



STATIONS

of the United States



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

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Newspaper Owned Stations

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

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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
			C.P. 5000 d., 1000 n.	299
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	299
KFOX	Long Beach, Calif.	1250	1000	195
			C.P. 5000 d.	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	235
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
WFEE	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, Wisc.	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, Wisc.	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, Wisc.	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
WHHO	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, Wisc.	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, Wisc.	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., 1600 n.	369
WISN	Milwaukee, Wisc.	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	279
WKBB	East Dubuque, Ill.		250 d., 100 n.	221
WKBB	C.P. Dubuque, Ia.	1500	250 d., 100 n.	250
WKBH	La Crosse, Wisc.	1380	1000	410
WKBN	Youngstown, Ohio	570	500	345
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	357
WKBY	Richmond, Ind.	1500	100	247
WKBW	Buffalo, N. Y.	1480	5000	312
WKBZ	Muskegon, Mich.	1500	250 d., 100 n.	281
WKEU	Griffin, Ga.	1500	100	227
WKOK	Sunbury, Pa.	1210	100	365
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	337
WKST	New Castle, Pa.	1250	250	358
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	347
WKZO	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.	760	5000	284
WLBL	Stevens Point, Wisc.	1310	250 d., 100 n.	246
WLBL	Stevens Point, Wisc.	900	5000	413
WLBZ	Bangor, Me.	620	1000 d., 500 n.	266
WLEU	Erie, Pa.	1420	250 d., 100 n.	356
WLLH	Lowell, Mass.	1370	250 d., 100 n.	275
WLNH	Laconia, N. H.	1310	100	302
WLS	Chicago, Ill.	870	50000	237
WLTH	Brooklyn, N. Y.	1400	500	310
WLVA	Lynchburg, Va.	1200	250 d., 100 n.	398
WLW	Cincinnati, Ohio	700	50000	337
WMAL	Washington, D. C.	630	500 d., 250 n.	217
WMAQ	Chicago, Ill.	670	50000	238
WMAS	Springfield, Mass.	1420	250 d., 100 n.	276
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	227
WMBC	Detroit, Mich.	1420	250 d., 100 n.	278
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	240
WMBF-WIOD	Miami, Fla. (See WIOD, Page 219)			
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
WMBS	Uniontown, Pa.	1420	250 d., 100 n.	365
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	375
WMCA	New York, N. Y.	570	1000	317
WMEX	Boston, Mass.	1500	250 d., 100 n.	
WMEX	Boston, Mass.	C.P. 1470	5000	273
WMFD	Wilmington, N. C.	1370	100	328
WMFF	Plattsburg, N. Y.	1310	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.	WHSB	
	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.	WPTR	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, OhioWSPD	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.KGRAR	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, TexasKGKB	M
Seattle, Wash.KEEN		Uniontown, Pa.WMBBS	
	KIRO	C	Urbana, Ill.WILL	
	KJR	NB	Utica, N. Y.WIBX	C
	KOL	M	Valley City, N. D.KOVCS	
	KOMO	NR	Vancouver, Wash.KVAN	
	KRSC		Vermilion, S. D.KUSD	
	KTW		Vernon, TexasKVWCS	M
	KXA		Vicksburg, Miss.WQBC	
Selma, Ala.WHBB		Virginia, Minn.WHLB	C
Sharon, Pa.WPIC		Visalia, Calif.KTKCS	M
Shawnee, Okla.KGGF	M	Waco, TexasWACO	M
Sheboygan, Wisc.WHBL		Wallace, Ida.KWAL	
Shenandoah, Ia.KFNF		Walla Walla, Wash.KUJ	
	KMA	NB	Washington, D. C.WJVS	C
Sheridan, Wyo.KWYO			WMAL	NB
Sherman, TexasKRRV	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.KWTS	
	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, TexasKRGV	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.WVVA	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, OhioWKBN	C
	WFLA	NB-NR		WMPJ	
Temple, TexasKTEM	M	Yuma, ArizonaKUMA	
Terre Haute, Ind.WBOW	NB-NR	Zanesville, OhioWALR	
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)

KVOA

"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)

KUMA*

"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

KLCN

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. NEWSPAPER 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"

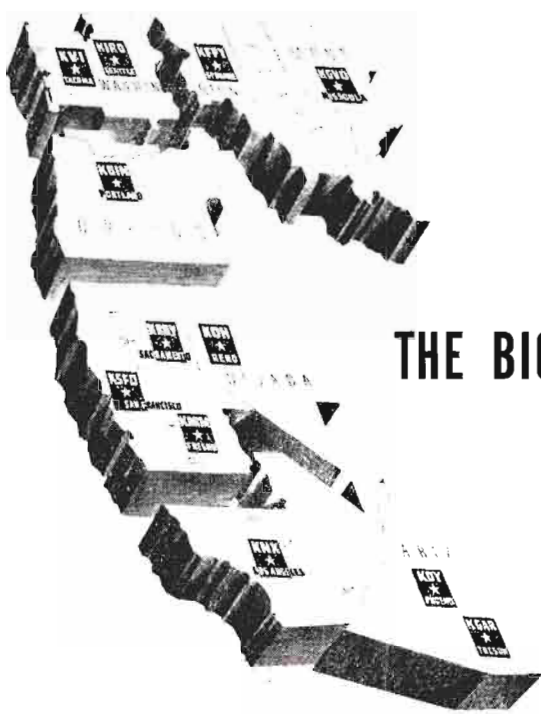
PINE BLUFF—EST. 1934

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-
 SCRPTION 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-
 SCRPTION 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-
 lities.

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.

5 0 , 0 0 0 W A T T S

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

THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). **NEWS SERVICE: Transradio Press. International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.**

Personnel

President Thomas Lee
 Vice-President and General Manager
 Lewis Allen Weiss
 Commercial Manager Sydney Gaynor
 Chief Announcer James Burton
 Publicity Director Frances Goloth
 Musical Director William Krauth
 Chief Engineer Frank Kennedy

POLICIES

Will take beer and wine.

Merchandising plan: Theater trailers in five downtown theaters, lobby cards in theaters, 8 x 10 ads in the following papers: L. A. Daily News, L. A. Downtown Shopping News, L. A. Evening News, Hollywood Shopping News, and San Gabriel Valley Topics; weekly full page, back cover (two colors), in Southern California Grocers Journal with a circulation of 4,250 among independent grocers; display cards in 450 Yellow Taxis with a circulation of 400,000.

REPRESENTATIVE

John Blair & Company

K M T R

"KMTR, 570 Kc.—TOP OF THE DIAL"

LOS ANGELES—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 P.M. (on unlimited license). MAINTAINS ARTISTS' BUREAU.

Personnel

President Victor E. Dalton
 General Manager Kenneth O. Tinkham
 Production Manager Bud Ernst, Jr.
 Musical Director Salvatore Santaella
 Chief Technician Carrol Hauser

POLICIES

Station does not accept patent medicine or medical advertising. Beer and wine advertising accepted; hard liquor advertising accepted only after 10:00 P.M. Station does not accept advertising for stock-selling companies, lotteries, fortune tellers or astrologists. Station accepts foreign language programs.

REPRESENTATIVE

Burn-Smith Co.

K N X

"THE VOICE OF HOLLYWOOD"

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6125 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 2484. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. ARTISTS' BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Library Service.

Personnel

General Manager... Donald W. Thornburgh
 Ass't Gen'l Manager John M. Dolph
 Sales Manager Harry W. Witt
 Director of Public Affairs Fox Case
 Radio Sales Manager... George L. Moskovics
 Program Director Charles Vanda
 Ass't Program Director Ben Paley
 Musical Director Wilbur Hatch
 Chief Engineer Lester H. Bowman
 Sales Promotion Manager, Edwin W. Buckalew
 Publicity Director Hal B. Rorke
 Continuity Chief Russ Johnston
 Production Manager Edith Todesca
 Traffic Manager Allan N. Cormack
 Sound Effects Chief Alfred Span
 Managing News Editor Nelson Pringle
 Comptroller Charles D. Ryder, Jr.
 Chief Announcer Don Forbes

POLICIES

No liquor advertising accepted. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station. Lectures and Talks (except political talks) are not accepted between the hours of 6:00 P.M. and 12:00 midnight. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 P.M. (Other restrictions same as CBS network.)

Merchandising: Individualized service supplants routine merchandising assistance; every product is considered a new exploitation opportunity. A complete publicity department is maintained rendering plus service for sponsors and their products.

REPRESENTATIVE

Radio Sales.

K R K D

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 watts, d.; 500 watts, n. OWNED BY: Radio Broad-

casters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: (Mon., Tues., Wed., Thurs. & Sat.) 6:00 A.M. to 7:45 P.M. (Friday) 6:00 A.M. to midnight. (Sunday) 6:30 A.M. to 10:30 A.M.—12:30 P.M. to 3:00 P.M. & 4:00 P.M. to 7:00 P.M. NEWSPAPER AFFILIATIONS: Daily News, Evening News. NEWS SERVICE: United Press.

Personnel

General Manager..... John A. Driscoll
Studio Manager & Program Director
Howard R. Bell
Publicity Director..... Joe Micciche
Musical Director..... Salvatore Santaella
Chief Engineer..... Willis O. Freitag

POLICIES

Does not solicit any liquor or foreign language accounts.

Maintains a promotion department that aids accounts in conducting special sales or events.

REPRESENTATIVE

Joseph Hershey McGillvra.

K Y O S

"VOICE OF GREATER YOSEMITE EMPIRE"

MERCED—EST. 1936

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Star Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio Library.

Personnel

President Ray McClung
Commercial Manager..... George Barringer
Chief Announcer..... Charles Kingsley, Jr.
Station Manager..... John W. Crews
Sales Manager John W. Crews
Publicity Director Stanley Pratt, Jr.
Chief Engineer Morton Weibers

POLICIES

No mention of names or prices on hard liquors.

Foreign language programs allowed if translated copy is supplied in advance; no duplicate announcements in English; cash in advance.

REPRESENTATIVE

Walter Biddick Co.—West Coast

K T R B

"VOICE OF CENTRAL CALIFORNIA"
MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: McHenry and Sylvan Aves. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: Sunrise to sunset. NEWSPAPER AFFILIATIONS: Oakdale Enterprise, Jamestown Enterprise. NEWS SERVICE: United Press and local news.

Personnel

Station Manager..... T. R. McTammany

POLICIES

Only beer and wine accounts accepted. All programs and announcements are subject to the owner's approval and the Federal Communications Commission regulations.

REPRESENTATIVES

Walter Biddick Co. and Cox & Tanz

K D O N

"THE MONTEREY BAY STATION"

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Hotel Palomar, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. McGregor, Inc.

Personnel

President..... Allen Griffin
Station Manager Howard V. Walters
Commercial Manager..... H. V. Walters
Chief Announcer..... Jack Eliassen
Publicity Director..... Bob Pinkerton
Chief Engineer..... Melvin Johnson, Jr.

POLICIES

Takes wine and beer advertising.

Merchandising aids through movie trailers (when furnished by advertiser), letters to the trade, etc.

REPRESENTATIVE

John Blair & Co.

K L S

OAKLAND—EST. 1921
BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

Personnel

Station Manager.....S. W. Warner
Commercial Manager.....F. W. Morse

POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village—a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

K L X

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

ManagerPreston D. Allen

POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

K R O W *

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS ADDRESS: 464 Nineteenth St. PHONE: Glencort 6774. STUDIO ADDRESS: Hotel Bellevue. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

* No further information made available after usual requests.

K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

Personnel

Station ManagerDavid Black
Chief AnnouncerVincent Parsons
Program DirectorLeon Hall
Chief EngineerN. V. Parsons

POLICIES

Takes no commercial programs.

K V C V

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Main 99 Highway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M. NEWS SERVICE: United Press.

Personnel

PresidentHarold Smithson
Vice-President.....William Schield
Commercial Manager.....Harold Smithson
Advertising Manager.....Harold Smithson
Chief Announcer.....Harry De Lasaux
Station Manager.....Harold Smithson
Production Manager.....Harry De Lasaux
Publicity Director.....Harold Smithson
Chief Engineer.....Robert Songstad

POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

K F B K

"THE CAPITOL STATION OF CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA
RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting

Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-PresidentG. C. Hamilton
 Business Manager.....Howard Lane
 Chief Announcer.....Tony Koester
 Station ManagerHoward Lane
 Sales ManagerLeo Ricketts
 Publicity DirectorH. Jacobsen
 Musical DirectorGeorge Breece
 Chief EngineerNorman D. Webster

POLICIES

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

REPRESENTATIVE

Paul H. Raymer Company

K R O Y

"THE ROY MILLER STATION"

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 6th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-OwnerRoyal Miller
 General Manager.....Will Thompson, Jr.
 Station Manager.....Will Thompson, Jr.
 Chief Announcer.....Lee Kendall
 Chief Engineer.....Milton Cooper

POLICIES

No hard liquor or foreign language accounts accepted.

Complete merchandising service is available to national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra.
 Walter Biddick & Company (Coast).

K F X M

"VOICE OF THE SUNKIST VALLEY"

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: J. C. & E. W. Lee. OPERATED

BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761 & 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....J. Clifford Lee
 Commercial Manager.....Gene W. Lee
 Chief Announcer.....Howard Baichly
 Sales Manager.....Maurice Vroman
 Publicity Director.....E. W. Lee
 Chief Engineer.....Richard F. Lewis

POLICIES

Liberal policy, but does not solicit liquor advertising or encourage same.

Merchandising: Maintains contact man to work with distributors and dealers. Newspaper and shopping news publicity.

REPRESENTATIVE

John Blair & Company

K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts. OWNED BY: Airfan Radio Corp., Ltd. OPERATED BY: Airfan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight, (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager...Thomas E. Sharp
 Assistant Manager.....Sam Lipsett
 Commercial Manager.....John Babcock
 Sales Manager.....John Babcock
 Program-Publicity Director ...Leah McMahon
 Musical DirectorLeah McMahon
 Chief EngineerHarold Hasenbeck

POLICIES

Station accepts beer and wine advertising but has so far not accepted hard liquor accounts.

Has not accepted any foreign language accounts.

Merchandising: Contests of legitimate nature are allowed on any commercial program. Exploitation and publicity for both sustaining and commercial programs are handled by Publicity Director. News stories, pictures, cuts, and mats, when available are released daily to both local and out-of-town papers and radio

journals for release. Surveys and any extra exploitation may be arranged for on an actual cost basis.

REPRESENTATIVE

Joseph Hershey McGillvra

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. **POWER:** 1000 Watts. **OWNED BY:** Don Lee Broadcasting System. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 1012 First Ave. **PHONE:** Franklin 6151. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. **NEWS SERVICES:** Transradio Press, International News Service. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

Genl. Mgr.....Lewis Allen Weiss
Station Manager.....S. W. Fuller
Sales Manager.....D. J. Donnelly
Program Director.....David R. Young
Chief Engineer.....Milam Cater

POLICIES

No liquor; beer and wine only. No foreign language accounts accepted.

Merchandising: Station offers complete merchandising cooperation by means of dealer surveys, point-of-sale promotion, display advertising in the San Diego Shopping News.

REPRESENTATIVE

John Blair & Co.

K F R C

SAN FRANCISCO—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 610 Kc. **POWER:** 5,000 Watts, d.; 1,000 Watts, n. **OWNED BY:** Don-Lee Broadcasting System. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 1000 Van Ness Ave. **PHONE:** Prospect 0100. **STUDIO ADDRESS:** 1000 Van Ness Ave. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

President.....Thomas S. Lee
Station Manager.....Wilbur Eickelberg
Commercial Manager.....Ward D. Ingram
Program Director.....William D. Pabst
Chief Announcer.....Robert Bence
Publicity Director.....Pat Kelly
Musical Director.....Chet Smith
Chief Engineer.....Ernest G. Underwood

POLICIES

Wine and beer advertising accepted. Do not broadcast foreign language programs.

Merchandising is available, dependent on specific requirements of individual accounts.

REPRESENTATIVE

John Blair & Co.

K G O

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. **POWER:** 7,500 Watts. **OWNED BY:** General Electric Co. **OPERATED BY:** National Broadcasting Co. **BUSINESS ADDRESS:** 111 Sutter St. **PHONE:** Sutter 1920. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Oakland. **TIME ON THE AIR:** (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. **NEWS SERVICE:** International News Service and United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President.....Gerard Swope
Station Manager.....Lloyd E. Yoder
Sales Promotion Manager...Robert McAndrews
Program Director.....Glenn Dolberg
Production Manager.....Robert Seal
Office Manager.....S. P. Dorais
Chief Announcer.....Richard Eilers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Walter Kelsey
Station Engineer.....Curtis D. Peck

POLICIES

Station subscribes to all policies of National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

REPRESENTATIVE

National Broadcasting Co., Inc.

K J B S

SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. **POWER:** 500 Watts. **OWNED BY:** Julius Brunton & Sons Co. **OPERATED BY:** Julius Brunton & Sons Co. **BUSINESS ADDRESS:** 1470 Pine St. **PHONE:** Ordway 4148. **STUDIO ADDRESS:** 1470 Pine St. **TRANSMITTER LOCATION:** 1470 Pine St. **TIME ON THE AIR:** (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. **NEWS SERVICE:** United Press. **KJBS News Service.** **TRANSCRIPTION SERVICE:** Standard Radio, Langlois & Wentworth, NAB Library.

Personnel

General Manager.....Ralph R. Brunton
Operations Manager.....E. P. Franklin

POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Lenox R. Lohr
Station Manager.....Lloyd E. Yoder
Sales Promotion Manager..Robert McAndrews
Program Director.....Glenn Dolberg
Production Manager.....Robert Seal
Office Manager.....S. P. Dorais
Chief Announcer.....Richard Eilers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Meredith Willson
Station Engineer.....Curtis D. Peck

POLICIES

Station subscribes to all policies of the National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

REPRESENTATIVE

National Broadcasting Co., Inc.

K S A N

"SAN FRANCISCO'S TWENTY-FOUR
HOUR STATION"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Golden Gate Broadcasting Co.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Transco.

Personnel

Station Manager.....S. H. Patterson
Sales Manager.....C. E. Hopkins
Publicity Director.....Les. Malloy
Musical Director.....Gordon Willis
Chief Engineer.....Wm. C. Grove

POLICIES

No hard liquor accepted. No other restrictions. Limited foreign language programs now on station.

Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

REPRESENTATIVE

Howard Wilson Company

K S F O

"THE CBS STATION"

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President.....W. I. Dumm
Vice-President.....Philip G. Lasky
General Manager.....Philip G. Lasky
Program Director.....J. C. Morgan
Publicity Director.....Harry Elliott
Musical Director.....Dick Aurawdt
Chief Engineer.....R. V. Howard

POLICIES

No liquor advertising; only beer. No foreign language programs. No lectures or talks are accepted between 6:00 and 11:00 P.M. except political during a campaign. No commercial broadcasting consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 P.M. Medical products subject to examination by station before acceptance, and usually only well-known products accepted. No unusual claims allowed.

Merchandising done on actual cost basis. Station has facilities to send letters and bulletins to jobbers and reasonable list of retailers; personal calls to jobbers and prominent re-

tailers. Station will distribute displays, cards or merchandise at cost, but will not solicit business for advertisers. All merchandising problems are handled as individual cases, without attempting to apply a rigid fixed policy.

REPRESENTATIVE

Free & Peters, Inc.

K Y A

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 5,000 Watts. d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:30 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Chronicle, S. F. Call-Bulletin, S. F. Daily News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

Personnel

President.....J. V. Connolly
 Station Manager.....Reiland Quinn
 Chief Announcer.....David S. Vaile
 Commercial Manager.....Reiland Quinn
 Publicity Director.....J. Clarence Meyers
 Musical Director.....Walter Rudolph
 Chief Engineer.....Paul C. Schulz

POLICIES

Beer and wine accounts acceptable at any time. Hard liquor accounts only acceptable after 10 p.m.; must have a live talent show.

REPRESENTATIVE

International Radio Sales.

K Q W

SAN JOSE—EST. 1910

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight, PST. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Program Library.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Sales Manager.....H. O. Fiebig

POLICIES

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:00 A.M. daily except Sunday.

Theater trailers and display space in newspaper.

REPRESENTATIVE

Joseph Hershey McGillvra

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sundays, 8:30 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Manager.....Les Hacker
 Commercial Manager.....John C. Clifton
 Sales Manager.....Jack Wasson
 Program Director.....Lee Hoagland
 Chief Announcer.....Aram Rejebian

POLICIES

Advertising of beer and wine acceptable.

REPRESENTATIVES

John Blair & Co.

K V O E

"THE VOICE OF THE ORANGE EMPIRE"

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor, World Transcription System.

Personnel

President and General Manager.
 Ernest L. Spencer
 Program Director.....Wallace S. Wiggins
 Musical Director.....Wallace S. Wiggins
 Chief Engineer.....Wallace S. Wiggins

POLICIES

No liquor advertising accepted.

Merchandising: Publicity of program in local newspaper; also program listing in radio logs of daily papers. Direct mail sent out at cost. Surveys made at actual cost. Distribution of window and counter cards is available without charge to advertisers.

REPRESENTATIVE

John Blair & Company

K D B

"THE VOICE OF SANTA BARBARA"

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Thomas S. Lee
Station Manager.....Earl Pollock
Chief Announcer.....Tony La Frano
Sales Manager.....Bill A. Skaggs
Chief Engineer.....Robert Arne

POLICIES

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Complete merchandising service, market analysis, customer contact is available for advertisers. A weekly publication, "Program Highlights," in which programs and sponsors are exploited, is distributed by local merchants. Station offers complete cooperation with all requests.

REPRESENTATIVE

John Blair & Co.

K T M S

"THE NEWS-PRESS STATION"

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO. (BLUE)
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. M. Storke
Chief Engineer.....C. C. Van Cott

POLICIES

Does not accept liquor accounts, excepting beer and wine. Copy for medical advertising must be submitted for approval along with contract.

Merchandising services—information of specific features given out on request.

REPRESENTATIVES

Weed & Company
Walter Biddick Co.

K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rose Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....E. L. Finley
Manager.....Wilt Gunzendorfer
Commercial Manager.....L. A. Thatcher
Chief Engineer.....Bob Nichols

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audition studios.

K G D M

STOCKTON—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....A. H. Green
Program Director.....Lillian Best

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, is not accepted. Medical advertising accepted subject to station approval.

Merchandising: Station publicizes programs via theatre displays and newspapers.

REPRESENTATIVES

Small & Brewer (Coast)
John Blair & Co.

K W G

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
Station Manager.....George Ross
Sales Manager.....George Ross
Chief Announcer.....Dean Banta
Chief Engineer.....Russell Bennett

POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

REPRESENTATIVE

Paul H. Raymer Company

K T K C

"VOICE OF TULARE & KINGS COUNTIES"

VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset; 7:30 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS:

Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, NAB Library.

Personnel

President.....Chas. A. Whitmore
Advertising Manager.....Milland Kibbe
Chief Announcer.....Sheldon Anderson
Station Manager.....Chas. P. Scott
Sales Manager.....Chas. P. Scott
Publicity Director.....Chas. P. Scott
Musical Director.....Chas. P. Scott
Chief Engineer.....Bert Williamson

POLICIES

No liquor accounts excepting beer and wine.

REPRESENTATIVE

Cox & Tanz.

Walter Biddick Co. (Pacific Coast).

K H U B

"THE HOME STATION OF THE MONTEREY"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: John P. Scripps. OPERATED BY: Same. BUSINESS ADDRESS: Watsonville. PHONE: 1700-1. STUDIO ADDRESS: Watsonville. TIME ON THE AIR: 6:00 A.M. to local sunset (daily); 7:00 A.M. to local sunset (Sunday). NEWSPAPER AFFILIATION: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....John H. Bennett
Production Manager.....Charles Kinsley
Program Director.....Emery Milburn
Chief Announcer.....Jack Wagner
Publicity Director.....Charles Kinsley
Musical Director.....Helen Farrell
Women's Director.....Helen Farrell
Chief Engineer.....Harold Platt

POLICIES

All foreign language programs must submit continuities and translations 36 hours before program time. Wines and beers may be mentioned—not hard liquors.

Merchandising: A daily column for program promotion in the Watsonville Register-Pajaronian. Commercial features with universal appeal receive full publicity in this town's only daily newspaper, and promotional spots on the air.

REPRESENTATIVE

Walter Biddick Co.

COLORADO

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$302,559,000

Auto Registrations 307,220

KGIW

"THE VOICE OF THE GREAT SAN LUIS VALLEY"

ALAMOSA—EST. 1929

SOUTHWEST BROADCASTING CO.

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: Leonard E. Wilson. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa and Monte Vista. TRANSMITTER LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:30 A.M. to 9:30 P.M. (Shares time with KDIW). NEWS SERVICE: Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

Owner Leonard E. Wilson

Commercial Manager.....Edgar L. Allen
 Program Director..... Sherrill Ellsworth
 News Editor..... John R. Thomas
 Chief Engineer.....Will M. Thomas

POLICIES

Advertising of alcoholic beverages accepted. All copy must be contracted for and in the hands of the program director five days prior to scheduling due to advance reservation of time.

REPRESENTATIVE

L. E. Wilson, La Junta, Colo.

KVOR

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.
 OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. East of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

Personnel

President E. K. Gaylord
 Station Manager Hugh B. Terry
 Artists Bureau Head Zell Wade
 Chief Announcer Robert Freed
 Program and Publicity Director..... Zell Wade
 Musical Director Arbor Fuller
 Chief Engineer.....Cozine Strang

POLICIES

No hard liquor accounts accepted. Merchandising: Special merchandising department under full time merchandising man. Dealer contacts, counter and window displays, letters to dealers, product surveys, etc.

REPRESENTATIVE

The Katz Agency

EXCLUSIVE

DENVER SPONSORSHIP OF MUTUAL NETWORK CO-OPERATIVE PROGRAMS AVAILABLE ON



Exclusive sponsor identification with the prestige and major audience, of live coast-to-coast network programs like:

THE SHADOW
 THE LONE RANGER
 FULTON LEWIS, JR.
 THE GREEN HORNET
 FAMOUS JURY TRIALS
 THE JOHNSON FAMILY
 SHOW OF THE WEEK

Complete information, availabilities and low pro-rata talent costs on request to:

GENE O'FALLON—KFEL Manager

OR ASK A JOHN BLAIR MAN

K F E L

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL—NBC (Blue)

COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 8:30 A.M., 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M., and 6:00 P.M. to 7:30 P.M.; Sunday, 10:30 A.M. to 7:30 P.M.; additional on Tue., Thurs. and Sat.: 9:00 P.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NAB Library, World Broadcasting System, Lang-Worth, Standard Radio.

Personnel

President-Station Manager.....Gene O'Fallon
Director.....Frank Bishop
Local Sales Manager.....Holly Moyer
Program Director.....Bill Wales
News Editor.....Wally Reef
Publicity and Promotion Director...Don McCaig
Chief Announcer.....Albert Stephens
Chief Engineer.....J. P. Veatch

POLICIES

Hard liquor after 9 P.M. only.

Foreign language announcements must be repeated in English.

Mailing lists available for retailers, wholesalers and jobbers.

REPRESENTATIVE

John Blair & Company

K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service, Standard Radio.

Personnel

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Sales Manager.....Fred L. Allen
Program Director.....Arthur Wuth
Production Manager...Howard R. Chamberlain
Promotion Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. McClelland

POLICIES

Does not accept liquor advertising or foreign language accounts. Careful supervision is given to all copy, in particular to those pertaining to medical accounts.

KLZ publishes a bi-weekly program schedule for gratis distribution; operates a merchandising department; exhibits screen trailers in eleven Denver Fox theatres; offers display space in the studio lobby and the lobby of the adjoining Sherley-Savoy Hotel's Lincoln Room.

REPRESENTATIVE

The Katz Agency

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Gerard Swope
Artists Bureau Head.....Duncan McColl
Chief Announcer.....C. C. Moore
Station Manager.....R. H. Owen
Sales Manager.....A. W. Cropsey
Publicity Director.....Jas. MacPherson
Musical Director.....Carl Wieninger
Chief Engineer.....C. A. Peregrine

POLICIES

Policies same as those of National Broadcasting Company.

Merchandising: Every consistent and sensible effort possible is made to help advertising clients extract greatest possible value from programs. Lobby display windows are made available. Letters are written to dealers and jobbers where client furnishes list and postage; studios are made available for sales meetings and limited number of personal calls are made on distributors for advertising clients without charge.

REPRESENTATIVE

National Broadcasting Co., Inc.

K P O F

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STU.

DIO ADDRESS: 1845 Champa St. TRANSMITTER LOCATION: Denver. TIME ON THE AIR: Shares Time with KFKA.

POLICIES

Station does not sell time.

K V O D

"THE VOICE OF DENVER"

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 920 Kc. POWER: 500 watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 202 Continental Oil Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: So. Federal & Alameda outside of Denver. TIME ON THE AIR: 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio & Associated Library.

Personnel

President and General Manager W. D. Pyle
 Secretary-Treasurer T. C. Ekrem
 Commercial Manager M. F. Schroeder
 Chief Announcer J. E. Finch
 Station Manager T. C. Ekrem
 Publicity Director B. H. Stanton
 Musical Director J. E. Finch
 Chief Operator D. Garretson

RESULTS

Prove

K V O D

DENVER

SELLS Denver

AND VICINITY

ONE OF THE MOST
 CONCENTRATED
 MARKETS
 IN THE UNITED STATES

Lowest Cost Per Listener

NBC EDWARD PETRY, Nat. Rep.

POLICIES

Advertising of alcoholic beverages accepted after 9:00 P.M. only.

REPRESENTATIVE

Edward Petry & Co.

K I U P

"THE VOICE OF THE SAN JUAN BASIN"

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President M. L. Cummins
 Commercial Manager R. M. Beckner
 Station Manager Raymond M. Beckner
 Sales Manager Raymond M. Beckner
 Chief Engineer G. L. Schmehl

POLICIES

Liquor and foreign language accounts are not accepted.

K F X J

"THE VOICE OF WESTERN COLORADO"

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager Rex Howell
 Treasurer Chas. Howell
 Chief Engineer Fred Mendenhall

POLICIES

Policies forbid alcoholic liquor advertising, superlative statements or direct mention of competitive products or services.

Merchandising facilities include periodic surveys, dealer contacts, supervision of supplementary advertising, lobby displays, and general monitoring of campaign results.

K F K A

"NORTHERN COLORADO'S OWN STATION"

GREELEY—EST. 1922

**MUTUAL BROADCASTING SYSTEM
COLORADO RADIO NETWORK**

FREQUENCY: 880 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. OWNED BY: Mid-Western
Radio Corp. OPERATED BY: Mid-Western
Radio Corp. BUSINESS ADDRESS: 620 Eighth
Ave. PHONE: 450-1. STUDIO ADDRESS: 620
Eighth Ave. TRANSMITTER LOCATION:
Hoover Park. TIME ON THE AIR: 5:30 A.M.
to 12:30 A.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Managing Director.....H. E. Green
SecretaryPatricia Murphy

POLICIES

No stated special policies.

REPRESENTATIVE

Bassler & Co.

K O K O

"COME KOKO"

LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: The Southwest Broadcasting Co.
OPERATED BY: The Southwest Broadcasting
Co. BUSINESS ADDRESS: Box 225. Phone:
"42." STUDIO ADDRESS: La Junta. TRANS-
MITTER LOCATION: La Junta. TIME ON THE
AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES:
Radio News Assn. TRANSCRIPTION SERVICE:
NBC Thesaurus, Standard Radio.

Personnel

Station Manager.....Leonard E. Wilson
Commercial Manager.....R. B. Miller
Advertising Manager.....L. E. Wilson
Chief Announcer.....Jack Lund
Sales Manager.....R. B. Miller
Publicity Director.....L. E. Wilson
Chief Engineer.....Jack Lund

POLICIES

Merchandising: Contacts are made regularly
with merchants throughout the territory to
maintain cooperation between the wholesaler
or manufacturing sponsor and retailers.

REPRESENTATIVE

Bassler & Co.

K I D W

"THERE'S NO USE TALKING UNLESS
YOU'RE HEARD"

LAMAR—EST. 1932

SOUTHWEST BROADCASTING COMPANY
FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Southwest Broadcasting Co.
OPERATED BY: Leonard E. Wilson. BUSINESS

ADDRESS: 129 W. Elm St. PHONE: 16. STU-
DIO ADDRESS: 129 W. Elm St. TRANSMITTER
LOCATION: Lamar. TIME ON THE AIR: 7:00
A.M. to 6:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICE: C. P.
MacGregor.

Personnel

President and Advertising Manager,
Leonard E. Wilson
General Manager.....Sherrill Ellsworth
Musical Director.....Jack Phillips
Chief Engineer.....J. E. Phillips

POLICIES

Accepts liquor and foreign language ac-
counts.

Merchandising: Newspaper pictures and
stories, supplementary spot announcements,
window display cards, personal dealer con-
tacts and cooperation.

REPRESENTATIVE

Cox & Tanz, Inc.

K G H F

PUEBLO—EST. 1928

**NATIONAL BROADCASTING CO.
(BLUE & RED)**

FREQUENCY: 1320 Kc. POWER: 500 Watts.
OWNED BY: Curtis P. Ritchie. OPERATED
BY: Same. BUSINESS ADDRESS: 113 Broad-
way. PHONE: 3877. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
NEWS SERVICE: Local paper tieup (A.P.).
TRANSCRIPTION SERVICE: World Broadcast-
ing System, C. P. MacGregor.

Personnel

Owner.....Curtis P. Ritchie
Station Manager.....J. H. McGill
Program Director.....Fred Amos
Chief Engineer.....George Ikelman

POLICIES

No stated special policies.

K G E K

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Elmer G. Beehler. OPERATED
BY: Elmer G. Beehler. BUSINESS ADDRESS:
Fleming Road. PHONE: 679. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 11:30 A.M. to 1:30
P.M. daily, and Tuesdays and Fridays 7:15
P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15
P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIP-
TION SERVICE: C. P. MacGregor.

POLICIES

Clean novelty type of electrical transcription
program will be accepted on alcoholic bever-
age advertising.

BESSIE HERSELF IS NO TROUBLE.. But

HER FAN MAIL GETS US DOWN



"Bessie Bossie," Ben Hawthorne's stooge, is only the canned moo of a mythical Guernsey—just a scound effect. To hear her at all you've got to tune in WTIC's "Morning Watch" between 7 and 8 A.M. And still Bessie's fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie's mail is a problem to us, it's mighty important to you or anyone else with goods to sell in Southern New England. It's a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network

Representatives: Weed & Company
New York Chicago Detroit San Francisco

CONNECTICUT

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$556,722,000

Auto Registrations 380,274

W I C C

BRIDGEPORT (New Haven)—
EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Universal Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service. AFFILIATED with Yankee Network Artists Bureau.

Personnel

President.....John Shepard 3rd
Vice-President in Charge of
Station Operations.....R. L. Harlow
Commercial Manager.....Richard Voynow
Advertising Manager.....Carleton McVarish
Artists Bureau Head.....Van Sheldon
Station Manager.....Joseph Lopez
Sales Manager.....Fred Rowe
Publicity Director and
Program Director.....Judson La Haye
Chief Engineer.....Garro Ray

POLICIES

Policies same as Yankee Network.

Constant personal contact is maintained with the wholesale jobber and retail trade by members of the staff, as merchandising aids.

REPRESENTATIVE

Edward Petry & Co., Inc.

W D R C

"THE ADVERTISING TEST STATION IN
THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME

ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station

Manager.....Franklin M. Doolittle
Commercial Manager.....Wm. F. Malo
Advertising Manager.....Wm. F. Malo
Studio Manager.....Walter Haase
Sales Manager.....Wm. F. Malo
Publicity Director.....Walter Haase
Musical Director.....Sterling V. Couch
Chief Engineer.....Italo Martino

POLICIES

No liquor advertising—beer accepted. No foreign language accounts.

Complete merchandising service at cost.

REPRESENTATIVE

Paul H. Raymer Co.

W T H T

"THE VOICE OF HARTFORD"

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: The Hartford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

Personnel

Station Manager.....Cedric W. Foster
Commercial Manager.....C. Glover Delaney
Program Director.....Laureat A. Martineau
Chief Engineer.....Richard K. Blackburn

POLICIES

Takes no liquor advertising of any kind or nature whatsoever. Foreign language programs are accepted but station reserves at all times the right of complete supervision of accounts.

Merchandising: Able to accord commercial program news space in The Hartford Times

but not too heavy a story. The Times will not publicize its own programs to the exclusion of the other stations in Hartford and feels that too much publicity is taking an unfair advantage.

REPRESENTATIVE

J. P. McKinney & Son

W T I C

HARTFORD

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager P. W. Morency
 Sales Manager J. F. Clancy
 Chief Announcer Fred Wade
 Publicity Director G. Malcolm-Smith
 Musical Director Moshe Paranov
 Chief Engineer J. C. Randall

POLICIES

Beer and light wine advertising accepted.

Hard liquor advertising is not acceptable to the station.

Merchandising in connection with commercial programs is done at the client's expense.

All new programs are publicized in our general program resume.

REPRESENTATIVE

Weed & Company

(See page 212)

W N B C

"CENTRAL CONNECTICUT STATION"

NEW BRITAIN—EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts, d.; 250 Watts, n. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. PHONE: 240-1. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President Patrick J. Goode
 Vice-President Harold LaFount
 Treasurer Rosalyn Richman
 General Manager R. W. Davis
 Chief Announcer Hal Goodwin
 Commercial Manager Laurence C. Edwardson

POLICIES

All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the management. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

W E L I

"NEW HAVEN'S OWN STATION"

NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: West Haven. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Patrick J. Goode
 Manager James T. Milne
 Artists' Bureau Head Marion Reynolds
 Chief Announcer Charles Wright
 Publicity Director Sidney Golluboff
 Musical Director Marion Reynolds
 Chief Engineer J. Gordon Keyworth

W B R Y

1000 WATTS—FULL TIME

Member of
 The
Columbia
 Broadcasting
 System

Offices & Studios

152 Temple St., New Haven
 136 Grand St. Waterbury

POLICIES

Accepts beer and wine advertising and programs in Italian and Polish as these are the two dominant foreign nationalities in locality. All script material must be submitted two weeks in advance of program and must comply with all legislative demands such as FCC rulings . . . particularly in food and drug copy. Musical programs must be submitted one week in advance in order to allow for clearing of restricted numbers.

Merchandising: Handles all requests for samples by sending people to their neighborhood stores where product has distribution; also handle contest awards.

On occasion contacts dealer outlets, retail outlets and obtains distribution for products.

REPRESENTATIVE

Gene Furgason & Co.

W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936
YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 3353-4. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President R. J. Morey
Station Manager G. J. Morey
Commercial Manager Edwin J. Morey
Advertising Manager Robert Howell
Artists' Bureau Head Len Stevens
Chief Announcer Paul R. Swimelar
Publicity Director Edwin J. Morey
Musical Director Richard Benvenuti
Chief Engineer Neil Spencer

POLICIES

No special liquor or foreign language restrictions.

W A T R

"VOICE OF WATERBURY"
WATERBURY—EST. 1934
INTERCITY

CONNECTICUT BROADCASTING SYSTEM
FREQUENCY: 1190 Kc. POWER: 100 Watts (C.P. 250 Watts on 1290 Kc.). OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand

St. TRANSMITTER LOCATION: 71 Grand St. TIME ON THE AIR: 7:00 A.M. to local sunset at San Antonio, Texas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President Harold Thomas
Commercial Manager Sam Elman
Advertising Manager Sam Elman
Chief Announcer James Parker
Station Manager Harold Thomas
Sales Manager Sam Elman
Publicity Director Chas. Cutler
Musical Director Romeo Delfino
Chief Engineer Norman Blake

POLICIES

Station conforms to standards set forth by the N.A.B. There is no restrictions on liquor, beer or wine advertising.

Station maintains a merchandising service at no extra charge.

REPRESENTATIVE

Gene Furgason & Co.

W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"

WATERBURY-NEW HAVEN
EST. 1934
CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President W. J. Pape
Station Manager E. J. Frey
Program Director Jack Henry
Manager—New Haven Office D. E. Halpern
Publicity Director E. Christy Erk
Chief Engineer S. E. Warner

POLICIES

No special restrictions as to liquor or foreign language programs.

Merchandising: The merchandising department of the Waterbury Republican and American is occasionally used for regular merchandising service requested by national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra

DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$76,877,000

Auto Registrations 53,000

W D E L

WILMINGTON—EST. 1922

NBC (RED)—INTER-CITY—MASON DIXON

FREQUENCY: 1120 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President Clair R. McCollough
Station Manager J. Gorman Walsh
Commercial Manager J. Gorman Walsh
Program Manager Edw. Browning
Publicity Director Lonny Starr
Chief Engineer J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

REPRESENTATIVE

Paul H. Raymer Co.

W I L M

WILMINGTON—EST. 1922

MASON DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carrcroft. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President Clair R. McCollough
Station Manager J. Gorman Walsh
Commercial Manager J. Gorman Walsh
Program Manager Sidney Horwitz
Publicity Director Mary McCauley
Chief Engineer J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$330,813,000

Auto Registrations 150,687

W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 10,000 Watts (C.P. for 50,000 Watts). OWNED BY: Columbia

Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Mt. Vernon Memorial Highway, Alexandria, Va. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRAN-

SCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager..... A. D. Willard, Jr.
Commercial Manager... William D. Murdock
Sales Promotion Director..... John Heiney
Program Director..... F. A. Long
Publicity Director..... Ann Gillis
Chief Engineer..... Clyde Hunt

POLICIES

Station does not accept liquor advertising, has no foreign language accounts, and follows the general policies of the Columbia Broadcasting System.

REPRESENTATIVE

Radio Sales

W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Washington Evening Star. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 712 —11th St. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Washington Evening Star owns complete stock of owning company. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

Personnel

President..... Norman Leese
General Manager..... K. H. Berkeley
Assistant Manager..... Carleton D. Smith
Assistant Manager..... Fred Shawn
Sales Manager..... John H. Dodge
Advertising Manager..... John H. Dodge
Publicity Director..... Phebe M. Gale
Chief Engineer..... A. E. Johnson

POLICIES

Does not accept hard liquor or wine advertisements, nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

W O L

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 Watts. OWNED BY: American Broadcasting Co. OP-

ERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library.

Personnel

President and Owner..... Helen S. Mark
General Manager..... W. B. Dolph
Sales Manager..... Henry V. Seay
Program Director..... Madeline Ensign
Publicity Director..... Madeline Ensign
Musical Director..... Frank Blair
Chief Engineer..... H. H. Lyon

POLICIES

Station does not accept liquor advertising on Sundays; on weekdays after 10:00 P.M. only. Maximum length of contract: one year. No periods sold in bulk for re-sale. All programs subject to approval of station management.

REPRESENTATIVE

William G. Rambeau Co.

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & NAB Library.

Personnel

President..... Lenox R. Lohr
General Manager..... K. H. Berkeley
Assistant Manager..... Carleton D. Smith
Assistant Manager..... Fred Shawn
Sales Manager..... John H. Dodge
Advertising Manager..... John H. Dodge
Publicity Director..... Phebe M. Gale
Chief Engineer..... A. E. Johnson

POLICIES

Station does not accept hard liquor or wine advertisements, or foreign language accounts. NBC policies apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

FLORIDA

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$425,807,000

Auto Registrations 250,762

W M F J

"THE TOPS IN PROGRAMS AT THE TOP OF YOUR DIAL"

DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager.....W. Wright Esch
Commercial Manager.....Ed Sims

Chief Announcer.....Ray Clancy
Program Director.....A. B. Esch
Chief Engineer.....W. K. Ellenwood
Engineers.....Clark Overton, Otis Wright

POLICIES

No liquor accounts accepted.

W R U F

"THE VOICE OF FLORIDA"

GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OWNED BY: State and University of Florida. OPERATED BY: Same. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Station Executive.....Garland Powell
Asst. Director.....Russell McCaughan
Chief Announcer.....Dan Riss
Chief Engineer.....Joseph Weil

POLICIES

Advertising of alcoholic beverages not accepted. Political speeches not accepted. Station does not accept business on a "per inquiry" basis. All programs subject to approval by station management, rules, and regulations of Federal and State governments, and policies of the Board of Control of Institutions of Higher Learning of Florida.

W J A X

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"

(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSI-

W J A X

JACKSONVILLE, FLORIDA

THE

MUNICIPAL
BROADCASTING
STATION

900 Kc. 5000 Watts Day
1000 Watts Night

AFFILIATED NBC

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago,
Detroit and West Coast

H. E. Cummings, Southeast

NESS ADDRESS: No. 1 Broadcast Place. **PHONE:** 5-5821-2. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Hyde Park Country Club. **TIME ON THE AIR:** (daily) 7:00 A.M. to 1:00 A.M.—(Sunday) 9:00 A.M. to midnight. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

Commissioner in Charge.Thos. C. Imeson
Station Manager and Chief

Engineer.John T. Hopkins, III
Merchandising Manager.Ralph Feather

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Merchandising manager assists in making merchandise displays, sending out mimeographed letters and other types of merchandising requested by sponsors, there being no charge other than material used, stationery, stamps, etc.

REPRESENTATIVE

John Blair & Co.
Harry Cummings, Atlanta

W J H P *

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. **POWER:** 250 Watts. **OWNED BY:** The Metropolis Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Jacksonville. **TIME ON THE AIR:** Full Time License.

* Station was licensed to operate under a construction permit and no further information was available at time of going to press.

W M B R

JACKSONVILLE—EST. 1934

**COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM**

FREQUENCY: 1370 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Fla. Broadcasting Co. **OPERATED BY:** Fla. Broadcasting Co. **BUSINESS ADDRESS:** Atlantic Bank Annex Bldg. **PHONE:** 5-4387-8. **STUDIO ADDRESS:** Atlantic National Bank Bldg. **TRANSMITTER LOCATION:** Foot of Vine St. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NAB Library.

Personnel

President.Frank King
Secretary-TreasurerGlenn Marshall
Chief Announcer.Chas. Stone
Musical Director.Clyde Gardner
Chief Engineer.H. B. Greene

POLICIES

No hard liquor advertising accepted. No lotteries or fortune telling acts permitted. Carries out a monthly distribution check on all food and drug items.

REPRESENTATIVE

Paul H. Raymer Co.

W L A K

"SERVING IMPERIAL POLK COUNTY"

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. **POWER:** 100 Watts. **OWNED BY:** Lake Region Broadcasting Co. **OPERATED BY:** Lake Region Broadcasting Co. **BUSINESS ADDRESS:** New Florida Hotel. **PHONE:** 2128. **STUDIO ADDRESS:** New Florida Hotel. **TRANSMITTER LOCATION:** Lakeland. **TIME ON THE AIR:** 7:30 to 11:00 P.M. **NEWS SERVICE:** Press Radio Bureau. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

Manager.Mardi S. Liles
Program Director.Gordon Fletcher
Sales Director.Henry Goff
Chief Engineer.Powell Hunter

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine. No business accepted upon "per inquiry" basis.

REPRESENTATIVE

John Blair & Co.

W I O D

"BEST ON THE DIAL"

MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. **POWER:** 1000 Watts. **OWNED BY:** Isle of Dreams Broadcasting Co. **OPERATED BY:** Isle of Dreams Broadcasting Co. **BUSINESS ADDRESS:** News Tower. **PHONE:** 3-6444. **STUDIO ADDRESS:** News Tower. **TRANSMITTER LOCATION:** N. W. 18th Ave. and 32nd St. **TIME ON THE AIR:** 7:00 A.M. to 12:00 midnight (daily); 8:00 A.M. to 12:00 midnight (Sunday). **NEWSPAPER AFFILIATION:** Miami Daily News. **NEWS SERVICE:** United Press, International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus, Associated Library, World Transcription System. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President.D. J. Mahoney
Vice-Pres. and Genl. Mgr.Hal I. Leyshon
Station Manager.Martin S. Wales
Commercial Manager.S. A. Vetter
Chief Announcer.Sam Parker
Publicity Director.Boarman Boyd
Musical Director.Earl Barr Hanson
Chief Engineer.Milton C. Scott Jr.

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Foreign language programs accepted when accompanied by English translation.

REPRESENTATIVE

George P. Hollingbery Co.
Harry S. Cummings, Jacksonville and Atlanta

This is Florida-SALES SIDE UP!

Geographically, Miami is on the bottom end of Florida--but on the SALES map, Miami is tops. Miami--South Florida--is more than a famous winter resort. It is a prosperous year-round market. In family income, retail sales per family, gasoline sales, building permits Miami is FIRST in Florida in the first rank of the nation! Put Miami on your sales map in 1939. Put it there profitably with a schedule on WIOD.

WIOD—member of the NBC Red and Blue networks—the Gold Group of the World Transcription System.

W I O D
610 KC

WDBO is

**FLORIDA'S
2nd
STATION**

5000 WATTS DAY
1000 WATTS NIGHT
580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY
ORLANDO BROADCASTING COMPANY
ORLANDO, FLORIDA

W Q A M

"THE VOICE OF TROPICAL AMERICA"

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.
OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg., PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager Fred W. Borton
Advertising Manager.....Norman MacKay
Program Manager.....Hazel McGuire
Sales Manager.....Fred Mizer
Chief Engineer.....Ralph Nulsen

POLICIES

No liquor except light wines and beer. No advertising is accepted which is in violation of good taste. No fortune tellers, mystics, numerologists, astrologers, etc.

Merchandising: Dealer contacts, surveys, special stunts.

REPRESENTATIVE

John Blair & Co.

W K A T

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner and General Manager.....A. Frank Katzentine
Station Manager.....Helen Hackett
Commercial Manager.....Betty Lee Taylor

POLICIES

Advertising of beer and wine accepted.

REPRESENTATIVE

Weed & Co.

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.

PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m., (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Library.

Personnel

President.....Col. Geo. C. Johnston
Local Advertising Manager.....J. M. Pedrick
Artists Bureau Head.....W. Kimble
Chief Announcer.....W. Gage McBride
Station Manager.....Harold P. Danforth
Publicity Director.....Lenoir Cushman
Program Director.....Emily Beckett
Musical Director.....Walter Kimble
Chief Engineer.....J. E. Yarbrough

POLICIES

Wine and beer only; no liquor. Foreign language programs not accepted because of extremely limited number of foreign speaking families within service area.

Merchandising service of the station staff will be furnished without additional charge; actual cash expenditures are to be paid by advertiser.

REPRESENTATIVE

Paul H. Raymer Company

W C O A

"THE ONLY STATION FOR COMPLETE WEST FLORIDA COVERAGE"

PENSACOLA—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1368. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Saturday, 6:30 A.M. to midnight; Sunday 8:25 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....John H. Perry
General Manager.....Henry G. Wells, Jr.
Commercial Manager.....R. R. Powell
Chief Engineer.....Beecher Hayford
Chief Announcer.....C. E. Vann
Musical Director.....C. J. Edmiston

POLICIES

No liquor; advertising copy week in advance—foreign population negligible.

Merchandising: Letters to trade — special posters in stores, taxicab (rear tire covers), posters on all municipal vehicles. Trade surveys; also large window displays on main street offered to national accounts.

REPRESENTATIVE

John H. Perry Assoc.

WFOY

"THE BIRTHPLACE OF A NATION"
ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts (daytime). OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Gardens. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Gardens. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. EST. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Walter B. Fraser
Station Manager.....R. M. Tigert
Commercial Manager.....John H. Cummins
Program Director.....Ruth Tanksley
Chief Engineer.....Bradley Overton

POLICIES

Does not accept liquor advertising excepting beer and wine.

WSUN

"WHY STAY UP NORTH"
ST. PETERSBURG—EST. 1928
NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Chairman of Board.....Glenn V. Leland
General and National
Sales Manager.....Harold H. Meyer
Chief Engineer.....Louis J. Link
Consulting Engineer.....Joseph Mitchell
Local Sales Manager.....Jerry A. Wigley
Artists Bureau Head.....B. Cunningham
Program Director.....Bob Wilbur
Chief Announcer.....Lynn Gearhart
Production Chief.....Maurice F. Hayes

POLICIES

Beer and ale accounts accepted. No hard liquors—in line with NBC policy). Patent medicine advertising accepted subject to station approval.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

SUNSHINE FOR LISTENERS
SUNSHINE FOR ADVERTISERS

WSUN

St. Petersburg, Florida

*Serving Florida's Center of Population
and Richest Markets*

Business Office

RECREATION PIER—ST. PETERSBURG, FLORIDA

5000 W—Day
1000 W—Night

620 k.c.

Harold Meyer, General Manager

W T A L

"VOICE OF FLORIDA'S CAPITAL CITY"

TALLAHASSEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Thomasville Rd. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 8:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President Gilbert Freeman
Station Manager Richard Kingston
Musical Director Lillian Kalil
Chief Engineer W. A. Snowden

POLICIES

Does not accept liquor advertising.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President David E. Smiley
Station Manager L. S. Mitchell
Chief Announcer Kenneth W. Skelton
Publicity Director Virginia L. James
Musical Director Dr. M. Platner
Chief Engineer Wm. Pharr Moore

POLICIES

Hard liquor advertising not carried. Beer and light wine advertising accepted. Programs in Spanish carried regularly.

Reasonable amount of window display, local calls, letter service and newspaper tie-ins are available.

REPRESENTATIVE

The Katz Agency

W F L A

"SERVING THE TAMPA TRADE TERRITORY"

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

WFLA-WLAK NET

FREQUENCY: 620 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tair Bldg., Tampa. PHONE: M H 1828- and H 1829, Tampa—Clearwater 2753. STUDIO ADDRESS: Tair Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President H. H. Baskin
Com. Mgr. & V.P. W. Walter Tison
Artists' Bureau Head Don Bell
Chief Announcer Paul Bell
Station Manager W. Walter Tison
Sales Manager Melvin A. Myer (Local)
Publicity Director Don Bell
Musical Director Frank Grasso
Chief Engineer Joe Mitchell

POLICIES

Liquor programs must be in good taste. Foreign language programs not accepted.

Limited merchandising is offered in keeping with size of the account. Exploitation is carried out in accord with wishes of advertiser and at his expense.

REPRESENTATIVE

John Blair & Co.

W J N O

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President Jay O'Brien
Secretary-Treasurer Louise De Lea
Chief Announcer Ben Decker
General Manager Reggie Martin
Program Director J. Gunnar Back
Chief Engineer John Moore

POLICIES

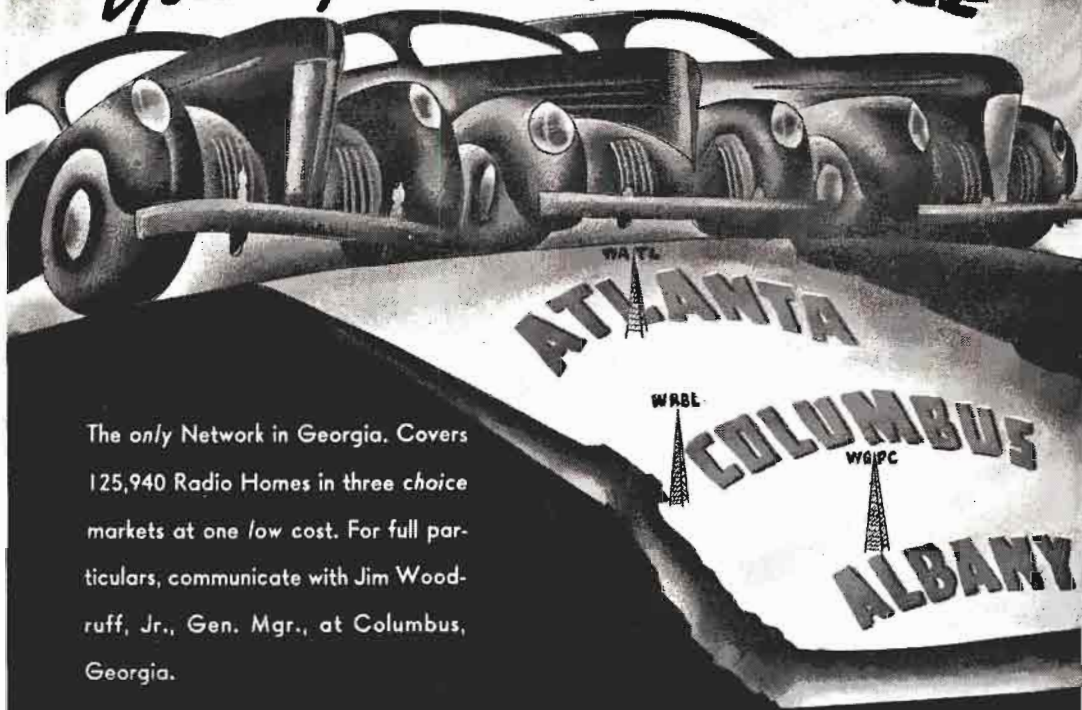
Beer and wine acc'ts only; no hard liquor. Merchandising: Station maintains merchandising department to cooperate with clients.

REPRESENTATIVE

Weed & Company

THE THREE WAY ROAD TO SALES IN GEORGIA

You've got to buy "ALL THREE"



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

"THIS IS THE GEORGIA BROADCASTING SYSTEM"

WATL

ATLANTA

★ **WRBL** ★

COLUMBUS

WGPC

ALBANY

National Representatives:

SEARS & AYER, INC.
NEW YORK & CHICAGO

GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$484,693,000

Auto Registrations 354,447

W G P C

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Americus Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Albany Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....Stewart Watson
Chief Announcer.....Hubert Batey
Program Manager.....Louis B. Poole
Chief Engineer.....Randolph C. Hallet

POLICIES

No special policies or restrictions.

REPRESENTATIVE

Sears & Ayer

W G A U

"THE RED AND BLACK STATION
BRIDGING THE TRADE-GAP IN
NORTHEAST GEORGIA"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Director.....A. Lynne Brannen
Program Director.....Melvin Gorman
Musical Director.....Harry L. Grimes

POLICIES

Station does not accept liquor or wine advertisements; Station does not use phonograph records and has every facility for any type of service.

W A G A

"ATLANTA'S WAVE OF WELCOME"

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Atlanta Journal (Operates the station and owns stock in same). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Transcription Library.

Personnel

Executive Director.....Lambdin Kay
Station Manager.....Jess M. Swicegood
Commercial Manager.....Jess M. Swicegood
Chief Announcer.....Earle J. Pudney
Musical Director.....Earle J. Pudney
Chief Engineer.....Clif H. Hanson

POLICIES

No liquor accounts accepted. No chiro-practic accounts accepted.

Merchandising: Sponsors receive full cooperation and publicity through the pages of the radio section of the Atlanta Journal and all other mediums are charges to the account at cost to the station.

REPRESENTATIVE

Edward Petry Co., Inc.

W A T L

"THE NEWS STATION OF ATLANTA"

ATLANTA—EST. 1931

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....J. W. Woodruff
General Manager.....Maurice C. Coleman
Chief Announcer.....Bill Shannon
Sales Manager.....Maurice C. Coleman
Musical Director.....Ken Keese
Chief Engineer.....Jim Comer Jr.

POLICIES

Advertising of alcoholic beverages, excepting light wines and beer, not accepted. Accepts foreign language programs if English script is furnished and passes usual policy rules.

Merchandising: Tabloid "newspapers" delivered to 75,000 homes regularly; blotters supplied on all accounts that are of 52-week duration. Phone service to all women's organizations, etc., informing them of attractions. Letters and post cards to dealer outlets, etc. Expect to turn a portion of our national advertising over to clients.

REPRESENTATIVE

Sears & Ayer

•
W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: Sundays, 7:45 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Georgian-American, Atlanta Constitution. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....W. H. Summerville
Treasurer.....P. J. Wilhite
Program Director.....John Fulter
Promotion Director.....Frank Gaither
Production Director.....Don Naylor
Musical Director.....Lola Wallace

POLICIES

Station maintains merchandising department.

REPRESENTATIVE

The Katz Agency

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W S B

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO

ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Lambdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Continuity Editor.....Lessie Smithgall
Commercial Traffic Manager.....Dana Waters
Transcription Editor.....Herbert Harris
News Editor.....Ernest Rogers
Director of School of Air.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

POLICIES

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasting" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

REPRESENTATIVE

Edward Petry & Company

•
W R D W

"WHERE RADIO DOES WONDERS"
"THE VOICE OF AUGUSTA"

AUGUSTA—EST. 1934

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 watts-n. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:55 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAIN-TAINS ARTISTS' BUREAU.

Personnel

Station Manager.....W. R. Ringson
Sec. & Treas.....F. J. Miller
Program Director.....James Davenport
Artists Bureau Head.....James Davenport
Chief Announcer.....James Davenport
Sales Manager.....Thurston Bennett
Musical Director.....Allyn Corris
Chief Engineer.....Harvey Aderhold

POLICIES

No liquor advertising.

Merchandising: Personalized merchandising through dealers, direct mail, newspapers and theatre trailers is available.

REPRESENTATIVE

Burn-Smith Co.

WRBL

"THE VOICE OF FRIENDLY SERVICE"

COLUMBUS—EST. 1928

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M., C.S.T. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....Jack Gibney
Commercial Manager.....D. T. Youngblood
Chief Announcer Program Director
Bill Dougherty
Artists Bureau Head.....Elizabeth Alford
Chief Engineer.....Oliver Heely

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.
Merchandising: Full merchandising service is available to advertising including embossed display signs.

REPRESENTATIVE

Sears & Ayer

WKEU

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....A. W. Marshall, Jr.

REPRESENTATIVE

Burn-Smith Co.

WMAZ

"DOING A PEACH OF A JOB IN GEORGIA"

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern

Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to Sunset at Albuquerque, New Mexico; Sunday, 8:00 A.M. to sunset at Albuquerque, N. M. NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer and Assistant Manager,
Wilton E. Cobb
Commercial Manager.....Frank Crowther
Publicity Director.....Wilton E. Cobb
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

POLICIES

No hard liquor or questionable medical products advertising accepted.
Merchandising: Extent determined with each account.

REPRESENTATIVE

The Katz Agency

WRGA

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press.

Personnel

President.....John W. Quarles
Station Manager.....Happy Quarles
Commercial Manager.....Price Selby
Chief Announcer.....Jimmy Kirby
Chief Engineer.....R. L. Starr

WSAV *

SAVANNAH—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Arthur Lucas. OPERATED BY: Arthur Lucas. BUSINESS ADDRESS: Savannah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

Owner Arthur Lucas

* Station was licensed to operate under a C.P. No further information was available at time of going to press.

W T O C

"WELCOME TO OUR CITY"

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts (C.P. pending for 5000 watts, d.). OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. *BUSINESS ADDRESS: P. O. Box 645. PHONE: Savannah 2-0127. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Northwest of Savannah (C.P. near Louisville Rd.). TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

* Station will locate in Old Southern Mansion after completion of construction of new studios and equipment.

Personnel

President W. T. Knight, Jr.
Station Manager Marjorie B. Willis
Local Sales Manager Robert R. Feagin
Chief Announcer Weldon W. Herrin
Promotion and Advertising Director,
W. B. Smart
Continuity Director Esther Shearouse
Chief Engineer Laws L. Meador
Engineer in Charge of Remotes,
Charles A. Runyon

POLICIES

Liquor advertising not accepted. Will accept foreign language programs provided transcribed with affidavit translating the program, copy and material. No announcements of general nature are accepted on Sundays; Sunday is reserved for institutional advertising only.

Merchandising: Signs on the sides of Dodge Panel Truck; embossograph signs, mimeographed publicity releases, courtesy announcements, personal contact of local dealers, assistance with dealer display, direct mail campaigns.

REPRESENTATIVE

Paul H. Raymer Company

W P A X

"GOOD MERCHANTS USE RADIO WPAX
IN THOMASVILLE"

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

Personnel

Commercial Manager Chas. Lawton
Station Manager H. Wimpy
Chief Announcer T. P. Walton, Jr.
Sales Manager Chas. Lawton
Chief Engineer James W. Poole

POLICIES

Accepts beer and wine, no liquor. Very few foreign language listeners in territory but no restrictions on such accounts.

W A Y X

"VOICE OF SOUTH GEORGIA"

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Waycross Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal - Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Jack Williams
Commercial Manager Jack Murray
Station Manager John J. Tobola

POLICIES

Beer and wine advertising permitted, except on Sunday.

Merchandising: Affiliation with Waycross Journal-Herald permits added publicity on programs. Cuts and stories of artists featured are run in the paper.

IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$140,167,000

Auto Registrations 113,000

K I D O

"THE VOICE OF IDAHO"

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. (C.P. for 5000 watts, d.). OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 680-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....C. G. Phillips
Commercial Manager.....Bonnie Scotland
Chief Announcer.....Billy Phillips
Sales Manager.....W. E. Weaver
Publicity Director.....Leroy Civile
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

POLICIES

Liquor advertising after 9:30 p.m. only.
Newspaper and radio publicity by way of merchandising aids.

REPRESENTATIVE

John Blair and Company

K G C I *

COEUR D'ALENE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Clarence A. Berger and Saul S. Freeman. OPERATED BY: Clarence A. Berger and Saul S. Freeman. BUSINESS ADDRESS: Coeur D'Alene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

* Station was licensed to operate under a C. P. No further information was available at time of going to press.

K I D

"IDAHO'S MOST POWERFUL RADIO STATION"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hunnom Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager,
J. W. Duckworth
Assistant Manager.....Maxine Chaffin
Chief Engineer.....W. J. Provis

POLICIES

No special policies or programs or merchandising plans.

REPRESENTATIVE

Sears & Ayer

K R L C

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc.

Personnel

Owner.....H. E. Studebaker
Advertising Manager.....R. A. Klise
Station Manager.....Donald A. Wilke

POLICIES

All copy must comply with station policy and FCC Regulations.

Merchandising service is available to extent desired at actual cost.

REPRESENTATIVES

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

KFXD

"IDAHO'S STATION KFXD"

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S.; Boise & Caldwell. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor.

Personnel

Owner and Station Manager..... Frank E. Hurt
Commercial Manager..... Doyle Cain
Chief Announcer..... Marvin E. Johnston
Sales Manager..... Doyle Cain
Chief Engineer..... Edward Hurt

POLICIES

Does not accept any liquor advertising.
Does not accept advertising of products not sold by local merchant.

KSEI

NATIONAL BROADCASTING CO.
(RED AND BLUE)

POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts, d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President..... O. P. Soule
Vice-President and General Manager,
Henry H. Fletcher
Chief Announcer..... Calvin L. Hale

Publicity Director..... Ruthe A. Fletcher
Musical Director..... Ruthe A. Fletcher
Chief Engineer..... James E. Mitchell

POLICIES

Does not accept hard liquor advertising.

Merchandising: All wholesale and retail outlets will be circulated on KSEI stationery at actual cost. Forwarding of fan mail and other clerical and stenographic jobs will be handled on a similar basis.

REPRESENTATIVE

Gene Furgason & Co.

KTFI

"IDAHO'S POPULAR NBC STATION"

NBS (RED AND BLUE)

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor and Lang-Worth.

Personnel

General Manager..... John E. Gardner
Chief Announcer..... Charles Crabtree
Publicity Director..... F. M. Soule
Musical Director..... Will E. Wright
Chief Engineer..... Franklin V. Cox

POLICIES

No liquor advertising accepted, excepting a limited number of wine accounts.

Merchandising service is available when contract justifies.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

KWAL *

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C.P. No further information was available at time of going to press.

ILLINOIS

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,173,069,000

Auto Registrations 1,565,000

WMRO

AURORA—EST. 1939

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: Aurora. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner-General Manager.....Martin R. O'Brien
Program Director.....Russ Salter
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

WJBC

"VOICE OF CENTRAL ILLINOIS"

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 9:00 A.M. to 12:30 P.M.—3:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

Personnel

President and Station Manager,
A. M. McGregor
Commercial Manager.....Hugh L. Gately
Musical Director.....Stanley Lantz
Chief Engineer.....Marshall Seacrist

POLICIES

No foreign language or liquor accounts accepted.

Merchandising: Station will obtain contracts with wholesalers in this territory—prepare lists of retail outlets—and mail promotional material, etc., all at cost.

REPRESENTATIVE

Rawlins & Hunt (Chicago)

WCAZ

"THE FRIENDLY VOICE OF THE AIR"

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

Personnel

President and General Manager..Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer
Chief Announcer.....Charles Hunter

POLICIES

No special program restrictions.
Merchandising: Station offers facilities but will make no solicitation for advertisers.

REPRESENTATIVE

Radio Time Agency

WDWS

"THE NEWS GAZETTE STATION"

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 5252. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: ½ mile south of Champaign. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....L. G. Collison
Program Director.....Richard Noble
Musical Director.....Ken Rice
Chief Engineer.....Jack M. Wainscoat

POLICIES

No foreign language accounts accepted. Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandises service for accounts, — also news stories daily of programs.

REPRESENTATIVE

Sears & Ayers

CANDID PICTURE



of 50,000 WBBM Watts at Work!

YES, at work, as WBBM advertisers well know. Local and national spot advertisers, who judge stations by cash register response, have been placing more business on WBBM than on any other Chicago station for nearly eight years . . . *40% more than on any other Chicago station throughout 1938!* (And WBBM entered 1939 with a greater gain over 1938 than any other Chicago station.)

If you want your tune played on *more than ten per cent of the cash registers in the entire United States*, let WBBM work for you.

Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco.

W B B M
50,000 WATTS
CHICAGO'S CBS STATION

W A A F

"METROPOLITAN STATION"
CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts.
OWNED BY: Chicago Daily Drivers Journal.
OPERATED BY: Chicago Daily Drivers Journal.
BUSINESS ADDRESS: Palmer House.
PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House.
TRANSMITTER LOCATION: Exchange Bldg.
TIME ON THE AIR: 6:00 A.M. to local sunset.
NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal.
MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICES: NAB Library, Standard Radio, Titan, Lang-Worth.

Personnel

President Ward A. Neff
General Manager William E. Hutchinson
Commercial Manager Arthur F. Harre
Program Director John P. Odell
Musical Director James Kozak
Chief Engineer Carl Ulrich

POLICIES

No liquor advertising accepted; no foreign language programs.

REPRESENTATIVE

George P. Hollingsbery Co.

W B B M

"WBBM AIR THEATER"
CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 770 Kc. POWER: 50000 Watts.
OWNED BY: Columbia Broadcasting System, Inc.
OPERATED BY: Same.
BUSINESS ADDRESS: 410 N. Michigan Ave.
PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave.
TRANSMITTER LOCATION: Glenview.
TIME ON THE AIR: 6:15 A.M. to 1:30 A.M.
NEWS SERVICES: United Press & International News Service.
MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: Associated.

Personnel

President Wm. S. Paley
Vice-President and Station
Manager H. Leslie Atlass
Assistant Manager J. L. Van Volkenburg
Advertising Manager Wayde Grinstead
Program Director Robert N. Brown
Artists' Bureau Head Stan Thompson
Sales Manager J. Kelly Smith
Public Relations Director Hal Burnett
Publicity Director Charles E. Logan
Musical Director Carl Hohengarten
Chief Engineer Frank B. Falknor

POLICIES

No highly fortified liquors. No foreign language. General requirements of CBS policies.

REPRESENTATIVE

Radio Sales

W C B D

"MIGHTY VOICE OF THE MID-WEST"
CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts.
OWNED BY: WCBD, Inc.
OPERATED BY: Same.
BUSINESS ADDRESS: 2400 W. Madison St.
PHONE: Seeley 8066. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Church Road, Elmhurst.
TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P.M. to 3:00 and 5:00 P.M. to local sunset.
Shares time with WMBI.
NEWS SERVICE: International News Service.
TRANSCRIPTION SERVICE: NAB Library.

Personnel

President Gene T. Dyer
Station and Commercial
Manager Joseph Rudolph
Chief Engineer Edward J. Jacker

POLICIES

Advertising of alcoholic beverages accepted. All programs are subject to the approval of the station management and must conform to the standards of the station. Programs should be submitted not less than three days in advance for the program director's approval.

W C F L

"CHICAGO'S MOST POWERFUL
INDEPENDENT FULL TIME
STATION"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
FREQUENCY: 970 Kc. POWER: 5000 Watts.
OWNED BY: Chicago Fed. of Labor (AFL).
OPERATED BY: Chicago Federation of Labor.
BUSINESS ADDRESS: 666 Lake Shore Drive.
PHONE: Superior 5300. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Du Page County.
TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 A.M. to midnight.
NEWS SERVICE: Transradio Press.

Personnel

President John Fitzpatrick
General Manager Maynard Marquardt
Commercial Manager M. B. Wolens
Program Director Miles Reed
Musical Director John Kelly
Chief Engineer Maynard Marquardt

POLICIES

Does not accept liquor advertising. No time sold in bulk for resale. Foreign language accounts not solicited.

Station will merchandise advertisers' products to union members affiliated with Chicago Federation of Labor and to members in territory affiliated with American Federation of Labor. Total of approximately 450,000 members in WCFL territory.

REPRESENTATIVE

The Katz Agency

CUT YOURSELF A PIECE OF PIE

with

W-G-N



* Broadcasting Magazine, Jan. 1, 1938 22,711,860—Radio Families in U.S. 2,788,600—Radio Families in W-G-N Primary Listening Area. Est. by Joint Comm. on Radio Research

THROUGH W-G-N, which since 1925 has consistently led the field, and through this one station alone, you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N's already vast pri-

mary coverage area, as indicated by the above figures, will again be substantially improved. FIRST in facilities, FIRST in programs, FIRST in ideas, FIRST in service and FIRST in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America's second largest market.

STOP STARVING YOURSELF AND YOUR PRODUCT—CUT YOUR BIGGEST SLICE OF PIE TODAY

50,000 WATTS

Eastern Sales Office:
William E. McGuineas
220 E. 42nd Street
New York City

W-G-N, Inc.

441-445 North Michigan Avenue
Chicago, Illinois

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

720 KILOCYCLES

Pacific Coast Office:
Edward S. Townsend
Russ Building
San Francisco, Cal.

W C R W

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

POLICIES

Does not accept foreign language accounts. No other stated policies.

W E D C

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P.M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Daily Svornost, Narod, Polish Union Daily. NEWS SERVICES: News from affiliated newspapers.

Personnel

President..... Emil Denmark
Manager..... Frank J. Kotnour
Chief Announcer..... Paul Gerard
Musical Director..... William P. Brady
Chief Engineer..... C. K. Frisk

POLICIES

As "Pioneers of foreign language programs," station specializes in them.

W E N R

"THE VOICE OF SERVICE"
CHICAGO—EST. 1925
NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: Press Radio and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President..... Lenox R. Lohr
Acting Manager, Central
Division..... Sidney N. Strotz
Division Engineer..... Howard C. Luttgens
Supervisor of Music Library..... D. A. Marcotte
Night Manager..... E. C. Cunningham
Director of Agriculture..... William E. Drips
Special Events Director..... Kenneth D. Fry
Asst. to Vice-President..... A. W. Kaney
Artists' Service Manager..... James Stirton
Chief Announcer..... Everett Mitchell
Publicity Director..... William Ray
Continuity Editor..... Kenneth L. Robinson
Musical Director..... Roy Shield
Sales Manager..... Oliver Morton
Educational Director..... Judith Waller
Office Manager..... J. F. Whalley

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved, including cost of stationery will have to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

W G E S

"IN THE HEART OF CHICAGO"

CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library.

Personnel

Station Manager..... Gene T. Dyer
Commercial Manager..... M. B. Arbeiter
Chief Announcer..... Peter Bradley
Publicity Director..... Dick Kross
Musical Director..... Irma Gareri
Chief Engineer..... George Bush

POLICIES

No stated special program policies. Station accepts foreign language advertising.

W G N

"THE VOICE OF THE PEOPLE"

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000

TWO GREAT MARKETS TWO GOOD STATIONS ONE HAPPY CONCLUSION— RESULTS . . .



THE PRAIRIE FARMER STATION

Burridge D. Butler **Chicago** Glenn Snyder
President *Manager*

GETS RESULTS

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



GETS RESULTS TOO

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

REPRESENTED BY

JOHN BLAIR and CO.

NEW YORK - - - CHICAGO - - - DETROIT - - - LOS ANGELES
SAN FRANCISCO - - - SEATTLE

Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 441 N. Michigan Ave. TRANSMITTER LOCATION: Elgin. TIME ON THE AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. Robert R. McCormick
 Managing Director.....W. E. Macfarlane
 General Manager.....Quin A. Ryan
 Sales Manager.....Edward W. Wood, Jr.
 Publicity Director.....Frank P. Schreiber
 Musical Director.....Henry Weber
 Chief Engineer.....Carl J. Meyers

POLICIES

Advertising of alcoholic beverages, excepting beer, and foreign language programs not accepted. Time given gratis to religious programs, educational programs, cure bodies, charity, medical science programs.

No special merchandising policies in effect.

REPRESENTATIVE

Wm. A. McGuineas (N. Y.)
 Edward S. Townsend (San Francisco)

W I N D

(See Gary, Ind.)

W J J D

"THE NATION'S LARGEST INDEPENDENT STATION"

CHICAGO—EST. 1924

WLW LINE

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: International News Service, N.E.A. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ralph L. Atlass
 Commercial Manager.....H. P. Sherman
 Chief Announcer.....E. Viktor
 Program Manager.....J. L. Allabough, Jr.
 Studio Supervisor.....Hilton L. Remley
 Publicity Director.....Al Hollender
 Musical Director.....Ben Kanter
 Chief Engineer.....C. W. Gunther

POLICIES

No liquor or foreign language accounts. Maximum copy requirements. Maintains established periods for educational broadcasts which are not moved for commercial programs.

REPRESENTATIVE

Paul H. Raymer Co.

W L S

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

Personnel

President.....Burrige D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager.....Wm. R. Cline
 Artists' Bureau Head.....Earl Kurtze
 Publicity and Sales Promotion
 Director.....Don Kelly
 Program Director.....Harold Safford
 Chief Engineer.....Thomas L. Rowe

POLICIES

Does not take liquor accounts. Does not have standard merchandising or exploitation features, but cooperates in these

•
20,000 WATTS!
PROGRAM POPULARITY!
A HISTORY OF SUCCESS!
ASSURES YOU—

•
"The Largest Audience per Dollar Spent in the Chicago Market."

•
W J J D

CHICAGO

"THE NATION'S LARGEST INDEPENDENT STATION"

PAUL H. RAYMER CO.
 NATIONAL REPRESENTATIVES

features with the needs and desires of individual advertisers.

REPRESENTATIVE

John Blair & Company

W M A Q

CHICAGO—EST. 1922

**NATIONAL BROADCASTING CO.
(BASIC RED)**

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, Press Radio. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS BUREAU.

Personnel

President.....Lenox R. Lohr
Acting Manager, Central
Division.....Sidney N. Strotz
Division Engineer.....Howard C. Lutgens
Supervisor of Music Library...D. A. Marcotte
Night Manager.....E. C. Cunningham
Director of Agriculture.....William E. Drips

Special Events Director.....Kenneth D. Fry
Asst. to President.....A. W. Kaney
Artists' Service Manager.....James Stirton
Chief Announcer.....Everett Mitchell
Publicity Director.....William Ray
Continuity Editor.....Kenneth L. Robinson
Musical Director.....Roy Shield
Sales Manager.....Oliver Morton
Educational Director.....Judith Waller
Office Manager.....J. F. Whalley

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved including cost of stationery will have to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

W M B I

"THE STATION DEDICATED WHOLLY TO THE SERVICE OF OUR LORD, AND SAVIOR, JESUS CHRIST"

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute Radio Station, Inc. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

Personnel

Director.....H. Coleman Crowell
Program Director...Rev. Wendell P. Loveless

POLICIES

Station does not sell time.

W S B C

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSBC, Inc. OPERATED BY: Gene T. Dyer. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....Gene T. Dyer
Station Manager.....Frank A. Stanford
Commercial Manager.....Gene T. Dyer
Chief Announcer.....Wm. Burghart

W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana
560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

**COVERS MORE
CHICAGO SPORTS
THAN ANY
STATION IN CHICAGO**

**ON THE AIR
22 HOURS A DAY**

**12 COMPLETE
NEWSCASTS DAILY**

**NATIONAL SALES OFFICE
201 NORTH WELLS ST.
CHICAGO, ILL.**

Sales Manager Frank A. Stanford
 Publicity Director..... Dick Kross
 Musical Director..... Dean Remick
 Chief Engineer..... Ed Jacker

W J B L

DECATUR—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Commodore Broadcasting, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 353-357 N. Main St. PHONE. 5371-2. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Route 48. TIME ON THE AIR: 6:00 A.M. to
 9:00 A.M.—12:30 to 3:00 P.M.—7:30 to 12:00
 midnight. NEWSPAPER AFFILIATION: Deca-
 tur Herald, Decatur Review. NEWS SERVICE:
 International News Service. MAINTAINS AR-
 TISTS' BUREAU. TRANSCRIPTION SERVICE:
 World Broadcasting System and Standard
 Radio.

Personnel

President and General Manager, Chas. R. Cook
 Business Manager..... F. M. Lindsay, Jr.
 Artists' Bureau Head..... Nate Egnor
 Chief Announcer..... Berne Enterline
 Musical Director..... Myrtle B. Cook
 Chief Engineer..... M. N. Stockwish

REPRESENTATIVE

Burn-Smith Co.

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

"THE MUSICAL STATION" EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Mississippi
 Valley Broadcasting Co. OPERATED BY:
 Mississippi Valley Broadcasting Co. BUSINESS
 ADDRESS: Hotel Broadview. PHONE: Bridge
 3424—East 4390. STUDIO ADDRESS: Hotel
 Broadview. TRANSMITTER LOCATION: Hotel
 Broadview. TIME ON THE AIR: 6:00 A.M. to
 12:00 midnight. NEWS SERVICE: International
 News Service. MAINTAINS ARTISTS' BU-
 REAU. TRANSCRIPTION SERVICE: NBC The-
 saurus, Associated Recorded Program Service.

Personnel

President..... Lester E. Cox
 Vice-President and General
 Manager..... Wm. H. West
 Promotion Manager..... Thomas J. Connelly
 Program Director..... Paul Godt
 Business Manager..... R. L. Schweitzer
 Chief Engineer..... Thos. R. McLean

POLICIES

Beer programs accepted for broadcasting at
 any hour. Liquor advertising accepted for
 broadcasting only after 10:00 P.M. Foreign
 language programs accepted; all announcing
 must be in English.

Merchandising: Station assists in a com-
 plete merchandising job which includes ads,
 run free of charge, in community newspapers
 (circulation: 179,700) calling attention to new
 programs; station will supply stationery and
 processing for writing letters to the trade, etc.

POLICIES

No stated special program policies. Station
 accepts foreign language accounts.

W H F C

"VOICE OF THE WEST TOWNS"

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: WHFC, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 6138 W. Cermak Rd. PHONE: Cicero 4305-
 Lawndale 8228. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SER-
 VICE: United Press.

Personnel

President and Station Manager, R. W. Hoffman
 Commercial Manager..... R. W. Hoffman
 Chief Announcer..... W. H. Scott
 Program Director..... E. Zeman
 Chief Engineer..... David Mearns

POLICIES

Liquor advertising not accepted.

W D A N

"THE COMMUNITY STATION"

DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Northwestern Publishing Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Hotel Wolford. PHONE: Main 1700. STUDIO
 ADDRESS: Hotel Wolford. TRANSMITTER
 LOCATION: 1500 North Washington Ave.
 NEWSPAPER AFFILIATION: Danville Commer-
 cial News. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... E. C. Hewes
 Station Manager..... C. R. Richardson
 Continuity and Publicity Director
 William J. Adams
 Program Director..... Donald Glasgow
 Chief Engineer..... Perry Esten

POLICIES

Advertising of alcoholic beverages not ac-
 cepted.

Merchandising: Station maintains a promo-
 tion and survey service which includes com-
 plete trade area route lists. This service is
 available to advertisers without charge.

REPRESENTATIVE

J. P. McKinney & Sons

In addition the promotion department will offer advertisers detailed presentations on any program or suggested programs; market statistics; surveys of competitive products in the station's market area; layouts, copy, etc., for complete tie-in campaigns among retailer.

WGIL

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager.....Howard A. Miller
 Program Director.....Virginia Miller
 Directors.....Omer N. Custer,
 Sidney Nirdlinger, Burrel Barash.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Sears & Ayer

WEBQ

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Local news. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....I. M. Taylor
 Artists' Bureau Head.....Eddie Wise
 Chief Announcer.....Bennett Jackson
 Publicity Director.....Lindell Moore
 Musical Director.....Virginia Crane
 Chief Engineer.....Joseph R. Tate

POLICIES

Advertising of alcoholic beverages not accepted, excepting wines and beers. Accepts foreign language accounts.

Has special merchandising features in connection with commercial programs.

WCLS

JOLIET

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY:

WCLS, Inc. BUSINESS ADDRESS: Joliet Bldg. PHONE: Joliet 5656. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Joliet. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri. to 10:30 P.M.; Sunday, 9:00 A.M. to 8:30 P.M. NEWS SERVICE: United Press.

POLICIES

Station's entire facilities are available to advertisers, both for planning their advertising campaign and the program presentation.

WMBD

"FROM THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President and Manager.....Edgar L. Bill
 Assistant Manager.....Gomer Bath
 Commercial Manager.....Charles C. Caley
 Program Manager.....Gene Trace

ROCKFORD, ILL.

HOME OF

WROK

1000 WATTS

1410 KC.

was chosen by 207 sales and advertising executives as the best test market in the east, north central states among cities of 100,000 population. This

PROVEN MARKET

offers profitable investment for advertisers who demand

RESULTS

Serving northern Illinois and southern Wisconsin

KELLY-SMITH, NAT'L REPS.

Business Manager..... Paul Scherer
 Publicity Director..... Brooks Watson
 Artists' Bureau Head..... Milton Budd
 Musical Director..... Jack Lyon
 Chief Announcer..... Harry Luedeke
 Chief Engineer..... Ted Giles

POLICIES

No liquor. Will accept beer. No foreign language restrictions. Medicines must show clear record with FTC. Post Office and Food & Drug Administration. Reserve right to refuse to sell time for discussion of controversial questions considered not in public interest, excepting political talks. Continuity must meet high standard of good taste.

Cooperation of sales department in merchandising features, including letters to trade, calls on dealers, special promotion of all new programs.

REPRESENTATIVE

Free & Peters, Inc.

W T A D

"VOICE OF THE MISSISSIPPI VALLEY"

QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... W. Emery Lancaster
 Secretary-Treasurer..... H. G. Kreitemeyer
 Vice-President..... R. E. Whitfield
 Business Manager..... R. H. Malcomson
 Commercial Manager..... W. J. Rothschild
 Advertising Manager..... R. H. Malcomson
 Chief Announcer..... W. MacDill
 Artists' Bureau Head..... William H. Sohm
 Sales Manager..... R. H. Malcomson
 Publicity Director..... Gene Terry
 Musical Director..... Vera Binkley
 Chief Engineer..... Paul E. Miller

POLICIES

No special program restrictions. Furnishes complete merchandising facilities to meet advertiser's requirement.

W R O K

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

ROCKFORD—EST. 1923

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER

AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Ruth Hanna Simms
 Managing Director..... James Rodgers
 General Manager..... Walter Koessler
 Program Director..... John C. McCloy
 Chief Announcer..... Maurice P. Owens
 Publicity Director..... Allen O. Brophy
 Musical Director..... Helene Kimberley
 Chief Engineer..... Thomas C. Cameron

POLICIES

Accepts beer and light wine; no hard liquor. No other restrictions.

Station has a complete merchandising and exploitation plan, embodying use of its mobile unit when applicable.

REPRESENTATIVE

Kelly-Smith Co.

W H B F

ROCK ISLAND—EST. 1925

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE: R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: Moline, Ill. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President..... John W. Potter
 General Manager..... L. C. Johnson
 Commercial Manager..... Maurice Corken
 Program Director..... Ivan Streed
 Chief Announcer..... Forest Cooke
 Station Manager..... John W. Potter
 Publicity Director..... Lois McDermott
 Musical Director..... Lucia Thompson
 Chief Engineer..... J. E. Gray

POLICIES

Liquor advertising not accepted. No special restrictions on beer advertising or foreign language accounts except general requirements that apply to all accounts and programs.

Merchandising: Members of the "WHBF Ambassadors Club," composed of one person in each of 46 small towns and communities within a 30-mile radius of the tri-cities (Rock Island, Davenport and Moline), serve as radio news correspondents and publicize WHBF activities in their home communities. Regular bulletins to correspondents, or "Ambassadors"

keep them informed on special activities and commercial programs.

Merchandising department also covers the following activities: personal calls and letters to dealers; dealer and market surveys; preparation of displays and publicity; photographic service; recording of programs and other merchandising activities. Services of special girl are available to call on dealers. Commercial program schedule and publicity published in the Rock Island Argus.

REPRESENTATIVE
Gene Furgason & Co.

W C B S

"WIDER COVERAGE, BETTER SERVICE"
SPRINGFIELD—EST. 1922

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 208½ S. 5th St. PHONE: Main 8228. STUDIO ADDRESS: 208½ S. 5th St. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Harold L. Dewing
Vice-President.....A. W. Shipton
Secretary.....L. G. Pfefferle
Commercial Manager.....Jack Heintz
Artists' Bureau Head.....Bill Nelms
Chief Announcer.....John Connelly
Publicity Director.....John J. Corrigan
Musical Director.....Bill Nelms
Chief Engineer.....Richard L. Ashenfelter

POLICIES

Liquor advertising is restricted to beer and light wines. Not prepared at the present time to receive any foreign language advertising. Reserve the right to censor all broadcast material.

Station supplies complete merchandising facilities in conjunction with Illinois State Journal's merchandising department. This service includes: promotional letters to dealers; contacting of dealers and distributors; making of comparative surveys; stressing of programs to dealer's salesmen; publicity stories, program listings, and pictures in Illinois State Journal; advance announcements on air before start of series; station window or lobby displays; and cross-section survey of consumers.

REPRESENTATIVE
Sears & Ayers, Inc.

W T A X

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 117-119 S.

5th St. PHONE: 1600-1. STUDIO ADDRESS: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station
Manager.....Jay A. Johnson

POLICIES

Liquor advertising carried only after 9:00 P.M.
Full merchandising service available.

W D Z

"THE RIGHT SPOT ON YOUR DIAL"
"THIRD OLDEST STATION IN THE COUNTRY"

TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 250 Watts. OWNED BY: W D Z Broadcasting Co. OPERATED BY: W D Z Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg.; 8 Main St., Champaign; Victory Bldg., Mattoon. TRANSMITTER LOCATION: 2½ miles N. E. of Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio

Personnel

President.....E. L. Bill
Station and Sales Manager.....Clair B. Hull
Artists' Bureau Head.....Fran Booton
Chief Announcer.....Emerson Russell
Publicity Director.....Emerson Russell
Musical Director.....Ted Cox
Traffic Manager.....Ruth Moore
Chief Engineer.....Mark C. Spies

POLICIES

Advertising of alcoholic beverages not accepted excepting beer.

Merchandising: Assistance is offered advertisers in the form of surveys, window cards, etc.

REPRESENTATIVE
C. C. Caley

W I L L

"WHERE ILLINI LABOR AND LEARN"
URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616—7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:30 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

President Jos. F. Wright, Director
 Artists' Bureau Head F. E. Schooley
 Program Director Frank E. Schooley
 Publicity Director Art Wildhagen

Musical Director Lanson F. Demming
 Production Director Nat H. Cohen
 Chief Engineer A. James Ebel

POLICIES

Station does not sell time.

INDIANA

Population 3,474,000

Number of Families 934,000

Number of Radio Homes 816,800

Retail Sales \$780,508,000

Auto Registrations 813,000

W H B U

ANDERSON—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: Citizens Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President L. M. Kennett
 Station Manager L. M. Kennett
 Commercial Manager L. Podhaski
 Chief Announcer Wayne Reeves
 Sales Manager L. Podhaski
 Chief Engineer R. Fulwider

POLICIES

Does not accept any beer, wine or liquor advertising.

REPRESENTATIVE

Burn-Smith Co.

W T R C

"THE DAILY TRUTH"
 ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19 TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Standard Radio.

Personnel

President C. D. Greenleaf
 General Manager R. R. Baker
 Studio Director Carl Schrock
 Musical Director Ethel Geiss
 Chief Engineer Kenneth Singleton

POLICIES

Hard liquor advertising not accepted.

Complete merchandising service for clients, local or national, in Elkhart gratis, and throughout WTRC territory (primary area) at slight additional cost.

REPRESENTATIVE

Tenney, Woodward & Co.

W E O A

"THE STATION WITH MANY FRIENDS"
 EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 June St., Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Station Manager Martin L. Leich
 Program Director Pat Roper
 General Manager Clarence Leich
 Chief Engineer John B. Caraway, Jr.

POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air. Local outlets of product advertised are notified by telephone or letter. Window and counter displays are arranged and checked if client so desires. These services are performed without charge, except when client wishes an unusual amount of special work, in which case services are performed at cost. In addition, program publicity stories are carried in weekly house organ with 10,000 circulation and station has window on prominent downtown corner available without charge for displays for a period of time depending upon the length and amount of contract.

REPRESENTATIVE

Weed & Co.

W G B F

"THE STATION WITH MANY FRIENDS"
EVANSVILLE—EST. 1923

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Clarence Leich
Program Director.....Pat Roper
Chief Engineer.....Fay Gehres

POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air; publicity stories are inserted in house organ with 10,000 weekly circulation;

window display is given in prominent downtown corner window depending on length and amount of contract. Local outlets of product advertised are notified by telephone or letter; window and counter displays are arranged and checked. All these services are performed without charge except when an unusual amount of expense is involved, in which case services are performed at cost.

REPRESENTATIVE

Weed & Co.

W G L

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1924

(SUPPLEMENTARY BASIC RED AND BLUE)

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Keenan Hotel. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS BUREAU.

Personnel

General Manager.....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....Ford Billings
Auditor.....J. B. Conley
Program Director.....W. C. Roe
Musical Director.....Jeane Brown
Chief Engineer.....Fred C. Fischer

POLICIES

Station does not accept hard liquor advertising. Population being 95% native white population—foreign language programs are not popular in this territory.

Operates merchandising department in connection with sales promotion department, equipped to make reasonable surveys for advertiser. Consistent air publicity and reasonable other publicity given all programs.

REPRESENTATIVE

Free & Peters, Inc.

W O W O

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

FORT WAYNE—EST. 1925

(BASIC BLUE)

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 2 and 30 R. R. Fort Wayne. TIME ON THE AIR: 6:45 A.M. to local sunset;

Looking for information?

WOWO

Fort Wayne, Indiana

will gladly send you

"A HALF MILLION
GOOD MORNINGS"

Describing an ideal
program for reaching

The **WOWO Family** of

545,890 Radio Homes

through

INDIANA'S MOST
POWERFUL RADIO
STATION

1160 Kc. 10,000 Watts
Clear Channel NBC Basic Blue

National Representatives
FREE & PETERS, INC.

shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Walter Evans
 Station Manager.....W. C. Swartley
 Sales Manager.....Ford Billings
 Program Manager.....Franklin Tooke
 Auditor.....J. B. Conley
 Musical Director.....Jeane Brown
 Chief Engineer.....Fred C. Fischer

POLICIES

Station accepts no hard liquor advertising. Does not encourage foreign language programs due to high percentage of native born population in station's coverage area. All copy subject to the NBC and Westinghouse standards of ethics, propriety, and FCC qualifications.

Publicity on programs is sent to more than 100 newspapers weekly; also to special farm publications, weekly theater publications and others. Both local newspapers carry daily schedule listings.

Complete merchandise service is available at nominal cost. Includes distribution, by Western Union messenger, all advertising material or advertiser's product to retailers or wholesalers in city; letters to dealers in territory regarding the broadcasting; cooperation with wholesalers in effecting distribution in territory covered by this station.

Air publicity on all commercial programs is given at intervals throughout every broadcast day.

REPRESENTATIVE

Free & Peters, Inc.

W I N D

GARY—EST. 1927

CBS

FREQUENCY: 569 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan, Associated, Standard Radio.

Personnel

President.....Ralph L. Atlas
 Manager.....E. S. Mittemdorf
 Sales Manager.....John T. Carey

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

William G. Rambeau Co.

W H I P

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000 SALES OFFICE ADDRESS: 520 N. Michigan Ave., Chicago, Ill. PHONE: Superior 5200. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-General Manager. George F. Courrier
 Managing Director.....Doris Keane
 Business Manager.....O. E. Richardson
 Manager.....Hal R. Makelim
 Musical Director.....Reinhardt Elster

W W A E

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave., Chicago, Ill. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....George F. Courrier
 Managing Director.....Doris Keane

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

W F B M

"AT THE CROSSROADS OF AMERICA"

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indianapolis Power & Light Co. OPERATED BY: Indianapolis Power & Light Co. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8596. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:30 A.M. to 12:15 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub.

Personnel

President.....H. T. Pritchard
 Station Manager.....R. E. Blossom
 Program Director.....F. O. Sharp

Musical Director.....Walter Reuleaux
Chief Engineer.....M. B. Williams

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

W I B C

"INDIANA'S FRIENDLY STATION"

INDIANAPOLIS—EST. 1938

FREQUENCY: 1050 Kc. POWER: 1000 Watts.
OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....C. A. McLaughlin
Program Director.....Robert Longwell
Chief Announcer.....Chas. Roush
Chief Engineer.....Vern Alston

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Medical accounts must meet specifications of FTC. No foreign language programs.

Merchandising: Station maintains department to exploit new commercial programs; will cooperate in preparation of direct-mail, window cards, posters, etc., at actual cost of production.

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL
FREQUENCY: 1400 Kc. POWER: 5,000 watts, d.; 1,000 watts, n. OWNED BY Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: 540 N. Meridian. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight (daily) 8:00 A.M. to 12:00 midnight (Sunday). NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor.

Personnel

PresidentEugene C. Pulliam
General Manager.....R. E. Bausman
Secretary-Treasurer.....N G. Mason
Merchandising Manager,
Lawrence O. Hammer
Artists Bureau Head.....Morris Hicks
Chief Announcer.....Morris Hicks
Publicity Director.....Eugene S. Pulliam
Musical Director.....Harry Bason
Chief Engineer.....Earl W. Lewis

POLICIES

Station reserves the right to reject any advertising which it regards as objectionable.

Maintains a well-staffed merchandising department which affords aggressive cooperation with all sponsors requesting local merchandising assistance.

REPRESENTATIVE

The Katz Agency

W L B C

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Artists Bureau Head.....D. A. Russell
Chief Announcer.....Bob Ebert
Station Manager.....Donald A. Burton
Sales Manager.....Wm. F. Craig
Publicity Director.....Ed De Miller
Musical Director.....Carl Noble
Chief Engineer.....Maurice Crain

POLICIES

Station reserves right to accept or reject liquor and foreign language programs and regulate advertising commercial copy.

Maintains full-time merchandising director and merchandising department.

REPRESENTATIVE

Radio Time Sales (Chicago)
Sears & Ayer (New York)

W G R C

"THE GEORGE ROGERS CLARK STATION"
NEW ALBANY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343 STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio. C. P. MacGregor, Associated.

Personnel

President and Manager... Charles Lee Harris
 Commercial Manager... J. Porter Smith
 Advertising Manager... Robert J. McIntosh
 Artists Bureau Head... Robert J. McIntosh
 Chief Announcer... William N. Sherman
 Musical Director... Rosalind Brown
 Chief Engineer... Jack Gardner

POLICIES

Take all foreign language programs if they meet approval of F. T. C. and F. C. C.. Take beer and wine—no liquor.

Merchandising: Station maintains department contacting jobbers and distributors for advertisers and assisting in all types of sales promotion.

W K B V

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President... William O. Knox

W F A M

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts.
 OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax and Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax and Lafayette Sts. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President... F. A. Miller
 Station Manager... Franklin D. Schurz
 Commercial Manager... R. H. Swintz
 Chief Announcer... Robert Drain
 Publicity Director... Mary Stockdale
 Musical Director... Harlan Hogan
 Chief Engineer... H. Cole

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

REPRESENTATIVE

Paul H. Raymer Company

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts.
 OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax & Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax & Lafayette Sts. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President... F. A. Miller
 Station Manager... Franklin D. Schurz
 Commercial Manager... R. H. Swintz
 Chief Announcer... Robert Drain
 Publicity Director... Mary Stockdale
 Musical Director... Harlan Hogan
 Chief Engineer... H. Cole

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

REPRESENTATIVE

Paul H. Raymer Company

W B O W

"THE FRIENDLY STATION"
TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 watts. n. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: 25th St. & Dimmick. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News. MAINTAINS THE WABASH ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President... Alvin Eades
 Vice-President and
 General Manager... W. W. Behrman
 Assistant Manager... Luke Walton
 Auditor... Martha Turner
 Artists' Bureau Head... Ralph Tucker
 Chief Announcer... Horace Capps
 Musical Director... Leo Baxter
 Chief Engineer... Stokes Gresham, Jr.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Does not solicit foreign language accounts.

Merchandising: Station has direct access to a series of downtown billboards to advertise programs for sponsors; chain and individually

owned drug and grocery stores cooperate with merchandising department with display, stock and counter cards.

REPRESENTATIVE

Weed & Co.

W B A A

"THE VOICE OF PURDUE"

WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts.
 OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO AD-

DRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.): 11:00 A.M. to 4:00 P.M. (Saturday).

Personnel

Station Manager, Program Director
 Gilbert D. Williams
 Co-ordinator Floris Arndt
 Chief Engineer Ralph R. Townsley

POLICIES

An educational, non-commercial station and programs are restricted to educational features.

IOWA

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$650,029,000

Auto Registrations 656,000

W O I

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

Personnel

Director W. I. Griffith
 Assistant Director A. G. Woolfries
 Chief Announcer Robert Miles
 Musical Director Tolbert McRae
 Chief Engineer W. E. Stewart

POLICIES

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. For this reason no commercial accounts are solicited or carried.

K F G Q

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

POLICIES

Station does not sell time.

W M T

"WMT—DAYTIME—IS IOWA'S LARGEST STATION"

CEDAR RAPIDS, WATERLOO—

EST. 1922

NBC (BLUE)—MUTUAL—IOWA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President Gardner Cowles, Jr.
 V.-P. and General Manager S. D. Quarton
 Commercial Manager
 W. B. Quarton (Cedar Rapids)
 Commercial Manager... Don Inman (Waterloo)
 Program Director Douglas B. Grant
 Merchandising Director Leo F. Cole
 Publicity Director Ray Cox
 Chief Engineer Charles F. Quentin

POLICIES

Does not accept liquor advertising.
 Merchandising: Publicity stories and pictures in the radio columns of the Des Moines Register and Tribune (circulation 282,131) and Sunday Register (circulation 318,192).
 Personal calls on the principal retail out-

lets by a member of department soliciting their cooperation and urging them to tie-up the radio program with their regular routine advertising.

Placement of counter cards and suitable display material in principal retail outlets stocking the product.

Publicity on movie trailers with sound track in all the principal theaters in Waterloo, Cedar Falls, and Cedar Rapids, as well as, a number of small theaters in our area.

Upon request from the advertiser WMT will make distribution check ups, sales check ups, etc.

A window display may be installed in the reception lobby for a period of ten days provided the advertiser furnishes the necessary display material.

General merchandising bulletins of advertised products are frequently sent to 600 grocers and approximately 300 druggists in our immediate territory.

Any further merchandising services desired by the advertiser may be arranged for; no charges for any of the aforementioned services rendered. However, in some cases advertisers desire to have a special mailing piece or circulars prepared which will be done, providing the advertiser assumes the cost of postage, mimeographing, printing, stationery, etc.

REPRESENTATIVE

The Katz Agency

W O C

"THE STATE WHERE THE WEST BEGINS AND WHERE THE TALL CORN GROWS"
DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President Col. B. J. Palmer
Vice-President Dave Palmer
Commercial Manager Ben F. Hovel
Merchandising Manager J. Neff Wells, Jr.
Program Director J. Neil Reagan
Chief Engineer Harold Higby

POLICIES

No stated special policies.

Merchandising: Full merchandising co-operation through local newspaper help and local theater trailer; dealer and retail contacts; distribution of display material; mailing of circular letters (postage cost to be paid by advertiser).

REPRESENTATIVE

Free & Peters, Inc.

K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts. OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

POLICIES

Non-commercial station.

K W L C

"THE LUTHERAN COLLEGE OF THE AIR"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: 7:30 A.M. to 3:30 P.M. (part-time).

Personnel

Chief Announcer Norman Bredesen
Station Manager O. Eittrheim
Publicity Director W. L. Strunk

POLICIES

Non-commercial station.

K R N T

DES MOINES—EST. 1935

CBS—IOWA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWS-PAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Gardner Cowles, Jr.
General Manager Luther L. Hill
Assistant General Manager and
Commercial Manager Craig Lawrence
Program Director Ed Linehan
Sales Promotion Manager Wayne Welch
Chief Engineer Paul Huntsinger

POLICIES

Merchandising mediums include street car cards, full showing of billboards in Des Moines, regular bulletins to grocers and drug-

gists, personal calls on trade, stories and pictures daily in Des Moines Register & Tribune.

REPRESENTATIVE

The Katz Agency

K S O

"ALWAYS A GOOD SHOW ON KSO"
DES MOINES—EST. 1932

NBC (BLUE)—MBS—IOWA NETWORK
FREQUENCY: 1430 Kc. POWER: 5000
Watts-d., 1000 Watts-n. OWNED BY: The
Iowa Broadcasting Co., subsidiary of the Des
Moines Register and Tribune. OPERATED
BY: Same. BUSINESS ADDRESS: Reg. & Trib.
Bldg. PHONE: 3-2111. STUDIO ADDRESS:
Reg. & Trib. Bldg. TRANSMITTER LOCA-
TION: 6 miles north of town. TIME ON THE
AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday)
7:00 a.m. to 1:00 a.m. NEWSPAPER AFFIL-
IATION: Des Moines Register & Tribune.
NEWS SERVICE: United Press, International
News Service. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICES: Standard Radio
and NAB Library.

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther Hill
Assistant General and
Commercial Manager.....Craig Lawrence
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

POLICIES

Does not accept liquor advertising; no occa-
sion to accept or reject foreign language ac-
counts. Other restrictions according to NAB
code.

Merchandising mediums include street car
cards, full showing of billboards in Des
Moines, regular bulletins to grocers and drug-
gists, personal calls on trade and stores and
pictures daily in Des Moines Register & Trib-
une.

REPRESENTATIVE

The Katz Agency

W H O

"VOICE OF THE MIDDLE WEST"
DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS GROUP
FREQUENCY: 1000 Kc. POWER: 50000
Watts. OWNED BY: Central Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
914 Walnut St. PHONE: 3-7147. TRANSMITTER
LOCATION: Mitchellville. TIME ON THE AIR:
6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M.

to 12:00 midnight. MAINTAINS ARTISTS' BU-
REAU. NEWS SERVICE: United Press and
Transradio Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

Personnel

President.....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Secretary.....William Brandon
V.P. & Station Manager.....J. O. Maland
Artists' Bureau Head.....Irving Grossman
Sales Manager.....Hale Bondurant
Publicity Director.....Woody Woods
Program Director.....Harold Fair
Technical Director.....Paul A. Loyet

POLICIES

Advertising of alcoholic beverages not ac-
cepted.

Merchandising services of the station staff
will be furnished for spot broadcasting sched-
ules without additional charge, except for cash
expenditures which are paid by advertiser

REPRESENTATIVE

Free & Peters, Inc.

K D T H *

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts.
OWNED BY: Telegraph Herald. OPERATED
BY: Telegraph Herald. BUSINESS ADDRESS:
Eighth Ave. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Not determined. TIME
ON THE AIR: Daytime. NEWS AFFILIATION:
Dubuque Telegraph Herald.

Personnel

Not selected at press time.

POLICIES

Liquor advertising will not be accepted.
Other policies not determined at present time.

REPRESENTATIVE

William J. Arndt

*C.P. by FCC (issue being determined by
Court of Appeals, Washington, D. C.)

W K B B

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 250 Watts-
d., 100 Watts-n. OWNED BY: Sanders Bros.
Radio Station. OPERATED BY: Sanders
Bros. Radio Station. BUSINESS ADDRESS:
Hotel Julien. PHONE: Dubuque 572, East
Dubuque 145. STUDIO ADDRESS: Hotel
Julien. TRANSMITTER LOCATION: East Du-
buque, Ill. TIME ON THE AIR: 6:30 A.M. to
Midnight (daily), 8:00 a.m. to Midnight (Sun-

day). **NEWS SERVICE:** Transradio Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System, C. P. MacGregor.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Chief Announcer.....Vaughn Gayman
Publicity Director.....A. L. Link
Musical Director.....M. K. Galliard
Chief Engineer.....Leonard Carlson

POLICIES

Advertising of alcoholic beverages not ac-
cepted, excepting beer and wine.

Merchandising includes regular mailing to
list of grocers and druggists.

WSUI

IOWA CITY—EST. Code—1911—
Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts,
d.; 500 watts, n. OWNED BY: State Univ. of
Iowa. OPERATED BY: State Univ. of Iowa.
BUSINESS ADDRESS: Iowa City. PHONE:
University 237-8162. STUDIO ADDRESS: Iowa
City. TRANSMITTER LOCATION: Iowa City.
TIME ON THE AIR: 8:30 A.M. to 10:00 P.M.
NEWS SERVICE: Associated Press. TRAN-
SCRIPTION SERVICE: Usual facilities.

Personnel

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager

Prof. H. Clay Harshberger
Staff Announcer.....William H. Seiler
Chief Engineer.....S. J. Ebert

POLICIES

Station WSUI is non-commercial station
owned and operated by State University of
Iowa. This station engages in no advertising
or commercial broadcasting.

KFJB

"IN THE HEART OF IOWA"
MARSHALLTOWN—EST. 1923

FREQUENCY: 1200 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Marshall Elec-
tric Co. OPERATED BY: Marshall Electric Co.
BUSINESS ADDRESS: 1603 W. Main St.
PHONE: 3361. STUDIO ADDRESS: 1603 W.
Main St. TRANSMITTER LOCATION: 2 miles
northwest of town. TIME ON THE AIR: 6:00
A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M.
(Sunday). NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager....Earl Peak
Advertising Manager.....C. Leinhaus
Chief Announcer.....Bob Weitzel
Publicity Director.....Robert Dobbin

Program Director.....O. L. Russell
Musical Director.....Paul Ziegler
Chief Engineer.....Wayne Peak

POLICIES

No hard liquor. No foreign language.
Cooperation with local merchants on pub-
licizing on nationally advertised merchandise.

KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Mason City
Globe Gazette Co. OPERATED BY: Mason
City Globe Gazette Co. BUSINESS ADDRESS:
Hotel Hanford. PHONE: 2800. STUDIO AD-
DRESS: Hotel Hanford. TRANSMITTER LO-
CATION: 2 miles west of M. C. on Highway
18. TIME ON THE AIR: 6:00 A.M. to 12:00
P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sun-
day). NEWSPAPER AFFILIATION: Mason City
Globe-Gazette. NEWS SERVICES: United
Press and Globe Gazette City Reporters and
correspondents in North Iowa and Southern
Minn. TRANSCRIPTION SERVICE: NBC The-
saurus, Standard Radio, and NAB Library.

Personnel

Station Manager.....F. C. Eighmey
Chief Announcer.....John J. Price
Program Director.....Nick Scheel
Production Manager.....Jim Woods
Publicity Director.....Henry Hook
Chief Engineer.....Leo Born

POLICIES

Accept beer accounts; no wine or liquor
advertising.

Full time merchandising man available to
advertisers. Complete program log daily in
Mason City Globe Gazette. Regular bulletins
sent to leading grocers and druggists in
North Iowa and Southern Minnesota.

REPRESENTATIVE

Weed & Co.

KFNF

"THE FRIENDLY FARMER STATION"
SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: KFNF, Inc.
OPERATED BY: KFNF, Inc. BUSINESS AD-
DRESS: 407 Sycamore. PHONE: No. 1—de-
partmental connections. STUDIO ADDRESS:
407 Sycamore St. TRANSMITTER LOCATION:
407 Sycamore St. TIME ON THE AIR: (daily)
5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.;
(Saturday) 5:30 A.M. to 10:00 P.M. NEWS
SERVICE: International News Service. TRAN-
SCRIPTION SERVICE: C. P. McGregor.

MORNING, NOON and NIGHT...

POWER	8:00 A.M.-12:30 NOON Morning Listeners		12:30 to 6:00 P.M. Afternoon Listeners		6:00 P.M. to 12 P.M. Evening Listeners		GRAND TOTALS	
	ACTUAL NO.	APPROX %	ACTUAL NO.	APPROX %	ACTUAL NO.	APPROX %		
KSCJ 5,000 Day 1,000 Nite	1796	52 %	1626	50 %	3321	53 %	6,743	52 %
NEBRASKA STATION B 5,000 Day 1,000 Nite	870	25 %	1,025	32 %	1,873	30 %	3,768	29 %
S. DAKOTA STATION C 5,000 Day 1,000 Nite	303	9 %	198	6 %	520	8 %	1,021	8 %
NEBRASKA STATION D 10,000 Day	202	1 %	117	3 %	282	4 %	601	4 %
MINN STATION E 50,000 Day	48	6 %	30	1 %	34	1 %	112	1 %
MISCEL STATIONS F	253	7 %	249	8 %	253	4 %	755	6 %
TOTAL	3,472	100 %	3,245	100 %	6,283	100 %	13,000	100 %

IT'S **KSCJ** The JOURNAL *Sioux City, Iowa*

QUESTIONS: "Is your radio turned on? If so, what station are you listening to?"

Day after day, throughout a five-month period in 1938, trained investigators for Midwest Consumers Research asked these questions throughout the rich, extensive KSCJ area. Every period of the day was explored, checked again and again. 38,350 calls were made. One-third of them, 13,000, were listening to their radios. And 52% of them were listening to KSCJ. So valuable was this daily survey in KSCJ program planning and guidance to KSCJ advertisers that it has never been discontinued. Today it is known as the KSCJ PERPETUAL SURVEY . . . a constant yardstick for station programming . . . an amazing test-tube in determining effective advertising.

Wouldn't you like to know more about it?

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!



KSCJ



AFFILIATED WITH C. B. S.
Represented by GEORGE HOLLINGBERY
C. W. CORKHILL Manager

Personnel

Manager.....M. H. Peterson
Program Director.....Henry Field

POLICIES

No wines, beer or liquor advertising accepted, no commercial broadcasts on Sundays. Price quoting permitted on all commercial programs, foreign language programs are being carried without restrictions of any kind. Primary regulation is to meet Federal Trade Commission rulings and general policies of good advertising taste and broadcasting practice.

Station will mail cards, letters or other mail pieces, contact local retailers or dealers, arrange displays or windows, etc. All merchandising service at cost. Also gives ample and generous advance promotion on new programs by way of its own facilities and local newspaper space.

K M A

"KEEPS MILLIONS ADVISED"
SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL
IOWA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

Personnel

President.....Earl E. May
Station Manager.....J. (Cy.) Rapp
Commercial Manager.....Ken Marsh
Chief Announcer.....Fred Greenlee
Musical Director.....Faylon Geist
Chief Engineer.....Ray Schroeder

POLICIES

Beer accounts handled only after 9 P.M. No liquor advertising.

Special mailing service to clients dealers. Local newspaper promotion in many county seat newspapers in KMA service area.

REPRESENTATIVE

Howard Wilson & Co.

K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;
READ IT IN THE SIOUX CITY JOURNAL"

SIOUX CITY—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5000 Floyd River Road. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....C. W. Corkhill
Program Director.....Bertha Reese
Studio Director.....Ruth Fachman
Publicity Director.....Roberta Deany
Musical Director.....Bertha Reese
Chief Engineer.....S. C. Dier

POLICIES

Beer and wine accounts accepted; no distilled liquors.

REPRESENTATIVE

George P. Hollingbery Co.

K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Eugene Kelly
General Manager.....Dietrich Dirks
Program Director.....Bill Tredway
Commercial Manager.....Ray Jensen
Chief Engineer.....Carleton Gray

POLICIES

Complete merchandising facilities available at actual cost.

KANSAS

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$448,261,000

Auto Registrations 495,000

K F B I

"POLICIES THAT PROTECT"

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 410 N.W. 3rd. PHONE: 1200. STUDIO ADDRESS: 410 N.W. 3rd. TRANSMITTER LOCATION: Milford. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, and Standard Radio.

Personnel

President H. K. Lindsley
Station Manager K. W. Pyle
Advertising Manager M. Eberhardt
Chief Announcer Harry D. Peck
Sales Manager K. W. Pyle
Publicity Director J. W. Eberhardt
Musical Director Marie Gunzelman
Chief Engineer G. H. Johnstone

POLICIES

No beer or liquor advertising accepted. Foreign language programs accepted.

REPRESENTATIVE

Howard H. Wilson Company

K V A K *

ATCHINSON—EST. 1937

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Atchinson. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atchinson. TIME ON THE AIR: Daytime Schedule.

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

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell & Stanley Platz.

d/b as Powell & Platz. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager Hugh J. Powell
Commercial Manager W. B. Darrah
Advertising Manager W. B. Darrah
Chief Announcer Richard Campbell
Sales Manager W. B. Darrah
Publicity Director Clair Foster
Musical Director Clair Foster
Chief Engineer J. Fred Case

POLICIES

No liquor advertising accepted; takes foreign language accounts.

Merchandising cooperation given advertisers is similar to that given by newspapers.

REPRESENTATIVE

The Katz Agency

K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: First Nat'l Bank Bldg. PHONE: 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00 P.M. to 9:00 P.M. NEWS PAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President J. C. Denious
Business Manager N. C. Petersen
Commercial Manager Vaughn Kimball
Chief Announcer John Drake
Program Director Fay Ljungdahl
Chief Engineer Emil Doane

POLICIES

Does not accept liquor or foreign language accounts.

Will make surveys, assist with distribution or secure any information desired, as merchandising aids.

REPRESENTATIVE

Arthur H. Hagg and Associates

K T S W *

EMPORIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Emporia Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Emporia. TIME ON THE AIR: Daytime license. TRANSCRIPTION SERVICE: Standard Radio.

* Station was licensed to operate under a construction permit. No further information was available at time of going to press.

K I U L

"VOICE OF WESTERN KANSAS" GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....F. D. Conard
Station Manager.....Clem Morgan
Publicity Director.....Clem Morgan
Musical Director.....George Goulding
Chief Engineer.....Chester Fouquet

POLICIES

No special policies, as to foreign language programs. Liquor still illegal in the state of Kansas.

Complete merchandising cooperation at all times.

REPRESENTATIVE

Cox and Tanz

K V G B

"THE VOICE OF GREAT BEND" GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: E. E. Ruehlen. OPERATED BY: E. E. Ruehlen. BUSINESS ADDRESS: 2103½

Forest. PHONE: 1080-1. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 2 miles south of Great Bend on Highway No. 8. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. (unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacrGegor.

Personnel

Station Manager.....E. E. Ruehlen
Commercial Manager.....Vern Minor
Advertising Manager.....Dave Wilson
Assistant Manager.....Vern Minor
Musical Director.....Earl Brewster
Chief Engineer.....Leo Legleiter

POLICIES

No intoxicating liquor advertising accepted.

K W B G

"THE STATION IN THE CENTER OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 Ave. A. East. PHONE: 5202. STUDIO ADDRESS: 101 Ave. A. East. TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: (winter) 6:30 A.M. to 10:30 P.M.; (summer) 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager..W. B. Greenwald
Advertising Manager.....W. P. Robinson
Chief Announcer.....Ed Letson
Station Manager.....W. B. Greenwald
Program Director.....J. B. Lake
Publicity Director.....W. P. Robinson
Musical Director.....Willie Anz
Chief Engineer.....Harold Bourrell

POLICIES

Will accept beer advertising. No foreign language accounts.

Merchandising as required.

K C K N

"DOMINANT NEWS STATION OF THE TWO KANSAS CITIES"

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

KANSAS NETWORK

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor Library, Lang-Worth, NAB Library.

Personnel

President W. A. Bailey
 Vice-President-General
 Manager Ellis Atteberry
 Commercial Manager Owen Balch
 Program Director Ralph Nelson
 Director of Publicity Ruth Kendall
 Continuity Editor Evan Fry
 News Commentator Olaf Soward
 Musical Director Ruth Royal
 Chief Engineer C. E. Salzer, Jr.

POLICIES

No beer or alcoholic beverage accounts accepted.

Complete cooperation with commercial clients in merchandising and exploitation. Planned, arranged and executed by station. Clients bear actual cost only.

REPRESENTATIVE

Capper Publications

K F K U

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WREN.

Personnel

Director Harold G. Ingham

POLICIES

Station does not sell time.

W R E N

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFRU, Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager Vernon H. Smith

REPRESENTATIVE

George P. Hollingbery Co.

K S A C

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; Saturdays, 2:00 P.M. to 2:30 P.M. and 4:30 to 5:30 P.M.

Personnel

President F. D. Farrell

Director H. Umberger

Program Director L. L. Longsdorf

POLICIES

Station does not sell time. Station presents only educational non-commercial programs.

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. and at Joplin, Mo. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President E. Victor Baxter

Commercial Manager Ed. Cunniff

Station Manager Ed. Cunniff

Sales Manager R. G. Patterson

Chief Announcer Spencer Allen

Program Director J. L. Simmons

Chief Engineer W. L. Brown

POLICIES

Will accept beer accounts; also foreign language programs.

Has special merchandising department that will work with commercial advertisers

REPRESENTATIVE

Howard H. Wilson & Co.

K S A L

"YOUR FRIEND OF THE AIRWAYS"

SALINA—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. J. Laubengayer. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

Owner R. J. Laubengayer
Station Manager..... Merle E. Tucker
Commercial Manager..... H. C. Fagerstrom
Chief Engineer..... N. E. Vance, Jr.

POLICIES

All commercial programs including name of sponsor, are published in Salina Journal each day. Journal has approximately 14,000 daily circulation.

REPRESENTATIVE

The Katz Agency

W I B W

"THE VOICE OF KANSAS"

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

Personnel

General Manager..... Ben Ludy
Chief Engineer..... Karl Troeglen

POLICIES

No beer or liquor advertising.
Publicity in Capper Publications, Inc. Personal calls and window displays as part of merchandising aids.

REPRESENTATIVE

Capper Publications, Inc.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 42387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Chas. C. Theis
General Manager..... Herb Hollister
Commercial Manager..... Herb Hollister
Chief Announcer..... Jack Todd
Publicity Director..... Phil McKnight
Musical Director..... Raymond Shelley
Chief Engineer..... Glenn Ritter

POLICIES

Accept beer but not liquor.
Maintains a merchandising department.

REPRESENTATIVE

The Katz Agency

K F H

"KANSAS' FRIENDLY HOST"

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries, C. P. MacGregor.

Personnel

Vice President-General Mgr..... M. M. Murdock
Business Manager..... P. S. Clark
Production Manager..... Vernon E. Reed
Local Sales Manager..... E. F. Scraper
National Sales Manager..... Clark A. Luther
Chief Engineer..... Amos C. Dadisman

POLICIES

Station offers cooperation and a complete merchandising service for advertisers. Beer accounts are accepted but no liquor advertising.

REPRESENTATIVE

Edward Petry & Co.

WAVE STILL ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

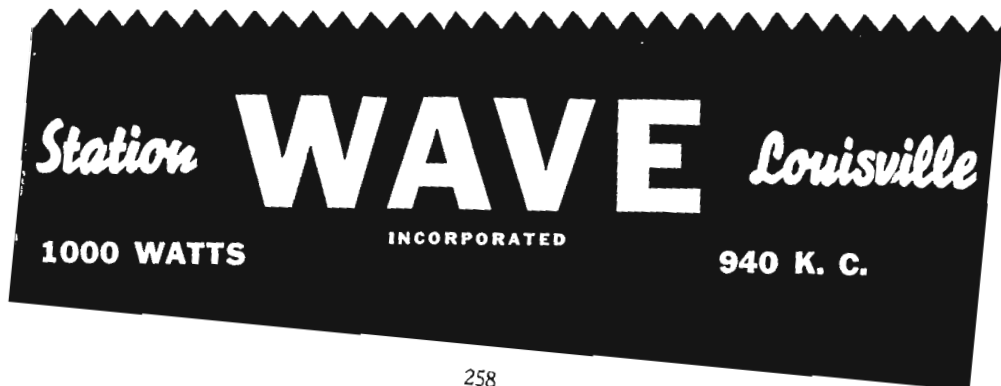
No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . leaving the Whangpoo (and the Kentucky mountains) for the *other* fellows!

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

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

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

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



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

KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$388,278,000

Auto Registrations 351,100

W C M I

"WHERE COAL MEETS IRON"
ASHLAND—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashland Broadcasting Co. Operated BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 363. STUDIO ADDRESS: WCMI Bldg. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 1200 midnight. NEWSPAPER AFFILIATIONS: Ashland Daily Independent. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. T. Norris
Managing Director.....Jos. F. Kyler
Chief Announcer.....Paul L. Ruble
Sales Manager.....Jack Bell
Publicity Director.....Paul L. Ruble
Musical Director.....Hester Kyler
Chief Engineer.....Paul Holton

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Burn-Smith Co.

W C K Y

COVINGTON, KY.

(See Cincinnati, O.)

W L A P

"THE THOROUGHbred STATION
OF THE NATION"

LEXINGTON—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Genl. Mgr.....Gilmore N. Nunn
Vice President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Commercial Manager.....Winston L. Clark
Chief Announcer.....Ted Grizzard
Station Manager.....Winston L. Clark
Publicity Director.....Ted Grizzard
Musical Director.....Miller Welch
Chief Engineer.....Sanford Helt

POLICIES

No liquor advertising accepted before 8 P.M. No restrictions on beer and light wines. No restrictions on foreign language broadcasts. Complete merchandising department at the disposal of the advertiser.

REPRESENTATIVE

Burn-Smith Co.

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Geo. W. Norton, Jr.
Commercial Manager.....James F. Cox
Station Manager.....Nathan Lord
Sales Manager.....James F. Cox
Publicity Director.....George Patterson
Musical Director.....Clifford Shaw
Chief Engineer.....Wilbur E. Hudson

POLICIES

Liquor accounts are not accepted. Beer accounts at any time. No foreign language accounts. All copy subject to station approval and FTC regulations.

Station undertakes merchandising to the extent of publicizing programs and calls on wholesalers and certain key retailers in district.

REPRESENTATIVE

Free & Peters, Inc.

W H A S

"IN THE HEART OF THE RICH
OHIO VALLEY"

LOUISVILLE—1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.
OWNED BY: Barry Bingham. OPERATED BY:
Louisville Times Company. BUSINESS AD-
DRESS: 300 W. Liberty St. PHONE: Wa 2211.
STUDIO ADDRESS: 300 W. Liberty St. TRANS-
MITTER LOCATION: New Eastwood. TIME
ON THE AIR: 5:30 A.M. to 1:00 A.M. daily;
8:00 A.M. to midnight Sunday. NEWSPAPER
AFFILIATION: Courier Journal and Louisville
Times. NEWS SERVICE: United Press. MAIN-
TAINS AN ARTISTS BUREAU. TRANSCRIPTION
SERVICE: Associated Music Publisher
Library.

Personnel

Owner Barry Bingham
Radio Director Credo Harris
Executive Manager W. Lee Coulson
Commercial Manager Joe Eaton
Program Manager Robert L. Kennett
Chief Announcer Meador Lowrey
Studio Director Meador Lowrey
Publicity Director Dolly Sullivan
Technical Advisor Orrin W. Towner

POLICIES

Accept beer accounts. Medicinal advertising

must conform to Federal Trade Commission regulations and station standards.

Merchandising: Supply daily listings, pictures and highlights in Courier-Journal and Louisville Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc. By direct mail postage only is charged to advertiser. Surveys, window displays, counter cards handled by merchandising service at small cost to advertiser.

REPRESENTATIVE

Edward Petry & Company

W O M I

"RADIO VOICE OF THE OWENSBORO
MESSENGER AND INQUIRER"
OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Owensboro
Broadcasting Co., Inc. OPERATED BY: Owens-
boro Broadcasting Co., Inc. BUSINESS AD-
DRESS: Byers Ave. & Livermore Road. PHONE:
420. STUDIO ADDRESS: Byers Ave. & Livermore
Road. TRANSMITTER LOCATION: Same. TIME
ON THE AIR: 16 hours daily; 15 hours Sunday.
NEWSPAPER AFFILIATIONS: Owensboro Mes-
senger (morning); Owensboro Inquirer (evening).
NEWS SERVICE Associated Press (non-com-
mercial). TRANSCRIPTION SERVICE: NBC The-
saurus.

Before you Buy
... borrow the Blind
Goddess' Scales



DURING the next year you will doubtless use this book more than once in connection with buying radio time.

When you come to consider the Louisville market, we ask just one thing—that you borrow the scales of the blind goddess and weigh media in relation to market.

Gauge first the market in its entirety—a market that encompasses most of Kentucky, sizable and wealthy portions of Indiana and Ohio as well. Here live 1,932,307 people, 1,267,519 families. Here are owned 904,999 radio sets, 962,233 automobiles. Here is spent, annually, \$2,738,119,583! This vast and wealthy market lies completely with-

in the WHAS primary listening area, is reached and covered every day by WHAS advertisers. Because of its central location WHAS is the logical station to cover this complete market.

When you have weighed two billion dollars, you will agree that here is a market rich in sales opportunity. We believe you will also consider it too important for half measures, that you will choose the medium which can and does deliver all of it at once and at low cost.

WHAS

COURIER-JOURNAL AND
LOUISVILLE TIMES STATION

50,000 Watts—CBS—Cleared Channel • Edward Petry & Co., Natl. Repr.

Personnel

President.....Lawrence W. Hager
 Vice President.....W. B. Hager
 Secretary-Treasurer.....G. M. Fuqua
 General Manager.....Lyell L. Ludwig
 Commercial Manager.....George C. Blackwell

POLICIES

No foreign language programs. Liquor advertising only after 8 P.M. in evening (weekdays only).

Merchandising and publicity through newspaper tie-up.

W P A D

"VOICE OF WESTERN KENTUCKY"

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Paducah Broad-

casting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 8th and Terrell. PHONE: 4100. STUDIO ADDRESS: 8th and Terrell. TRANSMITTER LOCATION: 8th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Genl. Mgr.....Pierce E. Lackey
 Secretary.....E. Ezell Lackey
 Treasurer & Coml. Mgr.....W. Prewitt Lackey
 Chief Announcer.....Gene Peak
 Station Manager.....Gene Peak
 Sales Manager.....Gene Peak
 Publicity Director.....Pierce E. Lackey
 Musical Director.....Gene Peak
 Chief Engineer.....C. G. Sims

POLICIES

No whiskey advertising accepted.

LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$344,393,000

Auto Registrations 244,274

K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd & Jackson. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Walter H. Allen
 General Manager.....C. Edly Rogers
 Sales Manager.....I. F. Welch
 Program Director.....Virgil Evans
 Publicity Director.....Wallace Kendall
 Musical Director.....Virgil Evans
 Chief Engineer.....Truman Stanley

POLICIES

No special policies or restrictions.

Special build-up announcements prior to commercial programs.

W J B O

BATON ROUGE—EST. 1934

NBC (BLUE) LOUISIANA NETWORK NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight; Mondays, same except off 8:00 to 9:00 P.M. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Chas. P. Manship, Jr.
 Chief Announcer.....Paul Goldman
 Vice Pres. & Genl. Mgr.....H. Vernon Anderson
 Sales Manager.....J. Roy Dabadie
 Chief Engineer.....Wilbur T. Golson

REPRESENTATIVE

George P. Hollingsbery Co.

K V O L

"VOICE OF LAFAYETTE"
LAFAYETTE—EST. 1935
SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M.—4:00 P.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Morgan Murphy
Station Manager Geo. H. Thomas
Commercial Manager R. A. Escudier
Chief Announcer Earl Peterson
Program Director A. B. Craft
Chief Engineer J. G. Cooper

POLICIES

No stated special policies.

K P L C

"VOICE OF THE POPULAR PORT"
LAKE CHARLES—EST. 1935
LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.



Now 50,000 Watts

Tell - Sell

over

WWL - New Orleans

Vincent F. Callahan, Gen'l Mgr.

Represented by
The Katz Agency, Inc.

d., 100 Watts, n. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujot St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President L. M. Sepaugh
Commercial Manager F. C. Carroll
Chief Announcer K. McDaniel
Station Manager C. R. Porter
Publicity Director H. L. Barnett
Chief Engineer E. C. Moses

POLICIES

Only good taste and F.C.C. requirements. Accept French programs.

REPRESENTATIVE

Burn-Smith Co.

K M L B

"VOICE OF MONROE"
MONROE—EST. 1930
LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, Night. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC The-saurus.

Personnel

President J. C. Liner, Sr.
Commercial Manager J. C. Liner, Jr.
Station Manager J. C. Liner, Sr.
Sales Manager Don Breitenmoser
Chief Engineer O. L. Morgan

POLICIES

None other than that programs must be in good taste, with all programs subject to rejection by station management.

Merchandising and exploitation is done only at expense of advertiser.

W B N O

"WE BOOST NEW ORLEANS"
NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Coliseum Place Baptist Church. OPERATED BY: Coliseum Place Baptist Church. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: Noon to 5:00 P.M. and 8:00 to 11:00 P.M. NEWSPAPER AFFILIATIONS: Christian Science Monitor. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Edward R. Musso
 Sales Manager.....W. Bradberry
 Publicity Director.....Walter J. Williams
 Musical Director.....Mildred Elliott
 Chief Engineer.....W. Bradberry

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Cox & Tanz

W D S U

"FIRST WITH THE LATEST AND ALWAYS
 A FEW HEAD LINES AHEAD"

NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 Watts.
 OWNED BY: WDSU, Inc. OPERATED BY:
 WDSU, Inc. BUSINESS ADDRESS: Hotel Monte-
 leone. PHONE: Raymond 7135. STUDIO
 ADDRESS: Hotel Monteleone. TRANSMITTER
 LOCATION: Gretna. TIME ON THE AIR: 7:00
 A.M. to midnight. NEWS SERVICE: United
 res. TRANSCRIPTION SERVICE: C. P. Mac-
 Gregor.

Personnel

President.....Joseph H. Uhalt
 Commercial Manager.....P. K. Ewing
 Station Manager.....Joseph H. Uhalt
 Sales Manager.....P. K. Ewing
 Chief Engineer.....Fred Fabre

POLICIES

No stated special program policies. Adver-
 tising of alcoholic beverages accepted but pro-
 gram must be in the late hours.

REPRESENTATIVE

John Blair & Co.

W J B W

"THE FRIENDLY ORIGINAL ALL NIGHT
 STATION"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Charles C. Carlson. OPERATED
 BY: Charles C. Carlson. BUSINESS ADDRESS:
 947 Howard Ave. STUDIO ADDRESS: God-
 chaux Bldg. TRANSMITTER LOCATION: New
 Orleans. TIME ON THE AIR: 6:00 A.M. to
 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to
 6:00 A.M.; Sundays, 7:00 A.M. to 10:00 A.M.,
 1:00 P.M. to 5 P.M. and 9:00 P. M. to 1:00 A.M.
 Shares time with WBNO. TRANSCRIPTION
 SERVICE: Lang-Worth.

Personnel

General Manager.....C. C. Carlson
 Program Director and
 Chief Announcer.....A. H. Nigocia

W S M B

"AMERICA'S MOST INTERESTING CITY"

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 Watts,
 d., 1000 Watts, n. OWNED BY: Maison Blanche
 & Saenger Theaters. OPERATED BY: WSMB,
 Inc. BUSINESS ADDRESS: 901 Canal St.
 PHONE: MA. 5920. STUDIO ADDRESS: 901
 Canal St. TRANSMITTER LOCATION: Algiers.
 TIME ON THE AIR: 7:00 to 12:00 midnight.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS BUREAU. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President.....E. V. Richards
 General Manager.....H. Wheelahan
 Artists' Bureau Head.....Wm. Brengel
 Chief Announcer.....Wm. Brengel
 Sales Manager.....T. J. Fontelieu
 Publicity Director.....T. J. Fontelieu
 Musical Director.....Y. Lebaron
 Chief Engineer.....H. G. Nebe

POLICIES

No stated special policies or restrictions on
 programs.

Merchandising aid given where requested.

REPRESENTATIVE

Edward Petry & Company

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000
 Watts. OWNED BY: Loyola University. OP-
 ERATED BY: WWL Development Co., Inc.
 BUSINESS ADDRESS: Roosevelt Hotel. PHONE:
 Raymond 2196-7-8. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Kannerville. TIME
 ON THE AIR: 5:30 A.M. to 12:10 A.M. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: Standard Radio Library.

Personnel

General Manager.....Vincent F. Callahan
 Program Manager.....Jimmie Willson
 National Advertising Manager.....Beverly Brown
 Chief Announcer.....Jimmie Willson
 Sales Manager.....W. P. Beville
 Director of Merchandising.....Louis Read
 Social Events Director.....Henry Dupre
 Publicity Director.....Henry Dupre
 Musical Director.....Pinky Vidacovich
 Chief Engineer.....J. D. Bloom, Jr.

POLICIES

No whiskey advertisements, no foreign lan-
 guage accounts accepted; special restrictions
 on medicines.

Merchandising: WWL has a full time mer-

chandising director who interviews local dealers and distributors and arranges merchandising tie-ups. Special merchandising service is available to meet individual sales problems. Station stands ready to lend any reasonable assistance to insure the success of the advertiser's campaign.

REPRESENTATIVE

The Katz Agency

K R M D

"SHREVEPORT'S FRIENDLY STATION"

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President R. M. Dean
 General Manager L. M. Sepaugh
 Treasurer T. B. Lanford
 Station Manager G. V. Wilson
 Program Director Travis Cabiness

Chief Announcer Jack Simpson
 Chief Engineer R. M. Dean

POLICIES

All copy and programs are subject to approval of station management and must comply with all municipal, state and Federal laws.

Merchandising aids through advance announcements. Display card tie-in at strategic points.

REPRESENTATIVE

J. J. Devine & Associates

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.—

DIXIE NETWORK

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press.

Personnel

President John D. Ewing
 General Manager John C. McCormack
 Commercial Manager J. A. Oswald

"MAINE'S OLDEST
 BROADCASTING SERVICE"

WABI

"BANGOR'S ONLY
 COLUMBIA OUTLET"

Represented by
 GENE FURGASON & CO.

Program Director..... B. G. Robertson
 Publicity Director & Merchandising
 Jack Keasler
 Chief Engineer..... C. H. Haddox

POLICIES

Advertising of alcoholic beverages accepted.
 Merchandising department offers full cooperation.

REPRESENTATIVE
 The Branham Company

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1100 Kc. POWER: 10,000
 Watts. OWNED BY: International Broadcasting
 Corp. OPERATED BY: The Shreveport Times.
 BUSINESS ADDRESS: P. O. Box 17. PHONE:
 4171. STUDIO ADDRESS: Commercial Bldg.

TRANSMITTER LOCATION: Mooringsport Road.
TIME ON THE AIR: 6:00 A.M. to 12:00 mid-
 night. **NEWSPAPER AFFILIATIONS:** The
 Shreveport Times. **NEWS SERVICE:** United
 Press. **TRANSCRIPTION SERVICE:** Standard
 Radio, NAB Library.

Personnel

President..... John D. Ewing
 General Manager..... John C. McCormack
 Commercial Manager..... J. A. Oswald
 Program Director..... Fred Ohl
 Publicity Director & Merchandising
 Jack Keasler
 Chief Engineer..... W. E. Antony

POLICIES

Advertising of alcoholic beverages accepted.
 Merchandising department lends full cooperation.

REPRESENTATIVE
 The Branham Company

MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$232,599,000

Auto Registrations 156,000

WRDO

"THE FRIENDLY VOICE FROM THE
 HEART OF MAINE"

AUGUSTA—EST. 1932

NBC—MBS
 YANKEE and COLONIAL NETWORKS
 FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: WRDO, Inc. OPERATED BY:
 Same. BUSINESS ADDRESS: 1 Commercial
 St. PHONE: 2285. STUDIO ADDRESS: 1 Com-
 mercial St. TRANSMITTER LOCATION: 341
 Water St. TIME ON THE AIR: 8:00 A.M. to
 12:00 midnight. NEWS SERVICE: Yankee Net-
 work.

Personnel

Station Manager..... Conrad E. Kennison
 Chief Engineer..... Harold T. Dinsmore

POLICIES

Accepts beer and wine advertising and for-
 eign language programs.

Contact by mail or personal call dealers
 in territory in behalf of an advertiser's prod-
 uct, if desired.

WABI

"MAINE'S OLDEST BROADCASTING
 SERVICE"

BANGOR—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 Watts.
 OWNED BY: Community Broadcasting Service,
 Inc. OPERATED BY: Community Broadcasting
 Service, Inc. BUSINESS ADDRESS: 57 State
 St. PHONE: 6658-4243. STUDIO ADDRESS:
 57 State St. TRANSMITTER LOCATION:
 Brewer, Maine. MAINTAINS ARTISTS' BU-
 REAU. NEWSPAPER AFFILIATION: Bangor
 Daily Commercial. NEWS SERVICE: Asso-
 ciated Press.

Personnel

President..... F. B. Simpson
 Station Manager..... R. M. Wallace
 Program Director..... Maurice Dolbier
 Chief Engineer..... Nelson Lawson

POLICIES

Advertising of beers and wines accepted.
 Merchandising — Publicity through news-
 paper affiliation.

REPRESENTATIVE
 Gene Furgason & Co.

W L B Z

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth Features, World Broadcasting System.

Personnel

General Manager . . . Thompson L. Guernsey

POLICIES

Advertising of distilled alcoholic beverages not accepted.

REPRESENTATIVE

Weed & Company

W C O U

"MAINE'S BUSIEST STATION"

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE-COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Jean B. Couture
Treasurer Faust O. Couture
Secretary Valdor L. Couture
General Manager Bernard R. Howe
Program Director Roger Levenson
Office Manager Oscar Normand
Musical Director Bertrand Cote
Chief Engineer Leslie R. Hall

POLICIES

No hard liquor advertising is accepted; limited amount of beer and wine accounts.

Merchandising: Station publishes the WCOU Times, a house organ. All other promotional and merchandising activities charged at cost.

W C S H

PORTLAND—EST. 1925

NBC-RED YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress

WBAL

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

*means business
in Baltimore*

AMERICA'S 8th MARKET

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

Square Hotel Co. **BUSINESS ADDRESS:** 579 Congress St. **PHONE:** Portland 3-9667. **STUDIO ADDRESS:** 579 Congress St. **TRANSMITTER LOCATION:** Scarborough, Maine. **TIME ON THE AIR:** Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:15 A.M. to 12:00 midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

Supervisor.....George F. Kelley, Jr.
 Station Manager.....Linwood T. Pitman
 Program Director.....Albert W. Smith
 News Editor.....John M. Cooper
 Merchandising Director....Arthur E. Bucknam
 Chief Engineer.....G. Fred Crandon

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer and telephone calls to dealers and distributors within local exchange limits. Letters to trade on station stationery.

REPRESENTATIVE

Weed & Co.

W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. **POWER:** 500 Watts. **OWNED BY:** Portland Broadcasting System, Inc. **OPERATED BY:** Portland Broadcasting System, Inc. **BUSINESS ADDRESS:** 645A Congress St. **PHONE:** 2-7480; 2-7489. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:00 A.M. to approximately 3 hours after sunset. **NEWSPAPER AFFILIATION:** Gannett Publishing Co. **TRAN-**

SCRIPTION SERVICE: Associated Recording Program Service.

Personnel

President-Treasurer.....Guy P. Gannett
 Assistant Treasurer.....Laurence H. Stubbs
 General Manager.....Creighton E. Gatchell
 Program Manager.....Richard E. Bates
 Chief Announcer.....Sam Henderson
 Chief Engineer.....Rodger D. Hodgkins

POLICIES

Beer and wine advertising accepted. All programs and announcements subject to station approval and FCC regulations.

REPRESENTATIVE

Paul H. Rayner Co.

W A G M

PRESQUE ISLE—EST. 1930

FREQUENCY: 1420 Kc. **POWER:** 100 Watts. **OWNED BY:** Aroostook Broadcasting Corp. **OPERATED BY:** Aroostook Broadcasting Corp. **BUSINESS ADDRESS:** National Bank Bldg. **PHONE:** Presque Isle 8821. **STUDIO ADDRESS:** National Bank Bldg. **TRANSMITTER LOCATION:** National Bank Bldg. **TIME ON THE AIR:** 11:00 A.M. to 7:00 P.M. **NEWS SERVICE:** Transradio Press. **MAINTAINS ARTISTS' BU-REAU.**

Personnel

General Manager.....R. W. MacIntosh
 Commercial Manager.....L. E. Hughes
 Chief Announcer.....Ted Coffin

POLICIES

Malt beverage and spirituous liquor advertising accepted; not restricted as to position. Not more than three such advertisers accepted during any one day. French language programs accepted and not restricted to certain hours.

MARYLAND

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$462,874,000

Auto Registrations 336,050

W B A L

"BALTIMORE'S POWERFUL VOICE"

BALTIMORE—EST. 1925

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:00 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight).

POWER: 10,000 Watts. **OWNED BY:** WBAL Broadcasting Co. **OPERATED BY:** WBAL Broadcasting Co. **BUSINESS ADDRESS:** Lexington Bldg. **PHONE:** Plaza 4900. **STUDIO ADDRESS:** Lexington Bldg. **TRANSMITTER LOCATION:** Pikesville, Md. **TIME ON THE AIR:** (daily) 6:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12 midnight. **NEWSPAPER AFFILIATIONS.**

Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features.

Personnel

Station Manager.....Harold C. Burke
 Program Manager.....Paul Girard
 Program Supervisor.....Walter Linthicum
 Publicity Director.....Dorothy Smith
 Chief Engineer.....Gerald W. Cooke

POLICIES

No foreign language programs accepted.
 Membership: Programs are publicized by station advertisements in the Baltimore News-Post; fifty letters sent free, balance at cost; pre-program announcements used for new programs.

REPRESENTATIVE

International Radio Sales

W C A O

"THE VOICE OF BALTIMORE"

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight. (Sunday) 8:45 A.M. to midnight. NEWS SERVICE: International News Service.

Personnel

President and Treasurer...Lewis M. Milbourne
 Chief Announcer.....William J. O'Toole
 Publicity Director.....Dwight W. Burroughs
 Musical Director.....Jack Lederer
 Chief Engineer.....Martin L. Jones

POLICIES

Station does not accept liquor advertising, nor encourage foreign language accounts.

REPRESENTATIVE

Paul H. Raymer Co.

W C B M

BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS:

Hearst Tower Bldg. PHONE: Plaza 5359-1; Calvert 2480-1. STUDIO ADDRESS: Keith Theater. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

Personnel

President and Commercial
 Manager.....John Elmer
 Vice-President.....J. Purdon Wright
 Treasurer.....J. Lawrence Schanberger
 Station Manager.....Geo. H. Roeder
 Sales Manager.....John Elmer
 Publicity Director.....Newell Warner
 Chief Engineer.....G. Porter Houston

POLICIES

Does not accept liquor advertisements.

W F B R

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922

NBC (RED)

FREQUENCY: 1270 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Baltimore Radio Show, Inc. OPERATED BY: The Baltimore Radio Show, Inc. BUSINESS ADDRESS: 7 St. Paul St. PHONE: Plaza 6030-1-2-3-4. STUDIO ADDRESS: 7 St. Paul St. TRANSMITTER LOCATION: 5801 Radio Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Maintains own complete recording equipment.

Personnel

President.....Robert S. Maslin
 Station Manager.....Hope H. Barroll, Jr.
 Commercial Manager.....Purnell H. Gould
 Advertising Manager.....Robert S. Maslin, Jr.
 Artists' Bureau Head.....Jos. Imbrogio
 Production Manager.....Bert Hanauer
 Sales Manager.....Purnell H. Gould
 Publicity Director.....Robert S. Maslin, Jr.
 Musical Director.....Jos. Imbrogio
 Chief Engineer.....Wm. Q. Ranft

POLICIES

Does not accept liquor advertising or foreign language accounts.

Special merchandising: Tie-ups with six county papers. Use quarter page in each weekly. Tie-ups with eight movie houses. Use trailers. Tie-ups with three magazines. Trade notices to wholesalers.

REPRESENTATIVE

Edward Petry & Co., Inc.

WTBO

CUMBERLAND—EST. 1928

MARYLAND COVERAGE AND
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.
OWNED BY: Associated Broadcasting Corp.
OPERATED BY: Associated Broadcasting Corp.
BUSINESS ADDRESS: 31 Frederick St. PHONE:
Cumberland 299. STUDIO ADDRESS: 31 Fred-
erick St. TRANSMITTER LOCATION: Fort Hill.
TIME ON THE AIR: 7:30 A.M. to local sunset,
at Dallas, Tex.; Sunday, 8:30 A.M. to local
sunset at Dallas. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System.

Personnel

President.....Roger W. Clipp
Vice-President.....Frank V. Becker
Secretary.....Chas. Z. Heskett
Treasurer-General
Manager.....H. Bliss McNaughton
Chief Announcer.....Robert Rosamond
Chief Engineer.....George H. Lenhart

POLICIES

All advertising copy must be in good taste.
Must comply with FCC and Federal Trade
Commission regulations.

Merchandising through dealer contact and
assistance.

REPRESENTATIVE

Joseph Hershey McGillvra

WFMD

"IN THE HEART OF MARYLAND"

FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.
OWNED BY: Monocacy Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Winchester Hall. PHONE: 1466. STUDIO AD-
DRESS: Winchester Hall Bldg., and Hippodrome
Theatre Bldg., Baltimore, Md. TRANSMITTER
LOCATION: Jefferson Pike. TIME ON THE AIR:
6:30 A.M. to local sunset; Sunday, 9:00 A.M.
to local sunset. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System. MAINTAINS ARTISTS'
BUREAU.

Personnel

General and Commercial
Manager.....A. V. Tidmore
Chief Announcer.....R. L. Longstreet
Program Director.....R. L. Longstreet

Publicity Director.....Hugh F. Ferguson
Artists Bureau Head.....Winston Shipley
Musical Director.....Winston Shipley
Chief Engineer.....John A. Fels

POLICIES

No stated special policies.

WJEJ

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts,
d.; 50 Watts, n. OWNED BY: Hagerstown
Broadcasting Co. OPERATED BY: Hagerstown
Broadcasting Co. BUSINESS ADDRESS: 16
West Washington St. STUDIO ADDRESS: 16
West Washington St. TRANSMITTER LOCA-
TION: Hagerstown. TIME ON THE AIR: Mon-
day, Wednesday and Friday: 6:30 A.M. to
local sunset; Tuesday, Thursday, Saturday
and Sunday, 6:30 A.M. to 1:00 P.M. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Grover C. Crilley

WSAL

"THE EASTERN SHORE'S OWN STATION"
"THE RADIO VOICE OF THE DELMARVA
PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts.
OWNED BY: Frank M. Stearns. OPERATED
BY: Same. BUSINESS ADDRESS: 415 E. Main
St. PHONE: 1540-1. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: (Daily) 6:30 A.M. to local sunset;
(Sunday) 8:00 A.M. to local sunset. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICES: Standard Library and NAB Li-
brary radio transcripts.

Personnel

Owner and Station Manager..Frank M. Stearns
Program Manager and Chief
Announcer.....Deane Long
Musical Director.....H. Fulton Brewington
Publicity Director.....Robert Rogers
Continuity Chief.....Major Robb
Chief Engineer.....Richard W. Bullers

POLICIES

No liquor advertising accepted. All adver-
tising presented on highest standards and
copy must conform with station policies and
FTC.

Merchandising: Station will cooperate on all
types of merchandising upon request.

REPRESENTATIVE

Weed & Co.

an ad for **WEEI**
good for 1939 or any year

All year long WEEI delivers the biggest and the richest market of any Boston station... the entire Boston Retail Trading Area (Metropolitan and Greater Boston) PLUS 27 just-as-important outside counties from the Canadian border to Cape Cod.*

Night and day WEEI speeds into New England radio homes those audience-building local and Columbia network programs which have helped make WEEI the most popular station in both parts of the All-Boston market.*

*That's WEEI's story, good for a year... any year. It's a twelve-month's tale worth telling...*Shall we send you the details?*



WEEI

BOSTON • A CBS STATION

Operated by Columbia Broadcasting System. Represented by RADIO SALES

MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,461,180,000

Auto Registrations 733,800

W O C B *

**BARNSTABLE TOWNSHIP—
EST. 1939**

FREQUENCY: 1210 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Harriet M. Alleman and Helen W. MacLellan. **OPERATED BY:** Cape Cod Broadcasting Co. **BUSINESS ADDRESS:** Osterville, Mass. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Full Time License. **NEWS SERVICE:** Transradio Press.

* Station was licensed under a C. P. at time of going to press and expected to start regular operations by April, 1939.

W A A B

"KEY STATION—COLONIAL NETWORK"

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. **POWER:** 1000 watts, d.; 500 watts, n. **OWNED BY:** The Yankee Network, Inc. **OPERATED BY:** The Yankee Network, Inc. **BUSINESS ADDRESS:** 21 Brookline Ave. **PHONE:** Comm. 0800. **STUDIO ADDRESS:** 21 Brookline Ave. **TRANSMITTER LOCATION:** Squantum (Quincy). **TIME ON THE AIR:** 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 1:30 A.M. **NEWS SERVICE:** Colonial Network News Service, International News Service, Universal Service. **ARTISTS BUREAU:** Colonial Network Artists Bureau. **TRANSCRIPTION SERVICE:** Associated Library, Colonial Network Transcription Service.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of
Station Operations.....R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Commercial Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Sales Manager.....Wm. Warner
Assistant Sales Manager.....Gerald Harrison
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Foreign language accounts accepted in daytime only and adjacent to present foreign language programs. Must be accompanied by strict translation of subject matter. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to station's standards and must be approved before being broadcast.

Merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. Tie-up with the New England Poultrymen where station provides advertising to clients in this field. Maintain complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVES

Edward Petry & Co., Inc.

W B Z & W B Z A

**BOSTON & SPRINGFIELD
EST. 1921**

**NATIONAL BROADCASTING CO.
(BASIC BLUE)**

FREQUENCY: 990 Kc. **POWER:** WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. **OWNED BY:** Westinghouse Electric & Mfg. Co. **OPERATED BY:** Same. Programmed by National Broadcasting Co. **BUSINESS ADDRESS:** WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. **PHONE:** WBZ—Hancock 4261. WBZA—Springfield 6-8336. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** WBZ—Millis. WBZA—Springfield. **TIME ON THE AIR:** 6:00 A.M. to 1:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

Personnel

President.....Geo. H. Bucher
Station Manager.....John A. Holman
Program Manager.....John F. McNamara
Chief Announcer.....Robert E. Waite
Sales Manager.....Frank R. Bowes
Publicity Director.....George A. Harder

Musical Director.....John H. Wright
 Plant Manager.....Dwight A. Myer (WBZ)
 Plant Manager.....H. E. Randol (WBZA)

POLICIES

Accepts beer and ale accounts. Does not accept wine, liquor or foreign language accounts. NBC policies apply otherwise.

Merchandising: Station has illuminated display cabinets for client use in studio lobby and picture easel in hotel lobby. Also makes pre-announcements for clients placing new shows on WBZ & WBZA.

REPRESENTATIVE

National Broadcasting Co., Inc.

W C O P

BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Persomel

President.....Harold A. Lafount
 General Manager.....Gerald H. Slattery

Sales Manager.....Arthur Leary
 Program Director.....Katherine F. Batchelder
 Production Manager.....Arthur Hall
 Public Relations Director.....John K. Gowen, 3rd
 Chief Announcer.....Morton Blender
 Artists' Bureau Head.....Eleanor Kane
 Chief Engineer.....Whitman N. Hall

POLICIES

Liquor advertising accepted. Foreign language translations required.

Complete merchandising facilities, including advance telegrams to dealers, mail breakdown and tabulation, are supplied.

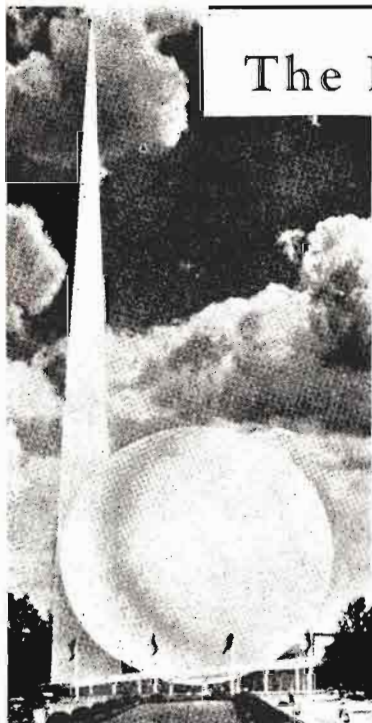
W E E I

"COLUMBIA'S FRIENDLY VOICE IN BOSTON"

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.: 1000 watts, n. OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 8:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United



The Dawn of a New Day

A DISTINGUISHED station serving the cultural center of America . . . in a manner befitting the best traditions of Boston's cherished position in American history and American culture.



W C O P

Copley Plaza Hotel • Boston, Mass.

Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager..... H. E. Fellows
Sales Manager..... Kingsley Horton
Production Manager..... L. G. Del Castillo
Musical Director..... C. R. Hector
Chief Engineer..... P. K. Baldwin
Chief Announcer..... C. H. Dickerman

POLICIES

No liquor advertising; no foreign language accounts. Follows CBS network policies.

No special merchandising or exploitations. Attempt always to achieve good publicity and to use the station's facilities to interest the radio audience in new programs, new events, and new policies.

REPRESENTATIVE

Radio Sales, Inc.

W H D H

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

Personnel

President..... John J. Matheson
Station Manager..... Ralph G. Matheson
Commercial Manager..... Ralph G. Matheson
Chief Announcer..... Frederick Garrigus
Sales Manager..... Ralph G. Matheson
Publicity Director..... John J. Matheson
Musical Director..... Kenneth Wilson
Chief Engineer..... Watson Kownaski

POLICIES

Liquor advertising accepted but with all due restrictions.

W M E X

"FIRST IN PROGRAMS; FIRST ON YOUR DIAL"

BOSTON—EST. 1934

INTER-CITY

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Com. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President..... John E. Reilly
Station Manager..... A. J. Pote
Commercial Manager..... W. S. Pote
Sales Manager..... S. Wasser
Publicity Director..... Vivienne Cameron
Musical Director..... John Kiley
Chief Engineer..... A. J. Pote

POLICIES

Station does not accept liquor advertising; station will accept foreign language accounts. Station uses a planned series of strategic billboard advertisements. All advertising subject to approval of station management.

REPRESENTATIVE

Craig & Hollingsbery, Inc.

W N A C

"KEY STATION—YANKEE NETWORK"

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: The Yankee Net., Inc. OPERATED BY: The Yankee Net., Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service.

Personnel

President..... John Shepard, 3rd
Vice-President in Charge of
Station Operations..... R. L. Harlow
Vice-President in Charge of
Sales and Production..... Linus Travers
Merchandising Manager..... G. McVarish
Artists Bureau Head..... Van Sheldon
Assistant Sales Manager..... Gerald Harrison
Publicity Director..... A. J. Stephenson
Musical Director..... Francis J. Cronin
Chief Engineer..... Irving B. Robinson
Tech. Director..... Paul A. DeMars

POLICIES

No foreign language accounts accepted. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to our station's standards and must be approved before being broadcast.

A merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. A tie-up with the Apothecary Magazine, official New England Pharmaceutical Association organ. Maintains complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend

on volume of business and type of broadcast.

REPRESENTATIVE

Edward Petry & Co., Inc.

W O R L

"BOSTON'S INDEPENDENT STATION"
NEWS OF THE HOUR, ON THE HOUR,
EVERY HOUR

BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts.
OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold A. Lafount
Station Manager.....George Lasker
Promotion Manager.....Frederick Bailey
Artists' Bureau Head.....John P. Samuels
Chief Announcer.....Richard Bates
Program Director.....Robert N. Perry
Publicity Director.....Marjorie L. Spriggs
Chief Announcer.....George Crowell
Musical Director.....Jack Berry

POLICIES

Liquor advertising not acceptable.

Special merchandising features in connection with commercial programs include: Telegrams announcing campaign and program sent to all dealers; Promotional photographs; Commercial programs promoted in station's weekly flyers sent to extensive mailing list.

Active research and market analysis. New programs publicized in all New England newspapers and by courtesy announcements.

REPRESENTATIVE

Burn-Smith Co.

W S A R

"WE SHOW ADVERTISING RESULTS"

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts.
OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 417 Academy of Music Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: 417 Academy of Music Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. Local news service compiled by local news reporter. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Treasurer.....Wm. T. Welch
Sales Manager.....Leonard C. Cox
Program Director and Artists' Bureau Head.....J. Y. Welch
Production Manager and Publicity Director.....F. J. McLaughlin, Jr.
Musical Director.....J. Y. Welch
Chief Engineer.....John C. Pavao

POLICIES

Does not solicit liquor advertising. Carries foreign language programs.

Special merchandising tie-ins are made in radio publications, calling special attention to the program. A local house organ—This Week, calls attention to local programs and network features. In the latter instance, the local representative of the product is also mentioned, even though that representative does not participate in the program.

REPRESENTATIVE

Joseph Hershey McGillvra

W H A I

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

GREENFIELD—EST. 1938

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: John W. Haigis. OPERATED BY:

Primary Coverage includes Lawrence Lowell Haverhill Lynn Melrose Salem Nashua Exeter Beverly Peabody Newburyport Etc.

680 Kilocycles

National Rep. WEED & CO.

WLAW

in the Heart of Industrial New England

Not the biggest market in the United States but WLAW's own exclusive market.

The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

Owned and operated by Hildreth & Rogers Co. Lawrence, Massachusetts

John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner John W. Haigis
 Manager James L. Spates
 Commercial Manager Edward J. McHugh
 Program Director Warren Greenwood

POLICIES

Complete merchandising facilities available to meet the requirements of individual clients. Will not accept hard liquor advertising.

W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

INTERCITY

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President A. H. Rogers
 General Manager Irving E. Rogers
 Commercial Manager David M. Kimel
 Program Director Stanley N. Schultz
 Production Manager H. Harrison Flint
 Chief Engineer George R. Luckey

POLICIES

Adhere to ethics of N. A. B.

REPRESENTATIVE

Weed & Company

W L L H

"VOICE OF THE MERRICK VALLEY"

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 2121. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICES: Yankee Network News Service (INS); Complete local news coverage. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President A. S. Moffat
 Station Manager Robert F. Donahue
 Commercial Manager Haskell Bloomberg
 Production Manager Thomas Clayton
 Chief Engineer Anthony Michaels

POLICIES

Copy on liquor advertisements must not tend to stimulate the use of alcohol.

REPRESENTATIVE

Edward Petry & Co., Inc.

W N B H

"THE STANDARD-TIMES STATION"
 NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. NEWS SERVICE: Associated Press, International News Service, United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager Irving Vermilya
 Assistant Manager Sol Chain
 Chief Engineer Clyde Pierce

POLICIES

Advertising of alcoholic beverages, excepting beers and wines, not accepted. Foreign programs must be open to all advertisers. Laxative not accepted.

Programs contracted for 13 weeks or more receive ten-inch advertisement in Standard-Times and Morning Mercury.

W B R K

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

PERSONNEL

Owner and General Manager Harold Thomas
 Commercial Manager Bruff W. Olin
 Program Director Walcott A. Wyllie
 Chief Engineer Norman Blake

POLICIES

No hard liquor advertising accepted; beer and wines accepted (preferably after 10 P.M.).

REPRESENTATIVE

Gene Furgason & Co.

W M A S

"THE VOICE OF WESTERN MASSACHUSETTS"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....A. S. Moffat
General Manager.....A. W. Marlin
Program Director.....F. Turner Cooke
Chief Announcer.....Carl Raymond
Chief Engineer.....Earl G. Hewinson

POLICIES

Foreign language programs acceptable. English copy must be submitted in advance, announcements carefully edited. Copy restrictions: Accept beer, wine, and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

REPRESENTATIVE

Edward Petry & Co., Inc.

W S P R

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—

YANKEE and COLONIAL NETWORKS

FREQUENCY: 1140 Kc. POWER: 500 Watts.

OWNED BY: Connecticut Valley Broadcasting Co. OPERATED BY: Connecticut Valley Broadcasting Co. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to sunset (at Birmingham, Ala.). NEWSPAPER SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager. Quincy A. Brackett
Treasurer.....Lewis B. Breed
Program Director.....W. H. Latham
Chief Announcer.....Elwin Tacy
Chief Engineer.....H. W. Holt

POLICIES

Wine and beer advertising accepted. No hard liquor advertising accepted.

Foreign language programs accepted in limited number.

REPRESENTATIVE

George P. Hollingbery Co.

W O R C

"BROADCASTING HOUSE"

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner.....A. F. Kleindienst
Station Manager.....E. E. Hill
Chief Engineer.....A. F. Kleindienst

POLICIES

Does not accept programs in foreign language. Liquor advertising restricted to light wines and ales.

REPRESENTATIVE

George P. Hollingbery

W T A G

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; All published by the Worcester Telegram Pub. Co., Inc. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General
Manager.....George F. Booth
Director.....Edward E. Hill
Commercial Manager.....H. J. Perry
Chief Announcer.....Chester Gaylord
Publicity Director.....Frederick L. Rushton
Program Director.....Lillian Moynihan
Chief Engineer.....Hobart H. Newell

POLICIES

Does not take liquor advertising, foreign language accounts or sell announcements in the news.

REPRESENTATIVE

Weed & Company, New York

MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,388,236,000

Auto Registrations 1,245,441

W E L L

BATTLE CREEK—EST. 1925
NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press (Non-Commercial).

Personnel

President A. L. Miller
General Manager D. E. Jayne
Commercial Manager F. F. Owen
Program Director A. H. Haight
Chief Engineer R. B. Roof

POLICIES

No spirituous liquor advertising accepted; no foreign language programs. Right reserved to discontinue programs for reasons sufficient to station. All copy subject to station approval.

Merchandising service available plus special newspaper cooperation in publicity.

REPRESENTATIVE

Burn-Smith Co.

W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 6:00 A.M. to 12:00 midnight; (daily) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President James E. Davidson
Station Manager S. W. Edwards
Chief Engineer Ralph H. Carpenter

REPRESENTATIVE

George P. Hollingsbery Co.

W H D F

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Laurium. TIME ON THE AIR: 11:30 A.M. to 7:00 P.M. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: The Daily Morning Gazette, The Evening News-Journal. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

General Manager John W. Rice
Commercial Manager Merrill F. Trapp
Program Director Albert W. Payne
Technical Supervisor George W. Burgan

POLICIES

Accepts beer and liquor ads.

Run daily programs of WHDF in the morning in the Gazette and in the evening in the News, also free newspaper publicity and mats if the contract warrants such cooperation.

REPRESENTATIVE

Small & Brewer, Inc.

W J B K

"TWENTY-FOUR HOUR STATION"

DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 12897 Woodward Ave. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

Personnel

President James F. Hopkins
Commercial Manager Paul Y. Clark

Chief Announcer..... Charles Starrett
 Station Manager..... James F. Hopkins
 Publicity Director..... Frank Perkins
 Musical Director..... Sybil Krieghoff
 Chief Engineer..... Paul Frinke

POLICIES

No liquor advertising before 10:00 P.M.
 Extensive foreign hours.

REPRESENTATIVE

Howard H. Wilson Co.

W J R

"GOODWILL STATION"
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 750 Kc. POWER: 50,000 watts.
 OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Library.

Personnel

President..... G. A. Richards
 Vice-President and
 General Manager..... Leo Fitzpatrick
 Secretary-Treasurer..... P. M. Thomas
 Artists' Bureau Head..... Norman White
 Chief Announcer..... Franklin C. Mitchell
 Sales Manager..... Owen Uridge
 Publicity Director..... Neal Tomy
 Musical Director..... Sam Benavie
 Chief Engineer..... A. Friedenthal

POLICIES

Do not handle foreign programs. Advertising of alcoholic beverages accepted only in the form of high class programs scheduled for release after 10:00 P.M. No other special restrictions.

REPRESENTATIVE

Edward Petry & Co.

W M B C

"THE HOME STATION"
DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

Personnel

President..... E. J. Hunt

Vice-President..... E. A. Wooten
 General Manager..... H. M. Steed
 Production Manager..... Wm. Jory
 Sales Manager..... H. M. Steed
 Musical Director..... Taras Hubicki
 Chief Engineer..... Edw. Clark

POLICIES

Broadcast foreign language accounts. Liquor advertisements accepted after 10 p.m.

Merchandising department is maintained by station.

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)
 FREQUENCY: 920 Kc. POWER: 5,000 Watts.
 OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eight Mile and Meyer Rds. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press, Transradio Press.

Personnel

Station Manager..... W. J. Scripps
 Sales Manager..... Harry Bannister
 Musical Director..... Herbert Martz
 Chief Engineer..... Walter Hoffman

POLICIES

Does not accept liquor advertising except light wines and beer; no foreign language accounts; no medicinal advertising.

REPRESENTATIVE

George P. Hollingbery Co.

W X Y Z

"THE FAMILY STATION"
DETROIT—EST. 1930

NBC (BLUE)—CBC—(KEY STATION MICHIGAN RADIO NETWORK)

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press-Radio News Service. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President..... George W. Trendle
 Treasurer and General

Manager..... H. Allen Campbell
 Assistant General Manager.. Harry Sutton, Jr.
 Studio Manager..... Harold True
 Promotion and Advertising

Manager..... Charles C. Hicks
 Sales Manager..... Arch Shawd

Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Lynn Smeby

POLICIES

No liquor advertising accepted except under approval of Michigan State Liquor Commission, and not to be broadcast before 9:00 P.M. No foreign language broadcasts accepted. All copy for all programs, commercial and sustaining must be submitted in advance of broadcasting time for approval by WXYZ's management.

Merchandising: Station claims the most effective and highly praised Merchandising Service ever offered by any broadcaster. A department of specially trained men who contact dealers and jobbers—take initial orders for goods, arrange for placing of displays and advertising, and constantly survey progress of advertised goods as regards sales volume and competitive products.

REPRESENTATIVE

Paul H. Raymer Co.

W K A R

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert J. Coleman
 Chief Engineer.....Norris Grover

POLICIES

An educational station—Policy is no advertising, no controversial religious or political programs.

W F D F

FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: N.B.C. Thesaurus.

Personnel

Station Manager.....Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper

Publicity Director.....R. V. Osgood
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

POLICIES

Station accepts no hard-liquor advertising or foreign language accounts. All advertising scrutinized for conformity with laws and regulations of Federal Trade Commission, Pure Food and Drugs Administration, Post Office Dept., and Federal Communications Commission.

Merchandising service is available only to advertisers using programs (i.e. not to announcement buyers). There is no charge for the service, except where indicated.

Advance plugs. 50-word announcements given several days preceding start of program series.

Listing of program titles in newspapers totalling over 100,000 circulation weekly.

Listing of sponsor's program title and name in WFDF's daily resume of programs.

Use of WFDF's studios (capacity 75 persons) for dealers' sales meetings, with "pep" addresses by WFDF sales executives, when desired.

Preparing, writing and mailing of letters to dealers or consumers (this service performed at cost).

W O O D - W A S H

"THIS IS GRAND RAPIDS"

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE) MICHIGAN
 RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor g. r., National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, g. r. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press from Michigan Network, Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

Personnel

President.....George W. Trendle
 Traffic Manager.....David H. Harris
 Station Manager.....Stanley W. Barnett
 Sales Manager.....Stanley W. Barnett
 Publicity Director.....T. Wilcox Putnam
 Musical Director.....Sandy Meek
 Chief Engineer.....Lynne C. Smeby

POLICIES

Good taste and public confidence are the bases for all copy and programs—including liquor. No foreign languages accepted.

Merchandising includes theatre trailers—shown at nine local theaters—on all programs featuring big names.

REPRESENTATIVE

Paul H. Raymer Co.

W J M S

"VOICE OF THE GOGEBIC RANGE"

IRONWOOD—EST. 1931

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 7:30 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

General Manager.....Noel C. Ruddell
(Directs also Advertising & Publicity.)
Program and Musical Director...Harry Willis
Chief Engineer.....R. L. Johnson
Sports & News.....Dick Hasbrook

POLICIES

Liquor, beer and wine advertising accepted. Foreign language programs accepted as there is large foreign element in this area.

Station gives merchandising service in proportion to the size of the schedule. Service includes designing and distributing placards, arranging window displays, etc.

REPRESENTATIVE

Mitchell & Ruddell, Inc.

W I B M

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 306 W. Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

PresidentHerman Radner
Vice-President and Station
ManagerRoy Radner
Program Director.....Willie Dunn
Publicity Director.....Walter H. Johnson
Musical Director.....William Cizek
Chief Engineer.....C. W. Wirtanen

POLICIES

Spirituous liquors may be advertised by programs only; beer and wine advertising have no restrictions.

W K Z O

"590 ON YOUR DIAL"

KALAMAZOO—EST. 1923

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts (C. P. for 250 Watts, n.). OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager....John E. Fetzer
Sales Manager.....Guy Stewart
Program Director.....Merun Stonehouse
Office Manager.....Harriet Ribble
Chief Engineer.....Edwin Rector

POLICIES

Advertising of alcoholic beverages accepted. Merchandising: Will contact retail trade for checking as well as for building promotions. Will assist in setting up displays. Will supply market data of area.

REPRESENTATIVE

Howard H. Wilson Co.

W J I M

LANSING—EST. 1934

NBC—BLUE

MICHIGAN RADIO NETWORK—CBC

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJIM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station ManagerHarold F. Gross
Publicity DirectorH. K. Finch

POLICIES

All contracts subject to government regulations and station owner's approval.

W M P C

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSINESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO AD-

DRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

Personnel

President.....Frank S. Hemingway
Chief Announcer.....Nora Eastman
Station Manager.....Frank S. Hemingway
Musical Director.....A. O. Voorheis
Chief Engineer.....H. F. Hayes

POLICIES

Non-commercial.

W B E O

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Mining Journal Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal.

Personnel

Secretary-Treasurer and
General Manager.....Leo G. Brott
Musical and Program Director.....John Trapp
Business and Advertising.....Gordon Brozek

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Burn-Smith Co.

W K B Z

"THE FRIENDLY VOICE OF
WESTERN MICHIGAN"

MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creston Ave. at City Limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Grant F. Ashbacker
Commercial Manager.....G. F. Ashbacker
Artists' Bureau Head.....R. Van Wyck
Chief Announcer.....Hilliard Eudelsky
Publicity Director.....L. Collins
Musical Director.....R. Van Wyck
Chief Engineer.....Geo. Krivitzky

POLICIES

No liquor advertising. Beer only. Maintains complete merchandising department.

REPRESENTATIVE

J. J. Devine & Associates

W H L S

"THE BLUE WATER STATION"

PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

General Manager.....Angus Pfaff
Production Manager.....Harmon L. Stevens
Farm Relations Director.....Edward P. Dougherty
Chief Announcer.....Fred Knorr
Chief Engineer.....Wayne F. McDonnell

POLICIES

Station provides facilities for merchandising promotion ideas as well as continuity and program production.

W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

Personnel

President.....G. B. Hartrick
Commercial Manager.....E. C. Thompson
Chief Announcer.....K. Knight
Station Manager.....E. C. Thompson
Sales Manager.....E. C. Thompson
Publicity Director.....K. Knight
Chief Engineer.....J. McFarland

POLICIES

No liquor—no patent medicines, laxatives or medicinal remedies.

MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$820,010,000

Auto Registrations 708,000

K A T E

"GATEWAY TO TEN THOUSAND
LAKES COUNTRY"

ALBERT LEA—EST. 1937

**NORTH CENTRAL BROADCASTING SYSTEM
—ASSOCIATED NORTHWEST
BROADCASTERS**

FREQUENCY: 1420 Kc. POWER: 250 Watts
(C.P. 100 Watts, n.). **OWNED BY: Albert Lea-
Austin Broadcasting Co. OPERATED BY: Same.**
BUSINESS ADDRESS: 332 South Broadway.
PHONE: 2338. STUDIO ADDRESS: Same.
**TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:30 A.M. to local sunset; Sunday,
8:00 A.M. to local sunset. NEWS SERVICE:
United Press TRANSCRIPTION SERVICE: C.
P. MacGregor, World Broadcasting Co. and
Standard Radio.**

Southern Minne-
sota's popular radio
station in the center
of the country's
richest farming area
where farmers have
a daily cash income
industry providing
year round employ-
ment. Studios in
Albert Lea and Aus-
tin.

*Now Operating
Full Time*

**ALBERT LEA,
MINN.**



K A T E

**ALBERT LEA-AUSTIN
BROADCASTING CO.**

E. L. HAYEK, President
Rep.: Gene Furgason & Co.

Personnel

President and Station Manager . . . E. L. Hayek
Program Director . . . Sherman Boeem
Publicity Director . . . Dorothy Hogg
Musical Director . . . Peggy Lee
Chief Engineer . . . George Church

POLICIES

No liquor advertising except beer permitted.
Foreign language accounts accepted.

Maintains merchandising aids through spe-
cial programs, exploiting and featuring mer-
chandise.

K D A L

"FIRST ON YOUR DIAL"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1500 Kc. POWER: 100 watts.
**OWNED BY: Red River Broadcasting Co. OP-
ERATED BY: Red River Broadcasting Co.**
**BUSINESS ADDRESS: 218 Bradley Bldg. PHONE:
Melrose 2230. STUDIO ADDRESS: Bradley
Bldg. TRANSMITTER LOCATION: Park Point.**
TIME ON THE AIR: 6:30 a.m. to 11:00 p.m.
**NEWS SERVICE: Transradio Press - Radio
Bureau. TRANSCRIPTION SERVICE: Standard
Radio.**

Personnel

Station Manager . . . Dalton LeMasurier
Commercial Manager . . . A. H. Flaten
Merchandising Manager . . . Darrell Bandy
Publicity Director . . . Sam L. Levitan
Chief Engineer . . . Robert A. Dettman
Program Director . . . Gilbert Fawcett

POLICIES

Beer and wine advertising is accepted. For-
eign language broadcasts subject to approval
by station management.

Merchandising department affords surveys,
market data, buyer contacts and complete
merchandising service.

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1290 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Head of

Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg.; Androy Hotel, Hibbing. PHONE: Melrose 1537. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Minnesota. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

POLICIES

Advertising of hard liquor accepted after 10:30 P.M.

REPRESENTATIVES

George P. Hollingbery Co.

K G D E

"THE LAKE REGION STATION"

FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAIN-TAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren
Program and Personnel
ManagerA. B. Woodard
Chief Announcer and
Musical Director.....Hub Warner

POLICIES

Station reserves right to cancel all programs of objectionable character; to re-schedule any commercial period subject to immediate cancellation if not acceptable to advertiser.

Cooperates in placing displays or material for tie-in with programs; contacting retail outlets for cooperation for displays; and other assistance to give programs a chance to produce; cooperation in distribution of product to retail outlets.

REPRESENTATIVE

Burn-Smith Co.

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

Personnel

PresidentMorgan Murphy
Commercial ManagerH. S. Hyett
Station ManagerH. S. Hyett
Chief EngineerC. B. Persons

POLICIES

Liquor advertising after 9 P.M. and in programs only.

Extends full merchandising cooperation.

REPRESENTATIVE

George P. Hollingbery Co.

K Y S M

MANKATO—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. B. Clements & Co. OPERATED BY: Southern Minnesota Supply Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Associated.

Personnel

Manager.....Bob Kaufman
Program Director.....Jack Holbrook

POLICIES

Advertising of alcoholic beverages are not accepted, with the exception of beer. Beer advertising will be sold only after 9:00 P.M. week days and not at all on Sundays. Internal medicine accounts subject to individual approval by station

W C C O

"NORTHWEST'S MOST POWERFUL RADIO STATION"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 625 Second Ave., South. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: 625 Second Ave., South. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00

A.M. to midnight; Sunday, 8:00 A.M. to midnight; Saturday, 6:00 A.M. to 1:00 A.M. **MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS:** Minneapolis Star. **NEWS SERVICE:** United Press.

Personnel

General Mgr. E. H. Gammons
 Assistant General Manager. John McCormick
 Production Manager. Hayle C. Cavanor
 Sales Manager. Carl J. Burkland
 Artists Bureau Head. Al Sheehan
 Sales Promotion Director. Robert L. Hutton, Jr.
 Chief Engineer. Hugh S. McCartney

POLICIES

Advertising of alcoholic beverages or laxative medicines not accepted.

Special publicity arrangement with the Minneapolis Star. Food and drug accounts receive special advertisements in Northwestern Druggist or Grocers Commercial Bulletin trade magazines. Other special services available.

REPRESENTATIVE

Radio Sales

W D G Y

"THE MUSICAL STATION"

MINNEAPOLIS-ST. PAUL—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Cherry 3377-8-9, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICES: Trans-radio news service, Gertrude Lewis, special correspondents in 9 cities on Women's News. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, NAB Library.

Personnel

President and
 General Manager. Geo. W. Young
 Assistant General Manager. Edw. P. Shurick
 Artists Bureau Head. M. Pettrick
 Chief Announcer. Dick Day
 Publicity Director. Paul Presbrey
 Chief Engineer. Meredith Lowe

POLICIES

Liquor advertising accepted on general copy, but no mention of whiskey.

Complete merchandising service under direction merchandising manager.

REPRESENTATIVE

Howard H. Wilson Co.
 Edward S. Townsend (San Francisco)

W L B

"FOR GOOD MUSIC, TUNE IN 760"

MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts (Construction Permit for 5000 watts). OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL.

Personnel

Manager. Burton Paulu
 Program Director. William H. Sever
 Chief Engineer. Waldemar Klima

POLICIES

WLB is a strictly sustaining station, entirely non-commercial and carrying no advertising. It broadcasts programs of an educational and cultural nature.

K V O X

"THE VOICE OF THE VALLEY"

MOORHEAD—EST. 1937

**NORTH CENTRAL BROADCASTING SYSTEM
 —ASSOCIATED NORTHWEST
 BROADCASTERS**

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 1232-1233. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President. R. K. Herbst
 Commercial and Station Manager,
 Manny Marget
 Chief Announcer Manny Marget
 Chief Engineer Robert Schulz

POLICIES

All accounts must comply with FCC and FTC requirements.

W C A L

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

Personnel

Director.....Dr. Martin Hegland
 Chief Announcer.....David Johnson
 Station Manager.....M. C. Jensen
 Musical Director.....O. R. Overby
 Chief Engineer.....M. C. Jensen

POLICIES

Non-commercial station.

K R O C

"VOICE OF SOUTHERN MINNESOTA"

ROCHESTER—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Rochester. PHONE: 3924-5-2727. STUDIO ADDRESS: Hotel Martin. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General
 Manager.....Gregory Gentling
 Commercial Manager.....E. Anson Thomas
 Artists' Bureau Head.....Dwight Merriam
 Studio Director.....Gerald Wing
 Program Director.....Peter Lyman
 Chief Engineer.....Fred C. Clark
 Assistant Chief Engineer.....Robert W. Cross

POLICIES

No hard liquor accounts accepted.

Maintains merchandising and publicity department, window decorator tie-in, placards, letters, newspaper advertising, bill boards, etc. with clients' radio advertising.

K F A M

"THE TIMES JOURNAL STATION"

"THE VOICE OF CENTRAL MINNESOTA"

ST. CLOUD—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS PAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....George B. Bairey
 Program Director.....LaVell Waltman
 Commercial Manager.....Edgar Parsons

POLICIES

Station maintains the usual observance and restrictions of FCC, state and local laws. Advertising of alcoholic beverages excepting beer, not accepted.

Merchandising facilities available to sponsors at cost. This includes extension of advertising campaigns in conjunction with station advertising.

K S T P

"NORTHWEST'S LEADING RADIO STATION"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

FREQUENCY: 1460 Kc. POWER: 25,000 watts, d.; 10,000 watts, n. (C.P. for 50,000 watts). OWNED BY: National Battery Broadcasting Co. OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Snelling Ave. & County Road C. St. Paul. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. (daily), a.m. to 1:00 a.m. (Sunday). NEWSPAPER AFFILIATIONS: Minneapolis Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

Personnel

President.....Stanley E. Hubbard
 Vice President-Treasurer.....Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corrine Jordan
 Educational Director.....T. D. Rishworth
 Merchandising Director.....Fred Laws
 Artists Bureau Head.....Violet Murphy
 Technical Supervisor.....Hector Skifter

POLICIES

No hard liquor before 10:30 p.m.

Advertising will not be accepted which is misleading, repulsive or suggestive or which attacks the integrity of persons, institutions or merchandise.

Station maintains Sales Promotion and Merchandising staff available to program advertisers, for mail publicity campaigns, special market surveys, poster campaigns (tying up program with retail outlets), and, distribution and sampling service, within the station's trading area. Station publishes Standard Market Data (annual) which contains general market information for its trading area. Station supplies temporary headquarters in St. Paul and Minneapolis for sales and advertising executives and offers complete audition facilities.

REPRESENTATIVE

Edward Petry & Co.

W M I N

"THE VOICE OF THE HOUR STATION"
ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: St. Anthony & Syndicate. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: St. Anthony & Syndicate, St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: St. Anthony & Syndicate, St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICES: International News Service, Universal News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, C. P. MacGregor.

Personnel

President and General Manager Edward Hoffman
Program Director.....Frank Devaney
Chief Engineer.....Mat Walz

POLICIES

No stated special program policies.
Merchandising: Complete merchandising service for advertisers.

W T C N

"OUT OF THE BLUE TO YOU"
ST. PAUL-MINNEAPOLIS
EST. 1928

NATIONAL BROADCASTING CO. (BLUE)
FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minneapolis-St. Paul Dispatch Pioneer Press. OPERATED BY: Same. BUSINESS ADDRESS: Wesley Temple Bldg. PHONE: Main 6562. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Snelling Ave., County Rd. B. NEWSPAPER AFFILIATION: Minneapolis-St. Paul Dispatch. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

President.....L. E. Owens
Station Manager C. T. Hagman
Commercial Manager.....L. L. Whiting
Program Director.....Robert DeHaven
Technical Director.....John M. Sherman

POLICIES

Hard liquor advertising accepted only after 9:30 P.M. Restrictions on patent medicine advertising.
Merchandising service departments of St. Paul Dispatch, Pioneer Press and Minneapolis Tribune available.

REPRESENTATIVE

Free & Peters

W H L B

"ARROWHEAD'S QUEEN CITY"
VIRGINIA—EST. 1936

ARROWHEAD NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS AFFILIATION: Duluth News-Tribune & Herald.

Personnel

President.....W. C. Bridges
Station Manager.....Harry Hyett
Commercial Manager.....Barney Irwin
Chief Announcer.....Wayne C. Byers
Chief Engineer.....Chas. Persons

POLICIES

Station places a friendly accent on service and sports as well as on educational activities in connection with schools in the area.

Merchandising: Station offers promotional facilities but does not guarantee publicity in newspapers.

K W N O

"VOICE OF THE CITY BEAUTIFUL"
WINONA—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Associated Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....M. H. White
General Manager.....L. L. McCurnin
Program Director.....L. A. Gifford
Production Manager.....Wayne Anders
Chief Engineer.....Maurice Reutter

POLICIES

Does not accept liquor advertising, excepting beer.

Merchandising service department is available to advertisers: use of Republican-Herald for program publicity; merchandising surveys on request; letters and bulletins to dealers at cost.

MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$178,348,000

Auto Registrations 171,000

W G R M

"VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 500 Main St. PHONE: 222. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fair Grounds 1½ Miles south of Grenada. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....P. K. Ewing, Jr.
Chief Announcer.....Chas. Walters
Chief Engineer.....C. A. Perkins

POLICIES

Beer advertising accepted. No whiskey advertising permitted.

Merchandising department contacts all local outlets for national advertisers, and assists in decorating windows, etc.

W F O R

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 109 Walnut St. PHONE: 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service.

Personnel

President and General
Manager.....Miles A. Metzger
Commercial Manager.....G. V. Land
Chief Announcer.....Lawrence Gibbs
Chief Engineer.....George W. Wilson, Jr.
President.....C. J. Wright
Commercial Manager.....C. J. Wright
Station Manager.....C. J. Wright
Chief Engineer.....C. H. Dyess

POLICIES

Does not accept liquor advertising.
Maintains a merchandising service.

REPRESENTATIVE

Burn-Smith Co.

W J D X

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. PHONE: (Studio) 7416; Adv. Dept.) 7415; (Transmitter) 7716-J. STUDIO ADDRESS: Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 10:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Wiley P. Harris
Commercial and Advertising
Manager.....C. A. Lacy, Jr.
Chief Announcer.....Maurice Thompson
Sales Manager.....Frank Gentry
Publicity Director.....Ralph Maddox
Musical Director.....Maurice Thompson
Chief Engineer.....P. G. Root

POLICIES

Only beer and light wines can be legally advertised in state.

Various types merchandising service provided clients at cost.

REPRESENTATIVE

George P. Hollingbery Co.

W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Insurance Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 4011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager L. M. Sempaugh
Commercial Manager T. H. Lathrop
Merchandising Manager... F. E. Wilkerson, Jr.
Chief Announcer Roy Pickett
Production Manager Paul Goldman
Program Director George Philp
Chief Engineer Gail Benson

POLICIES

Merchandising: Complete cooperation with the client with a merchandising department is at the client's services.

W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President D. A. Matison
Station Manager R. V. DeGruy
Commercial Manager H. M. Smith
Program Director Paul Wilson
Chief Engineer A. A. Touchstone

POLICIES

Does not accept wine and liquor advertising. Beer accounts are accepted.

REPRESENTATIVE

Burn-Smith Co.

W C O C

"DOWN IN OLD MAGNOLIA STATE"

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 880 Kc. POWER: 1000 Watts.
OWNED BY: Mississippi Broadcasting Co.,

Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager D. W. Gavlin

POLICIES

Liquor advertising not legal in Mississippi. Station accepts beer advertising.

Station prepared to handle any merchandising or special exploitation campaigns desired by sponsors over any or all of territory served by station.

W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

MISSISSIPPI CITY-(BILOXI-GULF-PORT)—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207; Biloxi, Buena Vista Hotel. PHONE: Gulfport 1111. STUDIO ADDRESS: Great Southern Golf Club, Mississippi City. TRANSMITTER LOCATION: Mississippi City. TIME ON THE AIR: Sunday, 8:00 A.M. to 10:00 P.M.; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President P. K. Ewing
Vice-President F. C. Ewing
Secretary-Treasurer M. M. Ewing

REPRESENTATIVE

Burn-Smith Co.

W Q B C

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Day-time. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

President L. P. Cashman
Station Director O. W. Jones
Chief Engineer C. E. Drake

MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$946,125,000

Auto Registrations 705,000

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager... Oscar C. Hirsch
Musical Director... Virginia Bahn
Chief Engineer... R. L. Hirsch

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

K F R U

"IN THE HEART OF MISSOURI"

COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press and International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President... Elzey Roberts
Assistant Manager... George Guyan
Station Manager... C. L. Thomas
Commercial Manager... Walter Weiler
Artists Bureau Head... Wm. Haley, Jr.
Musical Director... Foster Brown
Chief Engineer... Robert Haigh

POLICIES

Do not accept hard liquor.

REPRESENTATIVE

Weed & Co.

K W O S

"THE NEWS AND TRIBUNE STATION"

JEFFERSON CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 400 East Capitol Ave. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 8:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press (non-Commercial) and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

Personnel

President... R. C. Goshorn
Chief Announcer... Randall Jessee
Station Manager... Ben T. Weaver
Chief Engineer... J. C. Haynes, Jr.

POLICIES

No stated special program policies.

Merchandising department furnishes such cooperation as personal calls and letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity and other forms of merchandising.

REPRESENTATIVE

Weed & Company

W M B H

JOPLIN—EST. 1927

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 401 Main St. PHONE: 330-1-2. STUDIO ADDRESS: 401 Main St. TRANSMITTER LOCATION: 1334 Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager... D. J. Poynor
Chief Announcer... J. Chas. McIntire
Assistant Manager... Everette Smart

Sales Manager.....W. H. Clark
 Production Manager.....Bruce Quisenberry
 Chief Engineer.....Stewart Parsons

Production Manager.....Robert Grey
 Chief Engineer.....Lloyd Sigmon

POLICIES

Liquor advertising accepted after 9:30 P.M. only. Has carried no foreign language programs.

REPRESENTATIVE
 Sears & Ayer

K C M O

"KANSAS CITY, MISSOURI"
KANSAS CITY—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. for 1000 Watts, unlimited time on 1450 Kc.)
 OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: VI-2647. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Commerce Trust Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....T. L. Evans
 General Manager.....Larry Sherwood
 Sales Manager.....Jack Neil

POLICIES

No hard liquor advertisements accepted. No foreign language programs accepted unless accompanied by English translation. No program of political philosophy accepted contrary to the Constitution of the United States.

Special merchandising features are given with accounts, consistent with contract and product, at cost.

K I T E

"THE FRIENDLY FARMER STATION"

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818 STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Vice President and General Manager.....D. E. "Plug" Kendrick
 Chief Engineer.....Paul Hauck

K I T E

KANSAS CITY,
 MISSOURI

is "The Friendly Farmer Station"

D. E. "PLUG" KENDRICK
 Vice Pres.-Gen. Mgr.

Radio Station

William G. Rambeau Company
 National Representatives

K I T E

FIRST NATIONAL TELEVISION, INC. • FIDELITY BUILDING • KANSAS CITY, MISSOURI

POLICIES

No special restrictive policies.

Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns and plans for merchandising radio advertising campaigns.

REPRESENTATIVE

William G. Rambeau Co.

K M B C

"TO KEEP IN TOUCH WITH THE TIMES,
KEEP TUNED TO KMBC"

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts n. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd. TIME ON THE AIR: 5:30 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library.

Personnel

President and General

Manager Arthur B. Church
Vice-President Karl Koerper
Promotion Manager M. F. Allison
Artists Bureau Head J. W. McConnell
Director of Research Mark N. Smith
Program Director Stuart Eggleston
Sales Service Manager Carter Ringlep
Director Natl. Program Sales... Geo. E. Halley
Studio Director Kenneth Krahl
News Editor Erle H. Smith
Publicity Director M. F. Allison
Musical Director P. Hans Flath
Technical Supervisor Ray Moler

POLICIES

No liquor advertising accepted. No foreign language programs; foreign constituent of radio audience is too small to be worthy of consideration. All programs subject to the approval of the management on the basis of good taste.

Merchandising: Two five-minute spots daily devoted to build-up of coming programs; in addition all unsponsored station breaks are given to publicity department for this purpose. Letters sent to manufacturer's distributors or jobbers in limited quantity. Personal sales calls also made to important buyers. Tire covers on Yellow Cabs also utilized to merchandise some commercials. One man employed for merchandising contacts and work of this nature almost exclusively. On Happy Kitchen and "Good Morning!" Farm Programs merchandising assistance includes a free display advertisement on the Kansas City Star and Kansas City Journal Post radio pages, and surveys with selected wholesale and retail dealers.

REPRESENTATIVE

Free & Peters, Inc.

(See Page 292)

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd, Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: The Kansas City Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager H. Dean Fitzner
Assistant Manager V. S. Balton
Sales R. Gardner Reames
Program Manager Harry J. Kaufmann
Chief Engineer Joseph A. Flaherty

POLICIES

No foreign language broadcasts; advertising of alcoholic beverages not accepted.

REPRESENTATIVE

Edward Petry & Co.

W H B

"WHERE HEADLINERS BEGIN"

KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Kansas City Journal-Post, Kansas City Daily Drivers' Telegram (farm newspaper). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library recorded tunes.

Personnel

President Donald Dwight Davis
Station Manager John T. Schilling
Commercial Manager D. D. Davis
Artists Bureau Head Charles Lee Adams
Manager, Client Service Department
M. H. Straight
Program Director Dick Smith
Publicity Director Frank Barhydt
Musical Director Andy Anderson
Librarian Connie Lane
Chief Engineer Henry E. Goldenberg



Karl R. Koerper
Vice-President



THE ONLY

STATION IN KANSAS CITY

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



KMBC is the ONLY Kansas City station

originating regular coast-to-coast network programs. The Texas Rangers with Tex Owens currently enjoy one of the highest CAB ratings of CBS sustaining shows. Sunday afternoons at 2:30, E. S.T.; Saturday nights at 6:45, E. S.T. in "Night Time on the Trail."



KMBC is the ONLY Kansas City station

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

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



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



KMBC is the ONLY Kansas City station

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



The PROGRAM BUILDING and TESTING Station

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



KMBC is the ONLY Kansas City station

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

POLICIES

Advertising of alcoholic beverages not accepted. Foreign language programs acceptable. Recommend only German, Italian, Spanish, French in this market. Commercial restrictions: No false or misleading claims; no disparagement of competitors nor their products; no lotteries; no appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in hour program, 7½ minutes in three-quarter hour; 5½ minutes in half-hour; 3½ minutes in quarter-hour.

Merchandising features in connection with commercial programs: Station offers "UNIT PLAN" merchandising service which includes:

Classified listings of wholesale and retail outlets.

Mailing campaign on station letterheads (if desired).

Detailed cross section surveys of the retail trade.

Introduction of advertiser's salesmen to key buyers.

Arrangements for window displays.

Distribution of counter displays and cards.

Missionary work with sales outlets on advertising campaign.

Arrangement of auditions.

Station's publicity department publicizes programs through newspaper and trade publications as well as on sustaining broadcasts.

REPRESENTATIVE

Wythe Walker (Chicago)

KWOC

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Don M. Lidenton and A. L. McCarthy. OPERATED BY: Randall Jessee. BUSINESS ADDRESS: 417 Vine St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Poplar Bluff. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Randall Jessee
Advertising Manager.....Cliff Atkinson
Program Director.....Bill Bates
Chief Engineer.....Don Lidenton

POLICIES

Advertising of alcoholic beverages not accepted.

KFEQ

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY:

KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1102 Elwood St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Barton Pitts
Vice-President.....S. Ralph Douglas
Nat'l Advertising Manager..Glen G. Griswold
Program Director.....Harry Packard
Promotion Manager.....J. Ted Branson
Chief Engineer.....J. Wesley Koch

POLICIES

Accepts beer advertising, but does not accept the advertising of any other alcoholic beverage.

The Advertising and Merchandising Department will consider any special merchandising request and will co-operate with advertisers to the fullest extent possible.

REPRESENTATIVE

Kelly-Smith Company

KFUO

"THE GOSPEL VOICE"

ST. LOUIS—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time.

Personnel

Station Manager.....Herman H. Hohenstein
Musical Director.....Herman H. Hohenstein
Chief Engineer.....Carl H. Meyer

POLICIES

Non-commercial station.

KMOX

"THE VOICE OF ST. LOUIS"

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M.; Sunday, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

Personnel

General Manager.....Merle S. Jones
Sales Manager.....Kenneth W. Church
Program Director.....Chester Renier
Sales Promotion Director...I. Soulard Johnson
Publicity Director.....Gerald Holland
Public Affairs Dept. Director...Jurien Hoekstra
Chief Engineer.....Graham Tevis

POLICIES

Governed by CBS policies.

A-D-C Merchandising Plan includes movie trailers, special newspaper listing, courtesy announcements calling attention to program, window displays, trade journal publicity, presentations to dealers, letters to dealers, special promotions in stores, store displays, etc. Specialty work with dealers, or promotion work for a particular product, as distinguished from promotional work on the radio schedule, can be undertaken by station for the advertiser at actual cost.

REPRESENTATIVE

Radio Sales

•
K S D

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....George M. Burbach
Commercial and Sales
Manager.....Edward W. Hamlin
Chief Engineer.....Robert L. Coe

POLICIES

All broadcasting programs and announcements are subject to the approval of the station management. Station does not accept medical or liquor advertising.

REPRESENTATIVE

Free & Peters, Inc.

•
K W K

ST. LOUIS—EST. 1927

MUTUAL—NATIONAL BROADCASTING CO.
(BLUE)

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale

3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: Eighteen hours daily. NEWS SERVICE: United Press MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. T. Convey
Sales Manager.....V. E. Carmichael
Studio Supervisor.....Ray Dady
Production Manager.....Layman Cameron
Chief Announcer.....Allan Anthony
Sales Promotion Manager...Robert M. Sampson
Program Director.....John Tinnea
Publicity Director.....Gene Kemper
Musical Director.....Al Sarli
Continuity Chief.....Claire Harrison
Chief Engineer.....James Burke

POLICIES

Accepts all accounts which conform to local, state and Federal laws, and all laws of the FCC.

Has tie-in with St. Louis Globe-Democrat, receiving two hundred thirty-five lines per day, which is used to plug commercial features—local and network. Also a tie-in with group of community newspapers, receiving a total circulation of 250,000.

REPRESENTATIVE

Paul H. Raymer & Company

•
K X O K

ST. LOUIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. TRANSCRIPTION SERVICE: Associated, NAB Library.

Personnel

General Manager.....R. V. Hamilton
Sales Manager.....Walte E. Weiler

REPRESENTATIVE

Weed & Co.

•
W E W

“THE STATION YOU’LL TUNE IN AGAIN”
ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library Music.

Personnel

Faculty Director.....W. A. Burk, S.J.
General Manager.....A. S. Foster
Program Manager.....Arthur T. Jones
Advertising Service Manager...Lloyd C. Smith
Publicity Director.....Lewis B. Hagerman
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

POLICIES

Will accept liquor advertising but will not mention price.

W I L

"THE MOST WELCOME SPOT ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 6:00 A.M. to 3:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, NAB Library.

Personnel

President and General
Manager.....Lester A. Benson
Vice-President.....Clarence W. Benson
Commercial Manager.....Edgar Shutz
Program Director.....Neil Norman
Continuity Chief.....David Pasternak
Public Relations Director.....Bill Durney
Publicity Director.....Bart Slattery
Musical Director.....Allister Wylle
Chief Engineer.....Chal H. Stoup

POLICIES

No liquor programs accepted (beer and wine—OK). No foreign language programs accepted. Copy restrictions: Spot announcements have 75 word limit, 15-minute programs have 400 word limit.

REPRESENTATIVE

Reynolds-Fitzgerald, Inc.

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc.

NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

Personnel

President.....Lester E. Cox
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Production Director.....George E. Wilson
Chief Announcer.....Russ Davis
Program Director.....Terry Moss
Continuity Editor.....Ralph Nelms

POLICIES

Same as KWTO.

REPRESENTATIVE

Howard H. Wilson & Co.

K W T O

"KEEP WATCHING THE OZARKS"

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

Personnel

President and Station
Manager.....Ralph D. Foster
Business Manager.....Arthur Johnson
Production Manager.....G. E. Wilson
Chief Announcer.....Russ Davis
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell
Promotion Manager.....Carl S. Ward
Program Director.....Terry Moss
Continuity Editor.....Ralph Nelms
Chief Engineer.....Fritz Bauer

POLICIES

Offers reasonable merchandising service at no cost, i.e. contacting of retail outlets and wholesalers by phone; personal calls and letters. Where there is a large volume of this service to be done station will do it on actual cost basis. Merchandising also includes displays of lobby posters, placing of window cards and pre-announcements on the air, etc.

REPRESENTATIVE

Howard H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$189,457,000

Auto Registrations 129,531

K G H L

BILLINGS—EST. 1928
NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 3121. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President and Station Manager C. O. Campbell
Commercial Manager Ed Yocum
Advertising Manager M. B. Braunberger
Chief Announcer T. W. Johnson
Publicity Director Lear Mucoy
Musical Director Julia Richards
Chief Engineer Jeff Kiichli

POLICIES

Accepts wines and beer, no hard liquor.
Accepts foreign language programs of interest to any sizeable group in audience. Listeners are 99 per cent English, however.
Station will circularize trade, perform any other services within reason asked by client. All programs are publicized by station 24 hours and 12 hours before on air (new and old). Merchandising and promotion is largely determined by size of contract, policy being to keep special costs within 5 per cent of net dollar value of time purchase.

REPRESENTATIVE
The Katz Agency

K R B M *

BOZEMAN—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Robert McNab Co. OPERATED BY: Robert McNab Co. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: Full Time License.

Personnel

Owner-General Manager A. J. Breitbach
Owners Arthur L. Roberts—R. B. McNab
* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET
PACIFIC NORTHWEST COVERAGE GROUP
FREQUENCY: 1340 Kc. POWER: 5000 Watts d.; 1000 Watts, n. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.

Personnel

Manager Ed. B. Craney
Sales Manager Clair Heyer
Musical Director B. R. Sprague
Chief Engineer Jack Nicholas
Program Director Syd Lines

POLICIES

Liquor accounts accepted subject to station approval of copy. Patent medicine accounts not accepted. Local programs sold on 13 minute basis, provision being made for 100-word announcements on either end of period. Chainbreak announcements limited to 30 words.

Merchandising service rendered at cost.

REPRESENTATIVES
Gene Furgason & Co.

K F B B

"ADVERTISING THAT SPEAKS
FOR ITSELF"

GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey

Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377-8. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: Tribune News. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President.....F. A. Buttrey
 Station Manager.....Jessie Jacobsen
 Commercial Manager.....Jessie Jacobsen
 Advertising Manager.....Joe Wilkins
 Chief Announcer.....John Alexander
 Sales Manager.....Joe Wilkins
 Continuity Chief.....Bill Tredway
 Publicity Director.....Kemp Toole
 Musical Director.....Bill Cane
 Chief Engineer.....John Parker

POLICIES

No liquor advertising except beer.
 No foreign language broadcasts.

REPRESENTATIVE

Weed & Company
 Walter Biddick Co. (Los Angeles & Seattle)

K P F A

"CAPITAL CITY STATION"

HELENA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Barclay Craighead
 Station Manager.....K. O. MacPherson
 Sales Manager.....Clair Heyer

POLICIES

Advertising of alcoholic beverages accepted. All broadcasting programs of every description are subject to the approval and censorship of the station's directors without objection or liability.

REPRESENTATIVE

Gene Furgason & Co.

K G E Z

"THE FRIENDLY STATION SERVING WESTERN MONTANA FROM KALISPELL"

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United. Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General ManagerDonald C. Treloar

POLICIES

All advertising subject to station owner's approval.

K G V O

"THE GARDEN CITY STATION"

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President and Station Manager....A. J. Mosby
 Secretary-Treasurer.....Edna Mae Mosby
 Commercial Manager.....Jack Burnett
 ComptrollerHarry Miller
 Advertising Manager.....Nick Moriana
 Artists Bureau Head.....Vernon McGahan
 Chief Announcer.....H. J. McAllister
 Sales Manager.....Fred Elsethagen
 Program and Publicity
 Director.....James Alden Barber
 Musical Director.....Marguerite Hood
 Merchandising Manager.....Marion Dixon
 Traffic Manager.....Loretta Mathiesen
 Chief Engineer.....Tom Atherstone

POLICIES

Advertising of alcoholic beverages and patent medicines not accepted.

No commercial copy may exceed 20% of time contracted for during daytime—15% evenings.

Station employs full time merchandising manager for servicing of national accounts.

K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President..... E. E. Kresbach
Station and Commercial
Manager..... Milton J. Severson
Chief Announcer and Publicity
Director..... A. E. Richmond
Musical Director..... Adolph Jystad
Chief Engineer..... Harold Klempfl

POLICIES

No restrictions on beer and wine.
No restrictions on foreign language accounts.

NEBRASKA

Population 1,364,000

Number of Families 352,000

Number of Radio Homes 284,100

Retail Sales \$359,757,000

Auto Registrations 349,500

K M M J

CLAY CENTER—EST. 1925

"THE OLD TRUSTY STATION"

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY:

KMMJ, Inc. BUSINESS ADDRESS: Radio Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: C. P. Grand Island. TIME ON THE AIR: Sunday, 7:00 A.M. to local sunset; week days, 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

Manager..... Randy Ryan

REPRESENTATIVE

Howard H. Wilson Co.

K G F W

"THE MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: South Central Ave. PHONE: 31551. STUDIO ADDRESS: South Central Ave.; Pathfinder Bldg., Grand Island. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager and Chief Engineer... Walter M. Ely
Assistant Manager..... Fred Christensen

POLICIES

No advertising accepted for any alcoholic products.

REPRESENTATIVE

Cox and Tanz
Walter Biddick Co. (Pacific Coast)

KFAB MAIL FACTS

• **369%** increase in mail for month January, 1939 over January, 1938.

• **89%** of the mail response for January was COMMERCIAL!

• **4017** towns in 43 states; 53 towns in 5 provinces in Canada; 1 town in Puerto Rico, were represented in this ONE month's mail.

KFAB

Serving Nebraska and Her Neighbors, from Lincoln.

K F A B

"NEBRASKA'S MOST POWERFUL
BROADCAST STATION"

LINCOLN—EST. 1924

**CBS—CENTRAL STATES BROADCASTING
SYSTEM**

FREQUENCY: 770 Kc. POWER: 10,000
Watts. OWNED BY: KFAB Broadcasting Co.
OPERATED BY: KFAB Broadcasting Co. BUSI-
NESS ADDRESS: Hotel Lincoln. PHONE: B-
3214. STUDIO ADDRESS: Hotel Lincoln.
TRANSMITTER LOCATION: 17th St. and Hol-
dredge. TIME ON THE AIR: 4:45 A.M. to 12:00
midnight. NEWSPAPER AFFILIATIONS: State
Journal, Lincoln Star. NEWS SERVICES: Inter-
national News Service. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....Phil Weaver
Publicity Director.....Bruce Wallace
Program Director.....Lowell "Jiggs" Miller
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast for liquor accounts.
No foreign language accounts.

Merchandising: A program is plugged ex-
tensively on the air for a week preceding its
initial broadcast and from time to time there-
after. It will be mentioned on the Radio
Calendar of station. A special audition of the
initial program is held with all of the sponsor's
employees in attendance. A station representa-
tive will be present to explain the aims of the
program and to answer any questions which
may arise. The employees can take advantage
of this "advance showing" and pass the
word along to their customers, advising them
of the interesting program their company is
sponsoring and urging them to listen.
Promotion Department is ready at all
times to work out special merchandising and
exploitation with the sponsors.

All promotional stunts are designed to fit
the sponsor, his product and the audience he
is endeavoring to reach.

REPRESENTATIVE

The Katz Agency

K F O R

"THE VOICE OF LINCOLN"

LINCOLN—EST. 1924

CBS—MUTUAL

CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Cornbelt Broad-
casting Corp. OPERATED BY: Cornbelt Broad-
casting Corp. BUSINESS ADDRESS: Hotel Lin-
coln. PHONE: B-3214. STUDIO ADDRESS:

Hotel Lincoln. TRANSMITTER LOCATION:
4607 South 48th. TIME ON THE AIR: 7:00 A.M.
to midnight. NEWSPAPER AFFILIATIONS:
State Journal, Lincoln Star. NEWS SERVICES:
International News Service. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....Phil Weaver
Program & Musical Director.....John Hanssen
Publicity Director.....Don Finlayson
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast liquor accounts nor for-
eign language accounts.

Merchandising: Station has a definite 7-Point
Plus Plan which is automatically applied to
all general rate accounts. Full details will be
supplied on request.

REPRESENTATIVE

The Katz Agency

W J A G

"WITH JOY AND GLADNESS"

NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts.
OWNED BY: Norfolk Daily News. OPERATED
BY: Norfolk Daily News. BUSINESS AD-
DRESS: 116 N. Fourth St. PHONE: 20. STUDIO
ADDRESS: Hotel Norfolk. TRANSMITTER LO-
CATION: W. Koenigstein Ave. TIME ON THE
AIR: 6:30 A.M. to local sunset; Sunday, 10:00
A.M. to local sunset. NEWSPAPER AFFILIA-
TION: Norfolk Daily News. NEWS SERVICE
USED: United Press and Associated Press.

Personnel

President.....Gene Huse
Station Manager.....Art Thomas
Program Director.....Russell Jensen
Chief Engineer.....Frank Weidenbach

POLICIES

All advertising subject to approval. Station
does not guarantee time of announcement or
announcer. No announcements between news
items. Competitive announcements and pro-
grams must be separated by at least three
minutes. Credit arrangements must be made
in advance. Beer and liquor announcements
are not accepted for the noon hour, on Sun-
days or close to children's or devotional pro-
grams. Station will not accept announcements
concerning programs that are on other sta-
tions at the same time as WJAG. Station
does not supply sound effects for announce-
ments but will broadcast transcribed an-
nouncements. All announcements must be
written in the third person and must con-
form with the rules of the FCC and the code
of ethics of the NAB. Station will not accept
announcements that attempt to disguise the

fact. Station will not accept announcements of advertisers who are under investigation by the FTC, the Food and Drugs Administration or the Post Office. Station reserves the right to make schedule changes and cancellations for commercial contingencies as well as political or special event broadcasts. Station will supply on request special political broadcast regulations and also a list of forbidden words.

Merchandising: Station conducts individual merchandising campaign among the advertiser sales outlets; distributes counter cards and arranges window displays; conducts contests; etc. Publicity tie-up with the Norfolk Daily News.

REPRESENTATIVE

Howard H. Wilson Co.

K G N F

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

NORTH PLATTE—EST. 1930

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE:

**APRIL
30**

*Check this
date on your
calendar
NOW!*

**COLUMBIA
B A S I C
G O E S
K O I L!**

*A new holi-
day for the
Omaha area
and YOU!*

**APRIL
30**

United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station

Manager.....W. I. LeBarron
Secretary-Treasurer.....J. T. LeBarron
Chief Engineer.....J. B. Eaves

POLICIES

Liquor advertising not accepted.
Merchandising aids through regular column in local newspaper and advance spot publicity campaigns.

K O I L

OMAHA—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS-PAPER AFFILIATION: Lincoln Star & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Frank Troup
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Acting Program Director.....Howard Hughes
Merchandising Manager...R. Bruce Wallace
Chief Engineer.....Mark Bullock

POLICIES

No stated special commercial program restrictions.
Merchandising: Station has a definite 7-Point Plus Plan which is automatically applied to all general rate accounts. Full details will be supplied on request.

REPRESENTATIVE

The Katz Agency

W A A W

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: World Publishing Co. BUSINESS ADDRESS: 7th Floor Omaha Grain Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Managers....F. E. Shoppen—W. F. Myers
Program Director.....W. G. Goodrich
Assistant Manager.....James C. Douglass
Commercial Manager.....James Acuff

POLICIES

Station offers a merchandising plan on a cooperative basis.

REPRESENTATIVE

William G. Rambeau Co.

W O W

"YOUR VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: Jackson 6844. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library.

Personnel

President.....De E. Bradshaw
Personnel Director.....William Reuss
Station Manager.....John J. Gillin, Jr.
Program Manager & Chief
Announcer.....Harry Burke
Promotion Manager.....Howard O. Peterson
Publicity Director.....Bill Wiseman
News Editor.....Foster May
Production Manager.....Lyle De Moss
Chief Engineer.....Wm. J. Kotera

POLICIES

Does not accept liquor advertising nor foreign language accounts.

Station has a monthly publication devoted to advertisers and programs, and distributed to listeners. This eight-page publication "Radio News Tower" has a large paid net circulation.

Station has facilities to handle all types of merchandising cooperation.

REPRESENTATIVE

John Blair & Company

K G K Y

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: Scottsbluff. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President and Station Manager...L. L. Hilliard
Advertising Manager.....R. M. Stewart
Chief Announcer.....Al Mehling
Publicity Director.....Bill Walter
Chief Engineer.....Harlan Morrison

POLICIES

Beer advertising accepted. Foreign language accounts accepted (German).

Assists advertisers in any reasonable merchandising venture.

NEVADA

Population 101,000

Number of Families 30,000

Number of Radio Homes 28,500

Retail Sales \$43,932,000

Auto Registrations 31,500

K O H

"THE VOICE OF NEVADA"

RENO—EST. 1930

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1380 Kc. POWER: 500 watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus and NAB Library.

Personnel

Vice-President.....G. C. Hamilton
Business Manager.....Howard Lane
Station Manager.....Wallie D. Warren
Chief Announcer.....Merrill Inch
Chief Engineer.....Hewitt Kees

POLICIES

Does not accept hard liquor advertising, only light wines and beers. No foreign language programs.

Merchandising: Station supports a complete merchandising department and is sufficiently staffed to conduct complete surveys of all merchandise outlets and cars for displays and stimulate general good will toward the advertised product in the eyes of all outlets.

REPRESENTATIVE

Paul H. Raymer Company

NEW HAMPSHIRE

Population 510,000

Number of Families 136,000

Number of Radio Homes 124,400

Retail Sales \$152,583,000

Auto Registrations 100,700

W L N H

"FRIENDLY VOICE OF
NEW HAMPSHIRE"

LANCONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE
NETWORKS

FREQUENCY: 1310 Kc. POWER: 100 watts.
OWNED BY: Northern Broadcasting Co. OP-
ERATED BY: Northern Broadcasting Co. BUSI-
NESS ADDRESS: Masonic Temple Bldg.
PHONE: 501. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Brigham St. TIME
ON THE AIR: 7:00 A.M. to 12:00 midnight;
Sunday, 8:00 A.M. to 12:00 midnight. NEWS
SERVICE: Yankee Network News. Member
of the Yankee Network Artists Bureau.

Personnel

President.....Malcolm Jenney
General Manager.....Edward J. Lord
Chief Announcer.....Sherwin Greenlaw
Chief Engineer.....Kenneth A. Taylor

POLICIES

Liquor advertising, subject to the approval
of the New Hampshire Liquor Commission.
No foreign language accounts accepted.

All merchandising features available at
minimum cost.

REPRESENTATIVE

Weed & Company

W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE
AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts,
d.; 500 watts, n. OWNED BY: N. H. Broad-
casting Co. OPERATED BY: N. H. Broad-
casting Co. BUSINESS ADDRESS: Carpenter
Hotel. PHONE: 7970-7520. STUDIO ADDRESS:
Carpenter Hotel. TRANSMITTER LOCATION:
Merrimack. TIME ON THE AIR: (daily) 8:00
A. M. to Midnight; Sunday 8:45 A.M. to Mid-
night. NEWS SERVICE: United Press. TRANS-
SCRIPTION SERVICE: NBC Thesaurus, C. P.
MacGregor.

Personnel

President.....Henry P. Rines
Manager.....C. G. H. Evans
Sales Manager.....L. F. Smith
Publicity Director.....A. Soutar
Chief Engineer.....V. H. Chandler

POLICIES

Accept no "hard liquor" accounts; does
accept beer and foreign language accounts.
Restrict use of medicinal copy.

REPRESENTATIVE

Weed & Company

W H E B

"THE NATIONAL CHANNEL STATION
THAT SERVES THE NORTHEAST'S
COUNTRYSIDE"

PORTSMOUTH—EST. 1932

FREQUENCY: 740 Kc. POWER: 250 Watts.
OWNED BY: Granite State Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
39 Congress St. PHONE: 2670-1. TRANS-
MITTER LOCATION: Newington. TIME ON
THE AIR: 7:00 A.M. to one hour after local
sunset; Sunday, no commercial schedule.
TRANSCRIPTION SERVICES: NBC Thesaurus,
C. P. MacGregor. MAINTAINS ARTISTS BU-
REAU.

Personnel

President.....H. J. Wilson
Treasurer.....J. H. Wilson
Manager.....H. C. Wilson
Artists Bureau Head.....Wm. Elliott
Chief Announcer.....Donald Stevens
Musical Director.....V. E. Bennett
Chief Engineer.....Donald Stevens

POLICIES

Advertising of beer and liquor not accepted.
No commercials are accepted on Sunday.
Foreign language programs accepted.

Merchandising staff and facilities are avail-
able at advertiser's expense.

NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,220,299,000

Auto Registrations 852,186

W C A P

"THE VOICE OF CITY OF ASBURY PARK, NEW JERSEY, ONE OF AMERICA'S FOREMOST ALL-YEAR RESORT CITIES"

ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George S. Ferguson
Station Manager.....V. N. Scholes
Commercial Manager.....D. Johanson
Technical Advisor.....Thomas F. Burley
Publicity Director.....William Cooper
Musical Director.....G. H. Scott
Chief Engineer.....Ernest G. Ruckle

POLICIES

Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

W P G

"WORLD'S PLAYGROUND"

ATLANTIC CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: City of Atlantic City. OPERATED BY: City of Atlantic City. BUSINESS ADDRESS: Convention Hall. PHONE: 4-6538. STUDIO ADDRESS: Convention Hall. TRANSMITTER LOCATION: Airport. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....W. H. Appleby
Station Manager.....Norman Reed
Chief Announcer.....Ray Morgan
Musical Director.....Margaret Keever
Chief Engineer.....Earle Godfrey

POLICIES

Accept liquor advertising, and also handle foreign language accounts (Jewish and Italian).

Assist advertisers in obtaining dealers for their products, and also arrange for displays and circularizing, etc.

W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Howard S. Frazier
Station Manager.....Paul Alger
Commercial Manager.....Burt McKinnie
Publicity Director.....Fred Wood
Chief Engineer.....Russel Ely

POLICIES

Accepts beer accounts, but no wine or liquor. Italian foreign language programs only.

Station publishes its own weekly radio news sheet, 7500 free circulation. Arrangements made with local chain stores for distribution of WSNJ advertised products.

REPRESENTATIVE

Wellman Service

W C A M

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: Shares time with WCAP and WTNJ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Frederick Caperoon
 Program Director and Chief
 AnnouncerRobert Horn
 Musical Director.....E. Nelson Layman
 Chief Engineer.....C. E. Onens

POLICIES

Liquor advertising confined to companies having warehouses in New Jersey.

Two hours per week allotted to foreign language accounts.

Merchandising through Camden City and County Newspapers.

REPRESENTATIVE

Mack Radio Sales Co.

W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts.
 OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 0716-7-8 and Rector 2-5878 and Market 3-0383. TIME ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

WHAT MAKES A STATION A GOOD STATION?

GOOD place on the dial (940 K.C.)
GOOD signal strength (received as well as any 50,000 watts)
GOOD market coverage (Metropolitan N. Y., Jersey City & Suburbs)
GOOD audience acceptance (just ask us to prove it)

And Most Important of All

LOW comparative cost (look at our rate card)

WAAT

JERSEY CITY

Personnel

President and General
 Manager.....Paul H. LaStayo
 Program Director.....Gabrielle Haas
 Chief AnnouncerMaurice Hart
 Sales Manager.....A. B. Schillin
 Publicity Director.....Orth Bell
 Musical Director.....Fabe Nicholson
 Chief Engineer.....Anthony Castellani

POLICIES

No foreign language or hard liquor advertising accepted. Light wine and beer advertising accepted.

No special merchandising features at present.

REPRESENTATIVE

Burn-Smith Co.

W H O M

"ON YOUR DIAL AT 1450"

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: Journal Square 2; PLaza 3-4204, New York. STUDIO ADDRESS: 2870 Hudson Blvd.; 29 W. 57th St., New York City. TRANSMITTER LOCATION: Hoboken, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Paul F. Harron
 Station and Commercial
 Manager.....Joseph Lang
 Program & Continuity
 Director.....West W. Willcox
 Musical Director.....G. DeLuca
 Office Manager.....Ida Mortenghi
 Chief Engineer.....Allison Burnham

POLICIES

No hard liquor accepted. Wine and beers acceptable.

Specialize in foreign language programs.

Special merchandising department for all languages.

W H B I

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

Personnel

President-General Manager..James L. Shearer

REPRESENTATIVE

Burn-Smith Co.

W O R

"ONE OF AMERICA'S GREAT STATIONS"
NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM
FREQUENCY: 710 Kc. POWER: 50,000
Watts. OWNED BY: Bamberger Broadcasting
Service. OPERATED BY: Same. BUSINESS
ADDRESS: 131 Market St. PHONE: (Newark)
Market 2-1212. (New York) PENNSYLVANIA
6-8383. STUDIO ADDRESS: 131 Market St.,
Newark and 1440 Broadway, N. Y. C.
TRANSMITTER LOCATION: Carteret. TIME
ON THE AIR: (daily) 6:30 A.M. to 1:35 A.M.
(Sunday) 8:00 A.M. to 2:00 A.M. NEWS SER-
VICES: Transradio Press Service, Press Radio
Bureau, General News Ticker (Sports).
MAINTAINS ARTISTS BUREAU. TRANSCRIP-
TION SERVICE: World Broadcasting System;
Complete facilities plus own recording equip-
ment.

Personnel

President.....Alfred J. McCosker
Vice president and general
manager.....Theodore C. Streibert
Vice president in charge of
sales.....Frank Braucher
Director of program
operations.....Julius F. Seebach, Jr.
Director of public relations and
special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau...Nat Abramson
Director of Sales Promotion....Joe Creamer
Musical Director.....Alfred Wallenstein
Assistant Sales Manager...Eugene S. Thomas

POLICIES

Beer, wine and liquor advertising accepted
subject to acceptability of the copy. Programs
in foreign languages not accepted. Other re-
strictions include the right to eliminate all or
parts of programs which station may consider
contrary to its policy or interest.

REPRESENTATIVES

Paul A. Belaire, Boston, Mass.
Harold C. Higgins, Chicago, Ill.
Edward S. Townsend, San Francisco

W B R B

"HOME TOWN STATION"
RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Monmouth Broadcasting Co.
OPERATED BY: Monmouth Broadcasting Co.
BUSINESS ADDRESS: 63 Broad St. PHONE:
980. STUDIO ADDRESS: 63 Broad St.
TRANSMITTER LOCATION: 63 Broad St. TIME
ON THE AIR: Divides time with WGBB—
WGNY—WFAS. NEWS SERVICE: Local and
country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Announcer.....Art Mayhew, Jr.
Musical Director.....Betty Huhn
Chief Engineer.....Robert Johnson

POLICIES

Beer and wine accepted; no hard liquor.
All copy subject to station approval and FCC
rules and regulations.

W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts.
OWNED BY: WOAX, Inc. OPERATED BY:
WOAX, Inc. BUSINESS ADDRESS: 308 Com-
monwealth Bldg. PHONE: Trenton 8149.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Lincoln Highway. TIME ON THE
AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to
8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M.
and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M.
to 8:00 P.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NAB Library, As-
sociated.

POLICIES

Merchandising and advertising service
available. Supporting Advertising will be
arranged.

W A W Z

"ARISE, GET THEE TO ZAREPHATH"
(I KINGS 17:9)

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts.
d.; 500 Watts, n. (C.P. 1000 Watts, n.). OWNED
BY: Pillar of Fire Church. OPERATED BY:
Same. BUSINESS ADDRESS: Zarephath.
PHONE: Bound Brook 223. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Alma
White College. TIME ON THE AIR: 6:00 A.M.
to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Mon-
day, Wednesday, Thursday and Friday; 7:45
A.M. to 8:45 A.M. and 6:00 P.M. to 7:30 P.M.,
Tuesday and Saturday; 6:00 A.M. to 9:00 A.M.,
11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M.
and 7:00 P.M. to 8:30 P.M., Sunday. TRAN-
SCRIPTION SERVICE: Makes own transcrip-
tions, also uses Federal Government transcrip-
tions.

Personnel

President.....Bishop Alma White
Co-Manager.....Rev. Arthur K. White
Station Manager.....Rev. Ray B. White
Musical Director.....Orland A. Wolfram
Chief Engineer.....N. L. Wilson

POLICIES

Non-commercial outlet.

NEW MEXICO

Population 422,000

Number of Families 102,000

Number of Radio Homes 62,300

Retail Sales \$88,751,000

Auto Registrations 97,857

K G G M

"THE HIGH FIDELITY VOICE OF
NEW MEXICO"

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.
OWNED BY: New Mexico Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Kimo Theater Bldg. PHONE: 929-930. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
East of town. TIME ON THE AIR: 7:00 A.M.
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.
TRANSCRIPTION SERVICE: World Broadcast-
ing System and Standard Radio.

Personnel

President N. M. Switzer
General Manager..... Mike Hollander
Production Manager..... Elmer Fondren
Merchandising Manager..... C. E. Redman
Musical Director..... George Thorne
Chief Engineer Leonard Dodds

POLICIES

Does not accept liquor advertising.
Merchandising department furnishes fresh
continuity for every announcement, spot and
program continuity broadcast on this station,
except where client insists upon repetition.
Station through its merchandising department
cooperates with sponsors in every phase of
merchandising.

REPRESENTATIVE

Howard H. Wilson Co.

K O B

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000
watts. OWNED BY: Albuquerque Broadcast-
ing Co. OPERATED BY: Albuquerque Broad-
casting Co. BUSINESS ADDRESS: 424 W.
Gold Ave. PHONE: 1180. STUDIO ADDRESS:

424 W. Gold Ave. TRANSMITTER LOCATION:
Alameda. TIME ON THE AIR: 6:00 A.M. to
9:00 P.M. NEWS SERVICE: Transradio Press.
Radio News Assoc. TRANSCRIPTION SERV-
ICE: NBC Thesaurus, MacGregor & Sollie.

Personnel

President..... T. M. Pepperday
Manager..... Frank Quinn
Chief Engineer..... Geo. S. Johnson

POLICIES

Advertising of alcoholic beverages not ac-
cepted, except beer and wine.

Foreign language programs; Spanish only,
accepted; English translation must be used.

All merchandising co-operation desired by
client will be rendered. Client is expected to
pay whatever may be the actual cost of such
special merchandising or exploitation.

REPRESENTATIVE

John G. Dale

K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts,
d.; 100 watts, n. OWNED BY: Jack Hawkins
and Barney Hubbs. OPERATED BY: Jack
Hawkins and Barney Hubbs. BUSINESS AD-
RESS: Crawford Hotel. PHONE: 244. STU-
DIO ADDRESS: Crawford Hotel. TRANSMIT-
TER LOCATION: Carlsbad. TIME ON THE
AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

Personnel

Station Manager..... Jack Hawkins
Commercial Manager..... Lucille Nelson
Chief Announcer..... Bill Sharpe
Chief Engineer..... Harry Boehnemann

POLICIES

Accept liquor and wine, also accept Span-
ish language programs.

Offer any reasonable merchandise aid to
advertisers.

K I C A

"THE FRIENDLY VOICE OF THE PLAINS"
CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts.
OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc.
BUSINESS ADDRESS: 412 Pile. PHONE: 3.
STUDIO ADDRESS: 412 Pile. TRANSMITTER LOCATION: Hillcrest Park. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station

Manager.....Chas. C. Alsup
Commercial Manager.....Leon Womack
Advertising Manager.....Leon Womack
Chief Announcer.....Lyman Brown
Publicity Director.....Doris Williams
Program Director.....Neyland Inabnit
Musical Director.....Mrs. J. E. Alsup
Chief Engineer.....James Sims

POLICIES

Liquor advertising accepted. Foreign language not necessary in territory.

Station extends full merchandising cooperation.

K A W M

"IN THE LAND OF ENCHANTMENT"
GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

Personnel

Station Manager.....A. W. Mills
Commercial Manager.....Don Mills
Program Director.....Frances Dolan

POLICIES

No liquor advertisements accepted. Foreign language programs accepted.

Merchandising: billboards and weekly newspaper tie-up.

K W E W

"THE VOCAL ADVERTISING MEDIUM OF EASTERN NEW MEXICO"
HOBBS—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

General Manager.....W. E. Whitmore
Station Manager.....Ben Parker

K G F L

"THE VOICE OF THE PECOS VALLEY"
ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. TRANSCRIPTION SERVICES: MacGregor and Solie.

Personnel

Station Manager.....W. E. Whitmore
Chief Announcer.....Bill Burck
Chief Engineer.....G. C. Farmer

POLICIES

No liquor advertising accepted.

K R Q A

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: J. Laurance Martin. OPERATED BY: Sunshine Broadcasting System. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P. M. NEWS SERVICE: Transradio Press.

Personnel

Station Manager-Chief Engineer...J. L. Martin
Chief Announcer.....M. D. Marshall

POLICIES

Station reserves right to have complete control over all copy.

Merchandising: Complete cooperation in seeing that local representation is achieved; stock checks on display and quantity.

NEW YORK

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$4,749,708,000

Auto Registrations 2,263,881

W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Strand Theater Bldg. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated.

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Chief Engineer.....James A. Corey

POLICIES

Liquor advertising accepted subject to strict supervision of copy.

Merchandising through limited personal calls, telephone calls, letters to trade, spot announcements plugging program; releases publicity to newspapers.

REPRESENTATIVE

George P. Hollingbery Co.

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Hotel Ten Eyck. PHONE: 4-4193. STUDIO ADDRESS: Hotel Ten Eyck. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Langworth and NAB Library.

Personnel

President.....Raymond M. Curtis
General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson

POLICIES

Liquor advertising not accepted.

Merchandising through limited personal calls and telephone calls on trade; letters to trade; spot announcements; publicity release to papers.

REPRESENTATIVE

John Blair & Co.

W M B O

"THE VOICE OF THE FINGER LAKES"
AUBURN—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio

WAKO
ALBANY, N.Y.

DOMINATING THE PROSPERITY BELT

CHECK YOUR SURVEYS ✓

John Blair & Co.,
National Rep.

**PROVED
PROFIT
MAKERS**

Harold E. Smith,
(Gen. Mgr.)

George P. Hollingbery Co.,
National Rep.

TRY IT! WHERE FOLKS ARE IN THE MONEY

W A B Y
ALBANY, N.Y.

CHECK YOUR SURVEYS

—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Roy L. Albertson
 Station Manager.....Frederick L. Keesee
 Commercial Manager.....F. L. Keesee
 Publicity Director.....Dorothy Bolin
 Chief Engineer.....Herbert House

POLICIES

Does not carry liquor accounts. Accepts foreign language accounts.

Merchandising aid through exploitation of programs and features over the station.

W N B F

"WHY NOT BINGHAMTON FIRST"
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President.....John C. Clark
 General Manager.....Cecil D. Mastin
 Sales Manager.....Harry Trenner
 Advertising Manager.....Fred Dodge
 Chief Announcer.....Tony Wheeler
 Musical Director.....Elizabeth Lamb
 Chief Engineer.....Lester H. Gilbert

POLICIES

Does not take any whiskey or liquor accounts and takes beer or wine accounts after 9 P.M. Maintains Slovak programs for six months in the year.

Merchandising: Station is fully equipped to assist in merchandising radio advertising programs.

REPRESENTATIVE

Harry Trenner, New York

W A R D

"THE INDEPENDENT METROPOLITAN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS:

427 Fulton St. PHONE: Triangle 5-3301. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Shares time. MAINTAINS ARTISTS BUREAU.

Personnel

Station Manager.....Aaron Kronenberg
 Program Director.....Franklin H. Small
 Artists Bureau Head.....S. Medoff
 Musical Director.....Samuel Medoff
 Chief Engineer.....Abraham Haas

POLICIES

Accepts no liquor advertising. All other advertising subject to code of ethics of the National Association of Broadcasters.

Station maintains a merchandising staff.

REPRESENTATIVE

Crown Advertising Inc.

W B B C

"BROOKLYN'S OWN STATION"
 BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: TRIangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFV. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager and Chief
 Engineer.....Peter Testan
 Commercial Manager.....Arnold J. Jaffe
 Program Director.....Bert Child

POLICIES

Merchandising: Advertisers are offered every assistance in establishing their product. Station sales department will advise and cooperate in dealer promotional campaigns.

W B B R

BROOKLYN—EST. 1934

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. TIME ON THE AIR: Shares time.

Personnel

Manager.....Andrew K. Wagner
 Musical Director.....Carl Klein
 Dramatic Director.....Max Freschel

POLICIES

Station is operated non-commercially and for the dissemination of Bible Truths. Non-political.

Musical programs are limited to accepted standard classics (Jazz is banned).

W C N W

"THE FIRST STATION ON THE DIAL"
BROOKLYN—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: Ingersoll 2-1500, 6000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL & WMBQ; 29 daytime hours per week; 16 night-time hours per week. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor.

Personnel

Owner Arthur Faske
General Manager..... L. W. Berne
Program Director..... Roger Wayne
Chief Announcer..... Ray Baker
Publicity Director J. Ringgold
Musical Director Roger Wayne
Chief Engineer..... Milton Meyerowitz

POLICIES

Foreign language programs accepted. Modified liquor advertising accepted.

Merchandising department maintained.

NBC RED NETWORK

WHEN YOU
tell
THE WBEN
AUDIENCE, YOU
sell
ALL BUFFALO
•
NEW YORK STATE'S
SECOND MARKET

W L T H

"THE RADIO THEATRE OF THE AIR"
BROOKLYN—EST. 1925

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 2568 Flatbush Ave. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President and General
Manager..... Samuel J. Gellard
Chief Announcer..... Norman H. Warembud
Publicity Director..... Norman H. Warembud
Musical Director..... Doris Webb
Chief Engineer..... John Temple

POLICIES

Specialize in Jewish programs. Advertising of alcoholic beverages accepted after 10:00 P.M.

Merchandising service. 500 of the leading grocery stores in Jewish neighborhoods organized under banner of WLTH to co-operate with food manufacturers. Station's merchandising men call daily on stores.

W V F W

"VOICE OF THE VETERANS OF
FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR. Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President..... Harold J. Burke
Managing Director..... Salvatore D'Angelo
Chief Announcer..... Frank Daniels
Musical Director..... L. Delson
Chief Engineer..... Hermann Florez

POLICIES

Liquor advertising not accepted.

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)
FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO

ADDRESS: Hotel Statler. TRANSMITTER LOCATION; Martinsville. TIME ON THE AIR: 7:00 A.M. to midnight; Saturday, 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 midnight; 7:00 A.M. to 1:00 A.M. (Mon., Wed., Thurs. and Sat.). NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Services of affiliated newspaper. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Edward H. Butler
 Station Manager.....Edgar H. Twamley
 Vice-President.....A. H. Kirchhofer
 Commercial Manager.....Clifford M. Taylor
 Chief Announcer.....George Torge
 Publicity Directors.....Rod Reed;
 Joe Haefner
 Musical Director.....Erwin Glucksmann
 Chief Engineer.....Ralph J. Kingsley

POLICIES

No liquor or wines. Will accept beer adv. in programs only—not in announcements. No foreign language accounts accepted.

Will do any type of merchandising at actual cost.

REPRESENTATIVE

Edward Petry & Co., Inc.

●
W B N Y

"THE STATION PEOPLE LIKE AT ALL HOURS"

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 185 East Engle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 2:00 P.M. and 3:00 P.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Owner and General
 Manager.....Roy L. Albertson

POLICIES

Advertising of alcoholic beverages restricted to type and hour.

●
W E B R

"BUFFALO'S FRIENDLY STATION"

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: Broadcasting House, 23 W.

North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: News from newspaper affiliate. TRANSCRIPTION SERVICE: Standard Radio, NAB Library, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchhofer
 Station and Commercial

Manager.....Hervey Carter
 Program Director.....C. Robert Thompson
 Continuity Editor.....Kenneth Thomas
 Chief Announcer.....Peter Krug
 Chief Publicity Director.....Albert Zink
 Production Manager.....Hamilton Woodle
 Chief Engineer.....Lawrence Bailey

POLICIES

Polish and Italian programs carried prior to 12:00 noon. Transcriptions accepted at all hours.

Station does all incidental merchandising work at cost.

REPRESENTATIVE

Edward Petry & Co.

NEWS COMES FIRST

at

W B N Y

●

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

●

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.

W G R

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICE: United Press-Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Inc. Associated Music.

Personnel

Executive Vice-President.....I. R. Lounsberry
Advertising Manager.....A. F. Busch
Program Director.....H. C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

REPRESENTATIVE

Free & Peters, Inc.

W K B W

BUFFALO—EST. 1925

MUTUAL—COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICES: United Press and Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

Personnel

Executive Vice-President.....I. R. Lounsberry
Program Director.....Herbert C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

REPRESENTATIVE

Free & Peters, Inc.

W S V S

BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: Seneca Vocational High School. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

Personnel

Principal.....Elmer S. Pierce
Station Manager.....Lowell C. Kitchin
Chief Engineer.....Paul J. Doddridge

POLICIES

Non-commercial station.

W C A D

"VOICE OF THE NORTH COUNTRY"

CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

Personnel

President.....Dr. Laurens H. Seelye
Station Manager.....H. K. Bergman
Chief Announcer.....Robt. Frear
Musical Director.....H. Wellington Stewart
Chief Engineer.....Dr. Ward C. Priest
Radio Workshop Director.....Ruth Willard

POLICIES

Non-commercial station.

REPRESENTATIVE

Richard C. Ellsworth

W E N Y *

ELMIRA—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. NEWS AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser.

* Station licensed to operate under a C. P. and expects to complete construction by June, 1939.

W E S G

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts. OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5959-5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:15 A.M. to sundown (New Orleans). NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett), United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Dale L. Taylor
Commercial Manager.....Dale L. Taylor
Sales Manager.....Ernest Oliver
Program Director.....Hal Wagner
Publicity Director.....Glenn Williams
Musical Director.....Harry Springer
Chief Engineer.....True McLean

POLICIES

Does not accept wine, liquor or beer advertising. Foreign language accounts acceptable with English translations. No medicinal advertising that deals in bodily functions.

Station will render reasonable merchandising service on minimum 26-time program order; service includes calls on trade, trade letters, assistance to salesman.

REPRESENTATIVE

J. P. McKinney & Sons

W G B B

"LONG ISLAND'S BROADCASTING STATION"

FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 E. dell St. TIME ON THE AIR: Shares time with WBRB, WFAS, WGNV. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
Chief Announcer.....J. Dudley
Publicity Director.....A. Cheesman
Chief Engineer.....A. E. Granbacka

POLICIES

Continuity must be submitted with English translation for station approval on foreign language programs.

W J T N

"YOUR FRIEND AND NEIGHBOR"

JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)
FREQUENCY: 1210 Kc. POWER: 250 watts.

d.; 100 watts, n. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 7-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Col. H. C. Wilder
Station Manager.....Bosil F. Blizzard
Manager.....Charles Denny
Sales Manager.....Simon Goldman
National Sales Manager.....Phil Hoffman
Program Director.....G. T. Callison
Chief Engineer.....Harold J. Kratzert

POLICIES

Beer and light wine advertising accepted. No hard liquor advertising accepted.

No restrictions on foreign language accounts.

Competent staff is available to completely merchandise any type of commercial program on request.

REPRESENTATIVE

Paul H. Raymer Company

W G N Y

"THE ONLY STATION BETWEEN NEW YORK AND ALBANY"

NEWBURGH—EST. 1933

FREQUENCY: 1210 Kc. POWER: 100 Watts. (C.P.: 1220 Kc., 250 Watts, d.) OWNED BY: Peter Goelet. OPERATED BY: Same. BUSINESS ADDRESS: 161 Broadway. PHONE: Newburgh 4600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cochetcon Turnpike. TIME ON THE AIR: Part time schedule. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Director.....Peter Goelet
Commercial Manager.....T. F. Allen
Chief Engineer.....Irwin Moison

POLICIES

Foreign language commercials accepted, subject to approval of station management. All copy subject to station approval.

Merchandising: Will co-operate with advertiser in setting up any advertising campaign, using any medium in conjunction with radio.

W A B C

"THE KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM"

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO AD-

DRESS: 485 Madison Ave. and 799 Seventh Ave. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

Personnel

Sales Manager..... Arthur Hull Hayes
 Sales Promotion Manager... Edwin Reynolds
 Program Director..... George Allen
 Sales Representative..... Marlo L. Bloom
 Sales Representative..... Robert C. Mayo
 Sales Representative.... Beverly M. Littleton
 (For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

POLICIES

For policies see listing of Columbia Broadcasting System, Inc., under networks.

REPRESENTATIVE

Radio Sales

W B I L

NEW YORK—EST. 1937

FREQUENCY: 1100 Kc. POWER: 5000 watts.
 OWNED BY: Arde Bulova. OPERATED BY:
 International Broadcasting Corp. BUSINESS
 ADDRESS: 132 West 43rd St. PHONE: BRyant

9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearny, N. J. TIME ON THE AIR: 6:00-8:00 P.M.: (Sunday) 8:00-9:15 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... H. Kiczales
 Program Director..... John C. Schramm
 Sales Manager..... Ralph Nardella
 Artists' Bureau Director..... Syd Leipzig
 Publicity Director..... Adrian J. Flanter
 Musical Director..... Julio Occhiboi
 Chief Engineer..... Robert E. Study

POLICIES

No hard liquor accounts. Foreign language programs restricted to Italian.

Merchandising: Merchandising and Promotion Department develops dealer cooperation through the supply of up-to-date retail grocery, food, and drug store outlets. Station also maintains a Publicity Department that makes every effort to secure publicity in trade magazines in the interest of advertisers and their retail outlets.

W B N X

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 1000 Watts.
 OWNED BY: WBNX Broadcasting Co., Inc.
 OPERATED BY: WBNX Broadcasting Co., Inc.
 BUSINESS ADDRESS: 260 E. 161 St. PHONE:
 Melrose 5-0333-4-5-6-7. STUDIO ADDRESS:
 260 E. 161st St. TRANSMITTER LOCATION:
 Cliffside Park, N. J. TIME ON THE AIR: 9:00
 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 mid-
 night; Sunday, 9:00 A.M. to 11:00 A.M., 12:30
 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and
 8:30 P.M. to 12:00 Midnight. NEWS SERVICE:
 Press Radio Bureau. TRANSCRIPTION SERVICE:
 Standard Radio.

Personnel

President..... A. L. Haskell
 Vice-President-General Manager W. C. Alcorn
 Secretary & Commercial Manager W. I. Moore
 Production Manager..... Edw. Ervin
 Program Director..... Frank Johnson
 Musical Director..... Arno Arriga
 Consult. Engineer..... H. L. Wilson

POLICIES

Station specializes in foreign language programs.

Merchandising: Distribution of exclusive brochures and circulars containing comprehensive statistics concerning foreign populations the station serves. Figures showing population of each nationality, buying power of such populations, radio sets, mail response to established, current programs, etc.

WEAF

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio.

PERSONNEL and POLICIES

Will Be Found Under NETWORKS

WEVD

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund. OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

Personnel

Chairman of Board..... Adolph Held
Managing Director..... Henry Greenfield
Chief Announcer..... Gene King
Program Director..... George Field
Musical Director..... Nicholas Saslavsky
Chief Engineer..... Charles Brown

POLICIES

No stated special commercial program policies.

Renders merchandising service in foreign language field. Have trade contacts to promote distribution.

WHN

"DIAL 1010"

NEW YORK—EST. 1922

Special NBC Hookup

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRYant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

President..... Nicholas Schenck
Managing Director..... L. K. Sidney
Associate Director..... Herbert L. Pettey
Vice-President in Charge of
Sales..... Bert Lebharr, Jr.
Artists Bureau Head..... Leo Cohen
Station Manager..... Frank Roehrenbeck

Program Director..... Fred Raphael
Production Manager..... Maurice Barrett
Comptroller..... Jacques Van Straten
Chief Announcer..... Russell Clancy
Publicity Director..... Al Simon
Musical Director..... Don Albert
Chief Engineer..... G. R. Windham

POLICIES

Does not carry foreign language programs.

REPRESENTATIVE

Edward Petry & Co.

WHOM

(See Jersey City, N. J.)

WINS

"W-I-N-S, WINS, NEW YORK"

NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWS-PAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

THE
LITTLE STATION
with the
BIG AUDIENCES!

2,000,000 Jews
1,250,000 Italians
650,000 Germans
450,000 Poles

ALL WANTING TO
Listen to Their
Mother-Tongue
Programs on

WHOM

COVERS THE NEW YORK
METROPOLITAN AREA

Let's Show You *How* to
Increase Your Sales!

CROSSLEY, INC. **REPORTS**

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

—From *Variety*, June 22, 1938

W N E W

NEW YORK

ON THE AIR 24 HRS. A DAY

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

•
1250 KILOCYCLES

2500 WATTS BY DAY—1000 WATTS BY NIGHT
STUDIOS—501 MADISON AVE., NEW YORK CITY

Personnel

Station Manager.....Carl Calman
Program Director.....Hazel Bower
Publicity and Continuity
Director.....Albert A. Grobe
Musical Director.....Louis Katzman
Production Manager and
Chief Engineer.....Robert Cotton
Chief Engineer.....George Herrick

POLICIES

Does not carry liquor or foreign language accounts. Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by Program Dept.

REPRESENTATIVE

International Radio Sales

W J Z

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio News, United Press.

Personnel and POLICIES

Will Be Found Under NETWORKS

W M C A

"NEW YORK CITY, AT THE TOP OF
THE DIAL"

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station Manager. Donald Flamm
V.-P. in Charge of Sales and General
Manager.....Don S. Shaw
Vice President-Counsel....William Weisman
Sales Promotion Manager.....Al Rose
Artists' Bureau Head.....Chas. Wilshin
Publicity Director.....Leon Goldstein
Musical Director.....Lee Grant
Chief Engineer.....Frank Marx

POLICIES

Will accept liquor advertising. Foreign language broadcasts not accepted. All advertising subject to station approval and to Federal, State or Municipal decisions, laws and regulations.

REPRESENTATIVE

Chicago Branch Office
J. M. Ward and G. B. McDermott

W N E W

"SERVING NEW YORK AND NEW JERSEY
24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: WBO Broadcasting Corp. BUSINESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 10:00 A.M. to 12:30 P.M. and 6:30 to 9:00 P.M.; (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Press Radio Bureau, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....Bernice Judis
Sales Manager.....Herman Bess
National Sales Manager.....Walter Duncan
Artist Bureau Head.....Bernice Judis
Sales Promotion Manager.....Marvin Rae
Chief Announcer.....John Jaeger
Chief Engineer.....M. J. Weiner
Musical Director.....Merle Pitt
Acting Publicity Director.....Judy Deputy

POLICIES

No foreign language programs. No special restrictions except those of good taste and the FCC.

REPRESENTATIVE

Wm. G. Rambeau Company

W N Y C

"NEW YORK CITY'S OWN STATION"

NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service.

Personnel

Director.....M. S. Novick
Chief Announcer.....T. H. Cowan
Program Director.....Seymour N. Siegel

Publicity Director.....Richard Pack
 Musical Director.....Herman Neuman
 Chief Engineer.....Isaac Brimberg

POLICIES

Non-commercial station.

W O R

(See Newark, N. J.)

W O V

"THE VOICE OF THE FRIENDLY FAMILY"
NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts.
 OWNED BY: International Broad. Corp. OP-
 ERATED BY: International Broadcasting Corp.
 BUSINESS ADDRESS: 132 W. 43rd St. PHONE:
 BRyant 9-6080. STUDIO ADDRESS: 132 W.
 43rd St. TRANSMITTER LOCATION: Secaucus,
 N. J. TIME ON THE AIR: (daily) 8:00 A.M. to
 6:00 P.M. NEWS SERVICE: International News
 Service. TRANSCRIPTION SERVICE: Lang-
 Worth.

Personnel

General Manager.....H. Kizales
 Program Director.....John C. Schramm
 Sales Manager.....Ralph Nardella
 Artist Bureau Director.....Syd Leipzig
 Promotion Director.....Adrian J. Flanter
 Musical Director.....Julio Occhiboi
 Chief Engineer.....Robert E. Study

POLICIES

No hard liquors accounts. Foreign lan-
 guage programs restricted to Italian.

Merchandising and Promotion Departments
 develop dealer cooperation through the sup-
 ply of up-to-date lists of retail grocery, food,
 and drug store outlets. Also is maintained a
 publicity department that makes every effort
 to secure publicity in trade magazines in the
 interest of advertisers and their outlets.

W Q X R

"NEW YORK'S HIGH-FIDELITY
 STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts.
 OWNED BY: Interstate Broadcasting Co., Inc.
 OPERATED BY: Interstate Broadcasting Co.,
 Inc. BUSINESS ADDRESS: 730 5th Ave.
 PHONE: COLUMbus 5-6366. STUDIO ADDRESS:
 730 Fifth Ave. TRANSMITTER LOCATION:
 3104 Northern Blvd., Long Island City. TIME
 ON THE AIR: Full Time. LICENSE (81 hours
 weekly). NEWS SERVICE: Press Radio Bureau.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

President.....John V. L. Hogan
 Station Manager.....Elliott M. Sanger
 Sales Manager.....Norman S. McGee
 Publicity Director.....Dorothea Beckman
 Musical Director.....Eddy Brown
 Chief Engineer.....Russell Valentine

POLICIES

No foreign language programs.
 All commercial announcements must be
 brief and restricted to good taste.

Merchandising: Facilities available to spon-
 sors through novelty printed program booklet,
 mailed to subscribers.

REPRESENTATIVE

Joseph Hershey McGillura

W H D L

"SERVING THE HIGH GRADE OIL
 METROPOLIS OF THE WORLD"

**OLEAN—EST. Tupper Lake, 1928;
 Olean, 1934**

QUAKER STATE

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: WHDL, Inc. OPERATED BY:
 WHDL, Inc. BUSINESS ADDRESS: Main Of-
 fice—601-619 Exchange National Bank Bldg.
 Branch office—Citizens Nat'l Bank Bldg., Brad-
 ford, Pa. PHONE: Bradford 6000; Olean 3300,
 4666 and 7122. STUDIO ADDRESS: Exchange
 National Bank Bldg.; Citizens Nat'l Bank Bldg.
 Bradford; St. Bonaventure College, Allegheny,
 N. Y.; Alfred University, Alfred. TRANSMITTER
 LOCATION: Allegheny. TIME ON THE AIR:
 Full daytime (EST). NEWSPAPER AFFILIA-
 TION: Olean Times-Herald. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS BUREAU.

W N.B.C. Blue
M
F
F

**Plattsburg
 N. Y.**

Serving the richest market in the great North
 Country.

Our many* home folks are responsive, ready,
 willing and able to buy!

AND PLEASE DON'T OVERLOOK

Our friends . . . the countless thousands . . .
 from all over the world . . . who, **Winter** and
Summer . . . come to enjoy the infinite
 pleasures of our vast Adirondack Playground.
 They're excellent customers, too!

May we show you how we cover this rich
 market so completely? And tell you how
 we cooperate with merchandising service?

We'd be glad to!

*199,178 Listeners.

Nat'l Rep., George P. Hollingbery

TRANSCRIPTION SERVICE: World Broadcasting System, Associated, NBC Thesaurus.

Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Advertising Manager.....Everett Thompson
Artists Bureau Head.....Albert De Luca
Chief Announcer.....Frederick G. Meyer, Jr.
Sales Manager (Bradford, Pa.)

Joseph McCleary
Musical DirectorJohn Fitzgerald
Chief Engineer.....Warren E. McDowell

POLICIES

Accepts no liquor, wine or beer advertising; accepts no laxative accounts; no contingent accounts; foreign language programs only on special occasions and at certain hours.

A merchandising and promotion department maintained.

REPRESENTATIVE

J. P. McKinney & Son

W M F F

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Platts-

burg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:45 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. H. Bragg
Vice-President.....L. E. Bragg
Secretary-Treasurer.....George F. Bissell
Assistant Secretary.....B. W. Bissell
Station Manager.....George F. Bissell
Commercial Manager.....Frank Owens
Artists Bureau Head.....Ray Cameron
Chief Announcer.....Lyle Bosley
Sales Manager.....M. Learned
Publicity Director.....Lyle Bosley
Musical Director.....Kenneth Bell
Chief Engineer.....Jack Nazak

POLICIES

No special restrictive policies.

No merchandising service. Except that gratis service will be given to pre-announcements or brief previews of programs and telephone calls to dealers and/or distributors within local exchange limits.

REPRESENTATIVE

George P. Hollingbery Co.

DON'T TAKE A CHANCE

Buy Air Time on a
Proven Station

In Rochester, It's WHAM

Only 50,000 watt station between Schenectady and Cleveland.

Look
At
The
Proof



Six of the nation's *First Ten Programs** are WHAM programs. With America's top flight radio entertainment—NBC Red and Blue—50,000 watts and a clear channel, WHAM can justifiably boast of its listener appeal.

*Radio Daily's Second Annual Popularity Poll

W H A M

"THERE'S NOTHING FINER THAN A
"STROMBERG-CARLSON"

ROCHESTER—EST. 1927
NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000
watts. OWNED BY: Stromberg-Carlson. OP-
ERATED BY: Stromberg-Carlson. BUSINESS
ADDRESS: 111 East Ave. PHONE: Stone 1862-
3-4. STUDIO ADDRESS: 111 East Ave.
TRANSMITTER LOCATION: Victor. TIME ON
THE AIR: 6:30 A.M. to 1:00 A.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....Wesley M. Angle
Station Manager.....William Fay
Commercial Manager.....J. W. Kennedy, Jr.
Chief Announcer.....Jack Lee
Publicity Director.....Arthur Kelly
Musical Director.....Chas. Siverson
Chief Engineer.....John J. Long, Jr.

POLICIES

No liquor. No foreign language.
Merchandising through general assistance
in calling on trade—circulating letters, etc.

REPRESENTATIVE

George P. Hollingsbery Co.
(See page 319)

W H E C

"YOUR FRIENDLY STATION"
ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1430 Kc. POWER: 1000 Watts,
d.; 500 Watts, n. OWNED BY: WHEC, Inc.
OPERATED BY: Same. BUSINESS ADDRESS:
40 Franklin St. PHONE: Stone 1320-1-2. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: Mt. Read Blvd., Cold Water, N. Y.
TIME ON THE AIR: 7:00 A.M. to 12:30 A.M.
NEWSPAPER AFFILIATION: Gannett News-
papers, Inc. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
Associated Music Publishers.

Personnel

Vice-President Clarence Wheeler
General Manager Gunnar O. Wiig
Commercial Manager L. C. Wheeler
Assistant Secretary Mary F. Carroll
Traffic Manager Elizabeth Gledhill
Chief Engineer Maurice H. Clarke

POLICIES

No wine, beer or liquor. Foreign languages
accepted up to certain percentage point of en-
tire structure.

Merchandising: Direct mail, dealer contacts,
counter displays. Maintains one full column
in Democrat & Chronicle (morning) and Times
Union (evening) newspapers.

REPRESENTATIVE

Paul H. Raymer Company

IN SYRACUSE

WFBL

PROVES Its Building Power, ADVERTISERS SAY

The only test of radio advertising is in sales. Here's what a few WFBL
advertisers say:

"Eight years of advertising on WFBL has convinced us of its
value. More Syracuse men are wearing our hats than ever before."

—Fred's Hat Shop.

"Since we started using WFBL our sales have continually in-
creased. Our Syracuse advertising will be WFBL *exclusively* again
this coming year."

—Sales Manager of Rem.

"The effects of our WFBL advertising have been remarkable."

—Rusterholtz and Rossell, Inc., Syracuse Chrysler dealers.

This is proof that WFBL advertising pulls—and pays! Syracuse is a rich
city, located in the heart of a rich agricultural district. It's an ideal testing
point for a new product or a new merchandising plan. And WFBL is the
most economical way to cover this market. For rates, time available, write.

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Local news.

Personnel

Owner & General Manager...Gordon P. Brown
Commercial Manager.....M. Nusbaum
Chief Announcer.....Ed Wegman
Program Director.....Bob Webster
Musical Director.....Dick Hull
Chief EngineerGordon P. Brown

POLICIES

Liquor not accepted. Foreign language programs limited to 3 minutes of copy in any 15 minute unit. Complete control and supervision retained by the station.

Merchandising service supplied to accounts at our cost.

W N B Z

"VOICE OF THE ADIRONDACKS"

SARANAC LAKE—EST. 1937

(CHAMPLAIN VALLEY NET)

FREQUENCY: 1290 Kc. POWER: 100 Watts. OWNED BY: Smith and Mace. OPERATED BY: Smith and Mace. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Christian Science Monitor. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Ray English
Program Director.....Ed Burgeni
Chief Engineer.....John Dowdell

POLICIES

Station assists the advertiser in any merchandising campaign conducted through local stores, etc.

REPRESENTATIVE

George P. Hollingbery Co.

W G Y

"MOST INVITED GUEST IN THE GREAT NORTHEAST"

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 3-2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

PresidentGerard Swope
Station Manager.....Kolin Hager
Program Manager.....A. O. Coggeshall
Sales Promotion Director....A. MacDonald
Artists Bureau Head.....Kolin Hager
Chief Announcer.....Chester Vedder
Publicity Director.....W. T. Meenam
Musical Director.....Gordon Randall
Chief Engineer.....W. J. Purcell

POLICIES

Policies of the National Broadcasting Co. apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Syracuse. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....S. Woodworth
Vice-President.....Robert G. Soule
Manager.....Charles F. Phillips

POLICIES

Merchandising service includes dealer contacts by mail and messenger; cooperation in the preparation of display material for local use and the distribution of such material.

REPRESENTATIVE

Free & Peters, Inc.

W S Y U *

SYRACUSE

NBC (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

POLICIES

Station does not sell time.

* Operated by WSYR for exclusive use of Syracuse University.

W S Y R

"THE VOICE OF CENTRAL NEW YORK"

SYRACUSE—EST. 1923

**NATIONAL BROADCASTING CO.
MUTUAL**

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—0150. STUDIO ADDRESS: 224 Harrison St. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated. C. P. MacGregor.

Personnel

President..... Harry C. Wilder
Vice-President..... Fred R. Ripley

National Sales Manager..... Phil Hoffman
Artists' Bureau Head..... Fred Jeske
Chief Announcer..... Bill Rothrom
Publicity Director..... Arnold Schoen
Merchandising Manager..... Nick Stemmler
Musical Director..... Victor Miller
Chief Engineer..... Armand Belle Isle

POLICIES

No liquor advertising—present only programs advertising beer and wine.

Merchandising department cooperating with all national and local advertisers to exploit programs. Service includes letters to distributors, pre-announcements, newspaper advertising, etc.

REPRESENTATIVE

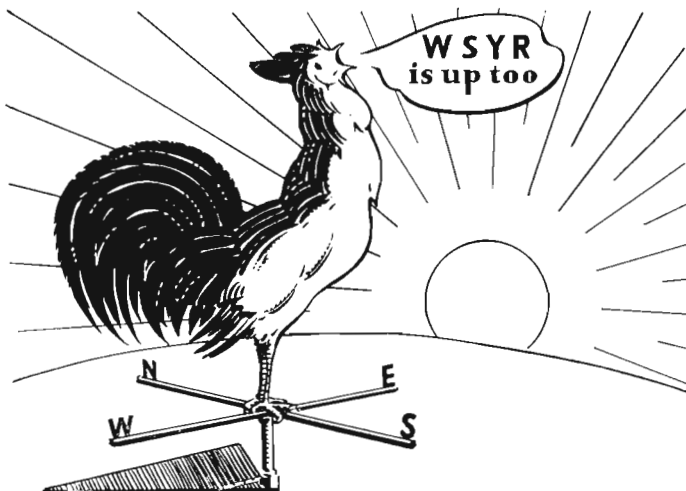
Paul H. Raymer Company

W H A Z

"LOCATED AT THE OLDEST SCHOOL OF ENGINEERING AND SCIENCE IN AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Insti-



At the Cross Roads of the Empire State

WSYR gets results in 400 cities and towns in one of the richest farming and industrial regions of the East.

570 kc.

WSYR

Syracuse, N. Y.

tute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

Personnel

President.....Dr. W. O. Hotchkiss
 Commercial Manager.....Miss M. Bounds
 Chief Announcer.....R. W. Schmelzer
 Station Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Publicity Director.....A. Olin Niles
 Musical Director.....A. Olin Niles
 Chief Engineer.....H. D. Harris

POLICIES

Does not accept liquor or foreign language accounts.

W T R Y *

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Troy. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Day-time License.

Personnel

Manager.....Fred R. Ripley
 Program Director.....Al Parker

*Station was licensed to operate under a C. P. No further information available.

W I B X

UTICA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

President.....Scott H. Bowen
 Commercial Manager.....A. W. Triggs
 Program Director.....Elliott Stewart
 Publicity Director.....Mason Taylor
 Musical Director.....Walter Griswold
 Chief Engineer.....Hubert M. Hathaway

POLICIES

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby dis-

plays, personal contacts with retailers and wholesalers, also letters to listeners.

REPRESENTATIVE

John Blair & Co.

W F A S

"NEW YORK'S HEARTHESIDE"

WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 8353. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time Schedule. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President-Managing Director...Frank A. Seitz
 Treasurer-Artists' Bureau Head...Selma Seitz
 Chief Announcer-Publicity Dir...Frank A. Seitz
 Chief of Sports and Special Events...John Dillon
 Musical Director.....Randall Kaler
 Chief Engineer.....Harry C. Laubenstein

POLICIES

Advertising of alcoholic beverages accepted. Merchandising: Classified surveys and business lists furnished at cost. Circular or mail tie-ins for sponsors and programs prepared upon request, and produced at cost.

FREE AIR?

(Not Quite!)

Still—

83.7% Coverage*

of

Westchester's Half-Billion Dollar Market

MAKES US THE NEXT THING TO IT!

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

*Survey on request.

W W R L

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: L. I. Broadcasting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEWtown 9-3300-1. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Woodside. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, World Broadcasting System.

Personnel

President and General Manager W. H. Reuman

Commercial Manager..... Frank R. Clarke
Advertising Manager..... Walter H. Maier
Chief Announcer..... Lou Cole
Publicity Director..... Edith Dick
Musical Director..... Edw. Feimer

POLICIES

Station will not accept any liquor accounts. Will accept foreign language accounts including German, Polish, Hungarian, Czechoslovakian, Italian. Translation must be furnished in advance for station approval. Recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

Merchandising: Cooperate in any service requested, free of charge.

NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$463,219,000

Auto Registrations 446,807

W W N C

ASHEVILLE—EST. 1927

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 850. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Asheville. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight; Wednesday to 1:00 A.M. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Executive Director..... Don S. Elias
Commercial Manager..... John E. Thayer
Program Director..... Ezra A. McIntosh
Chief Engineer..... Cecil Hoskins

POLICIES

No liquor or wine advertising. Beer accounts sold on national rates. All religious programs cleared through local Ministerial Association.

No direct merchandising or brokerage of time.

REPRESENTATIVE

The Branham Co.

W B T

"THE SHOWMANSHIP STATION OF THE NATION"

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: 10 miles south of Charlotte. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. (daily); 10:00 A.M. to 2:00 A.M. Sunday). NEWS SERVICE: United Press.

Personnel

President..... Wm. S. Paley
Station Manager..... Lincoln Dellar
Sales Manager..... Royal E. Penny
Artists' Bureau..... CBS, N. Y.
Program Director..... C. H. Crutchfield
Publicity Director..... William C. Mitcham
Musical Director..... John McAllister
Chief Engineer..... J. J. Beloungy

POLICIES

All policies of CBS, Inc., apply.

REPRESENTATIVE

Radio Sales

W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
(Red and Blue)

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager... E. J. Gluck
Commercial Manager... W. C. Irwin
Chief Announcer... Chas. G. Hicks
Sales Promotion Manager
(Adv. and Publ.)... Paul W. Norris
Musical Director... Boe Norris
Chief Engineer... L. L. Caudle

POLICIES

Liquor and foreign language accounts not accepted.

Build-up Announcements calling attention to start of new programs—no charge. Dealer Contacts—personal calls on local dealers to familiarize them with the planned campaign and to enlist their help—no charge. Dealer Mailings—usually used in conjunction with Dealer Contacts, mailings going to out-of-town dealers—postage is chargeable to client, no other charge. Wholesaler Contacts and Mailings—same as Dealer Contacts and Dealer Mailing to wholesale dealer. Publicity—Release of publicity stories throughout run of program on WSOC News Programs. Limited amount of newspaper publicity due to anti-radio attitude of Charlotte dailies. Program Listings in Charlotte Observer and Charlotte News (Sunday editions).

Surveys: Sales or Distribution—contacts with retail and wholesale dealers to determine comparative sales, rate of increase, etc.—no charge. Coincidental Telephone—phone contacts with listeners selected at random from telephone directory to determine comparative listening audience, listener reactions, etc. No charge if made by Merchandising Dept., regular rate if made by local branch Ross-Federal.

Direct Audience Merchandising: Window, Counter and Store Displays—WSOC Merchandising Dept. usually works with client's local representative on this, but can handle independently. No charge if displays are furnished by client. Displays placed outside Charlotte city limits subject to travel of 5c per mile. Theater Tie-in—WSOC maintains exchange service with all first-run Charlotte theaters for trailers and special promotions on pictures starring NBC radio personalities. No charge.

Special Promotions—at the request of client, WSOC will submit specialized promotion campaign for their product. Merchandising Dept.

is equipped to carry out any type of campaign mapped out by client.

REPRESENTATIVE

Sears & Ayer

W D N C

"FRIENDLY VOICE OF INDUSTRY
AND EDUCATION"

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: Washington Duke Hotel. PHONE: J-1001. STUDIO ADDRESS: Washington Duke Hotel. TRANSMITTER LOCATION: Washington Duke Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers NEWS SERVICE: Associated Press (non-Commercial), United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President... C. C. Council
General Manager... J. F. Jarman, Jr.
Commercial Manager... C. J. Woodhouse
Sales Manager... Woody Woodhouse
Musical Director... Gene Germino
Chief Engineer... R. A. Dalton

POLICIES

Station places discretionary restrictions on all copy, programs, etc., to assure their being in good taste and for the general interest of the public.

Maintains a weekly publicity release which cooperates thoroughly with all local advertisers in merchandising their programs and products. The publicity release has a mailing list of approximately 300 recipients. Station supplies merchandising facilities which include announcements on programs, regular daily resume of programs, daily column in newspapers, securing of trade lists, mailing within reasonable degree.

REPRESENTATIVE

The Katz Agency

W F N C *

FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: W. C. Ewing and Harry Layman. OPERATED BY: Cumberland Broadcasting Co. BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Co-Owners... W. C. Ewing and Harry Layman
* Station licensed to operate under a C. P. and no further information available at the time of going to press.

W G N C *

"THE VOICE OF THE SPINDLES"

GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: F. C. Todd.
OPERATED BY: F. C. Todd. BUSINESS AD-
DRESS: Gastonia STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: Full Time License.

Personnel

President-Treasurer.....F. C. Todd

*Station was licensed to operate under a
C. P. and expected to begin operations early
this year.

W B I G

"WE BELIEVE IN GREENSBORO"

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1440 Kc. POWER: 1000 Watts.
OWNED BY: North Carolina Broadcasting Co.
OPERATED BY: North Carolina Broadcasting
Co. BUSINESS ADDRESS: O. Henry Hotel.
PHONE: 6125-6. STUDIO ADDRESS. O. Henry
Hotel. TRANSMITTER LOCATION: Jefferson
Standard Bldg. TIME ON THE AIR: 6:30 A.M.
to 12 midnight. NEWS SERVICE: Transradio
Press. MAINTAINS ARTISTS' BUREAU. TRAN-
SCRIPTION SERVICES: World Broadcasting

System, Lang-Worth Program Features, NAB
Transcription Service.

Personnel

Station and Commercial

ManagerEdney Ridge
Advertising Manager.....J. T. Causey
Chief Announcer—Artists' Bureau
HeadBob Armstrong
Sales Manager.....Edney Ridge
Publicity Director..Virginia Wilson McKinney
Musical Director.....Fay Kenyon
Chief Engineer.....Earl Allison

POLICIES

No liquor or wines advertised. As less than
one-fourth of one per cent of the population
in area is foreign-born, foreign language
programs are not accepted.


Does not permit: Exalting gangsters, crimi-
nals and racketeers; Disrespect for either
parental or other proper authority; Cruelty,
greed and selfishness as worthy motivations;
Programs that arouse harmful nervous reac-
tions in the child; Conceit, smugness or an
unwarranted sense of superiority over others
less fortunate may not be presented as laud-
able; Recklessness and abandon must not be
falsely identified with a healthy spirit of
adventure; Unfair exploitation of others for
personal gain must not be made praiseworthy;
Dishonesty and deceit are not to be made
appealing or attractive to the child.

Will permit no broadcasting of any product
which describes graphically or repelently any
internal bodily functions, symptomatic results
of internal disturbances, or matters which are
generally not considered acceptable topics in
social groups. This policy specifically excludes
the discussion of deplorable, deodorants, and
other broadcasting which by its nature pre-
sents questions of good taste in connection
with radio listening.

Commercial Announcements: In the interest
of the audience and advertisers, sets the fol-
lowing maximum allowances for commercial
announcements: A maximum of ten per cent
of the total broadcasting period may be de-
voted to the sponsor's commercial announce-
ments, including contests and offers, on pro-
grams broadcast after six o'clock p.m.; A
single exception of the ten per cent ratio will
be made on quarter-hour programs, on which
an additional allowance for forty seconds will
be made; Daytime programs, before six
o'clock, will be allowed a maximum of fifteen
per cent of the total period for commercial
announcements, with an additional forty sec-
onds for quarter-hour programs.

Geared to render national advertisers, either
for network or spot programs, complete mer-
chandising service if requested. A department
is available to render the following services;
contact distributors and jobbers, contact retail
outlets, furnish letters to trade, arrange win-
dow displays and check placements, place
counter cards, arrange to furnish salesmen's
route lists, furnish market surveys and render
accounts any reasonable service other than
actual selling.

Station frequently uses newspaper advertis-



**ALWAYS
A GOOD
SHOW!**


WBIG GREENSBORO
NORTH CAROLINA

George P. Hollingbery
Company
Nat'l Reps

ASK
EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR
"COLD FACTS"!



ing, billboards, display cards, letters, programs, to publicize national, net and spot accounts, as well as artists and programs. Station has a mailing list of drug, grocery, department stores and automotive lines, which regularly receive the Wheel of Commerce, house organ, issued frequently, as a merchandising aid. Cooperating in its area with from fifteen to eighteen weekly and semi-weekly newspapers.

REPRESENTATIVE

George P. Hollingbery Co.

W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS ADDRESS: 156 1/2 S. Main St. PHONE: 4593. STUDIO ADDRESS: 156 1/2 S. Main St. TRANSMITTER LOCATION: 156 1/2 S. Main St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President and Station Manager.....Wayne M. Nelson
Commercial Manager.....E. Z. Jones
Chief Engineer.....E. J. Day

POLICIES

Liquor advertising not accepted. Beer accounts accepted.
Commercial service department adequately meets demands as occasion calls for.

W F T C

"WORLD'S FOREMOST TOBACCO CENTRE"
KINSTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: Queen St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: (daily) 6:00 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M. to 10:00 P.M.; (Saturdays) 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

President.....Jonas Weiland
Advertising Manager.....C. Morgan
Chief Announcer.....Frank Harden
Publicity Director.....Bob Wasdon
Musical Director.....Jimmy Barber
Chief Engineer.....Harry Layman

POLICIES

No stated special policies.

REPRESENTATIVE

Burn-Smith Co.

W P T F

"WE PROTECT THE FAMILY"

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY
FREQUENCY: 680 Kc. POWER: 5000 Watts. OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

Personnel

President.....J. R. Weatherspoon
Station Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Program Director.....Graham B. Poyner
Publicity Director.....B. W. Huffington
Technical Supervisor.....Henry Hulick

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.
Merchandising includes: Direct mail, personal calls, studio display, and window display.

REPRESENTATIVE

Free & Peters, Inc.

KINSTON, N. C.

Where 20,000 tobacco farmers auction their product and spend their money.



The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.



W F T C

1200 K.C.

250 W.

Representatives

Burn-Smith Company, Inc.

W R A L *

RALEIGH—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Raleigh. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

Assistant Manager.....George T. Case
*Station was licensed to operate under a C. P. No further information was available at time of going to press.

W E E D

"THE VOICE OF EASTERN CAROLINA"
ROCKY MOUNT—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 221. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, NAB Library.

Personnel

Owner-Manager.....W. Avera Wynne
Assistant Manager in
Charge of Sales.....B. W. Frank
Production Manager.....Tommy Snowden
Program Manager.....Jack Braxton
Chief Engineer.....Isaac Murphrey

POLICIES

No liquor accounts accepted.
Merchandising facilities offered include contact selling with merchants, special promotions, tie-ins, etc.

W S T P

"WE SERVE THE PIEDMONT"
SALISBURY—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Manager.....John W. Shultz
Chief Engineer.....James R. Yost

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

W M F D

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWS SERVICES: Transradio Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager.....R. A. Dunlea
Chief Announcer.....H. W. Lee
Musical Director.....H. W. Lee
Chief Engineer.....R. Plank

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Burn-Smith Co.

W G T M

"WORLD'S GREATEST TOBACCO MARKET"
WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on highway No. 301. TIME ON THE AIR: Daytime operation. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, NAB Library.

Personnel

President and General
Manager.....H. W. Wilson
Secretary-Treasurer.....Ben Farmer
Vice-President.....George C. McDonald
Commercial Manager.....Allen Wanamaker
Chief Engineer.....Ben Farmer
Assistant Engineer.....Jack Hudson

POLICIES

No liquor advertising is accepted. No drugs that are not recommended by resident physician and no foreign language account nor any communistic speech or radical speakers that are not strictly in keeping with the Administration and good government.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

W A I R

"IN WINSTON-SALEM IT'S WAIR"
WINSTON-SALEM—EST. 1937

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Walker, and

S H. Walker. OPERATED BY: C. G Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, World Broadcasting System, NAB Library, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....George D. Walker
 Commercial Manager.....C. G. Hill
 Production Manager.....Rosser Foulkes

POLICIES

Does not accept foreign language programs. Station maintains a merchandising department which is equipped with duplicating machines and all necessary equipment to offer direct mail tie-ins. The station also maintains a complete photographic department for obtaining pictures of artists and shows.

Also publishes a news sheet twice each month giving complete information on new business, outstanding shows and articles of general interest to broadcasters and clients.

REPRESENTATIVE

Sears & Ayer

W S J S

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 7:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated and Lang-Worth.

Personnel

Station Manager.....N. L. O'Neil
 Chief Announcer.....John Miller
 Sales Manager.....N. L. O'Neil
 Musical Director.....E. C. Tuttle

POLICIES

Does not handle liquor advertising. General merchandising service available; surveys of sales of clients' products and competitors' are made from time to time.

REPRESENTATIVE

Kelly-Smith

NORTH DAKOTA

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$150,208,000

Auto Registrations 142,515

K F Y R

"THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE"

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

Personnel

President and General Manager..P. J. Meyer
 Station and Commercial
 Manager.....F. E. Fitzsimonds
 Program and Musical Director....R. E. Burris
 Chief Engineer.....Ivar Nelson

POLICIES

Hard liquor not accepted. Foreign language accounts accepted when accompanied by English interpretation. Medicinal advertising accepted on restricted basis.

Personal calls and mailing lists. Merchandising assistance depends on size of contract.

REPRESENTATIVE

Gene Furgason & Co.

K D L R

"DEVILS LAKE RADIO VOICE"

DEVILS LAKE—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KDRL, Inc. OPERATED BY: KDRL, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME

ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and General Manager... Bert Wick
Program Director.....Hildur Marie Wick
Chief Engineer.....Richard Moritz

POLICIES

No hard liquor accounts accepted.
Merchandising includes special theater exploitation trailers.

REPRESENTATIVE

Cox and Tanz, Inc.

W D A Y

"OLDEST BROADCASTING STATION IN THE NORTHWEST"

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 6800. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager E. C. Reineke
Commercial Manager.....B. J. Lavin
Chief Announcer and
Artists' Bureau Head.....Ken Kennedy
Publicity Director.....David Henley
Chief Engineer.....Julius Hetland

POLICIES

Accept no hard liquor advertising.
Usual merchandising assistance and cooperation with sales crews.

REPRESENTATIVE

Free and Peters, Inc.

K F J M

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Dalton Le Masurier
Sales Manager.....E. O. Hanson

Chief Engineer.....Elwin O'Brien
Program Director.....Helen LaVelle

POLICIES

Accepts foreign language programs. Accept beer and wine accounts but do not accept liquor or proprietary advertising.

Local sales staff available for surveys, local dealer contacts. No reasonable requests turned down.

REPRESENTATIVE

Joseph Hershey McGillvra

K R M C

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-Mac-Nab Co. OPERATED BY: Van Cronkhite Associates, Chicago, & New York. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station and Commercial
Manager.....Harry Evans
Program Director and
Artists' Bureau Head.....Claudia Evans

POLICIES

Only beer and light wine. Foreign language accepted subject to time arrangement.

Merchandising provides window displays, limited billboard space and tie-ups with Jamestown Daily Sun and in county weeklies.

K G C U

"VOICE OF THE WEST"

MANDAN—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg.; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.

Manager.....J. K. Kennelly
 Chief Engineer-Assistant
 Manager.....James Gilfoy
 Program Director-Chief
 Announcer.....Ernest G. Hendrickson

POLICIES

No wine or liquor advertisements accepted.

K L P M

"VOICE OF MAGIC CITY"
 MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: John B. Colley. OPERATED BY: Same. BUSINESS ADDRESS: 118 S. Main. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John B. Cooley
 Station Manager.....Richard J. Schmidt
 Commercial Manager.....E. H. Cooley
 Sales Representative.....Leslie Maurin
 Publicity Director.....Kay McGrath
 Chief Engineer.....C. W. Baker

POLICIES

Does not accept liquor advertising other than beer. Accepts foreign language programs in Scandinavian, Russian and German.

REPRESENTATIVES

Sears & Ayer
 Transamerican Broadcasting & Television Corp.

K O V C

"THE RADIO VOICE OF VALLEY CITY"
 VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

Personnel

Commercial Manager...William L. Wallace
 Program Director.....Robert E. Ingstad
 Chief Engineer.....Bey Green

POLICIES

Merchandising: Facilities include window displays and newspaper publicity in local papers.

OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$1,956,941,000

Auto Registrations 1,690,000

W A D C

"WHERE AKRONITES DIAL
 CONSTANTLY"

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Beacon Journal Bldg. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Beacon Journal Bldg.; other studios in Canton and Cleveland. TRANSMITTER LOCATION: Tallmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

Personnel

Station ManagerAllen T. Simmons
 Commercial ManagerE. A. Marchal
 Artists' Bureau HeadH. L. Hageman
 Chief AnnouncerR. B. Wilson
 Sales ManagerF. C. Bock
 Chief EngineerJohn Aitkenhead

POLICIES

Must conform to State and Federal Communication Commission regulations. Advertising of alcoholic beverages accepted.

Merchandising: Contacting retail outlets. Handling and mailing letters. Distributing window and counter displays.

REPRESENTATIVE

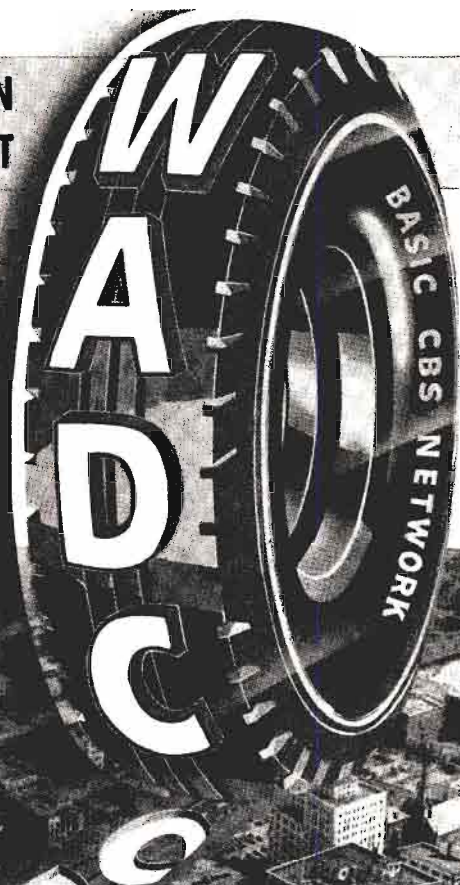
George P. Hollingbery Co.
 (See Page 332)

**MAKE AN IMPRESSION
IN THIS RICH MARKET**

**Akron and Northern
OHIO
Listens to
WADC**

5000 W. DAY 1000 W. NIGHT
A BASIC MEMBER OF COLUMBIA BROADCASTING SYSTEM

AKRON
"RUBBER CAPITAL OF THE WORLD"



MARKET DATA

	Daytime	Nighttime
Total Population	2,626,579	1,886,753
Urban Population	2,151,018	1,669,993
Rural Population	475,561	216,760
Total Families	673,482	483,782
Radio Families	590,644	424,277
Radio Listeners	2,303,512	1,654,680
Retail Sales ('37)	\$1,085,610,000	\$823,811,000

**GEORGE P.
HOLLINGBERRY CO.**
Representatives

ALLEN T. SIMMONS
OWNER and MANAGER

Studios In
AKRON and TALLMADGE

W J W

"WJW ADVERTISING DOESN'T COST;
IT PAYS"

AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John F. Weimer
General Manager.....S. W. Townsend
Commercial Manager...Edythe Fern Melrose
Program Director.....Gene La Valle
Chief Announcer.....Earl Bates
Publicity Director.....Bill Griffiths
Artists' Bureau Head and
Musical Director.....Wilma Douglas
Chief Engineer.....Gerald Roberts

POLICIES

No stated special policies.
Station "Plugs" and Newspaper Tie-in on commercial accounts. Merchandising facilities include 3 downtown main street windows for display, theatre and newspaper tie-ins.

W I C A

"WELCOMING, INDUSTRY, COMMERCE,
AND AGRICULTURE"

"THE FRIENDLY VOICE OF
NORTHEASTERN OHIO"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts. OWNED BY: C. A. Rowley. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Advertising Manager.....R. C. Marvin
Program Director.....Walter W. Walgrath
Artists' Bureau Head.....Gerald O'Brien
Chief Announcer.....Walter Walrath
News Bureau-Publicity.....T. F. Sigman
Musical Director.....Richard Joachim
Chief Engineer.....George Gautney

POLICIES

No liquor advertising accepted.
Merchandising: A "where-to-find-it" service is maintained for listeners.

REPRESENTATIVE

Interstate Advertising Agency

W H B C

"VOICE OF STARK COUNTY"
CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts. (Construction Permit for 250 Watts, daytime). OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 627 McKinley Ave. TIME ON THE AIR: Daily, 8:00 A.M. to 9:30 P.M.; Sunday, 12:00 noon to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

General Manager.....Paul F. Morgan
Commercial Manager.....Ralph Bruce
Program Director.....S. T. Mayers
Production Manager.....Truesdale Mayers
Chief Engineer.....Kenneth Sliker

POLICIES

Maintains a promotion department that aids accounts in conducting sales or events.

W C K Y *

"DOING A REAL JOB FOR THE
ADVERTISER"

CINCINNATI—EST. 1929

(NBC—RED and BLUE)

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th and Madison, Covington, Ky; Gibson Hotel, Cincinnati. PHONE: Hemlock 7655. STUDIO ADDRESS: Netherland Plaza Hotel, Cincinnati, 6th & Madison, Covington, Ky. TRANSMITTER LOCATION: Near Crescent Springs. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

* FCC approval granted for 50,000 watts.

Personnel

President and General Manager...L. B. Wilson
Director of Sales.....Lloyd George Venard
Chief Announcer.....Lee Goldsmith
Promotion Manager.....Bev Dean
Production Manager.....Mendel Jones
Merchandising Director.....Thomas Mitchell
Publicity Director-Continuity
Editor.....Elmer Dressman
Chief Engineer.....C. H. Topmiller

POLICIES

Beer and wine accepted. No hard liquor accounts. All medicinal copy must be okayed by continuity department.

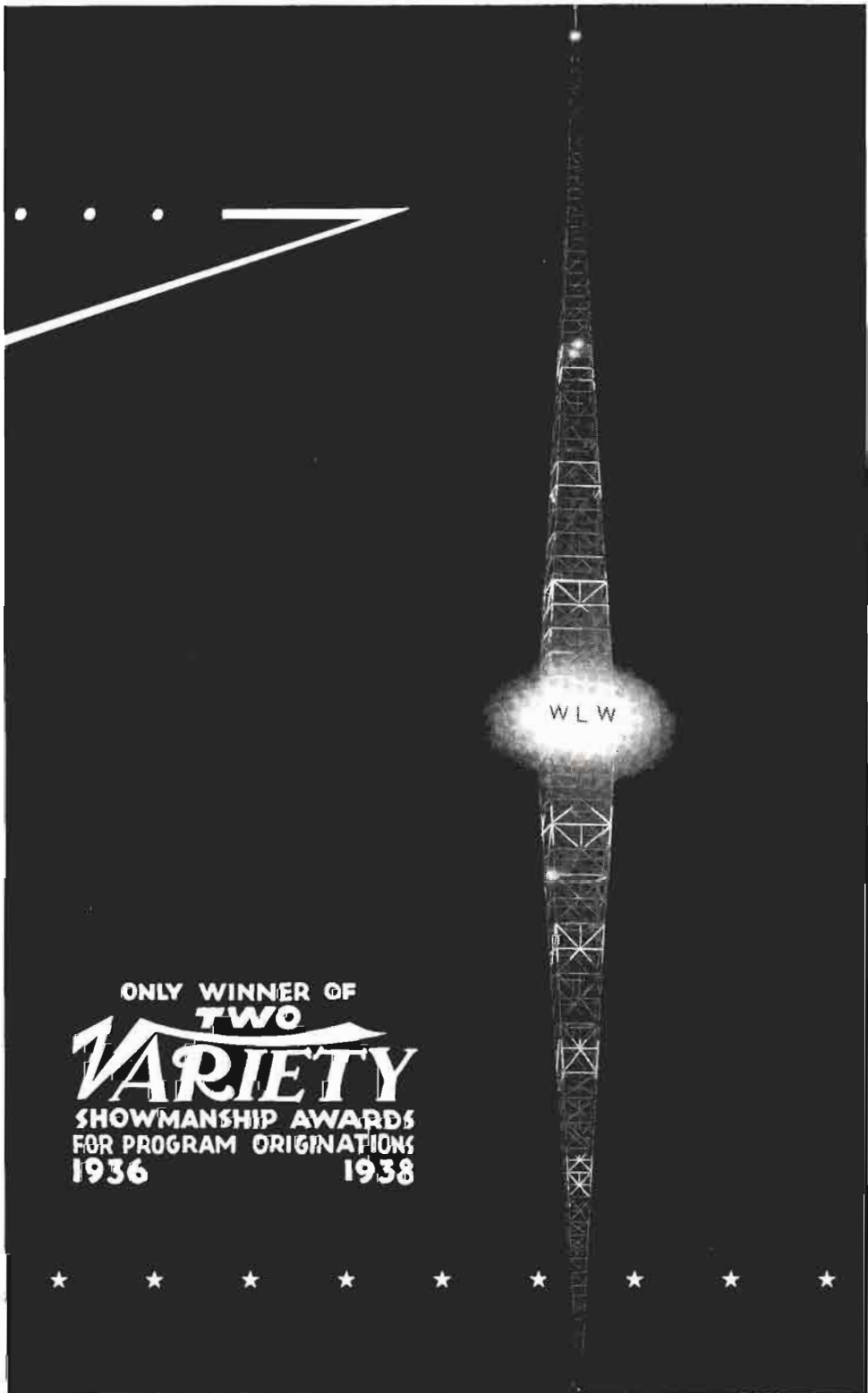
NOT BLACK MAGIC



... but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets . . . that excites dealers and inspires salesmen. That's the kind of magic in the words "...produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used . . . no witches' potions are concocted by the light of the moon . . . but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full network presentation. In either case, consider the value of those magic words . . . "produced in the studios of the Nation's Station" . . . the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.





ONLY WINNER OF
TWO
VARIETY
 SHOWMANSHIP AWARDS
 FOR PROGRAM ORIGINATIONS
 1936 1938



We sell 5000 watts

—and elbow grease!

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

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

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

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

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

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

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

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

Merchandising service with 26 or more programs includes sales meetings with manufacturers' salesmen or distributors; meeting with jobber salesmen; personal calls on buyers for wholesalers and chains; plus key retailers; route lists furnished for drug and food retailers; letter or postcards to retailers, plus letter follow up to wholesalers enclosing sample of retail literature; window stripping in Greater Cincinnati, Hamilton and Middletown; placing displays in Greater Cincinnati, Hamilton & Middletown; checking of product sales before and during campaign; publicity service for program including bulletins and news releases to more than 100 weekly and daily papers in WCKY's primary area; program mention on street car cards in Greater Cincinnati, Hamilton and Middletown and Northern Kentucky. Amount and type of merchandise service dependent upon type of contract, type of product and sales problem in WCKY's primary area.

REPRESENTATIVE

Free & Peters, Inc.

(See Page 338)

W C P O

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

Personnel

President.....Jack Howard
 Vice President.....J. C. Hanrahan
 General Manager.....M. C. Watters
 Artists' Bureau Head.....Andre Carlon
 Chief Announcer.....Paul Hodges
 Publicity Director.....G. Rule
 Musical Director.....John P. Smith
 Chief Engineer.....Glen Davis

POLICIES

Accounts accepted within state laws and station civic policies.

Merchandising and exploitation through window displays, theater trailers, billboard signs and newspaper ads. Station maintains a street studio.

REPRESENTATIVE

Weed & Co.

W K R C

"COLUMBIA'S STATION FOR CINCINNATI"

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Hotel Alms, Locust & Victory Parkway. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....William A. Schudt, Jr.
 Sales Manager.....William J. Williamson
 Program Director.....Ruth Lyons
 Special Events Director.....Cecil Carmichael
 Publicity Director.....Margaret Maloney
 Chief Engineer.....John Tiffany

POLICIES

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

REPRESENTATIVE

Radio Sales

W L W

"THE NATION'S STATION"

CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 500,000 Watts. OWNED BY: The Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Powel Crosley, Jr.
 Vice-President-General Manager

James D. Shouse
 Sales Manager.....R. E. Dunville
 Business Manager.....E. K. Bauer
 Sales Service Manager.....Walter A. Callahan
 Promotion Manager.....Wilfred Guenther
 Program Director.....Owen Vinson
 Artists Bureau Head.....A. R. Plough
 Chief Announcer.....Peter Grant
 News Editor.....J. N. Bailey
 Publicity Director.....Cecil Carmichael
 Musical Directors.....William Stoess,
 Josef Cherniavsky
 Chief Engineer.....R. J. Rockwell

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, and foreign language pro-

L. B. WILSON

Presents

The Powerful Voice

of the

Great Ohio Valley

• **WCKY** •

50,000 WATTS DAY and NIGHT

Very Soon

grams not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: Station maintains a complete Promotional Department which includes research, merchandising, special events and publicity department. In addition WLW has its own staff illustrators, copy writers, and trade contact men. All clients are offered the full resources of the Promotion Department.

REPRESENTATIVE

Transamerican Broadcasting and Television Corp.

(See Pages 334-335)

W S A I

"CINCINNATI'S OWN STATION"

CINCINNATI—EST. 1928

(NBC-RED—MUTUAL)

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Warner & Roh Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICES: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

PresidentPowel Crosley, Jr.
Vice-President.....James D. Shouse
General Manager.....Dewey H. Long
Sales Manager.....Jack Thornquest
Artists Bureau HeadA. R. Plough
Chief AnnouncerPeter Grant
News EditorJ. N. Bailey
Program Director.....Clair Shadwell
Musical Directors.....William Stoess,
Josef Cherniavsky
Chief EngineerR. J. Rockwell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest. All programs subject to the approval of the station.

REPRESENTATIVE

International Radio Sales

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broad-

casting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

Personnel

President.....John S. McCarrens
Vice President and General
Manager.....H. K. Carpenter
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond
Advertising Manager.....John T. Vorpe
Educational Director.....Larry N. Roller
Publicity Director.....Neil Collins
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help capitalize on its results.

Route lists furnished for drug or grocery retailers.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WCLE studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WCLE program advertiser without cost except as mentioned above.

REPRESENTATIVE

Radio Advertising Corp.

W G A R

"CLEVELAND'S FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Statler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Patt

Assistant Manager in Charge
of Sales.....Eugene Carr
Program and Editorial
Director.....Ellis VanderPyl
Public Relations Director....Maurice Condon
Artists' Bureau Head.....Worth Kramer
Chief Announcer.....Carl George
Program Director.....Worth Kramer
Musical Director.....Walberg Brown
Chief Engineer.....R. Morris Pierce

POLICIES

Liquor advertising is accepted for broadcast only after 10 P.M. Foreign language programs are broadcast without restriction as to time, but material is subject to change by WGAR manager. Beer advertising is accepted at any time.

The sales promotion director and public relations director collaborate on special campaigns for promotion of sponsor's product in the Cleveland area. Direct mail campaigns, car card schedules and cab cover sets are offered when available—and at cost to the sponsor. All Cleveland newspapers are serviced with program news by WGAR's publicity department.

REPRESENTATIVE

Edward Petry & Co.

W H K

"CLEVELAND'S PIONEER STATION"


CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Radio Air Service Corp. OPERATED BY: Radio Air Service Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....John S. McCarrens
Vice President and
General Manager.....H. K. Carpenter
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond
Advertising Manager.....John T. Vorpe
Educational Director.....Larry N. Roller
Publicity Director.....Neil Collins
Artists' Bureau Head.....Louis Rich
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove



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

National Representatives:
RADIO ADVERTISING CORPORATION

WHK & WCLE *Cleveland*
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WHK studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WHK program advertiser without cost except as mentioned above.

REPRESENTATIVE

Radio Advertising Corp.

W T A M

"WHERE THE ARTISTS MEET IN CLEVELAND"

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Lenox R. Lohr
Station Manager.....Vernon H. Pribble
Sales Manager.....Howard A. Barton
Publicity Director.....Bob Dailey
Program Director.....Hal Metzger
Musical Director.....Walter Logan
Chief Engineer.....S. E. Leonard

POLICIES

Policies of the National Broadcasting Co. apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

W B N S

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc.

OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-6. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music, C. P. MacGregor.

Personnel

President.....Robert H. Wolfe
Station Manager.....Richard A. Borel
Sales and Commercial Manager.....W. I. Orr
Advertising Manager.....W. I. Orr
Chief Announcer.....J. O. Yerian
Publicity Director.....Jerome R. Reeves
Musical Director.....Lowell Riley
Chief Engineer.....Lester H. Natzger

POLICIES

Accepts beer and wine; not whiskey. Foreign language accounts are accepted. Does not encourage patent medicine accounts. Station passes on all such copy.

Station purchases newspaper display space to exploit commercials. Station is liberal with deadheads for new programs. Maintains merchandising department for distribution checks and personal contacts. Assumes part of labor in display distribution and informative letters to dealers. Maintains close contact with newspapers.

REPRESENTATIVE

John Blair & Company

W C O L

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Ohio State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....K. B. Johnston
Station Manager.....K. B. Johnston
Commercial Manager.....Neal Smith
Chief Announcer.....William Wallace
Sales Manager.....Jack Kelly
Publicity Director.....Ed Bronson
Chief Engineer.....Ernest Lowe

POLICIES

Accept Beer accounts anytime. Hard liquor after 10:00 P.M. No foreign language accounts accepted. All copy must conform to F.C.C. regulations.

On request WCOL will notify retailers concerning broadcast campaigns over this station. Merchandising department checks progress of

sales and will assist in setting up counter displays calling attention to the advertisers program over WCOL.

REPRESENTATIVE

Weed & Co.

W H K C

"THE VOICE OF OHIO"

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts.
 OWNED BY: Associated Radiocasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 22 E. Gay St. PHONE: Adams 1101. STUDIO
 ADDRESS: 22 East Gay St. TRANSMITTER
 LOCATION: Sharon Road. TIME ON THE
 AIR: 6:30 A.M. to sundown Los Angeles Time.
 NEWSPAPER AFFILIATION: Station is a subsidi-
 ary of the United Broadcasting Co. which is
 owned and operated by the Cleveland Plain
 Dealer. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: World Broadcasting
 System.

Personnel

General Manager..... Carl M. Everson
 Assistant Manager..... B. A. Manning
 Sales Manager..... Harry H. Hoessly
 Production Manager..... Robert S. French
 Chief Engineer..... J. E. Anderson

POLICIES

Beer and wine accounts accepted, hard liquor advertising taboo. Medicinal accounts must meet specifications of Federal Trade Commission. No foreign language programs; Foreign language population very small

Exploits new commercial programs with newspaper advertising for two or three weeks at no cost to advertiser; merchandising department co-operates in preparation of direct mail, window cards, posters etc., at actual cost of production.

REPRESENTATIVE

Free & Peters, Inc.

W O S U

COLUMBUS—EST. 1922

FREQUENCY: 570 Kc. POWER: 1000 Watts. d.; 750 Watts, n. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Columbus. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: Ohio State University. TIME ON THE AIR: 30 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.



BRIGHT SPOT
Any Year...Any Time

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

1/2 Millivolt
 Area 5,000 Watts
 Retail Sales 1935, \$661,023,000

BASIC MEMBER CBS
 OWNED AND OPERATED BY
 THE DAYTON DAILY NEWS
 DAYTON, OHIO

WHIO

Personnel

Acting President of Ohio
State University.....William McPherson
Station Director.....R. C. Higgy
Production Supervisor.....W. F. Heimlich
Program Supervisor.....B. B. Williams
Technical Supervisor.....A. L. Hammerschmidt

POLICIES

No advertising accepted.

WHIO

"TEST STATION OF THE NATION"
"ALWAYS A GOOD SHOW ON WHIO"

DAYTON—EST. 1935

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....J. L. Reinsch
Commercial Manager.....D. A. Brown
Production Manager.....Arch Robb
Program Director.....Lester Spencer
Chief Engineer.....Ernest L. Adams

POLICIES

No liquor advertising nor foreign language accounts broadcast. Copy and programs must be in good taste.

Four windows fronting the WHIO building are available for advertiser's displays. Pictures of the display are furnished to the agency and account. Merchandise department maintains close check on sales of all advertisers products, arranges and designs display material, conducts surveys, contacts retailers, jobbers, and distributors. Station slogan "Test Station of the Nation" guides the building of the extensive merchandise service. Promotion on programs and products are worked out with theaters, radio shows, county fairs, etc.

REPRESENTATIVE

George P. Hollingbery Co.

WSMK

"PIONEER STATION, MIAMI VALLEY"

DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. (C. P. for 500 Watts, d.; 250 Watts, n.) OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Calvery

Hill. TIME ON THE AIR: 6:00 A.M. to 7:30 P.M.—10:00 P.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station
Manager.....Stanley M. Krohn, Jr.
Sales and Advertising
Manager.....Chester Hinkle
Chief Announcer.....J. McKiernan
Musical Director.....Helene Blue
Chief Engineer.....Paul Braden

POLICIES

No special policies on liquor or foreign language programs.

Merchandising: Salesman is required to work with the advertiser on a merchandising basis. By having a limited number of contacts assigned him the salesman can cover both jobs easily and intelligently.

WBLY

"VOICE OF LIMA"

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 4632. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Managing Director-Commercial
Manager.....Don Ioset
Program Director.....Frederic Shaffmaster
Chief Announcer.....James Hoskins
Chief Engineer.....S. J. Gladfelter

POLICIES

No liquor advertising accepted.

WPAY

"THE VOICE OF SOUTHERN OHIO"

PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....M. F. Rubin
Vice President-General
Manager.....Marie W. Vandegrift
Program Director.....Orville Fields
Publicity Director.....Mary Kline
Chief Engineer.....Maurice Myers

POLICIES

Does not accept beer or liquor advertising; does accept foreign language accounts.

Merchandising: Merchandising man who visits stores, checking up on the sale of nationally advertised products being advertised on station, also products. Suggests more prominent ways to display these products, takes orders which he immediately delivers to the wholesaler and for which their local salesman gets full credit and helps the individual stores in any manner possible.

REPRESENTATIVE

Cox and Tanz

W S P D

"THE VOICE OF TOLEDO"

TOLEDO—EST. 1921

(NATIONAL BROADCASTING CO.)

FREQUENCY: 1340 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: 505 Jefferson Ave. TRANSMITTER LOCATION: R.F.D., Perrysburg. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

Personnel

President.....George B. Storer

Station Manager.....J. Harold Ryan
Commercial and Advertising
Manager.....E. Y. Flanigan
Program Director and Artists'
Bureau Head.....Russell Gohring
Director of Publicity and
Public Relations.....Merrill N. Pheatt
Production Manager-
Continuity Chief.....Robert Richards
Musical Director.....Russell Gohring
Chief Engineer.....William Stringfellow

POLICIES

Advertising of hard liquor not accepted. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly, and also one Hungarian program; foreign language accounts accepted. Chain Breaks between 6 and 11 P.M. must be held to a maximum of 35 words.

Any and all reasonably merchandising assistance is offered to all national advertisers. Where special assistance of an extremely costly nature is desired, arrangements as to cost-bearing will be made between the advertiser and the station. No charge for dealer check-ups, contacts, distribution of promotional material, and publicity through more than fifty territorial newspapers with whom most cordial relations are maintained.

REPRESENTATIVE

John Blair & Co.

W T O L

"TOLEDO'S FRIENDLY STATION"

TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Frazier Reams. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:00 A.M. to local sunset; Sundays, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Frazier Reams
Commercial and Station Mgr.....M. E. Kent
Program Director.....Sterling Deeson
Chief Announcer.....Jack Zeigin
Chief Engineer.....Frank Ridgeway

W F M J *

YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: William F. Magg, Jr. OPERATED BY: Same. BUSINESS ADDRESS: Youngstown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

The Outstanding Merchandising Force In The Toledo Area

● Action, modernity, universal, interest, variety characterize the programs that have built for WTOL a large and intensely loyal listening audience unusually responsive to advertisers. Local distributors and merchants recognize WTOL as a powerful factor for success in any merchandising effort in the rich Northwestern Ohio and Southern Michigan markets.

THE COMMUNITY BROADCASTING CO.

Toledo, Ohio

W T O L

"TOLEDO'S FRIENDLY STATION"

W K B N

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.: 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSCRIPTION LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library and Lang-Worth.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
Station Director J. L. Bowden
Sales Manager E. E. Evans
Publicity and Musical Director G. Davidson
Chief Engineer B. T. Wilkins

POLICIES

Accepts liquor after 10:00 p.m.
Merchandising to clients at cost.

REPRESENTATIVE

Free & Peters

W A L R

"THE VOICE OF SOUTH EASTERN OHIO"

ZANESVILLE—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 17½ So. Fourth St. PHONE: 5044. STUDIO ADDRESS: 17½ So. Fourth St. TRANSMITTER LOCATION: Zanesville. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Secretary-General
Manager Ronald B. Woodyard
Chief Announcer Marc McCullough
Production Manager King Whyte
Chief Engineer Wm. Hunt

POLICIES

No special policies or restrictions.
Has full merchandising service.

REPRESENTATIVE

Weed & Co.

OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$434,793,000

Auto Registrations 447,000

K A D A

"IN OKLAHOMA'S FASTEST GROWING CITY"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Dr. C. C. Morris. OPERATED BY: Dr. C. C. Morris. BUSINESS ADDRESS: 115½ S. Rennie. PHONE: 1212. STUDIO ADDRESS: 115½ S. Rennie. TRANSMITTER LOCATION: N. Broadway. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner Dr. C. C. Morris
Station and Commercial
Manager John M. Whitney
Chief Announcer and
Publicity Director Russell Miller
Sales Manager Gene Baker
Chief Engineer Leiland Seay

POLICIES

No beer or liquor advertising accepted. No Sunday advertising (locally). No market for foreign language programs.

Poster service is used to draw attention to programs.

REPRESENTATIVE

Joseph Hershey McGillvra

K V S O

"VOICE OF SOUTHERN OKLAHOMA"

ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub. Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 2200. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 11:00 P. M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SER-

VICE: Associated Press (Non-Commercial).
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
Station Manager.....James Griffin
Commercial Manager.....Wilbur Choffin
Chief Announcer.....Paul Duncan
Musical Director.....Dolly Dutton
Chief Engineer.....Paul Ross

POLICIES

As per state law, accepts beer and wine only.

REPRESENTATIVE

Joseph Hershey McGillvra

K A S A

ELK CITY—EST. 1932

MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: E. M. Woody. OPERATED BY:
E. M. Woody. BUSINESS ADDRESS: Casa
Grande Hotel. PHONE: 730. STUDIO AD-
DRESS: Elk City. TRANSMITTER LOCATION:
Casa Grande Hotel. TIME ON THE AIR: 6:30
A.M. to 9:00 P.M. NEWS SERVICE: Trans-
radio Press.

Personnel

President and Station Manager..E. M. Woody
Chief Announcer and
Advertising Manager.....Lyman Brown
Chief Engineer.....Geo. Patterson

POLICIES

No advertising for liquor or beers of more
than 3.2 content are allowed in Oklahoma.
Does not accept any foreign language ac-
counts or programs.

K C R C

"OKLAHOMA'S MOST AGGRESSIVE
STATION"

ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1360 Kc. POWER: 250 Watts.
OWNED BY: Enid Radiophone Co. OPERATED
BY: Enid Radiophone Co. BUSINESS AD-
DRESS: Willow & Kennedy Sts. PHONE: 447-8.
STUDIO ADDRESS: Willow & Kennedy Sts.
TRANSMITTER LOCATION: Willow & Kennedy
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.
NEWSPAPER AFFILIATIONS: Enid Morning
News, Enid Daily Eagle. NEWS SERVICE:
Associated Press (Non-Commercial). MAIN-
TAINS ARTISTS' BUREAU. TRANSCRIPTION
SERVICES: Transco and World Broadcasting
System.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart

Artists' Bureau Head.....Ralph Rogers
Sales Manager.....H. P. Hale
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

POLICIES

No special restrictions. Accepts beer and
wine only as per state law.

Features merchandising: News stories in
both Enid dailies—Show Cards in stores.
Dealer contacts throughout territory and Direct
Mail, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Oklahoma Press Pub. Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Barnes Bldg. PHONE: 302. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to
12:00 midnight. NEWSPAPER AFFILIATION:
Phoenix-Times Democrat. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
World Broadcasting System.

Personnel

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

POLICIES

Does not accept liquor advertising. Will ac-
cept beer and light wines.

REPRESENTATIVE

The Branham Co.

W N A D

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.
OWNED BY: University of Oklahoma. OPER-
ATED BY: University of Oklahoma (extension
division). BUSINESS ADDRESS: University of
Oklahoma. PHONE: 900—Stations, 18 and
124. STUDIO ADDRESS: University of Okla-
homa. TRANSMITTER LOCATION: University
of Oklahoma. TIME ON THE AIR: Tuesday
and Thursday—10:30 to 11:30 A.M.—2:00 to
4:00 P.M.—7:15 to 9:15 P.M.; Wednesday—
10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—8:15
to 9:15 P.M. NEWS SERVICE: Local Campus
news through courtesy of the "Oklahoma
Daily," Christian Science Monitor. TRAN-
SCRIPTION SERVICE: World Broadcasting.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Cecil Gray

POLICIES

The station is strictly an educational station and permits no commercial advertising of any sort. Other than this, there are no other restrictions.

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plaza Court Broadcasting Co. OPERATED BY: Plaza Court Broadcasting Co. BUSINESS ADDRESS: Plaza Court. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated, NAB Library, C. P. MacGregor.

Personnel

Manager.....M. H. Bonnebrake
Commercial Manager.....Sammie Jones
Program Director.....Marvin Krause

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All advertising subject to approval of station management; religious programs must be okayed by Ministerial Alliance before acceptance.

K O M A

"IT'S THE PROGRAM THAT GETS THE LISTENER"

"OKLAHOMA CITY'S MOST POWERFUL FULL-TIME STATION"

"SERVING THE PUBLIC INTEREST"

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: KOMA, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles N. E. of Oklahoma City on Highway No. 66. TIME ON THE AIR: 6:30 A.M. to Midnight (daily); 8:00 A.M. to midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....J. T. Griffin
Station Manager.....Waymond Ramsey
Sales Promotion Manager.....Herman Chaney
Program Director.....W. S. Luckenbill
Accountant.....L. A. Goddeau
Musical Director.....William I. Salathe
Chief Engineer.....M. W. Thomas

POLICIES

No liquor advertising—only beer and light wines (3-2/10 per cent). No foreign language accounts.

Merchandising: Sales promotion department offers complete facilities to clients.

REPRESENTATIVE

International Radio Sales

K T O K

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Broadcasting Co., Inc. OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold V. Hough
Station Manager.....Kenyon M. Douglass
Commercial Manager.....Tom Johnson
Program Director.....Paul Hughes
Publicity Director.....Paul Buenning
Chief Engineer.....Bernard Tullius

POLICIES

Accepts beer advertising.

Maintains complete merchandising service.

REPRESENTATIVE

Joseph Hershey McGillvra

W K Y

OKLAHOMA CITY—EST. 1920

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION: Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. K. Gaylord
General Manager.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....R. E. Chapman
Chief Announcer.....Perry Ward
Special Events Director.....John C. Shafer
Musical Director.....Allan Clark
Chief Engineer.....Earl C. Hull

A Record in MAIL PULL and MERCHANDISING

*Calls on
Wholesalers
and
Retailers*



*Letters
and Special
Mailings*

*Publicity,
Displays
and Special
Promotions*



EDWARD PETRY
& COMPANY
REPRESENTATIVES

One of America's biggest buyers of spot broadcasting included KVOO on a list of 55 leading stations, using a 15-minute daytime script show, five days weekly. An offer was made, requiring the mailing of a carton front. Here is what the agency Account Executive said about KVOO's merchandising activity and subsequent report:

"I do not know when I have seen a more complete and comprehensive presentation of merchandising co-operation . . .

"... in so proudly displaying your co-operative material, it was presented as a model of its kind.

"... present returns on the offer show KVOO in third place on the basis of actual numerical returns. While your merchandising co-operation has always been excellent, perhaps this outstanding effort has something to do with the ranking."

This is but one of many letters from satisfied advertisers on KVOO. With the most power, the greatest audience and full-time service from both (choice of) N.B.C. networks, the logical buy in Oklahoma is KVOO, in Tulsa, the Oil Capital of the World.

KVOO

25,000 WATTS
BOTH N. B. C.
NETWORKS

TULSA

POLICIES

No liquor advertising. No crystal gazers. Rigid censorship on medicinal advertising.

Special merchandising and exploitation includes: sixty-inch display advertisements each Saturday and Sunday in the Oklahoma City Times and Sunday Oklahoman—Daily column of radio schedule in Oklahoman and Times—Publicity and radio column in Oklahoma Farmer-Stockman—Stories in Oklahoman Retail Times.

REPRESENTATIVE

The Katz Agency

K H B G

"OKMULGEE, THE SHOPPING CENTER OF EASTERN OKLAHOMA"

OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and S. Okmulgee Sts. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Harry B. Greaves
Secretary-Treasurer & General
Manager.....T. R. Putnam
Program Director.....D. W. Hosington
Musical Director.....Vella Jean Buchanan
Chief Engineer.....A. F. Schultz

POLICIES

Accepts beer and wine accounts only as per state law.

Merchandising: Station furnishes dealer tie-ins on advertising accounts. Service includes direct mail follow-up on all national accounts, personal visits to retail outlets handling products advertised over station.

W B B Z

PONCA CITY—EST. 1928

MBS—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Same. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Managing Director.....A. L. Carrell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Station furnishes merchandising facilities.

REPRESENTATIVE

Joseph Hershey McGillvra

K G F F

"THE MORNING NEWS-EVENING STAR STATION"

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICES: United Press, Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: Titan.

Personnel

President.....Oscar Stauffer
Vice-President.....Ross Porter
General Manager.....Joseph W. Lee
Commercial Manager.....Joseph W. Lee
Chief Announcer.....Frank Jackson
Sales Manager.....Ross Porter
Publicity Director.....Maxine Eddy
Chief Engineer.....John Molloy

POLICIES

Beer accounts acceptable. Foreign language acceptable but audience negligible. All programs must be in good taste.

Sales staff capable of window display work. Local dealer contacts made and report made to client of dealer's opinion. Newspaper tie-up considered valuable in this respect.

REPRESENTATIVE

Joseph Hershey McGillvra

K O M E

"KOVERS OKLAHOMA'S MAGIC EMPIRE"

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harry Schwartz. OPERATED BY: Harry Schwartz. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. STUDIO ADDRESS: Radio Bldg.; Berryhill Bldg., Sapulpa. PHONE: 462. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Harry Schwartz
Vice President-General
Manager.....Glenn Condon

Vice President-Commercial

ManagerHarold Grimes
Program Director..... R. H. Latting
Musical Director.....Dorothy Doan
Continuity Chief.....James Fuson
Manager of Sapulpa Studio.... Jimmie Wilson
Chief Engineer.....James F. Manship

POLICIES

No liquor advertising.

REPRESENTATIVE

Joseph Hershey McGillvra

KTUL

"THIS IS YOUR FRIENDLY COLUMBIA STATION IN TULSA"

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston St. PHONE: 4-8188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5 miles north on Lewis Ave. TIME ON THE AIR: (daily) 6:30 A.M. to 12:15 A.M.; (Saturday) 6:30 A.M. to 12:30 A.M.; (Sunday) 7:00 A.M. to 12:15 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

5000 WATTS DAY

1000 WATTS NIGHT

KTUL

TULSA, OKLAHOMA

... If Your Story is Well Told
... Your Product is Quickly Sold

*NEW TRANSMITTER
NEW VERTICAL RADIATOR*

Wm. C. Gillespie
Station Manager, KTUL
320 S. Boston St., Tulsa, Oklahoma

Personnel

President.....J. T. Griffin
Vice President-General
Manager.....Wm. C. Gillespie
Director of Advertising.....Lawson Taylor
Program Director.....Vic Rugh
Continuity Chief.....Ray Sollars
Local Sales Manager.....Lawson Taylor
Promotion & Publicity
Director.....John Esau
Chief Engineer.....Nathan Wilcox

POLICIES

Accepts beer accounts only. No sizeable foreign population for foreign language programs. Policies subscribed to are those outlined by the NAB and CBS. All copy must meet restrictions imposed by public taste before accepted.

Complete merchandising facilities in every phase of product and program promotion. Merchandising and exploitation includes: letters to dealers; posters distributed; special plugs on the air; newspaper publicity, and surveys conducted.

REPRESENTATIVE

Free & Peters, Inc.

KVOO

"THE MOST POWERFUL STATION BETWEEN ST. LOUIS, DALLAS AND DENVER"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Tulsa. PHONE: 2-2254. STUDIO ADDRESS: Piltower. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 86. TIME ON THE AIR: Unlimited Schedule. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....P. Q. Procter
Vice President-General
Manager.....William B. Way
Commercial Manager.....Willard Egolf
Production Manager.....Norvell Slater
Station Manager.....William B. Way
Publicity Director.....Ken Miller
Chief Engineer.....L. W. Stinson

POLICIES

Beer advertising accepted. Maintains merchandising department with standard services which include calls on wholesalers and retailers, form letters and mailings to the trade, publicity in newspapers, display cabinet, photograph boards, etc.

REPRESENTATIVE

Edward Petry & Company
(See Page 348)

OREGON

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$335,851,000

Auto Registrations 299,423

K A S T

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P., 250 watts, d.; 100 watts, n.). OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: Hotel Astoria. PHONE: 95. STUDIO ADDRESS: Hotel Astoria. TRANSMITTER LOCATION: Hotel Astoria. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATION: Astorian-Budget. NEWS SERVICES: Famous Dorana, World Broadcasting System.

Personnel

President.....M. R. Chessman
Station Manager.....James C. Wallace
Commercial Manager.....Frank E. Marrion
Musical Director.....Sylvia Chandler
Chief Engineer.....Lawrence King

POLICIES

As per Oregon state law—No liquor advertising on radio. Accepts foreign language programs.

Gives merchandising cooperation and assistance to all advertisers.

REPRESENTATIVES

Cox & Tanz and Walter Biddick

K B K R *

BAKER—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Baker. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

K B N D

"COVERING THE VAST CENTRAL OREGON MARKET"

BEND—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Bend Bul-

letin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: The Pilot Butte Inn. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Robert W. Sawyer
Commercial Manager.....Chet Wheeler
Chief Technician.....Stanton Bennett

POLICIES

Station furnishes complete merchandising facilities.

K O A C

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

Personnel

Director.....Luke L. Roberts
Chief Engineer.....Grant S. Feikert

POLICIES

Station does not sell time.

Program and talent are planned and developed by experienced full-time radio workers who are drawn from state educational institutions.

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: 731 Willamette St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager.....Frank L. Hill
 Station Manager.....Glenn McCormick
 Chief Engineer.....Harold Gander

POLICIES

Advertising of alcoholic beverages accepted in programs of fifteen minutes or over.

REPRESENTATIVE

John Blair & Co.

K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

Personnel

PresidentJ. A. Kincaid
 Station & Commercial Manager...Geo. Kincaid
 Chief Announcer.....Jack Keating
 Sales Manager.....M. E. Dunn
 Chief Engineer.....Joe Carroll

REPRESENTATIVE

Cox & Tanz

K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: La Grande. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....H. M. Finlay

K O O S

"SOUTHWESTERN OREGON STATION"
 "THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President.....Sheldon F. Sackett
 Station Manager.....J. B. Toles
 Commercial Manager.....Ben E. Stone
 Chief Announcer.....Chester Wheeler
 Program Director.....Roger Spough
 Chief Engineer.....Paul Spargo

POLICIES

No hard liquor, wines or beer during certain hours. All such advertising subject to strict regulation and restrictions and station approval.

Renders reasonable merchandising cooperation at all times and will contact merchants in immediate vicinity in Marshfield and North Bend without cost to the advertiser.

REPRESENTATIVE

Walter Biddick (Pacific Coast)

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
 (RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 250 Watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Commercial Manager.....L. P. Bishop
 Sales Manager.....A. A. Adler
 Program Director.....Raymond Scott
 Traffic Manager.....Gladys La Marr
 Chief Engineer.....D. H. Rees

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Station provides pre-publicity for all new programs and cooperates with national and regional advertisers in opening up new retail accounts.

REPRESENTATIVE

Free and Peters

K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Weatherly Bldg. TIME ON THE AIR: 6:15 A.M. to 12:15 A.M. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUR-

EAU. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System, and Associated Music.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Meyers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....Johnnie Walker
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

POLICIES

Advertising of alcoholic beverages not accepted. No foreign language accounts excepts those of a religious nature. No medical programs.

Merchandising: Monthly merchandising publication "Radio Advertiser" sent to 4000 retailers in market area. Commercial programs publicized in each issue.

REPRESENTATIVE

Free & Peters, Inc.

K B P S

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager & Chief
Engineer.....William Allingham
Chief Announcer.....R. T. Stephens

POLICIES

Non-commercial outlet.

K E X

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
FREQUENCY: 1180 Kc. POWER: 5000 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th and Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul Connet
Traffic Manager.....Ralph Greer
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine after 10:00 P.M. with the omission of Sunday. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

K G W

"WHEN YOU THINK RADIO, THINK KGW"

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE
FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oregonian Pub. Co. OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th & Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul Connet
Traffic Manager.....Ralph Greer
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:00 P.M. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program

Library, Standard Radio, Lang-Worth Public Domain, NAB Library.

Personnel

President.....C. W. Myers
Station Manager.....C. Roy Hunt
Promotion Manager.....C. E. Couche
Artists' Bureau Head.....Johnnie Walker
Chief Announcer.....Stanley Church
Sales Manager.....C. E. Couche
Publicity Director.....Lester Halpin
Musical Director.....Joseph Sampietro
Technical Director.....Louis Bookwalter

POLICIES

No advertising of alcoholic beverages accepted. No medical advertising or foreign language accounts accepted.

Monthly merchandising publication, "The Radio Advertiser," mailed to 4,000 retailers in primary coverage area. All network and national spot programs receive publicity in every issue.

REPRESENTATIVE

Free & Peters, Inc.
World Broadcasting System

K W J J

"THE VOICE FROM BROADWAY,
OREGON'S LARGEST INDEPENDENT
STATION"

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts.
OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc.
BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: International News Service.

Personnel

President.....Wilbur J. Jerman
Secretary-Treasurer & General
Manager.....John C. Egan
Commercial Manager.....L. D. Henderson
Chief Engineer.....W. J. Jerman

POLICIES

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

K X L

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press.

Personnel

President and General
Manager.....T. W. Symons, Jr.
Chief Engineer.....Ralph Mifflin

POLICIES

No foreign language accounts accepted.
Merchandising service at cost.

REPRESENTATIVE

Gene Furgason & Co.

K R N R

"VOICE OF UMPQUA VALLEY"
ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 Watts.
OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWS-PAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Titan.

Personnel

General Manager.....M. H. Pengra

POLICIES

No advertising of beer and wine accepted. No foreign population. Station reserves censorship right, in interests of decency and entertainment value.

Full merchandising service thru station merchandising department.

REPRESENTATIVE

John Blair & Co.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P. 500 watts on 1360 Kc.). OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 343 Court St. PHONE: 6131. STUDIO ADDRESS: 343 Court St. TRANSMITTER LOCATION: half mile from city limits. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....H. B. Read
Commercial Manager.....H. B. Read
Artists' Bureau Head.....Dwight Hoxie
Chief Announcer.....Dwight Hoxie
Station Manager.....H. B. Read
Publicity Director.....Clarice Kolbe
Musical Director.....Herbert Johnston
Chief Engineer.....Clyde Werzart

POLICIES

No liquor, beer or wine until afternoon. No foreign language shows; not considered enjoyable to general audience.

PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,490,910,000

Auto Registrations 1,750,510

W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)
QUAKER NETWORK—PENNSYLVANIA
NETWORK

FREQUENCY: 1440 Kc. POWER: 500 Watts.
OWNED BY: WSAW, Inc. OPERATED BY:
B. Bryan Musselman. BUSINESS ADDRESS:
39 N. 10th St. PHONE: 9511-6736. STUDIO
ADDRESS: 39 N. 10th St. TRANSMITTER LO-
CATION: North 7th St. Highway. TIME ON
THE AIR: 7:30 A.M. to midnight. NEWSPAPER
AFFILIATIONS: Chronicle and News, Allen-
town Morning Call. NEWS SERVICE: United
Press. MAINTAINS ARTISTS' BUREAU.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

President.....J. C. Shumberger
General Manager.....B. Bryan Musselman
Artists' Bureau Head.....George Y. Snyder
Chief Announcer.....John T. Van Sant
Publicity Director.....Charles R. Petrie
Musical Director.....George Y. Snyder
Chief Engineer.....Wm. A. McCutcheon

POLICIES

Advertising of alcoholic beverages accepted,
but liquor programs must be at least 15 min-
utes in length and not permitted before 7:00
P.M.

On all political broadcasts the "Class A"
rates apply. Less than 15 minutes not sold
and no discounts apply. Copy must be fur-
nished in advance of broadcast.

Maintains a merchandising service.

REPRESENTATIVE

Gene Furgason & Co.

W F B G

"THE ORIGINAL GATEWAY TO THE WEST"

ALTOONA—EST. 1924

QUAKER NETWORK
PENNSYLVANIA STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts
OWNED BY: The William F. Gable Co. OP-
ERATED BY: The Gable Broadcasting Co. BUSI-
NESS ADDRESS: 1320 Eleventh Ave. PHONE:

6467. STUDIO ADDRESS: Gable Arcade
Bldg. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 7:00 A.M. to 12:00 mid-
night. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICE: World
Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief Engineer.....James E. Moffat

Note: Commercial department is directed by
the Managing Director.

POLICIES

No special program policies.

REPRESENTATIVES

Cox & Tanz

W E S T

EASTON—EST. 1936

MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Associated
Broadcasters, Inc. OPERATED BY: Associated
Broadcasters, Inc. BUSINESS ADDRESS: 516
Northampton St. PHONE: 8001. STUDIO AD-
DRESS: 516 Northampton St. TRANSMITTER
LOCATION: Williams Township. TIME ON
THE AIR: 7:30 A.M. to 11:30 P.M. NEWS
SERVICE: Transradio Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....Clair R. McCollough
Station & Commercial
Manager.....Walter Kirkwood
Program Manager.....Wilbert Markle
Publicity Director.....Richard West
Chief Engineer.....J. E. Mathiot

POLICIES

No special stated policies.

Station maintains service facilities which in-
clude calls on trade, newspaper publicity, let-
ters to trade, assistance to advertiser's sales-
men.

REPRESENTATIVE

Paul H. Raymer Co.

WLEU

"YOUR RADIO STATION"

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 10:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....V. Hamilton Weir
Chief Announcer.....James O'Shea
Program Director.....James Hamilton
Musical Director.....Anthony Conti
Chief Engineer.....Harold Roess

POLICIES

Foreign language accounts broadcast on Sundays only at present.

Merchandising: Exploitations of commercial programs via radio only; other forms of merchandising at extra cost.

WIBG

"YOUR FRIENDLY STATION"

GLENSIDE—EST. 1924

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elkins Park. TIME ON THE AIR: 7:00 A.M. to local sunset (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General
Manager.....Joseph M. Nassau
Commercial Manager.....Edward T. Clery
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger

POLICIES

No liquor advertising accepted.

WHJB

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply Co. OPERATED BY: Pittsburgh Radio Supply Co. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

Personnel

President.....H. J. Brennen
Commercial Manager.....R. M. Thompson
Chief Announcer.....Lew Clawson
Station Manager.....Roy H. Verret
Chief Engineer.....Walter McCoy

POLICIES

Advertising of alcoholic beverages excepting beer not accepted. All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station which reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

REPRESENTATIVE

Gene Furgason & Co.

WSAJ

GROVE CITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: Grove City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified Hours.

Personnel

Director.....H. W. Harmon

WLEU

NBC BLUE

Acceptably serving this rich industrial and agricultural area

ERIE



PENNA.

For complete data write

V. HAMILTON-WEIR

P. O. Box 95, Erie, Pa.



POLICIES

Station does not sell time.

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P. 5000 watts, d.; 1000 watts, n.) OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: 4 miles east of Harrisburg on new Harrisburg-Hershey Highway. TIME ON THE AIR: (daily) 7:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....E. J. Stackpole, Jr.
Station Manager.....A. K. Redmond
Production Director.....E. K. Smith
Sales Director.....C. L. Bailey
Publicity Director.....Dick Redmond
Chief Engineer.....R. S. Duncan

POLICIES

No foreign language programs. Liquor advertising accepted only after 11 p.m. Beer and light wines advertising accepted any time. Only medical advertising which meets with the requirements of Pennsylvania Health Dept.

Direct mail to introduce program series before starting date. Show card service, and theater tie-in, both screen and lobby. Most important—items in the radio section of the Harrisburg Telegraph "Watts In The Air." (Daily.) Also spot announcements to introduce program.

WKBO

HARRISBURG—EST. 1927

**PENNSYLVANIA NETWORK
QUAKER NETWORK**

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Harrisburg Telegraph. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....C. G. Moss
Commercial Manager.....Geo. C. Smith
Musical Director.....Clyde Moser
Chief Engineer.....Charles Myers

WAZL

"VOICE OF THE ANTHRACITE
COAL REGION"

HAZELTON—EST. 1932

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hazelton Broadcasting Service, Inc. OPERATED BY: Hazelton Broadcasting Service, Inc. BUSINESS ADDRESS: 708 Hazelton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: 708 Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 9:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

Personnel

President.....C. R. McCollough
Station Manager.....V. C. Diehm
Program Manager.....Edward Beisel
Publicity Director.....T. A. Tito
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

WJAC

JOHNSTOWN—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 113. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Shares time with WFBG. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Walter W. Krebs
Station Manager.....J. C. Tully
Chief Engineer.....A. J. Reid

WGAL

LANCASTER—EST. 1922

INTERCITY—MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....J. E. Mathiot

Vice-President.....C. R. McCollough
 Station and Commercial
 Manager.....Walter Miller
 Program Manager.....Ernest Stanzlola
 Publicity Director.....Paul Rodenhauser
 Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

W K S T

"FRIENDLY STATION OF WESTERN PENNSYLVANIA"

NEW CASTLE—EST. 1938

TRI-CITY NETWORK

FREQUENCY: 1250 Kc. POWER: 250 watts.
 OWNED BY: Keystone Broadcasting Co. OPERATED BY: Keystone Broadcasting Co.
 BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: International News Service, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

W D A S

PHILADELPHIA

Doing a
**BIG JOB in a
 BIG MARKET**

PHILADELPHIA'S ONLY INDEPENDENT
 FULL TIME STATION

Personnel

President & General
 Manager.....S. W. Townsend
 Vice-President & Commercial
 Manager.....H. S. Kirk
 Treasurer.....Fred W. Danner
 Secretary & Station
 Manager.....A. W. Graham
 Chief Announcer-Continuity
 Director.....J. Leonard Taylor

POLICIES

Beer, wine and hard liquor advertising not accepted. All copy must conform to station standards, Federal, State and FCC rules and regulations.

Merchandising facilities are available on request and at cost to sponsor.

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1819 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 6:59 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George H. Bucher
 Station Manager.....Leslie Joy
 Program Manager.....James P. Begley
 Sales Prom.-Advertising Manager
 L. B. Beeuwkes
 Sales Manager.....John S. K. Hammann
 Publicity Director.....J. A. Aull
 Plant Manager.....E. H. Gager
 Auditor-Personnel
 Manager.....J. F. M. Proulx

POLICIES

Beer permissible. Policies of the National Broadcasting Company otherwise.

Station offers, upon request of the advertiser, suggestions for tying in the product locally with the radio broadcast by means of offers, direct-mail, newspapers and billboards.

REPRESENTATIVE

National Broadcasting Co.

W C A U

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St.

PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station

Manager.....Dr. Leon Levy
Sales & Commercial
Manager.....Robert A. Street
Director of Programs.....Stan Lee Broza
Publicity Director.....Kenneth W. Stowman
Musical Director.....Robert Golden
Chief Engineer.....John Leitch

POLICIES

Neither hard liquor advertising or foreign language accounts are accepted by our station. Does accept advertising for light alcoholic beverages such as beer and wines.

Active publicity department that is in constant contact with all newspapers in our coverage area. Sales promotion department develops dealer co-operation, through tie-ins and supplies special premium and merchandising ideas.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp. (Chicago Only)

WCAU, 485 Madison Ave., N. Y. C.

W D A S

"PHILADELPHIA'S ONLY INDEPENDENT FULL-TIME STATION"

PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth & Wentworth, NAB Library.

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager...P. J. Stanton
Commercial Manager...A. W. Dannenbaum, Jr.
Advertising Manager.....Jerry Stone
Artists Bureau Head.....Harold Davis
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

POLICIES

Accepts liquor advertising. Regular programs in Italian, Jewish and Polish. (No foreign program permitted before 8:00 p.m.)

Advertising support in newspapers and radio papers; Station also co-operative with merchandising, and maintains an artist bureau, free to clients.

W F I L

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

PHILADELPHIA—EST. 1935

NATIONAL BROADCASTING CO. (BLUE)
MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger Clipp
Assistant General
Manager.....Mrs. M. Schaefer
National Sales Manager...Murray Grabhorn
Local Sales Manager.....George Jaspert
Publicity Director.....Joseph T. Connolly
Sales Promotion Manager.....Jerry Moore
Musical Director.....Anthony Candelori
Chief Engineer.....Frank V. Becker
Program Director.....Margaret Schaefer

POLICIES

Station accepts light wines and beer advertising; bans hard liquor. Will not accept foreign language. Only other restriction is that copy conform to standards of good public taste.

Merchandising: Local pioneer on establishment of merchandising bureau. Has swap time arrangements with two Phila. dailies and uses this display space to advertise commercial programs at no cost to sponsor. Also uses direct mail and exhibit form of merchandising.

REPRESENTATIVE

Free & Peters Inc.
(See Page 360)

W H A T

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphia. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President-General
Manager.....W. Porter Ogelsby, Jr.

COMPLETE COVERAGE OF THE PHILADELPHIA MARKET

Favorable Frequency Means
Favorable Coverage—

*That Is Why WFIL on 560 Kc
Covers the Greatest Population
At Lowest Cost*

Here Is a Comparison of the Three Leading
Stations in Philadelphia

WFIL	560 KC	Population	5,577,501
		Quarter Hour, Night	\$120
WCAU	1170 KC	Population	4,940,150
		Quarter Hour, Night	\$200
KYW	1020 KC	Population	3,658,638
		Quarter Hour, Night	\$176

To Cover Philadelphia Thoroughly
At Lowest Cost—

Specify

NATIONAL
BROADCASTING
COMPANY

WFIL

MUTUAL
BROADCASTING
SYSTEM

Program & Production
 Manager Milton Laughlin
 Chief Operator..... J. C. Geise

POLICIES

Does not accept liquor, dentists', or doctors' advertising, nor unpleasant copy. Carries Italian, German and Lithuanian language programs.

WIP

"PHILADELPHIA'S PIONEER VOICE"
 PHILADELPHIA—EST. 1922
 INTERCITY

FREQUENCY: 610 Kc. POWER: 1000 watts.
 OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President & Station
 Manager..... Benedict Gimbel, Jr.
 Secretary to President..... J. Jessie Kane
 Chief Announcer..... Edward Wallis
 Sales Manager..... Major Edward A. Davies
 Publicity Director..... Murray Arnold
 Musical Director..... Clarence Fuhrman
 Chief Engineer..... Clifford C. Harris
 Program Director..... James Allan
 Production Manager..... Edward Wallis

POLICIES

No foreign language programs accepted. Liquor advertising accepted after 8 p.m.

REPRESENTATIVE

John B. Woodward & Co.

WPEN

"PHILADELPHIA'S OWN STATION"
 PHILADELPHIA—EST. 1929
 (HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts.
 OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... H. Kiczales
 Station & Commercial
 Manager Arthur Simon
 Program Director..... Thomas B. Smith
 Publicity Director..... Gil Babbitt
 Musical Director..... Joseph Franzoza
 Chief Engineer..... Charles Burtis

POLICIES

No liquor accounts accepted. Foreign language accounts solicited.

Merchandising: Station cooperates with accounts by mailing letters to local trade outlets regarding radio campaigns; by maintaining an active publicity department in constant contact with all newspapers in coverage area; by maintaining extensive merchandising bureau. Station has a space-swap with the Philadelphia Daily News.

REPRESENTATIVE

WOV, New York City

WTEL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.
 OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

Personnel

President Doug. Hibbs
 General Manager..... Henry N. Cocker

KDKA

PITTSBURGH—EST. 1920
 NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts.
 OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Saxonburg. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President..... G. H. Bucher
 Station Manager..... S. D. Gregory
 Artists Bureau Head..... E. J. Calahan
 Sales Manager..... W. E. Jackson
 Publicity Director..... Kay J. Barr
 Program Manager..... Derby Sproul
 Public Relations Director..... Clarence Pettit
 Promotion Manager..... Bill Beal
 Musical Director..... Maurice Spitalny
 Plant Manager..... J. E. Baudino

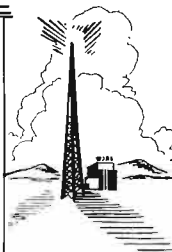
POLICIES

Same as National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co.

**KAUFMANN'S TRANSRADIO
NEWS SHOW STARTS
5TH CONSECUTIVE YEAR.-**



**WILKENS AMATEUR HOUR
STARTS 4TH STRAIGHT YEAR**



Transradio News, sponsored by Kaufmann's, Pittsburgh's largest department store—15 minutes twice daily, 12:30 and 6:15—has started on its FIFTH consecutive year, 52 weeks a year.

WJAS

**HAS THE BIG
"LOCAL" SHOWS
IN PITTSBURGH!**

The Wilkens Amateur Hour, 3 to 4 Sunday, has started on its FOURTH consecutive year!

* * *

WJAS has the well satisfied "local" advertisers, plus National Spot, plus Columbia network.

BASIC COLUMBIA NETWORK

WILLIAM G. RAMBEAU CO.
National Representatives

NEW YORK

CHICAGO

DETROIT

K Q V

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road, Greentree Borough. TIME ON THE AIR: 7:00 A.M. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, NAB Library.

Personnel

President.....H. J. Brennen
Station Manager.....John J. Laux
Commercial & Advertising
Manager.....R. M. Thompson
Chief Announcer.....J. Herbert Angell
Publicity Director.....Joe Vilella
Chief Engineer.....Walter W. McCoy

POLICIES

Accept beer and wines in announcement and program form anytime. Accept hard liquor only after 10:30 p.m. and in program form. Foreign language accounts accepted with some restrictions regarding amount of foreign speaking in program.

Cooperates with accounts by mailing station letters to local trade outlets regarding radio campaign. Other general cooperation.

REPRESENTATIVE

William G. Rambeau Co.

W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

PENNSYLVANIA NETWORK
QUAKER NETWORK

FREQUENCY: 1220 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General

Manager.....Leonard Kapner
Sales Manager.....Lester Lindow
Publicity Director.....James F. Murray
Musical Director.....Earl Truxell
Chief Engineer.....James Schultz
Program Manager.....R. Clifton Daniel

POLICIES

No special merchandising facilities.

REPRESENTATIVE

International Radio Sales

W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860. 1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

Personnel

President & General

Manager.....H. J. Brennen
Commercial Manager.....R. M. Thompson, Sr.
Chief Announcer.....Beckley Smith
Publicity Director.....M. Deverson
Musical Director & Pgm. Mgr.....Jas. Hughes
Chief Engineer.....W. W. McCoy

POLICIES

No special merchandising features.

REPRESENTATIVE

William G. Rambeau Co.

W W S W

"PROMOTING PITTSBURGH
INSTITUTIONS"

PITTSBURGH—EST. 1931
QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Downing Radio Corp. OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President..... Paul Block
General Manager..... Frank R. Smith, Jr.
Chief Announcer..... Ray Schneider
Publicity Director..... H. B. Trautman
Musical Director..... Walter E. Sickles
Chief Engineer..... Ancil A. Lewis

POLICIES

Hard liquor advertising carried with restrictions. Foreign language programs confined to period on Sunday from 9:30 a.m. to 2:30 p.m.

Merchandising service furnished when contract justifies effort.

REPRESENTATIVE

Cox & Tanz

W E E U

READING—EST. 1931

FREQUENCY: 830 Kc. POWER: 1000 Watts.
OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., State Theatre and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 A.M. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

Personnel

General Manager Clifford M. Chafey
Program Director..... Paul Breedy
Sales Manager..... W. A. Ripley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and publicity departments.

REPRESENTATIVE

George P. Hollingsbery Co.

W R A W

READING—EST. 1921

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

Personnel

President Clifford M. Chafey
Station Manager Raymond A. Gaul

POLICIES

Advertising of alcoholic beverages accepted but liquor advertising permitted only after 10:30 P.M.

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus, and Standard Radio.

Personnel

President..... Frank Megargee
Station Manager..... Robert E. McDowell
Commercial & Sales
Manager..... Geo. D. Coleman
Program Director..... Frank Monaghan
Chief Engineer..... Kenneth R. Cooke

POLICIES

No special restrictions on liquor advertising. Foreign language programs subject to approval of station.

Prepared to offer every cooperation possible to the advertiser. At the start of a schedule a series of plug announcements and news stories is used on the air to properly introduce the program. Further, the program is highlighted in the newspaper space regularly used by WGBI. If the advertiser desires, letters will be sent to the trade, providing mailing list is furnished and postage paid. Reasonable amount of work that can be handled by the regular staff will be provided without cost and more extensive service will be properly supervised and billed at the actual cost of material and labor.

REPRESENTATIVE

John Blair & Co.

W Q A N

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

Personnel

DirectorA. J. O'Malley

POLICIES

Station does not sell time.

W P I C

"THE FRIENDLY VOICE OF THE SHENANGO VALLEY"

SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 154. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Sharon Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President & General

Manager.....John Fahline, Jr.
Vice-President.....A. W. McDowell
Secretary-Treasurer.....George E. Heiges
Commercial Manager.....J. T. Van Sweringen
Program Director.....Paul Gamble
Chief Announcer.....John C. MacDonald
Chief Engineer.....A. C. Heck

POLICIES

Foreign language programs accepted. Advertising of all alcoholic beverages except beer not accepted.

Merchandising: 100 per cent cooperation with local newspaper, the Sharon Herald, only large newspaper in the area, gives wide publicity to any desired programs. Any other merchandising will be handled by the station at cost to advertiser.

REPRESENTATIVE

DeLisser-Boyd

W K O K

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1934

QUAKER NETWORK
PENNSYLVANIA NETWORK

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co.

BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: (Sunday) 6:00 a.m. to 1:00 p.m., (Mon., Wed. & Fri.) 12:00 noon to 12:00 midnight, (Tues., Thurs. & Sat.) 12:00 noon to 6:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, NAB Library.

Personnel

President.....H. H. Haddon
Secretary-Treasurer & General
Manager.....B. A. Beck
Station Manager.....Melvin Lahr
Chief Announcer.....Reg Merridew
Program Director.....Paul Miller
Sales Manager.....Homer Smith
Chief Engineer.....Clif Kerstetter

POLICIES

No stated special policies in regard to liquor or foreign language accounts, etc.

REPRESENTATIVE

Cox and Tanz

W M B S

UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU, TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

Personnel

President and Station
Manager.....Joseph C. Burwell
Commercial Manager.....M. E. Slagel
Artists' Bureau Head.....Hugh Rafferty
Sales Manager.....M. E. Slagel
Publicity Director.....Sullivan Sages
Musical Director.....Sullivan Sages
Chief Engineer.....Kenneth M. Meredith

POLICIES

No stated special program policies. Merchandising through window and car posters; newspaper advertisements.

REPRESENTATIVE

F. A. Wellman

W B A X

"45 MINUTES FROM BROADWAY BY AMERICAN AIRLINES"

WILKES-BARRE—EST. 1922

QUAKER

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTOIN LOCATION: Plains Township. TIME ON THE AIR: 6:00 a.m. to 12:00 mid-night. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Radio Bands, Inc. & Standard Radio, also Presto Recording Equipment.

Personnel

President..... John H. Stenger, Jr.
General Manager..... Dale Robertson
Artists Bureau Head..... Richard Evans
Chief Announcer..... Richard Mawson
Musical Director..... William Herbert
Chief Engineer..... John H. Stenger, Jr.

POLICIES

No special restrictions on liquor or foreign language accounts.

Maintains a merchandising department.

REPRESENTATIVE

Weed & Co.

W B R E

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 16 N. Main St. PHONE: 3-3101-2. STUDIO ADDRESS: 16 N. Main St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

President and Station

Manager..... Louis G. Baltimore
Commercial Manager..... S. R. Baltimore
Sales Manager..... A. C. Baltimore
Musical Director..... L. Savitt
Chief Engineer..... Charles Sakoski

POLICIES

Foreign language programs (Polish and Italian especially) accepted.

W R A K

WILLIAMSPORT—EST. 1929

QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WRACK, Inc.

FOR

WILKES-BARRE

PENNSYLVANIA'S 3rd MARKET

ASK YOUR LOCAL DISTRIBUTOR,
DEALER, OR REPRESENTATIVE
FOR STATION PREFERENCE.

They know Station Popularity

W B A X

MUTUAL BROADCASTING SYSTEM

WBRE

Wilkes-Barre, Penna.

- - -

N. E. PENNSYLVANIA'S

"Station of Service"

- in SALES
- in COVERAGE
- in PUBLIC APPEAL
- in RESULTS

- - -

HAVE YOU INCLUDED

WBRE

Wilkes Barre, Pa.

ON YOUR TEST LIST?

NBC-Red & Blue

OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 9:30 p.m. NEWS-PAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. M. Case
 Station Manager.....G. E. Joy
 Advertising Manager...Thomas W. Metzger
 Chief Announcer.....Paul M. Breining
 Program Manager.....Oscar Linn
 Publicity Director.....J. W. Mackey
 Chief Engineer.....Louis Persio

POLICIES

Does not accept alcoholic advertising of any kind.
 Maintains a merchandising service.

REPRESENTATIVE

J. P. McKinney & Son

WORK

YORK—EST. 1932

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: York Broadcasting Co., Inc. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Clair R. McCullough
 Station & Commercial
 Manager.....Robert Gulick
 Program Manager.....Harold Miller
 Publicity Director.....John Neff
 Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 169,000

Number of Radio Homes 155,500

Retail Sales \$219,706,000

Auto Registrations 148,405

WEAN

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE NET.
 MUTUAL

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....John Shepard, III
 Station Supervisor.....James Jennison
 Sales and Production Mgr....Richard Voynow
 Chief Engineer.....Harold Tilley

POLICIES

Production and merchandising departments available to advertisers. Other Yankee Network policies in effect.

REPRESENTATIVE

Edward Petry & Co.

WJAR

"SOUTHERN GATEWAY OF NORTH EAST"

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rumiord. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service NEWS SERVICE: Local news service.

Personnel

President.....Joseph Samuels
 Station Manager.....John J. Boyle
 Musical Director.....Earl Shean
 Chief Engineer.....Thomas Prior

POLICIES

No hard liquor advertising accepted.

REPRESENTATIVE

Weed & Co.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 630 Kc. POWER: 1000 Watts,
 d.; 500 Watts, n. OWNED BY: Cherry and

Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days, 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Stephen P. Willis
 Commercial Manager.....William T. Bush

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000

Number of Radio Homes 207,300

Retail Sales \$248,206,000

Auto Registrations 247,000

W A I M

"THE VOICE OF THE ELECTRIC CITY"

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: 115 E. Market St. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICES: Transradio Press, Press Radio. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President.....Wilton E. Hall
 Station and Commercial Manager.....Ennis Bray
 Auditor.....Warren McKee
 Artists Bureau Head.....Edith Hall
 Chief Announcer-Program Director
 Jimmie Bulleit
 Publicity Director.....G. Paul Browne
 Chief Engineer.....Wendell C. Roberts

POLICIES

Does not accept liquor advertisements, except wine and beer. Accepts foreign language programs.

Contacts dealers and jobbers and arranges window displays. Large mailing list and cooperation with two local newspapers as well as 15 newspapers in surrounding area.

W C S C

"IN RADIO IT'S WCSC—1360 ON YOUR DIAL"

"THE VOICE OF COASTAL CAROLINA"

CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 344. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays—8:00 a.m. to 12:00 midnight; daily—7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager.....J. M. Rivers
 Program Director.....Ernie Smith
 Sales Manager.....Roland Weeks
 Publicity Director.....Judy Arden
 Chief Engineer.....J. B. Fuqua

POLICIES

Beer and wine advertising accepted. Liquor advertising declined. No foreign language accounts accepted.

Dealer surveys made and display material distributed. Merchandising crew available for sponsor spending minimum annual appropriation. Publicity on program mailed on

station letterheads to dealer list, client to pay postage except in special instances.

REPRESENTATIVE

Free & Peters, Inc.

W T M A

CHARLESTON—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Y. W. Scarborough and J. W. Orvin. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: P. O. Box 92, Station "a". STUDIO ADDRESS: Charleston. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Y. W. Scarborough
Commercial.....Edward C. Powers
Chief Engineer.....D. M. Bradham

W C O S *

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSI-

NESS ADDRESS: Columbia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license.

*Station was licensed under a C. P. and no further information was available at time of going to press.

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Station WIS, Inc. OPERATED BY: Station WIS, Inc. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station
Manager.....G. Richard Shafto
Advertising-Commercial
Manager.....J. D. Saumenig
Chief Announcer.....James W. Young
Program and Publicity
Director.....Floyd D. Rodger, Jr.
Chief Engineer.....Scott Helt

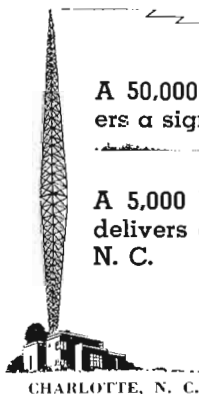
TO MOST AGENCIES, IT'S AN OLD, OLD STORY—BUT NEVERTHELESS TRUE...
COVERAGE ISN'T MEASURED BY POWER...

95 MILES

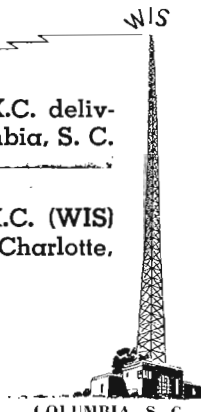
A 50,000 WATT station in Charlotte, N. C., on 1080 K.C. delivers a signal of 300 MICROVOLTS per meter* in Columbia, S. C.

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

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



CHARLOTTE, N. C.



COLUMBIA, S. C.

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

5000 WATTS DAY
1000 WATTS NIGHT

W I S

COLUMBIA
SOUTH CAROLINA

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

POLICIES

Beer and wine advertising accepted but liquor advertising declined. Foreign language accounts declined.

Merchandising cooperation in the form of dealer surveys, placing display material, and program publicity are offered without charge. Direct mail program publicity is available in reasonable quantity, client to defray postage. Feature stories and display boxes in weekly program publication used to publicize programs. Display advertising in daily paper lists programs by sponsors' name.

REPRESENTATIVE

Free & Peters, Inc.

W O L S

"THE VOICE OF THE MAGIC CITY"
FLORENCE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 7:00 A. M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Program Service.

Personnel

President-Station Manager.....O. Lee Stone
Commercial Manager.....Vernon M. Bushong
Program Director.....Kenneth R. Dent
Chief Engineer.....Robert M. Wallace

POLICIES

Beer and wine advertising accepted but liquor advertising declined. No foreign language accounts.

Merchandising cooperation in the form of dealer surveys, placing display material and program publicity are offered without charge.

W F B C

"WE SERVE"

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt Station. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....B. H. Peace, Jr.
Station Manager.....B. T. Whitmire
Commercial Manager.....W. S. Lindsay

Program Director.....Charles Batson
Production Manager.....Mason Dixon
Publicity Director.....Dan Crosland
Musical Director.....Eber Lineberger
Chief Engineer.....W. C. Etheredge

POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising: Much newspaper publicity is given program advertisers to build listener audience. Gratis station pre-announcements are given program advertiser. Merchandise displays for clients is available in station lobby. (Studio has a daily attendance of over 200 per day.) Other merchandising services rendered includes letters to trade, etc.

REPRESENTATIVE

Bryant, Griffith and Brunson

W R K L *

ROCK HILL—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. W. Spencer. OPERATED BY: Same. BUSINESS ADDRESS: Rock Hill. TIME ON THE AIR: Daytime License.

* Station licensed to operate under a construction permit. No further information was available at time of going to press.

W S P A

"THE VOICE OF SOUTH CAROLINA"

"THE THOUSAND WATT STATION WITH
A MILLION FRIENDS"

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts. OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: 155 South Liberty. PHONE: 2900-1-2600. STUDIO ADDRESS: W.S.P.A. Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 a.m. to sunset. Maintains ARTIST BUREAU: NEWSPAPER AFFILIATIONS: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

Personnel

President and General Manager..Virgil Evans
Commercial Manager.....W. T. Hix
Program Director.....Jas. Mugford
Chief Announcer.....Pat McSwain
Publicity Director.....James Waldrop
Musical Director.....Hal. Moore
Chief Engineer.....Ed S. Long

POLICIES

Does not accept liquor or foreign language advertising.

REPRESENTATIVE

Kelly-Smith Co.

SOUTH DAKOTA

Population 692,000

Number of Families 167,000

Number of Radio Homes 132,900

Retail Sales \$147,564,000

Auto Registrations 153,000

K A B R

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1390 Kc. POWER: 1000 Watts.
 d.; 500 Watts, n. OWNED BY: Aberdeen
 Broadcast Co. OPERATED BY: Aberdeen
 Broadcast Co. BUSINESS ADDRESS: 117½
 S. Main St. PHONE: 4626. STUDIO ADDRESS:
 117½ S. Main St. TRANSMITTER LOCATION:
 Wylie Park. TIME ON THE AIR: 7:00 A.M.
 to 12:00 midnight. NEWS SERVICE: Trans-
 radio Press, Radio News Association, local
 news staff. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

President H. C. Jewett, Jr.
 Vice-President..... E. O. Johnson
 Treasurer..... J. H. McKeever
 Secretary-General Manager..... A. A. Fahy
 Program Director..... M. E. Tobin
 Publicity Manager..... F. E. Painter
 Chief Engineer..... Delbert Hunt

POLICIES

Does not accept liquor accounts nor foreign
 language programe. All copy subject to
 station approval and standards of the Federal
 Trade Commission.

Each account is treated individually and
 suitable merchandising ideas worked out.

REPRESENTATIVE

Weed & Co.

K F D Y

"THE SOUTH DAKOTA STATE COLLEGE
 RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts.
 OWNED BY: South Dakota State College.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Brookings. PHONE: 702K-459W. STUDIO AD-
 DRESS: Library Bldg., State College. TRAN-
 SMITTER LOCATION: Brookings. TIME ON THE
 AIR: 12:30 P.M. to 2:00 P.M.

Personnel

Station Manager S. W. Jones
 Publicity Director John Regan
 Chief Announcer Jack Towers
 Chief Engineer W. H. Gamble

POLICIES

No advertising of any kind can be ac-
 cepted, since this is an educational station
 owned by the State.

K G F X

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts.
 OWNED BY: Ida A. McNeil. OPERATED BY:
 Ida A. McNeil. BUSINESS ADDRESS: 203
 West Summit Ave. PHONE: 2251. STUDIO
 ADDRESS: 203 W. Summit Ave. TRANSMIT-
 TER LOCATION: 203 W. Summit Ave. TIME
 ON THE AIR: 9:30 A.M. to sunset. NEWS
 SERVICE: Associated Press (non-Commercial).

Personnel

Owner and Director..... Ida A. McNeil
 Chief Engineer..... Robert H. Dye

POLICIES

Does not accept liquor or patent medicine
 accounts. No occasion for foreign language
 program in territory.

K O B H

"THE CALL OF THE BLACK HILLS"

RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.
 d.; 100 watts, n. OWNED BY: Black Hills
 Broadcast Co. OPERATED BY: Black Hills
 Broadcast Co. BUSINESS ADDRESS: Alex
 Johnson Hotel. TRANSMITTER LOCATION:
 Rapid City. TIME ON THE AIR: 6:30 A.M. to
 9:00 P.M. MAINTAINS ARTISTS' BUREAU.
 NEWS SERVICE: Transradio Press. TRAN-
 SCRPTION SERVICES: NBC Thesaurus, and
 Standard Radio.

Personnel

Manager..... Robert J. Dean
 Commercial Manager..... George E. Bruntlett
 Business Manager..... L. C. Preston
 Production Manager..... Harry Turner
 Chief Engineer..... M. J. Jones

POLICIES

Does not accept liquor advertising other
 than beer. No foreign language accounts.
 All advertising must be in prescribed good
 taste.

W C A T

RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: South Dakota School of Mines.
 OPERATED BY: South Dakota School of Mines.
 BUSINESS ADDRESS: E. St. Joe St. PHONE:
 1600-1. STUDIO ADDRESS: E. St. Joe St.
 TRANSMITTER LOCATION: E. St. Joe St.
 TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.
 MST. NEWSPAPER AFFILIATIONS: Rapid City
 Daily Journal. NEWS SERVICE: Associated
 Press (non-Commercial). TRANSCRIPTION SER-
 VICE: Standard Radio and Decca Records.

Personnel

President.....J. P. Connolly
 Chief Announcer.....John Crockett
 Station Manager.....C. M. Rowe
 Publicity Director.....Redford Dibble
 Chief Engineer.....E. E. Clark

POLICIES

Non-commercial. Does not sell time.

K E L O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: Sioux Falls Broadcast Assoc., Inc.
 OPERATED BY: Sioux Falls Broadcast Assoc.,
 Inc. BUSINESS ADDRESS: 317 S. Phillips.
 PHONE. 757-8-9. STUDIO ADDRESS: 317 S.
 Phillips. TRANSMITTER LOCATION: 3 miles
 west of city limits. TIME ON THE AIR: 12:00
 noon to 12:00 midnight. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 NBC Thesaurus, C. P. MacGregor.

Personnel

President and Station
 Manager.....Joseph Henkin
 Advertising Manager.....S. C. Fantle, Jr.
 Chief Announcer.....Bert Smith
 Sales Manager.....Morton Henkin
 Chief Engineer.....Max Staley

REPRESENTATIVE

Howard H. Wilson & Co.

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1110 Kc. POWER: 2500 Watts.
 OWNED BY: Sioux Falls Broadcasting Ass'n.,
 Inc. OPERATED BY: Same. BUSINESS AD-
 DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: 3 miles west of city limits. TIME ON
 THE AIR: 6:00 A.M. to local sunset; Sunday,
 8:00 A.M. to local sunset. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus, C. P. MacGregor.

Personnel

President and Station
 Manager.....Joseph Henkin

Sales Manager.....Morton Henkin
 Chief Engineer.....Max Staley

REPRESENTATIVE

Howard H. Wilson & Co.

K U S D

VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts.
 OWNED BY: University of South Dakota. OP-
 ERATED BY: University of South Dakota. BUSI-
 NESS ADDRESS: Vermillion. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same.

Personnel

Director.....B. B. Brackett

POLICIES

Station does not sell time.

K W T N

WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: The Greater Kameska Radio
 Corp. OPERATED BY: The Greater Kameska
 Radio Corp. BUSINESS ADDRESS: Midland
 National Life Insurance Co. Bldg. STUDIO
 ADDRESS: Midland National Life Insurance Co.
 Bldg.; Watertown Public Schools; Schaller's
 Department Store. TRANSMITTER LOCATION:
 Mellette Hill. TIME ON THE AIR: 6:30 A.M.
 to 10:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M.

Personnel

Business Manager.....M. W. Plowman

REPRESENTATIVE

Cox & Tanz

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 570 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: WNAX
 Broadcasting Co. OPERATED BY: WNAX
 Broadcasting Co. BUSINESS ADDRESS: Sec-
 ond and Capitol. PHONE: 484. STUDIO AD-
 DRESS: Second & Capitol. TRANSMITTER
 LOCATION: 4½ miles E. of Yankton. TIME
 ON THE AIR: 6:00 a.m. to 12:00 midnight—
 (Daily) 8:00 a.m. to 12:00 Midnight—(Sun-
 days). NEWSPAPER AFFILIATIONS: Yank-
 ton Press and Dakotan. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 Standard Radio Library.

Personnel

President.....Chas. H. Gurney
 Station Manager- Commercial
 Manager.....Ted Matthews
 Chief Engineer.....Clifton M. Todd

REPRESENTATIVE

The Katz Agency

TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$482,586,000

Auto Registrations 339,000

W O P I

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: 22nd and State St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, Standard Radio.

Personnel

President and General Manager. W. A. Wilson
Artists Bureau Head..... Mary Abell
Chief Announcer and

Musical Director..... Fey Rogers
Publicity Director and Continuity,

Harry Hudson
Chief Engineer..... Robert Smith

POLICIES

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids.

REPRESENTATIVE

Burn-Smith Co.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"

CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. (CST). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner..... W. A. Patterson
General Manager..... R. G. Patterson
Chief Announcer..... Alex Keirsey
Publicity Director..... R. N. Krepps
Musical Director..... W. R. Johnston
Chief Engineer..... B. B. Barnes

POLICIES

No liquor advertising accepted. Has special merchandising plans.

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts to LS. 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD

W O P I BRISTOL TENN. - VA.

Has a total of 72,900 radio homes within a radius of fifty miles.

Completely dominates the listening habits of this large audience because of the high mountain barriers both to the East and West which makes reception to distant stations almost impossible.

Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: 6 miles from heart of city. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Norman A. Thomas
 Station Manager.....Frank S. Lane
 Commercial Manager.....Carter M. Parham
 Artists Bureau Head.....D. W. McCurdy
 Chief Engineer.....J. R. Donovan

POLICIES

No hard liquor accounts. No demand for foreign language programs due to the audience being native born.

Will furnish complete merchandising service. The amount depends to a large extent on the size of the campaign.

REPRESENTATIVE

Paul H. Raymer Company

W T J S

JACKSON—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, Martin, and Lexington. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Jackson Sun. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President.....C. E. Pigford
 Business-Commercial Manager.A. B. Robinson
 Advertising Manager.....Bill Winsett
 Artists' Bureau Head.....James Allen
 Chief Announcer.....Bill Reeves
 Publicity Director.....Leslie Brooks
 Musical Director.....Val Morse
 Chief Engineer.....C. B. Brummell

POLICIES

Does not accept foreign language or hard liquor advertising. No foreign population. Accepts wine and beer accounts.

Offers a complete merchandising service, including letters to the trade, counter and window displays, generous publicity in affiliated paper.

REPRESENTATIVE

The Branham Company

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Hanes Lan-

caster and J. W. Birdwell. OPERATED BY: Johnson City Broadcasting Co. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. PHONE: 189. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-managers

W. Hanes Lancaster, J. W. Birdwell
 Commercial Manager.....J. D. Schacklett
 Program Director.....Dick Altman
 Chief Engineer.....O. K. Garland

W N O X

"TENNESSEE'S OLDEST STATION"

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Beverly and Anderson Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.: Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

Personnel

General Manager.....R. B. Westergaard
 Program Director.....Lowell Blanchard
 Publicity Director.....C. B. Dav's
 Cashier-Office Manager.....Paul Healy
 Chief Engineer.....J. B. Epperson

POLICIES

No liquor advertising of any kind except beer and wine—no foreign language programs or announcements. All program copy subject to censorship of station.

Station has complete merchandising department with the following services available: window displays in street-front studios; billboards; movie trailers; taxicab tire covers; dealer calls; full column daily in affiliated newspaper; direct-mailing; sampling of studio audiences, etc.

REPRESENTATIVE

The Katz Agency

W R O L

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President S. E. Adcock
 Station Manager C. H. Frazier
 Commercial Manager Roland Weeks
 Chief Engineer Joe Wofford

POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

REPRESENTATIVE

John Blair & Co.

W H B Q

"THIS IS THE FRIENDLIEST SPOT ON YOUR DIAL"

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 46 Neely St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Local. TRANSCRIPTION SERVICE: Full Facilities.

Personnel

President.....Thos. Thompson
 General Manager.....E. A. Alburty
 Chief Announcer.....Emmett McMurray
 Sales Manager.....E. Pournelle
 Publicity Director.....Bert Ferguson
 Artists' Bureau Head and

Musical Director.....J. M. Klaer
 Chief Engineer.....Weldon Roy

POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

REPRESENTATIVE

J. J. Devine & Associates

W M C

"MEMPHIS—DOWN IN DIXIE"

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Com-

mercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

Personnel

General Manager.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Chief Announcer.....Earl Moreland
 Program Director.....John Cleghorn
 Musical Director.....Leonard McEwen
 Chief Engineer.....C. E. Baker

POLICIES

Liquor programs accepted after 10 P.M. Foreign programs must be (copy) translated in English due to limited foreign population. Maintains a comprehensive merchandising and exploitation policy.

REPRESENTATIVE

The Branham Company

W M P S

"THE MEMPHIS BLUE NETWORK STATION"

"THE VOICE OF SPORTS"

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated, Standard Radio.

Personnel

President.....Jack Howard
 Vice President-General

Manager.....J. C. Hanrahan
 Chief Engineer.....J. P. Epperson

POLICIES

Station maintains thorough merchandising facilities which include newspaper publicity, direct mail, billboards, merchandise displays in downtown studios, movie trailers and assistance to accounts in distribution, display, etc.

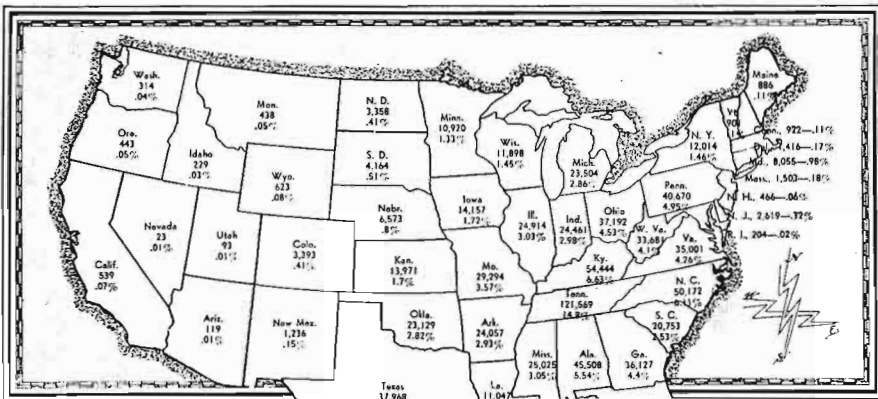
REPRESENTATIVE

Weed & Co.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 600 Kc. POWER: 5000 Watts. OWNED BY: WREC, Inc. OPERATED BY: WREC, Inc. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS



AMERICA HEARS US -but Nobody Makes it Listen

MUCH is said about the value of voluntary circulation to an advertiser. Yet everyone seems to overlook the fact that every radio audience is voluntary. No one tunes to a given station except of his own free will, nor stays tuned unless what he hears pleases him.

The map above is undisputable proof that many thousands, outside of WSM's primary sphere of influence, not only listen but are enough impressed by what they hear to write a letter. Why should this be?

Simply because WSM offers a service or an entertainment which these people want, and cannot find elsewhere. They tune to WSM because of a definite broadcasting character which experience has taught them to be trustworthy. They represent a tremendous voluntary circulation built by the simple expedient of thinking in terms of what they want and need.

May we show you how much the purchasing power of this voluntary circulation can stimulate the sale of your product?

WSM CLEAR CHANNEL
50,000 WATTS
N B C
NASHVILLE, TENNESSEE

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President-General Manager... Hoyt B. Wooten

POLICIES

Liquor advertising acceptable after 10:00
P.M.

REPRESENTATIVE

The Katz Agency

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.
OWNED BY: J. T. Ward. OPERATED BY:
WLAC Broadcasting Service. BUSINESS AD-
DRESS: Third National Bank. PHONE: 7-3425.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Dixie Highway. TIME ON THE AIR:
6:00 A.M. to 12:00 midnight. NEWS SERVICES:
United Press. TRANSCRIPTION SERVICES:
World Broadcasting System.

Personnel

Owner..... J. T. Ward
Station and Sales Manager..... F. C. Sowell
Publicity Director..... Paul Oliphant
Program Director..... Tim Sanders
Musical Director..... Charles Nagy
Chief Engineer..... F. D. Binns

POLICIES

Beer acceptable, but no liquor advertising.
No calls for foreign language programs. Medi-
cine accounts accepted with reservations.

Monthly bulletins sent to retail druggists
and grocers; monthly calls made on drug
trade; distribution of display material.

REPRESENTATIVE

Paul H. Raymer Company

W S I X

"VOICE OF NASHVILLE"

NASHVILLE—EST. 1927

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: WSIX, Inc. OPERATED BY:
WSIX, Inc. BUSINESS ADDRESS: Andrew Jack-
son Hotel. PHONE: 5-5431. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Third and
Boscobal Sts. TIME ON THE AIR: 6:00 A.M.
to midnight. MAINTAINS ARTISTS' BUREAU.
NEWS SERVICE: Nashville Banner. TRAN-
SCRIPTION SERVICES: Standard Radio, C. P.
MacGregor, NBC Thesaurus.

Personnel

President..... Jack M. Draughon
Director..... Jim Turner
Chief Engineer..... B. E. Porter

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

Sears & Ayer

W S M

"WE SHIELD MILLIONS"

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts.
OWNED BY: National Life & A. Insurance Co.
OPERATED BY: Same. BUSINESS ADDRESS:
National Bldg. PHONE: 6-7181. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION: 6
miles north Franklin. TIME ON THE AIR:
6:30 A.M. to midnight (C.S.T.). NEWS SER-
VICE: International News Service. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

Vice-President..... Edwin W. Craig
Station Manager..... Harry Stone
Commercial Manager..... Harbin Daniel
Artists Bureau Head..... Geo. Hay
Publicity Director..... Jack Harris
Musical Director..... Peter Brescia
Chief Engineer..... J. H. DeWitt, Jr.

POLICIES

No stated special policies.

Merchandising: A complete service to ad-
vertisers presenting regular programs; mer-
chandising department will help plan cooper-
ative efforts, if desired.

REPRESENTATIVE

Edward Petry & Co.



New modern studios and offices top floor
Third National Bank Building. Complete
new Western Electric studio and control
room equipment.

J. T. WARD, *Owner*

F. C. SOWELL, *General Manager*

PAUL H. RAYMER & Co.,
National Representatives

Member Station CBS and affiliated with
World Transcription System

TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,289,264,000

Auto Registrations 1,230,000

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 5255 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: 341 Ambler St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Reporter-News. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Bernard Hanks
Station Manager.....Max Bentley
Commercial Manager.....Poole Robertson
Program Director.....Douglas Doan
Chief Engineer.....W. W. Robertson

POLICIES

Does not accept liquor advertising. Will take foreign language accounts only with translation to also go on the air.

REPRESENTATIVE

Joseph Hershey McGillven

K F D A *

AMARILLO—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....C. S. Gooch
Station Director.....R. MacKenzie

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

TEXAS STATE NETWORK

FREQUENCY: 1410 Kc. POWER: 2500

Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library.

Personnel

President.....O. L. Taylor
Station and Commercial
Manager.....John Ballard
Artists' Bureau Head and
Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe
Production Manager.....Dave Clark
Merchandise Manager, Raymond Hollingsworth

POLICIES

No hard liquor; wine only after 9 P.M.

Merchandising: Complete service offered without charge except such as involves printed matter for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc., special services at cost.

REPRESENTATIVE

Howard H. Wilson Co.

KNOW

"SERVING AUSTIN AND CENTRAL TEXAS
17½ HOURS OUT OF EVERY 24"

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: KUT Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

General Manager.....James W. Pate
Commercial Manager.....Paul Forchheimer

Program Director.....Pat Adelman
Production Manager.....Frank Ruetz
Chief Engineer.....T. E. Daniels

POLICIES

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

REPRESENTATIVE

International Radio Sales

K T B C *

AUSTIN—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. (R. B. Anderson, President). OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Daytime Hours with WTAW.

Personnel

PresidentR. B. Anderson

* Operating under C.P. issued by FCC, at time of going to press.

K F D M

"KALL FOR DEPENDABLE MAGNELINE"

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Magnolia Petroleum Co. OPERATED BY: Sabine Broadcasting Co., Inc. BUSINESS ADDRESS: 310 Pearl St. PHONE: 3882. STUDIO ADDRESS: Grove and Doucette Sts. PHONE: 2873. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus, C. P. MacGregor.

Personnel

President and General Manager. J. M. Gilliam
Artists' Bureau Head.....G. W. Caldwell
Sales Manager.....W. F. Adams
Chief Engineer.....W. C. Douglas

POLICIES

Accepts beer, light wine and liquors, but does not use the word "whiskey."

Cooperates with clients through brokers, wholesalers, and distributors. Mails out letters on own stationery, under first class mail to retailers. Maintains 100 per cent cooperation with local newspapers.

REPRESENTATIVE

John Blair & Co.

K R I C *

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Beaumont Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: Beaumont. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President.....B. A. Steinhagen

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

K B S T

"LEND US YOUR EARS"

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

Personnel

Manager.....Howard Barnett
Commercial Manager.....Jack Wallace
Program Director.....Mary Vance Keneaster
Chief Engineer.....J. B. Casey

POLICIES

No stated special policies.

Merchandising: Station offers program merchandising facilities through the Big Spring Herald and station publicity department.

REPRESENTATIVE

Joseph Hershey McGillvra

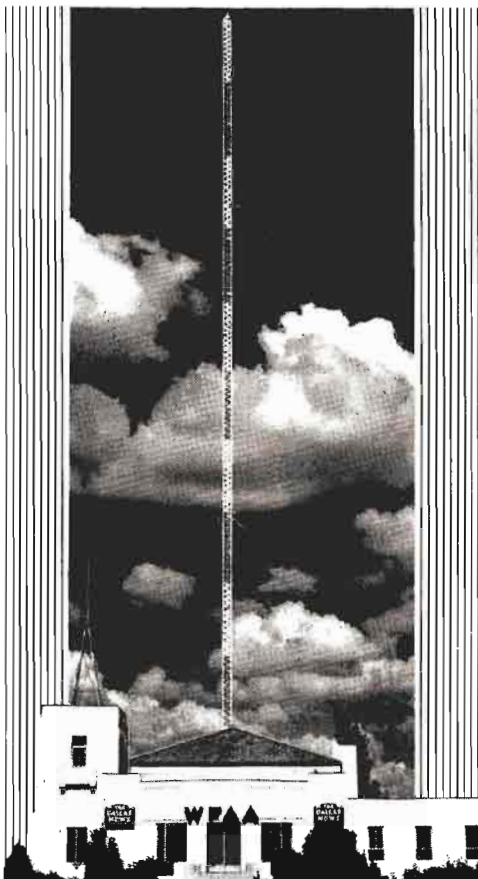
K N E L

"YOUR FRIEND OF THE AIR"

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 3:00 P.M. to 6:00 P.M.; Sunday, 8:00 A.M. to 1:00 P.M. and 3:00 P.M. to 5:00 P.M. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICE: C. P. MacGregor.

**WFAA'S 50,000 Watt Coverage,
ALREADY LARGEST IN THE U. S.
IS NOW INCREASED 30 % ***



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

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

"Your Neighbor of the Air"

W F A A

50,000 WATTS 800 K.C.
MARTIN CAMPBELL, Gen. Mgr.
Radio Service of The Dallas News

Personnel

General Manager.....G. L. Burns
Commercial Manager.....John Sloane
Chief Announcer.....Forest Cox
Musical Director.....Cecil Streigler
Chief Engineer.....Marion Crawford

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Cox & Tanz

K G F I

"THE VALLEY NEWS STATION"

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: Brownsville-San Benito Highway. PHONE: 1044 and 1046. STUDIO ADDRESS: Brownsville. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 9:30 P.M. (Sundays). NEWS AFFILIATION: Brownsville Herald. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice President in Charge of
Operations.....M. D. Gallagher
Commercial Manager.....Grover A. Godfrey
Chief Engineer.....John Shephard

POLICIES

Advertising of liquor with exception of beer, not accepted.

Merchandising: Station provides field work including dealer and consumer contacts; window display. Services also include direct-mail, etc. for listener build-up; supervision of sampling for advertiser, all under direction of merchandise man.

W T A W

COLLEGE STATION—EST. 1921

TEXAS QUALITY NETWORK

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

Personnel

Station Manager.....E. P. Humbert
Musical Director.....Mrs. Roy Dansforth
Chief Engineer.....H. C. Dillingham

POLICIES

Non-Commercial.

K R I S

CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.
TEXAS STATE NETWORK

FREQUENCY: 1330 Kc. POWER: 500 Watts.
OWNED BY: Gulf Coast Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Medical and Professional Bldg., P. O. Box
1128. PHONE: 475. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Corpus Christi.
NEWSPAPER AFFILIATION: Corpus Christi
Caller-Times. TRANSCRIPTION SERVICE: C. P.
MacGregor.

Personnel

Manager T. Frank Smith

REPRESENTATIVE

The Branham Co.

K A N D

CORSICANA—EST. 1937
TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Navarro Broadcasting Assn.
OPERATED BY: Navarro Broadcasting Assn.
BUSINESS ADDRESS: State Natl. Bank Bldg.
PHONE: 30. STUDIO ADDRESS: State Natl.
Bank Bldg. TRANSMITTER LOCATION: High-
way 75. TIME ON THE AIR: 6:00 A.M. to
local sunset. NEWS SERVICE: Transradio
Press. MAINTAIN ARTISTS' BUREAU. TRAN-
SCRIPTION SERVICE: Standard Radio.

Personnel

President J. C. West
Station Manager C. L. Whittier
Chief Engineer B. C. Boatright

POLICIES

No stated special program policies.
Flexible merchandising plan embracing all
media: Campaign dependent on nature of
program.

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1040 Kc. POWER: 10,000
Watts. (C. P. for 50,000 Watts.) OWNED BY:
KRLD Radio Corp. OPERATED BY: KRLD Radio
Corp. BUSINESS ADDRESS: Adolphus Hotel.
PHONE: 2-6811. STUDIO ADDRESS: Adolphus
Hotel. TRANSMITTER LOCATION: Garland.
TIME ON THE AIR: 6:00 A.M. to midnight.
NEWSPAPER AFFILIATION: Dallas Times
Herald. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICES: C. P.
MacGregor.

Personnel

President Tom C. Gooch
Managing Director J. W. Runyon
Station & Com. Mgr. C. W. Rembert
Chief Announcer Royce Colon
Program Director Ruth Clem
Chief Engineer R. M. Flynn

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

The Branham Co.

W F A A

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000
Watts. OWNED BY: A. H. Belo Corp. OPER-
ATED BY: A. H. Belo Corp. and The Dallas
Morning News. BUSINESS ADDRESS: Baker
Hotel. PHONE: 7-9631, LD 794. STUDIO AD-
DRESS: Baker Hotel. TRANSMITTER LOCA-
TION: Grapevine. TIME ON THE AIR: WFAA-
WBAP operated continuously 5:45 A.M. to
midnight (daily); 8:00 A.M. to midnight (Sun-
day). NEWSPAPER AFFILIATIONS: The Dal-
las Morning News. NEWS SERVICES: United
Press and Associated Press. TRANSCRIPTION
SERVICE: NBC Thesaurus.

Personnel

General Manager Martin Campbell
Merchandising Manager Irvin Gross
Program Director Ralph Nimmons
Regional Sales Manager Alex Keese
Publicity Director Dick Jordan
Musical Director Karl Lambertz
Chief Engineer Raymond Collins

POLICIES

Beer accepted but no other alcoholic bever-
age.

Merchandising department maintains close
contact with chains, wholesale houses, de-
partment stores and distributing firms. Advisory
service and limited cooperation in making per-
sonal contacts and surveys without charge.
All other services rendered at actual net cost
to station.

REPRESENTATIVE

Edward Petry & Co., Inc.

W R R

"WORLD'S OLDEST MUNICIPAL STATION"

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 500 Watts.
OWNED BY: City of Dallas. OPERATED BY:
City of Dallas. BUSINESS ADDRESS: South-

land Life Bldg. PHONE: 2-1411. STUDIO ADDRESS: Southland Life Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director.....John Thorwold
 Assistant Manager.....Chas. B. Jordan
 Chief Announcer.....Pete Teddlie
 Publicity Director.....Jack Mitchell
 Musical Director.....Murray Lambert
 Chief Engineer.....D. J. Tucker

POLICIES

No special stated program policies.
 Merchandising department only at cost to advertiser for services desired and rendered.

K D N T *

DENTON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: Denton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Owner.....Harwell V. Shepard
 * Station was licensed to operate under a C. P. No further information was available at time of going to press.

K F P L

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:00 A.M. to 3:30 P.M. and 5:15 P.M. to 8:15 P.M.; Sunday, 7:00 A.M. to 11:50 A.M. NEWS SERVICE: Christian Science Monitor.

Personnel

Station Mgr. & Chief Announcer..C. C. Baxter
 Chief Engineer.....C. B. Baxter

POLICIES

Accepts no liquor advertising.

K R O D *

EL PASO

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Dorrance D. Roderick. OPER-

ATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: El Paso Times.

*C.P. by F.C.C. Issues were being determined by Court of Appeals, Washington, D. C.

K T S M

"THE VOICE OF EL PASO"

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A.M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Mrs. L. E. Bredberg
 General Manager.....Karl O. Wyler
 Sales Manager.....Willard E. Kline
 Program Director.....Roy T. Chapman
 Chief Engineer.....E. L. Gemoets

POLICIES

No liquor advertising except beer and wine. No foreign language programs.

Merchandising: Assist in making displays, plugging program on air several days ahead of starting date . . . anything possible that will insure the success of the program.

REPRESENTATIVE

George P. Hollingbery Co.

W D A H

EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

Personnel

President.....Mrs. L. E. Bredberg
 Station Manager.....Karl O. Wyler

POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

K F J Z

FORT WORTH—EST. 1922
MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 1119 W. Lancaster. PHONE 3-3474-5-6. STUDIO ADDRESS: 1119 W. Lancaster. TRANSMITTER LOCATION: North Fort Worth. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President Elliott Roosevelt
General Manager..... Sam H. Bennett
Commercial Manager..... Jack Howell
Program Director..... Len Finger

POLICIES

All copy subject to approval of station management.

Merchandising: Local sales force cooperates with advertiser's sales force in promoting campaign through radio, posters and personal contacts.

REPRESENTATIVE

International Radio Sales

K G K O

"SERVING FORT WORTH, DALLAS AND THE GREAT SOUTHWEST"

FORT WORTH—EST. 1928
NBC (RED OR BLUE)

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Star-Telegram Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President Amon G. Carter
General Manager Harold V. Hough
Assistant General Manager... George Cranston
Publicity, Promotion, and
Merchandising Manager..... Jack Keasler

Chief Engineer C. B. Locke
Program Director..... Ed Lalley

POLICIES

Does not accept liquor accounts; beer acceptable; good taste requirements on all programs.

Merchandising: Department maintained for servicing advertisers; service includes letters to dealers, free space in house organ, personal calls and publicity assistance.

REPRESENTATIVE

Free & Peters, Inc.

(See Page 384)

K T A T

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927

MUTUAL—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Texas. PHONE: 3-1381-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Birdville. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President..... Raymond E. Buck
Commercial Manager..... Howard Foley
Artists Bureau Head..... Roy S. George
Chief Announcer..... Fritz Kunler
Station Manager..... Sam H. Bennett
Program Director..... Len Finger
Musical Director..... Frances Kay
Chief Engineer..... H. Sutton

POLICIES

Station abides by NAB code. Does not accept hard liquor advertising. Will accept foreign language accounts, but limited foreign population in this territory precludes possibility of such advertising.

Merchandising: Has use of five theatres in merchandising programs to theatre crowds—usual mail facilities to retail accounts for national advertisers. Arrangement with newspapers on publicity on talent and program without mentioning sponsor's name in write-up. Direct mail and other types of merchandising at cost. Special merchandising personnel calling on retail trade and national accounts without charge.

REPRESENTATIVE

Free & Peters, Inc.

★ **TWO NBC STATIONS**
SERVING FORT WORTH
DALLAS AND THE
GREAT SOUTHWEST ★

Owned and Operated by
FORT WORTH STAR-TELEGRAM

Amon G. Carter, *President*

WBAP KGKO

800 Kilocycles - 50,000 Watts

570 K. - 5,000 W. Day - 1,000 W. Night

WBAP, the Pioneer Station of Texas, was established in 1922 by The Fort Worth Star-Telegram. It always has been and continues to be a TOP STATION in the Southwest. Individual programming to fit its clientele.

Affiliated with National Broadcasting Company and Texas Quality Network.

Represented by Edward Petry & Co.

KGKO offers a concentrated coverage of Fort Worth, Dallas, North Texas, Southern Oklahoma, and Western Arkansas—an area with 681,385 radio homes. New equipment throughout. Regional rates.

KGKO is affiliated with the National Broadcasting Company and is a tested station of the WTS Gold Group.

Represented by Free & Peters, Inc.

Address Both Stations
STAR-TELEGRAM BLDG., FORT WORTH
Harold V. Hough, Gen. Mgr.

Herbert Southard, Mgr. WBAP George Cranston, Mgr. KGKO

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Assistant General Manager...Herb C. Southard
Program Director.....David Byrn
Production Manager.....A. M. Woodford
Chief Engineer.....R. C. Stinson

POLICIES

Beer accounts accepted—but no hard liquor. Good taste requirements on all other programs.

All WBAP advertisers have access to Fort Worth Star-Telegram merchandising department—which is fully manned.

REPRESENTATIVE

Edward Petry & Company

K L U F

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1225-23rd St. PHONE: 760. STUDIO ADDRESS: 1225-23rd St. TRANSMITTER LOCATION: American National Insurance Co. Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.—12:00 midnight to 1:00 A.M. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

President.....Geo. Roy Clough
Station Manager.....Laurence D. Yates
Chief Engineer.....John Taylor

POLICIES

No stated special policies.

K G V L *

GREENVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hunt Broadcasting Assn. (Fred Horton, President). OPERATED BY: Hunt

Broadcasting Association. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

Personnel

President.....Fred Horton

* Station was licensed to operate under C.P. issued by FCC, at time of going to press.

K P R C

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Chief Engineer.....H. T. Wheeler

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Edward Petry & Co.

K T R H

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361—Capitol 1992. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 7:45 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....B. F. Orr
Commercial Manager.....Ray E. Bright
Program Director.....Harry Grier
Chief Engineer.....Tom Hiner

POLICIES

No liquor accounts accepted; light wines and beer accounts accepted. Foreign language programs acceptable in line with CBS policies. No patent medicine, cancer cures, etc., accepted. Any program of a radical nature subject to careful editing by program department. Social diseases discussed providing speaker is member of medical profession in high standing or under government supervision.

Maintains special merchandising and exploitation departments to conform with normal wishes of any advertiser.

REPRESENTATIVE

John Blair & Company

K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.
TEXAS STATE NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 Watts.
OWNED BY: Harris County Broadcast Co.
OPERATED BY: Harris County Broadcast Co.
BUSINESS ADDRESS: 5th floor, Gulf Bldg.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Houston. TIME ON THE AIR:
24 hours a day. MAINTAINS AN ARTIST
BUREAU.

Personnel

Manager.....T. F. Smith

POLICIES

Merchandising and publicity departments are part of the regular service.

REPRESENTATIVE

The Branham Co.

K S A M

"THE HOME OF THE SAM HOUSTON
STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 100 Watts.
OWNED BY: Sam Houston Broadcasting Association.
OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press.

Personnel

Manager.....Harold C. Scott
Program Director.....Howard R. Holbrook
Chief Engineer.....Paul Wolfe

POLICIES

Advertising of alcoholic beverages not accepted.

K O C A

"KILGORE, THE OIL CAPITAL OF
AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Oil Capitol
Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Duval & Martin Sts. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Kilgore Daily News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Roy G. Terry
Station Manager.....H. A. Degner
Chief Engineer.....H. C. Slife

POLICIES

No stated special program policies.

K P A B

"THE STATION WHERE NATION MEETS
NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: Hamilton Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 Stone Ave. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Mervel M. Valentine
Commercial Manager.....R. W. Bennett
Program Director.....Jimmie Willson

POLICIES

Station is equipped to handle announcements and programs in Spanish as well as English.

Merchandising: Any reasonable amount of assistance in sales and merchandising campaigns within the Laredo trade area is available.

REPRESENTATIVE

Forjoe & Company, New York

K F R O

"KEEP FOREVER ROLLING ON"

LONGVIEW—EST. 1934

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS:

Box 616. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: S. Green at Radio Street. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager....James R. Curtis
 Secretary-TreasurerJoan Thompson
 Commercial Manager.....Harold C. Johnson
 Chief AnnouncerJohn McDonald
 Chief EngineerEdward Bumpass

POLICIES

Do not accept liquor accounts. No foreign language programs due to 99 per cent English speaking population.

Merchandising: Letters to dealers and prepare dealer mailing lists or routes. Furnish tie-in price cards and usual newspaper releases.

REPRESENTATIVES

John H. Reagin, Atlanta, Ga.
 Radio Time Agency, Chicago
 Walter Biddick, Los Angeles

K F Y O

"LUBBOCK, HUB OF THE PLAINS,
 HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK
 FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Box 1448. PHONE: 1700-1 (Trans) 1540. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

Personnel

President.....O. L. Taylor (Amarillo)
 Station Manager.....DeWitt Landis
 Commercial Manager.....DeWitt Landis
 Artists' Bureau Head.....R. B. McAllister
 Chief Announcer.....Wesley Youngblood
 Publicity Director.....Bruce Collier
 Musical Director.....O. D. Cook
 Chief Engineer.....W. H. Torrey

POLICIES

No liquor accounts. Spanish is accepted, though not desirable (97 per cent white literate population).

Complete merchandising service, reasonable amount free, additional service at net cost.

REPRESENTATIVE

Howard H. Wilson Company

K R B A

LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: Lufkin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ben T. Wilson
 Manager.....Darrell E. Yates

K R L H

MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

Personnel

Station Manager.....Pete Gates
 Assistant Manager.....Gladys Foster
 Chief Engineer.....Robert Harmon

POLICIES

Does not accept liquor advertisements.

K N E T

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime License.

Personnel

Manager.....B. V. Hammond

REPRESENTATIVE

Cox & Tanz

K P D N

"THE HIGH FIDELITY VOICE OF THE
 PAMPA NEWS"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 212½

N. Ballard. PHONE: 1100. STUDIO ADDRESS: 212½ N. Ballard. TRANSMITTER LOCATION: 8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....S. L. Patterson
 Commercial Manager.....C. M. Garnes
 Production Manager.....Ray Monday
 Program Director.....Ray Monday
 Chief Engineer.....Herman Kreiger

POLICIES

Copy must conform to station standards. Advertising of beer and wine accepted; no liquor advertising.

Merchandising: Facilities include posters, displays, publicity ad listing in Pampa News, direct mail.

K P L T

"THE FRIENDLY STATION"

PARIS—EST. 1936

MBS—TEXAS STATE NETWORK
 FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: North Texas Broadcasting Co.
 OPERATED BY: North Texas Broadcasting Co.
 BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. G. Pat Mayse
 General Manager.....Fred E. Humphrey
 Chief Engineer.....Weldon Jeffus

POLICIES

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

REPRESENTATIVE

Joseph Hershey McGillvra

K I U N

"VOICE WEST OF THE PECOS"

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Jack Hawkins and Barney Hubbs.

OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: KIUN Building. STUDIO ADDRESS: KIUN Bldg. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President-General Manager.....Jack Hawkins
 Chief Announcer.....Wray Guye
 Publicity Director.....Barney Hubbs
 Musical Director.....S. Durkin
 Chief Engineer.....T. G. Hubbard

POLICIES

Accepts wine and beer advertising; Spanish language programs subject to approval.

Renders newspaper publicity; any reasonable amount of dealer contact work.

K P A C

PORT ARTHUR—EST. 1935

FREQUENCY: 1260 Kc. POWER: 500 Watts.
 OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: Port Arthur College. STUDIO ADDRESS: Same. PHONE: 3320. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 6:00 A.M. to local sunset.

Personnel

President.....Carl Vaughan
 General Manager-Station Director.....Glenn Hewitt

POLICIES

Advertising of alcoholic beverages not accepted.

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK
 FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....H. C. Ragsdale
 Gen'l & Comm. Mgr.....J. Bert Mitchell, Jr.
 Program Director.....Lynn Bigler
 Chief Engineer.....Frank M. Jones

POLICIES

No stated special policies.

REPRESENTATIVE

Joseph Hershey McGillvra

K A B C

"THE SPORTS STATION"
SAN ANTONIO—EST. 1926
MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Henry Lee Taylor
Manager.....Cliff Taton
Program Director.....James McClain

POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

K M A C

SAN ANTONIO

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. W. McAllister. OPERATED BY: W. W. McAllister. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

Manager.....Howard W. Davis
Program Director.....A. S. Bessan

K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts (250 Watts pending). OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 1371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

Personnel

Pres. & Station Manager.....Eugene J. Roth
Commercial Manager.....James Brown
Program Director.....Gerald Morgan
Sales Manager.....James Brown
Chief Engineer.....Geo. Ing

POLICIES

Station accepts beer—light wines. No hard liquors. Announcements must conform with station policies. Spanish announcements accepted, but must be placed on nightly two-hour International Goodwill Program. All spot announcements must be no longer than seventy-five words. All products advertised on KONO must conform with requirements for the public welfare.

Merchandising tie-ups with all local and racial papers (local community papers). Programs "Previewed" on KONO Sampler Program weekly. Any other merchandising methods desired by account at cost. Station gives "plugs" on all new commercial programs for several days in advance of first program.

REPRESENTATIVE

International Radio Sales

K T S A

"SERVING THE PUBLIC INTEREST IN
SOUTH TEXAS"
"SAN ANTONIO'S BEST SALESMAN"

SAN ANTONIO—EST. 1928

COLUMBIA BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....George W. Johnson
Program Manager.....William C. Bryan
Musical Director.....Rex L. Preis
Chief Engineer.....Wm. Egerton

POLICIES

No special stated policies.

REPRESENTATIVE

International Radio Sales

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma.

Texas. TIME ON THE AIR: (Sunday) 8:00 A.M. to 11:30 P.M.; (daily) 6:30 A.M. to 11:30 P.M.
NEWS SERVICE: United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

Pres. & General Manager Hugh A. L. Halff
 Sales Promotion & Merchandising

Manager Walter S. Zahrt
 Program Director Lew Valentine
 Chief Engineer Fred Sterling

POLICIES

Advertising of beer and wine accepted; no hard liquor accounts. Station maintains strict censorship on patent medicines.

Maintains complete merchandising service for its advertisers and will give full cooperation to any advertiser's merchandising activities in the San Antonio market. The station from time to time conducts local merchandising activities in cooperation with the local advertiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month is provided. Merchandising display in studio lobby.

REPRESENTATIVE

Edw. Petry & Co., Inc.

53.4%* OF THE
 COMBINED SAN ANTONIO,
 AUSTIN & CORPUS CHRISTI
 AUDIENCE ARE TUNED
 to
WOAI

* According to a week's study made by
ROSS - FEDERAL RESEARCH
 Write us for further details



MEMBER IRTA. TRANSMITTER, NOT REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

K R R V

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK
FREQUENCY: 1310 Kc. **POWER:** 250 watts.
OWNED BY: Red River Valley Broadcasting Corp. **OPERATED BY:** Same. **BUSINESS ADDRESS:** P. O. Box 163. **PHONE:** 201. **STUDIO ADDRESS:** 1910 S. Crockett St., Fannin & Owing Sts., Denison. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to local sunset. **NEWS SERVICE:** United Press (via Texas State Network). **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President G. H. Wilcox
 Station Manager L. L. Hendrick
 Chief Announcer Leon Lloyd
 Denison Studio Manager Maurice Wray
 Program Director W. E. Rowens, Jr.
 Chief Engineer T. E. Spellman

POLICIES

Accepts foreign language and wine and beer advertising. No hard liquor advertising. Station offers complete cooperation in merchandising and sales assistance.

REPRESENTATIVE

Texas State Network

K T E M

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK
FREQUENCY: 1370 Kc. **POWER:** 250 Watts.
OWNED BY: Bell Broadcasting Co. **OPERATED BY:** Bell Broadcasting Co. **BUSINESS ADDRESS:** Kyle Hotel. **PHONE:** 4646. **STUDIO ADDRESS:** Kyle Hotel. **TRANSMITTER LOCATION:** 2.6 miles north of Temple on Temple-Waco highway. **TIME ON THE AIR:** 6:15 A.M. to local sunset. **MAINTAINS ARTISTS' BUREAU.** **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** C. P. MacGregor.

Personnel

President Mrs. Ruth Mayborn
 Station Manager Burton Bishop
 Artists' Bureau Head Kirby Nix
 Chief Announcer Edwin Callaway
 Chief Engineer Paul Shaw

POLICIES

Liquor advertising accepted where copy is not offensive. Foreign language programs accepted due to large percentage of Czech and German people residing in area.

Commercial programs may have additional support of program advising all dealers in territory of program by letter; commercial men

assist by keeping all local accounts advised of program; programs listed in daily newspaper schedule and publicized in station's daily program resume. Special downtown window displays arranged on request.

REPRESENTATIVE

Texas State Network

K C M C

"SERVING TEXARKANA AND THE FOUR STATES AREA WITH NEWS OF THE WORLD HOURS AHEAD"

TEXARKANA—EST. 1932

MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-3210. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President Henry Humphrey
 General Manager Foster W. Fort
 Artists Bureau Head and
 Traffic Manager Dorothy Moore
 Program & Publicity Dir. Thomas Dillahunty
 Chief Engineer Harvey Robertson

POLICIES

All medicinal copy must be submitted for approval by station management and physicians. Whiskey advertising accepted; but must be edited by station management.

Merchandising: Facilities consist of letters to merchants; surveys on special products advertised; lists of dealers supplied to agencies and manufacturers; installation of displays and other advertising material.

REPRESENTATIVE

Radio Time Agency

K G K B

TYLER—EST. 1931

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner-Operator Jas. G. Ulmer
 General Manager M. E. Danbom

POLICIES

Accepts no hard liquor advertising nor foreign language programs.

Merchandising: Station aids in getting store displays, mailing letters to dealers as part of a campaign, getting distribution; in general, any reasonable assistance.

K V W C *

VERNON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Vernon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Partners
 R. N. Nichols, W. H. Wright, Stewart Hatch
 Manager John Sullivan

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

W A C O

"SERVING THE PUBLIC INTEREST"

WACO—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service.

Personnel

Station Manager J. W. Pate
 Commercial Manager R. E. L. Glasgow
 Chief Announcer Clark Fulks
 Publicity Director Frank Ruetz
 Musical Director Pat Adelman
 Chief Engineer L. H. Appleman

POLICIES

Liquor programs accepted only after 10:30 P.M. and must be of a dignified character, running not less than 15 minutes and produced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, dodgers, placards, and direct mail merchandising aids.

REPRESENTATIVE

International Radio Sales

K R G V

"SERVING 'LOWER VALLEY GRANDE'
TEXAS 4TH CITY"

WESTLACO—EST. 1926

NBC—(RED OR BLUE)

TEXAS STATE NETWORK

FREQUENCY: 1260 Kc. POWER: 1000 Watts.
OWNED BY: KRGV, Inc. OPERATED BY:
Same. BUSINESS ADDRESS: 201 Border.
PHONE: 375-6. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:30 A.M. to 11:00 P.M. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICE: Standard Radio.

Personnel

President.....O. L. Taylor
Station Manager.....Ken Lowell Sibson
Sales Manager.....Ingham S. Roberts, III
Publicity Director.....Dick Watkins
Chief Engineer.....Neal McNaughton

POLICIES

No hard liquor advertising accepted.
Merchandising; Merchandising manager and
three field men maintained by station for use

without cost to clients. Charges made only
for special services requiring cash expendi-
tures.

REPRESENTATIVE

Howard H. Wilson Co.

K W F T *

WICHITA FALLS—EST. 1938

FREQUENCY: 620 Kc. POWER: 1000 Watts,
d.; 250 Watts, n. OWNED BY: Wichita Broad-
casting Co. OPERATED BY: Wichita Broad-
casting Co. BUSINESS ADDRESS: 807 Hamil-
ton Bldg. STUDIO ADDRESS: Wichita. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: Full Time License. NEWS SERVICE:
United Press.

Personnel

President.....Joe B. Carrigan
Station Manager.....D. A. Kahn
*Station was licensed to operate under a
C. P.; construction has been interrupted be-
cause issues are being determined in the
Court of Appeals, District of Columbia.

UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$132,098,000

Auto Registrations 106,619

K S U B

"GATEWAY TO SOUTHERN UTAH'S
SCENIC WONDERLAND"

CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Johnson & Perry. OPERATED BY:
Johnson & Perry. BUSINESS ADDRESS: Escal-
ante Hotel. PHONE: 398. STUDIO ADDRESS:
Escalante Hotel. TRANSMITTER LOCATION:
West 2nd South. TIME ON THE AIR: 8:00 A.M.
to 8:00 P.M. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICES: NBC The-
saurus, C. P. MacGregor.

Personnel

Co-Owners..Leland M. Perry, Harold Johnson
Station Manager.....Carl P. Wolfmon
Chief Engineer.....Cutler R. Miller

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Cox & Tanz

K V N U

LOGAN—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Cache Valley Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS:
Logan. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: Full Time License.

K L O

"THE VOICE OF UTAH"

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1400 Kc. POWER: 500 Watts. (C. P. 500 Watts, d.; 1000 Watts, n.) OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 7th floor, Hotel Ben Lomona. PHONE: 84-85. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ogden. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President A. L. Glasmann
Vice President-Station
Manager Paul R. Heitmeyer
Advertising Manager M. J. Bunnell
Chief Announcer John Woolf
Program Manager Ethel G. Clark
Musical Director Ed Barry
Chief Engineer W. D'Orr Coxsons
Production Manager Jack Riaska

POLICIES

Does not accept liquor advertising. Advertising of beer accepted. Foreign language advertising not encouraged.

REPRESENTATIVE

Bryant Griffith & Brunson
Walter Biddick Co. (West Coast)

K E U B

"THE VOICE OF EASTERN UTAH"

PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: E. Utah Broadcasting Co. (Sam. G. Weiss). OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

Program Director-Commercial
Manager Jack Richards
Station Manager Sam G. Weiss
Chief Engineer Carl E. Busart

POLICIES

No hard liquor accounts. Beer and foreign languages accepted.

K D Y L

"THE POPULAR STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same.

BUSINESS ADDRESS: 6th floor, Tribune-Telegram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager S. S. Fox
Commercial Manager W. E. Wagstaff
Program Director George Snell
Chief Announcer Floyd Farr
Sales Manager W. E. Wagstaff
Publicity Director David Simmons
Artists' Bureau Head and
Musical Director T. B. Woodbury
Chief Engineer J. M. Baldwin

POLICIES

No liquor advertisements except beer. No foreign language accounts. Medical accounts accepted only after copy to be used has been submitted and approved.

Merchandising: Station is equipped to handle sponsor display in attractive, well-placed showcases in its Tribune-Telegram Bldg. studios and its new Radio Playhouse. Other tie-ups are available by arrangement.

REPRESENTATIVE

John Blair & Company

BUSINESS IS GOOD IN SALT LAKE CITY

PARTICULARLY for ADVERTISERS USING

The POPULAR STATION

Now **5000** WATTS

5000 Watts Daytime
1000 Watts Nighttime

KDYL

Salt Lake City
Representative
John Blair & Co.

NBC
RED NETWORK

K S L

"THE VOICE OF THE WEST"

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

Personnel

President.....Sylvester O. Cannon
Station Manager.....Earl J. Glade
Commercial Manager.....Dan H. Vincent
Artists Bureau Head.....Irma F. Bitner
Production Director.....Lennox Murdock
Musical Director.....Gene Halliday
Chief Engineer.....E. G. Pack

POLICIES

Does not accept liquor advertising.
Merchandising: Mailing service. Will distribute merchandise displays to Salt Lake

stores. Listing in KSL Press Release weekly. Space in monthly. Program brochure.

REPRESENTATIVE

Edward Petry & Co., Inc.

K U T A

"TOPS ON THE DIAL"

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel. PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St. West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Frank C. Carmen
Commercial Manager.....Arch Madsen
Program Director.....Hal Parkes
Chief Engineer.....Lyle Wahlquist

REPRESENTATIVE

Joseph Hershey McGillvra

VERMONT

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$99,121,000

Auto Registrations 79,000

W C A X

BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 134-373. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. H. Nelson Jackson
General Manager.....John A. Cellar
Treasurer.....E. E. Germain

Commercial Manager.....W. J. Kennedy
Program Manager.....H. B. Wight
Chief Engineer.....James W. Tierney

POLICIES

Advertising of alcoholic beverages accepted. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

W S Y B

"WE SERVE YOU BEST"

RUTLAND—EST. 1930

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. Weiss Music Co. OPERATED

BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: 8:30 A.M. to 9:00 P.M.; Sunday, 10:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President P. Weiss
 Station Manager J. H. Weiss
 Chief Engineer J. A. Housek

POLICIES

No stated special program policies.
 Merchandising for accounts in Rutland only.

W Q D M

"THIS IS YOUR STATION"
 ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bostwick. OPERATED BY: F. Arthur Bostwick. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President F. Arthur Bostwick
 General Manager G. S. Wasser
 Production Manager Byron Snowden
 Continuity Director Walter Murtrogh
 Chief Engineer Edward J. Regan

POLICIES

No hard liquor. Accepts beer and foreign language accounts.
 Tie-up with newspaper and window displays.

REPRESENTATIVE

Weed & Co.

W N B X

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Twin State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Bldg. PHONE: 66-3-66-4. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President Harry C. Wilder
 Station and Commercial
 Manager Herman Steinbruch
 Chief Announcer Ozzie Wade
 Program and Publicity Director Harlot Stem
 Chief Engineer Bill Moore

POLICIES

No liquor advertising accepted. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Merchandising: Station has its own merchandising service located in the 22 trading areas within its coverage area; will also make "competitive brand surveys."

REPRESENTATIVE

Paul H. Raymer Co.

W D E V

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 500 Watts. 1000 pending. OWNED BY: Mary M. Whitehill Estate, Charles B. Adams, Administrator. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station and Sales Manager L. E. Squier
 Advertising Manager and
 Artists' Bureau Head W. G. Ricker
 Commercial Manager Harold Deal
 Chief Announcer Ted Nelson
 Musical Director Paul Turner
 Chief Engineer Melvin Stickles

POLICIES

No liquor advertising. Sole restriction.
 Service available from printing department of Waterbury Record and columns of paper.

REPRESENTATIVE

Horace Hagedorn, N. Y. C.

WRVA 50,000 WATTS MAKE CASH REGISTERS SING!



**VIRGINIA'S ONLY
50,000 WATT STATION
GIVES YOU MANY
MARKETS AT THE
COST OF ONLY ONE!**

IT PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

PAUL H. RAYMER COMPANY
National Representative

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



WRVA 50,000 WATTS

VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$471,329,000

Auto Registrations 373,000

W C H V

"VIRGINIA'S GOODWILL STATION"

CHARLOTTESVILLE—EST. 1932

VIRGINIA BROADCASTING SYSTEM, INC.
 FREQUENCY: 1420 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Community
 Broadcasting Corp. OPERATED BY: Same.
 BUSINESS ADDRESS: E. Market & 4th. PHONE:
 444. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Route 250, Jefferson Highway.
 TIME ON THE AIR: 7:00 A.M. to 10:05 P.M.
 NEWS SERVICE: United Press. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SER-
 VICE: Standard Radio, Lang-Worth.

Personnel

Station Manager.....Hugh M. Cutler
 Secretary-Treasurer.....John T. Elsroad
 Commercial Manager.....Edward H. Allen
 Program.....C. H. Goldsmith
 Chief Engineer.....Walter W. Gray

POLICIES

Does not accept liquor or foreign language
 accounts.

Maintains merchandising department which
 calls on trade in primary area regularly, so-
 liciting orders.

REPRESENTATIVE

Burn-Smith Co.

W B T M

"WORLD'S BEST TOBACCO MARKET"

DANVILLE—EST. 1930

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Piedmont
 Broadcasting Corp. OPERATED BY: Piedmont
 Broadcasting Corp. BUSINESS ADDRESS: 427
 Main St. PHONE: 2350. STUDIO ADDRESS:
 427 Main St. TRANSMITTER LOCATION:
 Danville. NEWS SERVICE: Transradio Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: C. P. MacGregor.

Personnel

President.....L. N. Dibrell
 Vice President and General
 Manager.....S. C. Ondarcho

Program Director.....W. P. Heffernan
 Publicity Director.....Jay Caldwell
 Chief Engineer.....Phil Briggs

POLICIES

No liquor advertising accepted; beer and
 wine accepted; foreign language accounts
 discouraged because of limited foreign popu-
 lation; medical accounts accepted; copy in all
 cases must be in good taste and ethical.

For exploitation station publishes its own
 weekly paper. No merchandising department
 established but a reasonable amount is done
 without cost.

REPRESENTATIVE

Burn-Smith Co.

W S V A

"THE VALLEY STATION"

HARRISONBURG—EST. 1935

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 500 Watts.
 OWNED BY: Shenandoah Valley Broadcasting
 Corp. OPERATED BY: Shenandoah Valley
 Broadcasting Corp. BUSINESS ADDRESS:
 Newman Bldg. PHONE: Harrisonburg, 875.
 STUDIO ADDRESS: Newman Bldg.; Profes-
 sional Bldg., Staunton. PHONE: Staunton 647.
 TRANSMITTER LOCATION: 5 miles South of
 Harrisonburg on U. S. Route 11. TIME ON
 THE AIR: 6:30 A.M. to local sunset. NEWS
 SERVICE: Transradio News. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

General and Commercial
 Manager.....Chas. P. Blackley
 Program Director.....Wendell Siler
 Chief Engineer.....U. L. Lynch

POLICIES

Beer accounts accepted. Wine and liquor
 accounts not accepted.

Complete cooperation is given all clients in
 the distribution of printed matter and in the

mailing of prizes, etc.; merchants are contacted.

W L V A

LYNCHBURG—EST. 1930

REGIONAL V.B.S.

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

PresidentEdw. A. Allen
Station ManagerPhilip P. Allen
Commercial ManagerGlen E. Jackson
Program DirectorJames Moore
Publicity DirectorJames Howe
Chief EngineerAlbert E. Heisen

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

WMBG

NBC Red



RICHMOND, VIRGINIA



**Can Be Purchased
Independent of Basic**

CONSULT

JOHN BLAIR & CO.

NEW YORK—MURRAY HILL 9-6084

CHICAGO—SUPERIOR 8660

DETROIT—MADISON 7889

W G H

“WORLD’S GREATEST HARBOR”

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 44319. STUDIO ADDRESS: Boat Harbor; American National Bank Bldg., Portsmouth. PHONE: 991—Portlock Bldg., Norfolk. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President.....James W. Baldwin
Vice-President & General
Manager.....Edward E. Bishop
Secretary.....Gene D. Stratton
Commercial Manager.....Edward E. Edgar
Artists' Bureau Head.....Alfred Temple
Chief Announcer.....Joel F. Wahlberg
Publicity Director.....Gene Stratton
Musical Director.....Willby Goff
Chief Engineer.....Raymond P. Aylor, Jr.

POLICIES

No liquor advertising except wines and beers, conforming to rules of Virginia Alcoholic Beverage Board. Foreign language accounts acceptable where public interest is served and necessity exists. Internal medicines not accepted.

REPRESENTATIVE

Burn-Smith Co.

W T A R

“VIRGINIA’S PIONEER VOICE”

NORFOLK—EST. 1923

**NATIONAL BROADCASTING CO.
(RED & BLUE)**

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glenrock, Princess Anne County. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Continuity & Publicity
 Director.....Lee Chadwick
 Program Director.....Shirley Hosier
 Production Manager.....Vaughn Bradshaw
 Sales Promotion Director.....Ralph S. Hatcher
 Musical Director.....Henry Cowles Whitehead
 Technical Director.....J. L. Grether

POLICIES

Accepts wine and beer accounts; no hard liquor advertising. Foreign language accounts judged individually and acceptance based on the merit of the program material. No foreign language account has been broadcast over station to date.

Merchandising: Courtesy announcements gratis, listings in morning and evening newspaper, announced in two daily program resumes, letters to dealers, contact of dealers and wholesalers, and additional activities at cost.

REPRESENTATIVE

Edward Petry & Co.

W P I V *

PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

Personnel

President.....W. E. Harris

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

W B B L

RICHMOND

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: Richmond. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours.

Personnel

Agent.....M. A. Sitton

POLICIES

Station does not sell time.

W M B G

"THE HAVENS AND MARTIN STATION" RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: P. O. Box 5229. PHONE: 5-8611. STUDIO ADDRESS: 3301 W. Broad St. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President & Station

Manager.....Wilbur M. Havens
 Vice-President.....Callom B. Jones
 Secretary.....C. H. Woodward
 Treasurer.....Wilfred H. Wood
 Chief Announcer.....Jack Hooper
 Local Sales Manager.....Wm. Filer
 Publicity Director & National
 Sales Manager.....R. E. Mitchell
 Musical Director.....Garnett Tate
 Chief Engineer.....Wilfred H. Wood

POLICIES

Beer and wine accounts accepted; no hard liquor.

Complete merchandising set-up including dealers' letters; distribution of window and counter cards; window dressing.

REPRESENTATIVE

John Blair & Co.

W R N L

"THE FRIENDLY STATION"

RICHMOND—EST. 1927

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.; 1000 watts, Full Time License). OWNED BY: WLBG, Inc. OPERATED BY: WLBG, Inc. (ex-WPHR). BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: 323 E. Grace St. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Langworth and C. P. MacGregor.

Personnel

President.....John Stewart Bryan
 Station Manager.....Earl Sowers
 Artists' Bureau Head.....Blanche Moody
 Chief Announcer.....Wallace Stell
 Sales Manager.....C. A. Baker
 Publicity Director.....Earl Sowers
 Musical Director.....Marynelle Gutridge
 Chief Engineer.....W. A. Selden

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

Has merchandising department, including audience room excellently equipped for auditions, etc.

REPRESENTATIVE

Burn-Smith Co.

W R T D

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM

(BLUE)

FREQUENCY: 1500 Kc. **POWER:** 100 Watts. **OWNED BY:** Times-Dispatch Radio Corp. **OPERATED BY:** Times-Dispatch Radio Corp. Inc. **BUSINESS ADDRESS:** State-Planters Bank Building. **PHONE:** 3-7471, 3-7472, 3-7473. **STUDIO ADDRESS:** State-Planters Bank Building. **TRANSMITTER LOCATION:** Belle Isle. **TIME ON THE AIR:** Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 7:00 A.M. to 12:00 midnight. **NEWSPAPER AFFILIATIONS:** Times-Dispatch Publishing Co., Inc.

Personnel

President..... John D. Wise
Vice-President..... Campbell Arnoux
Secretary-Treasurer..... J. L. Stott
Manager..... Ovelton Maxey
Chief Engineer..... David Bain
Sports Director..... Pete Gleason
Production Manager..... Conrad Rianhard
Program Director..... Grace Gatling
Continuity Director..... Bernard Dabney
Publicity & Merchandising..... Robert Ehrman
Traffic Manager..... Mildred Williams
Chief Announcer..... Sam Lawder

POLICIES

Does not accept hard liquor or wines but does accept beer; does not accept foreign languages.

Displays in five banks; one in lobby of Richmond Times-Dispatch; one in reception room of WRTD; as a rule preannouncements; personal contact with distributors and dealers. Letters to distributors and principal dealers.

REPRESENTATIVE

Edward Petry & Co., Inc.

W R V A

"VIRGINIA'S ONLY 50,000 WATT STATION"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. **Power:** 50,000 watts. **OWNED BY:** Larus & Brother Co., Inc. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Richmond. **PHONE:** 3-6633. **STUDIO ADDRESS:** Hotel Richmond. **TRANSMITTER LOCATION:** Varina Farms. **TIME ON THE AIR:** 7:00 A.M. to midnight (Fri. to 2:00 A.M.). **NEWS SERVICE:** United Press. **TRANSCRIPTION SERV-**

ICE: World Broadcasting System. **MAINTAINS ARTISTS' BUREAU.**

Personnel

General Manager..... C. T. Lucy
Business Manager..... Barron Howard
Program Service Manager..... Irvin Abeloff
Publicity Director..... Walter R. Bishop
Musical Director..... E. D. Naff
Technical Supervisor..... H. S. Lucy
Chief Engineer..... D. C. Woods

POLICIES

Accept no alcoholic advertising including wine, beer or liquor. Has no foreign language accounts since this is native territory. After 6:00 P.M. accepts no advertising for product, use of which would not be considered suitable topic for discussion in mixed group. Matter of good taste applied to all proposed accounts.

Merchandising: Merchandising and exploitation is handled on a per-job basis by a local exploitation firm. No definite merchandising set-up is maintained by station.

REPRESENTATIVE

Paul H. Raymer Company

(See Page 396)

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. **POWER:** 5000 Watts. d.; 1000, n. **OWNED BY:** Times-World Corp. **OPERATED BY:** Times-World Corp. **BUSINESS ADDRESS:** 124 West Kirk Ave. **PHONE:** 8131, 8132. **STUDIO ADDRESS:** 124 West Kirk Ave. **TRANSMITTER LOCATION:** Colonial Hgts., Roanoke. **TIME ON THE AIR:** 7:00 A.M. to 12:00 midnight. **NEWSPAPER AFFILIATIONS:** The Roanoke Times (morning); The Roanoke World News (evening). **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICES:** NAB Library and World Broadcasting System. **MAINTAINS ARTISTS' BUREAU.**

Personnel

President..... J. P. Fishburn
Station Manager..... Ray P. Jordan
Commercial Manager..... F. D. Kesler
Publicity Director..... Jack Weldon
Studio Director..... Paul Reynolds
Artists' Bureau Head &
Musical Director..... Mary Henson
Chief Engineer..... J. W. Robertson

POLICIES

Does not accept liquor advertising except beer and light wines. No objection to foreign language accounts, but advises against them because of only 2 per cent foreign born population.

Complete merchandising co-operation. Letters to dealers; window and store displays, newspaper publicity, etc.

REPRESENTATIVES

Free & Peters, Inc.

WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$528,709,000

Auto Registrations 449,925

K X R O

"TWIN HARBOR" STATION

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: KXRO, Inc. OPERATED BY:
KXRO, Inc. BUSINESS ADDRESS: P. O. Box
1120. PHONE: Aberdeen 4098 and 4099.
STUDIO ADDRESS: 207 East Market St.
TRANSMITTER LOCATION: Finch Farms.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President..... Harry R. Spence
Commercial Manager..... Fred G. Goddard
Chief Announcer..... Ben Weatherwax
Publicity Director..... Edwin J. Alexander
Musical Director..... A. W. Lindsay
Chief Engineer..... W. M. McGoffin

POLICIES

Beer and wine accepted, also foreign lan-
guage accounts.

REPRESENTATIVE

John Blair & Company

K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: KVOS, Inc. OPERATED BY:
KVOS, Inc. BUSINESS ADDRESS: Luther Bldg.
PHONE: 4200-1627-34. TRANSMITTER LOCA-
TION: Luther Bldg. TIME ON THE AIR: 6:30
A.M. to 11:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICES:
World Broadcasting System, C. P. MacGregor.

Personnel

President..... Rogan Jones
Advertising & Sales Manager..... Tom Schafer
Musical Director..... Henry Ehlers
Chief Engineer..... Joe Ernst

POLICIES

Advertising of beer and wine accepted.

REPRESENTATIVE

John Blair & Co.

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 500 Watts.
OWNED BY: Central Broadcasting Corp.
OPERATED BY: Central Broadcasting Corp.
BUSINESS ADDRESS: Kela Bldg. PHONE:
Chehalis 721—Centralia 721. STUDIO AD-
DRESS: Same. TIME ON THE AIR: 6:00 A.M.
to 12:00 midnight. NEWSPAPER AFFILIA-
TIONS: Lewis County Advocate, Chehalis Bee
Nugget, Centralia Tribune. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERV-
ICE: Lang-Worth.

Personnel

General Manager..... J. Elroy McCaw

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

John Blair & Company

K R K O

"THE VOICE OF EVERETT AND
SNOHOMISH COUNTY"

EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.
OWNED BY: Lee E. Mudgett. OPERATED BY:
Lee E. Mudgett. BUSINESS ADDRESS: 300
Clark Bldg. PHONE: Main 5-2-6. STUDIO
ADDRESS: 300 Clark Bldg. TRANSMITTER
LOCATION: 2814 Rucker Ave. TIME ON THE
AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to
7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M.
NEWS SERVICE: Transradio Press. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

Owner.....Lee E. Mudgett
 Station Manager.....W. F. Knehr
 Musical Director.....Maynard Bordsen
 Chief Engineer.....Lee E. Mudgett

POLICIES

No liquor advertising accepted.
 Merchandising: Station has reciprocal agreement with local Shopping News.

REPRESENTATIVE

John Blair & Co.

K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 Watts.
 OWNED BY: Twin City Broadcasting Corp.
 OPERATED BY: Twin City Broadcasting Corp.
 BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso.
 TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License.
 NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

General Manager.....M. F. Woodling
 Assistant Manager.....Charles B. Foll

REPRESENTATIVE

Cox & Tanz
 Walter Biddick Co. (West Coast)

K G Y

"IN WASHINGTON'S CAPITOL CITY"

**OLYMPIA—EST. 1921 (non-Comm.)
 1932 (Comm.)**

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc.
 BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way.
 TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.)
 Silent Sunday. NEWS SERVICE: United Press.

Personnel

President.....Louis A. Wasmer
 Vice President.....Archie G. Taft
 Station Manager & Commercial Manager.....W. R. Taft
 Publicity Director.....Freda Tilden
 Program Director.....Jean Walters
 Chief Engineer.....John H. Thatcher

POLICIES

No hard liquor advertising accepted.
 Merchandising: Placing of newspaper publicity; designing and distribution of placards handbills, etc.

REPRESENTATIVE

John H. Blair & Co.

K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts. d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash.
 BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College.
 TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. O. Holland
 Station Manager.....Kenneth E. Yeend
 Chief Announcer.....M. Reid White
 Chief Engineer.....Leonard Burton

POLICIES

No commercial broadcasting whatsoever.

K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc.
 BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General Manager.....Arthur C. Dailey
 Sales Manager.....H. D. Porter
 Publicity Director.....L. D. Woodruff
 Chief Engineer.....Dick Nickols

POLICIES

No liquor accounts accepted. Accepts foreign language business.

K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)

**COLUMBIA BROADCASTING SYSTEM
 WORLD TRANSCRIPTION SYSTEM**

FREQUENCY: 710 Kc. POWER: 1000 Watts.
 OWNED BY: Queen City Broadcasting Co.
 OPERATED BY: Queen City Broadcasting Co.
 BUSINESS ADDRESS: Cobb Bldg. PHONE:

Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
 Station Manager.....H. J. Quilliam
 Business Manager.....Loren B. Stone
 Program Director.....Tommy Thomas
 Sales Manager.....J. A. Morton
 Chief Announcer.....Maurice Rider
 Publicity Director.....Vera Jidlick
 Chief Engineer.....James Hatfield

POLICIES

Does not accept spiritous liquors.

REPRESENTATIVE

The Katz Agency

K J R

"SEATTLE'S PIONEER RADIO STATION"
SEATTLE—EST. 1921
 NBC (PACIFIC COAST BLUE)
 NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Chief Announcer.....Bennett Fisher
 Publicity Director.....Dick Keplinger
 Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

REPRESENTATIVE

Edward Petry & Co., Inc.

K O L

SEATTLE—EST. 1922
 MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.
 FREQUENCY: 1270 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: Titan, NAB Library.

Personnel

Vice President.....Archie Taft
 General Manager.....E. D. Pederson
 Chief Announcer.....Wilson Arthur Edwards
 Musical Director.....Don Isham
 Chief Engineer.....A. L. Henderson

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

John Blair & Co.

K O M O

"FISHER'S BLEND STATION"
SEATTLE—EST. 1925
 NBC (PACIFIC COAST RED)
 NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Chief Announcer.....Bennett Fisher
 Publicity Director.....Dick Keplinger
 Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

REPRESENTATIVE

Edward Petry & Co., Inc.

K R S C

SEATTLE—EST. 1926
 FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANS-

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
 FREQUENCY: 1470 Kc. POWER: 5000 Watts.
 OWNED BY: Louis Wasmer. OPERATED BY:
 Louis Wasmer. BUSINESS ADDRESS: Radio
 Central Bldg. PHONE: M 5383. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Lidgewood & Rowan. TIME ON THE AIR:
 Full Time License.

Personnel

Station Manager.....Louis Wasmer
 Assistant Manager.....Harvey Wixson

REPRESENTATIVE

Edward Petry & Company

K H Q

"TELLING THE WORLD"

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN
 NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Louis Was-
 mer, Inc. OPERATED BY: Louis Wasmer, Inc.
 BUSINESS ADDRESS: Radio Central Bldg.
 PHONE: M-5383. STUDIO ADDRESS: Radio
 Central Bldg. TRANSMITTER LOCATION:
 4105 S. Regal St. TIME ON THE AIR: 6:45
 A.M. to 12:00 midnight; Sunday, 8:00 A.M.
 to 12:00 midnight. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus and has Studio Recording Equip-
 ment.

Personnel

President.....Louis Wasmer
 Station Manager.....Harvey Wixson
 Chief Announcer.....Harry Lantry
 Assistant Manager.....Herb Wixson
 Musical Director.....Marian Boyle
 Chief Engineer.....A. G. Sparling

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

K M O

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
 PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
 OWNED BY: KMO, Inc. OPERATED BY: KMO,
 Inc. BUSINESS ADDRESS: 914½ Broadway.
 PHONE: Main 4144. STUDIO ADDRESS: 914½
 Broadway. TRANSMITTER LOCATION: 1½
 miles east of Tacoma. TIME ON THE AIR:

6:00 A.M. to 12:00 midnight. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICES:
 World Broadcasting System, NAB Library,
 Lang-Worth.

Personnel

President and Station

Manager.....Carl E. Haymon
 Assistant Manager.....Jack Buchanan
 Advertising Manager.....Roscoe Smith
 Chief Announcer.....Harry Jordan
 Publicity Director.....Larry Huesby
 Musical Director.....Dick Ross
 Chief Engineer.....Joe Kolesar

POLICIES

No liquor advertising. Accepts foreign lan-
 guage accounts.

Advertise all of commercial accounts in
 "Shopping News."

REPRESENTATIVE

John Blair & Company

K V I

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 570 Kc. POWER: 5000 Watts,
 d.; 1000 Watts, n. OWNED BY: Puget Sound
 Broadcasting Co. OPERATED BY: Same.
 BUSINESS ADDRESS: W. R. Rust Bldg. PHONE:
 BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle.
 STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma,
 Olympic Hotel, Seattle. TRANSMITTER LO-
 CATION: Vashon Island. TIME ON THE AIR:
 6:00 A.M. to midnight. NEWSPAPER AFFIL-
 IATION: Tacoma News Tribune. NEWS SERV-
 ICE: Associated Press (non-commercial).

Personnel

President & Station

Manager.....Vernice Boulianne
 Commercial Manager.....Earl T. Irwin
 Sales Promotion Director.....Elvin E. Evans
 Publicity Director.....Dorothy Doernbecher
 Musical Director.....Jane Powers
 Program Director.....Wade Thompson
 Chief Engineer.....James W. Wallace

POLICIES

Does not accept foreign language or hard
 liquor accounts.

Merchandising: Station makes every effort
 to cooperate with accounts in special mer-
 chandising or exploitation features—such as
 letters to the trade, personal contacts, news-
 paper publicity stories, etc.

REPRESENTATIVE

Free & Peters, Inc.

K V A N *

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. POWER: 250 watts.
 OWNED BY: Vancouver Radio Corp. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 Clark County National Bank Bldg. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION: Van-
 couver. TIME ON THE AIR: Daytime License.

Personnel

President.....Sheldon F. Sackett
 Vice-President.....D. Elwood Caples
 General Manager.....Walter L. Read
 Commercial Manager.....Ricky Bras
 Chief Engineer.....Paul W. Spargo

* Station licensed to operate under a C. P.
 No further information was available at the
 time of going to press.

K U J

"SERVING THE NORTHWEST'S RICHEST
 AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: KUJ, Inc. OPERATED BY: KUJ,
 Inc. BUSINESS ADDRESS: 2nd and Rose Sts.
 PHONE: 1230. STUDIO ADDRESS: 2nd and
 Rose Sts. TRANSMITTER LOCATION: 2nd and
 Rose Sts. TIME ON THE AIR: 6:30 A.M. to
 10:00 P.M. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System, Lang-Worth.

Personnel

President and General
 Manager.....H. E. Studebaker
 Commercial Director.....Jerry Jensen
 Advertising Director.....Norval Armes
 Program Director.....John F. Hicks
 Chief Announcer.....Dick Crombie
 Publicity Director.....Esther Carter
 Musical Director.....Roy Dorr
 Chief Engineer.....Milton MacLafferty

POLICIES

No liquor accounts accepted.
 Merchandising: Station's policy is to con-
 centrate on sale and production of sponsored
 programs rather than over-emphasis of com-
 mercial announcements.

REPRESENTATIVES

Cox & Tanz, Philadelphia
 Sears & Ayer, Chicago
 Walter Biddick Co., Pacific Coast

K P Q

WENATCHEE—EST. 1930
 MUTUAL—DON LEE BROADCASTING
 COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Westcoast

Broadcasting Co. OPERATED BY: Westcoast
 Broadcasting Co. BUSINESS ADDRESS: KPQ
 Bldg. PHONE: 45 and 875. STUDIO ADDRESS:
 KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to
 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M.
 (Sunday). NEWS SERVICE: International
 News Service.

Personnel

President.....Rogan Jones
 Station and Commercial
 Manager.....Cole Wylie
 Chief Announcer.....Louis Gillette
 Publicity Director.....Dorothy Lee
 Chief Engineer.....Elwood Lippincott

POLICIES

Accepts beer and wine accounts.
 Gives publicity in all news casts; sales force
 gives advertisers special cooperation.

K I T

"VOICE OF THE YAKIMA VALLEY"
 YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING
 SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: Carl E. Hay-
 mond. OPERATED BY: Carl B. Haymond.
 BUSINESS ADDRESS: 414 E. Yakima Ave.
 PHONE: 8115, 8116, 4513. STUDIO ADDRESS:
 414 E. Yakima Ave. TRANSMITTER LOCA-
 TION: Old Town, Wash. TIME ON THE AIR:
 6:30 A.M. to 12:00 midnight; Sunday, 8 A.M.
 to 12:00 midnight. NEWS SERVICE: United
 Press News. TRANSCRIPTION SERVICES:
 World Broadcasting System, C. P. MacGregor,
 Lang-Worth.

Personnel

President.....Carl E. Haymond
 Resident Station Manager.....J. A. Murphy
 Commercial Manager.....A. Q. Moore
 Chief Announcer.....Bob Dyal
 Publicity Director.....P. Wick
 Musical Director.....Harrison Miller
 Chief Engineer.....H. B. Murphy

POLICIES

Accepts beer and wine advertising, also
 foreign language accounts.

Will set up dealer displays in territory
 within five mile radius of station and will
 mail out dealer helps at cost to advertiser.

REPRESENTATIVE

John Blair & Company

WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$332,190,000

Auto Registrations 219,550

WJLS

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Teel Road. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Joe L. Smith Jr.
Advertising Manager.....James L. Cox

WHIS

"SERVING THE BILLION DOLLAR
COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: 621 Commerce St., Bodell Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Harry Heights. TIME ON THE AIR: Week days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....C. H. Murphy, Jr.
Chief Engineer.....P. T. Flanagan

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.
Merchandising service available.

REPRESENTATIVE

The Katz Agency

WCBS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1008 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1008 Lee St. TRANSMITTER LOCATION: 5 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy
Station & Sales Manager..Harold L. Chernoff
Chief Announcer.....George Gow
Artists' Bureau Head &
Musical Director.....N. Pagliara
Chief Engineer.....Odes Robinson

POLICIES

Accepts beer advertising. Foreign language programs accepted at certain hours.
Complete merchandising service available at cost.

REPRESENTATIVE

The Branham Co.

WGK V *

CHARLESTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Charleston. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C. P. and no further information available at time of going to press.

W B L K

"CLARKSBURG'S OWN RADIO STATION"

CLARKSBURG—EST. 1937

THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy
Station & Commercial
Manager.....Meyer "Mike" Layman
Chief Announcer & Program
Director.....Don McWhorter
Chief Engineer.....Wm. P. Heitzman

POLICIES

Advertising of beer accounts accepted.
Merchandising department is available at cost.

REPRESENTATIVE

The Branham Co.

W M M N

"THE VOICE OF WEST VIRGINIA"

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. (C. P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George B. Storer
Station & Sales Manager.....O. J. Kelchner
Commercial Manager.....R. C. Warden
Program Manager & Chief
Announcer.....Howard Wolfe
Publicity Director.....Kay Balfe
Musical Director.....Frank Knuth
Chief Engineer.....Roy Hech

POLICIES

Liquor accounts not accepted.
Station will cooperate to any reasonable extent with advertisers on merchandising program.

REPRESENTATIVE

John Blair & Company

W S A Z

HUNTINGTON—EST. 1927

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

Personnel

President and Station
Manager.....W. C. McKellar
Commercial Manager.....J. L. Henry
Advertising Manager.....V. C. Bailey
Chief Announcer and Musical
Director.....Fred Burns
Publicity Manager.....V. C. Bailey
Chief Engineer.....Glenn E. Chase

POLICIES

Beer and wines and foreign language accounts accepted.

Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy
Station Manager.....Abe Rauch
Chief Announcer.....Paul Schimmel
Musical Director.....Sarah Heermans
Chief Engineer.....Marion McDowell

POLICIES

Continuity requirements to be met on liquor and foreign language accounts.

Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

REPRESENTATIVE

The Branham Co.

W W V A

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1160 Kc. POWER: 5000
Watts. OWNED BY: West Virginia Broadcast-
ing Co. OPERATED BY: West Virginia Broad-
casting Co. BUSINESS ADDRESS: Hawley
Bldg. PHONE: Wheeling 5383. STUDIO AD-
DRESS: Hawley Bldg. TRANSMITTER LOCA-
TION: Near West Liberty. TIME ON THE AIR:
Opening 6:00 A.M.—Closing varies due to
time division from 8:30 P.M. to 2:00 A.M.
NEWSPAPER AFFILIATION: Greater Wheel-
ing Home Talk. NEWS SERVICE: Internation-
al News Service. TRANSCRIPTION SERVICE:
NBC Thesaurus.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Production Manager.....Paul J. Miller

Program Director.....Wayne Sanders
Chief Engineer.....Glenn G. Boundy

POLICIES

Accepts only advertising for beer—up to 6
per cent alcoholic content.

REPRESENTATIVE

John Blair & Company

W B T H *

WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Williamson Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Williamson. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: Daytime License.

* Station licensed to operate on a construc-
tion permit. No further information was avail-
able at time of going to press.

WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$871,832,000

Auto Registrations 707,000

W E A U

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1050 Kc. POWER: 1000 Watts.
OWNED BY: Central Broadcasting Co. OPER-
ATED BY: Central Broadcasting Co. BUSINESS
ADDRESS: 203 S. Barstow St. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Eau Claire. TIME ON THE AIR: Shares time
with KFBI. NEWSPAPER AFFILIATION: Su-
perior Evening Telegram. TRANSCRIPTION
SERVICE: World Broadcasting System, C. P.
MacGregor.

PERSONNEL

Manager.....John J. Stack

REPRESENTATIVE

George P. Hollingsbery Co.

K F I Z

FOND-DU-LAC—EST. 1922

WISCONSIN RADIO NETWORK
FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Reporter Printing Co. OP-

ERATED BY: Reporter Printing Co. BUSINESS
ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO
ADDRESS: 18 W. 1st St. TRANSMITTER LO-
CATION: 18 W. 1st St. TIME ON THE AIR:
8:00 A.M. to 9:00 P.M. NEWSPAPER AF-
FILIATIONS: Fond-du-Lac Commonwealth Re-
porter. NEWS SERVICE: United Press.

Personnel

Manager.....Lynn N. Fairbanks

POLICIES

Advertising of alcoholic beverages ac-
cepted.

REPRESENTATIVE

Small & Brewer, Inc.

W H B Y

"VOICE OF THE FOX RIVER VALLEY"

GREEN BAY—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts.
d.; 100 watts, n. OWNED BY: WHBY, Inc.
OPERATED BY: WHBY, Inc., subsidiary of
St. Norbert College. BUSINESS ADDRESS:
Bellin Bldg. PHONE: Adams 1, Adams 2.

STUDIO ADDRESS: Bellin Bldg. **TRANSMITTER LOCATION:** W. De Pere. **TIME ON THE AIR:** Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. **MAINTAINS ARTIST BUREAU. NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings
 Station & Commercial
 Manager.....Rev. James A. Wagner
 Artists Bureau Head.....Em Owen
 Chief Announcer.....Em Owen
 Sales Manager.....Val Schneider
 Publicity Director.....Alf. W. Michel
 Musical Director.....Em Owen
 Chief Engineer.....Wallace J. Stangel

POLICIES

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets.

REPRESENTATIVE

Small & Brewer, Inc.

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. **POWER:** 1000 watts (C. P.: 5000 watts, d.). **OWNED BY:** WHBY, Inc. **OPERATED BY:** WHBY, Inc., subsidiary of St. Norbert College. **BUSINESS ADDRESS:** Bellin Bldg. **PHONE:** Adams 1, Adams 2. **STUDIO ADDRESS:** Bellin Bldg. **TRANSMITTER LOCATION:** W. De Pere. **TIME ON THE AIR:** Daily, 7:00 A.M. to 12:00 midnight; Sundays, 10:00 A.M. to 12:00 midnight. **MAINTAINS ARTISTS' BUREAU. NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings
 Station & Commercial
 Manager.....Rev. James A. Wagner
 Artists Bureau Head.....Em Owen
 Chief Announcer.....Em Owen
 Sales Manager.....Val Schneider
 Publicity Director.....Alf. W. Michel
 Musical Director.....Em Owen
 Chief Engineer.....Wallace J. Stangel

POLICIES

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Station maintains merchandising department.

REPRESENTATIVE

Small & Brewer

W C L O

"THE VOICE OF SOUTHERN WISCONSIN"

JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Gazette Printing Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 200 E. Milwaukee St. **PHONE:** 2500. **STUDIO ADDRESS:** 200 E. Milwaukee St. **TRANSMITTER LOCATION:** S. Oakhill Ave. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWSPAPER AFFILIATION:** The Janesville Daily Gazette. **NEWS SERVICE:** Transradio Press and Associated Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** NBC Thesaurus, C. P. MacGregor.

Personnel

President.....S. H. Bliss
 General Manager.....R. L. Ferguson
 Chief Engineer.....Chas. Brannen

POLICIES

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

REPRESENTATIVE

Weed & Co.

W K B H

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. **POWER:** 1000 watts. **OWNED BY:** WKBH, Inc. **OPERATED BY:** WKBH, Inc. **BUSINESS ADDRESS:** Radio Building, 409 Main St. **PHONE:** 450. **STUDIO ADDRESS:** Radio Building, 409 Main St.; Hotel Winona, Winona. **TRANSMITTER LOCATION:** R.F.D., La Crosse. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **NEWS SERVICES:** United Press, local news. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Commercial Manager.....Chas. F. Callaway
 Program Director.....Bernice Callaway
 Musical Director.....Johan Fossum
 Chief Engineer.....Al Leeman

POLICIES

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

REPRESENTATIVE

Howard H. Wilson Co.

W H A

AMERICA'S OLDEST EDUCATIONAL BROADCASTING STATION

MADISON—EST. 1922

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Radio Hall, U. of W. Campus. TRANSMITTER LOCATION: Fish Hatchery Road. TIME ON THE AIR: 8:00 A.M. to local sunset.

Personnel

Director.....H. B. McCarty
Public Relations Director.....H. A. Engel
Musical Director.....Frederick Fuller
Chief Operator.....John Stiehl

POLICIES

Station does not sell time.

W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

Personnel

President.....William T. Evjue
Business Manager.....W. E. Walker
Program Manager & Publicity
Director.....K. F. Schmitt
Musical Director.....Leon Persson
Chief Engineer.....M. F. Chapin

POLICIES

No liquor advertising accepted. Merchandising occasionally and to a limited extent.

REPRESENTATIVE

Small & Brewer (Chicago)

W O M T

"THE NEWSPAPER OF THE AIR"

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....F. M. Kadow
Chief Announcer.....M. Pierce
Sales Manager.....W. C. Webster
Chief Engineer.....W. F. Dubin

POLICIES

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

W E M P

"THE FRIENDLY STATION"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION: 710 Empire Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Chief Announcer.....Chas. La Force
Sales Manager.....Ben Wolff
Publicity Director.....Chas. A. La Force
Musical Director.....Florence Betty-Kelly
Chief Engineer.....Raymond Host

POLICIES

Accept liquor and foreign language programs, subject to station supervision.

REPRESENTATIVE

Weston, Frykman and Allen

W I S N

"SERVICING THE PUBLIC ADDRESS"

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1120 Kc. POWER: 1000 watts.
OWNED BY: Hearst Radio, Inc. OPERATED
BY: Hearst Radio, Inc. BUSINESS ADDRESS:
123 W. Michigan. PHONE: Daly 3900. STUDIO
ADDRESS: 123 W. Michigan. TRANSMITTER
LOCATION: 231 W. Michigan. TIME ON THE
AIR: 6:00 A.M. to 12:00 midnight; Sunday,
7:30 A.M. to 12:00 midnight. NEWSPAPER
AFFILIATIONS: Milwaukee News, Milwaukee
Sentinel, Sunday News-Sentinel. NEWS SERV-
ICE: International News Service. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

Station Manager.....G. W. Grignon
Sales Manager.....Fred H. Zindler
Publicity Director.....E. Williams
Musical Director.....E. Krebs
Chief Engineer.....D. A. Weller

POLICIES

Liquor accounts after 10 p.m. with live talent
only.

Promote new programs over air.

REPRESENTATIVE

International Radio Sales

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: The Journal
Company. OPERATED BY: The Milwaukee
Journal. BUSINESS ADDRESS: 333 West State
St. PHONE: Marquette 6000. STUDIO AD-
DRESS: 333 W. State St. TRANSMITTER LO-
CATION: 12 miles west of Milwaukee on Blue
Mound Road. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight. MAINTAINS TALENT
SERVICE. NEWSPAPER AFFILIATIONS: The
Milwaukee Journal. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: NBC The-
saurus, Standard Radio, NAB Library.

Personnel

Managing Director.....W. J. Damm
Station Manager.....D. B. Abert
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittmann
Chief Announcer.....Robt. Heiss
Continuity Director.....Russ W. Tolg
Publicity Director.....Harry Eldred
Musical Director.....Wm. J. Benning
Chief Technician.....D. W. Gellerup

POLICIES

No liquor advertising. Foreign language ac-
counts not encouraged.

Furnishes special merchandising on cost
basis.

REPRESENTATIVE

Edward Petry & Company

W I B U

"THE FRIENDLY FARMER STATION"

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Wm. C. For-
rest. OPERATED BY: Same. BUSINESS AD-
DRESS: Commercial State Bank. PHONE:
97R5. STUDIO ADDRESS: Electric Farm.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPA-
PER AFFILIATION: Baraboo News Republic.
NEWS SERVICE: United Press, Transradio
Press. TRANSCRIPTION SERVICES: Stand-
ard Radio, Radio Transcription Company.

Personnel

Station ManagerWm. C. Forrest
Chief AnnouncerDonald Zook
Chief EngineerLeonard Doese

POLICIES

Policy governed by station belief in main-
taining programs in public interest.

Merchandising: Station has studios in four
communities: namely, Poynette, Portage, Bara-
boo, and Beaver Dam. This close contact
with the social and distribution areas sur-
rounding these communities makes possible
merchandising effectiveness in a large general
area which extends generally to WIBU full
coverage.

W R J N

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Racine Broadcasting Corp. OP-
ERATED BY: Same. BUSINESS ADDRESS:
American Bank Bldg. PHONE: Jackson 290.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mt. Pleasant. TIME ON THE AIR:
8:00 A.M. to 11:00 P.M. NEWSPAPER AF-
FILATIONS: Racine Journal-Times. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICES: NBC Thesaurus and Lang-Worth,
C. P. MacGregor. MAINTAINS ARTISTS' BU-
REAU.

Personnel

President and General
Manager.....F. R. Starbuck
Commercial Manager.....John M. Printup
Chief Announcer & Artists'
Bureau Head.....R. W. Conrad

Publicity Director.....Kent Owens
 Musical Director.....R. W. Conrad
 Chief Engineer.....F. Lee Dechant

POLICIES

Station is operated entirely in the public interest and all policies are compatible with that purpose.

Full merchandising cooperation is available alike to all sponsors.

REPRESENTATIVES

Joseph Hershey McGillvra

W J M C *

RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: Walter H. McGenty. BUSINESS ADDRESS: Rice Lake. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station was licensed to operate under a C. P. and no further information available at time of going to press.

W H B L

"THE VOICE OF DAIRYLAND"

SHEBOYGAN—EST. 1928

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 250 watts. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Radio, NBC The-saurus.

Personnel

President.....C. E. Broughton
 Manager.....Ed Cuniff
 Chief Announcer.....Glen James
 Bus. Mgr.....H. H. Born
 Publicity Director.....E. Zufelt
 Program & Musical Director.....M. J. Pape
 Chief Engineer.....Herbert Mayer

POLICIES

Merchandise manager calls on the trade in trading area; assists sponsors by means of letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity.

REPRESENTATIVE

Howard H. Wilson & Co.

W L B L

"WISCONSIN LAND OF BEAUTIFUL LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: State Teachers' College. PHONE: 525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime License.

Personnel

Station Manager.....F. R. Calvert
 Chief Engineer.....H. O. Brickson

POLICIES

Non-commercial station; does not sell time.

W D S M *

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

* Station was operating under C.P. and no further information was available at time of going to press.

W S A U

"YOUR STATION"

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....W. E. Walker
 General Manager.....Wayne W. Cribb
 Program Director.....Donald R. Burt
 Publicity Director.....Denman Arnold
 Musical Director.....Ethel La Blonde
 Chief Engineer.....Roland Richardt

POLICIES

All patent medicine copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

REPRESENTATIVE

Reynolds-Fitzgerald, Inc.

WYOMING

Population 235,000

Number of Families

Number of Radio Homes 49,800

Retail Sales \$82,681,000

Auto Registrations 65,000

K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Standard Radio.

Personnel

Station & Sales Manager.....D. L. Hathaway
Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Publicity Director.....H. Brewer
Chief Engineer.....F. Wickencamp

POLICIES

Liquor advertising accepted with reservations on program, and program times.

REPRESENTATIVES

Sears and Ayer, James F. Fay,
Walter Biddick Co.

K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 watts. n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

General Manager.....Ken Nielsen

K W Y O

"THE VOICE OF WYOMING"

SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 20 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 O.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRAN-

SCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

Personnel

President.....R. E. Carroll
Station Manager.....Herb Siebert
Chief Announcer.....Bill Thompson
Chief Engineer.....Bob Crosshwaite

POLICIES

Liquor accounts not accepted. Station reserves right to refuse or discontinue any advertising or programs for reasons satisfactory to station.

REPRESENTATIVE

Cox & Tanz, Spot Broadcasting, Inc.

TERRITORIES AND POSSESSIONS

Alaska

K F Q D

"VOICE OF THE GOLDEN NORTH"

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President and General
Manager.....R. E. McDonald
Program Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

POLICIES

No foreign language accounts. Liquor accounts accepted only on approval. Beer accounts accepted.

REPRESENTATIVE

Walter Biddick Co.

K F A R *

FAIRBANKS—EST. 1939

FREQUENCY: 610 Kc. POWER: 1000 watts.
OWNED BY: Midnight Sun Broadcasting Co.
OPERATED BY: Midnight Sun Broadcasting Co.
BUSINESS ADDRESS: Fairbanks. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President.....A. E. Lathrop
Vice-President.....Don Adler
Secretary-Treasurer.....Miriam Dickey

* Station licensed to operate under a C. P. No further information was available at time of going to press.

K I N Y

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 250 watts.
OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 8:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....C. B. Arnold
Chief Announcer.....Wilson Foster
Chief Engineer.....C. F. Heister

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle
Panamerican Broadcasting Co., New York

K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts.
OWNED BY: Alaska Radio and Service Co.
OPERATED BY: Alaska Radio and Service Co.
BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M.

Personnel

President-General Mgr.....James A. Britton
Vice-President.....R. W. Britton

POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

Hawaii

K H B C

HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM
FREQUENCY: 1400 Kc. POWER: 250 watts.
OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: P. O. Box 595; Mainland Office, Russ Bldg., San Francisco. STUDIO ADDRESS: Hilo. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

Personnel

General Manager.....J. Howard Worrall
Manager of Mainland Office.....L. D. West
Station Manager.....Earl A. Nielson

POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

REPRESENTATIVE

John Blair & Co.

K G M B

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts.
OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Kapiolani Blvd. & Pensacola St. STUDIO ADDRESS: Same; Mainland Office: Russ Bldg., San Francisco. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. Mac Gregor, Titan Production, NAB Library.

Personnel

General Manager.....J. Howard Worrall
Mainland Office Manager.....L. D. West
Station Manager.....Webley Edwards

POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

REPRESENTATIVES

John Blair & Co.

K G U

"VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts. OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....M. A. Mulrony
Program Manager.....Edward Jansen
Director of Natl. Advertising...R. S. Thurston
Assistant Manager.....Don O. Crozier

POLICIES

Merchandising facilities available for national advertisers.

REPRESENTATIVES

The Katz Agency
Walter Biddick Co. (Coast)

K T O H *

LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden City Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station licensed to operate under a C. P. No further information was available at time of going to press.

Puerto Rico

W P R A

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....Andres Camara
Station Manager.....Patricio R. Fermaint
Chief Announcer.....Mario Acosta
Musical Director.....Celso Torres
Chief Engineer.....Ralph P. Perry

POLICIES

No other requirements than those of the Federal Communications Commission.

W P R P

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 8 hours daily. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Julio M. Conesa
Artists' Bureau Head.....G. Ayala
Commercial Manager.....A. Mirabal
Chief Engineer.....I. S. Smidtko

POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Station will furnish merchandising facilities.

W K A Q

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

Personnel

President.....J. W. G. Ogilvie

W N E L

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

General Manager.....Juan Piza
Commercial Manager.....Victor Cobb
Program Director.....Gustavo Diaz
Chief Engineer.....William N. Greer

POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

REPRESENTATIVE

Broadcasting Abroad, Ltd.