

HAROLD V. HOUGH



The past year proved to be a very busy one for Harold V. Hough, manager of both W B A P and K G K O. During the year KGKO moved from Wichita Falls, Texas, to Fort Worth, increased its power, and its volume of business, to such a degree that billings were the highest in 10 years. Hough was called upon to play an important role in the NAB's affairs.

JOHN SHEPARD III



Arduous duties as chief executive of the Yankee and Colonial networks have not dulled John Shepard's love for the radio business. He has been instrumental in the reorganization of the NAB and the formation of a permanent IRNA, and was one of the committeemen in the broadcasters' recent contractual negotiations with the AFM.

ARTHUR PRYOR, JR.



As vice-president in charge of radio at Batten, Barton, Durstine & Osborne, Arthur Pryor, Jr., was a prominent figure in the industry throughout 1938. As a speaker, Pryor made frequent appearances before advertising clubs, Kiwanis Clubs, etc. In spite of his many duties at the agency, he finds time to attend the NAB conventions.

W. B. LEWIS



The consistently high caliber of broadcasts maintained by CBS can be traced mainly to William B. Lewis, CBS vice president in charge of programs. Bill Lewis was one of the vast crew that remained on the job night and day during the European crisis, to maintain contact with the troubled areas.

J. R. POPPELE

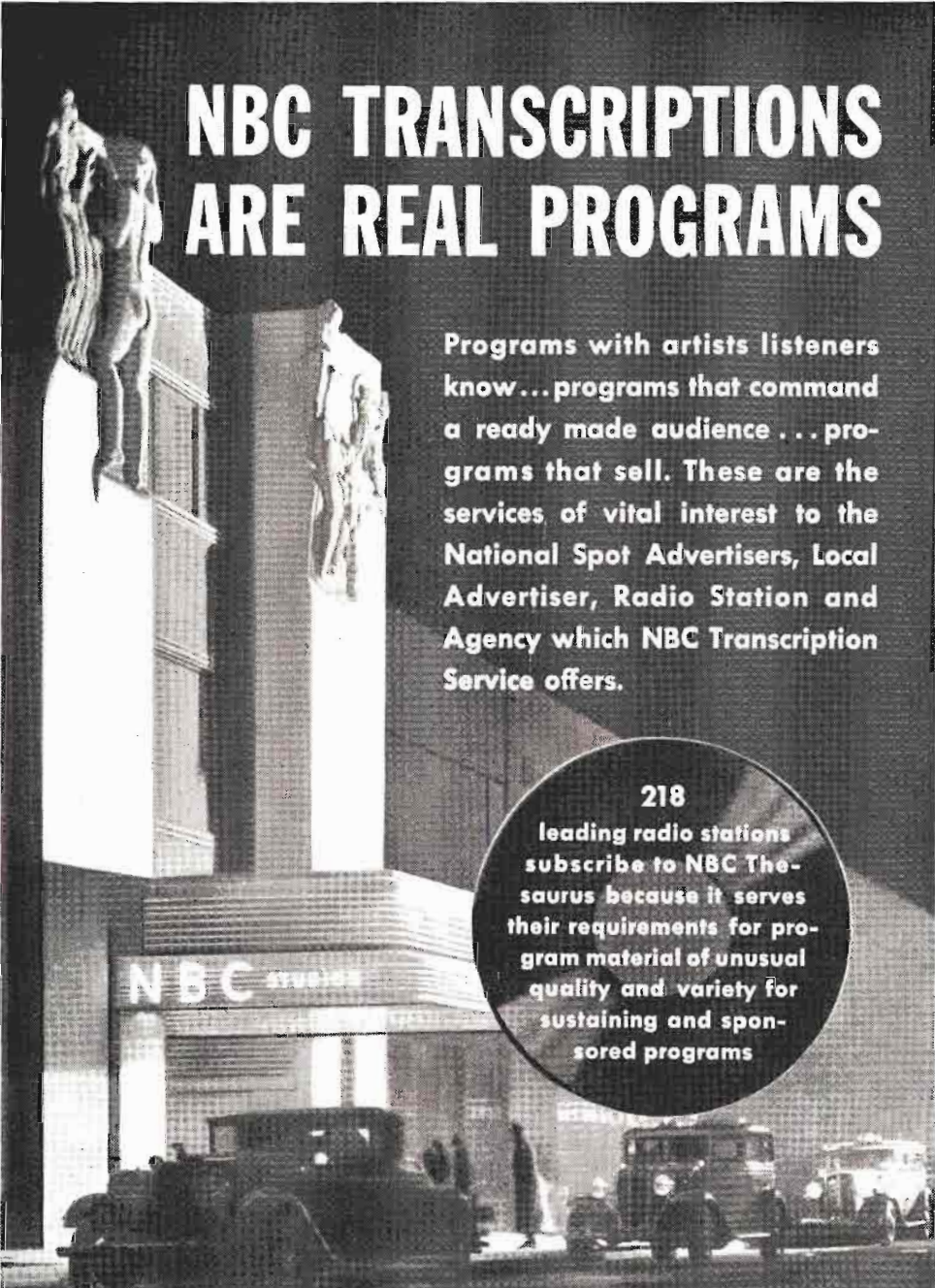


As the chief engineer of WOR, New York outlet of MBS, J. R. Poppele, had his usual large quota of work during 1938 putting thru numerous technical improvements both at the transmitter and the studios. One of the best technicians in the business, Poppele devoted much of his time during 1938 to the development of facsimile.

LEONARD KAPNER



As manager of the Hearst owned station in Pittsburgh, WCAE, Leonard Kapner was unusually industrious during 1938. Early in the year a complete rehabilitation of the WCAE studios in the William Penn Hotel was completed, and the station became the originator of programs for MBS from the "smoky city."

A black and white photograph of the NBC Studios building at night. The building is illuminated, showing its architectural details and two large statues on the facade. In the foreground, several vintage cars from the 1930s are parked on the street. The overall scene is a classic representation of a major broadcast station.

NBC TRANSCRIPTIONS ARE REAL PROGRAMS

Programs with artists listeners know... programs that command a ready made audience... programs that sell. These are the services of vital interest to the National Spot Advertisers, Local Advertiser, Radio Station and Agency which NBC Transcription Service offers.

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leading radio stations subscribe to NBC The-saurus because it serves their requirements for program material of unusual quality and variety for sustaining and sponsored programs

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NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

30 Rockefeller Plaza, New York • Merchandise Mart, Chicago

RALPH ATLASS



Second member of the "First Family" of radio in the Windy City, Ralph Atlass was a frequent visitor in the news during 1938 as he led WJJD and WIND to a banner year, both from a financial and a programming viewpoint. Ralph's

brother, H. Leslie Atlass, heads CBS in Chicago, and between the two brothers, they are responsible for plenty of action in the radio business.

HARRY C. WILDER



As president of the Central New York Broadcasting Corp., Col. Harry C. Wilder, in addition to guiding the destinies of WSYR, Syracuse, WJTN, Jamestown, and WNBX, Springfield. Founded a new broadcast station in Troy, WTRY. The NAB elected him one of the 17 district directors, representing the Second District.

JOHN F. PATT



Vice president and general manager of WGAR, John F. Patt is one of the youngest and most progressive executives in the industry. In addition to his many radio activities, he became the first representative of the industry to be elected

president of the Cleveland Advertising Club, and was named as Cleveland's leading showman.

EDWIN W. CRAIG



One of the busiest men in the radio industry the past year, Ed Craig had little time to himself, what with playing a prominent role in the reorganization of the NAB, being a committee member responsible for the setting up of a permanent IRNA, and one of the spearheads in the AFM contractual negotiations which were successfully concluded.

O. B. HANSON



NBC's new Hollywood home and the far-reaching advances of television have been O. B. Hanson's chief interests during the past year. The network vice president and chief engineer saw to it that the final finishing touches were put

upon the new Hollywood broadcasting center and "doubled in brass" in overseeing the many television experiments that were made during the year.

NEAL BARRETT



One of the most important developments in radio during the past year was the organization of the Texas State Network, comprising 23 important stations in that state. Neal Barrett, manager of KOMA, became executive vice-president of the new network, after helping Elliott Roosevelt organize the web, which is affiliated with MBS.



TEXACO STAR THEATRE

Produced by

BILL BACHER

Comedy Written By

HAL BLOCK



L. B. WILSON



President and general manager of WCKY, L. B. Wilson was active in the reorganization of the NAB, the founding of IRNA on a permanent basis, and the settling of the AFM negotiations, Wilson kept WCKY before the industry throughout the year with his excellent showmanship. Wilson's station carried an average of 800 network shows a month.

ROY C. WITMER



NBC's vice-president in charge of sales, had more than a little to do with the amazing time sales recorded by NBC each month during the past year, and can take a well-deserved bow for NBC's first \$41,000,000 year in gross billings. Yet Witmer had seemingly remained in the background most of the year.

MILTON BIOW



His own advertising agency kept Milton Biow busy during 1938. However towards the end of the year he announced the purchase of WINS, and his resignation from WNEW. Biow, as head of the ad agency bearing his name has been responsible for the wide acceptance of the Philip Morris network shows, giving that and other accounts his personal attention.

H. K. CARPENTER



Maintaining his policy of leadership in civic, cultural and educational service, H. K. Carpenter, vice-president and general manager of the United Broadcasting Co.'s two stations in Cleveland, WHK - WCLE, was a frequent figure in the news during the past year. The two stations received plaudits continuously for their humane services during 1938.

GEORGE HENRY PAYNE



One of radio's most colorful characters, Commissioner George Henry Payne figured prominently in the headlines many times this year as a result of his crusading and his fiery speeches made during the entire reorganization program conducted by Chairman Frank R. McNinch.

JOHN V. L. HOGAN



Owner and operator of WQXR, New York's only high fidelity station, John Hogan has proven that quality and cultural programs have a vast commercial value. Hogan's ability as an engineer is well known throughout the country, and he served on NAB engineering committees.

WILLIAM MORRIS AGENCY

INC.

"THE AGENCY OF SHOW BUSINESS"

**SINCE 1898 A CONTINUOUS SERVICE
TO THE ENTERTAINMENT WORLD**

More talent from novice to established star has been developed by this organization than any other agency in show business . . . nurturing their talents, solving their problems, managing their affairs, and presenting their potentialities in every direction . . . an unparalleled service to the entertainment world.



ESTABLISHED 1898

WILLIAM MORRIS AGENCY

INC.

RADIO CITY, N. Y.

LONDON

PARIS

CHICAGO

HOLLYWOOD

• JOSEPH V. CONNOLLY •



New set-up of Hearst enterprises placed Joseph Connolly in the key spot. Chairman of the board of Hearst Radio, Inc., Connolly had much of the say-so in the various sales of Hearst owned stations during 1938. In spite of his many duties as head of

INS, King Features and all Hearst-owned newspapers, Connolly found time to make several personal appearances in behalf of racial tolerance.

• HYL KICZALES •



One of the few women managers in the radio business, Hyla Kiczales has distinguished herself by the unequalled success of the International Broadcasting System, and the individual stations making up the web. Concentrating on foreign

language presentations, WOY, New York outlet, has become the leading station servicing the Italo-American market in New York.

• W. C. ALCORN •



As manager of one of the leading foreign language stations in the New York area, WBNX, W. C. Alcorn put in a busy 12 months during 1938 building programs especially suited to the vast foreign element of the country's leading foreign work was success-

market. That his hard work was shown in the noted by the station.

• ALFRED H. MORTON •



Highlight of the past year insofar as A. H. Morton is concerned, was his election as a vice-president of NBC, in charge of owned, or programmed and/or managed stations of the network. Morton, who prior to his election as a v.p. was manager of the op-

erated stations department, was as a whole too busy to crash headlines most of the year, but did manage to make news when he appeared before the FCC in December.

• HERBERT I. ROSENTHAL •



Completing his first year as general manager of the Columbia Artists, Inc., Herbert Rosenthal was able to boast the most successful financial year ever reported by a network artists bureau. Rosenthal, who is only 28 years old, was appointed general manager of the CBS bureau after having had seven years experience in the broadcasting field.

• BERT LEBHAR •



One of the hardest working men in radio, Bert Lebharr, sales manager of WMCA, was kept on the march during 1938, the station moving to its new studios the early part of the year, making tie-ups with foreign stations for exchange series.

Early in 1939 he became v.p. in charge of sales at WHN.



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We can meet your demands and your ideas in the way of special lighting.



For 20 years we have handled the lighting problems for both the portrait and the illustrating photographer.



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GLENN SNYDER



Under the guidance of Glenn Snyder, vice-president and general manager of WLS, the Prairie Farmer station completed construction of a new quarter-million dollar transmitter and vertical radiator, new studios, sweeping personnel changes, established an outstanding education department, and reported one of the best financial years in the station's history.

MARK WOODS



One of the youngest executives in a key position with a national network, Mark Woods, as vice-president and treasurer of NBC, last year celebrated two anniversaries, the completion of his twelfth year with NBC, and the first anniversary as a vice-president of the web. Woods had his hands full with financial matters during the year, with NBC going over the forty million mark for the first time.

BERNICE JUDIS



In a business dominated by the masculine gender, Bernice Judis, manager of WNEW, New York, has steadily maintained her position as a successful executive. Responsible for many of the programs that have made the station stand out as a leading local outlet, Miss Judis has been responsible for the increased billings which the station has noted practically since its inception.

PAUL MORENCY



Duties as general manager of WTIC, Hartford, one of the few 50,000 watters in the New England territory, kept Paul Morency on the go most of the year. However, Morency's keen interest in the affairs of the NAB, of which he was one of the founders, also took up much of his time.

EUGENE O'FALLON



Duties as the president of KFEL, Denver, did not stop Gene O'Fallon from actively participating in the reorganization of the NAB, and the permanent organization of IRNA, and the negotiations with the AFM during the past year. One of the most popular men in the industry, as proven when he once polled the highest vote ever recorded to be re-elected a director of the NAB.

JOS. H. LANG



As managing director of WHOM, Joe Lang, during 1938 installed new auxiliary studios in Manhattan, providing the latest facilities for finer production and transmission. WHOM's "We Americans" program is regarded as an example of foreign language educational features.

FRANK GILL Jr. & BILL DEMLING

COMEDIANS, WRITERS,
AND FRENCH HAND LAUNDRY

With

JOE E. BROWN

For

GENERAL FOODS

“WOULD YOU AUTOGRAPH A

Post Toastie

FOR US?”

Frank Gill, Sr.
Business Manager

Direction
William Morris Agency, Inc.

HAVE TUXEDOS — WILL TRAVEL

JOHN A. BENSON



The first paid prexy of the A A A A, John A. Benson celebrated his tenth anniversary in that position last year by being elected for another term. Most important item concerning the body during 1938, particularly in view of the strike threat

against commercial network shows, was the opening of negotiations with AFRA.

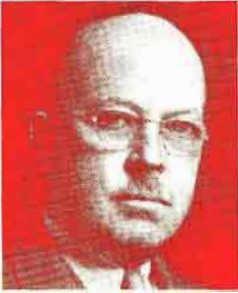
PERCY L. DEUTSCH



One of the important ET developments of 1938 was the formation of the World Transcription Gold Group by World Broadcasting System, under the direction of Percy L. Deutsch, president and founder of both WBS and its new affiliate. Founda-

of WTS came after 10 years of study.

E. H. GAMMONS



As the general manager of a most progressive outlet, WCCO, Minneapolis, Earl Gammons had a full year during 1938 with the station moving into a new building and installing more modern studios and facilities.

CLAY MORGAN



Completing his second year as NBC director of promotion, Clay Morgan also made frequent jaunts to Washington to attend the network monopoly probe. Morgan continued to maintain the pace he set when he assumed office.

ARTHUR SIMON



One of the newest executives in the radio industry, Arthur Simon assumed his present position as manager of WPEN midway in 1938 and immediately proceeded to make the radio industry sit up and take notice. Bringing many new ideas

and programs into the field, Simon has been a progressive manager.

STERLING FISHER



Director of Education and Talks at CBS, Sterling Fisher, during 1938, organized the first Radio Teachers Institute in history, arranged network cooperation with educational organizations, directed the CBS education department in its work

with the new Adult Education Board in presenting numerous new educational features over the network.



Fields Brothers Q. S. *

HOLLYWOOD

Producers of

The Shadow of Fu Manchu

Hopalong Cassidy

Calling All Cars

Ella Cinders

Bulldog Drummond

Sweetheart Time



* QUALIFIED SHOWMEN SINCE 1912

LINCOLN DELLAR



Transferred from the station relations department of CBS to the managership of WBT, Charlotte, one of the most progressive stations in the country, Lincoln Dellar has had to live up to a big job. In addition to bringing new and fertile ideas

to WBT, he has successfully fulfilled his duties.

LLOYD YODER



Completing his first year as manager of KPO-KGO, San Francisco, Lloyd Yoder was responsible for the station's 25 per cent increase in station business recorded during 1938. Year marked the removal of network operation to Hollywood, also the 10th year of service with NBC by Yoder.

HELEN SIOUSSAT



As assistant director of the CBS Talks Department, Helen Sioussat was responsible for many of the addresses on national problems to reach the radio listeners via CBS, and built many of the political, cultural, health, current problems,

etc., series that were a regular portion of CBS's radio fare during 1938. Her pet was "Headlines and Bylines."

J. L. GRIMES



To J. L. Grimes, general advertising manager of the Wheeling Steel Corp., goes the credit for presenting one of the few new and unique radio shows of 1938. The program, sponsored by Wheeling Steel, and heard over a coast - to - coast

MBS network Sundays, features talent from the ranks of the employes of the concern and members of their families.

DR. JAMES R. ANGELL



Completing his first year as NBC's educational counselor, Dr. Angell, former president of Yale University, has devoted most of his energies towards planning the future of the network in regard to education. After a prolonged jaunt through

Europe, Dr. Angell returned to the U. S. last spring, and has travelled across the country comparing our methods to that of European broadcasters.

DR. LYMAN BRYSON



The rapid strides made in the field of educational broadcasting by CBS during 1938 can be traced directly to Dr. Lyman Bryson, chairman of the advisory council which oversees that type of broadcast at CBS. During his second year with CBS Dr. Bryson inaugurated important experiments.

"Migliore"

"Le Meilleur"

"Der Beste"

"Nadyonyow"

"Krasnaya"

"Lo Mejor"

No matter what the language, it all means

"THE BEST"

F * E * D * E * R * A * L

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for

- * The Advertising Agency
- * The Sponsor
- * The Artist

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Electrical Transcriptions

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Selective Groove Recording So
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available for all of your needs
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A radio serial that, day-time or nighttime, has never failed a Sponsor or a Product.

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A quarter hour transcribed serial designed for schedules of from three to five broadcasts weekly.

If your station isn't playing "Dan and Sylvia"—write today!

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- ☆ George Miller's Newest Radio Production!
- ☆ A Story of a Real Irish Family That'll Make 'em Sit Up and Listen!
- ☆ A Natural for National Advertisers--- Transcriptions---Radio Stations.
- ☆ Tie-ups Include the McGinty Family Book---McGinty Family Comic Strip--- Willie McGinty Ventriloquist.

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DETROIT, MICHIGAN

NATIONAL ASSOCIATION OF BROADCASTERS

- | | |
|--|---|
| <p>14. Eugene P. O'Fallon, President
Radio Station KFEL
Denver, Colorado</p> | <p>Colorado, Idaho, Wyoming, Utah, Mont.</p> |
| <p>*15. Ralph R. Brunton, General Manager
Radio Station KJBS
San Francisco, California</p> | <p>California (excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial), Nevada, Hawaii</p> |
| <p>16. Donald W. Thornburgh, Vice-President
Radio Station KNX
Los Angeles, California</p> | <p>Arizona, California (counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial only), New Mexico</p> |
| <p>*17. C. W. Myers, President
Radio Station KOIN
Portland, Oregon</p> | <p>Alaska, Oregon, Washington</p> |

*One Year term.

DIRECTORS-AT-LARGE

CLEAR CHANNEL

District 13

Harold Hough, General Manager
Radio Station WBAP
Fort Worth, Texas

District 5

Lambdin Kay, Director
Radio Station WSB
Atlanta, Georgia

REGIONAL CHANNEL

District 4

Frank M. Russell, Vice-President
Radio Station WRC
Washington, D. C.

District 13

Elliott Roosevelt, President
Hearst Radio, Inc. and President
Texas State Network
Fort Worth, Texas

LOCAL CHANNEL

District 4

John Elmer, President
Radio Station WCBM
Baltimore, Maryland

District 4

Edward A. Allen, President
Radio Station WLVA
Lynchburg Broadcasting Corp.
Lynchburg, Virginia

EXECUTIVE COMMITTEE

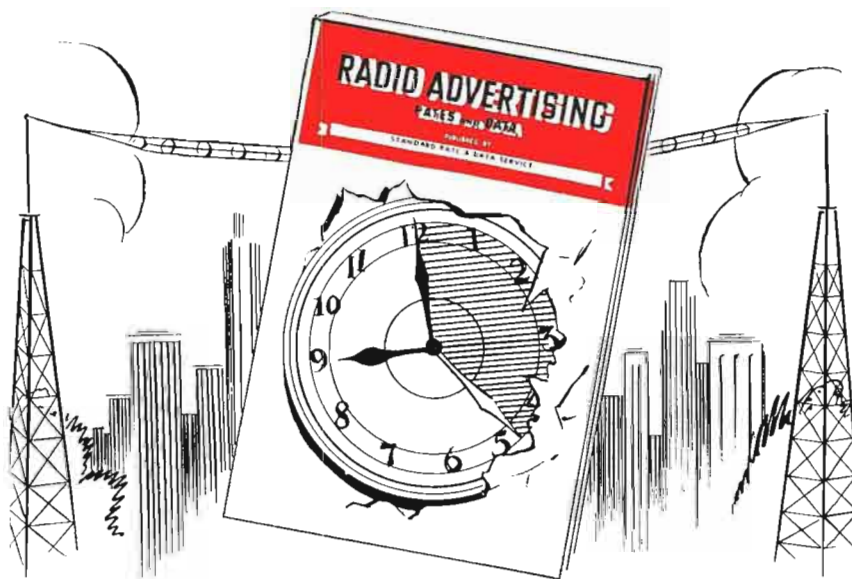
of the

NATIONAL ASSOCIATION OF BROADCASTERS

Neville Miller, President
National Association of Broadcasters
National Press Building
Washington, D. C.
Edwin W. Craig, Vice-President
Radio Station WSM
National Life & Accident Insurance Company
Nashville, Tennessee
Mark Ethridge
Radio Station WHAS
Louisville Times Company
Louisville, Kentucky
Walter J. Damm, Managing Director
Radio Station WTMJ

Milwaukee Journal Company
Milwaukee, Wisconsin
Herbert Hollister, General Manager
Radio Station KANS
KANS Broadcasting Company
Wichita, Kansas
Frank M. Russell, Vice-President
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Radio Station WCBM
Baltimore Broadcasting Corporation
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● You have decided to buy *TIME* to put your advertising message on the air! How about rates, power, station equipment, hours available and scores of other points of information you *must* have—just at the moment you are making your selection of stations?

You would naturally have many questions to ask about certain stations . . . you find the answers in **RADIO ADVERTISING RATES &**

DATA! It lists the rates, chain affiliations, mechanical facilities, broadcasting hours, closing times, etc., of *every* commercial broadcasting station in the United States and Canada. All the information you need, **IN ONE CONVENIENT, COMPACT SERVICE!**

Revised and issued every month . . . supplementary bulletin service every week.

SUBSCRIPTION \$15 A YEAR

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333 N. Michigan Avenue

NEW YORK
420 Lexington Avenue

NATIONAL ASSOCIATION OF BROADCASTERS

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Harold Wheelahan, WSMB, New Orleans, Louisiana

Frank White, Columbia Broadcasting System, New York, N. Y.

Mark Woods, National Broadcasting Company, Inc., New York, N. Y.

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John J. Gillin, Jr., WOW, Omaha, Nebraska

Harold Hough, WBAP, Fort Worth, Texas

Committee to Study Question of Associate Memberships in NAB

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Eugene P. O'Fallon, KFEL, Denver, Colorado

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Theodore Streibert, Mutual Broadcasting System, New York, N. Y.

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ON TOUR PLAYING VAUDEVILLE AND
MAKING PERSONAL APPEARANCES AT
LEADING WEST COAST THEATERS

Wilson Powell & Hayward, Inc.
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PLaza 5-5480



Columbia Artists, Inc.
485 Madison Avenue
New York City
Wickersham 2-2000

NATIONAL ASSOCIATION OF BROADCASTERS

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George Roeder, WCBM, Baltimore, Maryland

*Roy C. Witmer, National Broadcasting Company, Inc., New York, N. Y.

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*Neville Miller, National Association of Broadcasters, Washington, D. C.

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Harry C. Butcher, WJSV, Washington, D. C.

Edwin W. Craig, WSM, Nashville, Tennessee

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William B. Dolph, WOL, Washington, D. C.

John Elmer, WCBM, Baltimore, Maryland

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Theodore C. Streibert, Mutual Broadcasting System, New York, N. Y.

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Neville Miller, President
National Association of Broadcasters

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DON LEE KID SHOWS

Top

all other
KID SHOWS
on the **PACIFIC COAST**



ACCORDING TO FACTS CONSOLIDATED

★ **DON LEE**

BROADCASTING SYSTEM

L. A. WEISS . . . Vice-President and General Manager
1076 West Seventh Street Los Angeles, California

AFFILIATED WITH
MUTUAL

REPRESENTED BY
JOHN BLAIR & CO.

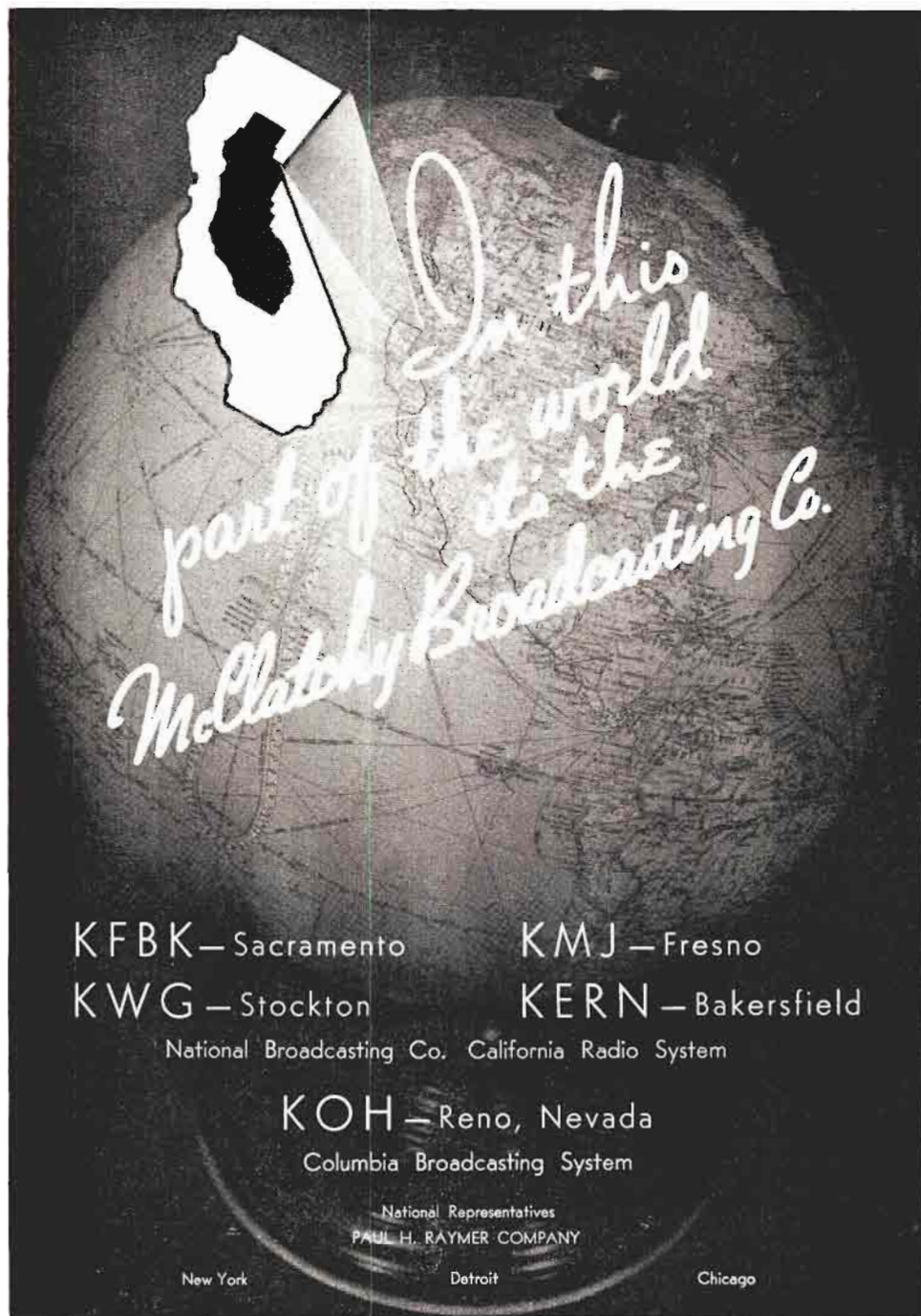


NETWORKS



National
Regional





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

KFBK—Sacramento

KMJ—Fresno

KWG—Stockton

KERN—Bakersfield

National Broadcasting Co. California Radio System

KOH—Reno, Nevada

Columbia Broadcasting System

National Representatives
PAUL H. RAYMER COMPANY

New York

Detroit

Chicago

CBS



IN THE minds of America's 94,000,000 radio listeners, the outstanding radio achievement in 1938 was the prompt, accurate and complete coverage of world affairs. The Columbia Broadcasting System, during the swift change in Austria's political status, brought its listeners 50 separate reports of events—"as they happened." Six months later, America instinctively turned to radio for minute-by-minute developments in the Czechoslovakian crisis. And Columbia answered with a total of 471 broadcasts from 18 world-news centers. Split-second activity over a three-week period at network headquarters, plus hearty cooperation on the part of Columbia's 115 stations, kept the nation fully and truthfully informed of every significant move toward war or peace.

These international broadcasts, of course, are the most striking recent examples of radio's ability to "shrink space." But they also illustrate the great improvements in the physical facilities which made them possible — facilities which have made radio so valuable to listener and advertiser alike. In 1938, ten new stations joined the Columbia network, six of them representing additional primary coverage. During the same year, more than half of the 115 CBS stations carried on extensive construction programs which included power increases, installation of new high-fidelity equipment and new studios.

The activity continues into 1939. New studios were opened by WCCO, Minneapolis, in February, and major technical alterations

have just been completed by WJSV, Washington. WBBM in Chicago is rapidly completing a new vertical radiator. WWL, New Orleans, and WRVA, Richmond, have recently begun to operate with 50,000 watts, and a new 50,000-watt transmitter for WJSV will be placed in operation as soon as possible. In the short-wave field, Columbia's international station, W2XE, in New York, joined with W3XAU in Philadelphia to carry an expanded program service to Europe and South America.



WM. S. PALEY
President

In addition to a record number of international broadcasts during 1938, the Columbia Network also carried more serious music and educational programs than ever before. This increase in programs of cultural content is a direct reflection of increased interest

in such programs on the part of the radio audience—an interest which network broadcasting itself has developed. Columbia Network programs in 1938 were divided as follows: 7,469 sponsored programs; 11,605 sustaining programs.

Television is scheduled to come from "around the corner" in 1939, and Columbia's years of technical production research in the field will undoubtedly be demonstrated during the year. With its transmitter installed in the Chrysler Tower and studios nearing completion in Grand Central Terminal, CBS television in metropolitan New York will become a reality early this year. It is estimated that CBS will have invested \$1,350,000 in the art of visual broadcasting by 1940.



On Sunday, Carnegie Hall



holds ten million listeners

FOR 96 years, the New York Philharmonic Symphony Orchestra has played only the world's greatest music. For 48 years, the seating capacity of Carnegie Hall has remained unchanged. Yet in the past nine years, the Philharmonic's Sunday afternoon audience has grown from 2,760 to 10,000,000 listeners *each week*. And 45,000,000 people now hear the Philharmonic broadcasts *each season!*

This audience—the largest audience of its kind in the world—consists solely of people who love, and who are learning to love, great music. Absurd in 1929. A fact today. A fact that can be credited to the magnificence of the orchestra...to the brilliance of its conductors, from Arturo Toscanini to John Barbirolli...and to the stations of the Columbia Broadcasting System, which have broadcast the Philharmonic concerts for nine consecutive years.

Columbia Broadcasting System



A RADIO 'FIRST' WITHOUT PARALLEL

**Nine major markets with 83 stations
...but 9 of these stations regularly
deliver 4 out of every 10 radio families!**

NINE major markets with 83 radio stations. But—in the face of this extreme competition for listeners—almost four out of every ten radio families listened to a group of only nine stations regularly—day and night!

That's the record of the Columbia operated stations! In nine major markets listed on the opposite page, this fact was conclusively proved through the largest check of listener preference ever made—Crossley's 1938 coincidental study in these markets—over 500,000 completed interviews for ten hours of the day, seven days of a single week! The score, on a 5 day—day and night average: 37.2% of all sets in use were tuned to Columbia stations in these nine markets!

Actual audiences for any program depend largely on program “appeal”. But make your job easier. Place your good program on a station people *regularly* listen to . . . build your peak audiences *fast*—swing your sales curve UP *fast*.

Radio Sales, a division of the Columbia Broadcasting System, represents these important Columbia stations for national spot business. Consult Radio Sales *now* about *successful* spot radio in any of the markets listed below.

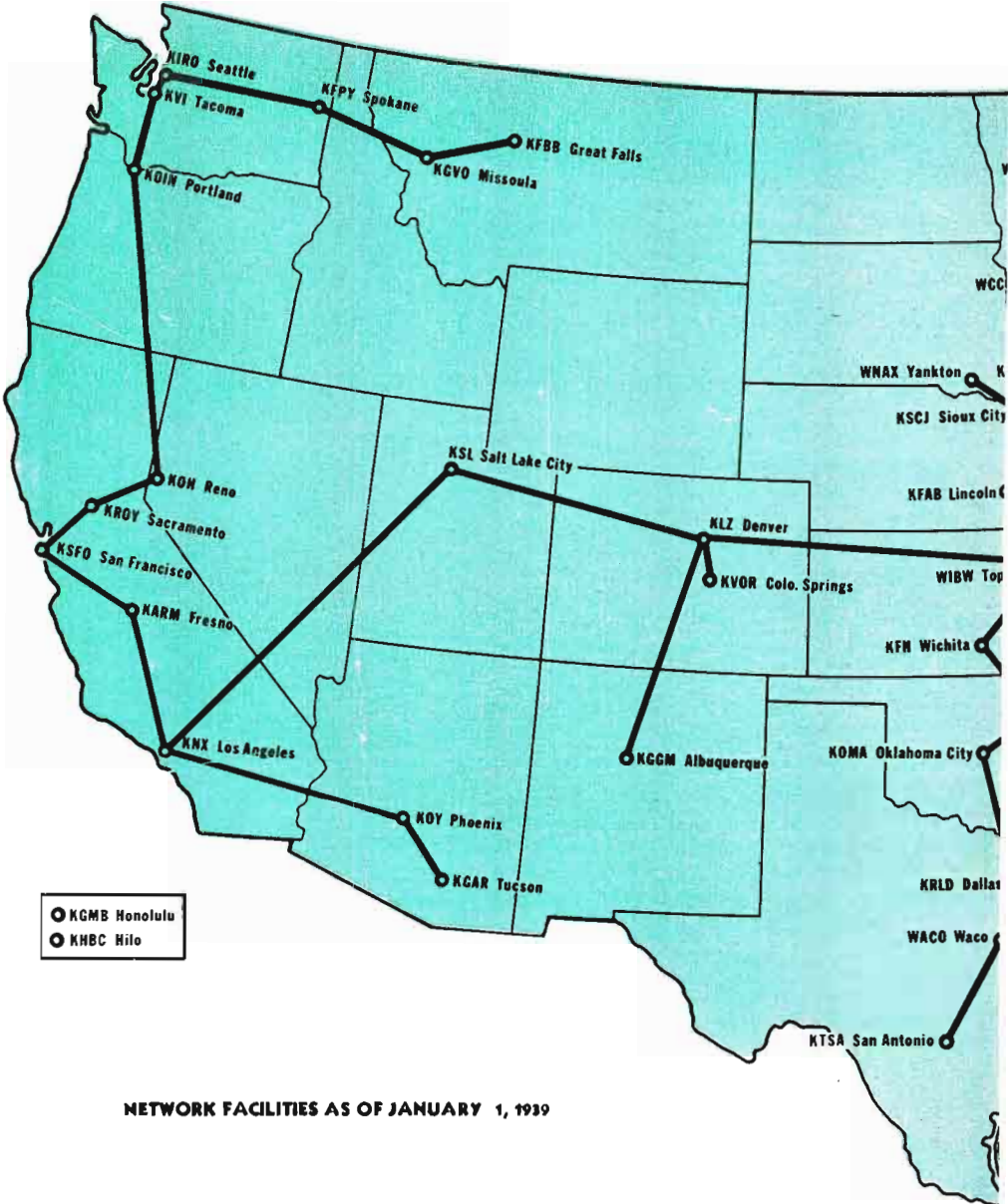
RADIO SALES

A Division of the Columbia Broadcasting System
New York, Chicago, Detroit, St. Louis, Cincinnati,
Milwaukee, Charlotte, N.C., Los Angeles, San Francisco

OPERATED BY COLUMBIA
REPRESENTED BY RADIO SALES

WABC New York ★ WBBM Chicago ★ WEEL Boston
WCCO Minneapolis-St. Paul ★ KMOX St. Louis
KNX Los Angeles ★ WBT Charlotte, N.C.
WKRC Cincinnati WJSV Washington
The Columbia Pacific Network;
The Columbia New England Network;
(also representing WAPI, Birmingham)

COLUMBIA BROADCAST



NETWORK FACILITIES AS OF JANUARY 1, 1939

COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City

(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

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Leon Levy
Jerome H. Louchheim
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber

Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

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William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon.....Vice-President and Director
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H. V. Akerberg
 Vice-President in Charge of Station Relations
Sam Pickard.....Vice-President

W. B. Lewis
 Vice-President in Charge of Broadcasts
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F. A. Willis.....Assistant to the President
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Jos. H. Ream.....Secretary and General Attorney
William C. Gittinger.....Sales Manager

Staff

William H. Ensign.....Assistant Sales Manager
J. J. Karol.....Market Research Counsel
B. J. Prockter.....Manager of Sales Service
Victor M. Ratner.....Director of Sales Promotion
Frank Stanton.....Director of Research
J. K. Churchill.....Chief Statistician
John Fox.....Sales Promotion Production Manager
James S. Tyler.....Trade News Editor
Adrian Murphy,
 Director of Developmental Projects
John S. Carlile.....Production Manager
Douglas Coulter.....Assistant Director of Broadcasts
Gerald Maulsby,
 Assistant Director of Program Operations
Davidson Taylor,
 Assistant to Vice-President in
 Charge of Broadcasts
Max Wylie.....Director of Script Division
Leonard H. Hole.....Manager of Program Service
George Zachary.....Director of Music Division
Julius Mattfeld.....Music Librarian
Sterling Fisher.....Director of Talks and Education
Leon Levine,
 Assistant Director of Educational Programs
Jan Schimek.....Director of Copyright Division
Agnes Law.....Manager of Program Reference File
Harriet Hess.....Manager of Typing Division
Gilson B. Gray.....Commercial Editor

Gilbert Seldes.....Director Television Programs
Elizabeth Tucker.....Director Short Wave Programs
Walter R. Pierson,
 Manager of Sound Effects Division
James Burke.....New Program Ideas
H. I. Rosenthal,
 Manager of Columbia Artists, Inc.
I. S. Becker,
 Business Manager of Columbia Artists, Inc.
Paul W. White,
 Director of Public Events and Special Features
J. G. Gude.....Station Relations Manager
Louis Ruppel.....Director of Publicity
Luther Reid.....Assistant Director of Publicity
Mike Fish.....Manager Photographic Division
Edwin King Cohan,
 Director of General Engineering
A. B. Chamberlain.....Chief Engineer
Hugh A. Cowham.....Commercial Engineer
Peter G. Goldmark.....Chief Television Engineer
Jos. H. Burgess, Jr.....Personnel Manager
Albert H. Bryant.....Manager of Mail and Files
John E. Forsander.....Purchasing Agent
W. J. Flynn.....Chief Accountant
Arthur S. Padgett.....Chief Auditor
G. Stanley McAllister,
 Manager of Construction and
 Building Operations

COLUMBIA BROADCASTING SYSTEM

RADIO SALES PERSONNEL

J. Kelly Smith..... General Sales Manager
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H. A. Carlborg..... Manager, Detroit Office
Paul S. Wilson..... Manager, Chicago Office
George L. Moskovics,
 Manager, Los Angeles Office
Henry M. Jackson,
 Manager, San Francisco Office
Martin J. McGeehan... Manager, Milwaukee Office
Royal Penny..... Account Executive, Charlotte
Wm. J. Williamson, Account Executive, Cincinnati
John Bohn..... Account Executive, St. Louis

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes..... Sales Manager
Robert C. Mayo..... Director of Sales Service
George Allen..... Director of Programs
Henry Grossman..... Chief Engineer

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlas,
 Vice-President in Charge at Chicago
J. L. Van Volkenburg... Assistant to Mr. Atlas
J. J. King..... Assistant to Mr. Atlas
L. F. Erikson..... Western Sales Manager
Harry Mason Smith..... Chicago Sales Manager
Frank Rand..... Publicity Manager
Frank B. Falknor..... Chief Engineer
J. Oren Weaver..... News Editor
Robert N. Brown..... Program Director
Robert Haffer..... Production Manager
Urban Johnson..... Sound Effects Manager
Wayde Grinstead..... Sales Promotion Director
J. V. McLoughlin..... Accountant

Washington

EARLE BLDG.

Harry C. Butcher,
 Vice-President in Charge at Washington
A. D. Willard, Jr..... Station Manager WJSV
Wm. D. Murdock..... Sales Manager WJSV
Clyde Hunt..... Chief Engineer
Harry R. Crow..... Accountant
Frederick A. Long..... Program Director
Ann Gillis..... Publicity Director
Paul A. Porter..... Attorney

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons... Manager of Station WCCO
John McCormick..... Assistant Manager
Emmett J. Heerdt..... Accountant
H. S. McCartney..... Chief Engineer
Hayle C. Cavanor..... Program Director
Alvin B. Sheehan... Manager of Artists Bureau
Carl Burkland..... Sales Manager

St. Louis

MART BLDG.

Merle S. Jones..... Manager of Station KMOX
G. L. Tevis..... Chief Engineer
R. S. Gillingham..... Accountant
C. G. Renier..... Program Director
Jerry Hoekstra..... Publicity Director
K. W. Church..... Sales Manager
James S. Johnson... Sales Promotion Director

Pacific Coast

LOS ANGELES OFFICE, KNX,
COLUMBIA SQUARE

D. W. Thornburgh,
 Vice-President in Charge of Pacific Coast
John M. Dolph..... Assistant to Vice-President
Charles D. Ryder, Jr..... Accountant
Lester Bowman,
 Western Division Operations Engineer
Nelson G. Pringle..... News Editor
Charles Vanda..... Program Director
Russ Johnston..... Continuity Chief
Fox Case..... Director of Special Events
Edith S. Todesca..... Production Manager
Hal Rorke..... Publicity Manager
Harry W. Witt..... Sales Manager
Edwin W. Buckalew... Director of Sales Promotion
Alan Cormack..... Traffic Manager

SAN FRANCISCO OFFICE

PALACE HOTEL

Arthur J. Kemp... Sales Manager, Pacific Network
Henry M. Jackson..... Manager

COLUMBIA BROADCASTING SYSTEM

Cincinnati

WKRC, HOTEL ALMS

William A. Schudt, Jr.,
Manager of Station WKRC
John M. Tiffany.....Chief Engineer
Ruth Reeves Lyons.....Program Director
Margaret Maloney.....Publicity Director

Charlotte, N. C.

WBT, WILDER BLDG.

Lincoln Dellar.....Manager of Station WBT
Robert W. Carpenter.....Accountant
James Beloungy.....Chief Engineer
Chas. H. Crutchfield.....Program Director

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....Manager of Station WEEI
John J. Murray.....Accountant
Philip K. Baldwin.....Chief Engineer
Lloyd G. del Castillo
Production Manager and Musical Director
Kingsley Horton.....Sales Manager

Detroit

FISHER BLDG.

Webster H. Taylor.....Sales Manager

European Personnel

E. R. Murrow, Chief of European Staff—London
William L. Shirer,
Central European Representative—Geneva
W. R. Wills, Far Eastern Representative—Tokyo

Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC New YorkOwned and operated by CBS.
WBBM ChicagoOwned and operated by CBS.
WBT Charlotte, N. C.Owned and operated by CBS.
WCCO MinneapolisOwned and operated by CBS.
WJSV WashingtonOwned and operated by CBS.
WKRC CincinnatiOwned and operated by CBS.
KMOX St. LouisOwned and operated by CBS.
KNX Los AngelesOwned and operated by CBS.
WEEI BostonOwned by Edison Illuminating Co.
Leased and managed by CBS.

MBS



The Mutual Broadcasting System has pledged itself to render a new service to the listener, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual Broadcasting System was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the nation by progressive independent outlets.

SINCE its advent on September 15, 1934, when the above principles were conceived by its founders, the Mutual Broadcasting System's history has always been told in headlines.

But when many of its early well wishers studied Mutual's fundamental policies they doubted if these advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when the Mutual network programs made their debut on October 2 of the same year. At that time a Mutual program could be heard in only four cities—New York, Chicago, Cincinnati, and Detroit.

When Mutual's advertising opportunities were first explained, many far-sighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total \$1,000,000 worth of time billings in its first fiscal year.

On December 29, 1936, Mutual went "coast-to-coast." The strong Don Lee regional chain of California became affiliated with Mutual.

Thus Mutual faced the year 1937 with a total of thirty-eight stations in the United States and one in Hawaii.



ALFRED J. McCOSKER

By the end of its first year of coast-to-coast operations, Mutual, remembering more than ever its pledge to the listener, increased its presentation of special features of national and international importance by forty per cent.

On September 15, 1938, Mutual's list of affiliates stations swelled to over

100 when the newly formed Texas State Network of 23 stations joined the four-year-old chain.

The network has grown into a smoothly operated system of 110 industrious, news-worthy, coordinated stations. A more complete record of this growth can be found in the issues of RADIO DAILY and other periodicals. But despite this natural expansion, the credos and basic principles have not been forgotten. They are more evident today, four and one-half years since its creation; exactly two years since it went coast-to-coast and became of age.

*Alfred J. McCosker,
Chairman of Board.*

MUTUAL BROADCAST



MUTUAL BROADCASTING SYSTEM

Officers

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....T. C. Streibert
Secretary-Treasurer.....E. M. Antrim
General Manager.....Fred Weber
Auditor.....Miles E. Lamphiear
Publicity Director.....Lester Gottlieb
Program Service Mgr.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Sales Promotion Mgr.....Robert A. Schmid
London and European Representative,
John S. Steele

Offices

Administrative Office...Chicago, Tribune Tower

Branch Offices

New York.....1440 Broadway
Detroit.....Union Guardian Bldg.
Cincinnati.....Union Central Life Bldg.
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
San Francisco.....1000 Van Ness Ave.
England.....Coulsdon, Surrey

Policies and Facilities for Origination and Production

Programs

The Program Building Services of Individual Mutual Stations are made available to Mutual advertisers—either as sources of program ideas, as planners and producers of complete radio features, or in an advisory capacity.

Originations

Origination of programs in New York, Cincinnati, Chicago, Cleveland, Detroit, Boston, Hollywood, Los Angeles and San Francisco without wire charge. Nominal line cost for commercial programs originating from other Mutual stations.

The Mutual-WOR Playhouse in New York, the WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as

accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

Accounts must be acceptable both to the Mutual originating station as well as to individual Mutual stations as respects content, length of commercial, type of product advertised.

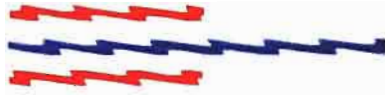
Publicity and Public Relations

Mutual offers close contact with news media through the publicity departments of both Mutual and Mutual stations.

Sales Promotion and Research Department

Coverage and market data relevant to the network advertising campaign as well as comprehensive information and suggestions for its exploitation.

NBC



THE National Broadcasting Company entered the year 1939 better prepared to serve the radio audience, its affiliated stations, and its advertising clients than at any time in its twelve years of development.

During the past year, four major building projects were completed at Cleveland, Philadelphia, Schenectady, and Hollywood to complement those previously completed at Denver, Washington and Pittsburgh. These round out the program of studio development inaugurated four years ago to further the National Broadcasting Company's intention of maintaining the highest technical standards at the various points of network program origination.

New transmitting plants or new antenna installations have been established within the past year and a half at WENR, Chicago; WRC, Washington; WTAM, Cleveland; WGY, Schenectady, and KDKA, Pittsburgh. These improvements in cities where the National Broadcasting Company owns, operates, or programs stations have been matched in many other parts of the United States by our affiliated stations. Among the most notable of these have been improvements at WHAM, Rochester; WOAI, San Antonio; WFBR, Baltimore, WMPS, Memphis; WMBG, Richmond, WFIL, Philadelphia; WIRE, Indianapolis, and KSO, Des Moines.

During the year, KVOO, Tulsa; KOB, Albuquerque, and KEX, Portland, Oregon, have achieved full time status. As a result, all three of these, being important high-powered stations, are better

able to render consistent and continuous service to their listeners. Two new groups have been affiliated with the National Broadcasting Company, one in the Southwest, and the other, the Michigan network. The networks have also been extended into northern Maine.

During the year, a total of 25 stations, having a total potential circulation of 1,447,848 radio families, have become affiliated with the National Broadcasting Company, bringing the total number of stations to 166.

Following an intensive study, a vigorous program to expand the Blue network got under way during 1938. As part of the program the new Southwest group, in Oklahoma and Texas, now makes it possible for listeners in

that area to receive programs from both the Red and the Blue networks. A sales chief for the Blue network, Mr. A. E. Nelson, has been appointed. A system of discounts for Blue network advertisers, designed to enhance their use of Blue network facilities, has been put into effect, which has resulted in the placement of Blue network programs on many stations and groups which heretofore had not been used by the sponsors of those programs.

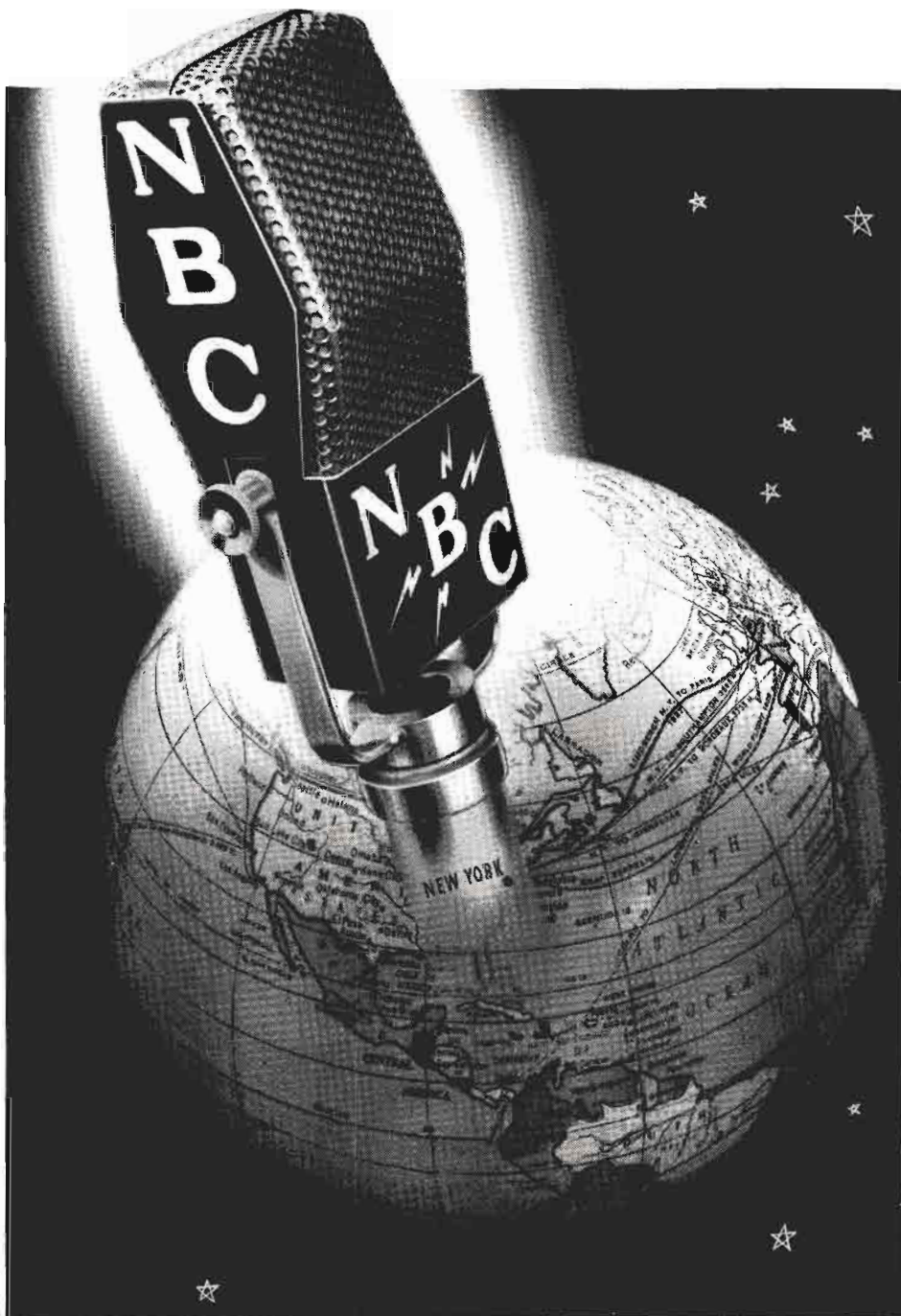
These improvements, together with the fact that bookings for future business ran higher at the beginning of 1939 than at the first of any of the previous years in the existence of the Company, enables us to face the year with optimism, since these are signs of business improvement which should result in the prosperity of the radio industry and its component parts.

Lenox R. Lohr.



LENOX R. LOHR
President

The World's Greatest



Broadcasting System

is a title that NBC
has earned by performance

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

Program Leadership

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

Network Leadership

Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

Leadership in Transcriptions

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC Thesaurus. Through RCA, NBC obtains the benefit of leadership in mechanical reproduction and recording of sound.

Leadership in Spot and Local Advertising

By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

Leadership in Artists' Service

NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program

ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

"In the Public Interest"

At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially . . . "in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

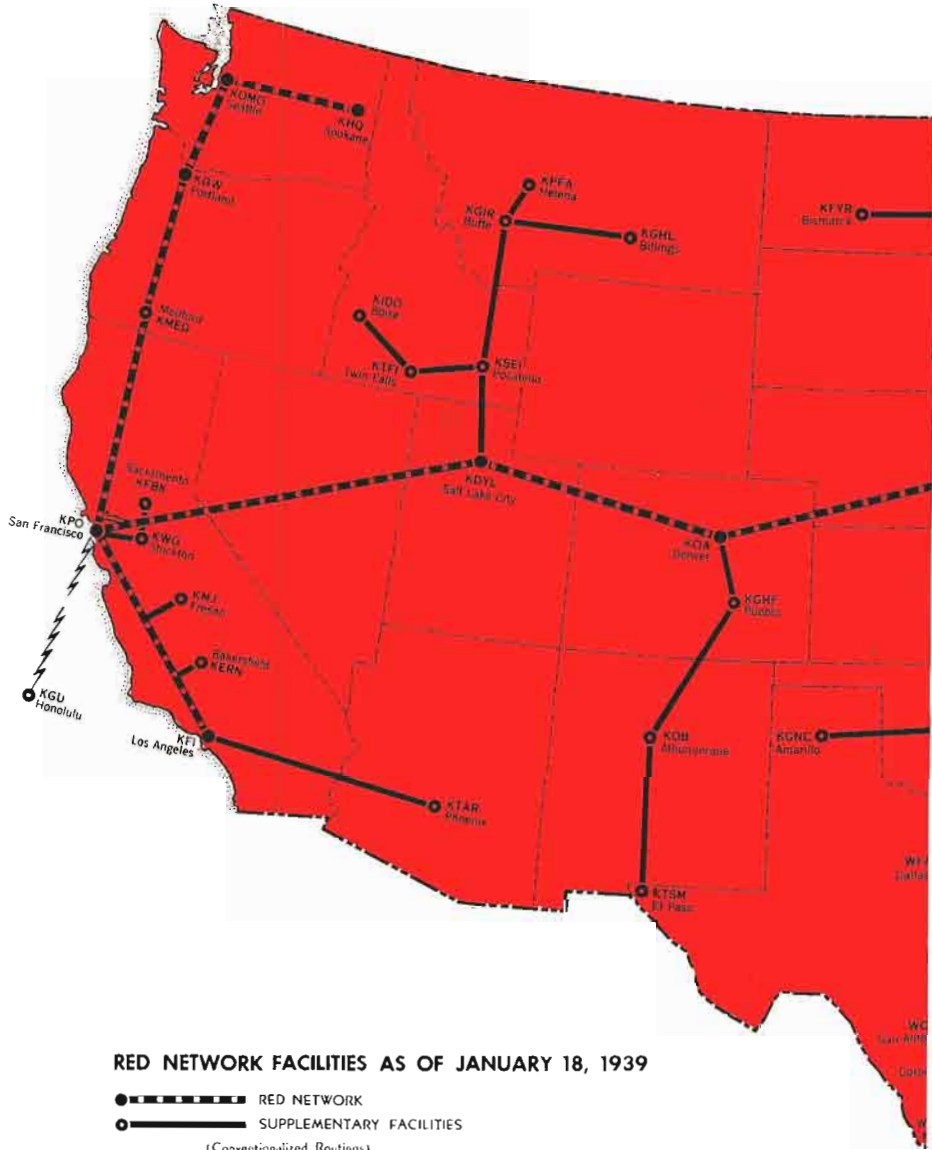
That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The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

**NATIONAL
BROADCASTING
COMPANY**

**THE WORLD'S GREATEST
BROADCASTING SYSTEM**

**A RADIO CORPORATION
OF AMERICA SERVICE**

NATIONAL BROADCAST



NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City

(Telephone number, Circle 7-8300)

Registered Telegraphic Address

NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, Dr. James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Gen. Charles G.	Milhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
Throckmorton, George K.	

Officers

Sarnoff, David.....	Chairman of the Board	Morton, Alfred H.....	Vice-President
Lohr, Lenox B.....	President	Royal, John F.....	Vice-President
Trammell, Niles.....	Executive Vice-President	Russell, Frank M.....	Vice-President
Ashby, A. L.....	Vice-President & General Counsel	Witmer, Roy C.....	Vice-President
Engles, George.....	Vice-President	Woods, Mark.....	Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.....	Vice-President	Teichner, R. J.....	Assistant Treasurer
Hanson, O. B.....	Vice-President	MacConnach, Lewis.....	Secretary
Hedges, William S.....	Vice-President	Pfautz, C. E.....	Assistant Secretary
Mason, Frank E.....	Vice-President		

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R..... President
Trammell, Niles..... Executive Vice-President
Almonte, J. de Jara..... Assistant to President
Angell, James Rowland..... Educational Counselor
Farrier, Clarence..... Television Coordinator
Mason, Frank E.,
Vice-President and Assistant to President
McGrew, Martha..... Assistant to President

Artists Service Department

Engles, George,
Vice-President & Managing Director
Bottorff, O. O..... Vice-President and
General Manager of Civic Concert Service, Inc.
(subsidiary of NBC)
King, Frances Rockefeller,
Manager of NBC Private Entertainment
Levine, Marks..... Manager of Concert Division
Tuthill, Daniel S..... Assistant Managing Director

Continuity Acceptance

MacRorie, Janet..... Editor
Kemble, Dorothy..... Assistant Editor
Robinson, Thomas L..... Assistant Editor

Electrical Transcription Department

Egner, C. Lloyd..... Manager
Chizzini, Frank E..... Assistant Manager
Thomas, Reginald..... Program Director

Engineering Department

Hanson, O. B..... Vice-President and Chief Engineer

Clarke, William A.,
Manager of Technical Services
Guy, R. F..... Radio Facilities Engineer
McElrath, George..... Operating Engineer
Milne, George O..... Eastern Division Engineer
Morris, Robert M..... Development Engineer
Rackey, C. A..... Audio Facilities Engineer

General Service Department

Gilcher, Vincent J..... Director, General Service
Lowell, Edward M.,
Manager Office Services Division and Asst.
Dept. Head
Thurman, Charles H.,
Manager, Guest Relations Division
Van Houten, D. B.,
Manager, Building Maintenance Division
Wallace, Dwight G..... Personnel Manager

Legal Department

Ashby, A. L..... Vice-President & General Counsel
Graham, R. H.,
Attorney—Assistant to Leuschner—Hollywood
Grimshaw, I. L..... Attorney
Hennessey, P. J., Jr..... Counsel—Washington
Howard, Henry, Jr.,
Attorney—Washington
Hurley, J. J..... Attorney—Washington
Ladner, Henry..... Attorney
Leuschner, Frederick..... Attorney—Hollywood
McDonald, J. A..... Attorney—Chicago
Myers, R. P..... Attorney
Prime, E. G..... Attorney

NATIONAL BROADCASTING COMPANY

Managed, Operated or Programmed Stations Department

Morton, A. H. Vice-President and Manager
Wailles, Lee B. Assistant to Vice-President
Hauser, B. J. Promotion Manager

Program Department

Royal, John F.,
Vice-President in Charge of Programs
Belviso, Thomas H. Manager, Music Division
Black, Frank General Music Director
Brainard, Bertha,
Manager, Commercial Program Division
Carlin, Phillips,
Manager, Sustaining Program Division
Chotzinoff, Samuel Director of Serious Music
Cuthbert, Margaret, Director, Women's and
Children's Programs Division
Dillon, Zale Supervisor, Sound Effects Section
Dunham, Franklin Educational Director
Fitch, C. W. Business Manager
Hickok, Guy Director, International Division
Hutchinson, Thomas H.,
Manager, Television Program Division
Kelly, Patrick Supervisor, Announcing Division
Kelly, N. Ray Manager, Sound Effects—
Development and Maintenance
La Prade, Ernest Director, Music Research
Meservey, Douglas W.
Miller, William Burke. Evening Program Manager
Preston, Walter G., Jr. Assistant to
Vice-President in Charge of Education
Rainey, William S. Production Division Manager
Schechter, A. A.,
Director of News and Special Events
Titterton, Lewis H. Manager, Script Division

Publicity Department

Morgan, Clay Director of Public Relations
Randall, Wayne L. Director of Publicity
Babb, J. Vance Manager, Press Division
Braddock, Leonard W.,
Manager, Information Division
Parsons, W. B. Manager, Promotion Division

Relations With Stations Department

Hedges, William S.,
Vice-Pres. in Charge of Station Relations
Kiggins, Keith Manager Station Relations
McClancy, B. F. Traffic Manager

Research and Development

Horn, C. W. Director

Sales Department

Witmer, Roy C.,
Vice-President in Charge of Sales
Boyd, Maurice M. Manager, National Spot
Sales Division of the Eastern Sales Dept.
Dyke, Ken R. Eastern Sales Manager
Greene, F. Melville Sales Traffic Manager
James, E. P. H. Promotion Manager

McConnell, James V.,
Assistant to Sales Vice-President
Nelson, A. E. Blue Network Sales Manager
Showerman, Irving Edward,
Assistant Sales Manager, Eastern Division
Van der Linde, Victor General Sales Counsel

Treasury Department

Woods, Mark,
Vice-President, Treasurer & Asst. Secretary
Beville, H. M., Jr. Chief Statistician
Bloxham, William D. Purchasing Agent
Kelly, Harold M. Asst. Auditor
MacDonald, John H. Budget Director
McKeon, Harry F. Auditor
Payne, Glenn W. Commercial Engineer
Teichner, R. J. Assistant Treasurer
Wall, C. A. Assistant to Treasurer

Central Division—Chicago

Strotz, Sidney Acting Manager of Central
Division
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C. Evening Manager
Herbubeaux, Jules Production Manager
Kaney, A. W. Assistant to Vice-President
Kopf, H. C. Sales Manager
Luttgens, Howard C. Division Engineer
McDonald, J. A. Attorney
Menser, Clarence L. Program Manager
Morton, Oliver Local and Spot Sales Manager
Ray, William B. Manager, Press Division
Stockmar, Edward Traffic Supervisor
Stirton, James L. Manager Artists Service
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F. Office Manager

Western Division— Hollywood

Gilman, John E.,
Vice-Pres. in Charge of Western Division
Andrews, William Night Manager
Baker, Walter Manager, Building
Maintenance and General Service
Bock, Harold Manager of Press Relations
of Western Division
Brown, Charles Sales Promotion Manager
Dellest, F. V. Auditor, Western Division
DeWolf, Donald A. Engineer in Charge
Dixon, Sydney L.,
Sales Manager, Western Division
Frost, Lewis Assistant to Vice-President
Gale, Paul Western Division Traffic Supervisor
Graham, R. H. Attorney—Assistant to Leuschner
Leuschner, Frederick Attorney
Robb, Alex S. Manager, Artists Service
Saxton, A. H. Western Division Engineer
Swallow, John,
Program Manager, Western Division
Williams, Wendell Continuity Editor

Sau Francisco

Yoder, Lloyd,
Manager, San Francisco Office, Stations KPO
and KGO

NATIONAL BROADCASTING COMPANY

Dolberg, Glenn R. Program Manager
 Dorais, S. P. Auditor
 Fuerst, George Traffic Supervisor
 Peck, Curtis D. Engineer in Charge
 Ryan, William B. Sales Manager
 Samuel, Milton Manager of Press Division

Washington, D. C.

Russell, Frank M. Vice-President in Charge
 Berkeley, Kenneth H.,
 General Manager WRC and WMAL
 Hennessey, P. J., Jr. Counsel
 Hurley, J. J. Attorney
 Johnson, Albert E. Engineer in Charge

Foreign Representatives

England

Bate, Fred

Switzerland

Jordan, Max

Station Managers

PITTSBURGH, PA.

Gregory, Sherman D., Manager Station KDKA
 DENVER, COLO.

Owen, R. H., Manager, Station KOA
 BOSTON AND SPRINGFIELD, MASS.

Holman, John A., Manager, Stations WBZ-
 WBZA

SCHENECTADY, N. Y.

Hager, Kolin, Manager, Station WGY

WASHINGTON, D. C.

Berkeley, Kenneth H., Manager Stations WRC-
 WMAL

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM

PHILADELPHIA, PA.

Joy, Leslie W., Manager, Station KYW

Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by Evening Star Publishing Co. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.



REGIONAL NETWORKS



Regional networks during 1938 not only held and consolidated their gains, but showed marked increase in billings generally. Probably one of the greatest aids to such revenue was the strong play given to the regionals by all political parties which have learned that the regional, intrastate and otherwise, is an easy package to clear and handle.

Acceptance now of the regional goes without saying since it has proven its worth and developed talent of local pulling power apart from offering network service on a reduced scale to fit the sponsors' needs.

Advertisers have come to appreciate the fact that the well-conducted regional offers a sales service to a particular area much as a specialist offers his stock in trade with the resultant saving of lost motion and assurance of a program of interest to the area served.

While new regionals have come into being during the year as a special service for political and other advertisers, probably the most important development during the year was the formation of the Texas State Network, headed by Elliott Roosevelt.

The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.

Phone: 4-3434

PERSONNEL

President Henry P. Johnston
 Vice-President Howard E. Pill
 Secretary-Treasurer Bascom H. Hopson

STATIONS

WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

POLICIES

Merchandising: Newspaper publicity is provided; wholesale outlets are contacted by personal calls and retail outlets are contacted by letter.

Coverage: Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

NATIONAL REPRESENTATIVE

Kelly-Smith Company

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) Fred A. Palmer
 Manager (KGAR) F. P. Nelson
 Manager (KSUN) Carleton Morris

STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee; KGLU, Safford.

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

International Radio Sales

Associated Northwest Broadcasters

Hotel Radisson, Minneapolis, Minn.

Phone: Bridgeport 3430

PERSONNEL

Managing Director K. C. Titus

STATIONS

KATE, Albert Lea and Austin; KYSM, Mankato; KVOX, Moorhead; KROC, Rochester and Owatonna; KFAM, St. Cloud; KWNO, Winona.

Coverage: Concentrated in central and southern Minnesota.

California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

PERSONNEL

Vice-President G. C. Hamilton

General Manager Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara.

POLICIES

Merchandising: Complete and thorough coverage of each of markets served is offered through the merchandising departments of the individual stations of the network.

Coverage: Network offers state coverage through the eight stations located in each of the first eight population centers of California.

BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MUrray Hill 2-8690

Manager Humboldt Grieg

501 Broadway Arcade Bldg., Los Angeles, Calif.
Phone: Tucker 8350

1814 Russ Bldg., San Francisco, Calif.
Phone: Douglas 2373

Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.
Lincoln (Nebr.): Hotel Lincoln
PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Chief Engineer.....Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.
COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

POLICIES

Network does not broadcast liquor advertising or foreign language advertising.

Merchandising: Individual stations maintain merchandising facilities, including a planned 7-Point Selling Program.

REPRESENTATIVE

The Katz Agency

The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Charge of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production.....Linus Travers
Sales Manager.....W. W. Warner
Sales Promotion & Merchandising
Manager.....Carleton McVarnish
Editor of Colonial Network

News Service.....Leland Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul A. DeMars
Chief Engineer.....Irving Robinson
Sports Editor.....Richard McDonough
Manager of Artist Bureau.....Van D. Sheldon
Director of Public Relations.....Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WHTT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLG, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury.

POLICIES

Colonial Network will take programs from or feed programs to the Mutual Broadcasting System, and WHN. No line charge for this service from WOR-MBS; no line charge to or from WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and sports programs. Complete merchandising

department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELI).....James T. Milne
Manager (WNBC).....Richard W. Davis
Manager (WATR).....Harold Thomas

STATIONS

WELI, New Haven; WNBC, New Britain; WATR, Waterbury.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

Corn Belt Wireless Group

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Technical Supervisor.....Paul A. Loyet

STATIONS

WHO, Des Moines; WOC, Davenport; WOW, Omaha. Additional stations can be selected by advertiser in Kansas City and Columbia, Mo.; Shenandoah, Mason City and Sioux City, Ia.; Rochester, Minn.; and Topeka, Kans.

POLICIES

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,

Los Angeles, Calif.

Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager.....Lewis Allen Weiss
Assistant Manager.....Willet Brown
Program Director.....Van Newkirk
Production Manager.....Charles Penman
Publicity Director.....Frances Zoloth

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.
Northern California: KFRC, San Francisco; KQW, San Jose; KGDH, Stockton; KDON, Monterey; KIEM, Eureka; *KTKC, Visalia.
* Supplementary.

Northwest (Oregon): KRRR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.

Phone: 4300

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for station time only, talent is extra. No contract is accepted for a period longer than one year. All contracted time must be used within that time. Program position subject to time available and to the approval of network management under FCC regulations.

Merchandising: Full merchandising service is available to advertisers, including embossed display signs.

Coverage: 125,940 radio homes; primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE

Sears & Ayer

Inter-City Broadcasting System

"The Independent Network of the North Atlantic Seaboard"

1657 Broadway, New York City

Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

Phone: State 9493

PERSONNEL

President.....Donald Flamm

Vice-President in Charge of Sales—

General Manager.....Don S. Shaw

Director of Special Events.....Leon Goldstein

Director of Publicity.....Leon Goldstein

Manager of Artists Bureau.....Charles Wilshin

Sales Promotion Manager.....Al Rose

Chicago Office.....J. M. Ward, G. B. McDermott

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

COVERAGE

Linked together by permanent A. T. & T. lines, the ten stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Iowa Network

Des Moines Register and Tribune Building,

Des Moines, Ia.

Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

PERSONNEL

President.....Gardner Cowles, Jr.

Vice-President.....John Cowles

Vice-President and Treasurer.....Luther L. Hill

Vice-President.....Sumner Quarton

Commercial Manager.....Craig Lawrence

National Sales Manager.....H. T. Enns

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT,

Cedar Rapids, Waterloo; Supplementary Station, WNAX, Yankton, S. D.

POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

NATIONAL REPRESENTATIVE

The Katz Agency

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

PERSONNEL

General Manager.....Clair R. McCollough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.;

WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;

WEST, Easton, Pa.; WILM, Wilmington, Del.

MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting

Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle

Treasurer & Genl. Mgr.....H. Allen Campbell

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay

City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-

son; WELL, Battle Creek; WKZO, Kalamazoo;

WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission.

The Michigan Network territory includes the lower peninsula of Michigan with a pri-

mary coverage of over four million people in Michigan's eight largest cities.

Merchandising: The Michigan Radio Network maintains a supplementary service for advertising agencies and advertisers available through fully staffed program, continuity, publicity, merchandising and research departments.

REPRESENTATIVE

Paul H. Raymer Co.

Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....C. O. Chatterton

STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane;
KGA, Spokane; KGW, Portland; KEX, Portland.

POLICIES

Network policies are maintained in accordance with policies of individual stations.

REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

"Complete Coverage at Minimum Cost"

1800 West Main St., Oklahoma City, Okla.

Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary.....Kenyon M. Douglass
Treasurer.....Albert Riesen
Managing Director.....Kenyon M. Douglass

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KOME, Tulsa.

POLICIES

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

NATIONAL REPRESENTATIVE

Joseph Hershey McGillvra

Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Hammond

STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KRKO, Everett.

POLICIES

Agency commission 15 per cent on net station time to accredited agencies. No cash dis-

counts. All discounts predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Contracts and copy subject to the approval by the network manager.

Merchandising: Network issues monthly publication, "Pacific Northwest Information Bureau."

Coverage: Network outlets in each of the 10 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

NATIONAL REPRESENTATIVE

John Blair & Co.

Quaker Network

Widener Bldg., Philadelphia, Pa.

Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval, government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas

Phone: 3-3474

PERSONNEL

President.....Elliot Roosevelt
Executive Vice-President.....Neal Barrett
General Manager.....Harry A. Hutchinson
V.P. in Chg. of Station Operations, Sam H. Bennett
Treasurer.....Harold M. Higgins
Secretary.....Mary Virginia Murphy
Musical Director.....Ralph Rose
Publicity & Civic Program

Director.....Forrest W. Clough

Assistant Musical Director..George McCullough

Production Director.....Stephen R. Wilhelm
 Chief Engineer.....Truett Kimzey
 Script Director.....Paul De Fur
 Director of Women's Programs.....Gail Northe
 Traffic Manager.....Dorothy M. Smith
 Sports Supervisor.....Zack Hurt
 Announcers.....Marshall Pope.
 John Hopkins, Frank Parker, Tom A. Hudson.

STATIONS

KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND*, Corsicana; WRR, Dallas; KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO*, Longview; KFYO, Lubbock; KPLT*, Paris; KGKL, San Angelo; KABC, San Antonio; KRRV*, Sherman-Denison; KTEM*, Temple; KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco.

* Operate daytime only.

POLICIES

Coverage: The 23 daytime and 18 evening stations of the Texas State Network assure delivery of advertisers' message into primary areas of the individual member stations in which most of Texas' six million people live.

Merchandising: Each station of the TSN maintains a merchandising staff to work with sponsors in field work.

NATIONAL REPRESENTATIVE

International Radio Sales

The Virginia Broadcasting System

"Covering Virginia's Richest Markets"

323 East Grace St., Richmond, Va.

Phone: 3-4242

PERSONNEL

President.....Earl Sowers
 Vice-President.....Hugh M. Curtler

STATIONS

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

NATIONAL REPRESENTATIVE

Burn-Smith Co.

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
 Managing Director.....Howard L. Chernoff
 Program Director & Artist

Bureau Head.....N. Pagliara
 Chief Engineer.....O. Robinson
 Dramatic Director.....James C. Parrill
 Musical Director.....Phyllis D. Vickers
 Publicity Director.....Caroline E. Johnson

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg.

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.

Phone: 356

PERSONNEL

President.....Rev. James O. Wagner

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan.

The Yankee Network

"Covering New England"

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
 V-P in Chg. of Operations.....R. L. Harlow
 V-P in Chg. of Sales & Production.....Linus Travers
 Sales Promotion & Merchandising

Manager.....Carleton McVarnish

Editor of Yankee Network

News Service.....Leland Bickford
 Director of Publicity.....Al Stephenson
 Technical Director.....Paul A. De Mars
 Chief Engineer.....Irving Robinson
 Merchandising.....J. B. Thompson
 Sports Editor.....Richard McDonough
 Director Home Economics.....G. McMullen

Manager of Yankee Network

Artists Bureau.....Van D. Sheldon

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn.

POLICIES

Yankee Network will take programs from or feed programs to WOR or WHN, provided the program is broadcast only in New York City and New England. No line charge for this service from WOR; no line charge to or from WHN.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service, sports and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department, production staff and artists bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena.

NATIONAL REPRESENTATIVE

Gene Ferguson & Co.

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
Montreal office: 1231 St. Catherine St., West.

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

POLICIES

All contracts are accepted subject to the Broadcasting Act (Canada), Broadcasting Regulations and the approval of the Canadian Broadcasting Corp.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada
Phone: Adelaide 3383

PERSONNEL

Manager.....Hal B. Williams
Production Manager.....Don Copeland
Station Director.....Stan Francis

STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJCB, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; CKTB,

St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; CKY, Winnipeg, Manitoba; CKBI, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CFRN, Edmonton, Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

The stations of the Dominion Broadcasting Co. are grouped regionally as follows:

Eastern Network: CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CHRC, Quebec.

Supplementary to Eastern Network: CKOC, Hamilton; CHML, Hamilton; CFCO, Chatham; CKPC, Brantford; CKTB, St. Catharines; CFRC, Kingston.

Western Network: CKY, Winnipeg; CHWC, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CFRN, Edmonton; CFCN, Calgary; CKWX, Vancouver.

Supplementary to Western Network: CFCH, North Bay; CKSO, Sudbury; CKPR, Fort William; CJOC, Lethbridge; CKOV, Kelowna; CFCL, Kamloops; CJAT, Trail; CFCT, Victoria.

Maritime Network: CKCW, Moncton; CFNB, Fredericton; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlottetown.

Supplementary to Maritime Network: CJCB, Sydney; CJLS, Yarmouth.

POLICIES

All programs are subject to the approval of the Dominion Broadcasting Co.

Services of artists' bureau, program department and announcers in arranging and presenting programs are included without extra charge.

The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada
Phone: R 2021

PERSONNEL

General Manager.....H. R. Carson

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

POLICIES

Coverage: Province of Alberta.

NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.
Weed & Company

NETWORK RESUME



EXPANSION keynoted major network activity during 1938, a total of 68 outlets being added to the Coast-to-Coast chains. Of this number, CBS added 10 stations, bringing its network up to a strength of 117 and maintaining its status as the country's largest individual web, as of January 1, 1939.

NBC added 23 additional outlets to its Red and Blue networks, some going to the former or latter and others being optional for either web. In some instances the additions to the web were set down as bonus stations, all depending on the market in question. The combined Red and Blue networks totaled 166 stations, including the M & O and affiliated outlets, as of January 1, 1939.

MBS took on 35 additional affiliates during 1938, the major deal being the expansion of MBS in the Southwest with the adding of the newly organized Texas State Network, which supplied 23 out of the total number that joined MBS during the year. This gives Mutual 110 outlets, as of January 1, 1939.

Other lines of expansion for CBS and NBC were the new, elaborate studios opened on the Coast to facilitate the ever-growing number of big productions originating in Hollywood.

Specialized sales plans were put through by NBC in behalf of its Blue network and this web received substantial promotional and reorganizational backing. CBS did as much for its key stations, including WABC, which received centralized sales attention.

Union activity found the network ready to accept more than its share of the added financial burden and responsibility, particularly in the case of the American Federation of Radio Artists, the nets first signing sustaining contracts and then coming to the rescue of the agency and his client by being the guarantor of the AFRA Code.

HOW TO behave in RADIO

Accepted radio behaviour during the year 1939 will demand the continued and intensive use of WOR . . . the station that is carrying more national spot programs than any station anywhere into the majority of more than 4,250,000 radio homes in 408 cities in 63 counties in 7 states.

*further facts may be obtained by addressing—
Sales Office, WOR, 1440 Broadway in New York*



STATIONS

of the United States



Standard **Experimental**
International **Canada**
High-Frequency **Mexico**
Cuba

•

Newspaper Owned Stations

•

**F.C.C. Application
Regulations**

•

Canada Survey



WBNX

NEW YORK • 1000 WATTS DAY AND NIGHT

The station that speaks your language!

With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as \$5,000 per family.

**METROPOLITAN STATION
COSMOPOLITAN AUDIENCE**

STANDARD STATIONS

OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and
Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;
d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250 d., 100 n.	389
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	371
KADA	Ada, Okla.	1200	100	345
KALB	Alexandria, La.	1210	250 d., 100 n.	261
KALE	Portland, Ore.	1300	1000	352
KAND	Corsicana, Tex.	1310	100	381
KANS	Wichita, Kans.	1210	100	257
KARK	Little Rock, Ark.	890	1000 d., 500 n.	191
KARM	Fresno, Calif.	1310	100	195
KASA	Elk City, Okla.	1210	100	346
KAST	Astoria, Ore.	1370	100	
		C.P. 1200	250 d., 100 n.	351
KATE	Albert Lea, Minn.	1420	250 d., 100 n.	282
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	307
KBIX	Muskogee, Okla.	1500	100	346
KBKR	Baker, Ore.	C.P. 1500	250 d., 100 n.	351
KBND	Bend, Ore.	C.P. 1310	250 d., 100 n.	351
KBPS	Portland, Ore.	1120	100	353
KBST	Big Spring, Tex.	1500	100	379
KBTM	Jonesboro, Ark.	1200	100	190
KCKN	Kansas City, Kan.	1310	100	255
KCMC	Texarkana, Ark.-Tex.	1420	250 d., 100 n.	391
KCMO	Kansas City, Mo.	1370	100	
		C.P. 1450	1000	290
KCRC	Enid, Okla.	1360	250	346
KCRJ	Jerome, Ariz.	1310	250 d., 100 n.	187
KDAL	Duluth, Minn.	1500	100	282
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	206
KDFN	Casper, Wyo.	1440	500	414
KDKA	Pittsburgh, Pa.	980	5000	361
KDLR	Devils Lake, N. Dak.	1210	250 d., 100 n.	329
KDNT	Denton, Tex.	1420	100	382
KDON	Monterey, Calif.	1210	100	200
KDTH	Dubuque, Ia.	C.P. 1340	500	250
KDYL	Salt Lake City, Utah	1290	5000 d., 1000 n.	393
KECA	Los Angeles, Calif.	1430	5000 d., 1000 n.	197
KEEN	Seattle, Wash.	1370	100	402
KEHE	Los Angeles, Calif.	780	5000 d., 1000 n.	197
KELA	Between Centralia and Chehalis, Wash.	1440	500	401
KELD	El Dorado, Ark.	1370	100	190
KELO	Sioux Falls, S. Dak.	1200	100	372
KERN	Bakersfield, Calif.	1370	100	193
KEUB	Price, Utah	1420	100	393
KEX	Portland, Ore.	1180	5000	353

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFAB	Lincoln, Nebr.	770	10000	299
KFAC	Los Angeles, Calif.	1300	1000	197
KFAM	St. Cloud, Minn.	1420	250 d., 100 n.	285
KFAR	Fairbanks, Alaska	C.P. 610	1000	415
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	296
KFBI	Abilene, Kans.	1050	5000	254
KFBK	Sacramento, Calif.	1490	10000	201
KFDA	Amarillo, Tex.	C.P. 1500	100	378
KFDM	Beaumont, Tex.	560	1000 d., 500 n.	379
KFDY	Brookings, S. Dak.	780	1000	371
KFEL	Denver, Colo.	920	500	209
KFEQ	St. Joseph, Mo.	680	2500	293
KFGQ	Boone, Ia.	1370	100	248
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	257
KFI	Los Angeles, Calif.	640	50000	197
KFIO	Spokane, Wash.	1120	100	404
KFIZ	Fond Du Lac, Wis.	1420	100	409
KFJB	Marshalltown, Ia.	1200	250 d., 100 n.	251
KFJI	Klamath Falls, Ore.	1210	100	352
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	330
KFJZ	Fort Worth, Tex.	1370	250 d., 100 n.	383
KFKA	Greeley, Colo.	880	1000 d., 500 n.	211
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	256
KFNF	Shenandoah, Ia.	890	1000 d., 500 n.	251
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	299
KFOX	Long Beach, Calif.	1250	1000	195
KFPL	Dublin, Tex.	1310	250 d., 100 n.	382
KFPW	Fort Smith, Ark.	1210	100	190
KFPY	Spokane, Wash.	890	5000 d., 1000 n.	404
KFQD	Anchorage, Alaska	780	250	414
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	202
KFRO	Longview, Tex.	1370	250	386
KFRU	Columbia, Mo.	630	1000 d., 500 n.	289
KFSD	San Diego, Calif.	600	1000	202
KFSG	Los Angeles, Calif.	1120	2500 d., 500 n.	198
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	293
KFVD	Los Angeles, Calif.	1000	1000	198
KFVS	Cape Girardeau, Mo.	1210	250 d., 100 n.	289
KFWB	Los Angeles, Calif.	950	5000 d., 1000 n.	198
KFXD	Nampa, Idaho	1200	250 d., 100 n.	230
KFXJ	Grand Junction, Colo.	1200	250 d., 100 n.	210
KFXM	San Bernardino, Calif.	1210	100	202
KFYO	Lubbock, Texas	1310	250 d., 100 n.	387
KFYR	Bismarek, N. Dak.	550	5000 d., 1000 n.	329
KGA	Spokane, Wash.	1470	5000	105
KGAR	Tucson, Ariz.	1370	250 d., 100 n.	188
KGB	San Diego, Calif.	1330	1000	203
KGBU	Ketchikan, Alaska	900	500	415
KGBX	Springfield, Mo.	1230	500	295
KGCA	Decorah, Ia.	1270	100	249
KGCI	Coeur D'Alene, Idaho	C.P. 1200	100	229
KGCU	Mandan, N. Dak.	1240	250	330
KGCV	Wolf Point, Mont.	1450	1000	298
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	283
KGDM	Stockton, Calif.	1100	1000	306

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGEK	Sterling, Colo.	1200	100	211
KGER	Long Beach, Calif.	1360	1000	196
KGEZ	Kalispell, Mont.	1310	100	297
KGFF	Shawnee, Okla.	1420	250 d., 100 n.	349
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	380
KGfJ	Los Angeles, Calif.	1200	100	198
KGFL	Roswell, New Mex.	1370	100	307
KGFW	Kearney, Nebr.	1310	250 d., 100 n.	298
KGFX	Pierre, S. Dak.	630	200	371
KGGF	Coffeyville, Kans.	1010	1000	254
KGGM	Albuquerque, N. Mex.	1230	1000	306
KGHF	Pueblo, Colo.	1320	500	211
KGHI	Little Rock, Ark.	1200	250 d., 100 n.	191
KGHL	Billings, Mont.	780	5000 d., 1000 n.	296
KGIR	Butte, Mont.	1340	5000 d., 1000 n.	296
KGIW	Alamosa, Colo.	1420	100	208
KGKB	Tyler, Tex.	1500	250 d., 100 n.	391
KGKL	San Angelo, Tex.	1370	250 d., 100 n.	388
KGKO	Fort Worth, Tex.	570	5000 d., 1000 n.	383
KGKY	Scottsbluff, Nebr.	1500	250 d., 100 n.	301
KGLO	Mason City, Ia.	1210	250 d., 100 n.	251
KGLU	Safford, Ariz.	1420	250 d., 100 n.	188
KGMB	Honolulu, Hawaii	1320	1000	415
KGNC	Amarillo, Tex.	1410	2500 d., 1000 n.	378
KGNF	North Platte, Nebr.	1430	1000	300
KGNO	Dodge City, Kans.	1340	250	254
KGO	San Francisco, Calif.	790	7500	203
KGU	Honolulu, Hawaii	750	2500	416
KGVL	Greenville, Tex.	C.P. 1200	100	385
KGVO	Missoula, Mont.	1260	5000 d., 1000 n.	297
KGW	Portland, Ore.	620	5000 d., 1000 n.	353
KGY	Olympia, Wash.	1210	100	402
KHBC	Hilo, Hawaii	1400	250	415
KHBG	Okmulgee, Okla.	1210	100	349
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	198
KHQ	Spokane, Wash.	590	5000 d., 1000 n.	405
KHSL	Chico, Calif.	1260	250	194
KHUB	Watsonville, Calif.	1310	250	207
KICA	Clovis, New Mex.	1370	100	307
KID	Idaho Falls, Idaho	1320	5000 d., 500 n.	229
KIDO	Boise, Idaho	1350	2500 d., 1000 n.	229
KIDW	Lamar, Colo.	1420	100	211
KIEM	Eureka, Calif.	1450	1000 d., 500 n.	195
KIEV	Glendale, Calif.	850	250	195
KINY	Juneau, Alaska	1430	250	415
KIRO	Seattle, Wash.	650	250	
		S.A. 710	1000	402
KIT	Yakima, Wash.	1250	1000 d., 500 n.	406
KITE	Kansas City, Mo.	1530	1000	290
KIUL	Garden City, Kans.	1210	100	255
KIUN	Pecos, Tex.	1370	100	388
KIUP	Durango, Colo.	1370	100	210
KJBS	San Francisco, Calif.	1070	500	203
KJR	Seattle, Wash.	970	5000	403
KLAH	Carlsbad, New Mex.	1210	250 d., 100 n.	306
KLBM	La Grande, Ore.	1420	250 d., 100 n.	352
KLCN	Blytheville, Ark.	1200	100	189

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLO	Ogden, Utah	1400	500 C.P. 5000 d., 1000 n.	393
KLPM	Minot, N. Dak.	1360	1000 d., 500 n.	331
KLRA	Little Rock, Ark.	1300	5000 d., 1000 n.	191
KLS	Oakland, Calif.	1280	250	201
KLUF	Galveston, Tex.	1370	250 d., 100 n.	385
KLX	Oakland, Calif.	880	1000	201
KLZ	Denver, Colo.	560	5000 d., 1000 n.	209
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	253
KMAC	San Antonio, Tex.	1370	250 d., 100 n.	380
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	291
KMED	Medford, Ore.	1410	250	352
KMJ	Fresno, Calif.	580	1000	195
KMLB	Monroe, La.	1200	250 d., 100 n.	262
KMMJ	Clay Center, Nebr.	740	1000	298
KMO	Tacoma, Wash.	1330	1000	405
KMOX	St. Louis, Mo.	1090	50000	293
KMPC	Beverly Hills, Calif.	710	500	194
KMTR	Los Angeles, Calif.	570	1000	199
KNEL	Brady, Tex.	1500	250	379
KNET	Palestine, Tex.	1420	100	387
KNOW	Austin, Tex.	1500	100 C.P. 250 d.	378
KNX	Los Angeles, Calif.	1050	50000	100
KOA	Denver, Colo.	830	50000	209
KOAC	Corvallis, Ore.	550	1000	351
KOAM	Pittsburg, Kans.	790	1000	256
KOB	Albuquerque, New Mex.	1180	10000	306
KOBH	Rapid City, S. Dak.	1370	250 d., 100 n.	371
KOCA	Kilgore, Tex.	1210	250 d., 100 n.	386
KOCY	Oklahoma City, Okla.	1310	250 d., 100 n.	347
KOH	Reno, Nev.	1380	500	301
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	300
KOIN	Portland, Ore.	940	5000 d., 1000 n.	353
KOKO	La Junta, Colo.	1370	100	211
KOL	Seattle, Wash.	1270	5000 d., 1000 n.	103
KOMA	Oklahoma City, Okla.	1480	5000	347
KOME	Tulsa, Okla.	C.P. 1310	250	349
KOMO	Seattle, Wash.	920	5000 d., 1000 n.	103
KONO	San Antonio, Tex.	1370	250 d., 100 n.	389
KOOS	Marshfield, Ore.	1200	250 d., 100 n.	352
KORE	Eugene, Ore.	1420	100	351
KOTN	Pine Bluff, Ark.	1500	100	191
KOVC	Valley City, N. Dak.	1500	250 d., 100 n.	331
KOY	Phoenix, Ariz.	1390	1000	187
KPAB	Laredo, Tex.	1500	250 d., 100 n.	386
KPAC	Port Arthur, Tex.	1260	500	388
KPDN	Pampa, Tex.	1310	100	387
KPFA	Helena, Mont.	1210	250 d., 100 n.	297
KPLC	Lake Charles, La.	1500	250 d., 100 n.	262
KPLT	Paris, Tex.	1500	250	388
KPMC	Bakersfield, Calif.	1550	1000	193
KPO	San Francisco, Calif.	680	50000	201
KPOF	Denver, Colo.	880	1000	209
KPPC	Pasadena, Calif.	1210	100	201
KPQ	Wenatchee, Wash.	1500	250 d., 100 n.	106
KPRC	Houston, Tex.	920	5000 d., 1000 n.	385

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1380	1000 d., 500 n.	363
KQW	San Jose, Calif.	1010	1000	
			C.P. 5000 d.	205
KRBA	Lufkin, Tex.	1310	100	387
KRBC	Abilene, Tex.	1420	250 d., 100 n.	378
KRBM	Bozeman, Mont.	C.P. 1420	250 d., 100 n.	296
KRE	Berkeley, Calif.	1370	250 d., 100 n.	194
KRGV	Weslaco, Tex.	1260	1000	392
KRIC	Beaumont, Tex.	1420	250 d., 100 n.	379
KRIN	Corpus Christi, Tex.	1330	500	381
KRKD	Los Angeles, Calif.	1120	2500 d., 500 n.	199
KRKO	Everett, Wash.	1370	50	401
KRLC	Lewiston, Idaho	1390	250	229
KRLD	Dallas, Tex.	1040	10000	
			C.P. 50000	381
KRLH	Midland, Tex.	1420	100	387
KRMC	Jamestown, N. Dak.	1370	250 d., 100 n.	330
KRMD	Shreveport, La.	1310	250 d., 100 n.	264
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	354
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	249
KROC	Rochester, Minn.	1310	250 d., 100 n.	285
KROD	El Paso, Tex.	C.P. 1500	100	382
KROW	Oakland, Calif.	930	1000	201
KROY	Sacramento, Calif.	1210	100	202
KRQA	Sante Fe, New Mexico	1310	100	307
KRRV	Sherman, Tex.	1310	250	390
KRSC	Seattle, Wash.	1120	250	403
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	256
KSAL	Salina, Kans.	1500	250 d., 100 n.	257
KSAM	Huntsville, Tex.	1500	100	386
KSAN	San Francisco, Calif.	1420	100	204
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	253
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	294
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	230
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	204
KSL	Salt Lake City, Utah	1130	50000	394
KSLM	Salem, Ore.	1370	100	
		C.P. 1360	500	354
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	250
KSOO	Sioux Falls, S. Dak.	1110	5000	372
KSRO	Santa Rosa, Calif.	1310	25000 d., 10000 n.	206
KSTP	St. Paul, Minn.	1460	250 d., 100 n.	
			C.P. 50000	285
KSUB	Cedar City, Utah	1310	100	392
KSUN	Lowell, Ariz.	1200	250 d., 100 n.	187
KTAR	Phoenix, Ariz.	620	1000	188
KTAT	Fort Worth, Tex.	1240	1000	383
KTBC	Austin, Tex.	1120	1000	379
KTBS	Shreveport, La.	1450	1000	264
KTEM	Temple, Tex.	1370	250	390
KTFI	Twin Falls, Idaho	1240	1000	230
KTHS	Hof Springs National Park, Ark.	1040	10000	190
KTIC	Visalia, Calif.	1190	250	207
KTMS	Santa Barbara, Calif.	1220	500	206
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	416
KTOK	Oklahoma City, Okla.	1370	100	347
KTEB	Modesto, Calif.	740	250	200
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	385
KTRI	Sioux City, Ia.	1420	250 d., 100 n.	253
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	389
KTSM	El Paso, Tex.	1310	250 d., 100 n.	382
KTSW	Emporia, Kans.	C.P. 1370	250 d., 100 n.	255
KTUL	Tulsa, Okla.	1400	5000 d., 1000 n.	350
KTW	Seattle, Wash.	1220	1000	404
KUJ	Walla Walla, Wash.	1370	100	406
KUMA	Yuma, Ariz.	1420	100	189
KUOA	Siloam Springs, Ark.	1260	5000	193
KUSD	Vermillion, S. Dak.	890	500	372
KUTA	Salt Lake City, Utah	1500	100	394
KVAK	Atchison, Kans.	C.P. 1420	100	254
KVAN	Vancouver, Wash.	C.P. 880	250	406
KVCV	Redding, Calif.	1200	100	201
KVEC	San Luis Obispo, Calif.	1200	250 d., 100 n.	205

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVGB	Great Bend, Kans.	1370	100	255
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	405
KVNU	Logan, Utah	C.P. 1200	100	392
KVOA	Tucson, Ariz.	1260	1000	189
KVOD	Denver, Colo.	920	500	210
KVOL	Santa Ana, Calif.	1500	100	205
KVOL	Lafayette, La.	1310	250 d., 100 n.	262
KVOO	Tulsa, Okla.	1140	25000	350
KVOR	Colorado Springs, Colo.	1270	1000	208
KVOS	Bellingham, Wash.	1200	100	401
KVOX	Moorhead, Minn.	1310	250 d., 100 n.	284
KVRS	Rock Springs, Wyoming	1370	250 d., 100 n.	414
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	345
KVWC	Vernon, Tex.	C.P. 1500	100	391
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	230
KWBG	Hutchinson, Kans.	1420	100	255
KWEW	Hobbs, New Mexico	1500	100	307
KWFT	Wichita Falls, Tex.	C.P. 620	1000 d., 250 n.	392
KWVG	Stockton, Calif.	1200	100	207
KWJB	Globe, Ariz.	C.P. 1210	250 d., 100 n.	187
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		354
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	294
KWKH	Shreveport, La.	850	10000	
		S.A. 1100		265
KWLC	Decorah, Iowa	1270	100	249
KWLK	Longview, Wash.	780	250	402
KWNO	Winona, Minn.	1200	250	286
KWOC	Poplar Bluff, Mo.	1310	100	293
KWOS	Jefferson City, Mo.	1310	250 d., 100 n.	289
KWSC	Pullman, Wash.	1220	000 d., 1000 n.	402
KWTN	Watertown, S. Dak.	1210	100	372
KWTO	Springfield, Mo.	560	5000	295
KWYO	Sheridan, Wyoming	1370	250 d., 100 n.	414
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	404
KXL	Portland, Ore.	1420	250 d., 100 n.	354
KXO	El Centro, Calif.	1500	100	194
KXOK	St. Louis, Mo.	1250	1000	294
KXEO	Aberdeen, Wash.	1310	250 d., 100 n.	401
KXYZ	Houston, Tex.	1440	1000	386
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	205
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	188
KYOS	Merced, Calif.	1040	250	200
KYSM	Mankato, Minn.	1500	250 d., 100 n.	283
KYW	Philadelphia, Pa.	1020	10000	358
WAAB	Boston, Mass.	1410	1000 d., 500 n.	271
WAAF	Chicago, Ill.	920	1000	233
WAAT	Jersey City, N. J.	940	500	304
WAAW	Omaha, Nebr.	660	500	300
WABC	New York, N. Y.	860	50000	313
WABI	Bangor, Me.	1200	250 d., 100 n.	265
WABY	Albany, N. Y.	1370	250 d., 100 n.	308
WACO	Waco, Tex.	1420	100	391
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	331
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	225
WAGF	Dothan, Ala.	1370	250	185
WAGM	Presque Isle, Maine	1420	100	267
WAIM	Anderson, S. C.	1200	100	308
WAIR	Winston-Salem, N. C.	1250	250	328
WALA	Mobile, Ala.	1380	1000 d., 500 n.	185
WALR	Zanesville, Ohio	1210	100	345
WAML	Laurel, Miss.	1310	250 d., 100 n.	288
WAPI	Birmingham, Ala.	1140	5000	183
WAPO	Chattanooga, Tenn.	1420	250 d., 100 n.	373
WARD	Brooklyn, N. Y.	1400	500	309
WASH	Grand Rapids, Mich.	1270	500	279
WATL	Atlanta, Ga.	1370	250 d., 100 n.	225
WATR	Waterbury, Conn.	1190	100	
		C.P. 1290	250	215
WAVE	Louisville, Ky.	940	1000	259
WAWZ	Zarephath, N. J.	1350	1000 d., 500 n.	305
WAYX	Waycross, Ga.	1200	250 d., 100 n.	228

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WAZL	Hazleton, Pa.	1420	100	357
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	248
WBAL	Baltimore, Md.	1060	10000	267
WBAP	Fort Worth, Tex.	800	50000	385
WBAX	Wilkes-Barre, Pa.	1210	100	366
WBBC	Brooklyn, N. Y.	1400	500	309
WBBL	Richmond, Va.	1210	100	309
WBBM	Chicago, Ill.	770	50000	233
WBBR	Brooklyn, N. Y.	1300	1000	309
WBBZ	Ponca City, Okla.	1200	250 d., 100 n.	349
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	277
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	310
WBEO	Marquette, Mich.	1310	250 d., 100 n.	281
WBHP	Huntsville, Ala.	1200	100	185
WBIG	Greensboro, N. C.	1440	1000	326
WBIL	New York, N. Y.	1100	5000	314
WBLK	Clarksburg, W. Va.	1370	100	408
WBLY	Lima, Ohio	1210	100	343
WBNO	New Orleans, La.	1420	250 d., 100 n.	262
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	341
WBNX	New York, N. Y.	1350	1000	314
WBNY	Buffalo, N. Y.	1370	250 d., 100 n.	311
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	247
WBRB	Red Bank, N. J.	1210	100	305
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	184
WBRE	Wilkes-Barre, Pa.	1310	250 d., 100 n.	366
WBRK	Pittsfield, Mass.	1310	250 d., 100 n.	275
WBRY	Waterbury, Conn.	1530	1000	215
WBT	Charlotte, N. C.	1080	50000	324
WBTH	Williamson, W. Va.	C.P. 1370	100	409
WBTM	Danville, Va.	1370	250 d., 100 n.	397
WBZ	Boston, Mass.	990	50000	271
WBZA	Boston, Mass.	990	1000	271
WCAD	Canton, N. Y.	1220	500	312
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	363
WCAI	Northfield, Minn.	760	500	284
WCAM	Camden, N. J.	1280	500	303
WCAO	Baltimore, Md.	600	1000 d., 500 n.	268
WCAP	Asbury Park, N. J.	1280	500	303
WCAT	Rapid City, S. Dak.	1200	100	372
WCAU	Philadelphia, Pa.	1170	50000	358
WCAX	Burlington, Vt.	1200	250 d., 100 n.	394
WCAZ	Carthage, Ill.	1070	100	231
WCBA	Allentown, Pa.	1440	500	355
WCBD	Chicago, Ill.	1080	5000	233
WCBM	Baltimore, Md.	1370	250 d., 100 n.	268
WCBS	Springfield, Ill.	1420	250 d., 100 n.	242
WCCO	Minneapolis, Minn.	810	50000	283
WCFL	Chicago, Ill.	970	5000	233
WCHS	Charleston, W. Va.	580	1000 d., 500 n.	407
WCHV	Charlottesville, Va.	1420	250 d., 100 n.	397
WCKY	Covington, Ky.	1490	10000	
			C.P. 50000	333
WCLE	Cleveland, Ohio	610	500	339
WCLO	Janesville, Wisc.	1200	250 d., 100 n.	410
WCLS	Joliet, Ill.	1310	100	240
WCMI	Ashland, Ky.	1310	250 d., 100 n.	259
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	310
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	221
WCOB	Meridian, Miss.	880	1000	288
WCOL	Columbus, Ohio	1210	100	341
WCOP	Boston, Mass.	1120	500	272
WCOS	Columbia, S. C.	C.P. 1370	250 d., 100 n.	369
WCOU	Lewiston, Me.	1210	100	266
WCOV	Montgomery, Ala.	C.P. 1210	100	185
WCPO	Cincinnati, Ohio	1200	250 d., 100 n.	337
WCRW	Chicago, Ill.	1210	100	235
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	368
WCSH	Portland, Maine	940	2500 d., 1000 n.	266
WDAF	Tampa, Florida	1220	5000 d., 1000 n.	223
WDAF	Kansas City, Mo.	610	5000 d., 1000 n.	291
WDAH	El Paso, Texas	1310	250 d., 100 n.	382
WDAN	Danville, Ill.	1500	250	239

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAS	Philadelphia, Pa.	1370	250 d., 100 n.	350
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	330
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	400
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	221
WDEL	Wilmington, Delaware	1120	500 d., 250 n.	216
WDEV	Waterbury, Vt.	550	500	395
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	284
WDNC	Durham, N. C.	1500	100	
			C.P. 250 d.	325
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	373
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	213
WDSM	Superior, Wisc.	C.P. 1200	100	413
WDSU	New Orleans, La.	1250	1000	263
WDWS	Champaign, Ill.	1370	250 d., 100 n.	231
WDZ	Tuscola, Ill.	1020	250	
			C.P. 1000	242
WEAF	New York, N. Y.	660	50000	315
WEAN	Providence, R. I.	780	5000 d., 1000 n.	367
WEAU	Eau Claire, Wisc.	1050	1000	409
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	282
WEBQ	Harrisburg, Ill.	1210	250 d., 100 n.	240
WEBR	Buffalo, N. Y.	1310	250 d., 100 n.	311
WEDC	Chicago, Ill.	1210	100	235
WEED	Rocky Mount, N. C.	1420	250 d., 100 n.	328
WEEI	Boston, Mass.	590	5000 d., 1000 n.	272
WEEU	Reading, Pa.	830	1000	364
WELI	New Haven, Conn.	930	500 d., 250 n.	214
WELL	Battle Creek, Mich.	1420	100	277
WEMP	Milwaukee, Wisc.	1310	100	411
WENR	Chicago, Ill.	870	50000	255
WENY	Elmira, N. Y.	C.P. 1200	250	312
WEOA	Evansville, Ind.	1370	250 d., 100 n.	243
WESG	Elmira, N. Y.	1040	1000	
		S.A. 850		313
WEST	Easton, Pa.	1200	250 d., 100 n.	355
WEVD	New York, N. Y.	1300	1000	315
WEW	St. Louis, Mo.	760	1000	204
WEXL	Royal Oak, Mich.	1310	50	281
WFAA	Dallas, Tex.	800	50000	381
WFAM	South Bend, Ind.	1200	100	247
WFAS	White Plains, N. Y.	1210	100	323
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	370
WFBG	Altoona, Pa.	1310	100	355
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	321
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	245
WFBR	Baltimore, Md.	1270	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	268
WFDF	Flint, Mich.	1310	100	279
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	302
WFIL	Philadelphia, Pa.	560	1000	359
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	223
WFMD	Frederick, Md.	900	500	269
WFMJ	Youngstown, Ohio	C.P. 1420	100	344
WFNC	Fayetteville, N. C.	C.P. 1340	250	325
WFOR	Hattiesburg, Miss.	1370	100	287
WFOY	St. Augustine, Fla.	1210	250 d., 100 n.	222
WFTC	Kinston, N. C.	1200	250 d., 100 n.	327
WGAL	Lancaster, Pa.	1500	250 d., 100 n.	357
WGAN	Portland, Me.	640	500	267
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	339
WGAU	Athens, Ga.	1310	250 d., 100	225
WGBB	Freeport, N. Y.	1210	100	313
WGBF	Evansville, Ind.	630	1000 d., 500 n.	244
WGBI	Scranton, Pa.	880	1000 d., 500 n.	364
WGCM	Mississippi City, Miss.	1210	250 d., 100 n.	288
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	235
WGH	Newport News, Va.	1310	250 d., 100 n.	398
WGIL	Galesburg, Ill.	1500	250	240
WGKY	Charleston, W. Va.	C.P. 1500	100	407
WGL	Fort Wayne, Ind.	1370	250 d., 100 n.	244
WGN	Chicago, Ill.	720	50000	235
WGNC	Gastonia, N. C.	C.P. 1420	250 d., 100 n.	326
WGNV	Newburgh, N. Y.	1210	100	313

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGPC	Albany, Ga.	1420	100	225
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	312
WGRC	New Albany, Ind.	1370	250	246
WGRM	Grenada, Miss.	1210	100	
			C.P. 250 d.	287
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	226
WGTM	Wilson, N. C.	1310	100	328
WGY	Schenectady, N. Y.	790	50000	321
WHA	Madison, Wis.	940	5000	411
WHA1	Greenfield, Mass.	1210	250	274
WHAM	Rochester, N. Y.	1150	50000	320
WHAS	Louisville, Ky.	820	50000	260
WHAT	Philadelphia, Pa.	1310	100	359
WHAZ	Troy, N. Y.	1300	1000	322
WHB	Kansas City, Mo.	860	1000	291
WHBB	Selma, Ala.	1500	100	186
WHBC	Canton, Ohio	1200	100	
			C.P. 250 d.	333
WHBF	Rock Island, Ill.	1210	250 d., 100 n.	
		C.P. 1240	1000	241
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	304
WHBL	Sheboygan, Wis.	1300	250	
			C.P. 1000 d.	413
WHBQ	Memphis, Tenn.	1370	100	375
WHBU	Anderson, Ind.	1210	250 d., 100 n.	243
WHBY	Green Bay, Wis.	1200	250 d., 100 n.	409
WHDF	Calumet, Mich.	1370	250 d., 100 n.	277
WHDH	Boston, Mass.	830	1000	273
WHDL	Olean, N. Y.	1400	250	318
WHEB	Portsmouth, N. H.	740	250	302
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	320
WHFC	Cicero, Ill.	1420	250 d., 100 n.	239
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	343
WHIP	Hammond, Ind.	1480	5000	245
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	407
WHJB	Greensburg, Pa.	620	250	356
WHK	Cleveland, Ohio	1390	2500 d., 1000 n.	340
WHKC	Columbus, Ohio	640	500	342
WHLB	Virginia, Minn.	1370	250 d., 100 n.	286
WHLS	Port Huron, Mich.	1370	250	281
WHMA	Anniston, Ala.	1420	100	183
WHN	New York, N. Y.	1010	5000 d., 1000 n.	315
WHO	Des Moines, Ia.	1000	50000	250
WHOM	Jersey City, N. J.	1450	250	304
WHP	Harrisburg, Pa.	1430	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	357
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	411
WIBC	Indianapolis, Ind.	1050	1000	246
WIBG	Glenside, Pa.	970	100	356
WIBM	Jackson, Mich.	1370	250 d., 100 n.	280
WIBU	Poynette, Wis.	1210	250 d., 100 n.	412
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	257
WIBX	Utica, N. Y.	1200	250 d., 100 n.	323
WICA	Ashtabula, Ohio	940	250	333
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	213
WIL	St. Louis, Mo.	1200	250 d., 100 n.	295
WILL	Urbana, Ill.	580	1000	
			C.P. 5000	242
WILM	Wilmington, Del.	1420	100	216
WIND	Gary, Ind.	560	5000 d., 1000 n.	245
WINS	New York, N. Y.	1180	1000	315
WIOD-WMBF	Miami, Fla.	610	1000	219
WIP	Philadelphia, Pa.	610	1000	361
WIRE	Indianapolis, Ind.	1400	5000 d., 1000 n.	246
WIS	Columbia, S. C.	560	5000 d., 1000 n.	369
WISN	Milwaukee, Wis.	1120	1000 d., 250 n.	412
WJAC	Johnstown, Pa.	1310	250 d., 100 n.	357
WJAG	Norfolk, Nebr.	1060	1000	299
WJAR	Providence, R. I.	890	5000 d., 1000 n.	367
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	363
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	218
WJBC	Bloomington, Ill.	1200	250 d., 100 n.	231
WJBK	Detroit, Mich.	1500	250 d., 100 n.	277

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJBL	Decatur, Ill.	1200	100	239
WJBO	Baton Rouge, La.	1120	500	261
WJBW	New Orleans, La.	1200	100	263
WJBY	Gadsden, Ala.	1210	250 d., 100 n.	185
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	287
WJEL	Hagerstown, Md.	1210	100 d.	269
WJIL	Johnson City, Tenn.	C.P. 1200	250 d., 100 n.	374
WJHP	Jacksonville, Fla.	C.P. 1290	250	219
WJIM	Lansing, Mich.	1210	250 d., 100 n.	280
WJJD	Chicago, Ill.	1130	20000	237
WJLS	Beekley, W. Va.	C.P. 1210	250 d., 100 n.	407
WJMC	Rice Lake, Wisc.	C.P. 1210	250	413
WJMS	Ironwood, Mich.	1420	100	280
WJNO	West Palm Beach, Fla.	1200	250 d., 100 n.	223
WJNR	Detroit, Mich.	750	50000	278
WJRD	Tuscaloosa, Ala.	1200	250	186
WJSV	Washington, D. C.	1460	10000	
WJTN	Jamestown, N. Y.	1210	C.P. 50000	216
WJWV	Akron, Ohio	1210	250 d., 100 n.	313
WJZ	New York, N. Y.	760	250 d., 100 n.	333
WKAQ	San Juan, Puerto Rico	1240	50000	317
WKAR	East Lansing, Mich.	850	1000	416
WKAT	Miami Beach, Fla.	1500	C.P. 5000	270
WKBB	East Dubuque, Ill.		250 d., 100 n.	221
WKBH	C.P. Dubuque, Ia.	1500	250 d., 100 n.	250
WKBN	La Crosse, Wisc.	1380	1000	410
WKBO	Youngstown, Ohio	570	500	345
WKBY	Harrisburg, Pa.	1200	250 d., 100 n.	357
WKBW	Richmond, Ind.	1500	100	247
WKBZ	Buffalo, N. Y.	1480	5000	312
WKEU	Muskegon, Mich.	1500	250 d., 100 n.	281
WKOK	Griffin, Ga.	1500	100	227
WKRC	Sunbury, Pa.	1210	100	365
WKST	Cincinnati, Ohio	550	5000 d., 1000 n.	337
WKY	New Castle, Pa.	1250	250	358
WKZO	Oklahoma City, Okla.	900	5000 d., 1000 n.	347
	Kalamazoo, Mich.	590	1000	
WLAC	Nashville, Tenn.	1470	C.P. 1000 d., 250 n.	280
WLAK	Lakeland, Fla.	1310	5000	377
WLAP	Lexington, Ky.	1420	250 d., 100 n.	219
WLAW	Lawrence, Mass.	680	250 d., 100 n.	259
WLB	Minneapolis, Minn.	760	1000	275
WLBC	Muncie, Ind.	1310	5000	284
WLBL	Stevens Point, Wisc.	900	250 d., 100 n.	246
WLBZ	Bangor, Me.	620	5000	413
WLEU	Erie, Pa.	1420	1000 d., 500 n.	266
WLLH	Lowell, Mass.	1370	250 d., 100 n.	356
WLNH	Laconia, N. H.	1310	250 d., 100 n.	275
WLS	Chicago, Ill.	870	100	302
WLTH	Brooklyn, N. Y.	1400	50000	237
WLVA	Lynchburg, Va.	1200	500	310
WLW	Cincinnati, Ohio	700	250 d., 100 n.	398
WMAL	Washington, D. C.	630	50000	337
WMAQ	Chicago, Ill.	670	500 d., 250 n.	217
WMAS	Springfield, Mass.	1420	50000	238
WMAZ	Macon, Ga.	1180	250 d., 100 n.	276
WMBC	Detroit, Mich.	1420	5000 d., 1000 n.	227
WMBD	Peoria, Ill.	1440	250 d., 100 n.	278
WMBF-WIOD	Miami, Fla. (See WIOD, Page 219)		5000 d., 1000 n.	240
WMBG	Richmond, Va.	1350	500	399
WMBH	Joplin, Mo.	1420	250 d., 100 n.	289
WMBI	Chicago, Ill.	1080	5000	238
WMBO	Auburn, N. Y.	1310	100	
WMBR	Jacksonville, Fla.	1370	C.P. 250 d.	308
WMBS	Uniontown, Pa.	1420	250 d., 100 n.	219
WMC	Memphis, Tenn.	780	250 d., 100 n.	365
WMCA	New York, N. Y.	570	5000 d., 1000 n.	375
WMEX	Boston, Mass.	1500	1000	317
		C.P. 1470	250 d., 100 n.	
WMFD	Wilmington, N. C.	1370	5000	273
WMFF	Plattsburg, N. Y.	1310	100	328
			250 d., 100 n.	319

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMFG	Hibbing, Minn.	1210	250 d., 100 n.	283
WMFJ	Daytona Beach, Fla.	1420	100	218
WMFO	Decatur, Ala.	1370	100	184
WMFR	High Point, N. C.	1200	100	327
WMIN	St. Paul, Minn.	1370	250 d., 100 n.	286
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	408
WMPC	Lapeer, Mich.	1200	250 d., 100 n.	280
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	375
WMRO	Aurora, Ill.	C.P. 1250	250	231
WMSD	Muscle Shoals City, Ala.	1420	100	186
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	248
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	273
WNAD	Norman, Okla.	1010	1000	346
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	372
WNBC	New Britain, Conn.	1380	1000 d., 250 n.	214
WNBF	Binghamton, N. Y.	1500	250 d., 100 n.	309
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	275
WNBX	Springfield, Vt.	1260	1000	395
WNBZ	Saranac Lake, N. Y.	1290	100	321
WNEL	San Juan, Puerto Rico.	1290	2500 d., 1000 n.	416
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	317
WNLC	New London, Conn.	1500	100	215
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	374
WNYC	New York, N. Y.	810	1000	317
WOAI	San Antonio, Tex.	1190	5000	389
WOC	Davenport, Ia.	1370	250 d., 100 n.	249
WOCB	Barnstable Township, Mass.	C.P. 1210	250 d., 100 n.	271
WOI	Ames, Ia.	640	5000	248
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	308
WOL	Washington, D. C.	1230	1000	217
WOLS	Florence, S. C.	1200	100	370
WOMI	Owensboro, Ky.	1500	250 d., 100 n.	260
WOMT	Manitowoc, Wis.	1210	100	411
WOOD	Grand Rapids, Mich.	1270	500	279
WOPI	Bristol, Tenn.	1500	100	373
WOR	Newark, N. J.	710	50000	305
WORC	Worcester, Mass.	1280	500	276
WORK	York, Pa.	1320	1000	367
WORL	Boston, Mass.	920	500	274
WOSU	Columbus, Ohio	570	1000 d., 750 n.	342
WOV	New York, N. Y.	1130	1000	318
WOW	Omaha, Nebr.	590	5000 d., 1000 n.	301
WOWO	Fort Wayne, Ind.	1160	10000	244
WPAD	Paducah, Ky.	1420	250 d., 100 n.	261
WPAR	Parkersburg, W. Va.	1420	100	408
WPAX	Thomasville, Ga.	1210	100	228
WPAY	Portsmouth, Ohio	1370	100	343
WPEN	Philadelphia, Pa.	920	1000	361
WPG	Atlantic City, N. J.	1100	5000	303
WPIC	Sharon, Pa.	780	250	365
WPIV	Petersburg, Va.	1210	250 d., 100 n.	399
WPRA	Mayaguez, Puerto Rico.	1370	250 d., 100 n.	416
WPRO	Providence, R. I.	630	1000 d., 500 n.	368
WPRP	Ponce, Puerto Rico.	1420	250 d., 100 n.	416
WPTF	Raleigh, N. C.	680	5000	327
WQAM	Miami, Fla.	560	1000	221
WQAN	Scranton, Pa.	880	1000 d., 500 n.	364
WQBC	Vicksburg, Miss.	1360	1000	288
WQDM	St. Albans, Vt.	1390	1000	395
WQXR	New York, N. Y.	1550	1000	318
WRAK	Williamsport, Pa.	1370	250 d., 100 n.	366
WRAL	Raleigh, N. C.	C.P. 1210	250 d., 100 n.	328
WRAW	Reading, Pa.	1310	100	364
WRBL	Columbus, Ga.	1200	250 d., 100 n.	227
WRC	Washington, D. C.	950	5000 d., 1000 n.	217
WRDO	Augusta, Me.	1370	100	265
WRDW	Augusta, Ga.	1500	250 d., 100 n.	226
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	375
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	256
WRGA	Rome, Ga.	1500	250 d., 100 n.	227
WRJN	Racine, Wis.	1370	250 d., 100 n.	412
WRKL	Rock Hill, S. C.	C.P. 1500	100	370
WRNL	Richmond, Va.	880	500	399
WROK	Rockford, Ill.	1410	1000 d., 500 n.	241

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WROL	Knoxville, Tenn.	1310	250 d., 100 n.	374
WRE	Dallas, Tex.	1280	500	381
WRFD	Richmond, Va.	1500	100	400
WRUF	Gainesville, Fla.	830	5000	218
WRVA	Richmond, Va.	1110	5000	
			C.P. 50000	400
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	339
WSAJ	Grove City, Pa.	1310	100	356
WSAL	Salisbury, Md.	1200	250	269
WSAN	Allentown, Pa.	1440	500	355
WSAR	Fall River, Mass.	1450	1000	274
WSAU	Wausau, Wisc.	1370	250 d., 100 n.	413
WSAV	Savannah, Ga.	C.P. 1310	100	227
WSAY	Rochester, N. Y.	1210	250 d., 100 n.	321
WSAZ	Huntington, W. Va.	1190	1000	408
WSB	Atlanta, Ga.	740	50000	226
WSBC	Chicago, Ill.	1210	250 d., 100 n.	238
WSBT	South Bend, Ind.	1360	500	247
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	186
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	184
WSIX	Nashville, Tenn.	1210	250 d., 100 n.	377
WSJS	Winston-Salem, N. C.	1310	100	329
WSLI	Jackson, Miss.	1420	250 d., 100 n.	288
WSM	Nashville, Tenn.	650	50000	377
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	263
WSMK	Dayton, Ohio	1380	200	
			C.P. 500 d., 250 n.	343
WSNJ	Bridgeton, N. J.	1210	100	303
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	325
WSPA	Spartanburg, S. C.	920	1000	370
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	344
WSPR	Springfield, Mass.	1140	500	276
WSTP	Salisbury, N. C.	C.P. 1500	250 d., 100 n.	328
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	251
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	222
WSVA	Harrisonburg, Va.	550	500	397
WSVS	Buffalo, N. Y.	1370	50	312
WSYB	Rutland, Vt.	1500	100	394
WSYR-WSYU	Syracuse, N. Y.	570	1000	321 & 322
WTAD	Quincy, Ill.	900	1000	241
WTAG	Worcester, Mass.	580	1000	276
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	223
WTAM	Cleveland, Ohio	1070	50000	341
WTAQ	Green Bay, Wisc.	1330	1000	
			C.P. 5000 d.	410
WTFAR	Norfolk, Va.	780	1000	
			C.P. 5000 d.	398
WTAW	College Station, Tex.	1120	500	380
WTAX	Springfield, Ill.	1210	100	242
WTBO	Cumberland, Md.	800	250	269
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	286
WTEL	Philadelphia, Pa.	1310	100	361
WTHT	Hartford, Conn.	1200	100	213
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		214
WTJS	Jackson, Tenn.	1310	250 d., 100 n.	374
WTMA	Charleston, S. C.	C.P. 1210	250 d., 100 n.	369
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	412
WTMV	East St. Louis, Ill.	1500	250 d., 100 n.	239
WTNJ	Trenton, N. J.	1280	500	305
WTOC	Savannah, Ga.	1260	1000	
			C.P. 5000 d.	228
WTOL	Toledo, Ohio	1200	100	344
WTRC	Elkhart, Ind.	1310	250 d., 100 n.	243
WTRY	Troy, N. Y.	C.P. 950	1000	323
WVFW	Brooklyn, N. Y.	1400	500	310
WWAE	Hammond, Ind.	1200	100	245
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	278
WWL	New Orleans, La.	850	50000	263
WWNC	Asheville, N. C.	570	1000	324
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	324
WWSW	Pittsburgh, Pa.	1500	250 d., 100 n.	363
WWVA	Wheeling, W. Va.	1160	5000	409
WXYZ	Detroit, Mich.	1240	1000	278

STATIONS BY CITIES

WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR			WCAO	C
Aberdeen, Wash.	KXRO	M		WCBM	
Abilene, Kansas	KFBI			WFBR	NR
Abilene, Texas	KRBC	M	Bangor, Me.	WABI	C
Ada, Okla.	KADA	M		WLBZ	NB-NR-M
Akron, Ohio (Tallmadge)	WADC	C	Barnstable Township, Mass.	WOCB	
	WJW		Baton Rouge, La.	WJBO	NB
Alamosa, Colo.	KGIW		Battle Creek, Mich.	WELL	NB
Albany, Ga.	WGPC		Bay City, Mich.	WBCM	NB
Albany, N. Y.	WABY	NB	Beaumont, Tex.	KFDM	NB-NR
	WOKO	C		KRIC	M
Albert Lea, Minn.	KATE		Beckley, W. Va.	WJLS	
Albuquerque, N. M.	KGGM	C	Bellingham, Wash.	KVOS	M
	KOB	NB-NR	Bend, Ore.	KBND	
Alexandria, La.	KALB		Berkeley, Calif.	KRE	
Allentown, Pa.	WCBA		Beverly Hills, Calif.	KMPC	
	WSAN	NB-NR	Big Spring, Tex.	KBST	M
Altoona, Pa.	WFBG		Billings, Mont.	KGHL	NB-NR
Amarillo, Texas	KFDA		Binghamton, N. Y.	WNBF	C
	KGNC	NB-NR-M	Birmingham, Ala.	WAPI	C
Ames, Iowa	WOI			WBRC	NR
Anchorage, Alaska	KFQD			WGSN	NB
Anderson, Ind.	WHBU		Bismarck, N. D.	KFYR	NB-NR
Anderson, S. C.	WAIM	C	Bloomington, Ill.	WJBC	
Anniston, Ala.	WHMA		Bluefield, W. Va.	WHIS	
Ardmore, Okla.	KVSO	M	Blytheville, Ark.	KLCN	
Asbury Park, N. J.	WCAP		Boise, Ida.	KIDO	NB-NR
Asheville, N. C.	WWNC	NB-NR	Boone, Iowa	KFGQ	
Ashland, Ky.	WCMI		Boston, Mass.	WAAB	M
Ashtabula, Ohio	WICA			WBZ	NB
Astoria, Ore.	KAST			WCOP	
Atchison, Kans.	KVAK			WEEI	C
Athens, Ga.	WGAU			WHDH	
Atlanta, Ga.	WAGA	NB		WMEX	
	WATL			WNAC	NR
	WGST	C		WORL	
	WSB	NR	Bozeman, Mont.	KRBM	
Atlantic City, N. J.	WPG	C	Brady, Texas	KNEL	
Auburn, N. Y.	WMBO		Bridgeport, Conn.	WICC	NB-M
Augusta, Ga.	WRDW	C	Bridgeton, N. J.	WSNJ	
Augusta, Me.	WRDO	NB-NR-M	Bristol, Tenn.	WOPI	
Aurora, Ill.	WMRO		Brookings, S. D.	KFDY	
Austin, Texas	KNOW	M	Brooklyn, N. Y.	WARD	
	KTBC			WBBC	
Baker, Ore.	KBKR			WBBR	
Bakersfield, Calif.	KERN	NB-NR		WCNW	
	KPMC	M		WVFW	
Baltimore, Md.	WBAL	NB-M	Brownsville, Texas	KGFI	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Buffalo, N. Y.	WBEN	NR	Columbus, Ga.	WRBL	
	WBNY		Columbus, Ohio	WBNS	C
	WEBR	NB		WCOL	NB-NR
	WGR	C		WHKC	M
	WKBW	C		WOSU	
	WSVS		Corpus Christi, Tex.	KRIS	NB-NR-M
Burlington, Vt.	WCAX		Corsicana, Texas	KAND	M
Butte, Mont.	KGIR	NB-NR	Corvallis, Ore.	KOAC	
Calumet, Mich.	WHDF		Cumberland, Md.	WTBO	
Camden, N. J.	WCAM		Dallas, Tex.	KRLD	C
Canton, N. Y.	WCAD			WFAA	NB-NR
Canton, Ohio	WHBC			WRR	M
Cape Girardeau, Mo.	KFVS		Danville, Ill.	WDAN	
Carlsbad, N. M.	KLAH		Danville, Va.	WBTM	
Carthage, Ill.	WCAZ		Davenport, Iowa	WOC	C
Casper, Wyoming	KDFN		Dayton, Ohio	WHIO	C
Cedar City, Utah	KSUB			WSMK	
Cedar Rapids, Iowa	WMT	NB-M	Daytona Beach, Fla.	WMFJ	
Centralia-Chehalis, Wash.	KELA	M	Decatur, Ala.	WMFO	
Champaign, Ill.	WDWS		Decatur, Ill.	WJBL	
Charleston, S. C.	WCSC	NB-NR	Decorah, Iowa	KGCA	
	WTMA			KWLC	
Charleston, W. Va.	WCHS	C	Denton, Tex.	KDNT	
	WGKV		Denver, Colo.	KFEL	M
Charlotte, N. C.	WBT	C		KLZ	C
	WSOC	NB-NR		KOA	NR
Charlottesville, Va.	WCHV			KPOF	
Chattanooga, Tenn.	WAPO	NB-NR		KVOD	NB
	WDOD	C	Des Moines, Iowa	KRNT	C
Chicago, Ill.	WAAF			KSO	NB-M
	WBBM	C		WHO	NR
	WCBD		Detroit, Mich.	WJBK	
	WCFL	NB-NR		WJR	C
	WCRW			WMBC	
	WEDC			WWJ	NR
	WENR	NB		WXYZ	NB
	WGES		Devils Lake, N. D.	KDLR	
	WGN	M	Dodge City, Kans.	KGNO	
	WJJD		Dotham, Ala.	WAGF	
	WLS	NB	Dublin, Texas	KFPL	
	WMAQ	NR	Dubuque, Ia.	KDTH	
	WMBI			WKBB	C
	WSBC		Duluth, Minn.	KDAL	C
Chico, Calif.	KHSL			WEBC	NB-NR
Cicero, Ill.	WHFC		Durango, Colo.	KIUP	
Cincinnati, Ohio	WCXY	NB-NR	Durham, N. C.	WDNC	C
	WCPO		East Lansing, Mich.	WKAR	
	WKRC	C	East St. Louis, Ill.	WTMV	
	WLW	NB-NR-M	Easton, Pa.	WEST	
	WSAI	NB-NR-M	Eau Claire, Wis.	WEAU	
Clarksburg, W. Va.	WBLK		El Centro, Calif.	KXO	M
Clay Center, Nebr.	KMMJ		El Dorado, Ark.	KELD	
Clayton, Mo.	KFUO		Elk City, Okla.	KASA	
Cleveland, Ohio	WCLE	M	Elkhart, Ind.	WTRC	
	WGAR	C	Elmira, N. Y.	WENY	
	WHK	NB-M		WESG	C
	WTAM	NR	El Paso, Tex.	KROD	
Clovis, N. M.	KICA			KTSM	NB-NR
Coeur d'Alene, Ida.	KGCI			WDAH	
Coffeyville, Kans.	KGGF	M	Emporia, Kans.	KTSW	
College Station, Tex.	WTAW		Enid, Okla.	KCRC	M
Colorado Springs, Colo.	KVOR	C	Erie, Pa.	WLEU	NB
Columbia, Mo.	KFRU		Eugene, Ore.	KORE	M
Columbia, S. C.	WCOS		Eureka, Calif.	KIEM	M
	WIS	NB-NR	Evansville, Ind.	WEOA	C
				WGBF	NB-NR

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Everett, Wash.	KRKO	M	Hilo, Hawaii	KHBC	C
Fairbanks, Alaska	KFAR		Hobbs, N. M.	KWEW	
Fairmont, W. Va.	WMMN	C	Honolulu, Hawaii	KGMB	C-M
Fall River, Mass.	WSAR	M		KGU	NB-NR
Fargo, N. D.	WDAY	NB-NR	Hot Springs, Ark.	KTHS	NB-NR
Fayetteville, N. C.	WFNC		Houston, Texas	KPRC	NR
Fergus Falls, Minn.	KGDE			KTRH	C
Flint, Mich.	WFDF	NB		KXYZ	NB-M
Florence, S. C.	WOLS		Huntington, W. Va.	WSAZ	
Fond du Lac, Wis.	KFIZ		Huntsville, Ala.	WBHP	
Fort Smith, Ark.	KFPW		Huntsville, Tex.	KSAM	
Fort Wayne, Ind.	WGL	NB-NR	Hutchinson, Kans.	KWBG	
	WOWO	NB	Idaho Falls, Ida.	KID	
Fort Worth, Tex.	KFJZ	M		WFBM	C
	KGKO	NB-NR		WIBC	
	KTAT	M		WIRE	NR
	WBAP	NB-NR	Iowa City, Iowa	WSUI	
Frederick, Md.	WFMD		Ironwood, Mich.	WJMS	
Freeport, N. Y.	WGGB		Jackson, Mich.	WIBM	NB
Fresno, Calif.	KARM	C	Jackson, Miss.	WJDX	NR
	KMJ	NB-NR		WSLI	
Gadsden, Ala.	WJBY		Jackson, Tenn.	WTJS	
Gainesville, Fla.	WRUF		Jacksonville, Fla.	WJAX	NB-NR
Galesburg, Ill.	WGIL			WJHP	
Gallup, N. M.	KAWM			WMBR	C
Galveston, Texas	KLUF	M	Jamestown, N. Y.	WJTN	NB
Garden City, Kans.	KIUL		Jamestown, N. D.	KRMC	
Gary, Ind.	WIND		Janesville, Wisc.	WCLO	
Gastonia, N. C.	WGNC		Jefferson City, Mo.	KWOS	
Glendale, Calif.	KIEV		Jerome, Ariz.	KCRJ	
Glenside, Pa.	WIBG		Jersey City, N. J.	WAAT	
Globe, Ariz.	KWJB			WHOM	
Grand Forks, N. D.	KFJM		Johnson City, Tenn.	WJHL	
Grand Junction, Colo.	KFXJ		Johnstown, Pa.	WJAC	
Grand Rapids, Mich.	WASH		Joliet, Ill.	WCLS	
	WOOD	NB-NR	Jonesboro, Ark.	KBTM	
Great Bend, Kans.	KVGB		Joplin, Mo.	WMBH	
Great Falls, Mont.	KFBB	C	Juneau, Alaska	KINY	
Greeley, Colo.	KFKA	M	Kalamazoo, Mich.	WKZO	
Green Bay, Wisc.	WHBY		Kalispell, Mont.	KGEZ	
	WTAQ	C	Kansas City, Kans.	KCKN	
Greenfield, Mass.	WHAI	M	Kansas City, Mo.	KCMO	
Greenville, S. C.	WFBC	NB-NR		KITE	
Greenville, Tex.	KGVL			KMBC	C
Greensboro, N. C.	WBIG	C		WDAF	NR
Greensburg, Pa.	WHJB			WHB	M
Grenada, Miss.	WGRM		Kearney, Nebr.	KGFW	
Griffin, Ga.	WKEU		Ketchikan, Alaska	KGBU	
Grove City, Pa.	WSAJ		Kilgore, Texas	KOCA	
Hagerstown, Md.	WJEJ		Kinston, N. C.	WFTC	
Hammond, Ind.	WHIP		Klamath Falls, Ore.	KFJI	
	WWAE		Knoxville, Tenn.	WNOX	C
Harrisburg, Ill.	WEBQ			WROL	NB-NR
Harrisburg, Pa.	WHP	C	Laconia, N. H.	WLNH	M
	WKBO		LaCrosse, Wisc.	WKBH	C
Harrisonburg, Va.	WSVA		Lafayette, La.	KVOL	
Hartford, Conn.	WDRC	C	La Grande, Ore.	KLBM	
	WTHT	M	Lajunta, Colo.	KOKO	
	WTIC	NR	Lake Charles, La.	KPLC	
Hattiesburg, Miss.	WFOR		Lakeland, Fla.	WLAK	NB-NR
Hazleton, Pa.	WAZL		Lamar, Colo.	KIDW	
Helena, Mont.	KPFA	NB-NR	Lancaster, Pa.	WGAL	NB-NR
Hibbing, Minn.	WMFG	C	Lansing, Mich.	WJIM	NB
High Point, N. C.	WMFR		Lapeer, Mich.	WMPC	
			Laredo, Tex.	KPAB	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Laurel, Miss.	WAML		Minneapolis, Minn.	WCCO	C
Lawrence, Kans.	KFKU			WDGY	M
	WREN	NB		WLB	
Lawrence, Mass.	WLAW			WTCN	NB
Lewiston, Ida.	KRLC		Minot, N. D.	KLPM	
Lewiston, Me.	WCOU	M	Mississippi City, Miss.	WGCM	
Lexington, Ky.	WLAP		Missoula, Mont.	KGVO	C
Lihue, Hawaii	KTOH		Mobile, Ala.	WALA	NB-NR
Lima, Ohio.	WBLY		Modesto, Calif.	KTRB	
Lincoln, Nebr.	KFAB	C	Monroe, La.	KMLB	
	KFOR	M	Monterey, Calif.	KDON	M
Little Rock, Ark.	KARK	NB-NR	Montgomery, Ala.	WCOV	
	KGHI			WSFA	C
	KLRA	C	Moorhead, Minn.	KVOX	
Logan, Utah	KVNU		Muncie, Ind.	WLBC	
Long Beach, Calif.	KFOX		Muscle Shoals City, Ala.	WHSD	
	KGER		Muskegon, Mich.	WKBZ	
Longview, Texas	KFRO	M	Muskogee, Okla.	KBIX	M
Longview, Wash.	KWLK		Nampa, Ida.	KFXD	
Los Angeles, Calif.	KECA	NB	Nashville, Tenn.	WLAC	C
	KEHE			WSIX	
	KFAC			WSM	NB-NR-M
	KFI	NR	New Albany, Ind.	WGRC	
	KFSG		Newark, N. J.	WHBI	
	KFVD			WOR	M
	KFWB		New Bedford, Mass.	WNBH	M
	KGFJ		New Britain, Conn.	WNBC	NB-NR
	KHJ	M	Newburgh, N. Y.	WGNV	
	KMTR		New Castle, Pa.	WKST	
	KNX	C	New Haven, Conn.	WELI	
	KRKD		New London, Conn.	WNLC	M
Louisville, Ky.	WAVE	NB-NR	New Orleans, La.	WBNO	
	WHAS	C		WDSU	NB
Lowell, Ariz.	KSUN			WJBW	
Lowell, Mass.	WLLH	M		WSMB	NR
Lubbock, Texas	KFYO	M		WWL	C
Lufkin, Texas	KRBA		Newport News, Va.	WGH	
Lynchburg, Va.	WLVA		New York	WABC	C
Macon, Ga.	WMAZ	C		WBIL	
Madison, Wisc.	WHA			WBNX	
	WIBA	NB-NR		WEAF	NR
Manchester, N. H.	WFEA	NB-NR-M		WEVD	
Mandan, N. D.	KGCU			WHN	
Manhattan, Kans.	KSAC			WINS	
Manitowoc, Wisc.	WOMT			WJZ	NB
Mankato, Minn.	KYSM			WLTH	
Marquette, Mich.	WBEO			WMCA	
Marshalltown, Ia.	KFJB			WNEW	
Marshfield, Ore.	KOOS	M		WNYC	
Mason City, Iowa	KGLO	C		WOV	
Mayaguez, P. R.	WPRA			WQXR	
Medford, Ore.	KMED	NB-NR	Norfolk, Nebr.	WJAG	
Memphis, Tenn.	WHBQ		Norfolk, Va.	WTAR	NB-NR
	WMC	NR	Norman, Okla.	WNAD	
	WMPS	NB	Northfield, Minn.	WCAL	
	WREC	C	North Platte, Neb.	KGNF	
Merced, Calif.	KYOS		Oakland, Calif.	KLX	
Meridian, Miss.	WCOC	C		KLS	
Miami, Fla.	WIOD-WMBF	NB-NR		KROW	
	WQAM	C	Ogden, Utah.	KLO	NB
Miami Beach, Fla.	WKAT		Oklahoma City, Okla.	KOCY	
Midland, Texas	KRLH			KOMA	C
Milwaukee, Wisc.	WEMP			KTOK	NB-NR-M
	WISN	C		WKY	NB-NR
	WTMJ	NB-NR	Okmulgee, Okla.	KHBG	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Olean, N. Y.	WHDL		Rapid City, S. D.	KOBH	
Olympia, Wash.	KGY	M		WCAT	
Omaha, Nebr.	KOIL	NB-M	Reading, Pa.	WEEU	NB-NR
	WAAW			WRAW	NB-NR
	WOW	NR	Red Bank, N. J.	WBRB	
Orlando, Fla.	WDBO	C	Redding, Calif.	KVCV	
Owensboro, Ky.	WOMI		Reno, Nev.	KOH	C
Paducah, Ky.	WPAD		Rice Lake, Wisc.	WJMC	
Palestine, Tex.	KNET		Richmond, Ind.	WKBV	
Pampa, Texas	KPDN		Richmond, Va.	WBBL	
Paris, Texas	KPLT	M		WMBG	NR
Parkersburg, W. Va.	WPAR	C		WRNL	
Pasadena, Calif.	KPPC			WRTD	NB
Pecos, Texas	KIUN			WRVA	C-M
Pensacola, Fla.	WCOA	C	Roanoke, Va.	WDBJ	C
Peoria, Ill.	WMBD	C	Rochester, Minn.	KROC	
Petersburg, Va.	WPIV		Rochester, N. Y.	WHAM	NB
Philadelphia, Pa.	KYW	NR		WHEC	C
	WCAU	C		WSAY	
	WDAS		Rockford, Ill.	WROK	
	WFIL	NB-M	Rock Hill, S. C.	WRKL	
	WHAT		Rock Island, Ill.	WHBF	M
	WIP		Rock Springs, Wyo.	KVRS	
	WPEN		Rocky Mount, N. C.	WEED	
	WTEL		Rome, Ga.	WRGA	
Phoenix, Ariz.	KOY	C	Roseburg, Ore.	KRNR	M
	KTAR	NB-NR	Roswell, N. M.	KGFL	
Pierre, S. D.	KGFX		Royal Oak, Mich.	WEXL	
Pine Bluff, Ark.	KOTN		Rutland, Vt.	WSYB	
Pittsfield, Mass.	WBRK	C	Sacramento, Calif.	KFBK	NB-NR
Pittsburg, Kans.	KOAM	NB-NR		KROY	C
Pittsburgh, Pa.	KDKA	NB	Safford, Ariz.	KGLU	
	KQV		St. Albans, Vt.	WQDM	
	WCAE	NR-M	St. Augustine, Fla.	WFOY	
	WJAS	C	St. Cloud, Minn.	KFAM	
	WWSW		St. Joseph, Mo.	KFEQ	
Plattsburg, N. Y.	WMFF	NB	St. Louis, Mo.	KMOX	C
Pocatello, Ida.	KSEI	NB-NR		KSD	NR
Ponca City, Okla.	WBBZ			KWK	NB-M
Ponce, Puerto Rico	WPRP			KXOK	
Poplar Bluff, Mo.	KWOC			WEW	
Port Arthur, Tex.	KPAC			WIL	
Port Huron, Mich.	WHLS		St. Paul, Minn.	KSTP	NR
Portland, Me.	WCSS	NR		WMIN	
	WGAN	C	St. Petersburg, Fla.	WSUN	NB-NR
Portland, Ore.	KALE	M	Salem, Ore.	KSLM	M
	KBPS		Salina, Kans.	KSAL	
	KEX	NB	Salisbury, Md.	WSAL	
	KGW	NR	Salisbury, N. C.	WSTP	
	KOIN	C	Salt Lake City, Utah	KDYL	NR
	KWJJ			KSL	C
	KXL			KUTA	NB
Portsmouth, N. H.	WHEB		San Angelo, Tex.	KGKL	M
Portsmouth, Ohio	WPAY		San Antonio, Tex.	KABC	M
Poynette, Wis.	WIBU			KMAC	
Prescott, Ariz.	KYCA			KONO	
Presque Isle, Me.	WAGM			KTSA	C
Price, Utah	KEUB			WOAI	NB-NR
Providence, R. I.	WEAN	NB-M	San Bernardino, Calif.	KFXM	M
	WJAR	NR	San Diego, Calif.	KFSD	NB
	WPRO	C		KGB	M
Pueblo, Colo.	KGHF	NB-NR	San Francisco, Calif.	KFRC	M
Pullman, Wash.	KWSC			KGO	NB
Quincy, Ill.	WTAD			KJBS	
Racine, Wisc.	WRJN			KPO	NR
Raleigh, N. C.	WPTF	NB-NR		KSAN	
	WRAL			KSFO	C
				KYA	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
San Jose, Calif.	KQW	M	Thomasville, Ga.	WPAX	
San Juan, P. R.	WKAQ		Toledo, Ohio	WSPD	NB-NR
	WNEI			WTOL	
San Luis Obispo, Calif.	KVEC	M	Topeka, Kans.	WIBW	C
Santa Ana, Calif.	KVOE	M	Trenton, N. J.	WTNJ	
Santa Barbara, Calif.	KDB	M	Troy, N. Y.	WHAZ	
	KTMS	NB		WTRY	
Santa Fe, N. M.	KRQA		Tucson, Ariz.	KGAR	C
Santa Rosa, Calif.	KSRO			KVOA	NB-NR
Saranac Lake, N. Y.	WNBZ		Tulsa, Okla.	KOME	M
Savannah, Ga.	WSAV		Tulsa, Okla.	KTUL	C
	WTOC	C		KVOO	NB-NR
Schenectady, N. Y.	WGY	NR	Tuscaloosa, Ala.	WJRD	
Scottsbluff, Nebr.	KGKY		Tuscola, Ill.	WDZ	
Scranton, Pa.	WGBI	C	Twin Falls, Ida.	KTFI	NB-NR
	WQAN		Tyler, Texas	KGKB	M
Seattle, Wash.	KEEN		Uniontown, Pa.	WMBS	
	KIRO	C	Urbana, Ill.	WILL	
	KJR	NB	Utica, N. Y.	WIBX	C
	KOL	M	Valley City, N. D.	KOVC	
	KOMO	NR	Vancouver, Wash.	KVAN	
	KRSC		Vermilion, S. D.	KUSD	
	KTW		Vernon, Texas	KVWC	M
	KXA		Vicksburg, Miss.	WQBC	
Selma, Ala.	WHBB		Virginia, Minn.	WHLB	C
Sharon, Pa.	WPIC		Visalia, Calif.	KTKC	M
Shawnee, Okla.	KGFF	M	Waco, Texas	WACO	M
Sheboygan, Wisc.	WHBL		Wallace, Ida.	KWAL	
Shenandoah, Ia.	KFNF		Walla Walla, Wash.	KUJ	
	KMA	NB	Washington, D. C.	WJSV	C
Sheridan, Wyo.	KWYO			WMAL	NB
Sherman, Texas	KRRV	M		WOL	M
Shreveport, La.	KRMD			WRC	NR
	KTBS	NB-NR	Waterbury, Conn.	WATR	M
	KWKH	C		WBRY	C
Siloam Springs, Ark.	KUOA		Waterbury, Vt.	WDEV	
Sioux City, Ia.	KSCJ	C	Watertown, S. D.	KWTN	
	KTRI		Watsonville, Calif.	KHUB	
Sioux Falls, S. D.	KELO	NB-NR	Wausau, Wisc.	WSAU	
	KSOO	NB-NR	Waycross, Ga.	WAYX	
South Bend, Ind.	WFAM		Wenatchee, Wash.	KPQ	M
	WSBT	C	Weslaco, Texas	KRGV	NB-NR-M
Spartanburg, S. C.	WSPA		West Palm Beach, Fla.	WJNO	C
Spokane, Wash.	KFIO		West Lafayette, Ind.	WBAA	
	KFPY	C	Wheeling, W. Va.	WWVA	C
	KGA	NB	White Plains, N. Y.	WFAS	
	KHQ	NR	Wichita, Kans.	KANS	NB-NR
Springfield, Ill.	WCBS			KFH	C
	WTAX		Wichita Falls, Tex.	KWFT	
Springfield, Mass.	WMZA	NB	Wilkes-Barre, Pa.	WBAX	M
	WMAS	C		WBRE	NB-NR
	WSPR	M	Williamson, W. Va.	WBTH	
Springfield, Mo.	KGBX	NB-NR	Williamsport, Pa.	WRAC	
	KWTO		Wilmington, Del.	WDEL	NR
Springfield, Vt.	WNBX	C		WILM	
Sterling, Colo.	KGEK		Wilmington, N. C.	WMFD	
Stevens Pt., Wisc.	WLBL		Wilson, N. C.	WGTM	
Stockton, Calif.	KGDM		Winona, Minn.	KWNO	
	KWG	NB-NR	Winston Salem, N. C.	WAIR	
Sunbury, Pa.	WKOK			WSJS	C
Superior, Wisc.	WDSM		Wolf Point, Mont.	KGCX	
Syracuse, N. Y.	WFBL	C	Woodside, N. Y.	WWRL	
	WSYR-WSYU	NB	Worcester, Mass.	WORC	C
Tacoma, Wash.	KMO	M		WTAG	NR
	KVI	C	Yakima, Wash.	KIT	M
Tallahassee, Fla.	WTAL		Yankton, S. Dak.	WNAX	C
Tallmadge, Ohio (Akron)	WADC	C	York, Pa.	WORK	NB-NR
Tampa, Fla.	WDAE	C	Youngstown, Ohio	WKBN	C
	WFLA	NB-NR		WMPJ	
Temple, Texas	KTEM	M	Yuma, Arizona	KUMA	
Terre Haute, Ind.	WBOW	NB-NR	Zanesville, Ohio	WALR	
Texarkana, Ark.-Tex.	KCMC	NB-NR	Zarephath, N. J.	WAWZ	

STANDARD BROADCASTING STATIONS OF THE UNITED STATES

The following list of stations is arranged in alphabetical order as to states and territories and cities therein.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to the stations early in December. After some second requests, less than 50 questionnaires remained unanswered or went astray. Data in these cases was compiled from sources considered reliable. In every case, however, corrections were made up to the time of going to press, to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative or the current issue of STANDARD RATE and DATA.

ALABAMA

Population 2,895,000

Number of Families 670,000

Number of Radio Homes 375,200

Retail Sales \$337,217,000

Auto Registrations 239,178

W H M A

"THE SHOWMANSHIP STATION"

ANNISTON—EST. 1938

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Harry M. Ayres. OPERATED BY:
John S. Pitts. BUSINESS ADDRESS: WHMA
Bldg., 14th & Noble Sts. PHONE: 2380-2381.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Same. TIME ON THE AIR: Daytime
Schedule. NEWSPAPER AFFILIATION: Annis-
ton Star. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: World Broadcasting Sys-
tem. C. P. MacGregor.

Personnel

General Manager.....John S. Pitts
Commercial Manager.....J. Allen Brown
Program Director.....Harold Russey
Chief Engineer.....J. G. Cobble

POLICIES

Station does not accept liquor or Foreign language programs. Merchandising includes publicity and program listing in the Anniston Star; also advance "plugs" on the air.

W A P I

"THE VOICE OF ALABAMA"

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.
OWNED BY: Alabama Polytechnic Institute,
University of Alabama and Alabama College.
OPERATED BY: Voice of Alabama, Inc. BUSI-
NESS ADDRESS: Protective Life Bldg. STUDIO
ADDRESS 14th floor, same building. TRAN-
SMITTER LOCATION: Sandusky. TIME ON THE
AIR: 6:00 A.M. to 12:00 Midnight; Sundays,

8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Pub.

Personnel

Chairman of Board.....Ed Norton
President & Genl. Mgr.....Thad Holt
Treasurer-Radio Sales Director

H. A. Holtshouser
Program Director.....Dick Faulkner
Agricultural-Publicity Director...Harwood Hull

POLICIES

Same policies as Columbia Broadcasting System.

W B R C

"ALABAMA'S DOMINANT STATION"

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Birmingham Post, Southern Radio News. NEWS SERVICE: International News Service.

Personnel

PresidentK. G. Marshall
Commercial ManagerK. G. Marshall
Vice President and General Manager J. C. Bell
Sales ManagerJ. C. Bell
Ass't ManagerJohn M. Connolly
Musical DirectorW. D. Rushing
Chief EngineerJ. C. Bell

POLICIES

Station bans the broadcasting of hard liquor but does permit announcements for beer and wines. Policy in regard to patent medicines is that their announcement copy must be submitted to station for approval before acceptance.

Merchandising: Merchandising and exploitation features in connection with commercial programs at cost.

REPRESENTATIVE

Paul H. Raymer Co.

W S G N

"THE NEWS-AGE-HERALD STATION"

BIRMINGHAM—EST. 1927

NBC (BLUE) DIXIE

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills.

TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

V.P. and Gen. Mgr.....Henry P. Johnston
Station Manager
Chief Engineer.....P. B. Cram
Program Director.....Bob McRaney
Promotion Manager.....H. A. Gilleland
Production Manager.....Bill Terry

POLICIES

Accept beer, but not whiskey—foreign language when English version is furnished.

Complete department maintained for merchandising with assistance of papers. Merchandise via mail letters to trade, contact accounts, at cost to sponsor—have access to newspaper publicity so long as sponsor's name does not appear in the columns of paper.

REPRESENTATIVE

Kelly Smith Company

W M F O

"THE FRIENDLY STATION"

DECATUR—EST. 1935

ALABAMA NETWORK SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: 418½ Second Ave. PHONE: Decatur 802, 803, 804. STUDIO ADDRESS: 418½ Second Ave. TRANSMITTER LOCATION: 418½ Second Ave. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Birmingham Post, Southern Radio News (Cooperative only). NEWS SERVICE: United Press.

Personnel

President.....James R. Doss, Jr.
Commercial Manager.....R. H. Albright
Advertising Manager.....Ted R. Woodard
Artists' Bureau Head.....Edwin Mullinax
Chief Announcer.....Edwin Mullinax
Station Manager.....Ted R. Woodard
Sales Manager.....R. H. Albright
Publicity Director.....Ted R. Woodard
Musical Director.....Cois Lowery
Chief Engineer.....Fred L. James

POLICIES

Local County option laws (Morgan County is Dry) according to state statutes prohibits liquor advertising in dry counties.

Merchandising through Window Cards, Posters, Direct Mail to retail merchants and Newspaper listings and publicity in Birmingham Post and Southern Radio News. Also advance "Plugs" from Station.

REPRESENTATIVE

Burn-Smith Co.

WAGF

"THE TRI-STATES STATION"
DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANSMITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Chief Announcer.....Samuel Hall
Chief Engineer.....John T. Hubbard

POLICIES

Does not accept liquor announcements. Wines and beer accepted. No foreign language element in this territory.

No special merchandising policies.

REPRESENTATIVE

Burn-Smith Co.

WJBY

GADSDEN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Gadsden Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....B. H. Hopson
Commercial Manager.....J. W. Buttram
Advertising Manager.....J. W. Buttram
Station Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Chief Engineer.....Vernon Story

POLICIES

No liquor advertising accepted.

Merchandising includes Radio NewsGrams. Letters to the trade. Publicity and program listings in the Southern Radio News and the Gadsden Free Press.

REPRESENTATIVE

Sears & Ayer.

WBHP

"SERVING THOUSANDS THROUGHOUT THE TENNESSEE VALLEY"

HUNTSVILLE—EST. 1937

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....W. H. Pollard
Commercial Manager.....John C. Hughes
Advertising Manager.....John S. Allen
Artists' Bureau Head.....Weston Britt
Chief Announcer.....Vance Brooks
Station Manager.....W. H. Pollard
Sales Manager.....John S. Allen
Musical Director.....Weston Britt
Chief Engineer.....M. C. Davie, Jr.

POLICIES

Does not accept liquor or foreign language programs.

REPRESENTATIVE

Burn-Smith Co.

WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: W. O. Pape. OPERATED BY: Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Mobile. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....W. O. Pape
Assistant Manager.....J. H. Hunt
Artists' Bureau Head.....H. J. Grant
Sales Manager.....H. K. Martin
Musical Director.....H. J. Grant
Chief Engineer.....R. M. Cole
Chief Announcer.....H. J. Grant

POLICIES

Liquor advertising depends on local option in this state.

Merchandising: Station maintains a merchandising department which works with advertiser in any way possible to obtain satisfactory results.

WC OV*

MONTGOMERY—EST. 1938

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Exchange Hotel. STUDIO ADDRESS: Same. TIME ON THE AIR: Daytime Schedule. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....G. W. Covington, Jr.
Commercial Manager.....R. B. Raney
Program Director.....Weston Britt

* Station was licensed to operate under a C. P. at time of going to press.

W S F A

"WE SELL FOR ADVERTISERS"

MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Montgomery Broadcasting Co., Inc. OPERATED BY: Montgomery Broadcasting Co., Inc. BUSINESS ADDRESS: Jefferson Davis Hotel. PHONE: Cedar 5880. STUDIO ADDRESS: Jefferson Davis Hotel. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....S. G. Persons
Treasurer and Gen. Mgr.....Howard E. Pill
Local Sales Manager.....John B. DeMotte
Publicity Director.....M. E. Price
Musical Director.....E. Caldwell Stewart
Chief Engineer.....Paul B. Duncan

POLICIES

No foreign language programs accepted.

Merchandising features: All mailing at clients' expense; Advertising department will detail man for dealer contacts when requested; Broadside of announcements preceding inaugural of new series of programs, giving time of program, features, etc.

REPRESENTATIVE

Kelly Smith Co.

W H B B

"CREATING BUSINESS FOR YOU IS OUR BUSINESS"

SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

Personnel

Station Manager.....W. J. Reynolds, Jr.
Chief Announcer.....W. A. Coleman
Chief Engineer.....William Pigg

POLICIES

No stated special policies. Advertising of alcoholic beverages accepted.

W M S D

"WITH THE MUSCLE SHOALS DISTRICT"
MUSCLE SHOALS CITY—EST. 1933

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: Box 688, Sheffield. PHONE: 821. STUDIO ADDRESS: Highland Park. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Station Manager.....Joe Van Sandt
Chief Announcer.....Horace McGregor
Advertising Manager.....Joe Van Sandt
Program Director.....James Connolly
Publicity Director.....Beulah Sutton
Musical Director.....Beulah Sutton
Chief Engineer.....J. V. Sanderson

POLICIES

All advertising for Alcoholic Beverages and Medicines must be checked 24 hours in advance by the Station or Office Manager.

REPRESENTATIVE

Burn-Smith Co.

W J R D

"BRIGHTEST DAY TIME SPOT ON YOUR DIAL"

TUSCALOOSA—EST. 1936

ALABAMA SPORTS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 303. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....J. Ed Reynolds
Chief Announcer.....William "Dick" DeFreitas
Program and Production
Manager.....Alfred Owen
Musical Director.....John Dighton
Chief Engineer.....E. H. Eudy

POLICIES

Local law prohibits liquor advertisements. WJRD does not participate in promotional advertising, or schemes of any kind.

REPRESENTATIVE

Burn-Smith Co.

ARIZONA

Population 412,000

Number of Families 104,000

Number of Radio Homes 79,600

Retail Sales \$121,083,000

Auto Registrations 106,496

K W J B

"THE GLOBE-MIAMI STATION"

GLOBE—EST. 1938

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON AIR: 8:00 A.M. to 10 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....Bartley T. Sims
Commercial Manager.....Vester Sansing
Publicity Director.....Emma W. Henderson

K C R J

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Charles C. Robinson. OPERATED BY: Charles C. Robinson. BUSINESS ADDRESS: Robinson's Jewelry Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

POLICIES

Spanish staff service available for Spanish programs.

K S U N

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....James S. Matfeo
Commercial Manager.....R. B. Thompson
Station Manager.....Carleton W. Morris

Sales Manager.....R. B. Thompson
Chief Engineer.....David C. Karbach

POLICIES

Will take any liquor account provided all copy is edited by station. Foreign language accounts accepted in Spanish only.

Station will cooperate in any way possible to merchandise accounts.

REPRESENTATIVE

John Blair & Company

K O Y

PHOENIX—EST. 1921 (as KFCB)

1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 621-623 N. Central Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Transcription Service.

Personnel

President.....William A. Baldwin
Business Manager.....Don Ben Roush
Artists' Bureau Head.....Roberta Bragdon
Chief Announcer.....Joe Dana
Program Director.....Jack Williams
Station Manager.....Fred A. Palmer
Publicity Director.....Lucille Braine
Musical Director.....Alfred Becker
Chief Engineer.....E. E. Alden

POLICIES

Broadcasting policy maintained in accordance with FCC requirements. Station does not accept payment for station time from Churches. Time on the air donated to such religious organizations. Schedule rotated to accommodate every church, etc., etc.

Merchandising: Special merchandising letters, cards, etc., sent out by mailing department drawing attention to certain commercial programs.

REPRESENTATIVE

International Radio Sales

K T A R

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

FREQUENCY: 620 Kc. POWER: 1000 Watts. OWNED BY: The Arizona Republic and Electrical Equipment Co. OPERATED BY: The Arizona Republic and Electrical Equipment Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

Personnel

Station Manager..... Dick Lewis
Commercial Manager..... J. R. Heath
Artists' Bureau Head..... Fay Meyerson
Publicity Director..... Hal Roach
Program Director..... J. Howard Pyle
Chief Engineer..... Arthur Anderson

POLICIES

No wine or hard liquor advertising is accepted.

Maintains a policy of strict censorship in effort to prevent fraudulent, misleading and objectionable advertising. Station does not accept advertising that makes unfair attacks on groups or individuals. In attempting to present clean programs in the public interest Station will endeavor to refuse the following types of advertising: Patent Medicines of dubious character, fraudulent schools, matrimonial agencies, fortune tellers and lotteries, financial firms of questionable character, Mail order advertising which is competitive to local merchants, etc.

Merchandising: Announcements over KTAR a few days prior to start of program series. Also a mention of client and program in a program resume several times before actual presentation in order to call attention and acquaint audience with client's radio program and time it is to be broadcast. Paid newspaper listings, covering sponsor's name and program title, in blackface type in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers. A weekly listing of all programs, one week in advance, in the Arizona Weekly Gazette, a newspaper of general circulation, featuring information and statistical data pertinent to business firms and professional men. A personal contact, telephone call, or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation by window displays, etc., which makes them alert and appreciative of advertising support tendered by those whose products they sell. Mailing out of advance program schedules to a

select group of advertising agencies, representatives, and clients, as well as a select group of local distributors, dealers and business organizations. Mailing out material pertaining to program and products in letters sent from KTAR to listeners and others where it will prove effective in the interests of radio clients. Mailing material to be furnished by clients. KTAR is prepared to take care of other merchandising services advertisers desire, such as mailing letters to the trade, supervising window displays, etc., on a cost basis. This method has been proved more practical and offers an equal opportunity for clients to secure the merchandising tie-ins needed with their programs to achieve the best results.

REPRESENTATIVES

The Katz Agency
Walter Biddick Co.

K Y C A *

PRESCOTT

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

*Station was licensed to operate under a C. P. at time of going to press. Issues are being determined by the Court of Appeals of Washington, D. C.

K G L U

SAFFORD—EST. 1938

ARIZONA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M.

Personnel

President..... Louis F. Long
General Manager..... John Merino
Chief Technician..... Paul Merrill
Program Director..... Ralph W. Langley

POLICIES

Advertising of alcoholic beverages accepted.

K G A R

"IN THE VALLEY OF THE SANTA CRUZ"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM

ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor

Service Co. **BUSINESS ADDRESS:** S. 6th Ave. & 12th St. **PHONE:** Tucson 918 & 2929. **STUDIO ADDRESS:** Sixth Ave. & 12th St. **TRANSMITTER LOCATION:** Tucson. **TIME ON THE AIR:** 7:00 A.M. to 11:00 P.M.; Sundays, 9 A.M. to 11 P.M. **NEWS SERVICE:** Trans-Radio Press (via Arizona Network). **TRANSCRIPTION SERVICE:** Lang-Worth Feature Programs.

Personnel

President.....Frank Z. Howe
 Manager.....F. P. Nelson
 Studio Director.....R. H. Johnson
 Traffic Manager.....Gleatha Johnson
 Chief Engineer.....C. Livingston

POLICIES

All programs, talks and announcements are subject to station approval.

REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)

K V O A

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

TUCSON—EST. 1929

NBC

FREQUENCY: 1260 Kc. **POWER:** 1000 Watts. **OWNED BY:** KTAR Broadcasting Co., **OPERATED BY:** KTAR Broadcasting Co. **BUSINESS ADDRESS:** P. O. Box 2888. **PHONE:** 3703. **STUDIO ADDRESS:** Albert Steinfeld & Co. Bldg., Pennington and Stone. **TRANSMITTER LOCATION:** 10th and Lee. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M.; Sundays, 8 A.M. to 10 P.M. **NEWS SERVICE:** Associated Press (in cooperation with the Arizona Daily Star). **TRANSCRIPTION SERVICE:** C. P. MacGregor & Co.

Personnel

President.....Harold Steinfeld
 General Manager.....R. B. Williams
 Office Manager.....Caret Allen

Program Director.....Gil Meynier
 Publicity Director.....Carl C. Hickman
 Musical Director.....Carl C. Hickman
 Chief Engineer.....Leonard L. Nalley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer. Foreign language accounts accepted.

Merchandising: Commercial programs sold on basis of carefully prepared merchandising campaign. All possible merchandising help given.

REPRESENTATIVES

The Katz Agency
 Walter Biddick Co. (Pacific Coast)

K U M A *

"THE VOICE OF YUMA COUNTY"

YUMA—EST. 1932

FREQUENCY: 1420 Kc. **POWER:** 100 Watts. **OWNED BY:** A. H. Schermann. **OPERATED BY:** E. B. Sturdivant d/b Silver Crest Theaters. **BUSINESS ADDRESS:** P. O. Box 1871. **PHONE:** 88. **STUDIO ADDRESS:** Lee Hotel Bldg. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 7-9 A.M.—11-2 P.M.—6-10 P.M. **TRANSCRIPTION SERVICE:** C. P. MacGregor.

Personnel

Station Manager.....E. N. Sturdivant
 Chief Announcer.....Bill Talley
 Chief Engineer.....Fred Bangerter

POLICIES

Advertises beer, wine, but not whiskey.

Merchandising: Station will cooperate with sponsor of any program, including direct mail campaign, providing sponsor supplies material.

REPRESENTATIVE

Walter Biddick Co.
 *License revoked as of April 1, 1939 on order of FCC.

ARKANSAS

Population 2,048,000

Number of Families 501,000

Number of Radio Homes 254,800

Retail Sales \$240,724,000

Auto Registrations 164,950

K L C N

BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. **POWER:** 100 watts. **OWNED BY:** C. L. Lintzenich. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Sec. & Walnut. **PHONE:** 123-122. **STUDIO ADDRESS:** 203

Main. **TRANSMITTER LOCATION:** Sec. & Walnut. **TIME ON THE AIR:** 9:00 A.M. to 5:00 P.M. **NEWS SERVICE:** Local news.

Personnel

Owner and Operator.....C. L. Lintzenich
 Advertising Manager.....C. L. Lintzenich
 Chief Announcer.....A. J. Bishop

Publicity Director.....John Burns
Chief Engineer.....C. L. Lintzenich

POLICIES

No stated special policy.

K E L D

"IN TUNE WITH SOUTH ARKANSAS"

EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: P.O. Box 610 Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentR. E. Meinert
Station ManagerF. E. Bolls
Commercial ManagerF. E. Bolls
Advertising ManagerT. P. Thompson
Chief AnnouncerLeon Sipes
Publicity DirectorLeon Sipes
Musical DirectorRodney Smith
Chief EngineerCharles Matthis, Jr.

POLICIES

Does not broadcast liquor announcements.
Station publishes house organ at regular intervals to aid in merchandising commercials.

REPRESENTATIVE

Joseph Hershey McGillvra.

K F P W

"THE GOLDMAN HOTEL STATION"

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7059. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & World Broadcasting System. MAINTAINS ARTISTS BUREAU.

Personnel

President.....John A. England
Commercial ManagerJimmie Barry
Advertising ManagerJimmie Barry
Artists Bureau Head.....Dorothy A. Gibson
Station Manager.....Dorothy A. Gibson
Sales ManagerJ. Barry
News Bureau Director.....Bill Slates
Musical DirectorAiton Blake
Chief Engineer.....L. Willard Doane

POLICIES

Does not accept liquor accounts. Beer is accepted. No foreign language accounts.

Closing time for programs in advance. No time sold in bulk for re-sale.

Merchandising aids through news tie-ups and specially arranged services.

K T H S

"KUM-TO-HOT SPRINGS"

HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1040 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Hot Springs. PHONE: 212-3. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight; Sundays, 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight. NEWSPAPER AFFILIATIONS: Hot Springs New Era and Sentinel Record. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....S. A. Kemp
General Manager.....S. A. Cisler
Commercial Manager.....H. A. Shuman
Program Director.....Jack Wolever
Chief EngineerJ. Clinton Norman

POLICIES

No liquor advertising.
Advance announcements gratis on programs.
Dealer contacts by arrangement.

REPRESENTATIVE

John Blair & Co.

K B T M

"YOUR FRIENDLY RADIO NEIGHBOR"

JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts.
OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 7:15 A.M. to 5:00 P.M. (winter); 7:30 A.M. to 6:30 P.M. (summer). NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager-OwnerJay P. Beard
President.....W. J. Beard
Commercial Manager.....Jay P. Beard
Advertising Manager.....Jay P. Beard
Chief Announcer.....Dick Altman
Publicity Director.....Clarence Adams
Chief Engineer.....J. C. Warren

POLICIES

No liquor advertising, except beer, is accepted.

All announcements limited to 100 words. No foreign language programs accepted. All advertising must be approved by station management before presented.

A merchandising department, supervised by station manager, is available to contracts using reasonable amount of station time. Specific merchandising services are available to these accounts at regular station card rate. Details available upon request.

K A R K

LITTLE ROCK—EST. 1930

NBC (RED and BLUE)
ARKANSAS NETWORK

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWS-PAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

V.P. and Gen. Mgr. G. E. Zimmerman
Station Manager Larry Meinert
Commercial Manager C. K. Beaver
Program Director Jack Lewis
Sales Manager C. K. Beaver
Musical Director Thomas Morrissey
Chief Engineer Dan Winn

POLICIES

Accepts beer and wine but no liquor. Accepts foreign language programs.

Resume of programs given twice daily. Letters sent to trade at cost. New programs given build up. Complete cooperation is offered in publicity and merchandising; tie-in with Arkansas Democrat and Arkansas Farmer.

REPRESENTATIVE

Edward Petry & Company

K G H I

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette.

Personnel

Manager R. G. Terrill
Program Director Henry Frick
Chief Engineer K. F. Tracy

POLICIES

Advertising of alcoholic beverages accepted.

K L R A

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: 5427-8—LD132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President A. L. Chilton
General Manager S. C. Visonhaler
Chief Announcer Earl Rodell
Sales Manager Ray Lang
Publicity Manager Ray Lang
Musical Director Alleene Ables
Chief Engineer K. F. Tracy

POLICIES

No hard liquor advertising. No call for foreign language accounts in this section of the country.

Assist in counter display cards, and point of sale advertising, and through exploitation with the Arkansas Gazette.

REPRESENTATIVE

The Katz Agency.

K O T N

"COTTON CENTER OF ARKANSAS"

PINE BLUFF—EST. 1934

ARKANSAS NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 464. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., CST. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President B. J. Parrish
Commercial Manager R. W. Etter
Station Manager B. J. Parrish



HOW CBS SERVES THE BIG 5 PACIFIC COAST "BUSINESS STATES"

A "Business State" is a *wholesale* trading area, surrounding a major distributing center, as defined by leading drug and grocery distributors. It is the territory throughout which you must advertise if you hope to send people into all the stores stocked by your wholesalers.

COLUMBIA Pacific Network advertising offers the most *economical* method of paralleling wholesalers' efforts. You not only tell your sales story to the thickly settled metropolitan areas but you can also support your *rural* distribution as well. At no extra cost!

Notice how the important CBS stations are located: CBS in *every* important Metropolitan Center of the Pacific Coast (Los Angeles, San Francisco, Portland, Seattle, Tacoma and Spokane) — plus CBS stations in *every* important sub-

distributing center located *beyond* Intense Daytime Primary Areas of the major stations. That insures even penetration of your program throughout the entire area.

MERGE YOUR COAST DOLLARS FOR MORE PDWER!

Next time you advertise on the Coast, procure the extra prestige of a Hollywood-produced, pre-tested Columbia Pacific Network show. CBS is now broadcasting on the Coast the biggest and best array of programs in its history — good company for *your* program — large audiences of *your* customers.

COLUMBIA *Pacific* NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

Musical Director.....Lucille Grubbs
Chief Engineer.....J. R. Whitworth

POLICIES

Does not accept liquor advertising. Have not as yet carried any foreign language programs as Arkansas population is practically all American.

Cooperates in every way possible with merchants and distributors. Plugs regular commercial programs daily at various times. Has a number of programs in which listeners participate.

K U O A

"VOICE OF THE OZARKS"

SILOAM SPRINGS—EST. 1922

FREQUENCY: 1260 Kc. Power: 5000 Watts.
OWNED BY: KUOA, Inc. OPERATED BY:
KUOA, Inc. BUSINESS ADDRESS: Siloam
Springs. PHONE: Long distance 77. STUDIO
ADDRESS: Siloam Springs. TRANSMITTER

LOCATION: 1 mile west of Siloam Springs.
TIME ON THE AIR: 6:00 A.M. to local sunset.
NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Langworth Programs, Standard Radio Features.

Personnel

Chairman of Board.....John E. Brown
President.....Richard Hodges
Commercial Manager.....Storm Whaley
Station Manager.....C. M. Books
Musical Director.....Reginald W. Martin
Chief Engineer.....J. L. Miller

POLICIES

Station will not accept liquor or any alcoholic beverage advertising.

Also no Sunday commercials.

Closely connected with Ozark American, a monthly magazine, which devotes space to listing and publicity. Also provides posters, and supplemental radio mention on resume programs.

REPRESENTATIVE

Joseph Hershey McGillvra.

CALIFORNIA

Population 6,154,000

Number of Families 1,818,000

Number of Radio Homes 1,719,800

Retail Sales \$2,239,009,000

Auto Registrations 2,319,341

K E R N

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO
SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station Manager.....Robert L. Stoddard
Sales Manager.....Robert L. Stoddard
Publicity Director.....Philip McHugh
Chief Engineer.....Verne Shatto

POLICIES

Does not accept liquor advertising—except beer. No foreign language broadcasts.

Merchandising: Offers complete merchandising service which includes contacting leading stores of the city, pre-announcements on new commercials—and a program resume each day during the noon hour.

REPRESENTATIVE

Paul H. Raymer Co.

K P M C

BAKERSFIELD—EST. 1933
MUTUAL—DON LEE BROADCASTING
SYSTEM

FREQUENCY: 1550 Kc. POWER: 1000 Watts.
OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

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

Commercial Manager.....L. A. Schamblin
 Chief Announcer.....C. C. Sturm
 Musical Director.....Arthur Manter
 Chief Engineer.....L. P. Jarvis

POLICIES

Liquor policy—wine and beer only. Programs and commercials subject to station's approval.

Merchandising through publicity in local newspapers, contact reports, local theater advertising.

K R E

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Arthur Westlund
 Commercial Manager.....Arthur Westlund
 Advertising Manager...Frederick MacPherson
 Chief Announcer.....Donald Hambly
 Sales Manager.....Frederick MacPherson
 Publicity Director.....Frederick Macpherson
 Musical Director.....Harrold S. Hawley
 Chief Engineer.....Ralph Kennedy

POLICIES

Beer and wine accounts acceptable. Other liquor advertising rejected. Participating sponsorship acceptable on existing Italian News program. Other foreign language programs accepted only at the discretion of the management. Patent medicines, "Doctors" of this and that, health services, etc., acceptable at discretion of management, but such accounts are not solicited.

No fixed policy of merchandising assistance. Point of sale displays, broadsides, billboards, courtesy announcements, and various other promotional features arranged in cooperation with sponsor if desired. Extraordinarily extensive merchandising service available at cost.

K M P C

**"THE STATION OF THE STARS"
 BEVERLY HILLS—EST. 1928**

FREQUENCY: 710 Kc. POWER: 500 Watts. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....G. A. Richards
 Vice-President.....Leo Fitzpatrick
 Vice-President.....John Patt
 Vice-President-General Manager. Leo B. Tyson
 Publicity Director.....Lois Cowan
 Chief Announcer.....Matt Murray
 Musical Director.....Oliver Alberti
 Chief Engineer.....Roger Love

POLICIES

Accept beer and wine. No hard liquors, no foreign language.

All new programs announced over air in advance free of charge. One hundred letters sent out free of charge. Other merchandising at actual cost. Full cooperation on publicity.

REPRESENTATIVE

Gene Furgason & Co.

K H S L

"VOICE OF THE GOLDEN EMPIRE"

CHICO—EST. 1935

FREQUENCY: 1260 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 914. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Library of Transcriptions are purchased outright.

Personnel

President and Gen'l Mgr....Harold Smithson
 Vice-President.....William Schield
 Chief Announcer.....Don Honsdel
 Musical Director.....Max Sypher
 Chief Engineer.....Robert Songstad

POLICIES

No liquor ads accepted. No foreign language programs.

Will distribute window cards and contact advertisers' local customers and generally assist the advertiser with their customers to promote business and better business for both.

Will accept from reputable station representatives. No exclusive representative appointed.

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro

1100. STUDIO ADDRESS: 793 Main Street.
TRANSMITTER LOCATION: El Centro. TIME
ON THE AIR: Unlimited (actual, 7:00 A.M. to
11:00 P.M.).

Personnel

Manager.....E. R. Irey

POLICIES

No advertising of alcoholic beverages ac-
cepted.

For any business outside of network consult
station or any recognized agency.

K I E M

"THE VOICE OF THE REDWOODS"

EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts,
d.; 500 Watts, n. OWNED BY: Redwood
Broadcasting Co., Inc. OPERATED BY: Same.
BUSINESS ADDRESS: Vance Hotel. PHONE:
93-4-5. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Eureka Inlet, Humboldt
Bay. TIME ON THE AIR: 6:00 A.M. to 10:30
P.M. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: World Broadcasting Sys-
tem, Titan.

Personnel

Station Manager.....Wm. B. Smullin

POLICIES

Accepts only beer and wine liquor accounts.
No foreign language programs.

Station maintains merchandising service and
give same to advertisers on sustained cam-
paigns without additional charge.

REPRESENTATIVE

John Blair & Company

K A R M

"THE VOICE OF CENTRAL CALIFORNIA"
"YOUR COLUMBIA STATION FOR
CENTRAL CALIFORNIA"

FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: George Harm. OPERATED BY:
George Harm. BUSINESS ADDRESS: 1333 Van
Ness Ave. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: First & Clinton Sts. TIME
ON THE AIR: Full Time License. NEWS SER-
VICE: International News Service. TRAN-
SCRIPTION SERVICE: Associated, Standard
Radio.

Personnel

President and Owner.....George Harm
Station Manager.....Lou Keplinger
Program Director.....Dick Wegener
Chief Engineer.....John Scales

POLICIES

No liquor advertising before 10:30 P.M. All
program material subject to station approval.

Station offers complete merchandising faci-
ties.

REPRESENTATIVE

Joseph Hershey McGillvra.
Walter Biddick Co. (Coast)

K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts.
OWNED BY: McClatchy Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Van Ness & Calaveras. PHONE: 2-8817—
(transmitter) 2-0311. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: 1st and Shields.
TIME ON THE AIR: 7:00 A.M. to midnight.
NEWSPAPER AFFILIATIONS: McClatchy
Newspapers. TRANSCRIPTION SERVICE: NBC
Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Guy Hamilton
Commercial Manager.....Howard Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station Manager.....Keith Collins

POLICIES

Advertising of alcoholic beverages not ac-
cepted excepting beer and wine. All pro-
grams subject to acceptance of station man-
agement and must conform to station policy
and government regulations. Only station
announcers allowed at the microphone.

Maintains a merchandising service for ad-
vertisers.

REPRESENTATIVES

Paul H. Raymer Co.

K I E V

GLENDALE—EST. 1933

FREQUENCY: 850 Kc. POWER: 250 Watts.
OWNED BY: Cannon System, Ltd. OPERATED
BY: Cannon System, Ltd. BUSINESS ADDRESS:
701 E. Broadway. STUDIO ADDRESS: 701 E.
Broadway. TRANSMITTER LOCATION: Glen-
dale. TIME ON THE AIR: Daytime to local
sunset.

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters

POLICIES

Advertising of alcoholic beverages accepted.

K F O X

"WHERE YOUR SHIP COMES IN"

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts
(C. P. 5000 watts, d.). OWNED BY: Hal G.
Nichols. OPERATED BY: Same. BUSINESS

ADDRESS: 220 E. Anaheim St. PHONE: 672-81.
 STUDIO ADDRESS: 220 E. Anaheim St. TRANS-
 MITTER LOCATION: Same. TIME ON THE
 AIR: 5:00 A.M. to 12:00 Midnight. NEWS-
 PAPER AFFILIATION: Long Beach Independent.
 NEWS SERVICE: Associated Press. United
 Press. TRANSCRIPTION SERVICE: Standard
 Radio, C. P. MacGregor.

Personnel

President Hal G. Nichols
 Commercial Manager.. Lawrence W. McDowell
 Station Manager..... Hal G. Nichols
 Publicity Director..... Lou Huston
 Musical Director..... Rolly Wray
 Chief Engineer..... Lawrence W. McDowell

POLICIES

Beer and light wines only—no hard liquor.
 Accepts early morning Spanish accounts only.

REPRESENTATIVE

Walter Biddick Co.

KGER

"THE HARBOR STATION"
 LONG BEACH—EST. 1926

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
 OWNED BY: Consolidated Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:

Dobyns Footwear Bldg., 435 Pine Ave. PHONE:
 660-41. STUDIO ADDRESS: Dobyns Footwear
 Bldg.: 426 S. Hill St. Los Angeles; County Hall
 of Records, Los Angeles; Hermosa Biltmore
 Hotel, Hermosa Beach.. TRANSMITTER LOCA-
 TION: North Long Beach. TIME ON THE AIR:
 6:00 A.M. to midnight. NEWSPAPER AFFILLA-
 TION: Long Beach Press, Telegram and Sun.
 NEWS SERVICE: Transradio Press. KGER News
 Bureau, and local news. TRANSCRIPTION
 SERVICE: World Broadcasting System, Stand-
 ard Radio, NAB Transcriptions. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President-Gen'l Manager... C. Merwyn Dobyns
 Commercial Manager John A. Dobyns
 Business Manager Tom Hunter
 Chief Announcer Victor Eckland
 Program Director..... Helene Smith
 Publicity and Production Director
 Les Mawhinney
 News Editor..... Clete Roberts
 Chief Engineer Jay Tapp

POLICIES

Foreign language are accepted and will be
 prepared by a special foreign language de-
 partment, at times satisfactory to station.
 Advertising of alcoholic beverages accepted
 but only with copy and time acceptable to
 station. All such contracts subject to imme-
 diate cancellation. Station reserves the right

ADMITTEDLY ..

- The most popular shows on the air are listened to over KFI.

OBVIOUSLY ...

- In Southern California, the best buy is ... KFI.
- Powered to cover—
 Powered to sell—
 three million buyers in the nation's third major market.

50,000 WATTS

KFI

NBC RED NETWORK
 640 ON YOUR DIAL

Paul C. Anthony, Inc.

KFI — LOS ANGELES — KECA
 EDWARD PETRY & CO.
 NATIONAL SALES REPRESENTATIVES

to refuse or revise all programs. Programs must conform to station rules and all other regulations.

REPRESENTATIVE

Howard H. Wilson Company

K E C A

"KNOWLEDGE; EDUCATION; CULTURE; ARTISTRY."

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 82nd St. & Compton Ave. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcript Library.

Personnel

President.....Earle C. Anthony
General and Station Manager

Harrison Holliday
Commercial and Sales Manager...Clyde Scott
Program Manager.....Glan Heisch
Production Manager.....John I. Edwards
Musical Director.....Claude Sweeten
Publicity Director.....Bernard Smith
Chief EngineersCurtis Mason,
H. L. Blatterman

POLICIES

Station will cooperate with publicity and sales promotional facilities and seasonal merchandising requests.

REPRESENTATIVE

Edward Petry & Company

K E H E

"THE EVENING HERALD & EXPRESS STATION"

LOS ANGELES—EST. 1925

FREQUENCY: 780 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 141 No. Vermont. PHONE: Exposition 1341. STUDIO ADDRESS: 141 No. Vermont. TRANSMITTER LOCATION: (Near Baldwin Hills) 2951 Moynier Lane. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Los Angeles Evening Herald and Express. NEWS SERVICES: International and Universal Services. TRANSCRIPTION SERVICES: Associated Library and C. P. MacGregor.

Personnel

General Manager.....Jack O. Gross
Assistant Manager.....Howard W. Gambrell
Musical Director.....Jack Stanley
Chief AnnouncerGeorge Irwin

Program DirectorAl Poska
Chief Engineer.....Fred Ragadale

POLICIES

Light wines and beer acceptable. No foreign language programs.

Merchandising service available upon request.

REPRESENTATIVE

International Radio Sales.

K F A C

"HOME, CHURCH AND SCHOOL"

LOS ANGELES—EST. 1933

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Los Angeles Broadcasting Co. OPERATED BY: Los Angeles Broadcasting Co. BUSINESS ADDRESS: 645 So. Mariposa. PHONE: Fitzroy 1234. STUDIO ADDRESS: 645 So. Mariposa. TRANSMITTER LOCATION: 8581 W. 18th St. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press.

Personnel

President and Gen'l Manager...Calvin J. Smith
Sales Manager.....Chas. T. Hughes
Program Manager.....Robert Swan
Publicity Director.....Lucille Dinsmore
Traffic Manager.....Ruth Brown
Musical Director.....Gino Severi
Chief Engineer.....H. W. Anderson

POLICIES

Station accepts no advertising of a questionable nature, such as oil deals, patent medicines, etc. No hard liquor advertising is accepted and wines and beer advertising only after 10:00 P.M. Station prohibits use of blood and thunder children's programs, as well as foreign language programs. Medical advertising must be approved by the Los Angeles Medical Association.

K F I

"THE BEST BUY IS KFI"

LOS ANGELES—EST. 1922

NBC—RED

NATIONAL BROADCASTING CO.

FREQUENCY: 640 Kc. POWER: 50,000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcript Library.

Personnel

President.....Earle C. Anthony
General and Station Manager

Harrison Holliday
Commercial Manager.....Clyde Scott
Program Manager.....Glan Heisch

Publicity Director..... Bernard Smith
 Musical Director..... Claude Sweeten
 Projection Manager..... John I. Edwards
 Chief Engineers..... Curtis Mason,
 H. L. Blatterman

POLICIES

Station will cooperate with publicity, sales promotional and merchandising facilities.

REPRESENTATIVE

Edward Petry & Company

K F S G

LOS ANGELES

FREQUENCY: 1120 Kc. POWER: 2500 Watts. d.; 500 Watts. n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. TIME ON THE AIR: Shares Time with KRKD.

POLICIES

Station does not sell time.

K F V D

"CENTER OF THE DIAL"

LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Fitzroy 6346. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: Culver City. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

Owner..... J. F. Burke
 Station Manager..... Frank Burke
 Sales Manager..... Pete Watts
 Chief Announcer..... Howard Gray
 Chief Engineer..... Jack Smithson

POLICIES

Will not accept any liquor or beer account.

K F W B

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. d.; 1000 watts. n. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 6:30 A.M. to mid-night (daily); 8:00 A.M. to midnight (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. Associated Music. MAINTAINS ARTISTS BUREAU.

Personnel

President..... J. L. Warner
 Station Manager..... Harry Maizlish
 Chief Announcer..... Harry Hall
 Sales Manager..... C. C. Mittendorf
 Production Manager..... Manning Ostroff
 Publicity Director..... Irving Parker
 Musical Director..... Leon Leonardi
 Chief Engineer..... Harry Myers

POLICIES

Liquor advertising or foreign language programs not acceptable.

Merchandising: Collaboration with clients on development of merchandising tie-ins to programs. Station makes arrangements for complete field merchandising service for clients at cost.

REPRESENTATIVE

Paul H. Raymer Co.

K G F J

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: Washington and Oak Sts. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor; Titan Production Co.; Associated Recorded Program Service; Standard Radio.

Personnel

Manager..... Ben S. McGlashan
 Assistant Manager..... H. Duke Hancock
 Program Director..... Thelma Kirchner

POLICIES

Beer and wine accounts accepted, but no hard liquor, nor patent medicines. Commercials limited according to length of program. Foreign language accounts (Spanish) taken. All copy subject to approval of Better Business Bureau.

REPRESENTATIVE

Cox & Tanz

K H J

"KINDNESS, HAPPINESS AND JOY"

LOS ANGELES—EST. 1932

MUTUAL & DON-LEE BROADCASTING SYSTEM

FREQUENCY: 900 Kc. POWER: 5000 Watts. 1000 Watts. n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Seventh & Bixel Sts.; 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts., 1076 W. 7th St. TRANSMITTER LOCATION: Same. TIME ON

