alexandria Broadcasting Co. Inc. 505 Johnston St. 3335	ABC	Walter H. Allen E. R. Cappellini E. R. Cappellini	Janet Baker Immler Jesse Sexton	Weed Standard World AP, INS
BATON ROUGE 1	WJBO	1150	5,000	Baton Rouge Broadcasting Co. Inc. 444 Florida St. 5271	ABC	Charles P. Manship H. V. Anderson J. Roy Debadie T. E. Gibbena	Ralph H. Sims T. E. Gibbens Donald K. Allan	Hollingbery Standard World AP, UP
BATON ROUGE	(Construction Permit)	1400	250	Air Waves, Inc. Baton Rouge	Harry B. Nelson Woodrow W. Hattie
LAFAYETTE	KVOL	1340	250	Evangeline Broadcasting Co. 519 S. Buchanan St. 336	NBC	Morgan Murphy George H. Thomas B. Hillman Bailey Jr.	Frank Lee Frank Lee B. Hillman Bailey Jr. MacGregor World AP, UP
LAKE CHARLES	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	NBC Louisiana	T. B. Lanford David Wilson Jerry Bozeman	Jerry Bozeman Jerry Bozeman Earl C. Moses World AP
MONROE	KMLB	1230 CP-1440	250 CP-1,000	Liner's Broadcasting Station Inc. Jackson & Harrison Sts. 4521	ABC La. State	J. C. Liner J. C. Liner Jr. J. C. Liner Jr.	Mrs. Otta B. Green J. C. Liner Jr. O. L. Morgan	Gene Grant Cole Lang-Worth Standard UP
MONROE	KNOE	1450 CP-1230	250	James A. Noe Box 1713 912	NBC	James A. Noe Guy Corley James E. Gordon	Elaine C. Haas Elaine C. Haas Howard E. Griffith	McGillvra Thesaurus AP
NEW IBERIA	(Construction permit)	1240	250	New Iberia Bcstg. Co. New Iberia	New Iberia Bcstg. Co.
NEW ORLEANS 12	WDSU	1280	5,000	Stephens Broadcasting Co. Hotel Monteleone Raymond 7135	ABC La. State	(E. A. Stephens Fred Weher H. G. Wall Fred Weher Charles Price	Stanley Holiday Jeanne Spoonmoor Charles Whitney	Blair Lang-Worth AP, UP
NEW ORLEANS 16	WJBW	1230	250	C. C. Carlson Auduhon Bldg. Magnolia 3488	C. C. Carlson P. K. Ewing P. K. Ewing	Louise Farmer P. K. Ewing V. W. Bradbury	Ramheu AP



**YEARNING
TO TAKE
A WHACK
AT
WHICK (Ky.)?**

Control that impulse, sir! Like many another Kentucky town, Whick has a funny name and not much else. Besides, the power necessary to reach it costs extra dough. But on the other hand, here's WAVE's Louisville Trading Area, with more prosperous people, more industry, more *business* than all the rest of the State *combined*. Unless you're selling sunbonnets and kerosene lamps, WAVE is probably what you're *really* looking for! How about hauling off and letting us have it?

**LOUISVILLE'S
WAVE**

5000 Watts

970 K. C.

N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1946 Yearbook Number • Page 107

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
NEW ORLEANS 12..	WNOE	1450	250	James A. Noe St. Charles Hotel Raymond 0423	MBS*	James A. Noe James E. Gordon James E. Gordon	Beverly C. Brown Standard AP	McGillvra
NEW ORLEANS 16..	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards H. Wheelahan T. J. Fontelieu	Harry Arthur T. J. Fontelieu H. G. Nebe	Petry Lang-Worth Thesaurus AP
NEW ORLEANS 12..	WVL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	{Loyola University Rev. Thomas J. Shields, S.J. W. H. Summerville Louis Read	Ed Hoerner Tom Holbrook J. D. Bloom	Katz Standard World AP, UP
SHREVEPORT 90....	KTBS	1480	1,000	Radio Station KTBS Box 1121 3-3673	NBC	John C. McCormack John C. McCormack Leslie H. Peard Jr.	Judith Lawton Claude De Beaux C. H. Maddox	Petry Lang-Worth Thesaurus AP, UP
SHREVEPORT "R" ..	KRMD	1340	250	Radio Station KRMD Box 1712 6171	{R. M. Dean T. B. Lanford
SHREVEPORT 92....	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing Fred Ohl J. A. Oswald	Ralph Matthews James T. Briggs W. E. Antony	Branham Standard AP, UP

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA.....	WRDO	1400	250	WRDO Inc. 175 Water St. 2285	NBC New England Yankee	Adeline B. Rines Quenton K. Crandall Walter Weightman	Dan Kelly Harold Dinamore	Weed Bannan Foster World UP
BANGOR.....	WABI	910	1,000 CP-5,000	Community Broadcasting Service 57 State St. 6446	CBS	F. B. Simpson F. B. Simpson Guy A. Corey	Harold W. Dorr Guy A. Corey Walter L. Dickson	Foster Young AMP AP
BANGOR.....	WLBZ	620	5,000	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC New England Yankee	William H. Rines Edward E. Guernsey	Norman Lambert John Wibby	Weed Bannan Thesaurus UP
LEWISTON.....	WCOU	1240	250	Twin City Broadcasting Co. 223 Lisbon St. 3140	MBS Yankee	Faust Couture Oscar J. Normand Oscar J. Normand	Norman G. Gallant Oscar J. Normand John T. Duty	Forjee SESAC Standard UP
PORTLAND 3.....	WCSH	970	5,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC New England Yankee	Adeline B. Rines William H. Rines Albert W. Smith	Arthur Owens Linwood T. Pitman G. Fred Crandon	Bannan Weed Thesaurus AP, UP
PORTLAND 3.....	WGAN	560	5,000	Portland Broadcasting System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Roger W. Hodgkins	Foster Raymer Standard UP
PORTLAND.....	WPOR	1450	250	Centennial Broadcasting Co. Inc. Portland	ABC Murray Carpenter Roger Perry AP
PRESQUE ISLE.....	WAGM	1450-SH	250	Aroostook Broadcasting Corp. 180 State St. 8821	KBS	Harry E. Umphrey Harold D. Gidden	Ted Coffin Lester E. Hughes	Foster World UP
WATERVILLE.....	1490 (Construction permit)	250	Kennebec Bestg. Co. Waterville	Kennebec Bestg. Co.

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BALTIMORE 3.....	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst—Chas. McCabe Harold C. Burke Harold C. Burke Jack Tappin Richard Duncan	Petry Standard World AP, UP, INS
BALTIMORE 17.....	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	{Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth AP, INS
BALTIMORE 13.....	WCBM	1400	250	Baltimore Broadcasting Corp. North & Hartford Aves. University 8400	MBS	John Elmer George H. Roeder John Elmer	Charles A. Roeder Phyllis E. Wolfe G. Porter Houston	Free & Peters Lang-Worth UP, INS
BALTIMORE 2.....	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Hope H. Barroll Jr. Hope H. Barroll Jr. {Andrew H. Hilgartner William S. Pirie Jr.	Bert Hanauer William R. Dohard William Q. Ranft	Blair World AP, UP
BALTIMORE 3.....	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	ABS	Thomas G. Tinsley II Robert C. Embry R. C. Embry	Raymond Baker James Duff	Headley-Reed Assoc. Prog. Lang-Worth Standard AP, TP

THE
50,000
WATT
POWER

IN
SHREVEPORT
AND THE

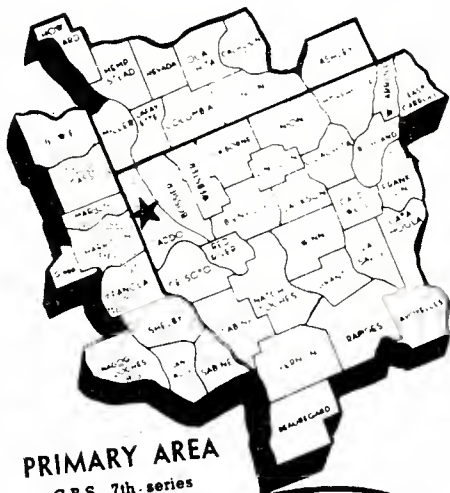
ARK.
LA.
TEX.

HERE'S HOW

SHREVEPORT, LOUISIANA
STACKS UP!

*among the 12 cities of
115,000 to 125,000 population*

12TH IN
POPULATION



PRIMARY AREA
C.B.S. 7th-series
survey of listen-
ing areas.

C.B.S.

REPRESENTED BY BRANHAM CO.

- 1st in Drug Sales
- 2nd in Bank Deposits
- 4th in Buying Income
- 4th in Lumber Sales
- 4th in Per Capita Buying Income

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station
SHREVEPORT, LOUISIANA

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MARYLAND—(Continued)

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CUMBERLAND	WTBO	1450	250	Associated Broadcasting Corp. 31 Frederick St. 299	NBC	Aurelia S. Becker Aurelia S. Becker Aurelia S. Becker	Aurelia S. Becker David W. Jefferies	World AP, UP
FREDERICK	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	CBS	Laurence Leonard William E. Hardy William E. Hardy	Millard H. Klunk William E. Hardy Julius Thiel	Lang-Worth AP
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Franklin Court 2323	MBS Maryland	Arthur L. Blessing Grover C. Crilley Hal Seville	Bernice J. Crilley Frank Bowers George McIntyre	Assoc. Prog. Lang-Worth AP
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS	John W. Downing Charles J. Truitt Charles J. Truitt	Gladys Stearns Charles J. Truitt Peter A. Alfonsi	World UP

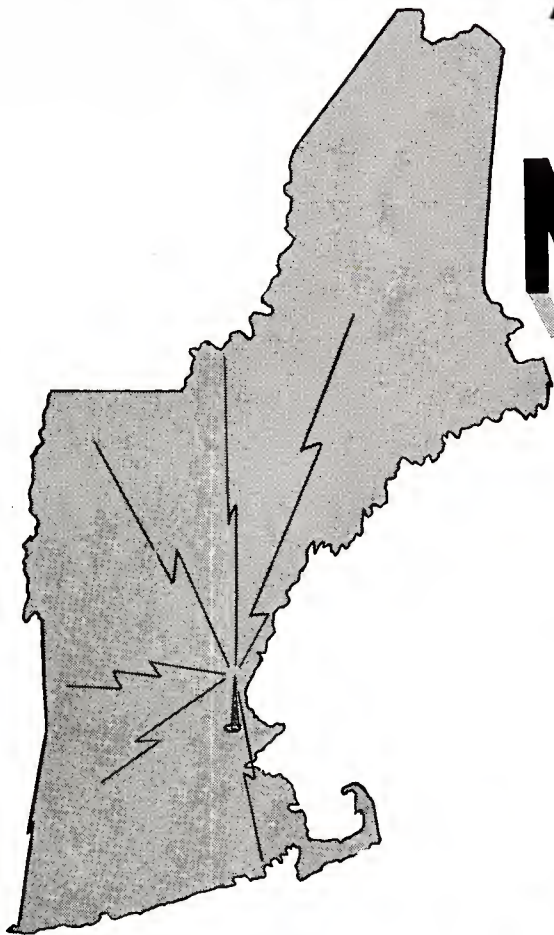
MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON 16	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse—W. C. Evans C. S. Young C. H. Masse	W. Gordon Swan Lynn Morrow W. H. Hauser	NBC Spot Standard Thesaurus AP, UP
BOSTON 16	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	ABC	Gardner Cowles Jr. A. N. Armstrong Jr. Norbert L. O'Brien	John D. Maloy Harry D. Goodwin Roland C. Hale	Katz Lang-Worth Standard AP, UP, INS
BOSTON 12	WEEI	590	5,000	Columbia Broadcasting System Inc. 132 Tremont St. Hubbard 2323	CBS New England	CBS—H. E. Fellows H. E. Fellows K. F. Horton	K. F. Horton G. H. Cunningham W. J. Stiles	Radio Sales World AP, UP
BOSTON 16	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	R. G. Matheson John F. Manning Jr. William W. Warner	Elizabeth M. Manning R. G. Matheson	Young Assoc. Prog. Cole Lang-Worth World AP, UP
BOSTON 15	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	ABS	John E. Reilly, USNR Wm. S. Pote Wm. S. Pote	John Kiley A. J. Pote	Assoc. Prog. Lang-Worth SESAC World INS
BOSTON 15	WNAC	1260	5,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William O'Neil John Shepard 3d John Shepard 3d Linus Travers	George W. Steffy James S. Powers Irving B. Robinson	Petry Assoc. Prog. SESAC Standard AP, INS, Reuters
BOSTON 16	WORL	950	1,000-D	Broadcast Service Organization 216 Tremont St. Liberty 4540	Harold A. Lafount George Lasker George Lasker	Bob Perry George Lasker John W. Parker	Forjoe AP, UP
FALL RIVER	WSAR	1480	1,000	Fall River Broadcasting Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr Melvin Lahr John Harrington	Angus A. Bailey John Crowley John Pavao	Foster Headley-Reed Lang-Worth Standard World AP
FITCHBURG	WEIM	1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Radio Station WEIM Earle Clement Mort Silverman	Earle Clement Mort Silverman Ted Kalin	Lang-Worth AP
GREENFIELD	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis Horace W. Nichols Horace W. Nichols	H. Frederick Grebe Horace W. Nichols Leland F. Wheeler	Bannan Burn-Smith Foster World AP
HOLYOKE	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Jay J. Heitin Thomas R. Humphrey	Bannan Assoc. Prog. World UP
LAWRENCE	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	ABC	Irving E. Rogers Irving E. Rogers David M. Kimel	James T. Mahoney George A. Hinckley	Weed Standard World UP
LOWELL	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 39 Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Robert F. Donahue Ralph Newton	Petry Assoc. Prog. AP
NEW BEDFORD	WNBH	1340	250	Bristol Broadcasting Co. Inc. 588 Pleasant St. 8-3223	ABC	Basil Brewer Hugh R. Norman Theo. Healy	Evelyn Mello Theo. Healy Everett Parker	Forjoe Rambeau Thesaurus AP
PITTSFIELD	WBRK	1340	250	Mouroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England John Parsons John Parsons	William Geary William Geary Leonard Lavendol	Bannan Foster Walker Lang-Worth UP
SALEM	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St. 5670	Charles W. Phelan A. V. Morgan C. W. Phelan	Irene Roberts Charles W. Phelan R. I. Hammond	Forjoe Assoc. Prog. Thesaurus World AP, INS

Serving

INDUSTRIAL

NEW ENGLAND



- BASIC STATION
American Broadcasting Co.
- 5000 WATTS
680 KC.
- Serving 1,902,591 Loyal Listeners
- Covering 181 Cities and Towns
- Studios in Lawrence and Lowell



WLAW

LAWRENCE, MASSACHUSETTS

Represented Nationally by WEED & COMPANY

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MASSACHUSETTS—(Continued)

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SPRINGFIELD.....	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 275 Tremont St., Boston 16 Hancock 4261	NBC New England	Westinghouse—W. C. Evans C. S. Young C. H. Masse	W. Gordon Swan Lynn Morrow W. H. Hauser	NBC Spot Standard Thesaurus AP, UP
SPRINGFIELD 3.....	WMAS	1450	250	WMAS Inc. 1757 Main St. 7-1414	CBS	A. S. Moffat Warren M. Greenwood Warren M. Greenwood	Ben C. Sweet Earle G. Hewinson	Foster Petry Assoc. Prog. UP
SPRINGFIELD 5.....	WSPR	1270	1,000-LS 500-N	WSPR Inc. 63 Chestnut St. 6-2757	ABC	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Howard S. Keefe Lawrence A. Reilly	Bannan Hollingbery Lang-Worth AP
WEST YARMOUTH..	WOCB	1240	250	Bristol Broadcasting Co. Inc. South Sea Ave. Hyannis 502	ABC KBS	(Basil Brewer Hugh R. Norman Donald L. Sellers Marion Crowell	Donald L. Sellers Donald L. Sellers Everett Parker	Rambeau
WORCESTER 8.....	WAAB	1440	5,000	Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	(William O'Neil John Shepard 3d William Koster William Koster	Philip Brooks James Powers Joseph Grahn	Petry Assoc. Prog. SESAC Standard AP
WORCESTER 2.....	WORC	1310	1,000	Alfred Frank Kleindienst 65 Elm St. 5-3101	ABC	Alfred F. Kleindienst Mildred F. Stanton	Weed Lang-Worth INS
WORCESTER 1.....	WTAG	580	5,000	Worcester Telegram Pub. Co. Inc. 18 Franklin St. 5-4321	CBS	George F. Booth Edward E. Hill Herbert L. Krueger	A. J. Brissette Philip R. Jassen Elliot A. Browning	Bannan Raymer Assoc. Prog. World AP, Reuters

MICHIGAN

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ANN ARBOR.....	WPAG	1050	250-D	Washtenaw Broadcasting Co. Inc. Hutzel Bldg. 2-5517	Arthur E. Greene Edward F. Baughn Howard V. Walters	Charles Wilton Stephen J. Filipiak George D. Stearns	Broadcast Sales Standard World AP
BATTLE CREEK.....	WELL	1400	250	Federated Publications Inc. Michigan National Bank Bldg. 5655	ABC Michigan Mississippi Wolverine	Federated Publications Inc. Dan E. Jayne E. P. Mills Jr.	Frank Jayne Forrest F. Owen Earl J. Stone	Burn-Smith World
BAY CITY.....	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	ABC Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Ralph H. Carpenter Ralph H. Carpenter	Hollingbery Thesaurus World UP
CADILLAC.....	WATT	1240	250	Midwestern Broadcasting Co. Box 219 1270	MBS Wolverine KBS	Les Biederman Dick Wolgast Dick Wolgast	Dick Wolgast John Cundiff Les Biederman	Holman SESAC
CALUMET.....	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg. Houghton 1	MBS KBS Mississippi Wolverine	John W. Rice Albert W. Payne Albert W. Payne	Earl Norden John W. Rice George L. Burgan	Sears & Ayer World
DETROIT 26.....	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	CBC MBS	Malcolm G. Campbell W. J. Carter J. E. Campeau Richard E. Jones	John Gordon Barbara MacFarland W. J. Carter	Stovin Young Thesaurus World INS, PN, BUP
DETROIT 2.....	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	ABS	R. A. Connell James F. Hopkins James F. Hopkins George Millar	Sybil Krieghoff N. W. Hopkins Paul Frincke	Forje Holman Standard Thesaurus World AP
DETROIT 26.....	WJLB	1400	250	Booth Radio Stations Inc. Eaton Tower Cadillac 7600	John L. Booth Hugh M. Gray Eric V. Hay	Doug Wright Edward H. Clark	Burn-Smith Standard AP
DETROIT 2.....	WJR	760	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo J. Fitzpatrick Charles G. Burke	Franklin C. Mitchell Mark Haas (M. R. Mitchell Andrew Friedenthal	Petry Lang-Worth Standard Thesaurus World AP, UP, INS
DETROIT 31.....	WWJ	950	5,000	Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000	NBC	W. E. Scripps Harry Bannister Harry W. Betteridge	Don DeGroot Jake Albert Herbert P. Tank	Hollingbery Standard AP, UP, Reuters
DETROIT 26.....	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	ABC Michigan	George W. Trendle H. Allen Campbell J. G. Riddell	Dick Osgood H. S. Christian Charles F. Kocher	Raymer Lang-Worth Standard UP, INS

15 BILLION DOLLARS

Earmarked for Automobiles!

DETROIT FIRMS BUILD

96% OF ALL

PASSENGER CARS MADE!

The hundreds of thousands of well paying jobs which the production of 15 million new cars creates is but one of the factors that make Detroit America's number one market for the sales manager. Virtual insurance of good jobs for a long time to come, backed by more than *THREE AND ONE-HALF BILLION DOLLARS* in bank savings and War Bonds! That makes a market indeed!

Still more, the building industry is just getting started on the greatest construction program in the city's history. In addition to tremendous industrial construction, authorities have estimated that Detroit will need 30,000 new homes each year for ten years! Think what that will mean for furniture, appliances, heating equipment, radios, rugs, carpeting — for all sorts of goods for the home!

In this great market WWJ has been the preferred radio station for more than twenty-five years!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives



A BUYING POWER BACKLOG OF MORE THAN \$6,500 FOR EVERY DETROIT FAMILY

According to the Federal Reserve Bank of Chicago report, savings deposits in Detroit banks totalled \$765,000,000 on September 30, 1945. And a report from the Detroit office of the U. S. Treasury Department stated that the purchases of War Bonds through August 31, in Wayne County (which is largely Detroit) totalled \$2,797,300,000. This makes a tidy sum of \$3,562,000,000 in ready money — an average of more than \$6,500 for every family in Wayne County!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
EAST LANSING.....	*WKAR	870	5,000-D	Michigan State College East Lansing 8-1511	Michigan State College Robert J. Coleman	Robert J. Coleman Norris E. Grover Standard AP
ESCANABA.....	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	MBS KBS Mississippi Wolverine	Gordon H. Brozek Gordon H. Brozek Gordon H. Brozek	Willard J. Clark UP
FLINT 3.....	WFDF	910	1,000	Flint Broadcasting Co. Mott Foundation Bldg. 2-8257	ABC Michigan	Howard M. Loeb Howard M. Loeb F. S. Loeb	Adrian R. Cooper Howard M. Loeb Frank D. Fallain	Burn-Smith Lang-Worth Standard Thesaurus AP
GRAND RAPIDS 2...	WJEF	1230	250	Fetzer Broadcasting Co. Pantlind Hotel 6-8512	CBS	Fetzer Broadcasting Co. Edward H. Bronson John W. O'Harrow	Willis Dunbar Martin Gaiamo Carl E. Lee	Avery Assoc. Prog. Standard AP
GRAND RAPIDS 2...	WLAV	1340	250	Leonard A. Versluis 6 Fountain St. N. E. 6-5461	ABC Michigan Mississippi Wolverine	Leonard A. Versluis Hy M. Steed Hy M. Steed	Elizabeth Shuter George Funkey	McGillvra Standard UP
GRAND RAPIDS 2...	WOOD	1300	5,000	King-Trendle Bestg. Corp. National Bank Bldg. 9-4211	NBC	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek (Paul F. Eichhorn Lenore Little Fred W. Russell	Raymer Lang-Worth SESAC World UP
IRONWOOD.....	WJMS	1450	250	Upper Michigan Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS KBS Mississippi Wolverine	William L. Johnson J. W. Huss J. W. Huss	Laura Johnson J. W. Huss Arne Dahlbacka World UP
JACKSON.....	WIBM	1450	250	WIBM Inc. Hotel Hayes 6121	ABC Michigan Mississippi Wolverine	Herman Radner Roy Radner William A. Cizek	Derwood Carn C. W. Wirtanen	Forjoe Holman AP
KALAMAZOO 99.....	WKZO	590	5,000	Fetzer Broadcasting Co. Burdick Hotel 3-1223	CBS	John E. Fetzer John E. Fetzer John W. O'Harrow	Willis F. Dunbar Leonard Colby Carl E. Lee	Avery Standard World AP
LANSING 16.....	WJIM	1240	250	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michigan	Harold F. Gross Harold F. Gross Fred W. Wagenvoord	Robert F. Innes Irene A. Ginther M. H. Wirth	Broadcast Sales Lang-Worth Standard UP
LAPEER.....	*WMPC	1230-SH	250	The Liberty Street Gospel Church Lapeer	Gospel Church
LUDINGTON.....	WKLA	1450	250	Ludington Broadcasting Co. Stearns Bldg. 842	MBS KBS Michigan Mississippi Wolverine	(Grant F. Ashbacker Karl L. Ashbacker K. L. Ashbacker	Peter A. Mars Peter A. Mars N. Hale Blakely	Burn-Smith McGillvra SESAC UP
MARQUETTE.....	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington St. 616	MBS KBS Mississippi Wolverine Gordon H. Brozek Gordon H. Brozek	No. Central World UP
MUSKEGON.....	WKBZ	1490	250	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC, MBS Michigan Mississippi Wolverine	Grant F. Ashbacker Leonard A. Anderson Grant F. Ashbacker	Loran A. Haney Bill Bennett George Krivitzky	Burn-Smith McGillvra Assoc. Prog. SESAC UP
PONTIAC.....	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	H. Y. Levinson H. Y. Levinson H. Y. Levinson	William J. Lofback Wayne N. Cook	Pearson Standard AF, INS
PORT HURON.....	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151	MBS KBS Mississippi Wolverine	(Harmon L. Stevens Herman L. Stevens Harmon L. Stevens Robert L. Mackin	Harmon L. Stevens Leslie Conant	Gene Grant Lang-Worth Standard UP
ROYAL OAK.....	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Jerome F. Steadley	Gene Grant INS
SAGINAW 1.....	WSAM	1400	250	Saginaw Broadcasting Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum Milton L. Greenebaum Robert W. Phillips	Theodore W. Austin Robert W. Phillips Harold McCullen	Hadley-Reed Standard World INS
SAULT STE. MARIE.	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	ABC Michigan Mississippi	Stanley R. Pratt Stanley R. Pratt R. Y. Burnett	Vera Hotton R. Y. Burnett Eugene T. Kaari SESAC Standard AP
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	MBS KBS Mississippi Wolverine	Les Biederman R. E. Detwiler R. E. Detwiler	Don Mullen R. E. Detwiler Les Biederman	Holman Lang-Worth AP

YOU MAY BE ABLE TO SURF-CAST 623 FEET* —



BUT—YOU CAN'T BEAT WKZO-WJEF FOR BROADCASTING IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they *ever* made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the “except” out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not *us*, however! For WJEF, Columbia gives 48,493 radio

homes—for WKZO, 111,022. The total is 159,515. *But the CBS mail formula gives 248,090!*

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more?!?

* 623 feet 10 inches: record held by August F. Livenois, San Francisco.

WKZO
**FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)**

WJEF
**FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)**

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBERT LEA.....	KATE	1450	250	Albert Lea-Austin Bestg. Co. Inc. 332 S. Broadway 2338	ABC Dairyland Mississippi So. Minn.	E. L. Hayek E. L. Hayek E. L. Hayek	Robert Paulson Warner C. Tidemann Lawrence Lawson	Pearson SESAC UP
BRAINERD.....	KLIZ (Construction permit)	1400	250	Brainerd Broadcasting Co. 307 S. 8th St.	(E. Thomas O'Brien Mildren O'Brien Chalberg John Chalberg Mabel O'Brien Smith William Graham
DULUTH 2.....	KDAL	610	1,000	Red River Bestg. Co. Inc. Bradley Building Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Don Mathers Joseph C. Cook R. A. Dettman	Free & Peters Lang-Worth Standard AP
DULUTH 2.....	WEBC	1320	5,000	Head of the Lakes Bestg. Co. 4th Ave. at Superior St. Melrose 2873	NBC Arrowhead Northwest	Morgan Murphy Walter C. Bridges H. H. Dunavan	Earl L. Henton Sylvia Covet William Lounsberry	Hollingbery Cole SESAC Thesaurus World UP
FERGUS FALLS.....	KGDE	1230	250-LS 100-N	Charles L. Jaren Fergus Falls 3986	MBS Mississippi	Charles L. Jaren C. L. Jaren C. L. Jaren	Corrine Prill C. L. Jaren Milo Henry	No. Central SESAC
HIBBING.....	WMFG	1240	250	Head of the Lakes Bestg. Co. Androy Hotel 1150	NBC Arrowhead Northwest	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth E. Coe William Lounsberry SESAC UP
MANKATO.....	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest So. Minn.	F. B. Clements John F. Meagher John F. Meagher	Bob Gardner Jim Houts	Pearson Lang-Worth Thesaurus UP
MINNEAPOLIS- ST. PAUL.....	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul 2 Radio City, Minneapolis 2 St. Paul; Cedar 5511 Minneapolis: Bridgeport 3222	NBC Northwest	Stanley E. Hubbard Stanley E. Hubbard Kenneth M. Hance Miller Robertson	Brooks Henderson Sam L. Levitan John N. Fricker	Petry Lang-Worth Standard Thesaurus World AP, UP
MINNEAPOLIS ST. PAUL.....	*KUOM	770 ST-WCAL	5,000-D	University of Minnesota Eddy Hall, U. of Minnesota Main 8177	University of Minnesota Burton Paulu	Betty Girling Burton A. Holmberg UP
MINNEAPOLIS ST. PAUL.....	WCCO	830	50,000	Columbia Bestg. System Inc. 625 Second Ave. S. Main 1202	CBS	CBS—A. E. Joscelyn A. E. Joscelyn Tom Dawson	Eugene Wilkey Carl S. Ward J. J. Beloungy	Radio Sales Lang-Worth Standard AP, UP
MINNEAPOLIS ST. PAUL.....	WDGY	1130 L-Albuquerque	5,000-LS 500-N	Mae C. Young—Executrix Hotel Nicollet Bridgeport 7777	Mae C. Young Lee L. Whiting Lee L. Whiting	Richard M. Day John Wilcox Charles Winkler	Rambeau Lang-Worth Standard AP
MINNEAPOLIS ST. PAUL.....	WLOL	1330	1,000	Independent Merchants Bestg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS Mississippi	(Ralph L. Atlas Norman Boggs Norman Boggs Fred F. Laws	William Udell Mary Bowers (Gene Brautigam Harvey Headen	Pearson Cole Standard UP, INS
MINNEAPOLIS- ST. PAUL.....	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	ABS	Edward Hoffman Edward Hoffman Samuel Nemer	Frank Devaney Samuel Nemer Warren Fritze	Forje Standard AP
MINNEAPOLIS ST. PAUL.....	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	ABC Dairyland	W. J. McNally C. T. Hagman F. Van Konynenburg	Judy Bryson Clifford Rian Myron Fleming	Free & Peters Assoc. Prog. Lang-Worth AP, UP
MOORHEAD.....	KVOX	1340	250	KVOX Broadcasting Co. Inc. Comstock Hotel Fargo 3-1523	MBS Mississippi	John W. Boler M. M. Marget M. M. Marget	Jocelyn Birch Harry Vose SESAC UP
NORTHFIELD.....	*WCAL ST-KUOM	770	5,000-D	St. Olaf College Northfield 770	Clemens M. Granskou Milford Jensen	M. C. Jensen M. C. Jensen AP
ROCHESTER.....	KROC	1340	250	Southern Minnesota Bestg. Co. 100 First Ave. Bldg. 3924	NBC Minnesota Northwest So. Minn.	Mrs. G. P. Gentling L. A. Mair L. A. Mair	Calvin A. Smith Walter Bruzek Fred C. Clarke	Radio Adv. Standard World UP
ST. CLOUD.....	KFAM	1450	250	Times Publishing Co. Weber Bldg. 3330	NBC Minnesota Northwest	Frederick C. Schilplin Frederick C. Schilplin Chester W. Erickson Frederick C. Schilplin Robert B. Witschen Thesaurus AP
VIRGINIA.....	WHLB	1400	250	Head of Lakes Bestg. Co. 17th St. & 6th Ave. S. 2000	NBC Arrowhead Northwest	Morgan Murphy O. H. Peterson O. H. Peterson	O. H. Peterson William Lounsberry SESAC UP
WILLMAR.....	KWLM	1340	250	Lakeland Broadcasting Co. 307 W. Sixth St. 1340	ABC Dairyland Mississippi	H. W. Linder H. W. Linder	Ralph Shephard	Pearson UP
WINONA.....	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	ABC Dairyland Mississippi	M. H. White L. L. McCurnin L. L. McCurnin	Doris Cooper Gordon R. Closway Harry Galewski	Pearson Lang-Worth AP

SELLEVISION



↓
C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellelevision—our *tested station Betterment policy* in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, *continuing job of programming, promotion and merchandising*. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellelevision Station—where it's *always C-A-V-U*. .ceiling and visibility unlimited!

**50,000 WATTS • CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES**
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

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MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CLARKSDALE	WROX	1450	250	Birney Imes Sr. WROX Bldg. 1566	MBS KBS Mid-South	Birney Imes Sr. David M. Segal David M. Segal	Carrol F. Jackson David M. Segal Marell L. Cole	Sears & Ayer World
COLUMBUS	WCBI	1340	250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid-South Mississippi	Birney Imes Jr. Bob McRaney James Eatherton	Yvonne Brisbane Claude M. Segal David Livingston	Sears & Ayer Cole Standard AP
CORINTH 1	WCMA	1230	250	Corinth Broadcasting Co. Inc. Ray Bldg.	MBS	Dr. Frank M. Davis Aaron E. Robinson Aaron B. Robinson	Aaron E. Robinson W. M. Essary	Burn-Smith
GREENVILLE	WJPR	1340	250	Radio Services Co. 107 S. Poplar St. 1770	MBS KBS Mississippi	Emmet H. McMurry Jr. Emmet H. McMurry Jr. Frank W. Baldwin	Ainslie Pryor Claude M. Minstead Horace Colby	Sears & Ayer World UP
GREENWOOD	WGRM	1240	250	P. K. Ewing 222 Howard St. 1900	NBC KBS Mississippi	P. K. Ewing F. C. Ewing F. C. Ewing	Shelton Morgan William Lewis	Rambeau Standard
GULFPORT	WGCM	1240	250	WGCM Broadcasting Co. Hewes-Martin Bldg. 1111	ABC KBS	Hugh O. Jones Hugh O. Jones Mrs. O. L. Owens	C. E. Vann Donovan Murphy	Sears & Ayer Standard AP
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. 302 Hempbill St. 1866	NBC KBS	C. J. Wright C. J. Wright C. J. Wright H. L. Patterson	Ed Jenkins B. B. McLemore	World AP, UP
JACKSON 116	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-2641	NBC So. Central	Lamar Life Insurance Co. Wiley Harris Frank Gentry Maurice Thompson	W. P. Harris Frank Gentry Percy G. Root	Hollingsbery Lang-Worth MacGregor Thesaurus UP
JACKSON	WJXN	1490	250	Ewing Broadcasting Co. 1200 N. State St. 4-8871	MBS	F. C. Ewing P. K. Ewing Jr. Hugh M. Smith Hugh M. Smith	Paul Simpkins Dean Linville Murray Ellington	Rambeau Standard INS
JACKSON 114	WSLI	1450	250	Standard Life Broadcasting Co. Box 1847 3-2788	ABC	G. W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Bruce Smith Maurice Wray C. A. Perkins	Weed Standard World AP
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 535 1/2 Central Ave. 288	NBC KBS	D. A. Mation Ward A. Coleman W. C. DeHority	J. Tyler Nourse A. A. Touchstone	SESAC Standard World AP, UP
MACON	WMBC (Construction permit)	1400	250	Mississippi Broadcasting Co. Inc. Macon Hotel	D. W. Gavin
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. WSKB Bldg. 37	KBS	George Blumenstock Robert Louis Sanders George Blumenstock George Blumenstock	Julia D. Blumenstock George Blumenstock Robert Louis Sanders	Gene Grant Assoc. Prog. AP
MERIDIAN	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin	Standard Thesaurus UP
MERIDIAN	WMOX (Construction permit)	1240	250	Birney Imes Jr. 514 Main St., Columbus, Miss.	Birney Imes Jr.
NATCHEZ	WMIS	1240	250	Natchez Broadcasting Co. 407 Franklin St. 580	NBC KBS	P. K. Ewing P. K. Ewing Jr. Norman Lawrence	Wilna Nichols Norman Lawrence George W. Wilson	Rambeau World
TUPELO	WELO	1490	250	Birney Imes Jr. WELO Bldg. 1242	MBS KBS	Birney Imes Jr. Gene Tibbett Bob Evans	Joe Russel Jr. Gene Tibbett Leroy Green	Sears & Ayer Standard AP
VICKSBURG	WQBC	1420	1,000-LS 500-N	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	ABC KBS	L. P. Cashman O. W. Jones O. W. Jones	Mary Van Cashman C. E. Drake	World AP

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Ralph L. Hirsch Ralph L. Hirsch	Pearson Standard UP
COLUMBIA	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	ABC	Elzey Roberts M. R. Aldridge Jr. (acting) Mahlon R. Aldridge	Harold Douglas Robert Haigh	Blair Standard Thesaurus AP, UP
HANNIBAL	KHMO	1340	250	Courier-Post Publishing Co. Hannibal	MBS Mississippi	E. L. Sparks Wayne W. Cribb Wayne W. Cribb	Bud Dawson Gene Manager Ben Parrish	Pearson Cole Thesaurus AP
JEFFERSON CITY	KWOS	1240	250	Tribune Printing Co. 210 Monroe 4000	MBS KBS Mississippi	R. C. Goshorn R. L. Rose R. L. Rose	Ray Manning Harold White	Sears & Ayer Lang-Worth AP



four awards THAT SPELL forward!...

- WAR PRODUCTION BOARD AWARD**
For meritorious services
- RADIO MANUFACTURERS ASSN. AWARD**
In recognition of KXOK's public service and contribution to world peace and harmony
- KIWANIS INTERNATIONAL AWARD**
For development of high standards of public service
- AMERICAN BROADCASTING CO. AWARD**
For outstanding audience promotion based on poll of advertising agency executives

One award could be an accident. Two awards could be a coincidence . . . but four awards in a single year (nine awards in two years) must mean that KXOK is dedicated to a policy of **service beyond the ordinary** in behalf of its audience, its advertisers and the communities it serves.

Confidence is essential to successful selling. The many awards and recognitions that have come to KXOK in this and past years translate themselves into public confidence . . . and this, in turn, into confidence in your selling messages on this station. KXOK continues to go **forward** year after year—and a growing list of advertisers go forward with it.



630 Kilocycles 5000 Watts—Full Time American Broadcasting Company
Owned and Operated by the St. Louis Star-Times

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MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
JOPLIN	WMBH	1450	250	Joplin Broadcasting Co. Frisco Bldg. 330	MBS Mississippi	D. J. Poynor D. J. Poynor A. Radunsky	M. Brown R. Meek	Sears & Ayer Standard Thesaurus UP
KANSAS CITY 6	KCKN	1340	250	KCKN Broadcasting Co. 300 Waltower Bldg. Victor 3864	MBS	Ben Ludy Ellis Atteberry Joe Story	George Stump Ellis Atteberry Max Williams	Biddick Capper Lang-Worth Standard AP, UP
KANSAS CITY 6	KCMO	1460 CP-310	5,000 CP-50,000-LS 10,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	ABC	T. L. Evans E. K. Hartenbower E. K. Hartenbower	James Coy Farrell C. Strawn Karl Troegen	Pearson Lang-Worth Standard AP, UP
KANSAS CITY 6	KMBC	980	5,000	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church Karl Koerper Sam H. Bennett	Roderick Cupp E. P. J. Shurick Robin Compton Ray Moler Kenneth Krahl	Free & Peters Lang-Worth World AP, UP, TP
KANSAS CITY 17	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer	Harry J. Kaufmann Joseph A. Flaherty	Petry Standard AP
KANSAS CITY 6	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas Mississippi	Donald D. Davis John T. Schilling Donald D. Davis		Young Assoc. Prog. AP
POPLAR BLUFF	KWOC	1340	250	McCarthy-Tedrick-Wolpers 1801 N. Main St. 1310	KBS Mississippi	O. A. Tedrick P. H. Cunningham P. H. Cunningham	Wm. R. Tedrick Don Lidenton	Young Assoc. Prog. AP
ST. JOSEPH 8	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0813	ABC	Barton Pitts Barton Pitts Glenn G. Griswold	Harry Packard J. Ted Branson J. Wesley Koch	Headley-Reed Lang-Worth Thesaurus UP
ST. LOUIS 5	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 DeMun Ave. Delmar 3030	Evangelical Lutheran Synod Rev. H. H. Hohenstein	Rev. H. H. Hohenstein Albert H. Wiese	World UP
ST. LOUIS 2	KMOX	1120	50,000	Columbia Bestr. System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Frank B. Falknor Frank B. Falknor Wendell B. Campbell	Jack Sexton C. W. Doeblor Harry Harvey	Radio Sales Assoc. Prog. Lang-Worth AP, UP
ST. LOUIS 1	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin		Free & Peters Thesaurus World AP
ST. LOUIS 8	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS Mississippi	Robert T. Convey Ray E. Dady V. E. Carmichael	John W. Tinnea Thomas E. Richter Nick Zehr	Raymer World AP, UP
ST. LOUIS 1	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 3700	ABC	Elzey M. Roberts C. L. Thomas V. N. Springgate	Elmer Muschany M. Medearis Arthur F. Rekart	Blair Assoc. Prog. Standard UP, INS
ST. LOUIS 8	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	St. Louis University Patrick J. Holloran S. J. Nicholas Pagliara Leonard P. Frankel	Don Lochner George E. Rueppel S. J.	Pearson Lang-Worth Standard World INS
ST. LOUIS 8	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	L. A. Benson C. W. Benson Kenneth M. Parke	Neil Norman Bill Durney Edward Goodberlet	Rambeau Lang-Worth MacGregor Standard AP
SEDALIA	KDRO	1490	250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein Milton J. Hinlein Milton J. Hinlein	Phoebe E. Trout Milton J. Hinlein R. Wayne Pash	UP
SPRINGFIELD	KGBX	1260	5,000-D	Springfield Broadcasting Co. 508 E. St. Louis St. 1360	NBC	Jeanne Bixby J. Gordon Wardell	Carl Fox Dudley Morris E. Dennis White	Hollingbery Thesaurus AP, UP
SPRINGFIELD	KTTT	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	CBS, MBS Mississippi	J. H. G. Cooper G. Pearson Ward Bob Burke	Marian Martin G. Pearson Ward William F. Curry	Sears & Ayer MacGregor World AP
SPRINGFIELD	KWTO	560	5,000-LS 1,000-N	Ozark Broadcasting Co. 508 St. Louis St. 1360	ABC	R. D. Foster R. D. Foster Leslie L. Kennon	Lou Black Ralph A. Nelms Fritz Bauer	Pearson Standard UP

KSD

SAINT LOUIS

Basic Affiliate of the National Broadcasting Company

It Is 225 Miles to the Nearest
Other NBC Basic Outlet

Only Broadcasting Station in St. Louis With the Full Service of the Associated Press

Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

Greatest Daytime Coverage of Any Broadcasting Station in St. Louis

1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
\$1,465,140,000.00 in Annual Retail Sales

A Distinguished Broadcasting Station Recognized Throughout Its Listening Area for Its High Standards of Programming and Advertising Acceptance

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater
St. Louis Market, Use

The Combination that C-L-I-C-K-S-



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

← Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BILLINGS	KGHL	790	5,000	Northwestern Auto Supply Co. Inc. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum M. V. Braunberger	M. V. Braunberger Marise Chastain Jeff Kitchli	Katz Standard Thesaurus World AP, UP
BOZEMAN	KRBM	1450	250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	Ernest A. Neath Ernest A. Neath J. Ray Bridges	Larry Binder Ernest A. Neath Jack Provia	Walker Lang-Worth UP
BUTTE	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar	E. B. Craney Arne Anzjon John Schile	Melvin Jass Arne Anzjon Jack Provia	Walker Lang-Worth MacGregor UP
GREAT FALLS	KFBB	1310	5,000	Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl Helen Kickbusch Wilbur Myhre	Weed Standard Thesaurus UP
HELENA	KPFA	1240	250	People's Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson R. B. Martin	Walker Lang-Worth UP
KALISPELL	KGEZ	1340	100	A. W. Talbot-Lessee 208 First Ave. E. 332	Don Treloar Don Treloar Don Treloar	Maurice Driscoll Glen Millhouse N. H. Patterson MacGregor SESAC World UP
MILES CITY	KRJF	1340	250	Star Printing Co. 16 N. Fifth St. 60	KBS Mississippi	W. F. Flinn Don E. Tannehill Don E. Tannehill	R. D. Wilson Don E. Tannehill I. A. Elliot World UP
MISSOULA	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby A. J. Mosby	Don Jones Merrill F. Chapin	Weed Lang-Worth MacGregor UP
SIDNEY	KG CX	1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	MBS KBS Mississippi	E. E. Krebsbach E. E. Krebsbach E. Clair Krebsbach	Jack Britton E. Clair Krebsbach Quintin V. Prochaska	No. Central Thesaurus

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
FREMONT	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	MBS KBS Mississippi	Arthur Baldwin Lumir Urban Lumir Urban	Marjorie Christensen Lumir Urban Philip Stevens	Sears & Ayer Lang-Worth AP
GRAND ISLAND	KMMJ	750 L-WSB	1,000	KMMJ Inc. Cedar & Division Sts. 703	ABC	Don Searle Wick Heath William Martin	Orie Kerwood William Martin Don Campbell	Headley-Reed Standard UP
HASTINGS	KHAS	1230	250	Nebraska Broadcasting Co. Tribune Bldg. 1745	MBS KBS Mississippi	Fred Seaton Duane L. Watts Duane L. Watts	Herb Clark Alden Wooster	Cox & Tanz World AP
KEARNEY	KGFW	1340	250	Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541	MBS KBS Mississippi	Lloyd C. Thomas E. Anson Thomas	Peg Biber John Mitchell Jack Lewis	Sears & Ayer UP
LINCOLN 1	KFAB	1110	10,000 CP-50,000	KFAB Broadcasting Co. Sharp Bldg. 2-3214	(See Omaha Listing)		
LINCOLN 8	KFOR	1240	250	Cornbelt Broadcasting Co. Stuart Bldg. 2-6965	ABC MBS	Charles T. Stuart (Gordon Gray Melvin Drake W. O. Edholm	Ken Stuart E. W. Malone C. W. Winkler	Petry Assoc. Prog. Standard AP, INS
NORFOLK	WJAG	780 L-WBBM	1,000	Norfolk Daily News Norfolk 432	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Walker Lang-Worth AP
NORTH PLATTE	KODY	1240	250	Radio Station WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin Jr. John Alexander Joseph de Natale	John Alexander Dave Button Beuford Eaves	Blair Lang-Worth Standard AP, UP
OMAHA 2	KBON	1490	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	John K. Morrison Paul R. Fry Paul R. Fry	Richard E. Welna M. K. Doyle Percy Zeigler	Young World AP
OMAHA 2	KFAB	1110	10,000 CP-50,000	KFAB Broadcasting Co. Farnam Bldg. Jackson 3420	CBS Mississippi	Fred Sidles Harry Burke Harry Burke	L. A. Miller Harold E. Roll Mark Bullock MacGregor Standard AP

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population 326,777</p> <p>Retail Sales \$180,033,000</p> <p>Radio Homes 72,630</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

For Nebraska's First Market* it's...

KOIL OMAHA COUNCIL BLUFFS

To Reach 53% of Nebraska Effective

FOR OMAHA – COUNCIL BLUFFS

KOIL is programmed exclusively for one particular audience — the listeners of Omaha and Council Bluffs and its trade area. That means a solid audience — not dial twisters who rush to the radio to tune out a program with strictly rural appeal.



NEWS

Eight complete news roundups each day plus outstanding news commentaries on ABC. Last Hooperatings show an average of 9.4 on local news shows. News is UNINTERRUPTED, meaning greater listenability. Service includes INS, AP and our own news bureau of seven competent newsmen.

**COMBINATION
COVERAGE**
(Primary Area)

Population 576,600
Radio Homes 162,300
Retail Sales \$339,727,000
% Nebraska 47.3%
Effective Buying
Income \$794,069,000
% Effective Buy-
ing Income 53.3%

*MARKET DATA

(Primary Area)

Population 356,000
Radio Homes 100,700
Retail Sales \$227,791,000
% Nebraska
Sales 29.6%
Effective Buying
Income \$556,452,000
% Effective Buy-
ing Income 35.03%



SPECIAL EVENTS

KOIL broadcast more special events in 1945 than any other leading Omaha station. Every special show was slanted for the listeners of KOIL. Omaha listeners know if any station is there it will be KOIL.



LOCAL PRODUCTION

A complete staff of dramatic and musical talent and a top-flight band are maintained at KOIL to produce outstanding shows with special appeal for listeners in Omaha and Council Bluffs.

GORDON GRAY
General
Manager

Represented by
Edward Petry Co., Inc.

5000
WATTS

KOIL

1290
KILOCYCLES

Batic

AMERICAN BROADCASTING CO. . . . in

Omaha

For Nebraska's Second Market* it's...

KFOR LINCOLN

Buying Income Use Both

COMBINATION RATES

Any advertiser using both KOIL in Omaha and KFOR in Lincoln receives an automatic 15% discount on KFOR time. It's the effective, economical way to cover this important market area.

FOR LINCOLN

Life in Lincoln revolves around State Capital and State University activities. KFOR is programmed specifically to provide better listening for this metropolitan university town.

NEWS

KFOR gives complete news coverage throughout the day with emphasis on local events through INS, AP and the KFOR news bureau. The KFOR news room is located on the street floor of one of Lincoln's busiest blocks where passers-by can see news broadcasts and news machines.

SPECIAL EVENTS

KFOR goes all out on special events because it is the only station in the area programmed for Lincoln listeners. All local events of importance are covered on the spot, particularly events of the State Capital and Nebraska University.

*MARKET DATA

(Primary Area)

Population	... 220,600
Radio Families	... 61,600
Retail Sales	... \$111,936,000
% Nebraska Sales	... 17.7%
Effective Buying Income	... \$237,617,000
% Effective Buying Income	... 18.27%

LOCAL PRODUCTION

KFOR produces local shows that pack a punch whether it's music, variety or drama. Particularly effective are KFOR produced children's programs.

BASIC ABC AND MUTUAL

GORDON GRAY
General Manager
MELVIN DRAKE
Station Manager

KFOR "THE VOICE OF LINCOLN"
1240 KC
CREAM OF AIR SHOWS, ALL DAY - EVERY DAY

Represented by
EDWARD PETRY CO., INC.

Exclusive!

KFAB is the *only* outlet of the Columbia Broadcasting System serving the Omaha-Council Bluffs area.

The ONLY Basic CBS

Station in Nebraska



KFAB

HARRY BURKE, General Manager

Represented by PAUL H. RAYMER CO.

THE BIG FARMER STATION
OMAHA 1110 KC - 10,000 WATTS LINCOLN

WBYN

Lots of

reaches PEOPLE
in the world's largest MARKET

If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.

OTIS P. WILLIAMS, Gen. Mgr.

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 LS—Local Sunset L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BATAVIA.....	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	MBS KBS	Edmund R. Gamble Edmund R. Gamble F. R. MacLaughlin	Doris Susat Ralph M. Ryan Howard D. Cochran	Sears & Ayer Thesaurus UP
BINGHAMTON.....	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Fred Bosin Lester H. Gilbert	Blair World UP
BROOKLYN 2.....	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watch Tower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	Watchtower Society M. A. Howlett R. E. Leffler
BROOKLYN 17.....	WBYN	1430	1,000-LS 500-N	WBYN, Brooklyn, Inc. 1 Nevins St. Triangle 5-3300	E. A. Foote Otis P. Williams Otis P. Williams	William Fariss Peter Testan	Associated Thesaurus AP, INS
BROOKLYN 26.....	WLIB	1190 L-WOWO	1,000	(See New York City)				
BUFFALO 2.....	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler C. Robert Thompson Frank W. Kelly	J. Woodrow Magnuson James Tranter Ralph J. Kingsley	Petry Lang-Worth Standard Thesaurus AP, UP
BUFFALO 3.....	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	ABS	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Harry Murray Thomas L. Vines Assoc. Prog. SESAC AP, UP, TP
BUFFALO 3.....	WEBR	1340	250	WEBR Inc. 23 North St. Lincoln 7133	MBS	Paul E. Fitzpatrick Cy King William Doerr Jr.	Robert Kliment William Schweitzer	Weed Lang-Worth Standard AP, INS, Reuters
BUFFALO.....	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	ABC	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert J. Strigl Ross McPherson Karl B. Hoffman	Free & Peters Cole World UP
BUFFALO.....	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert J. Strigl Ross McPherson Karl B. Hoffman	Free & Peters Cole World UP
ELMIRA.....	WENY	1230	250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS	Frank E. Gannett Dale Taylor Ernest F. Oliver	Woodrow W. Ott Ernest F. Oliver Thurlow A. Greene	McKinney World UP
FREEMPORT.....	WGGB	1240	5,000	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Harry H. Carman George Graham Thesaurus
GLOVERSVILLE.....	WENT	1340	250	Sacandaga Broadcasting Corp. 8 W. Fulton St. 4900	CBS, MBS	George F. Bissell Dale Robertson Dale Robertson	Julian Woodworth Dale Robertson Lang-Worth UP
ITHACA.....	WHCU	870 L-WWL	1,000	Cornell University Savings Bank Bldg. 3438	CBS	Cornell University Michael R. Hanna H. Stilwell Brown	Joseph A. Short Theodore T. Howes True McLean	Wilson World AP, UP
JAMESTOWN.....	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	ABC	Jay E. Mason Dayton S. Wilkins Dayton S. Wilkins	A. E. Spokes A. E. Spokes Harold J. Kratzert	Rambeau Assoc. Prog. World UP
KINGSTON.....	WKNY	1490	250	Kingston Broadcasting Corp. Broadway Theatre Bldg. 4500	MBS	John J. Laux Lou Steketee George M. Hard	Lou Steketee Claude S. Middagh F. H. Boisvert UP
MASSENA.....	WMSA	1340	250	Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson Thomas R. McHugh Thomas R. McHugh	James W. Higgins Robert Anderson Michael R. Yonkovig	Weed SESAC Standard
MIDDLETOWN.....	WALL	1340	250	Community Broadcasting Corp. 14 South St. 3119	MBS KBS	John Morgan Davis Theodore F. Allen Theodore F. Allen	Martin Karig Jr. Theodore F. Allen Martin Karig Jr. Keystone AP
NEWBURGH.....	WGNY	1220	1,000-D	WGNY Broadcasting Co. Inc. 161 Broadway 4600	Merritt C. Speidel Harold W. Cassill Joseph W. Rake	Richard F. Crans Joseph W. Rake Marvin S. Seimes Standard UP
NEW YORK CITY 22.	WABC	880	50,000	Columbia Bestg. System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley Arthur H. Hayes John H. Field Jr.	G. Richard Swift Jules Dundes Henry Grossman	Radio Sales Assoc. Prog. Lang-Worth AP, UP, INS Reuters
NEW YORK CITY 51.	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell Wm. I. Moore Wm. I. Moore	(Edward Ervin Frank Johnson A. L. Solbrig	Forjoe SESAC Standard AP
NEW YORK CITY 20	WEAF	660	50,000	National Broadcasting Co. 30 Rockefeller Plaza Circle 7-8300	NBC	NBC—Niles Trammell D. L. Provost	D. L. Provost Charles Phillips F. A. Wankel	NBC Spot Standard Thesaurus AP, UP, INS

IN BUFFALO



WGR

550 K. C.

BUFFALO'S

AMERICAN

**BROADCASTING COMPANY'S
STATION**

5000 WATTS BY DAY

1000 WATTS BY NIGHT

WKBW

1520 K. C.

BUFFALO'S

COLUMBIA

NETWORK STATION

50,000 WATTS

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, Inc.

WEAF Antenna—1922. 463 West Street, New York City



We've  come a long way since then 

WEAF . . . the first *commercial* broadcasting station in America . . . actually sold time on the air 23 years ago! Today, as the Showcase of NBC, WEAF continues the selling job started so early in radio history.

Should we tell you?

No alert advertiser needs a description of the world's richest market . . . just say, "New York," and he knows what you mean. In any case, all the adjectives in the book, all the market data figures we could dig up, would hardly do justice to the vastness, richness and potentiality of the New York Market.

WEAF . . . means New York to Millions

From the first day on the air, WEAF has been so closely identified with the area it serves that the words, "WEAF Market" and "New York" are synonymous. Millions of listeners look to WEAF as the radio voice of New York. This intense listener loyalty has been cultivated through the years by offering the best in popular local features . . . top-rated network shows . . . public service programs . . . news . . . special events . . . and the glittering NBC Parade of Stars.


WEAF . . . means Sales to Sponsors

Ever since that first commercial program 23 years ago, WEAF has had a long record of selling goods that don't come back—to customers that do. Sponsors long ago discovered that WEAF's listener loyalty is very easily translated into loyalty for their products. The roll of satisfied clients reads like a directory of the most successful advertisers in America. May we add your name to this list?



WEAF Antenna—1946
Port Washington, Long Island

NBC's Key Station • New York

WEAF 

50,000 watts • 660 kc.

Represented by NBC SPOT SALES

HOW THEY LISTEN *in*

*Rochester,
N.Y.*

**DAILY OVERALL
RATING AVERAGE**

(8 A.M. to 10 P.M.)

SOURCE:

C. E. Hooper, Inc.
'Measurement of
Radio Listening'
for last two
months period
previous to closing
date of "Broadcasting
Year Book."

ALL OTHERS

4.4

STATION C

15.1

STATION B

37.1

WHEC

43.4

ROCHESTER
N.Y.

WHEC



ROCHESTER

National Representatives: J. P. MCKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

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NEW YORK CITY 19	WEVD	1330 ST-WBBR,	5,000 WHAZ	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	George Field Charles Brown AP
NEW YORK CITY 19	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettet Frank Roehrenbeck Bertram Lebar Jr.	Frank Roehrenbeck Robert Anthony Paul Fuelling	Bannan Rambau AP, UP, Reuters
NEW YORK CITY 19	WHOM	1480	1,000-LS 500-N	Atlantic Broadcasting Co. Inc. 29 W. 57th St. Plaza 3-4204	Gardner Cowles Jr. Craig Lawrence Jack Compter	Charles Baltin Theodore Gemp	Katz Standard AP, UP
NEW YORK CITY 18	WINS	1010	10,000 CP-50,000	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	Hearst Radio Inc. Charles McCabe Willard Schroeder Trevor Adams	Robert Hergonson Hazel Estes	Raymer Standard World AP, INS
NEW YORK CITY 20	WJZ	770	50,000	American Broadcasting Co. Inc. 30 Rockefeller Plaza, Circle 7-5700	ABC	Edward J. Noble Mark Woods John McNeil Robert I. Garver	John Hade Duncan Miller George Milne	Spot Sales AP, UP, INS
NEW YORK CITY...	WLIB	1190 L-WOVO	1,000	WLIB Inc. 850 Flatbush Ave., Brooklyn 26 Buckminster 7-5900	Dorothy S. Thackery Paul Gould Robert M. Scholle	Murray Jordan Frank E. Knaack	Forjoe Assoc. Prog. World AP, UP, Reuters
NEW YORK CITY 19.	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	ABS	Nathan Straus Charles Stark Charles Stark Howard Klarman Pierre Verseput	Weed SESAC World AP
NEW YORK CITY 22.	WNEW	1130	10,000	Greater New York Bestg. Corp. 501 Madison Ave. Plaza 3-3300	Greater New York Bestg. Corp. Bernice Judis Herman M. Bess	Ted Cott William B. McGrath M. J. Weiner	Blair Foster Lang-Worth World AP
NEW YORK CITY 7...	*WNYC	890 L-WCCO SA-SH-N	1,000	City of New York Municipal Bldg. Worth 2-5600 Mitchell Jablons	Nathan M. Rudich Mitchell Jablons AP
NEW YORK CITY 18.	WOR	710	50,000	Bamberger Bestg. Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Theodore C. Streibert R. C. Maddux	Norman Livingston Joseph Creamer J. R. Poppele World AP, UP, INS, Reuters
NEW YORK CITY 19.	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova Ralph N. Weil Ralph Nardella	Arnold Hartley Judith Vallen Hillis Holt	Pearson Standard UP
NEW YORK CITY 19.	WQXR	1560	10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	The New York Times John S. Hayes Hugh Kendall Boice	Eleanor N. Sanger Rita Hennessy Russell D. Valentine	Young Assoc. Prog. World AP
NEW YORK CITY....	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newton 9-3300	William H. Reuman William H. Reuman Edith Dick	Fred Barr Joseph Franz AP
NIAGARA FALLS....	WHLD	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Alanson C. Deuel Earl C. Hull Richard G. Robbins	Robert J. Manning Robert J. Wilson	Headley-Reed Assoc. Prog. Lang-Worth SESAC Standard UP
OGDENSBURG.....	WSLB	1400	250	St. Lawrence Bestg. Corp. 2315 Knox St. 500	MBS KBS	Joseph R. Brandy Harold J. Frank J. R. Brandy	Harold J. Frank J. R. Brandy Clifford W. Moore	Walker UP
OLEAN 1.....	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick Thomas L. Brown Fred G. Meyer Jr.	Virgil C. Booth Thomas J. Gill	McKinney World UP
PLATTSBURG.....	WMFF	1340	250	Plattsburg Broadcasting Corp. 153 Margaret St. 1600	ABC KBS	George F. Bissell Jan King Joel Scheier	William H. Chambers Jan King William Petit	McGillvra Standard UP
POUGHKEEPSIE....	WKIP	1450	250	Poughkeepsie Newspapers Inc. 42 Market St. 6800	ABC	Merritt C. Speidel Harold W. Cassill Theodore Jones Marvin S. Seimes	Headley-Reed Thesaurus AP
ROCHESTER 4.....	WHAM	1180	50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	William Fay John H. Lee John W. Kennedy Jr.	Charles Siverson Truman Brizee Kenneth Gardner	Hollingbery Thesaurus World UP
ROCHESTER 4.....	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine Wheeler	William J. Adams Gunnar O. Wiig Bernard C. O'Brien	McKinney Assoc. Prog. Standard AP
ROCHESTER 4.....	WSAY	1370	1,000	Brown Radio & Service Laboratory Taylor Bldg. Stone 702	Gordon P. Brown Gordon P. Brown Elmer J. Walz	Elizabeth Palmer Ralph Palmer Gordon P. Brown	McGillvra Walker
SARANAC LAKE....	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	ABC KBS	John F. Grimes John F. Grimes Jacques DeMattos	Lewis Pettit T. J. Wertenbaker Jr. H. Berwind Williams	Clark
SCHENECTADY....	WGY	810	50,000	General Electric Co. 1 River Road 3-2121	NBC	GE—Kolin Hager Kolin Hager Kolin Hager Alexander MacDonald	A. O. Coggeshall Jeanne Weller W. J. Purcell	NBC Spot Lang-Worth Thesaurus AP, UP

AMERICA'S NUMBER 1.

SPORTS STATION

YEAR ROUND TOP SPORTS EVENTS

- New York Giants Pro-Football
- Brooklyn Dodger Baseball
- New York Rangers Hockey
- Inter-Collegiate Basketball
- Madison Square Garden Indoor Track Meets
- Trotting Races
- Professional Boxing
- Horse Race Results
- Ski Casts

NATIONS TOP SPORTS PERSONALITIES

- Red Barber
- Bob Bryar
- Connie Desmond
- Don Dunphy
- Frank Elkins
- Steve Ellis
- Ted Lawrence
- Guy Lebow
- Bert Lee
- Clem McCarthy
- Sam Taub
- Ward Wilson



50,000 WATTS . . . NEW YORK

Represented by
Rambeau

Metro-Goldwyn-Mayer
Loews Affiliate

W

H A M

Your Western New York Salesman

Covers not Rochester alone, but



counties

with all of their prosperous farms



all the

busy trading centers where they do their shopping . . .



the well-to-do homes surrounding busy

factories where seasonal lay-offs are things



they only read of.

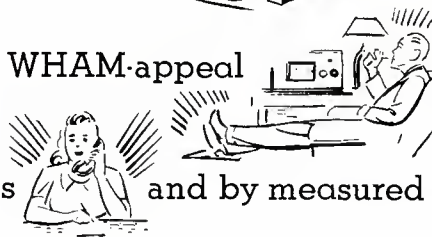


A big time market respon-

sive to WHAM-appeal

as proved by audience

surveys



and by measured mail response.



Your best buy for plus coverage in a plus market.

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

Affiliated with NBC • National Representative George P. Hollingbery Co.

ROCHESTER, NEW YORK

BROADCASTING • Telecasting

*The Stromberg-Carlson
Station*

More Listeners for you in Central New York

- ✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.
- ✓ Check the following facts on WFBL as the best medium to sell this market.

<p>WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York. (Since the suspension of gas rationing WFBL's mobile unit has traveled more than 2500 miles and covered more than 65 separate special events.)</p>	<p>WFBL is the only radio station that provides an early morning live talent show. (The Musical Clack—consisting of an 8-piece studio band—3 soloists and 2 MC's is GOOD ENOUGH to have fed the network for a 26-week schedule of broadcasts.)</p>
<p>WFBL is the only radio station with a separate agricultural studio. (The RFD program is broadcast direct from the Central New York Regional Market 5:00 to 7:00 A. M. six days a week.)</p>	<p>WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945. (WFBL's "Syracuse on Trial," a 39-week public service program won the award.)</p>

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate an 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL

Syracuse, N.Y.



BROADCASTING • Telecasting

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, INC. Exclusive National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SCHENECTADY 7...	WSNY	1240	250	Western Gateway Bestg. Corp. 619 State St. 3-3622	W. P. Leighton George R. Nelson George R. Nelson	Edward F. Flynn Cecil Woodland Irving P. Beck	Foster Wood Lang-Worth Standard AP
SYRACUSE 2.....	WAGE	620	1,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir William T. Lane Aaron Beckwith A. Beckwith Charles Brannen	Petry Standard Thesaurus AP
SYRACUSE 2.....	WFBL	1390	5,000	Onondaga Radio Bestg. Corp. 433 S. Warren St. 2-1147	CBS	Oscar F. Soule Samuel Woodworth Charles F. Phillips	Charles F. Phillips Robert G. Soule Alfred R. Marcy	Free & Peters World INS
SYRACUSE 2.....	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	MBS	T. Sherman Marshall T. Sherman Marshall Dan Dwyer	Hamilton Woodie Patricia Marshall Thomas Crimmins	Walker Standard AP
SYRACUSE 2.....	WSYR	570	5,000	Central New York Bestg. Corp. Syracuse-Kemper Bldg. 3-7111	NBC	Harry C. Wilder E. R. Vadeboncoeur W. R. Alford Jr.	Bill Rothrum Irene Underwood G. Armand Belle Isle	Bannan Raymer Assoc. Prog. Lang-Worth Standard UP
TROY.....	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	L. W. Houston Wynant J. Williams Warren C. Stoker	A. Olin Niles Hiram D. Harris
TROY.....	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	ABC	Harry C. Wilder William A. Ripple Woodbury Carter	Ernest W. Rossell G. Edward Walker Stephen Stanley	Raymer Lang-Worth World UP
UTICA.....	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Mrs. Scott Howe Bowen Mrs. Scott Howe Bowen	Michael Carlo Fusco Nathan W. Cook John T. Dowell	Bannan Biddick Wood World UP, INS
WATERTOWN.....	WATN	1240	250	Watertown Broadcasting Corp. 118 Washington St. 2424	MBS	G. H. Righter G. H. Righter G. H. Righter G. H. Righter	Biddick Wood AP
WATERTOWN.....	WWNY	790	1,000	Brockway Co. Hotel Woodruff 4120	CBS	Harold B. Johnson Thomas E. Martin Louis Saif Jr. Glenn S. Doull Maynard B. Davis	Weed SESAC World UP
WHITE PLAINS.....	WFAS	1230	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	KBS	J. Noel Macy Frank A. Seitz T. Eugene Duffly	Randall Kaler Frank A. Seitz Assoc. Prog. World AP

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHEVILLE.....	WISE	1230	250	WISE Inc. 98 College St. 1213	NBC	Harold H. Thoms Harold H. Thoms Kenneth Beachboard	Floye Bowers Nina Williams M. Hollerith	Burn-Smith Thesaurus AP, INS
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times Co. 14 O. Henry Ave. 5500	CBS	Don S. Elias Don S. Elias James A. Hagan Cecil Hoskins	Katz Assoc. Prog. AP, UP
ASHEVILLE.....	1340 (Construction permit)	250	Community Bestg. Corp. Asheville	Community Bestg. Corp.
BURLINGTON.....	WBBB	920	1,000-D	Alamance Bestg. Co. Inc. 310 1/2 S. Main St. 2730	MBS	Alamance Bestg. Co. Inc. E. Z. Jones Roy Springer	Jack Hankins William Sandefur Berry Tysor	Gene Grant Cole Lang-Worth Standard AP, UP
CHARLOTTE 2.....	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC	George W. Dowdy Walter H. Goan M. L. Byrd Paul Absher	Weed Lang-Worth Standard AP
CHARLOTTE 2.....	WBT	1110	50,000	Southeastern Broadcasting Co. Wilder Bldg. 3-8833	CBS	J. M. Bryan Charles H. Crutchfield Royal Penny	Larry Walker Ed Connolly M. J. Minor	Radio Sales Lang-Worth AP, UP
CHARLOTTE 1.....	WSOC	1240	250	WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Cluck E. J. Cluck W. C. Irwin	Ronald G. Jenkins L. L. Caudie Jr.	Headley-Reed Cole Standard Thesaurus AP
CONCORD.....	WEGO	1410	1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson Wayne M. Nelson	Clark Standard AP, UP
DURHAM.....	WDNC	1490	250	Durham Radio Corp. 138 1/2 E. Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman J. Frank Jarman	Lawrence C. Johnson J. Frank Jarman Walter S. Hill	Wilson Cole Standard AP, UP
ELIZABETH CITY...	WCNC	1400	250	Albemarle Broadcasting Co. 104 E. Colonial Ave. 1400	MBS KBS	Edd Harris Edd Harris	Don Pierce Don Pierce C. R. Askey	Burn-Smith World
FAYETTEVILLE.....	WFNC	1450	250	Cape Fear Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	Cape Fear Bestg. Co. W. C. Ewing Paul O. Moyle	Ray Woodard L. E. Small Lang-Worth UP
GASTONIA.....	WGNC	1450	250	F. C. Todd 168 W. Main St. 732	ABC KBS	F. C. Todd Pat McSwain F. C. Abernethy	Earl R. Holder F. C. Abernethy W. C. Groves Jr.	Cox & Tanz MacGregor

NORTH CAROLINA

IS THE SOUTH'S

No. 1 STATE

North Carolina is the South's No. 1 State in *both industry and agriculture*. Industrially, our people draw nearly *twice* as much in "salary and wages" as the average of the nine other Southern states—lead the second-rank-

ing state by \$92,000,000 annually . . . Agriculturally our people gross *more* than twice as many farm dollars as the average of the nine other Southern states—lead the second-ranking state by \$250,000,000 annually!

and WPTF at RALEIGH

IS NORTH CAROLINA'S

No. 1 SALESMAN!

WPTF is a 50,000-watt station, at 680 kc., NBC. It is by long, long odds the No. 1 radio station in North Carolina—by equally long odds the State's No. 1 radio *salesman*.

Drop us a line for complete facts, figures, availabilities—or ask Free & Peters. If you're not using WPTF, you're not covering the best State in the South.

**50,000 WATTS—NBC
RALEIGH, N. C.**



FREE & PETERS, Inc., Exclusive National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GOLDSBORO	WGBR	1400	250	Eastern Carolina Bestg. Co. Inc. Box 1024 1550	MBS Tobacco	A. T. Hawkins Harry G. Bright Leland B. Nelson	John Gay Britt Harry G. Bright Daniel B. Trueblood	World AP
GREENSBORO	WBIG	1470	5,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Gilbert H. Hutchinson	Wally Williams Adelaide Bernard Margaret Leonard Earl Allison	Hollingbery Thesaurus World AP
GREENSBORO	WGBG	930	1,000-D	Greensboro Broadcasting Co. Inc. Ashe Street Extension 3-3631	ABC	Ralph M. Lambeth Ralph M. Lambeth L. O. Hutchins	Stan Conrad J. R. Marlowe James M. Stewart	Burn-Smith Lang-Worth UP
GREENVILLE	WGTC	1490	250	Greenville Broadcasting Co. Box 393 3182	MBS Tobacco	J. J. White B. S. Hodges Jr. Carl McKinney	Charles Whedbee B. S. Hodges Jr. Marion Tribley	World AP, UP
HENDERSON	WHNC	890	250-D	Henderson Radio Corp. 19 Williams St. 736	MBS KBS	S. S. Stevenson Nathan Frank Nathan Frank	Richard Bronson Nathan Frank Leon Small	Lang-Worth World AP
HICKORY	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bestg. Co. Inc. Radio Bldg. 1195	ABC KBS	Carl V. Cline Edmund S. Long J. Frank Haithcox	Edmund S. Long	Wilson World UP
HIGH POINT	WMFR	1230	250	Radio Station WMFR Security Bank Bldg. 4593	ABC KBS	Helen M. Lambeth H. M. Lambeth Pat Taylor	Gary Davis Pat Taylor Gary Davis	Burn-Smith UP
JACKSONVILLE	WJNC	1240	250	Jacksonville Broadcasting Corp. Route 24, N. 707	MBS Tobacco	Louis N. Howard Lester L. Gould Lester L. Gould	David E. Hardison	Lang-Worth
KINSTON	WFTC	1230	250	Jonas Welland 210 E. King St. 4111	ABC	Jonas Welland Bob Bingham Arthur Manning	Bob Bingham Bob Bingham Herman Civils	Burn-Smith AP
LEXINGTON		1190 (Construction permit)	250	Davidson County Bestg. Co. Lexington		Omar G. Hilton Greeley N. Hilton		
LUMBERTON		1310 (Construction permit)	250	Robeson Bestg. Corp. Lumberton				
NEW BERN	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 4450	MBS Tobacco	Louis N. Howard Louis N. Howard	Paul Parker Thos. F. McCaffrey David E. Hardison	Lang-Worth UP
RALEIGH	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon Richard H. Mason O. L. Carpenter	Graham B. Poyner R. W. Youngsteadt Henry Hulick Jr.	Free & Peters Thesaurus World AP, UP
RALEIGH	WRAL	1240	250	Capitol Broadcasting Co. Inc. 131 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher B. G. Robertson	Ray Reeve Stanley Brown	Weed Lang-Worth AP
ROANOKE RAPIDS	WCBT	1230	250	WCBT Inc. 251 Roanoke Ave. R-8551	MBS KBS	S. E. Crew S. E. Crew A. L. Drew	A. L. Drew A. L. Drew C. W. Meares	Burn-Smith World UP
ROCKY MOUNT	WEED	1450	250	W. A. Wynne Box 752 1420	ABC	W. A. Wynne W. A. Wynne J. L. Cummings	Bill Holm J. L. Cummings W. W. Primm	Cole World AP
SALISBURY	WSTP	1490	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard Bryce P. Beard Katherine F. Murphy	Betty Gill Katherine F. Murphy Carl B. Watson	Burn-Smith World AP
SHELBY		730 (Construction permit)	250-D	Western Carolina Radio Corp. P. O. Box 200				
WASHINGTON	WRRF	930	1,000-D	Tar Heel Bestg. System Inc. Bank of Washington Bldg. 403	ABC KBS	W. R. Roberson W. R. Roberson Jr. T. H. Patterson	Mary Miller T. H. Patterson George P. Martin	Forjoe Standard Thesaurus AP
WHITEVILLE		1240 (Construction permit)	250	Whiteville Bestg. Co. Inc. Whiteville				
WILMINGTON	WMFD	1400	250	Richard Austin Dunlea Castle Hayne Road 4840	ABC	Richard A. Dunlea Richard A. Dunlea Claud O'Shields	Harry W. Lee Charles M. Gaylord Edward I. Herring Jr.	Burn-Smith World UP
WILMINGTON		1340 (Construction permit)	250	General Newspapers Inc. Wilmington				
WILSON	WGTM	1340	250	Penn T. Watson Wilson 2188	MBS Tobacco	Penn T. Watson Allen E. Wannamaker R. R. Brunson	Frank Hardin Allen E. Wannamaker Warren Wooten	World UP
WINSTON-SALEM 3	WAIR	1340	250	WAIR Broadcasting Co. Pepper Bldg. 2-1133	ABC	Partnership George D. Walker C. G. Hill	Doris Pardington Ruth Pitts Lee King	Walker Cole World AP
WINSTON-SALEM 1	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Phillip F. Hedrick	Headley-Reed Cole Lang-Worth Standard UP

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BISMARCK	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Cal Culver Cal Culver Ivar Nelson	Blair SESAC Standard UP
DEVILS LAKE	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS Mississippi	Bert Wick Bert Wick Bert Wick	Robert Raynor Richard Moritz	SESAC World UP
FARGO	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	E. C. Reineke Jack Dunn Tom Barnes	Ken Kennedy Mildred Gregerson Julius Hetland	Free & Peters Thesaurus AP, UP

RESULT STORIES



WDAY "WROTE THE BOOK" ON RADIO RESULTS!

WDAY is the oldest broadcasting station in the Northwest—better than twenty-three years—and some of our *result stories* go back to the very beginning of that time.

Take *local* advertisers, for instance (seems to us that folks right here at home should *know*). *Eighteen* year-round local advertisers have used WDAY, *steadily*, from 10 to 23 years. What's more, these eighteen are truly a "soup-to-nuts" variety—a department store, jewelry company, creamery, foundry, auto-repair shop,

music store, shoe store, men's shop, furrier, laundry, etc.

Yes sir, neighbors have the real dope on a feller. And when local advertisers approve so markedly of a station, what better recommendation could you ask? This is fertile ground for widely varied crops—the rich Red River Valley is the best market between Minneapolis and Spokane. And our hayseeds are just as diverse in their spending as in their farming. Write us for all the facts—or ask Free & Peters.

WDAY, INC.

FARGO, N. D.

NBC ... 970 KILOCYCLES ... 5000 WATTS

FREE & PETERS, INC.. EXCLUSIVE NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000-LS 500-N	University of North Dakota Grand Forks 2800	Univ. of North Dakota Donald J. Robertson	Fay Lufkin Arnold Petrich
GRAND FORKS.....	KILO	1440 SH-KFJM	1,000-LS 500-N	Dalton LeMasurier First National Bank Bldg. 1200	CBS Northwest	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Dorothy Kirk Arnold Petrich	Headley-Reed Lang-Worth UP
JAMESTOWN.....	KSJB	600	250-LS 100-N CP-5,000	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	CBS, MBS Mississippi	John W. Boler Lloyd R. Amoo Lloyd R. Amoo	George Suderman Florence Putnam Lloyd R. Amoo SESAC Standard AP, UP
MANDAN.....	KGCU	1270	250	Mandan Radio Assoc. 200 Third Ave. N. W. 631	MBS Mississippi	W. S. Russell M. J. Reichert M. J. Reichert	Merritt Bushue LeRoy Gunderson Lang-Worth
MINOT.....	KLPM	1390	1,000	Minot Broadcasting Co. 118A S. Main 1267	MBS Mississippi	John B. Cooley C. W. Baker E. H. Cooley	Jack Helling Jack Helling C. W. Baker	Walker World UP
VALLEY CITY.....	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	MBS KBS Mississippi	Robert E. Ingstad Robert E. Ingstad Robert E. Ingstad	William J. Weaver Kermit Holm UP

OHIO

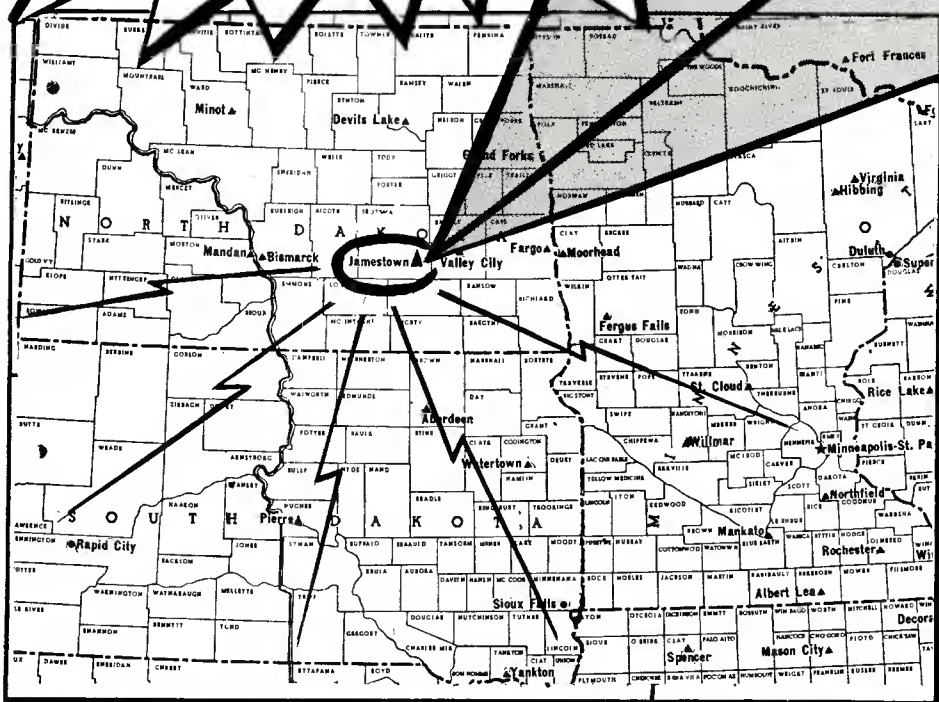
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AKRON 9.....	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson	Hollingbery Lang-Worth Standard UP, TP
AKRON 8.....	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	ABC	S. Bernark Berk S. Bernark Berk Kenneth M. Keegan	Colman Scott Viola G. Berk George Paul	Weed Assoc. Prog. Standard Thesaurus AP, UP
AKRON 8.....	WHKK L-KFI	640	1,000	United Broadcasting Co. 51 W. State St. Blackstone 7101	MBS	Sterling Graham R. W. Richmond J. A. Harrington	Louis Heinrich Tbelma Federbar James S. Hill	Radio Adv. World AP
ASHTABULA.....	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	R. B. Rowley W. W. Walrath D. W. Fassett	A. B. Newkirk A. B. Newkirk H. R. Johnson World UP
CANTON 2.....	WHBC	1480	1,000	Ohio Broadcasting Co. 550 S. Market St. 7166	MBS	Eugene Carr William I. Hershey Robert Fehlman	W. Richard Neher Charles Erbland Kenneth L. Sliker	Burn-Smith SESAC World AP, UP
CINCINNATI 1.....	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	ABS	L. B. Wilson Kenneth W. Church George H. Moore	Bill Dawes C. H. Topmiller	Free & Peters Lang-Worth Standard World AP, UP
CINCINNATI 2.....	WCPO	1230	250	Scripps-Howard Radio Inc. Carew Tower Main 3314	Jack R. Howard Mortimer C. Watters John Patrick Smith	Glenn Clark Miller Glenn Clark Miller Glenn Davis	Branham Assoc. Prog. Lang-Worth Standard UP
CINCINNATI 6.....	WKRC	550	5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	CBS	Hulbert Taft Sr. H. E. Fast U. A. Latham	Joel Stovall Ed E. Hale George Wilson	Katz Lang-Worth Standard AP, UP
CINCINNATI 2.....	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	NBC	J. D. Shouse R. E. Dunville H. Mason Smith	Eldon Park M. N. Terry R. J. Rockwell UP, AP, INS, Reuters
CINCINNATI 2.....	WSAI	1360	5,000	Buckeye Broadcasting Co. 115 E. Fourth St.	ABC	Marshall Field Robert M. Sampson W. R. Christian	James Leonard Dorothy Wurtman W. E. Symons	Avery Thesaurus World AP, UP
CLEVELAND 1.....	WGAR	1220	5,000	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	G. A. Richards John F. Patt Harry Camp	David M. Baylor J. R. Schmunk R. Morris Pierce	Petry Lang-Worth Standard UP
CLEVELAND 13.....	WHK	1420	5,000	United Broadcasting Co. Terminal Tower Prospect 5800	MBS Ohio Network	Cleveland Plain Dealer K. K. Hackathorn Robert S. DeTchon	C. M. Hunter Sue Cornelius R. H. DeLany	Raymer Assoc. Prog. Lang-Worth AP, Reuters
CLEVELAND 15.....	WJW	850	5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil William O'Neil W. J. Sylvester	Edward N. Palen A. E. Stiller Gerald Roberts	Headley-Reed Standard UP, TP
CLEVELAND 14.....	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N. E. Cherry 0942	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Harold Gallagher	Hal Metzger Howard Barton S. E. Leonard	NBC Spot Standard Thesaurus AP, UP

NEW POWER!

ADDED
"SALES"
PUNCH!

KSJB

JAMESTOWN, N.D.



NOW

5000 WATTS

AT 600 KC

BLANKETING NORTH DAKOTA,
SOUTH DAKOTA, AND
NORTH WESTERN MINNESOTA

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH

Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.

CHICAGO 1, ILL.

ST. PAUL 1, MINN.

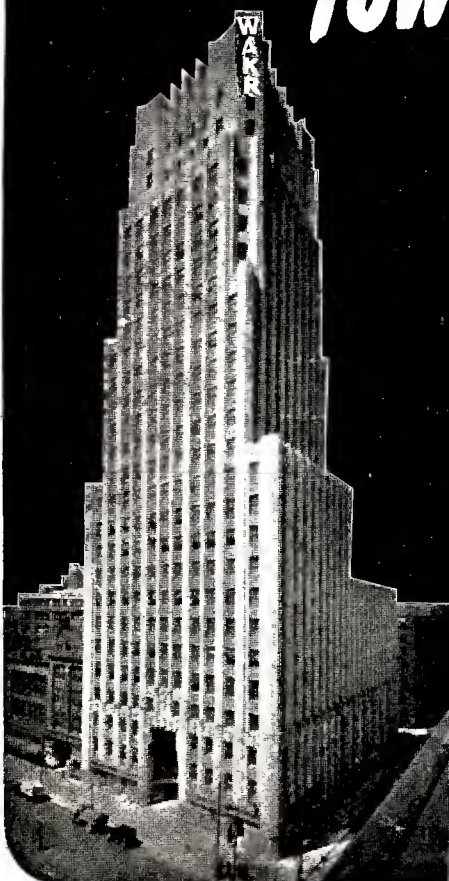
Empire State Building • Longacre 3-4874

360 North Michigan Avenue • Central 4894

E-622 First National Bank Building • Cedar 8579

WAKR

TOWERS OVER AKRON



A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

1926-1946

Twentieth Anniversary Year*



IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown—WKBN. The leading purchasing power of this third largest U. S. Steel Center is revealed conclusively by available statistics... total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

Represented by
PAUL H. RAYMER COMPANY

As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

AFFILIATE
COLUMBIA BROADCASTING SYSTEM

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc

* WKBN delivered its first broadcast to Youngstown earphones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7 1/2 watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.

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OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS 15	WBNS	1460	5,000-LS 1,000-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS	Edgar T. Wolfe W. L. Orr	Geer Parkinson Jerome R. Reeves L. H. Nafziger	Blair Standard AP
COLUMBUS 15	WCOL	1230	250	The Pixleys 33 N. High St. Main 4581	ABC	L. A. Pixley Jack Kelly Jack Kelly	Howard Donahoe Howard Donahoe Leo DeConnick	Headley-Reed Lang-Worth World AP
COLUMBUS 15	WHKC	610	1,000	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS Ohio Network	Sterling Graham C. M. Everson H. H. Hoessly	John B. Moses H. H. Hoessly Wm. C. Minor	Radio Adv. Cole Lang-Worth UP
COLUMBUS 10	*WOSU	820 L-LS, Dallas	5,000	Ohio State University Communication Laboratory University 3148	Howard L. Bevis Robert C. Higgy	William H. Ewing Robert C. Higgy Thesaurus AP, UP
DAYTON 1	WHIO	1290	5,000	Miami Valley Bestg. Co. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox R. H. Moody Arthur Tomsett	Lester Spencer Garland Baldwin Ernest Adams	Cummings Hollingbery Standard World AP, UP, INS
DAYTON 2	WING	1410	5,000	Great Trails Bestg. Co. 121 N. Main St. Adams 3288	ABC	Charles Sawyer John Pattison Williams F. G. Dykstra	Ranny Daly Stanley Beck	Weed Lang-Worth Standard AP
FINDLAY	WFIN	1330	1,000-D	Findlay Radio Co. 500 1/2 S. Main St. Main 1330	KBS	Fred R. Hover Fred R. Hover	Joanne Lewis M. C. Clark Edgar C. Smith Cole Lang-Worth Standard INS
HAMILTON	WMOH	1450	250	Fort Hamilton Bestg. Co. 2nd National Bank Bldg. 4664	Herbert G. Pabst Don Ioset Joe True	Sam Sague Don True Andrew Bruck Thesaurus UP
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC	Comdr. George B. Storer Ralph G. Elvin Giles Zwahlen	Edgar C. Urick Ralph G. Elvin Darrell J. Hunter	Headley-Reed Lang-Worth Standard AP
MANSFIELD	WMAN	1400	250	Richland Inc. 140 1/2 Park Ave. W. 4235	ABC Ohio Network	M. F. Rubin J. M. O'Hara Carl Kindt	Robert Christopher Robert Christopher Wm. E. Morrison	Broadcast Sales Standard World UP
MARIETTA	1490 (Construction Permit)	250	Marietta Broadcasting Co. St. Clair Block
MARIETTA	1340 (Construction permit)	250	Parkersburg Sentinel Co. 519 Juliana St., Parkersburg, W. Va.	Howard L. Chernoff
MARION	WMRN	1490	250	Marion Broadcasting Co. N. Main St. 3226	ABC KBS	Robert T. Mason Robert T. Mason Robert T. Mason	Madge Cooper Eric Paige Francis J. Peters	Broadcast Sales Gene Grant Thesaurus UP
PORTSMOUTH	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Louis H. Brush Paul Wagner Gerald F. Boyd	H. W. Apel Robert Kuhn Maurice L. Myers Lang-Worth AP, UP
SPRINGFIELD	WIZE	1340	250	Radio Voice of Springfield Inc. 117 W. High St. 4955	ABC	Charles Sawyer Adna Karns	Arthur Martin Terry Hutt Victor Bushong	Weed Standard AP, UP
STEUBENVILLE	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS	Valley Broadcasting Co. John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch Thesaurus UP
TOLEDO	WSPD	1370	5,000	Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer J. Harold Ryan (E. Y. Flanigan)	Robert Evans Westford F. Shannon (Frank Hilbert (Edw. Goon	Katz Lang-Worth Standard Thesaurus AP, UP, INS
TOLEDO 2	WTOL	1230	250	Community Broadcasting Co. Bell Bldg. Adams 3291	ABC	Community Bestg. Co. Arch Shawd Gard Wallace	Karl Nelson Betty Connell John Sheehan	Radio Adv. Assoc. Prog. Standard World AP, UP
WARREN	WRRN	1400	250	Frank T. Nied & Perry H Stevens 108 Main St. 4490	MBS	(Frank T. Nied (Perry H. Stevens Emerson J. Pryor Frank B. Cannon	Lynn E. Gifford Emerson J. Pryor Robert V. Kinney	McGillvra Lang-Worth Standard UP
YOUNGSTOWN 3	WFMJ	1450	250	WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121	ABC	William F. Maag Jr. Willi F. Maag Jr. Phil Wood	William K. Crooks Frank A. Dieringer	Headley-Reed Lang-Worth SESAC Standard AP, UP
YOUNGSTOWN 3	WKBN	570	5,000	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Foster Harmon E. T. Wilkens	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 6000	NBC	George B. Storer Allen L. Haid J. Robert Kerns	Howard George William Hunt	Blair Standard AP

MORE!

For Your Advertising Dollar

When Your Schedule Is On

W F M J

To Cover YOUNGSTOWN

Ohio's Third Market

Market Data

Primary Coverage*

Population 473,605
 Radio Homes 109,498
 Total Retail Sales \$161,379,000
 Food Sales \$41,738,000
 General Mdse. Sales \$22,086,000
 Apparel Stores \$12,315,000
 Drug Stores \$4,517,000

*These are 1940 Census figures.

More Listeners More Hours of the Day

C. E. Hooper Station Listening Index Oct.-Nov., 1945

	WFMJ	B	C	D	E	Others
Mon. thru Fri. 8 AM-12 Noon	51.9	19.8	9.0	13.2	3.1	3.0
Mon. thru Fri. 12 Noon-6 PM	30.9	21.2	19.1	17.6	2.1	9.1
Sun. thru Sat. 6 PM-10 PM	26.0	42.4	23.6		4.8	3.2
Sunday 12 Noon-6 PM	38.1	20.3	8.6	13.9	5.6	13.5

Complete News

Reports of the Associated Press, the United Press, and local news from The Youngstown Vindicator.

W F M J

Affiliate of the American Broadcasting Company

Member OAB, NAB

Represented By
Headley Reed Co.
 NEW YORK
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 DETROIT
 ATLANTA
 LOS ANGELES
 SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Trans. Library News Service
ADA	KADA	1230	250	C. C. Morris First National Bank Bldg 1212	ABC Oklahoma	C. C. Morris H. Weldon Stamps LeRoy Moses	Betty J. Hughes Betty J. Hughes Harold Walker	T-H-S AP
ARDMORE	KVSO	1240	250	John F. Easley Hotel Ardmore 3030	ABC KBS Oklahoma	John F. Easley Albert Riesen Gene Calley	Dolly Dutton Glen Paul John Malloy	T-H-S SESAC World
BARTLESVILLE 1	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	MBS	J. Fred Case J. Fred Case John Collins	M. Keith Upson H. L. Heerman E. Dallas De Graffenreid	AP
ELK CITY	KASA	1240	100	Southwest Broadcasting Co. 204 N. Main St. 730	MBS KBS	Lonnie J. Preston Lonnie J. Preston	Johnny Carmen Steve Cowan G. M. Patterson	Gene Grant Standard UP
ENID	KCRC	1390	1,000	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma	Lucy M. Garber L. D. Lindsey H. P. Hale	Marjorie Hromas Marjorie Studer Murray D. Coleman	T-H-S Standard AP
LAWTON	KSWO	1150	250-D	Oklahoma Quality Bestg. Co. 17th & E Sts. 3413	MBS KBS	Partnership John W. Steele R. O. Cunningham	Kathleen Burkett R. O. Cunningham W. E. Billington	Assoc. Prog. World UP
MUSKOGEE	KBIX	1490	250	Oklahoma Press Publishing Co. Box 1512 303	ABC Oklahoma	Tams Bixby Jr. Tams Bixby Jr. Mary Robinson	Marcia King Marcia King	T-H-S AP
McALESTER	KTMC (Construction Permit)	1400	250	McAlester Broadcasting Co. Aldridge Hotel	C. E. Wilson P. D. Jackson
NORMAN	*WNAD	640	1,000-D	University of Oklahoma Faculty Exchange 900	University of Oklahoma John W. Dunn	Buren C. Robbins Jack Boyer	AP
OKLAHOMA CITY	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	J. D. Thomas Matthew H. Bonebrake George Tarter	Paul Buening George Brock	Walker Assoc. Prog. Standard Thesaurus AP
OKLAHOMA CITY 1	KOMA	1520	5,000 CP-50,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	John Griffin Kenyon Brown J. J. Bernard	Bill Bryan W. L. Beahm Jr. M. W. Thomas	Free & Peters Cole Standard World UP
OKLAHOMA CITY 2	KTOK	1400	250	O. L. Taylor Apo Tower 3-8352	ABC Oklahoma	O. L. Taylor Robert D. Enoch Frank J. Lynch	Harold M. Shreve Eva B. Alexander Clifford M. Easum	T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 1	WKY	930	5,000	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord P. A. Sugg Ralph Miller	Tom Rucker H. J. Lovell	Katz Assoc. Prog. Standard AP
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. McCullouch Bldg. 3646	MBS KBS	Pat Buford Pat Buford Lucille Buford	Nova Clarke Lucille Buford Chester Ludwick	Sears & Ayer Lang-Worth UP
PONCA CITY	WBBZ	1230	250	Adelaide Lillian Carroll 615 W. Grand Ave. 3200	MBS KBS	Adelaide L. Carroll Adelaide L. Carroll L. C. McKinney	Don Chadd Bill Morgan Nicholas DeFrancisco	Gene Grant AP
SHAWNEE	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	ABC Oklahoma	Oscar S. Stauffer Maxine Eddy H. S. Henderson	Roy Bowman Zaida Porter Salvatore Ricciotti	T-H-S AP
TULSA 3	KOME	1340	250	Oil Capital Sales Corp. 910 S. Boston 3-4121	ABC Oklahoma	Harry Schwartz H. E. Grimes Fred Schwartz	Dick Campbell Mary Cokill Roy Brown	McGillvra T-H-S Lang-Worth Standard AP
TULSA 3	KTUL	1430	5,000	Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191	CBS	John T. Griffin John Esau L. A. Blust	Karl Jannssen George Ketcham Robert Snider	Free & Peters Standard World UP
TULSA 3	KVOO	1170	50,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly W. B. Way Gustav K. Brandborg	F. M. Randolph W. T. McClarin L. W. Stinson	Petry Lang-Worth Standard INS

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Trans. Library News Service
ALBANY	KWIL	1240	250	Central Willamette Bestg. Co. 15th & Elm Sts. 870	MBS Don Lee	W. L. Jackson Chet Wheeler Hal Byer	John Wray Gloria Mousley Bill Hansen	Biddick Clark Keating Standard UP
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 404 Commercial St. 95	MBS KBS Don Lee	L. E. Parsons L. E. Parsons E. H. Johnson	Beverly Duff R. D. Holmes J. M. Titus	Biddick Keating Standard AP
BAKER	KBKR	1490	250	Inland Radio Inc. First & Court Sts. 140	KBS	Marshall E. Cornett Lee W. Jacobs Lee W. Jacobs Lee W. Jacobs	Grace Baer Ken Lockwood Sidney Williams	Grant Keating UP
BEND	KBND	1340	250	Bend Bulletin 1101 Wall St. 848	MBS KBS Don Lee	Bend Bulletin Frank H. Loggan	Wm. Barton Wallace Guthrie	Biddick Clark Keating Lang-Worth UP



915 FEET HIGH

—and more than a million listeners wide!

THE height of WKY's new antenna is not nearly so important as the width of its coverage. Its height is a lot more than mere showmanship. Its purpose and effect is to direct maximum radiation along the ground. Conventional quarter- and half-wave antennas waste a large part of their power in useless skywaves like this:



Only the signals along the ground are of any practical use. The high-angle skywaves are actually detrimental, causing interference and fading at night.

WKY's Franklin-type antenna actually squashes down skywaves and directs maximum signal along the horizontal like this:



With this antenna, WKY's broadcasting efficiency has been increased 58.5% over conventional quarter-wave efficiency; or, to put it another way, is doing the job of 11,000 watts with a quarter-wave antenna.

Antenna design, capable of such great increases in broadcasting efficiency, now has taken its place along with power and frequency as a vital coverage factor.

WKY, with its radiation squashed down and spread out, is by a bigger margin than ever before the station that covers Oklahoma best.

WKY

OKLAHOMA CITY

930 KC. — NBC

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.:
THE DAILY OKLAHOMAN AND TIMES; THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS; KLZ, DENVER (Affiliated Mgmt.)

REPRESENTED BY THE KATZ AGENCY

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OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COOS BAY.....	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett Fred F. Chitty Hal Shade Hal Shade	Sara Spauigh Freddie Vigder	Grant Keating AP, UP
CORVALLIS.....	*KOAC	550	5,000-LS 1,000-N	Oregon State College Corvallis 526	Oregon State College Allen Miller	Allen Miller Grant S. Feikert	UP
THE DALLES.....	KODL	1230	250-LS 100-N	Western Radio Corp. Scenic Drive 2300	KBS	V. Barney Kenworthy Glenn Howell Glenn Howell	Lewis L. Ellis Jr. Glenn Howell W. A. Bobisud	Biddick Gene Grant Keating MacGregor UP
EUGENE.....	KORE	1450	250	Violet G. Hill Motter Route 3 3	MBS Don Lee	Violet Motter L. W. Trommlitz Bruce Nidever	Marjorie Jackson L. W. Trommlitz Floyd Viken	Biddick Keating World AP, UP
GRANTS PASS.....	KUIN	1340	250	Southern Oregon Bcstg. Co. Box 148 1100	MBS Don Lee	A. E. Voorhies Ralph Hanson Ralph Hanson	M. A. Dawson Glenn E. Nickell Edward A. Malone	Keating SESAC World
KLAMATH FALLS...	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS Don Lee	W. D. Miller W. D. Miller Jack Keating	Charles Roth Jack Keating Lon Hunt	Grant Keating World UP
KLAMATH FALLS 1.	KFLW	1450	250	Herald Publishing Co. Esplanada & Pine Sts. 8111	Frank Jenkins H. J. Chandler H. E. Turner H. E. Turner G. E. Walter	AP
LA GRANDE.....	KLBM	1450	250	Inland Radio Inc. Old Oregon Trail Highway 220	KBS	Marshall E. Cornett Lee W. Jacobs Gordon L. Capps Gordon L. Capps	Ken Lillard Jack Hatnaker Sidney Williams	Grant Keating Standard UP
MEDFORD.....	KMED	1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC KBS	Mrs. W. J. Virgin Mrs. W. J. Virgin Arthur Adler	Gladys LaMar John Duffy Dave Rees	Biddick Clark Keating Standard UP
ONTARIO.....	KSRV (Construction permit)	1450	250	Inland Radio Inc. First & Court Sts., Baker, Ore.	Inland Radio Inc.
PENDLETON.....	KWRC	1240	250	Western Radio Corp. Box 178 1425	V. B. Kenworthy Paul E. Walden	Keith Larkin Paul E. Walden	Biddick Keating Lang-Worth UP
PORTLAND 7.....	KALE	1330	5,000	KALE Inc. Studio Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson Charles E. Couche Norman A. Davis	Clay Osborne Leith Abbott A. E. Richmond	Blair Keating Assoc. Prog. Standard AP, UP
PORTLAND 14.....	*KBPS	1450-SH	100	Benson Polytechnic School 546 N. E. 12th St. Lancaster 4586	School District No. 1 Mary E. Gilmore	Mary E. Gilmore Charles Weagant
PORTLAND 5.....	KEX	1190	5,000	Westinghouse Radio Stations Inc. 815 W. Yamhill Broadway 5653	ABC	Westinghouse—W. C. Evans J. B. Conley Robert E. Rudolph	Eldon Cambobell Geraldine Donkers Thomas T. Ely	Raymer Cole World UP, INS
PORTLAND 5.....	KGW	620	5,000	Oregonian Publishing Co. 1101 S. W. 6th Ave. Beacon 6364	NBC	Oregonian Publishing Co. Arden X. Pangborn J. N. Wassan	Homer Welch Thelma Agosti Harold C. Singleton	Petry Lang-Worth SESAC Thesaurus AP, UP, INS
PORTLAND 7.....	KOIN	970	5,000	KOIN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	Ted Cooke Marc Bowman Louis S. Bookwalter	Free & Peters Assoc. Prog. World AP, UP, INS
PORTLAND 4.....	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	ABS	Wilbur J. Jerman L. D. Henderson John C. Egan	Helen Drill John C. Egan Wilbur J. Jerman	Burn-Smith Griffith Lang-Worth Standard UP, INS
PORTLAND 7.....	KXL L-WSB	750	10,000	KXL Broadcasters Box 311 Broadway 6451	Frances R. Symons H. S. Jacobson H. S. Jacobson	Frederick J. Eichhorn 3d H. H. Schoolfield Jr.	Pacific NW Walker Lang-Worth MacGregor Standard UP
ROSEBURG.....	KRNR	1490	250	News-Review Co. 132 N. Jackson St. 4	MBS KBS Don Lee	Frank Jenkins Marshall H. Pengra Marshall H. Pengra	Iris Helliwell Gilbert Walters	Keating Cole SESAC Standard AP
SALEM.....	KSLM	1390	1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	Glenn McCormick Glenn McCormick Woody Slater	Lois Mayer Robert Fischer Jr. Clyde Carlton	Biddick Griffith Keating Lang-Worth AP, UP



OREGON

has...

Timber Resources

Water Power

Agriculture in abundance

Shipbuilding and Shipping

Exceptional Tourist Recreation

Manufacturing...fabrics to furniture

Minerals...remember aluminum

Fishing for the packer

Fishin' for the angler

and...

KOIN

PORTLAND



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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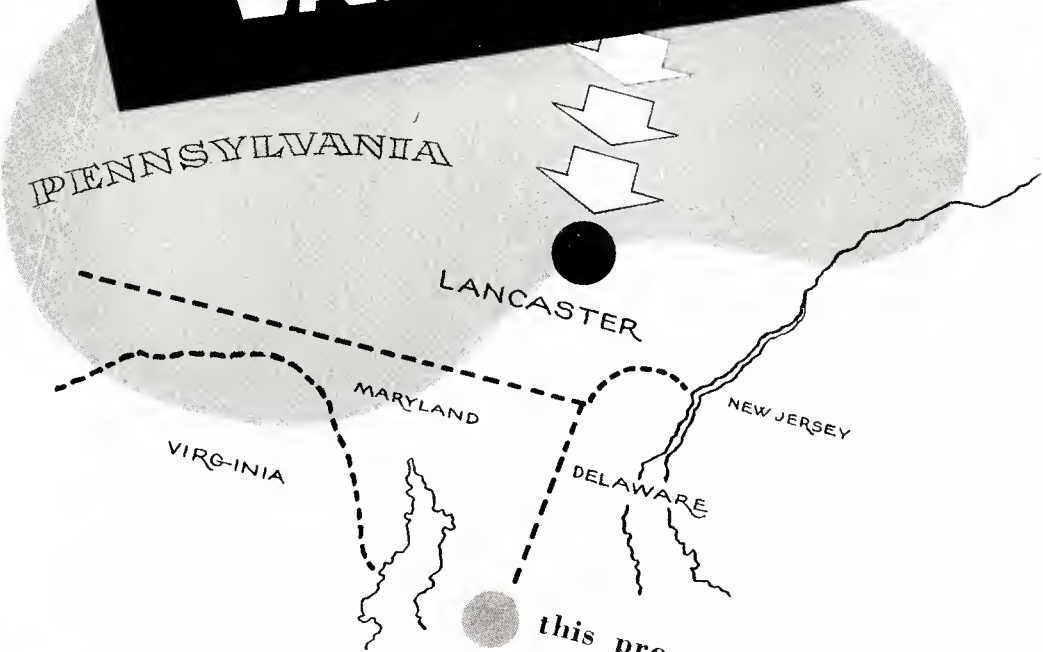
PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALLENTOWN.....	WSAN	1470	500	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC Quaker	J. Calvin Shumberger Sr. B. Bryan Musselman	George Y. Snyder Reuel H. Musselman	Headley-Reed World AP, UP
ALTOONA.....	WFBG	1340	250	Gable Broadcasting Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed Lang-Worth World AP
BUTLER.....	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	KBS	David H. Rosenblum David H. Rosenblum Leon Bernard	Edward Browning Jr. Edward Browning Jr. Paul Rex	Forje World UP
CLEARFIELD.....	1490 (Construction Permit)	250	Airplane & Marine Instruments, Inc. Clearfield
DUBOIS.....	WCED	1230	250	Tri-Country Broadcasting Co. 80 N. Park Place 1700	CBS KBS	Harold Gray Jason S. Gray Les Ryder	Virginia Wade Les Ryder Vernon Stahl	McGillvra Spot Sales Lang-Worth UP
EASTON.....	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC Quaker	Clair R. McCollough Elwood C. Anderson J. Robert Gulick	Eugene Bethman Terry Mazza J. E. Mathiot	Radio Adv. Standard UP
ERIE.....	WERC	1230	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	NBC	Jacob A. Young Charles E. Denny Edward Pearson	J. J. Young Thomas Phillips Jr.	Weed Assoc. Prog. Lang-Worth World UP
ERIE 1.....	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	ABC, MBS Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Ronald Graham C. W. Hallock Clarence A. Baker	Standard Thesaurus AP, TP
GREENSBURG.....	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	H. J. Brennen George J. Podyyn George J. Podyyn	Glady Fox Lyle L. Allen	Lang-Worth UP
GROVE CITY.....	*WSAJ	1340-SH	100	Grove City College Hall of Science 763	W. C. Katler H. W. Harmon	Ray A. Walters Dale O. Smock
HARRISBURG.....	WHGB	1400	250	Harrisburg Broadcasting Co. 112 Market St. 2-3456	ABC	Herbert Kendrick Herbert Kendrick Rowell A. Maxwell	Stanley Schultz	Weed Thesaurus AP
HARRISBURG.....	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond Beatrice Pottelger E. D. Leibensperger	Blair Assoc. Prog. Standard AP, UP
HARRISBURG.....	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC Quaker	Clair R. McCollough C. G. Moss J. Robert Gulick Henry Traugh	Lewis Munnell Peter Wambach Park Cassidy	Raymer World UP
HAZLETON.....	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	NBC Quaker	Clair R. McCollough Victor C. Diehm J. Robert Gulick	Don Murray Kathrun Kahler J. E. Mathiot	Radio Adv. Thesaurus UP
INDIANA.....	WDAD	1450	250	Indiana Broadcast Inc. 637 Philadelphia St. 1780	MBS	Paul J. Short Sam Collins Paul J. Short Sam Collins	Sam Collins Vincent J. Sullivan	Standard AP
JOHNSTOWN.....	WARD (Construction permit)	1490	250	Central Broadcasting Co. Inc. Johnstowns
JOHNSTOWN.....	WJAC	1400	250	WJAC Inc. Tribune Annex 2-4361	NBC Quaker	J. C. Tully J. C. Tully	J. P. Foster N. L. Straub	Headley-Reed Lang-Worth Standard Thesaurus UP
LANCASTER.....	WGAL	1490	250	WGAL Inc. 8 W. King St. 5252	NBC Quaker	Clair R. McCollough Walter O. Miller J. Robert Gulick	Ernest Stanzola James R. Appel J. E. Mathiot	Raymer Thesaurus UP
LEWISTOWN.....	WMRF	1490	250	Lewistown Broadcasting Co. Monument Sq. 757	NBC Quaker	J. S. Woods Thomas W. Metzger Thomas W. Metzger	Paul M. Breining James E. Moren Bernard H. Bopp	Burn-Smith Standard UP
NEW CASTLE.....	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend Arthur W. Graham Arthur W. Graham	Arthur W. Graham Dorothy Daughtrey Robert Emch	Weed Thesaurus AP
NEW KENSINGTON.....	WKPA	1150	250-D	Allegheny-Kiski Broadcasting Co. 810 Fifth Ave. 3534 Edward J. Kroen Edward J. Kroen	Jack Craddock W. W. Neely	Cox & Tanz Lang-Worth MacGregor UP
OIL CITY.....	WKRZ (Construction permit)	1340-SH	250	Kenneth Edward Rennekamp Veach Bldg. 228	Kenneth E. Rennekamp Alan Steppling J. Walton	Olivia T. Rennekamp George Hein Russell E. Shettler	World
PHILADELPHIA 3...	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse—W. C. Evans Leslie Joy A. Harvey McCall Jr.	James Begley William Y. E. Rambo Irvin N. Eney	NBC Spot Standard AP, UP
PHILADELPHIA 3...	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Leon Levy Alex Rosenman	Walter Sheldon Robert N. Pryor George Lewis	Bannan Raymer World AP, UP, TP, Reuters

A PROFITABLE BUY!

W GAL

LANCASTER, PA.

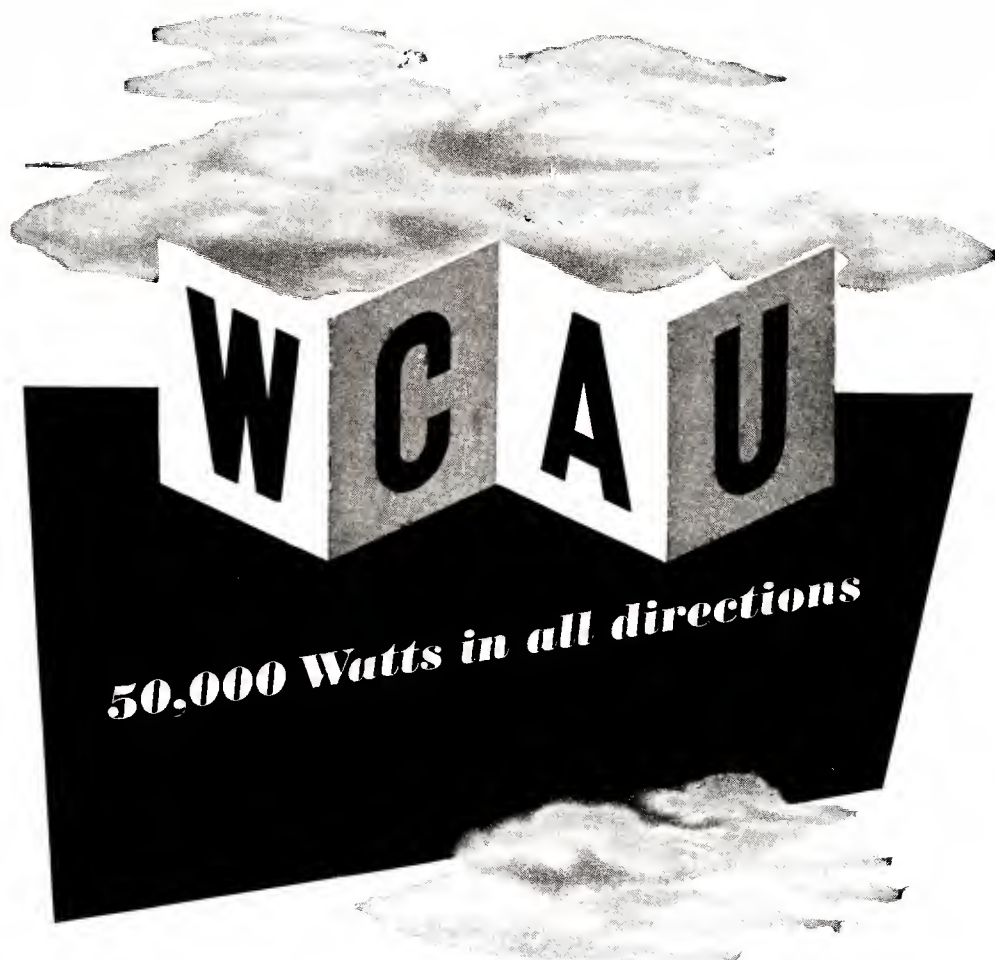


this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

Sales Representative: **RAYMER**

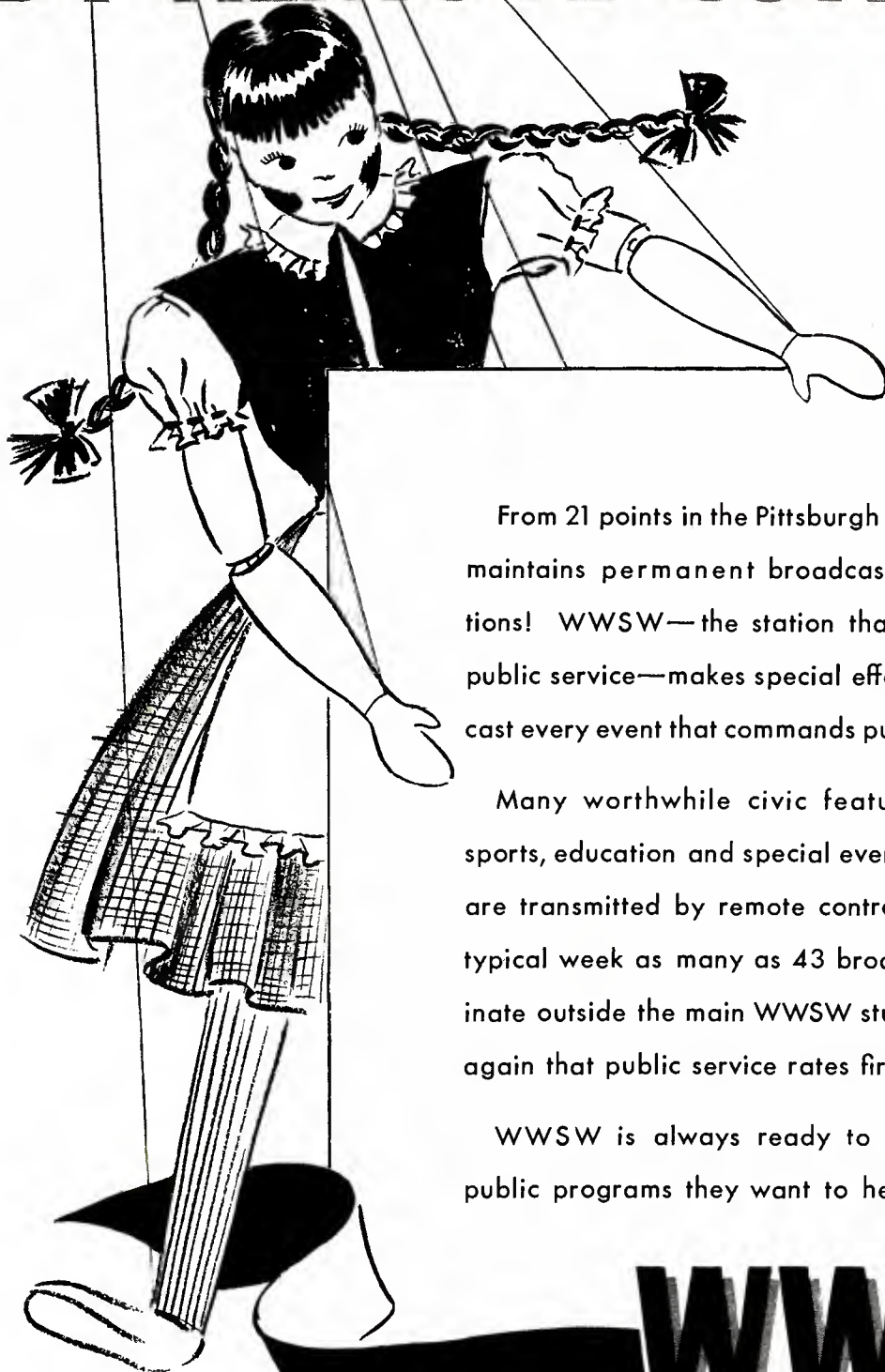
**NBC
MUTUAL**

BROADCASTING • Telecasting



CBS Affiliate
PHILADELPHIA'S LEADING RADIO INSTITUTION

BY REMOTE CONTROL



From 21 points in the Pittsburgh area WWSW maintains permanent broadcasting installations! WWSW—the station that believes in public service—makes special effort to broadcast every event that commands public interest.

Many worthwhile civic features such as sports, education and special events programs are transmitted by remote control. During a typical week as many as 43 broadcasts originate outside the main WWSW studios—proof again that public service rates first.

WWSW is always ready to bring to the public programs they want to hear.

*Pittsburgh's Only
24 Hour Station*

WWSW

WWSW, INC., Pittsburgh, Pa. — Represented by Forjoe & Co.

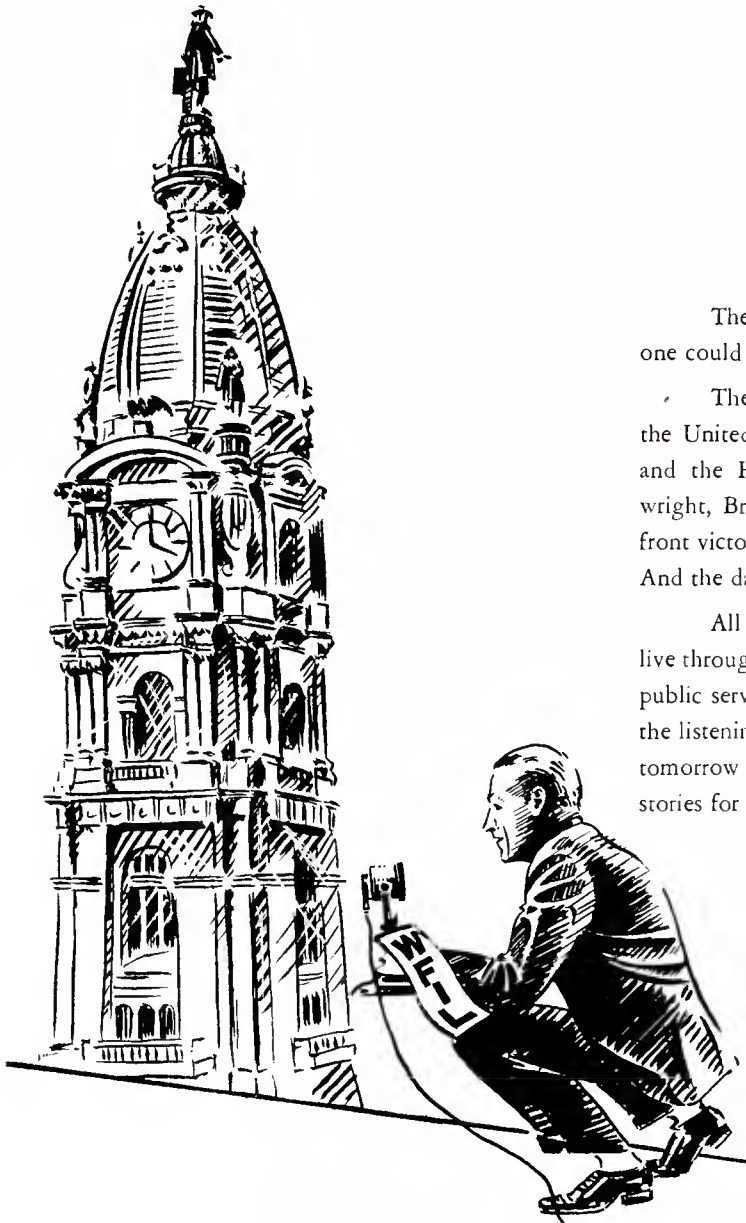
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PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PHILADELPHIA 7...	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	A. W. Dannebaum Sr. P. J. Stanton Charles Stahl	Michael Deegan P. J. Stanton Frank Unterhurger	Forjoe Lang-Worth SESAC World AP
PHILADELPHIA 7....	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	ABC Quaker	Lit Brothers Roger W. Clipp John E. Surrick	Jack Steck Malcolm MacPherson Louis E. Littlejohn	Katz Assoc. Prog. AP, INS
PHILADELPHIA 6...	WHAT	1340 ST-WTEL	100	Independence Broadcasting Co. 539 Public Ledger Bldg. Lombard 2390	William A. Banks William A. Banks William A. Banks	Dolly R. Banks	Broadcast Sales AP
PHILADELPHIA 2...	WIBG	990	10,000	Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300	ABS	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	Young Thesaurus AP
PHILADELPHIA 7...	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	G. Edward Wallis Ralph H. Minton Clifford C. Harris	Hollingbery World AP, UP
PHILADELPHIA 2...	WPEN	950	5,000	William Penn Bestg. Co. 1518 Walnut St. Pennyacker 9490	Philadelphia Bulletin Co. G. Bennett Larson	Edward Obrist John J. Kelly Charles Burtis	Headley-Reed Thesaurus AP, TP
PHILADELPHIA 40...	WTEL	1340 ST-WHAT	250	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 1810	E. Douglass Hibbs Henry N. Cocker	Clark Holman
PITTSBURGH 19...	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse—W. C. Evans Joseph E. Baudino George D. Tons	Franklin A. Tooke David N. Lewis T. C. Kenney	NBC Spot Standard Thesaurus AP, UP
PITTSBURGH 19...	KQV	1410	1,000	Allegheny Broadcasting Corp. Union Trust Bldg. Atlantic 6802	MBS	G. S. Wasser G. S. Wasser James Murray	Ben Kirk Ben Edson John Price	Weed Lang-Worth Standard UP
PITTSBURGH 13...	WCAE	1250	5,000	WCAE Inc. Hotel William Penn Atlantic 6900	ABC	Leonard Kapner R. Clifton Daniel	Ben Muros John Wilkoff James Schultz	Katz Standard World AP, INS
PITTSBURGH 19...	WJAS	1320	5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen H. Kenneth Brennen	James Hughes H. Kenneth Brennen Walter W. McCoy	Rambeau Lang-Worth UP, TP
PITTSBURGH 30...	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	ABS Quaker	Frank R. Smith Frank R. Smith Thos. B. Price	Fred Joyner J. R. Harlow	Forjoe Assoc. Prog. Cole Lang-Worth Standard AP
POTTSVILLE.....	1360 (Construction permit)	500-D	Pottsville Broadcasting Co. 304 W. Bacon St.	A. V. Tidmore A. V. Tidmore
READING.....	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	ABC Quaker	George J. Feinberg Joseph M. Nassau Robert G. Magee	Edward Gouran Harold Shearer	Hollingbery Lang-Worth Standard UP
READING.....	WRWA	1340	250	Reading Broadcasting Co. Fifth & Court Sts. 7335	NBC Quaker	Raymond A. Gaul Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson Arthur W. Chafey Edward A. Gurtowski	Rambeau Thesaurus UP
SCRANTON 3.....	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	ABC Pennsylvania	Martin F. Memolo Martin F. Memolo William M. Dawson	Kenneth Beghold Lenore Levy A. Oschmann	Hollingbery Cole Standard Thesaurus UP
SCRANTON 9.....	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World AP
SCRANTON.....	*WQAN	910 ST-WGBI	1,000-LS 500-N	The Scranton Times Scranton
SHARON.....	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Box 541 4113	John Fahnlne Jr. John Fahnlne Jr. J. T. Van Sweringen	W. Paul Gamble A. C. Heck	Wilson Assoc. Prog. UP
STATE COLLEGE...	WMAJ	1450	250	Centre Broadcaster Inc. Glennland Bldg. 4445	MBS	R. J. Kennard William K. Ulerich Robert L. Wilson	Robert G. Walter Henry Kearney Thesaurus AP
SUNBURY.....	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1325	Quaker	Sunbury Broadcasting Co. Homer R. Smith	Paul L. Miller John W. Keller Jr.	Cox & Tanz Lang-Worth Thesaurus UP
UNIONTOWN.....	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	J. Sullivan Sages Marian Johnston William J. Henzly	Radio Adv. Standard Thesaurus UP
WASHINGTON.....	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	MBS Quaker	John J. Laux John M. Croft John M. Croft	Kieran M. Balfe John M. Croft Joseph M. Troesch Lang-Worth Standard Thesaurus UP

Philadelphia Radio Story of the Year



The sweep of events in 1945 engulfed everyone, yet no one could have witnessed all of those momentous moments.

There was the death of a great president—the birth of the United Nations Organization—Victory over the Axis—and the Homecoming of Heroes like Eisenhower, Wainwright, Bradley, Spaatz and Halsey. There were also home-front victories in War Bond, War Chest and Red Cross drives. And the dawn of a new era—the Atomic Age.

All these, Philadelphians were privileged to listen and live through with WFIL and the American Network. A sound public service policy during those historic days helped shape the listening habits of prosperous Philadelphians. Today and tomorrow the preference formed yesterday will write success stories for more WFIL advertisers.

WFIL 560 KC
Philadelphia's
ABC Affiliate

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILKES-BARRE.....	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr. W. T. Jones Evans	John H. Stenger 3d W. T. Jones Evans John H. Stenger Jr.	Burn-Smith Assoc. Prog. SESAC UP
WILKES-BARRE.....	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore A. C. Baltimore	James J. McCarthy Stanley H. Smiley Charles Sakoski MacGregor Standard AP
WILLIAMSPORT 61..	WRAK	1400	250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case George E. Joy J. Wright Mackey	Elizabeth Hough Irving A. Berndt Louis N. Persio	McKinney Standard UP
YORK.....	WORK	1350	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC Quaker	Clair R. McCollough Harold E. Miller J. Robert Gulick	Arthur Weeks Herold Daugherty J. E. Mathiot	Raymer Lang-Worth UP
YORK.....	WSBA	900	1,000-D	Susquehanna Bestg. Co. Inc. R. D. No. 5 2676	ABC	Louis J. Appell Walter Rothensies Sydney Robbins	Otis Morse Sydney Robbins Willis N. Weaver World AP

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PAWTUCKET.....	WFCI	1420	1,000	Pawtucket Broadcasting Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley Wallace A. Walker Wallace A. Walker	Harry A. Moreland Gilbert Johnson	Katz Standard AP
PROVIDENCE 2.....	WEAN	790	5,000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	(William O'Neil John Shepard 3d Joseph Lopez Malcolm Parker Joseph Lopez	Rose Powers James S. Powers Harold Tilley	Petry Assoc. Prog. SESAC Standard AP
PROVIDENCE.....	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 7000	NBC New England	Mortimer L. Burbank John J. Boule John J. Boule	John J. Boule Thomas C. J. Prior	Bannan Weed World AP
PROVIDENCE 2.....	WPRO	630	5,000	Cherry & Webb Bestg. Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. Fred R. Ripley	M. I. Blender John Ferri	Foster Raymer Lang-Worth Thesaurus AP, UP

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON.....	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall J. D. McCoy G. Paul Browne	W. R. Davison Paul Worth W. R. Davison	Burn-Smith Lang-Worth MacGregor World INS
CHARLESTON.....	WCSC	1390	1,000-LS 500-N	John M. Rivers Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russell Long Wilbur Albee	Free & Peters SESAC World UP
CHARLESTON.....	WTMA	1250	1,000	Atlantic Coast Bestg. Co. 133 Church St. 2-2961	NBC	Edward Manigault Robert E. Bradham C. Wylie Calder	A. Franz Witte Jr. Marian Baker Douglas M. Bradham	Hollingbery Thesaurus AP
COLUMBIA (E).....	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	ABC	H. F. Kincey W. C. Bochman W. C. Bochman	H. M. McElveen Jr. Dorothy Sligh Harry Clippard	Wilson Standard AP
COLUMBIA.....	WIS	560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp G. Richard Shafto J. Dudley Saumenig	Ray A. Furr J. Dudley Saumenig Herb Eidson	Free & Peters Thesaurus UP
COLUMBIA.....	WKIX	1490	250	Inter-City Advertising Co. 1127 Lady St. 2-8659	CBS, MBS	Inter-City Advertising Co. Kenneth Beachboard Richard Allen	Mackie Quave Kenneth Beachboard Edwin Davis	Cook Weed Lang-Worth UP
CONWAY.....	WLAT	1490	250	Loys M. Hawley Box 139 340	MBS	(Herman L. Hanks Loys M. Hawley Wally King L. M. Hawley	Wally King L. M. Hawley Herman L. Hanks Standard AP
DILLON.....	WDSC (Construction permit)	800	1,000-D	Border Broadcasting Co. 118 McArthur Ave.
FLORENCE.....	WOLS	1230	250	Florence Broadcasting Co. Inc. 129 S. Dargan St. 354	ABC KBS	Martin F. Schnibben Nat L. Royster Nat L. Royster	Raymond Caddell Nat L. Royster W. A. Pritchett	Cox & Tanz Lang-Worth UP
GREENVILLE.....	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC	Roger C. Peace R. Q. Glass Jr.	Alice Wyman Dr. Nicholas P. Mitchell W. C. Etberidge	Avery Cook Thesaurus UP



**WFBC
dominates
GREENVILLE**

**South Carolina's
Best Market!**

1st in sales
in population
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	\$69,487,000	\$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

*There are 397,210 persons within 30 miles of WFBC's transmitter.
(Department of Commerce figures by counties)



NBC ★ 5000 WATTS



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1946)

SOUTH CAROLINA—(Continued)

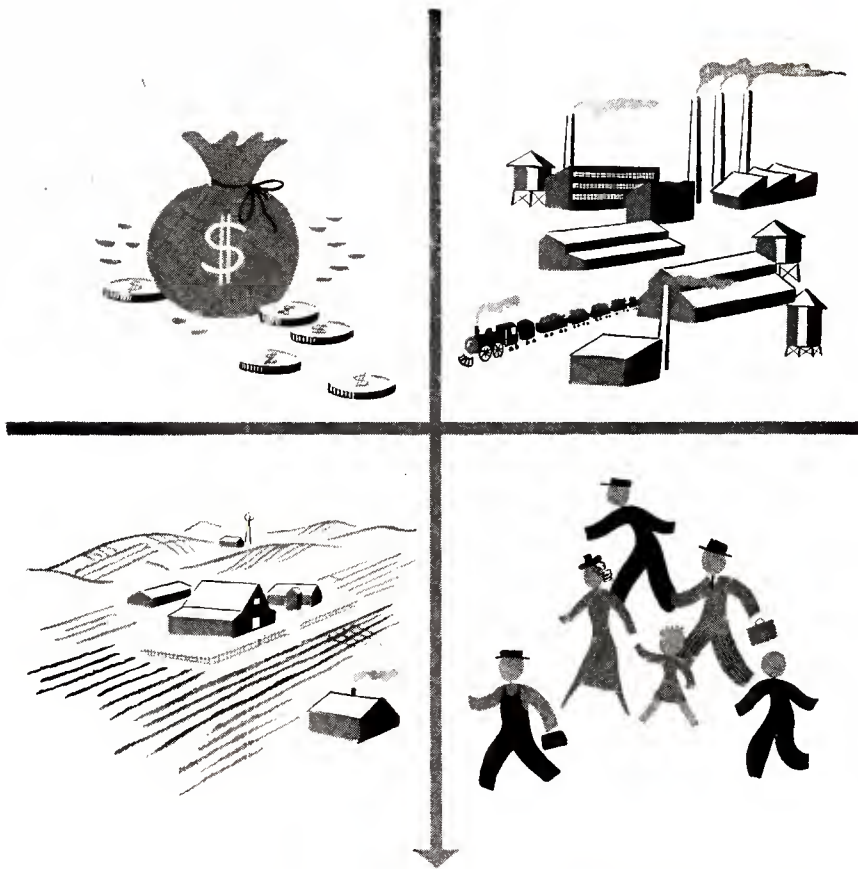
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GREENVILLE.....	WMRC	1490	250	Textile Broadcasting Co. 3 College St. 5730	ABC	R. A. Jolley W. Ennis Bray C. B. Denison	James R. Cook Modell Howell Mamie Jolley George D. Tate	Burn-Smith Cole World AP
GREENWOOD.....	WCRS	1450	250	Greco Inc. Willson St. 4300	NBC KBS	Douglas Featherstone Dan Crosland Ralph Norman	Newton S. Smyth Harold C. Spengler	Standard World AP
HARTSVILLE.....		1450 (Construction permit)	250	Hartsville Bestg. Co. Hartsville
ROCK HILL.....	WRHI	1340	250	York County Bestg. Co. Rock Hill National Bank Bldg. 294	MBS	York County Bestg. Co. James S. Beatty Jr. George P. Cobb	Johnnie Greene James S. Beatty Jr.	World AP
SPARTANBURG.....	WORD	1400	250	Spartanburg Broadcasting Co. 291 E. Main St. 875	ABC	(J. M. Bryan Smith Davis Frank R. Knutti Frank R. Knutti	Harold B. Shaw Zara J. Smith Francis I. Harr	Rambeau Thesaurus AP
SPARTANBURG.....	WSPA	950	5,000-LS 1,000-N CP-5,000-U	Spartanburg Advertising Co. 224 E. Main St. 2900	CBS	A. B. Taylor Roger A. Shaffer Guy Vaughan Jr.	Grover Golightly Harold Beckholt	Hollingbery World UP, INS
SUMTER.....	WFIG	1340	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS KBS	Julius S. Brody T. Doug Youngblood T. Doug Youngblood	Bill Burnette T. Doug Youngblood Neal Schubert	Cox & Tanz UP

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN.....	KABR	1420	5,000	Aberdeen Broadcasting Co. 117 1/2 S. Main St. 4626	MBS Mississippi	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	John A. Griffin John A. Griffin D. T. Hunt	Walker Standard AP
PIERRE.....	KGFY	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz UP
RAPID CITY.....	KOTA	1380	5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2000	CBS Mississippi	Robert J. Dean Robert J. Dean Wm. W. Van der Busch	R. H. Hertsgaard R. H. Hertsgaard A. E. Griffiths	Walker Standard Thesaurus UP
RAPID CITY.....	*WCAT	1230-SH	100-D	South Dakota State Sch. of Mines Rapid City	AP
SIoux FALLS.....	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC Mississippi	Morton Henkin Morton Henkin George R. Hahn	Verl K. Thomson S. Fantele Jr. Max Staley	Wilson Standard AP
SIoux FALLS.....	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC Mississippi	Morton Henkin Morton Hankin George R. Hahn	Verl Thomson S. Fantele Jr. Max Staley	Wilson Standard Thesaurus AP
VERMILLION.....	*KUSD	920 ST-KFNF	500	University of South Dakota Union Bldg. 601	Univ. of South Dakota Robert D. Williams	Robert D. Williams Steve Graf	AP
WATERTOWN.....	KWAT	1240	250	Midland National Life Ins. Co. Watertown 777	KBS	Midland Nat'l Life Ins. Co. F. L. Bramble M. W. Plowman	Chester Ellyson Marsh Plowman Francis Alwin	UP
YANKTON.....	WNAX	570	5,000	WNAX Broadcasting Co. 2nd & Capitol Sts. 442	ABC Mid-States	Gardner Cowles Jr. Don E. Inman Don E. Inman	Gene P. Loffler James H. Allen Clifton M. Todd	Katz Standard AP, UP

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATHENS.....	WLAR (Construction permit)	1450	250	Athens Broadcasting Co. 37 N. Jackson St. 398	Lowell F. Arterburn C. Clayton Redfern	C. Clayton Redfern
ATHENS.....	WROW (Construction permit)	1490	250	Athens Broadcasting Co. 105 Oak Park Drive, Knoxville, Tenn.	(R. O. Hardin Verna S. Hardin
BRISTOL.....	WOPI	1490	250	WOPI Inc. 310 State St.	NBC Tenn. Valley KBS	W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers Julia Tilford Robert H. Smith	Burn-Smith Cummings Cole World UP



the nation's best balanced market

AT THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feed-stuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (60.2%). Hooper also found that all outside stations combined had only 2.6% of the radio listeners.

To Reach the Ears of the Piedmont, Use—

(Home of Camp Croft)

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES




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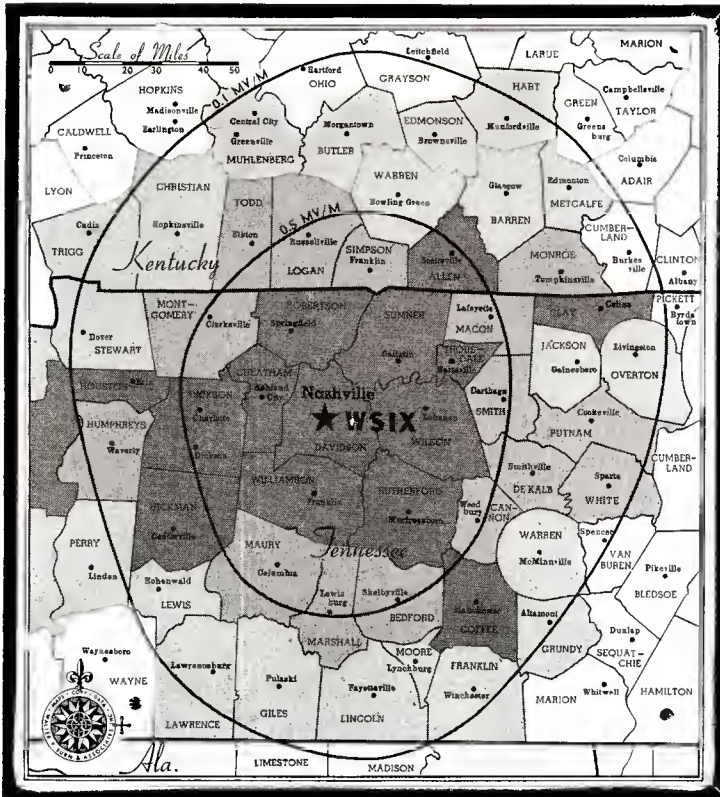
TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHATTANOOGA.....	WAGC (Construction permit)	1450	250	Tennessee Valley Brestg. Co. 706 Cherry St.	MBS	(Gordon W. Gambill Hubert M. Martin Humphrey B. Heywood R. T. Russell	AP
CHATTANOOGA 2...	WAPO	1150	5,000-LS 1,000-N	WAPO Broadcasting Service Read House 6-6141	NBC	Joda Patterson R. G. Patterson Helen Patterson	Louise Walsh Helen Patterson B. B. Barnes	Headley-Reed Assoc. Prog. MacGregor Thesaurus AP
CHATTANOOGA 2...	WDEF	1400	250	WDEF Broadcasting Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel Frank S. Lane Ken K. Flenniken	Vann Campbell B. C. Baker	Weed Standard UP
CHATTANOOGA 2...	WDOD	1310	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	(Norman A. Thomas Earl W. Winger Earl W. Winger Carter M. Parham	Gaylord McPherson Julius C. Vessels	Raymer World UP
CLARKSVILLE.....	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS KBS	William Kleeman W. E. Williams W. E. Williams	W. E. Williams Eugene Pentecost	Cox & Tanz Gene Grant World AP
CLEVELAND.....	WBAC	1340	250	Robert W. Rounsaville Fike Bldg. 62	MBS	Robert W. Rounsaville Robert W. Rounsaville Mrs. Robert W. Rounsaville	David P. McLain David P. McLain William F. Lange UP
COLUMBIA.....	WKRM (Construction permit)	1340	250	Middle Tennessee Broadcasting Co. Columbia
COOKEVILLE 1....	WHUB	1400	250	WHUB Inc. 523 E. Spring St. 200	CBS KBS	M. L. Medley M. L. Medley M. L. Medley	W. L. Peery J. M. Beasley Hubert Beasley	Cox & Tanz UP
DYERSBURG..... (Construction permit)	1450	250	State Gazette Bestg. Co. Dyersburg
ELIZABETHTON.....	WBEJ (Construction permit)	1240	250	Elizabethton Broadcasting Co P. O. Box 829	(Robert W. Rounsaville George M. Clark
GREENVILLE..... (Construction permit)	1340	250	Greenville Bestg. Co. Greenville	Clyde B. Austin
JACKSON.....	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 1106	ABC	Sun Publishing Co. Albert A. Stone A. B. Robinson	Paul Moore A. B. Robinson Robert Gordon	Branham World UP
JOHNSON CITY.....	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	ABC	W. Hanes Lancaster Kenneth L. Marsh Kenneth L. Marsh	Eddie Cowell O. K. Garland	Wilson Cole Lang-Worth AP, UP
KINGSPORT.....	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St.	NBC Tenn. Valley	C. P. Edwards Jr. Jess Swicegood Jess Swicegood	Paul Overbay Martin Karant Ike Upchurch	Burn-Smith Cummings Lang-Worth Standard Thesaurus UP
KNOXVILLE 42....	WBIR	1240	250	Radio Station WBIR Inc. 406 W. Church Ave. 4-3321	ABC	Gilmore N. Nunn John F. Hart John P. Hart	Charles T. DeVois John P. Hart J. Rex Horton	Pearson Standard UP
KNOXVILLE 24....	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 8-3171	CBS	Jack R. Howard O. L. Smith O. L. Smith	W. P. Trotter O. J. Remington John L. Cole Jr.	Branham Lang-Worth Standard UP
KNOXVILLE 02....	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese James Gilbert	Blair Cummings Thesaurus World AP
MARYVILLE.....	WGAP (Construction permit)	1400	250	Gateway Broadcasting Co. 3806 N. Broadway, Knoxville, Tenn.	(Geo. Burne Smith V. H. McLean
MEMPHIS 3.....	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-8683	MBS	Stella H. Thompson E. A. Alburty E. Pournelle	E. A. Alburty Robert E. Cooper Welton M. Roy	Rambeau AP
MEMPHIS 1.....	WMC	790	5,000	Memphis Publishing Co. 495 Union Ave. 8-7464	NBC So. Central	John Sorrells H. W. Slavick J. C. Eggleston	Robert Atherton E. C. Frase Jr.	Branham Cole Lang-Worth Standard Thesaurus UP
MEMPHIS 3.....	WMPS	1460	1,000-LS 500-N	WMPS Inc. 62 N. Main St. 5-2721	ABC	Plough Inc. Harold R. Krelstein	Harold R. Krelstein M. J. Vosse Joe Deaderick	Broadcast Sales Wilson Assoc. Prog. Standard AP, UP
MEMPHIS 3.....	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody Bldg. 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten Jr.	Katz Lang-Worth World UP

Here's the way WSIX covers the NASHVILLE market . . .

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

-  INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
 -  REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%—50% of base county ratio.
 -  SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%—25% of base county ratio.
- 0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.



NASHVILLE—a market with a Future— assured by the great Tennessee Valley expansion

Here are the Market Facts:

	MAIL SURVEY			Total	FIELD INTENSITY SURVEY		Total
	Intense	Regular	Secondary		0.5 MV/M	0.1 MV/M—	
Population	517,522	286,459	445,981	1,249,962	610,984	668,093	1,279,077
Families	130,906	71,828	108,462	311,196	156,908	155,914	312,822
Radio Homes	89,913	39,993	57,615	187,521	106,771	80,580	187,351
Total Retail Stores	5,640	2,855	4,288	12,783	6,761	5,977	12,738
Sales \$	122,814	38,889	56,694	218,397	144,078	72,040	216,118
Food Stores	1,951	967	1,432	4,350	2,299	1,979	4,278
Sales \$	28,810	9,233	11,857	49,900	33,282	15,627	48,909
General Stores	277	408	701	1,386	407	1,079	1,486
Sales \$	2,920	3,816	7,538	14,274	4,096	10,596	14,692
General Merchandise Stores	203	156	179	538	270	264	534
Sales \$	14,297	4,716	6,559	25,572	17,400	6,202	23,602
Apparel Stores	260	65	122	447	307	140	447
Sales \$	10,648	1,342	2,327	14,317	11,382	2,642	14,024
Furniture-Household	155	103	97	355	212	146	358
Sales \$	6,145	1,484	669	8,298	7,190	1,822	9,012
Automotive Outlets	145	86	123	354	190	165	355
Sales \$	17,588	5,054	8,696	31,338	20,562	10,068	30,630
Filling Stations	726	365	606	1,697	827	833	1,660
Sales \$	9,596	3,753	5,299	18,648	11,542	6,987	18,529
Lumber-Bldg.-Hardware	148	97	160	405	247	215	462
Sales \$	7,151	2,984	5,367	15,502	9,703	6,224	15,927
Eating and Drinking Places	968	324	432	1,724	1,159	586	1,745
Sales \$	7,025	1,501	2,210	10,736	8,356	2,881	11,237
Drug Stores	308	72	117	497	238	144	382
Sales \$	5,375	1,504	2,216	9,095	6,294	2,706	9,000
Other Stores	499	212	319	1,030	605	426	1,031
Sales \$	13,259	3,502	3,956	20,717	14,271	6,285	20,556

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

Represented Nationally
By
THE KATZ AGENCY, INC.



5,000 WATTS
980 K. C.
AMERICAN
MUTUAL

SOURCE — NBC 1942 NATIONWIDE SURVEY OF LISTENING HABITS

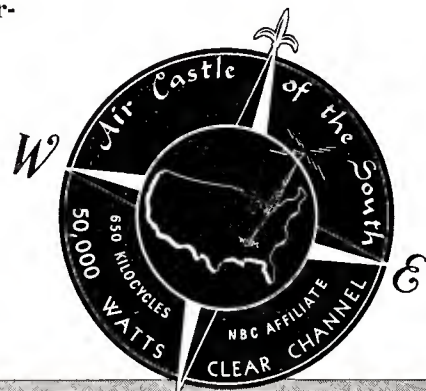


1

MEDIUM...

5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



HARRY STONE, Gen. Mgr.

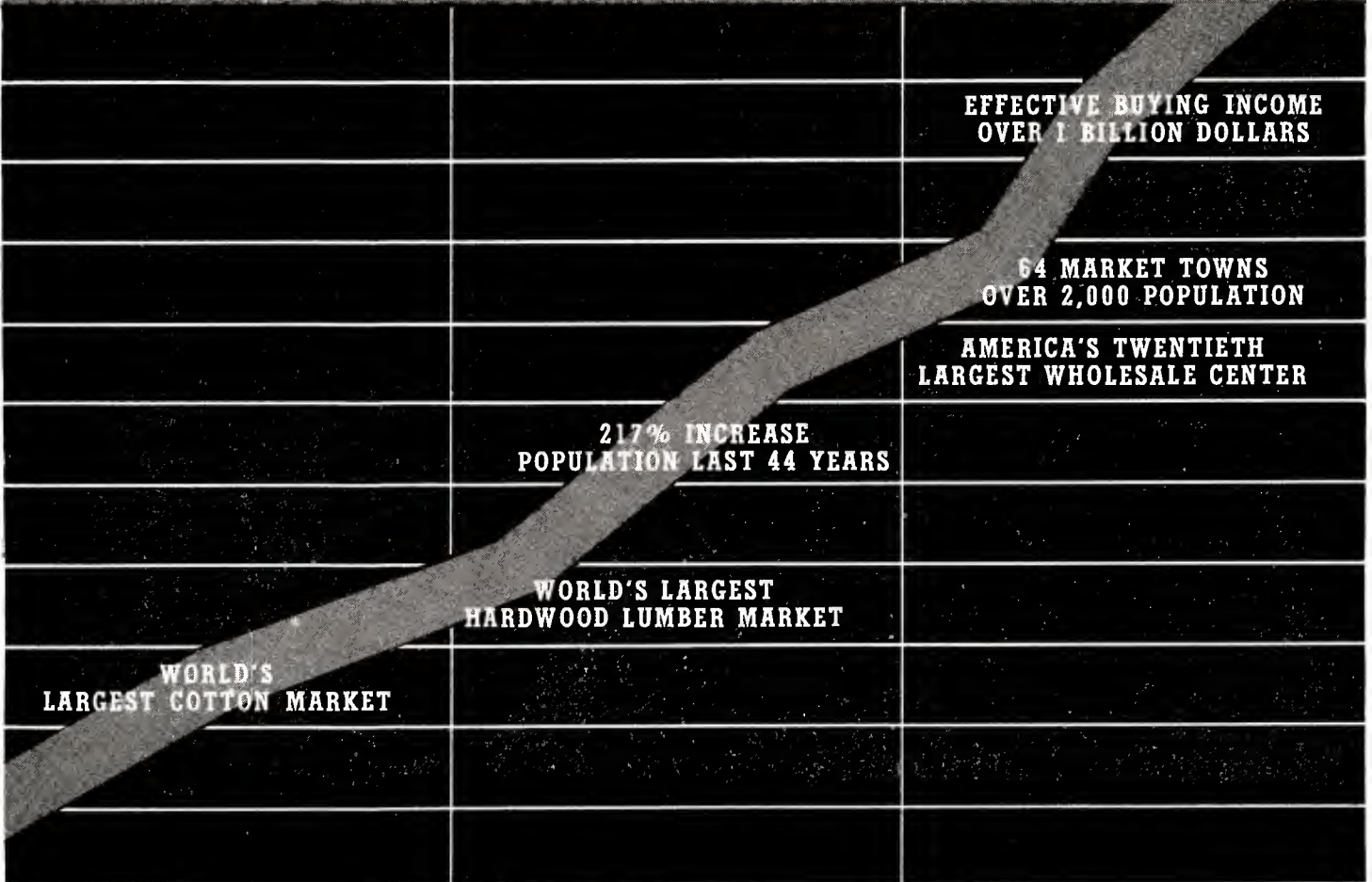
DEAN R. UPSON, Comm. Mgr.

EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE

one of the South's largest markets

MEMPHIS*



one of the
SOUTH'S LARGEST
one of America's best

One of the most important markets in the nation, Memphis offers unusual opportunities to advertisers seeking southern sales.

The development of power resources, favorable labor situation, the ready availability of raw materials all add up to an industrial development of great and growing proportions.

Reach this billion dollar market through WMC, the pioneer radio station of the Mid-South... the station that is first in programs, listener loyalty, and results.

W M C

MEMPHIS, TENN.

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
NBC NETWORK

5,000 WATTS DAY AND NIGHT



REMEMBER, if it's Memphis you want, it's WMC you need

NATIONAL REPRESENTATIVES—THE BRANHAM COMPANY

BROADCASTING • Telecasting

1946 Yearbook Number • Page 165

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—New-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

TENNESSEE—(Continued)

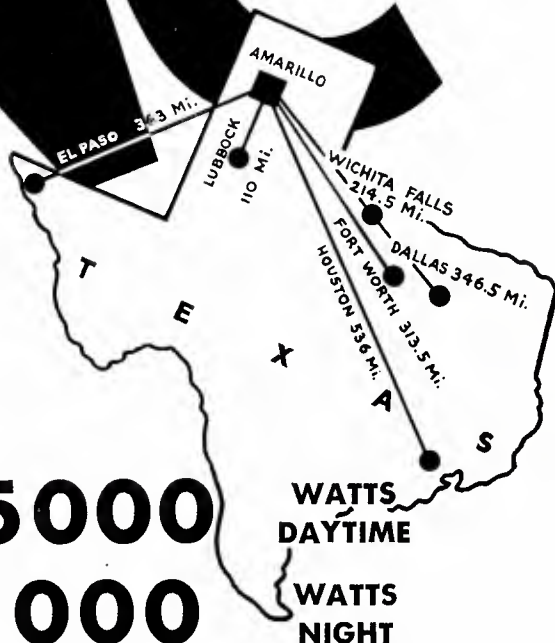
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
NASHVILLE 3.....	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Paul Oliphant Virginia Parks F. D. Binns	Raymer Cole Thesaurus World UP
NASHVILLE 3.....	WSIX	980	5,000	WSIX Broadcasting Station Nashville Trust Bldg. 5-5431	ABC	{Jack M. Draughon Louis R. Draughon Jack M. Draughon Eugene S. Tanner	Ottis Roush Eugene S. Tanner	Katz Lang-Worth Standard AP
NASHVILLE 3.....	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	E. W. Craig Harry Stone Winston Dustin	Jack Stapp Albert E. Gibson George Reynolds	Petry Assoc. Prog. Lang-Worth World AP, INS

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABILENE.....	KRBC	1450	250	Reporter Broadcasting Co. Abilene 6255	ABC, MBS Texas State	M. B. Hanks Howard Barrett A. C. Etter	Jack Wallace Forest Lane John B. Casey	Pearson Cole AP
AMARILLO.....	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	ABC	Gilmore N. Nunn Howard P. Roberson James R. Moore	Bonnie Bennett Howard P. Roberson J. R. Thomas	Pearson Standard UP
AMARILLO.....	KGNC	1440	5,000-LS 1,000-N	Plain Radio Broadcasting Co. Radio Building 4242	NBC Lone Star	Gene Howe Raymond D. Hollingsworth Aubrey Jackson	Robert Watson Jack C. Cauthen W. H. Torrey	T-H-S Cole Standard Thesaurus AP, UP
AUSTIN.....	KVET (Construction permit)	1300	1,000	Austin Broadcasting Co. 1901 Dillman St.
AUSTIN 5.....	KNOW	1490	250	Frontier Bestg. Co. Inc. Capital Nat'l Bank Bldg. 2-6213	ABC, MBS Texas State	H. M. Fentress Hardy C. Harvey Marion H. Coleman	Weldon Robinson Joseph E. Roehl James E. Lewis	Weed AP
AUSTIN 4.....	KTBC	590	1,000-LS 250-N CP-5,000-LS 1,000-N	Claudia T. Johnson Brown Bldg. 2-2424	CBS	Claudia T. Johnson Pat Adelman Pat Adelman	Jim Turner Jim Turner J. L. Seay	T-H-S World AP, UP, INS
BEAUMONT.....	KFDM	560	1,000	Beaumont Broadcasting Corp. Box 2950 3883	ABC	C. W. Snider C. B. Locke C. B. Locke	B. R. Patterson Helen Caldwell Lawrence Sanders	T-H-S Standard Thesaurus AP, UP
BEAUMONT.....	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	KBS	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Lorraine Kelley Ben F. Hughes	Branham World AP
BIG SPRING.....	KBST	1490	250	Big Spring Herald Bestg. Co. Inc. 702 Johnson St. 1500	ABC, MBS Texas State	R. W. Whipkey Boyd Kelley Wm. R. Dawes	Mina Mae Taylor Andrew M. Jones	Pearson Standard AP
BRADY.....	KNEL	1490	250-LS 100-N	G. L. Burns 106 N. Blackburn St. 77	G. L. Burns G. L. Burns G. L. Burns	G. L. Burns G. L. Burns David Gattis	Cox & Tanz Gene Grant
BROWNSVILLE.....	KVAL	1490	250-LS 100-N	Radio Station KEEW Ltd. Brownsville	ABC	T. Frank Smith Roy Suber	Free & Peters AP
BROWNWOOD.....	KBWD	1380	1,000-LS 500-N	Brown County Bestg. Co. 800 Hawkins St. 2401	MBS Texas State	Wendell Mayes Wendell Mayes Ingham S. Roberts	Pat Brinkley I. S. Roberts A. W. Stewart	Walker Standard UP
COLLEGE STATION.	WTAW	1150	1,000-D	A. & M. College of Texas College Station 4-6724	ABC	A. & M. College Cecil Beardon	Cecil Beardon Bess Allen Frank Sosolick World AP
CORPUS CHRISTI...	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	CBS	Partnership Fred Burr Kelly Wofford	John L. Seogin Jr. Dorthie Jarvis Earl C. Dunn	Forjoe World UP
CORPUS CHRISTI...	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Corpus Christi	NBC	T. Frank Smith T. Frank Smith William Bennett	Free & Peters AP
CORPUS CHRISTI...	KWBU SA-1030	1010	50,000-D	Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381	ABC, NBC	Carr P. Collins Homer Hogan Homer Hogan	J. E. Sellers Maydell Wallace Nestor Cuesta Jr.	Branham AP

The Family Station in the Great Panhandle!

KGNC



5000

WATTS
DAYTIME

1000

WATTS
NIGHT

1440

KILOCYCLES

**NATIONAL BROADCASTING COMPANY
LONE STAR CHAIN**

Manager
Raymond Hollingsworth

COVERAGE DATA

COUNTIES Served.....	43
*POPULATION	440,600
**DWELLINGS	116,636
TOTAL RADIOS.....	90,347
Urban Radios.....	40,575
Rural Farm Radios.....	28,101
Rural Non-Farm Radios.....	21,671
**EFFECTIVE INCOME.....	\$397,897,000
\$3,420 per family—\$900 per capita	
RETAIL SALES.....	\$206,255,000

*For up-to-the-minute information, call your nearest
Taylor-Howe-Snowden Radio Sales Office.*

* 1940 Information
** 1943 Information



A M A R I L L O , T E X A S

REPRESENTED
BY

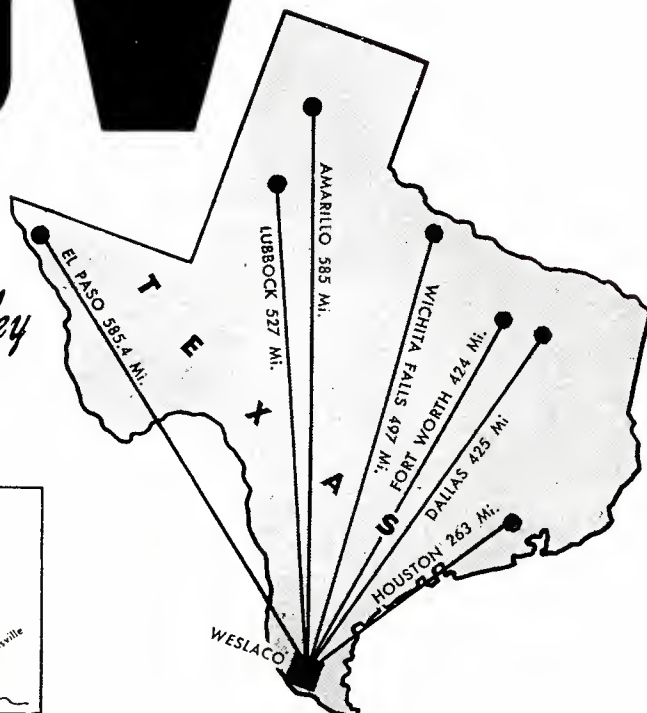
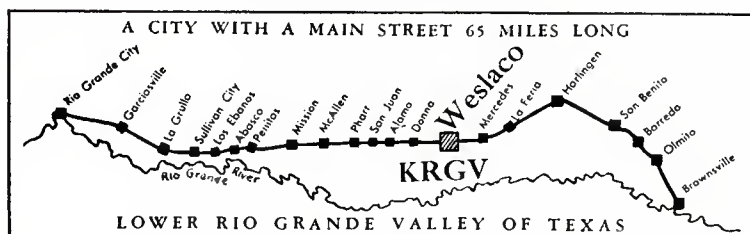
TAYLOR-HOWE-SNOWDEN *Radio Sales*

Authorities on Radio and Markets
in the Great Middle and
Southwest.

KRGV

*Serving the Fabulous Empire
of the Magic Rio Grande Valley*

**NATIONAL BROADCASTING
Lone Star Chain**



COVERAGE DATA

POPULATION Served	254,340
DWELLINGS Served	68,481
TOTAL RADIOS	30,052
Urban Radios	15,266
Rural Non-Farm Radios	6,941
Rural Farm Radios	7,845
INCOME	\$165,318,000
RETAIL SALES	88,712,000

FIFTH LARGEST RANKING AREA IN TEXAS IN RETAIL SALES—1943 EIGHTH LARGEST RANKING AREA IN THE GREAT SOUTHWEST

For up-to-the-minute information, call your nearest Taylor-Hawe-Snowden Radio Sales Office.

Manager
Archie J. Taylor

**1000
WATTS**

**1290
KILOCYCLES**



W E S L A C O , T E X A S

REPRESENTED
BY

TAYLOR HOWE-SNOWDEN Radio Sales

Authorities on Radio and Markets
in the Great Middle and
Southwest.

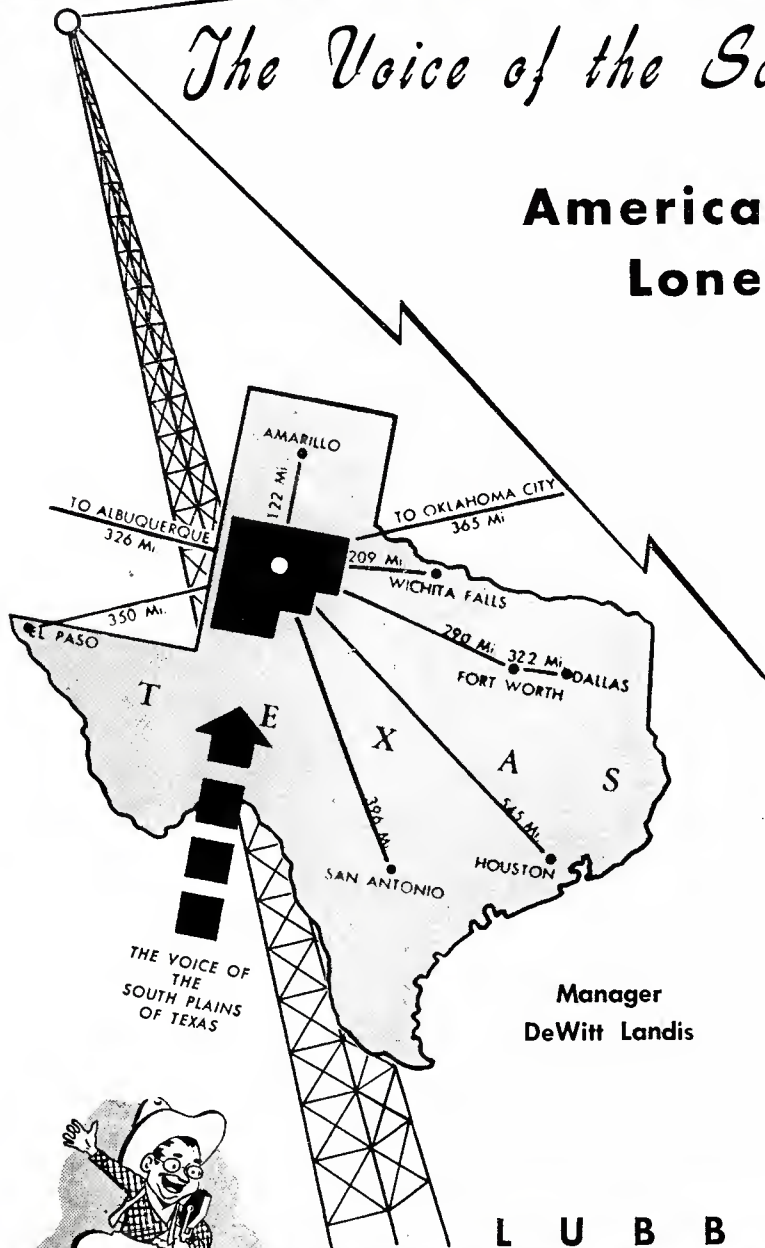
KFYO

The Voice of the South Plains of Texas

**American Broadcasting
Lone Star Chain**

250 WATTS

1340 KILOCYCLES



**Manager
DeWitt Landis**

COVERAGE DATA

*POPULATION	233,897
†DWELLINGS	46,455
‡TOTAL RADIOS.....	34,912
Urban Radios.....	14,097
Rural Non-Farm Radios..	6,215
Rural Farm Radios.....	14,600
**INCOME	\$167,892,000
**RETAIL SALES.....	90,118,000

*OPA Jan. 1944.

**Sales Management Magazine, May 15, 1945.

‡1940 U. S. Census.

For up-to-the-minute information, call your nearest
Taylor-Howe-Snowden Radio Sales Office.



L U B B O C K, T E X A S

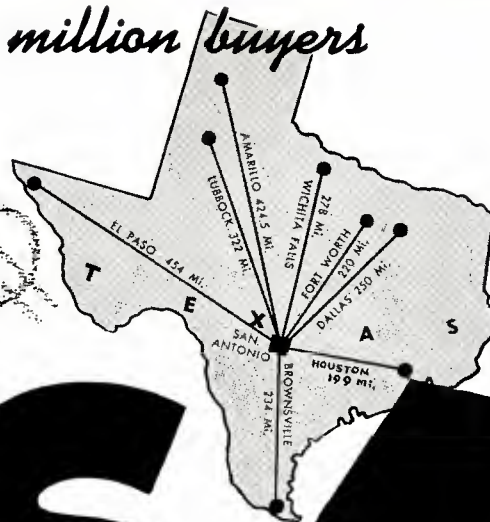
REPRESENTED
BY

TAYLOR HOWE SNOWDEN Radio Sales

Authorities on Radio and Markets
in the Great Middle and
Southwest.

Serving a population of over 1 1/2 million buyers

A "BILLION DOLLAR MARKET!"



K T S A

Affiliated with
Columbia Broadcasting Company
 Member of
Lone Star Chain

COVERAGE DATA

COUNTIES Served.....	62
POPULATION	1,581,400
DWELLINGS	383,089
TOTAL RADIOS	221,372
Urban Radios	123,106
Rural Non-Farm	49,681
Rural Farm Radios.....	48,585

INCOME	
*Oil, Gas, and Mineral	\$181,451,301
Livestock and Poultry..	153,817,870
Agriculture	156,602,333
Industrial	258,798,142

PLUS the largest Per-
 manent wartime or
 peacetime United States
 Military Installations... 250,000,000
TOTAL INCOME.....\$1,000,669,646

*1943 Figures.
 For up-to-the-minute information, call your nearest
 Taylor-Howe-Snowden Radio Sales Office.

5000
 WATTS DAYTIME

1000
 WATTS NIGHT

550
 KILOCYCLES

Manager
 George W. Johnsan

SAN ANTONIO, TEXAS



REPRESENTED
 BY

TAYLOR HOWE-SNOWDEN Radio Sales

Authorities on Radio and Markets
 in the Great Middle and
 Southwest.

Beaty Fans Buy!

**Happy Sponsors Know
That Beaty's Farm
Friends Buy
Merchandise . . .**

**Here's Proof That *Powerful* WBAP
Sells the Rural Buyers of the
Great Southwest!**



Loyne Beaty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Rodio Form Directors.

A SPONSOR SAYS:

"... it seems from all of the evidence to be doing a very good job for us over your station." (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a. m. program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also, what you say about American Fence is so; have used many miles of it. P. S. Please send me one of your Farm and Ranch Handbooks and oblige." (This is an example of what we mean by "Beaty Fans Buy.")

A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map." (Beaty could . . . would . . . and did.)

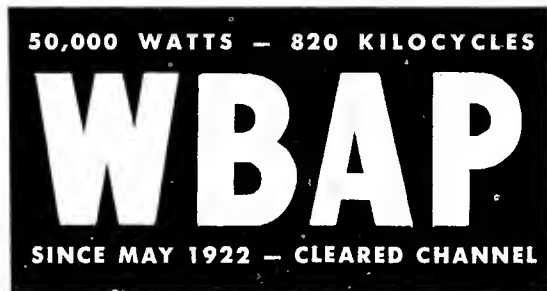
FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:

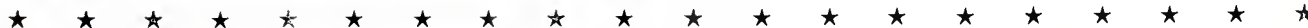
"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.



**Owned and Operated By
THE FORT WORTH STAR-TELEGRAM
AMON G. CARTER, President
Fort Worth 2, Texas**

Represented by Edward Petry Co.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CORSICANA	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 141	KBS	J. C. West Aubrey H. Escoe	E. R. Hellums	Holman Cole Thesaurus UP
DALLAS 2	KGKO	570	5,000	(See Fort Worth)				
DALLAS 1	KRLD	1080	50,000	KRLD Radio Corp. Hotel Adolphus Central 6811	CBS	John W. Runyon Clyde W. Rembert William A. Roberts	Roy George J. W. Crocker Roy M. Flynn	Branham Standard AP, INS
DALLAS 4	KSKY	660	1,000-D	SKY Broadcasting Service Hotel Stoneleigh Central 6193	A. L. Chilton A. L. Chilton R. G. Terrill	Leonard Holland R. G. Terrill Morris M. Ming	Assoc. Prog. AP
DALLAS 2	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	NBC Texas Quality	E. M. (Ted) Dealey Martin B. Campbell Keith Baldwin	Ralph K. Maddox Mrs. Wilbur Douglas Raymond Collins	Petry Lang-Worth Thesaurus AP, UP
DALLAS 1	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Dale Drake	Pete Teddie Pete Teddie Durward J. Tucker	Weed AP
DENTON	KDNT	1450	250	Harwell V. Shepard Kimbrough Bldg. 276	KBS	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Thesaurus UP
EL PASO	KROD	600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil L. Trigg	H. Arthur Brown Walter C. Gaenzle Edward P. Talbott	T-H-S Wilson Assoc. Prog. AP
EL PASO	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Frances W. Bredberg Karl O. Wylar Willard L. Kline	Virgil C. Hicks Roy T. Chapman Kenneth J. Walton	Hollingbery MacGregor Thesaurus UP
FORT WORTH 1	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-9363	MBS Texas State	Gene L. Cagle Gene L. Cagle Clyde D. Pemberton	George Erwin Jr. L. Roy Dufy Truett Kimzey	Weed AP, UP
FORT WORTH 2	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Fort Worth 1122 Jackson St., Dallas Fort Worth: 3-1234 Dallas: Riverside 9631	ABC Lone Star	Amon G. Carter E. M. (Ted) Dealey, Dallas George Cranston Martin B. Campbell, Dallas Keith Baldwin	Ed Lally Ralph Maddox, Dallas Kathryn Barnes Wilbur Douglas, Dallas R. C. Stinson Raymond Collins, Dallas	Petry Lang-Worth MacGregor World AP, UP
FORT WORTH 2	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston Roy Bacus	Ed Lally Kathryn Barnes R. C. Stinson	Petry Cole World AP
GALVESTON	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	MBS KBS	George Roy Clough Lee Clough Lee Clough	Lee Clough Lee Clough Lee Clough	Rambeau Standard UP
GREENVILLE		1400 (Construction permit)	250	Truett Kimzey 3951 Belford Court, Fort Worth, Tex.	Truett Kimzey		
HARLINGEN	KGBS	1240	250	Harbeinto Broadcasting Co. Inc. Box 711 1400	CBS	McHenry Tichenor Troy McDaniel Dave Bennett	Sherman L. Spencer	Walker Assoc. Prog. Standard AP
HOUSTON 2	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips	Jack McGrew H. T. Wheeler	Petry Lang-Worth Thesaurus AP
HOUSTON 2	KTHT	1230	250	Texas Star Broadcasting Co. Southern Standard Bldg. Capitol 6246	MBS Texas State	Roy Hofheinz Ted Hills Francis Gilbert	Dick Altman Francis Gilbert Louis I. Jelly	Weed Assoc. Prog. Cole UP
HOUSTON 2	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	B. F. Orr Ray Bright		Blair World UP
HOUSTON 2	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg.	ABC	T. Frank Smith T. Frank Smith Bill Bennett		Free & Peters Standard AP
HUNTSVILLE	KSAM	1490	250	W. J. Harpole & J. C. Rothwell Box 312 666	KBS	Partnership J. C. Rothwell J. B. McShan	Ruth Rothwell J. B. McShan Sam Love	Cox & Tanz AP
KILGORE	KOCA	1240	250	Oil Capitol Broadcasting Assn. Kilgore 616	KBS	Roy G. Terry Roy G. Terry H. A. Degner	John C. Andrews H. A. Degner Albert F. Mason, Jr.	Clark Gene Grant Cole MacGregor AP
LAREDO	KPAB	1490	250	Laredo Broadcasting Co. Hamilton Hotel 2124	MBS KBS Texas State	Howard W. Davis Mrs. Doane Chapman Mrs. Doane Chapman	Sarah K. Miller Mrs. Doane Chapman Hulen Smith	McGillvra
LONGVIEW	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	ABC, MBS KBS Texas State	James R. Curtis		Burn-Smith Lang-Worth MacGregor AP
LUBBOCK	KFYO	1340	250	Plains Radio Bcstg. Co. 914 Ave. J 5567	ABC Lone Star	Gene A. Howe DeWitt Landis Rex Webster	DeWitt Landis Miss Jimmie Hopson W. S. Bledsoe	T-H-S Assoc. Prog. Cole AP, UP



Our Talent *has many* Faces!

★ We have the talent to fill the bill for any type show: Authoritative news editors—superb musicians (popular, classical or hillbilly combinations)—excellent vocalists and chorus—nationally recognized farm director—clever comedians—experienced actors and actresses—smooth announcers and capable writers. All under expert program and production direction.

With this array of talent, working in our acoustically perfect, nationally known studios of modern design, we build top-flight spot programs for national, regional and local advertisers.

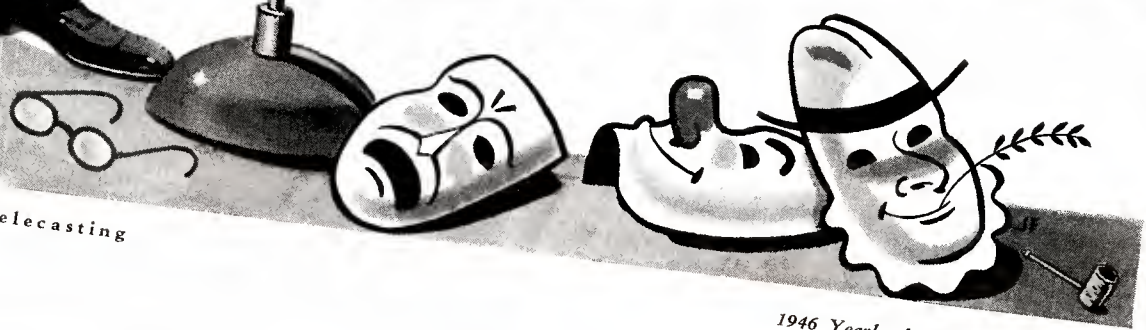
WFAA Dallas 

Martin Campbell, General Manager Ralph Nimmons and Ray Collins, Asst. Mgrs.

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . 50,000 WATTS A NATIONALLY CLEARED CHANNEL STATION

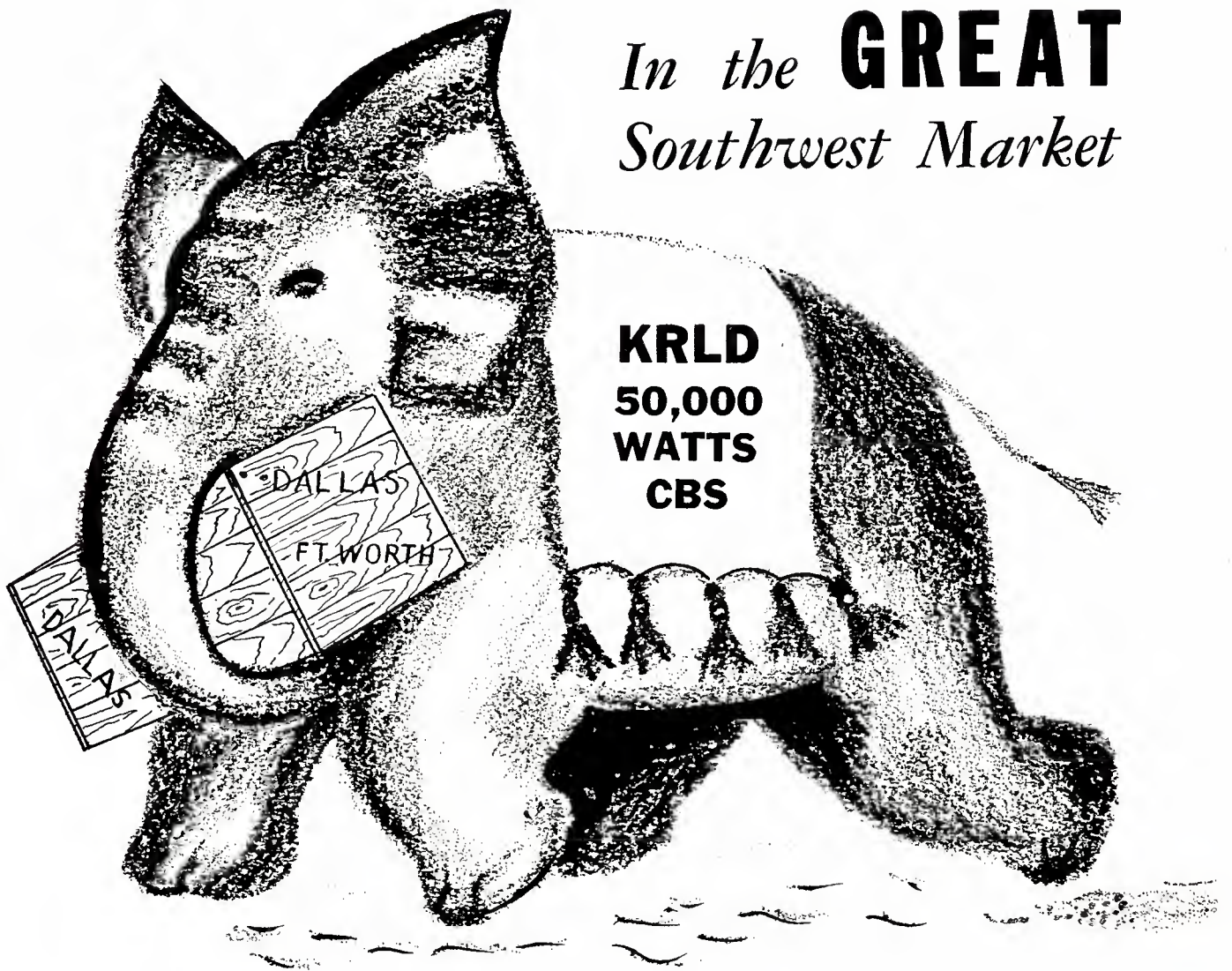
Owned and Operated by The Dallas Morning News



BROADCASTING • Telecasting

1946 Yearbook Number • Page 173

In the **GREAT**
Southwest Market



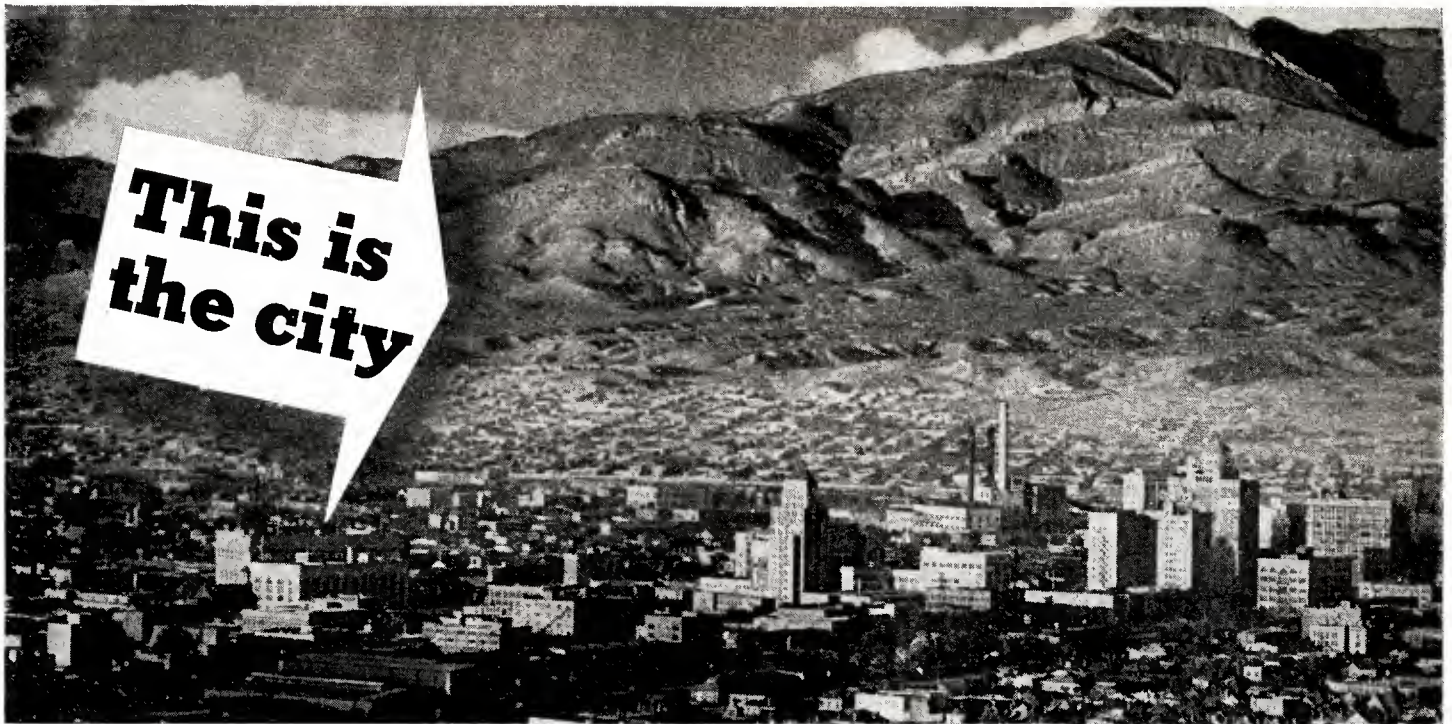
KRLD *Is Your Best Buy*
Day or Night

KRLD

The Times Herald Station

Dallas STUDIOS Fort Worth

50 kw., 1080 kc. Represented by the Branham Company



600 KC

K R O D

EL PASO

In 1946, El Paso's rich Southwestern area will be a market of even greater importance than before. The prosperity of KROD's wide bi-state market is basic. No large war industries gave it growth that cannot be sustained now that peace has come. A variety of industries, mining, agriculture, ranching, distributing, importing and exporting and a tremendous tourist business point to plenty of buying power here in the years ahead. The

people of this vast area surrounding El Paso have come to rely on dependable KROD for news and entertainment. Only over KROD, the regional station, can you send your message to ALL the El Paso Southwest. We, and our representatives, will be glad to discuss the El Paso market and time on KROD with you at your convenience.

DORRANCE RODERICK, *Owner*

VAL LAWRENCE, *Manager*

HOWARD H. WILSON CO., *National Representatives*



Statistics are *People*

In WOAI's daytime primary area 1,916,500* Texans are busy creating wealth and spending their money for the things you want to sell.

HERE'S THE PROOF:

(Latest Available Annual Figures)

Effective Buying Income	---	\$1,801,855,000.00*
Spent for Food	-----	218,255,000.00*
Spent for General Mdse	---	104,531,000.00*
Spent for Bldg. Materials	--	65,318,000.00*
Spent for Drugs	-----	39,824,000.00*

This mighty market, in which the voice of WOAI has been dominant for nearly 25 years, embraces 88 counties—more than a third of the counties in the fabulous state of Texas. Use WOAI to cover this rich 88-county market—better known as Central and South Texas. It's the market in which—year in and year out—WOAI sells more merchandise to more people than any other station—at a lower cost per sale!

** Copr. 1945. Sales Management Survey of Buying Power; further reproduction not licensed.*

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN



WOAI

San Antonio



Represented Nationally by
EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

KFJZ

A MUTUAL STATION

5000 Watts
1270 Kilocycles

FORT WORTH TEXAS

FORT WORTH HOUSEWIVES LISTEN REGULARLY TO - - -

- - - QUEEN FOR A DAY
- - - TAKE IT EASY TIME
- - - MORTON DOWNEY
- - - GUY LOMBARDO
- - - BING CROSBY SINGS
- - - REAL LIFE STORY
- - - SPOTLIGHT BANDS
- - - THE SHADOW
- - - ROUGES GALLERY
- - - WHAT'S THE NAME OF THAT SONG
- - - ERSKINE JOHNSON IN
HOLLYWOOD
- - - FREEDOM OF OPPORTUNITY
- - - CEDRIC FOSTER
- - - QUICK AS A FLASH
- - - NICK CARTER
- - - THE FRESH UP SHOW
- - - GABRIEL HEATTER

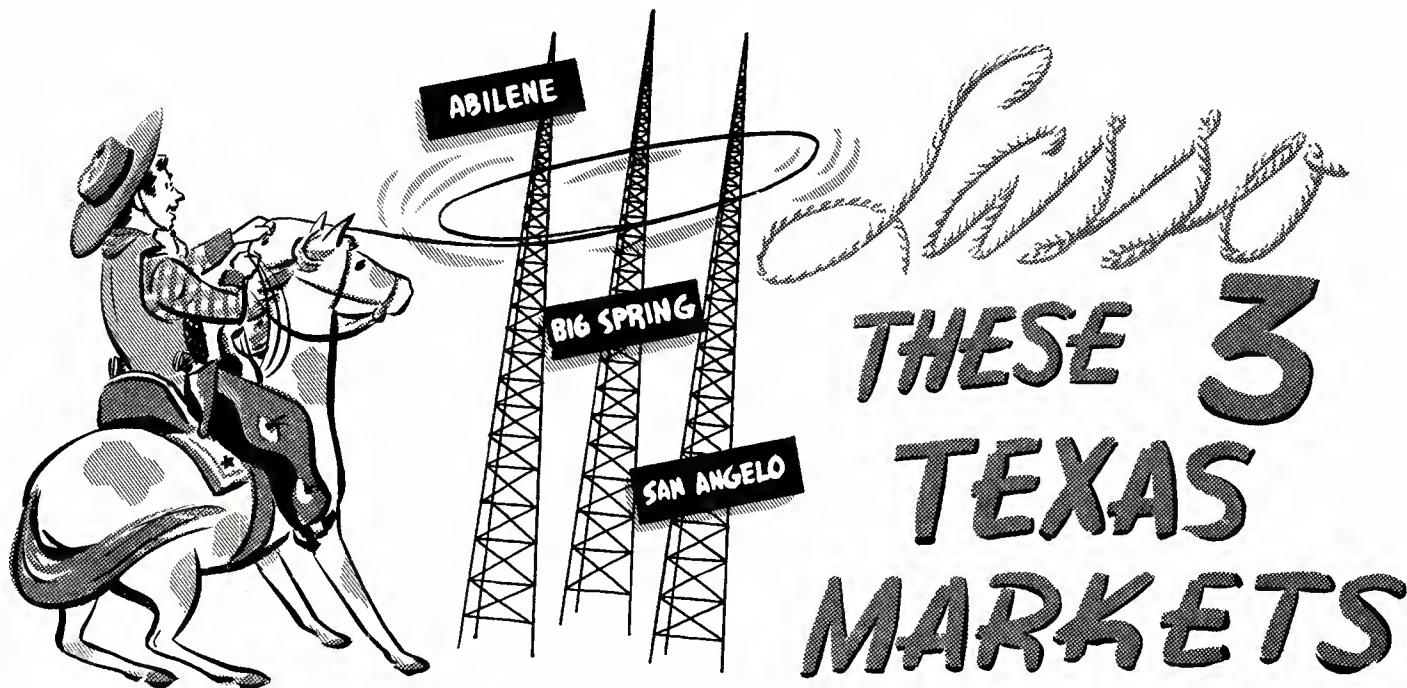
. . . Naturally they are
heard over KFJZ . . .
and there are many other
fine KFJZ programs to
add to this list

Weed and Company

NATIONAL REPRESENTATIVE

NEW YORK DETROIT CHICAGO
SAN FRANCISCO BOSTON HOLLYWOOD

You Can't "Spotlight" West Texas With "Power" Stations Only



The ONLY Effective Way to Reach 29 Prosperous West Texas Counties Is By Using KRBC—KBST and KGKL*

•
OIL
•
FARMING
•
RANCHING
•
INDUSTRY
•
BUSINESS
•

— And It's a Responsive Audience

The people of West Texas "spend freely" for the things they want. The banks of this area are bulging with money and deposit. West Texans truly are in the "Market" for merchandise.

— Consider these Facts

Terrain, weather and soil conditions make regular coverage by "outside" stations not only uncertain, but, at times, impossible. Recognized listening surveys show the marked superiority of these three stations in their area. (Details from John E. Pearson Co.) We invite your MOST CRITICAL study of the facts pertaining to the listening area including these 29 rich West Texas Counties.

— Rendering An Area Service

Many years of useful and dependable service to their home communities—to surrounding areas—and above all to ADVERTISERS by the score—attest to the effectiveness of these three outstanding stations.

Three Popular Stations Carrying Famous Name Programs

The regular listening and information fare of KRBC, KBST and KGKL listeners includes Darts for Dough, Radio Hall of Fame, Gabriel Heatter, Walter Winchell, Jimmy Fiddler, Breakfast Club, Breakfast in Hollywood, Cedric Foster, Fulton Lewis, jr., Raymond Swing, Blind Date, Fresh Up Show and dozens of other top programs and features from the American and Mutual Networks—plus topnotch locally produced shows.

LOW COMBINATION RATES

For Details Consult John E. Pearson Co. — New York, Chicago, Kansas City
Complete Market Data Gladly Supplied on All 3 Rich Markets

★ KRBC - ABILENE KBST - BIG SPRING KGKL - SAN ANGELO

American—Mutual—Texas State Networks Affiliates

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

← Non-Commercial Station D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WACO.....	WACO	1450 CP-1460	250 CP-1,000	Frontier Broadcasting Co. Amicable Bldg. 2700	ABC, MBS Texas State	Harlan Fentress R. E. Lee Glasgow R. E. Lee Glasgow L. H. Applien	Weed Cole AP
WACO.....	KWTX (Construction permit)	1230	250	Beauford H. Jester Jester Bldg., Corsicana, Tex.	Beauford H. Jester
WESLACO.....	KRGV	1290	1,000	KRGV Inc. 201 Border St. 375	NBC Lone Star	O. L. (Ted) Taylor Archie Taylor Phil Dixon	Dick Watkins Thelma Pearce Lewis Hartwig	T-H-S Standard Thesaurus AP, UP
WICHITA FALLS.....	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe E. Carrigan Charles E. Clough Charles E. Clough	Bea Montgomery John Adams	Raymer Standard UP

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CEDAR CITY.....	KSUB	1340	250	Southern Utah Bestg. Co. Hotel El Escalante 398	CBS KBS	Radio Service Corp. of Utah R. A. Grover R. A. Grover	R. A. Grover R. A. Grover Hurschell Urie	McGillvra World AP, UP
LOGAN 1.....	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	MBS KBS Intermountain	Herschel Bullen Reed Bullen Reed Bullen	Paul Coburn Reed Bullen Carroll Seerist	McGillvra Young UP
OGDEN.....	KLO	1430	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 5721	MBS Intermountain	A. L. Glassmann George B. Morgan Guy H. Hurst	Collin Lowder Frank W. Kaul W. D'Orr Cozzens Standard UP
PRICE.....	KOAL	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS KBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	McGillvra
PROVO.....	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Clifton A. Tolboe S. Garn Carter	W. Shirl Black June Mower Parley P. Rasmussen	McGillvra Thesaurus World UP
SALT LAKE CITY 1..	KALL	910	1,000	Salt Lake City Bestg. Co. 248 S. Main St. 4-1843	MBS Intermountain	George C. Hatch Alvin G. Pack Thomas H. Anderson	Kenyon R. Bennett Robert H. Warner Stanley Benson	Young Assoc. Prog. Cole MacGregor UP
SALT LAKE CITY 1..	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox George A. Provol	Emerson S. Smith Frank K. Baker James M. Baldwin	Blair Thesaurus World UP
SALT LAKE CITY 1..	KNAK	1400	250	Granite District Radio Bestg. Co. Continental Bank Bldg. 5-8113	ABS	Howard D. Johnson Howard D. Johnson Hale Byron	Larry Sutton Howard M. Buchman James B. Littlejohn	McGillvra Cole Lang-Worth AP
SALT LAKE CITY 1..	KSL	1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr. Ivor Sharp Arch L. Madsen	E. M. Halliday Ray Bergman C. Richard Evans	Petry Assoc. Prog. Lang-Worth Standard AP, UP
SALT LAKE CITY 1..	KUTA	570	5,000	Utah Bestg. & Television Co. 29 S. State St. 3-2737	ABC Rocky Mountain	Frank C. Carman Frank C. Carman Jack Burnett	Frank McIntyre Bill Sears Lyle Wahlquist C. Wendell Bell	Katz Lang-Worth Standard UP

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BURLINGTON.....	WCAX	620	1,000	WCAX Broadcasting Corp 137 West St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Joseph Smith	Robert L. Burger Joseph Smith John C. Quill	Weed World UP
RUTLAND.....	WSYB	1380	1,000	Philip Weiss Music Co. 80 West St. 1247	MBS KBS Yankee	Philip Weiss J. H. Weiss Norval K. Ramson Jr.	McGillvra Foster UP
ST. ALBANS.....	WWSR	1420	1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	MBS KBS Yankee	Lloyd Squier Warren Marsden	Warren Marsden Theodore Boisvert	Wilson World UP
WATERBURY.....	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13	MBS KBS Yankee	Lloyd E. Squier Lloyd E. Squier Lloyd E. Squier	Tom Todd Harold Grout	Bannan Wilson World UP



KDYL's Inquiring Editor with H. F. Kretchman, editor of the Salt Lake Telegram as quiz master, visits a different high school each week for a half hour public service program on current events.

PROGRAMS OF PUBLIC INTEREST DO A JOB

The illustrations on this page indicate typical KDYL programming activity.

Planned and prepared by experienced showmen, these programs provide what the people of Utah want, supplementing the greatest shows in radio as presented by the NBC Parade of Stars. Through twenty-three years, KDYL has led in programs of public service and entertainment in the Utah area.



Eugene Jelesnik, celebrated violinist, directs KDYL orchestra which is heard both locally and over NBC network.



Bushnell General Hospital chorus makes guest appearance on "Something for the Ladies" show presented by Emerson Smith, KDYL program director, every Monday, Wednesday and Friday forenoon featuring entertainment and interviews particularly appealing to a feminine audience.

Experienced advertisers have learned that in the rich, alert Utah market, KDYL is the productive popular station.

For availabilities and additional information, phone, wire or write

JOHN BLAIR & CO.
National Representative

BROADCASTING • Telecasting



The Station Most
Utahns Listen to Most

1946 Yearbook Number • Page 181

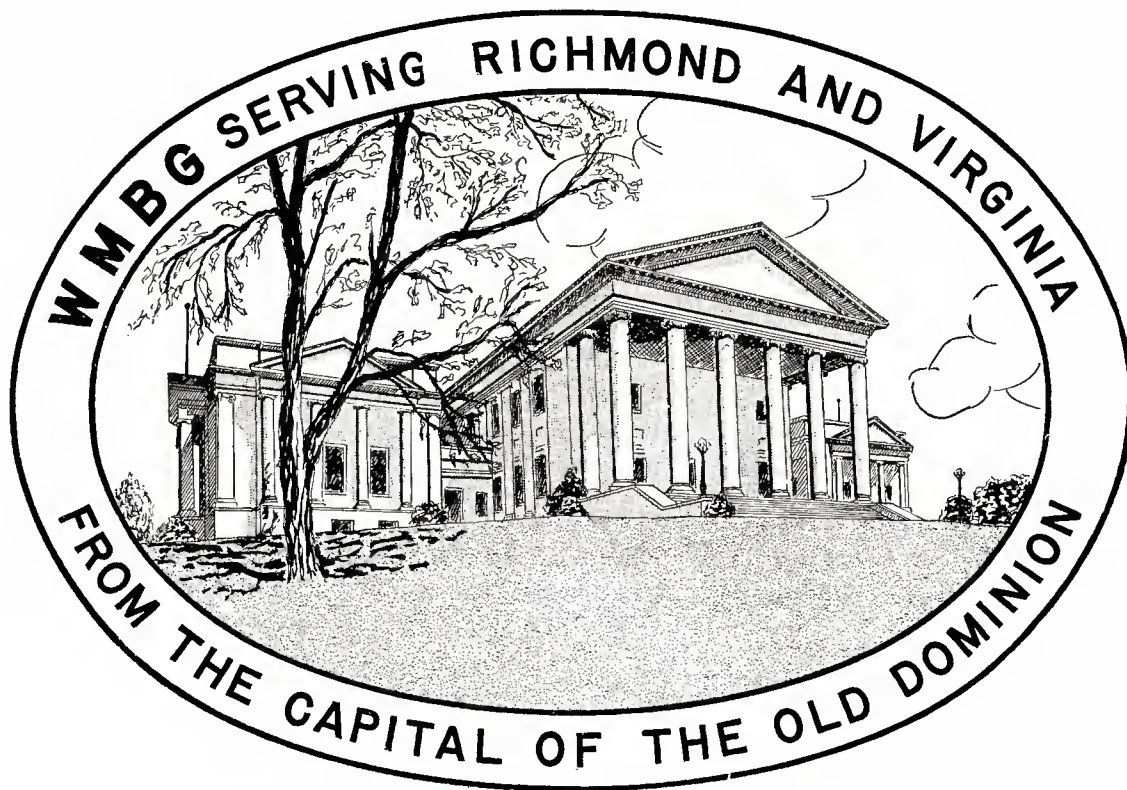
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA	WPIK	730	250-D	Potomac Broadcasting Corp. Hotel George Mason Temple 4732	Howard B. Hayes Carl L. Lindberg Howard B. Hayes Perry P. Walders	William W. Jeffray Libby R. Lingo Carl L. Lindberg	McGillvra World AP
CHARLOTTESVILLE	WCHV	1240	250	Barham & Barham 4th & E. Market Sts. 2500	ABC KBS	Charles Barham, Jr. Charles Barham, Jr. Randolph Bean	Jimmie Hageman Randolph Bean Walter Gray	Cox & Tanz Standard UP
COVINGTON	WKEY	1340	250	Earl M. Key 214 Main St. 840	ABC KBS	Earl M. Key Earl M. Key Earl M. Key	Alvah Duke Alvah Duke James W. Garber	World UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	ABC Tri-City	L. N. Dibrell R. Sanford Guyer Edward G. Gardner	Vernon E. Marvel Dorothy E. Motley Harry W. Spencer	Tri-City Lang-Worth Standard AP
FREDERICKSBURG	WFVA	1230	250	Fredericksburg Broadcasting Corp. Box 269 1260	ABC KBS	Richard F. Lewis Jr. Richard F. Lewis Jr. Walter F. Harris Jr.	Nan Winkler Walter F. Harris Jr. Walter Harris	Burn-Smith
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Bestg. Corp. Newman Bldg. 875	NBC	Frederick L. Allman Frederick L. Allman Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Weed Standard UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	ABC Tri-City	Lynchburg Bestg. Corp. Philip P. Allen J. P. Read Jr.	Evelyn Hamlet Philip P. Allen John Orth	Tri-City Cole Lang-Worth Standard AP
MARTINSVILLE 1	WMVA	1450	250	Martinsville Bestg. Co. Inc. Figsboro Road 2152	NBC KBS	William C. Barnes John W. Shultz C. Robert Ray	Barbara Harding Charles F. Adams Dewey W. Muse	Cole AP
NEWPORT NEWS	WGH	1340	250	Hampton Roads Bestg. Corp. Warwick Hotel, Newport News 500 Portlock Bldg., Norfolk 10 Newport News 7-1312 Norfolk 2-7031	ABC	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Jack A. Black Edward E. Edgar William P. Grether	Burn-Smith Lang-Worth Standard AP
NORFOLK 10	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC	P. S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Campbell Arnoux Julius L. Grether	Perry Standard AP, UP
NORTON	WNVA (Construction permit)	1450	250	Blanfox Radio Company, Inc. South Main St., Harlan, Ky.
PETERSBURG	WSSV	1240	250	Southside Virginia Broadcasting Corp. 112 W. Tabb St. 3871	MBS	Louis H. Peterson Cy Newman Cy Newman	Cy Newman Nellie W. Andrews Edward Schwarz	Burn-Smith Standard AP
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	T. E. Gilman T. W. Aydlett J. L. Norfleet	Ernest Tannen W. A. Williams F. F. Clair	McGillvra World UP
PULASKI	WPUV (Construction permit)	1230	250	Southwest Broadcasting Co. Washington Ave.	Howard R. Imboden
RICHMOND 20	*WBBL	1450-SH	250	Grace Cov. Presbyterian Church Richmond
RICHMOND 19	WLEE	1450-SH	250	Thomas Tinsley Broad-Grace Arcade 3-6741	ABS, MBS	Thomas Tinsley Irvin G. Abeloff	James Fair Jr. George McGuigan	Headley-Reed MacGregor AP
RICHMOND 20	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens Ralph D. Wallerstien	Kenneth G. Hiene Ralph D. Wallerstien Willfred H. Wood	Blair Lang-Worth Thesaurus TP
RICHMOND 13	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3436	ABC	D. Tennant Bryan E. S. Whitlock E. S. Whitlock	Richard Velz (on leave) E. S. Whitlock Walter R. Selden	Petry Standard AP
RICHMOND 12	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	William T. Reed Jr. C. T. Lucy Barron Howard	S. S. Carey C. T. Lucy D. C. Woods	Raymer Lang-Worth World UP
ROANOKE 2	WDBJ	960	5,000	Times-World Corp. Box 150 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Ray P. Jordan Jack Weldon J. W. Robertson	Free & Peters Lang-Worth World UP
ROANOKE 7	WSLS	1240	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	ABC Tri-City	Paul C. Buford James H. Moore Horace Fitzpatrick	Francis Ballard Horace Fitzpatrick Phillip Briggs	Tri-City Cole Lang-Worth Thesaurus AP
STAUNTON	WTON	1400	250	Charles P. Blackley Morrison Bldg.	Charles P. Blackley Charles P. Blackley Charles E. Seebeck	Fulton King	AP
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart Fred L. Hart Fred L. Hart	Harold Stephens Allen Jones Fred M. Wagner	Sears & Ayer UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. Drawer 605 4855	ABC KBS	Richard F. Lewis Jr. Richard F. Lewis Jr. Grant Pollock	Grant Pollock Philip Whitney	Thesaurus

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KYRO	1340	250	KYRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence Fred G. Goddard Bertha Ruby	A. W. Lindsay Lois Johnson Glenn Barnett	Keating Standard AP, UP
BELLINGHAM	KVOS	790	250 CP-1,000	KVOS Inc. 1321 Commercial St. 4200	ABS KBS	Rogan Jones Frank Adams Fred Elsetnagen	Jerome Oppel Melville Featherkile	Biddick Clark Gene Grant Keating MacGregor Standard UP
CENTRALIA	KELA	1470	1,000	Central Broadcasting Corp. 1 x x 720, Centralia Box 827, Chehalis 721	MBS KBS Don Lee	{Mrs. Cecil L. Gwinn J. Elroy McCaw Joe Chytil Robert S. Brister	Elsie Gaylord Schuyler Hill Melvin M. York	UP
ELLENSBURG	KCOW (Construction permit)	1240	250	Central Washington Broadcasters Inc. Washington National Bank Bldg.
ELLENSBURG (Construction permit)	1400	250	Kittitas Valley Broadcasting Station Route 2	{Gilbert H. Kaynor Howard H. Kaynor
EVERETT	KRKO	1400	250	Everett Broadcasting Co. Inc. Everett Main 526	MBS KBS Don Lee	William R. Taft William R. Taft D. A. Baker	Marlin E. Smythe Earle J. Gerdon	Biddick Keating Cole SESAC World UP
LONGVIEW	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee	C. O. Chatterton C. O. Chatterton Jack Richards	Harold Wagner F. H. Chatterton Rollie Mitzke	Biddick World UP
OLYMPIA	KGY	1240	250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson J. Harris Dorr Charles A. Roark	World UP
PASCO	KPKW	1340	250	Western Radio Corp. Pasco 890	V. Barne Kenworthy V. Barne Kenworthy Frank Krshka	Lana Grego Murray Durbam	Keating Standard UP
PORT ANGELES	KONP	1450	250	Evening News Press Inc. 313 W. First St. 1700	KBS	C. N. Webster Ben Hardins H. J. McAllister	H. J. McAllister C. J. Spencer Lloyd C. Sundstrom	Sears & Ayer Keating Standard UP
PULLMAN	*KWSC	1250 ST-KTW	5,000	State College of Washington 112 Old Science Hall 9021	Dr. Wilson Compton Glenn Jones	Eldon C. Barr Kerman Gelbach	Thesaurus UP
SEATTLE 4	KEVR	1090	250 CP-10,000	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	A. W. Talbot Bartley Sims Bartley Sims	Harry Jordan Kirby Torrance John Kelley	Rambeau Lang-Worth SESAC Standard UP
SEATTLE 1	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	{Louis K. Lear Saul Haas Loren B. Stone W. F. Tucker	Kenneth Yeend W. F. Tucker Homer Ray	Free & Peters Assoc. Prog. Standard AP, INS
SEATTLE 1	KJR	950	5,000	Birt F. Fisher Skinner Bldg. Elliott 5890	ABC	Birt F. Fisher Birt F. Fisher Arthur Gerbel Jr.	Homer Pope F. J. Brott	Raymer Thesaurus UP
SEATTLE 2	KOL	1300	5,000	Seattle Broadcasting Co. 1220 Third Ave. Main 2312	MBS Don Lee	Archie Taft Oliver A. Runchey Archie Taft Jr.	Jerry Morris Oliver A. Runchey Perry C. Lind	Blair Keating SESAC Standard World UP
SEATTLE 1	KOMO	1000	5,000	Fisher's Blend Station Inc. Skinner Bldg. Main 1401	NBC	O. W. Fisher O. W. Fisher Ray Baker	W. W. Warren Richard E. Green S. D. Bennett F. J. Brott	Petry Lang-Worth Thesaurus AP
SEATTLE 4	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Elliott 2480	ABS	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell George A. Freeman	Biddick Gene Grant Assoc. Prog. Cole Lang-Worth World AP
SEATTLE 4	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seventh Ave. & Spring St. Main 2056	Dr. F. Paul McConkey James S. Ross	Mrs. C. R. Foss James S. Ross
SEATTLE 1	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Rodney McArdle	Helen Marie Brennan John Dubuque	UP
SPOKANE 8	KFIO	1230	250	Spokane Broadcasting Corp. 326 Riverside Ave. Riverside 8033	MBS Don Lee	Arthur L. Smith R. G. McBroom R. G. McBroom	Geri Lindsey Chester L. Brown	McGillvra Thesaurus UP
SPOKANE 8	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Pacific	E. B. Craney E. B. Craney Bryan Woolston	R. W. Brazeal Ralph Westing George Langford	Walker Lang-Worth Standard World UP

**THE PACIFIC
NORTHWEST
MEANS ...**

KIRO

SEATTLE • TACOMA

**THE PACIFIC
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No. 2, TACOMA
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MEANS ...**
KIRO
SEATTLE • TACOMA
Electrified Homes
Seattle Holds World Record!

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NORTHWEST
MEANS ...**
KIRO
SEATTLE • TACOMA
Prosperous Farms
Producing over \$500,000,000 Annually

**THE PACIFIC
NORTHWEST
MEANS ...**
KIRO
SEATTLE • TACOMA
Foreign Trade
Seattle—Gateway to the Orient

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To help you determine KIRO's place in a well-balanced radio schedule, we will send you, on request, a continuing folder of information about the Pacific Northwest market... containing maps, charts, pictures, and factual data. You will receive future pages as issued.

Now is the time to bring your records up to date on this prosperous Pacific Northwest market...and on KIRO...today. Your folder will reach you promptly.

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MOST POWERFUL STATION

50,000 Watts
710 kc
CBS



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FREE & PETERS,
Inc.

SEATTLE
TACOMA

KIRO

The Friendly Station
SEATTLE, WASH.

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SPOKANE 8	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer Harvey Wixson Harvey Wixson	Lucille M. Eddy Harvey Wixson C. W. Evans	Keating Petry Cole World AP
SPOKANE 8	KHIQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Lucille M. Eddy Harvey Wixson C. W. Evans	Keating Petry Cole World AP
TACOMA 1	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee	Carl E. Haymond Jerry Geehan Jerry Geehan	Verne E. Sawyer Seymour O. Spring J. D. Kolesar	McGillvra Cole SESAC Standard World UP
TACOMA 2	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	KBS	H. J. Quilliam Burke Ormsby King Mitchell	Burke Ormsby King Mitchell Don McCroskey	Biddick Clark Assoc. Prog. World AP, UP
TACOMA 2	KVI	570	5,000	Puget Sound Bestg. Co. Inc. Rust Bldg. Broadway 4211	Vernice Irwin Vernice Irwin Earl T. Irwin	Lawrence Huseby Dorothy D. Butler Willard T. Tiffany	Hollingbery Griffith Assoc. Prog. Lang-Worth MacGregor AP
YAKIMA	KTYW	1460	500	Cascade Broadcasting Co. Inc. Terrace Heights Road 6104	CBS	A. W. Talbot Bart Sims Art Moore Art Moore Walt Howe	Biddick Grant Keating Wilson Lang-Worth SESAC Thesaurus AP
VANCOUVER	KVAN	910	500-D	Vancouver Radio Corp. 707½ Main St. 150	Sheldon F. Sackett Fred F. Chitty Frank Marrion	Charlene Jackson Frank Marrion E. R. Means	Grant Keating Lang-Worth Standard World UP
WALLA WALLA	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	MBS Don Lee	H. E. Studsbaker H. E. Studsbaker (Don Wike Norval Armes	Robert Dunton Don Wike Milton MacLafferty	Griffith Keating Lang-Worth World AP, UP
WENATCHEE	KPQ	560	1,000	Wescoast Broadcasting Co. 2nd & Columbia Sts. 45	ABC	Rogan Jones James W. Wallace Meryle Thompson	Mildred Dahlhauser James W. Wallace Robert B. Sutton	McGillvra Keating Thesaurus UP
YAKIMA	KIT	1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond J. A. Murphy H. A. Miller	C. A. Carlson C. A. Carlson H. B. Murphy	McGillvra Lang-Worth SESAC Standard AP, UP

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BECKLEY	WJLS	560	250-LS 100-N	Joe L. Smith Jr. 101½ Main St. 7311	CBS KBS	Joe L. Smith Jr. Virginia N. Cooper John T. Gelder Jr.	Jerry McDevitt Al J. Ginkel	Burn-Smith Lang-Worth Standard UP
BLUEFIELD	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC	Hugh I. Shott Jr. Hugh I. Shott Jr. P. T. Flanagan	Barnes Nash C. H. Murphey P. T. Flanagan Cole Lang-Worth World AP
CHARLESTON 24	WCBS	580	5,000	Charleston Broadcasting Co. 1016 Lee St. 28-131	CBS W. Va.	Capt. John A. Kennedy USNR (on leave) Howard L. Chernoff Howard L. Chernoff	Berton Sonis John L. Sinclair Jr. Odes E. Robinson	Branham SESAC Standard World AP, UP
CHARLESTON 1	WGKV	1490	100	Kanawha Valley Bestg. Co. Empire Bldg. Capitol 37-541	NBC	Kanawha Valley Bestg. Co. John S. Phillips	Phil Vogel Gus Zaharis	McGillvra Standard Thesaurus UP
CLARKSBURG	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	Capt. John A. Kennedy USNR (on leave) George C. Blackwell	Kathleen Wade Joseph A. Wright	Branham SESAC Standard World AP, UP
FAIRMONT	WMMN	920	5,000	Monongahela Valley Bestg. Co. 208 Adams St. 3100	CBS	George B. Storer Stanton P. Kettler Stanton P. Kettler	Frank Lee John F. Watkins Robert D. Hough	Blair Cole Standard AP

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Most Powerful
STATION



Leading all Pacific Coast American Broadcasting Company Network Stations in overall percentage of audience.

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RADIO CENTRAL BUILDING
SPOKANE, WASHINGTON

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
HUNTINGTON 18	WSAZ	930	1,000	WSAZ Inc. 829½ Fourth Ave. 4106	ABC W. Va.	Capt. John A. Kennedy USNR (on leave) Marshall L. Rosene Marshall L. Rosene	Marcia Young Leroy Kilpatrick	Branham SESAC Standard AP
LOGAN	WLOG	1230	250	Clarence H. Frey & Robert O. Greever Logan 761	KBS	Clarence H. Frey Robert O. Greever	John Sinclair Charles Clifton	Cole Lang-Worth Standard UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 446 Spruce St. 9488	MBS KBS	H. C. Greer Norman Knight Norman Knight	Numa Fabre Jr. Francis Berry R. C. Spence	World AP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Co. Grinter Bldg. 2530	CBS W. Va.	Capt. John A. Kennedy, U.S.N.R. (on leave) George H. Clinton George H. Clinton	Carl Loose Cecil Knowles	Branham SESAC Standard AP, UP
WELCH	WBRW	1340	250	McDowell Service Co. Riverside Drive 818	KBS	J. G. Hunt Jerry H. Metz	Johnnie Villani Jerry H. Metz Jerry H. Metz	Forjoe Cole World AP
WHEELING	WKWK	1400	250	Community Broadcasting Co. 16th & Market Sts. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder Jr.	E. L. Blockinger John T. Gelder Jr. Fred A. Baker	Weed Standard UP
WHEELING	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	ABC	George B. Storer George W. Smith William E. Rine	Paul J. Miller Jean Bauman Edwin L. Keim	Blair Thesaurus AP
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Williamson 1241	MBS KBS	Mrs. Lewis C. Tierney Alice Shein Alice Shein	Alice Shein Robert W. Bullio	Gene Grant Thesaurus UP

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 800 S. Lawe St. 1161	MBS KBS Mississippi Wisconsin	Rev. James A. Wagner J. L. Gallagher W. C. Porsow	Rodger Mueller W. C. Porsow George Merkl	SESAC Standard AP
ASHLAND	WATW	1400	250	Upper Mich.-Wisc. Bcstg. Co. Inc. 321 Second St. W. 1420	MBS KBS Mississippi Wolverine	William L. Johnson J. W. Huss Todd Hogan	Mary Jean Anno Al Ladwig Hine Dahlbacka	World UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Mississippi Northwest	Walter C. Bridges Walter C. Bridges James C. Riddle	Jack Kelly Thorwald O. Jorgensen	Hollingbery Lang-Worth SESAC World UP
FOND DU LAC	KFIZ	1450	250	Report Printing Co. 18 W. First St. 356	MBS Mississippi Wisconsin	A. H. Lange Lucille Fairbanks Lucille Fairbanks	Joyce A. Bahr Wendell S. Meyers	
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. James A. Wagner Haydn R. Evans Val Schneider	Al Michel Al Ladwig Wallace Stangel	Weed Thesaurus AP
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 204 E. Milwaukee St. 2500	MBS KBS Mississippi Wisconsin	Sidney H. Bliss Roger Page Sidney H. Bliss	Dorothy Alan Wayne A. Clay	Rambeau World AP
LACROSSE	WKBH	1410	1,000 CP-5,000	WKBH Inc. Radio Bldg. 450	NBC Mississippi	Howard Dahl Howard Dahl Howard Dahl	Berniece Callaway Alvin Leeman	Wilson Lang-Worth Standard AP
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall Badger 580		H. B. McCarty Wm. G. Harley	Walter Krulevitch H. A. Engel John H. Stiehl	Standard World UP
MADISON 3	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue Kenneth F. Schmitt Howard A. Johnson	C. W. Wallis Norman Hahn	Burn-Smith Wilson Standard AP, UP
MANITOWOC	WOMT	1240	250	Francis M. Kadow Radio Bldg. 5015	MBS KBS Wisconsin	Francis M. Kadow Francis M. Kadow Albert H. Gale	George H. Erdman L. I. Kadow W. F. Duben	Regional Radio UP
MARINETTE	WMAM	570	250-LS 100-N	M & M Broadcasting Co. Radio Park 570	NBC Mississippi Wolverine	W. E. Walker Joseph D. Mackin Howard Emich	Patrick Kehoe Richard Diekoff Leo Stuart	Wilson Assoc. Prog. UP
MARSHFIELD		1450 (Construction permit)	250	Dairyland's Broadcasting Service Inc. 207 S. Central Ave.				
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	KBS	George F. Meyer Irma Meyer Herbert Juneau	Irma Meyer Raymond Bohnert	Cox & Tanz UP

THE MOST HIGHLY PRODUCTIVE
FARM AREA IN THE
ENTIRE STATE OF WISCONSIN*

THAT'S WCLO's Primary Market!

AND WCLO SERVES THE HEART OF AMERICA'S DAIRYLAND WITH THE MOST COM- PLETE AND PERSONALIZED FARM SERVICE



GRANT RITTER

WCLO FARM DIRECTOR . . . Owns and operates successful 220-acre dairy farm . . . Farmer AAA Township Chairman . . . Member of County Board . . . Member County Agricultural Committee . . . Chairman Rock County Soil Conservation District . . . Chairman Rock County Veterans Agriculture Rehabilitation Advisory Committee. Recognized as an authority on soil erosion and soil conservation.

• Early morning and noon hour programs are keyed to the specific needs, interests and activities of the farmers in one of the richest farm markets in the nation. For sixteen years WCLO has been a powerful friend and leader among the nearly 15,000 farm families who tune regularly to this station to hear . . . their County Agents . . . County School Superintendents . . . Farm Home Economists . . . Grange meeting notices . . . 4-H and 5-H Club Programs . . . Experts from State Department of Agriculture . . . University School of Agriculture . . . Direct broadcasts from their County Fairs . . . Livestock reports . . . latest P. A. and local news . . . weather . . . temperature . . . road conditions . . . auction notices . . . Grant Ritter's wire-recorded daily interviews with the farm families in their homes and in the fields.

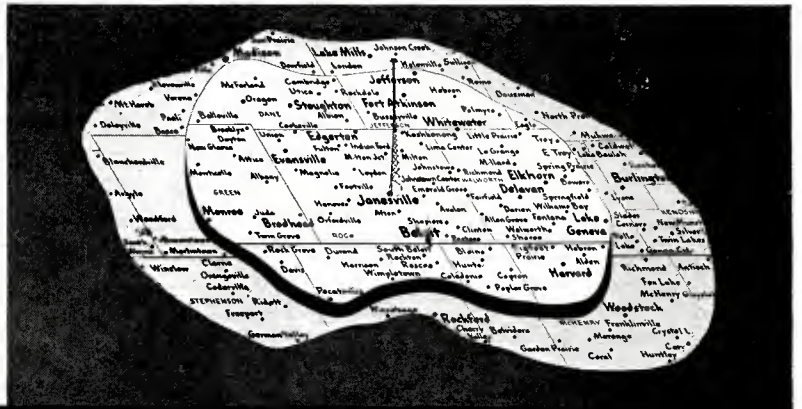
• We talk the farmer's language . . . he believes in us . . . If you've got what he wants . . . tell him via WCLO. Our listeners are your customers and they're roid followers of our carefully planned . . . expertly produced . . . tailor-made programs.

PRIMARY MARKET ONLY

Farm Population	60,793
Farm Families	14,495
Radio Families	12,763
Electrified	12,483
Refrigerated	4,543
Central Heating	5,659
Running Water	3,559
Av. Value per Farm	\$16,880
Av. Income per Family	\$4,315
Value Mach'y and Equip't.	\$15,937,545
Total Annual Income	\$62,394,900
Average Farm Size	132 acres

Potential Market for more than \$7,000,000 in new machinery and equipment alone.

A GOLD
MINE FOR
THE ALERT
MANUFACTURER
AND
DISTRIBUTOR



WCLO PRIMARY AND SECONDARY MARKET

	PRIMARY	SECONDARY	TOTAL
Total Population	201,129	109,522	310,651
Families	57,181	30,568	87,749
Radio Homes	53,928	28,800	82,728



represented by

William G. Rambear Company
NEW YORK — CHICAGO — LOS ANGELES

WCLOAREA FIRST IN WISCONSIN

- 1st — In Income per Farm
- 1st — In % of Income from Livestock and Livestock Products per Farm
- 1st — In Milk Production per Cow
- 1st — In Milk Shipped Out of State
- 1st — In Production of Limburger and Swiss Cheese
- 1st — In Production of Sheep and Lambs

Source — 1940 U. S. Census

THE LOCAL . . . DOING A REGIONAL JOB FOR THE ADVERTISER
BROADCASTING • Telecasting

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

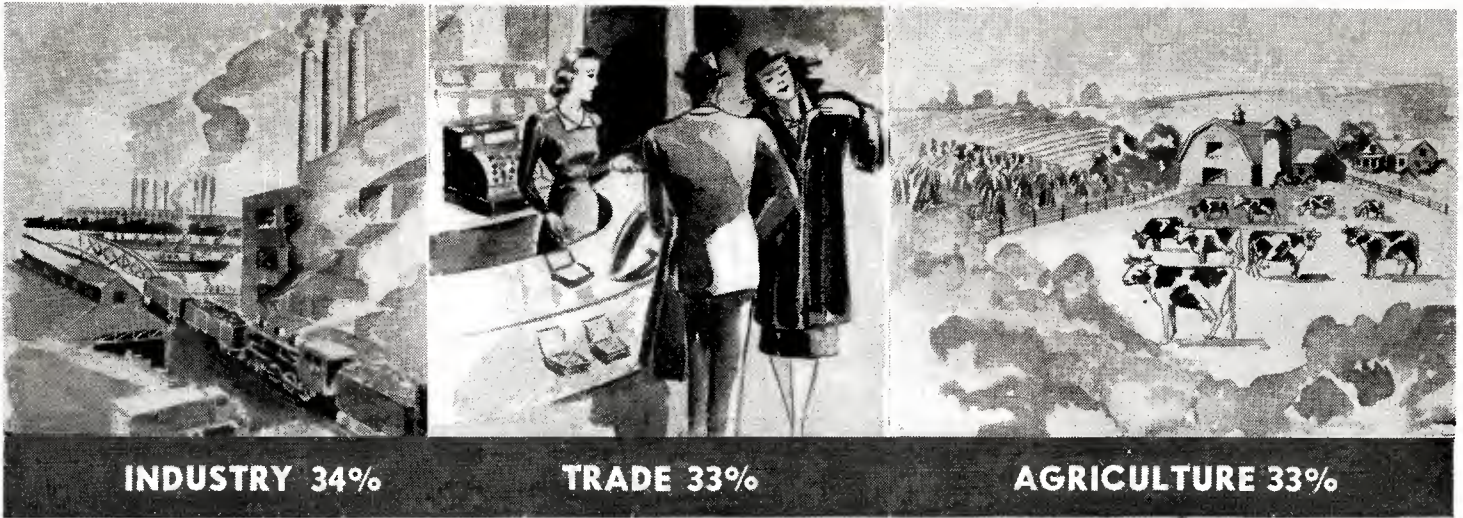
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1946)

WISCONSIN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MILWAUKEE 3	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	ABC	Partnership Charles J. Lanphier	Conrad Rice Conrad C. Rice Raymond H. Host	Wilson UP
MILWAUKEE 1	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. Gaston W. Grignon Gaston W. Grignon	Woods O. Dreyfus H. E. Saxton N. J. Richard	Katz Standard World UP, INS
MILWAUKEE 1	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	W. J. Damm Russell G. Winnie Russell G. Winnie	Bruce Wallace Bruce Wallace	Petry Assoc. Prog. AP
OSHKOSH	WOSH	1490	250	Oshkosh Broadcasting Co. 151½ Main St. Stanley 4580	ABC	Myles H. Johns Allan Curnutt Wilmer J. LaFond	Marjorie Hilliard Robert C. Nelson Nathan Williams	Sears & Ayer Regional Radio World UP
POYNETTE	WIBU	1240	250	William C. Forrest RFD No. 2 97R5	MBS KBS Mississippi Wisconsin	Wm. C. Forrest Wm. C. Forrest Ralph O'Connor	Sarah A. Forrest Ralph O'Connor Leonard E. Doese	Burn-Smith SESAC Standard UP
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	ABC KBS Mississippi Wisconsin	Frank R. Starbuck Harold J. Newcomb Harold J. Newcomb	Garret Adams Ione Andersen F. Lee Dechant	Regional Radio Sears & Ayer AP
RICE LAKE	WJMC	1240	250	WJMC Inc. 1615 S. Main St. 550	MBS Arrowhead	W. C. Bridges W. C. Bridges Leonard G. Anderson	Leonard G. Anderson Leonard G. Anderson Robert P. Kolsky	SESAC World
SHEBOYGAN	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 636 Center Ave. 1900	ABC Mississippi Wisconsin	A. Matt Werner G. P. Richards G. P. Richards	Glen James Doris Donnie Herbert J. Mayer	Radio Adv. Standard UP
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point Main 525	State of Wisconsin F. R. Calvert	Walter Ninneman	UP
SUPERIOR 1	WDSM	1230	250	WDSM Inc. Androy Hotel 4451	ABC MBS Mississippi	James J. Conroy Arthur C. Robinson Carl Bloomquist	Carl Bloomquist Lewis D. Martin J. Melvin Laskey	Rambeau SESAC AP
WAUSAU	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	CBS Mississippi Wisconsin	Lt. Col. Wm. E. Walker Ben F. Hovel J. W. Killeen	Don R. Burt Roland W. Richardt	Wilson World AP, UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS Mississippi Wisconsin	William F. Huffman George T. Frechette Bruce G. Beichl	Arnold Strope George T. Frechette Garth N. Bowker	Thesaurus AP

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CASPER	KDFN	1470	1,000	Donald Lewis Hathaway Box 930 407	KBS	Donald Lewis Hathaway Donald Lewis Hathaway D. L. Hathaway Harrison Brewer	Marcus R. Nichols Marcus R. Nichols	Sears & Ayer Lang-Worth UP
CHEYENNE	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	ABC	Tracy S. McCracken Wm. C. Grove Frank Flynn	Jeanette Flynn Max Young Wm. C. Grove	Rambeau UP
POWELL	KPOW	1230	250	A. J. Meyer 557 N. Clark St. 222	KBS	A. J. Meyer Del Brandt Del Brandt	Del Brandt Del Brandt	Sears & Ayer Cole MacGregor UP
ROCK SPRINGS	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	MBS KBS Intermountain	Marjorie L. McCracken Harold L. McCracken Harold L. McCracken	Marjorie L. McCracken Harold L. McCracken Archie W. Buchanan	Biddick Thesaurus AP
SHERIDAN	KWYO	1400	250	Big Horn Broadcasting Co. 19 N. Main St. 601	KBS	R. E. Carroll Jim Carroll Jim Carroll	Mel Hallock Jim Carroll Bob Crossthwait	Sears & Ayer Standard UP
WORLAND	KWOR (Construction permit)	1490	250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst Joseph P. Ernst Mildred Ernst	Mildred Ernst Mildred Ernst Joseph P. Ernst	



BASICALLY SOUND

The steady purchasing power in this market of more than 1,340,000 persons derives its stability from a three-bladed economic force, that of occupational diversification. It was divided almost equally, in pre-war days, among manufacturing, agriculture and trade. Employment distribution in Eastern Wisconsin makes the nation's 12th market Basically Sound!

It is important to know, too, that WISN has achieved and is maintaining the ideal 1-1-1 distribution of commercial programs, one-third local, one-third national, and one-third Columbia network.

Here is a basically sound medium in a basically sound market, an ideal combination for *your* advertising dollar.



WISN MILWAUKEE

Gaston W. Grignon, General Manager
 5000 WATTS DAY AND NIGHT
 A CBS STATION

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

New York Chicago Detroit Kansas City Atlanta
 Dallas San Francisco Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
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 (Data corrected to January 1, 1946)

(Territories and Possessions)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANCHORAGE	KFQD	790	1,000	Alaska Broadcasting Co. Anchorage Main 143	KBS	Wm. J. Wagner Ken Laughlin John Gorsuch	Ken Laughlin John Gorsuch Arthur Chrest	Pan American Lang-Worth AP
FAIRBANKS	KFAR	610 SA-660	5,000 SA-10,000	Midnight Sun Broadcasting Co. Box 910 East 380		Austin E. Lathrop Alvin O. Bramstedt Alvin O. Bramstedt	Dorothy Ann Simpson Robert S. Gentry August G. Hiebert	Wellington World AP
JUNEAU	KINY	1460	5,000	Edwin A. Kraft Decker Bldg. 197		Edwin A. Kraft Henry M. Hogue	Richard Peter Lou Levy Gordon Burnett	Northwest Spot Sales MacGregor Standard AP
KETCHIKAN	KTKN	930	1,000	Edwin A. Kraft KTKN Bldg. 789		Edwin A. Kraft Henry M. Hogue	Murray Durham	Northwest Spot Sales Standard AP

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
HILO	KHBC	1230	250	Hawaiian Broadcasting System Ltd. Box 1476 7877	MBS, CBS	J. Howard Worrall A. H. Green A. H. Green	William Dirks	Blair World UP
HONOLULU	KGMB	590	5,000	Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS	J. Howard Worrall Robert L. Dick Robert L. Dick	Owen Cunningham Ernest G. Lindemann	Blair Assoc. Prog. Standard World AP, UP
HONOLULU	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Box 3110 2311	NBC	Lorrin P. Thurston Marion A. Mulrony Peter Simmons	Kenton B. Case George Plummer Marion A. Mulrony	Katz Thesaurus UP, INS
HONOLULU	KHON (Construction permit)	1400	250	Aloha Broadcasting Co. Ltd. 3175 Noela Drive				
LIHUE KAUAI	KTOH	1490	250	Garden Island Pub. Co. Ltd. Box 1748 261	CBS, MBS Hawaiian	C. J. Fern C. J. Fern C. J. Fern	Ray Sasaki Mike Fern Katashi Nose	Blair Standard UP

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ARECIBO	WKVM	1230	250	American Colonial Bestg. Corp. Box 772 143		Amer. Colonial Bestg. Corp. Ralph P. Perry	Felix Santiago Felix Santiago Rafael Mercado	
MAYAGUEZ	WPRA	990	5,000-LS 1,000-N	Puerto Rico Advertising Co. Inc. Box 869 269		Andres Camara Andres Camara Andres Camara	Lidia Lugo Torrellas Mario Acosta Ralph P. Perry	Cox & Tanz TP
PONCE	WPAB	1370	1,000	Portorican American Bestg. Co. Inc. 18 Leon St. 783		Arturo Gallardo Miguel Soltero Antonio Miro	Jose R. Diaz Jose M. Sepulveda	AP
PONCE	WPRP	1420	250	Julio M. Conesa Ponce		Julio M. Conesa		
SAN JUAN	WIAC	580	5,000	Radio Station WIAC San Juan				
SAN JUAN 18	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2-2023	CBS	Leonard Jacob II Edward J. Powell Jose C. Irizarry	Manuel Ochoa Edward J. Powell A. P. del Valle	Guzman Assoc. Prog. AP
SAN JUAN	WNEL	1320	5,000	Juan Piza San Juan		Juan Piza		Clark-Wandless