

MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,607,298,000

Auto Registrations 885,800

W A A B

"KEY STATION—COLONIAL NETWORK"
BOSTON—EST. 1930
MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts. 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 2:00 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

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
Sales Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Promotion Director.....Frank P. Foster, 2nd
Artists Bureau Head.....Josephine White
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Technical Director.....Paul A. DeMars

Coverage

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—	453,634	394,870

Source: Field intensity measurements.

Representative

Edward Petry & Co., 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 and Commercial Manager,
Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Chief Engineer.....Watson Kownaski

W M E X

BOSTON—EST. 1934

FREQUENCY: 1500 Kc. POWER: 250 watts (C.P. 1470 Kc., 5000 watts). OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Comm. 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: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

Personnel

President-Program Director.....John E. Reilly
Managing Director.....Alfred J. Pote
Commercial Manager.....W. S. Pote
Office Manager.....Marie Wilson
Assistant Program Director, Vivienne Cameron

W B Z & W B Z A

"WBZ, BOSTON'S NEW LEADER IN RADIO"

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., daily; 8:00 A.M. to 1:00

WBZ

BOSTON'S 1940 LEADER

WESTINGHOUSE STATIONS WBZ-WBZA
50,000—1,000 Watts

Programmed by
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
BOSTON and SPRINGFIELD, MASS.

MASSACHUSETTS

A.M., Sundays. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.
MAINTAINS ARTISTS' BUREAU.

Personnel

President Geo. H. Bucher
Station Manager..... John A. Holman
Assistant Manager..... Vincent F. Callahan
Program Manager..... John F. McNamara
Chief Announcer..... Robert E. White
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)

Coverage

	Daytime	Evening
Population—Primary	5,467,500	5,691,000
Radio Homes— "	1,265,400	1,318,500
Population—Secondary	1,682,500	1,907,000
Radio Homes— "	390,800	443,900

Source: NBC Statistical Department; Joint Committee; U. S. Census.

Representative

National Broadcasting Co., Inc.

W C O P

"BOSTON'S VOICE—BOSTON'S CHOICE"
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.

Personnel

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

Coverage

Population—Primary	1,904,600
Radio Homes— "	409,400
Population—Secondary	475,000
Radio Homes— "	108,600

Source: Field intensity measurements.

Representative

Headley-Reed Co.

See Page 406

W E E I

"THE FRIENDLY VOICE OF THE COLUMBIA BROADCASTING SYSTEM IN BOSTON"
BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. (C.P. 5000 watts, unlimited). 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: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M.; (Sunday) 8:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United 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
Publicity Director.....Dorothy Drake
Chief Announcer.....C. H. Dickerman

Coverage

	Daytime	Evening
Population—Primary	4,927,500	3,961,900
Radio Homes— "	1,097,120	893,200
Population—Secondary	2,393,500	3,430,600
Radio Homes— "	545,570	769,900

Source: CBS Market Research Division.

Representative

Radio Sales, Inc.
See Page 404

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 Network, Inc. OPERATED BY: Same. 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.

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.....C. McVarish

• • • **MASSACHUSETTS** • • •

Promotion Director.....Frank P. Foster, 2nd
 Artists Bureau Head.....Josephine White
 Assistant Sales Manager.....Gerald Harrison
 Publicity Director.....A. J. Stephenson
 Musical Director.....Francis J. Cronin
 Chief Engineer.....Irving B. Robinson
 Technical Director.....Paul A. DeMars

Coverage

	Daytime	Evening
Population—Primary	2,296,726	2,021,665
Radio Homes—"	529,275	464,983

Source: Field intensity measurements.

Representative

Edward Petry & Co., Inc.

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W O R L

"BOSTON'S OWN STATION"

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: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold A. Lafount
 General Manager.....George Lasker
 Promotion Manager.....Frederick Bailey
 Program Director.....Robert N. Perry
 Publicity Director.....Marjorie L. Spriggs

Coverage

Population—Primary	1,970,200
Radio Homes—"	443,800
Population—Secondary	750,000
Radio Homes—"	150,000

Source: Field intensity survey.

Representative

Burn-Smith Co.
 See Page 408

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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: Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: Academy 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. TRANSCRIPTION SERVICE: Standard Radio, Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Treasurer.....Wm. T. Welch
 Secretary.....Philly J. Maurette
 Program Director.....Josephine Y. Welch
 Production Manager and
 Publicity Director.....F. J. McLaughlin, Jr.
 Commercial Mgr.....Leonard C. Cox
 Chief Engineer.....John C. Pavao

Coverage

Population—Primary	1,022,753
Radio Homes—"	132,121
Population—Secondary	2,519,621
Radio Homes—"	377,600

Source: Joint Committee; Editor & Publisher.

Representative

Furgason & Walker, Inc.

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W H A I

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

GREENFIELD—EST. 1938

**MUTUAL—YANKEE &
 COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 Watts.
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....John W. Haigis
 Manager.....James L. Spates
 Commercial Manager.....C. D. Barradale
 Program Director.....Warren Greenwood

Coverage

	Daytime	Evening
Population—Primary	45,756	30,450
Radio Homes—"	10,630	7,095
Population—Secondary	209,407
Radio Homes—"	47,370

Source: State census.

Representative

Joseph Hershey McGillvra

•
W O C B *

HYANNIS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.
 OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Hyannis. 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.

W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.



is *the* distinguished station in *the*
cultural center of America in *the*
manner befitting *the* best traditions
of BOSTON'S cherished position in
American history and American
culture.



WCOP is *the* station in Boston.



W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.

W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

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 SERVICE: NBC Thesaurus.

Personnel

President.....A. H. Rogers
 General Manager.....Irving E. Rogers
 Commercial Manager.....David M. Kimel
 Program Director.....H. Harrison Flint
 Assistant Program Director.....M. William Noble
 Chief Engineer.....Herbert W. Brown

Coverage

Population—Primary	325,000
Radio Homes— "	76,360
Population—Secondary	339,700
Radio Homes— "	79,060

Source: Field intensity survey.

Representative

Furgason & Walker, Inc.

W L L H

"VOICE OF THE MERRICK VALLEY"
 LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: Lowell, 250 watts, d. and n.; Lawrence, 100 watts, d. and n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Langworth.

Personnel

President.....A. S. Moffat
 Station Manager.....Robert F. Donahue
 Commercial Manager.....Haskell Bloomberg
 Production Manager.....Thomas Clayton
 Chief Engineer.....Anthony Michaels

Coverage

Population—Primary	585,684
Radio Homes— "	131,040
Population—Secondary	1,041,216
Radio Homes— "	232,960

Source: Field strength measurements and mail response analysis.

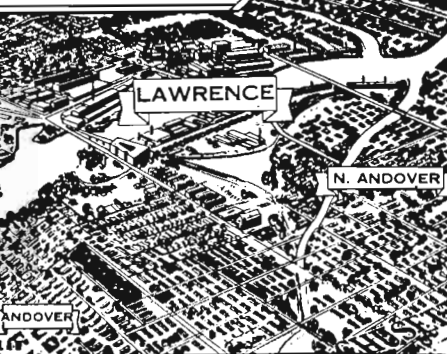
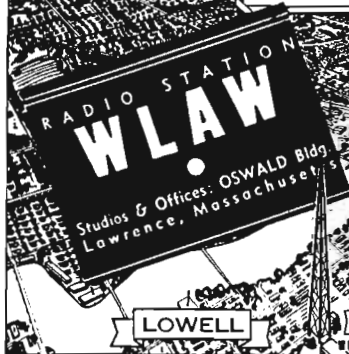
Representative

Edward Petry & Co., Inc.

THE LAWRENCE-LOWELL METROPOLITAN AREA

Ranks No. 37 among the nation's metropolitan districts
 Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. WLAW provides the only primary service available to the combined cities.

680 Kilocycles 1000 Watts



920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM*

**(Participating)*

Excerpt from a 920 Club client's letter:

Roland D. Mahoney, President of JAMESWAY ADVERTISING, INC., re PEPSINIC SELTZER announcements says:

"These announcements . . . have been used on four major radio stations in the metropolitan district and over one network consisting of sixteen stations . . . Your station pulled very nearly as many requests as the other three stations and the network combined."

Another excerpt from a 920 Club client's letter:

Frank Hemeon, Manager of the Starck Piano Company of Boston, says:

"During Christmas week, 1939, the 920 Club was directly responsible for better than \$4,000 worth of business that week, at a cost of only \$150. We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us."

For further proof of the 920 Club's popularity, see page 46, July 1, 1939 issue of BROADCASTING, Broadcast Advertising, where the 920 Club of WORL is rated nationally among the first 12 programs not on networks by the RADIO GUIDE radio popularity contest based on 729,000 votes.

WRITE OR WIRE FOR OTHER SUCCESS STORIES

WORL 920 Kilocycles **BOSTON**

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. (C.P. 250 watts, unlimited.) 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. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Irving Vermilya
 Assistant Manager.....G. Brewer
 Chief Engineer.....Clyde Pierce

W B R K

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East and Newell Sts. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner.....Harold Thomas
 Local Manager.....Levon Thomas
 Commercial Manager.....Bruff W. Olin
 Program Director.....Walcott A. Wyllie

Coverage

Population—Primary 155,700
 Radio Homes— " 37,300

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

W E S X

SALEM—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: North Shore Broadcasting Co.

OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St. STUDIO ADDRESS: 126 Washington St. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Charles W. Phelan
 General Manager.....Van D. Sheldon
 Commercial Manager.....Robert C. Taylor
 Program Director.....Marjorie Leadbetter
 Chief Announcer.....Charles Higgins
 Chief Engineer.....Richard I. Hammond

Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— " "	91,000	76,000

Sources: Department of Commerce; Field strength measurements.

**DO YOU KNOW HOW
 MUCH ONE HUNDRED
 EIGHTY-SEVEN MILLION
 DOLLARS IS? — THAT'S
 WHAT WESX LISTENERS
 CAN SPEND IN ONE
 YEAR**

WESX
 SALEM, MASSACHUSETTS
 THE BEST LOCAL
 STATION in the COUNTRY
 — A N D —

We Can Prove It
 1200 ON THE DIAL—FULL TIME

MASSACHUSETTS

W M A S

"THE VOICE OF WESTERN
MASSACHUSETTS"
SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 250 watts.
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: Pyncheon 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
Treasurer.....Josephine Dodge
General Manager.....A. W. Marlin
Program Director.....F. Turner Cooke
Chief Announcer.....Frank Norton
Chief Engineer.....Earl G. Hewinson, Sr.

Coverage

	Daytime	Evening
Population—Primary	427,900	351,600
Radio Homes—"	100,600	83,680
Population—Secondary	1,237,000	532,200
Radio Homes—"	279,530	130,000

Source: CBS Listener Study.

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: WSPR, Inc. OPERATED BY: WSPR, Inc. 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 9:00 P.M. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager...Quincy A. Brackett
Treasurer.....Lewis B. Breed
Commercial Manager...Milton W. Stoughton
Program Director.....W. H. Latham
Chief Announcer.....Elwin Tacy
Chief Engineer.....H. W. Holt

Coverage

	Daytime	Evening
Population—Primary	1,119,000	671,400
Radio Homes—"	267,100	170,000
Population—Secondary	618,500	370,000
Radio Homes—"	145,000	86,900

Source: Field strength survey.

Representative

George P. Hollingsbery 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 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner.....A. F. Kleindienst
Station Manager.....Mildred P. Stanton
Chief Engineer.....A. F. Kleindienst

Coverage

Population—Primary	459,159
Radio Homes—"	108,486

Source: Field intensity measurements.

Representative

Weed & Co.

W T A G

"THE VOICE FROM THE HEART OF
NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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: 7:00 A.M. to 12:00 midnight. NEWS-PAPER 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
Chief Announcer.....Chester Gaylord
Publicity Director.....Frederick L. Rushton
Program Director.....William T. Cavanagh
Chief Engineer.....Hobart H. Newell

Coverage

	Daytime	Evening
Population—Primary	764,564	764,564
Radio Homes—"	159,030	159,030
Population—Secondary	731,738	731,738
Radio Homes—"	174,160	174,160

Source: Field intensity measurements; U. S. Census.

Representative

Edward Petry & Co., Inc.

MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,527,059,600

Auto Registrations 1,450,000

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. 212-218 First National Bank Bldg. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press.

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

Coverage

Population—Primary 93,600
 Radio Homes— " 19,140
 Population—Secondary 418,800
 Radio Homes— " 83,070

Source: Station survey.

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: Hampton Township. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M., daily; 8:00 A.M. to 12:30 A.M., Sundays. TRANSCRIPTION SERVICE: Standard Library. NBC Thesaurus.

Personnel

President.....James E. Davidson
 Station Manager.....S. W. Edwards
 Chief Engineer.....Ralph H. Carpenter

Coverage

Population—Primary 193,300
 Radio Homes— " 44,700
 Population—Secondary 425,900
 Radio Homes— " 97,300

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W H D F

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. 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: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System. Lang-Worth.

Personnel

General Manager.....John W. Rice
 Commercial Manager.....Merrill F. Trapp
 Program DirectorAlbert W. Payne
 Technical Supervisor.....George L. Burgan

Coverage

Population—Primary 57,735
 Radio Homes— " 12,830
 Population—Secondary 53,177
 Radio Homes— " 11,595

Source: Signal strength survey; Joint Committee.

Representative

Mitchell & Ruddell, Inc.

**WHEN ADVERTISING IN DETROIT
DON'T OVERLOOK THE 1,117,000
FOREIGN POPULATION**



Pillsbury's Flour—Fifteen-minute Drama. Monday through Saturday. Scripts written by Station.

Oxydol—Marek Family. Transcribed. Fifteen minutes, Monday through Friday.

Pet Milk—Musical Program. Fifteen minutes, Monday through Saturday.

Shedd's Salad Dressing—Household Hints. Five minutes, Monday through Saturday.

Altes' Lager—Thirty-seven announcements weekly, covering all programs.

W J B K
DETROIT

ON THE AIR 24 HOURS A DAY

TWO AND A QUARTER MILLION LISTENERS IN OUR PRIMARY AREA

COMPLETE MERCHANDISING SERVICE
DISTRIBUTION SECURED • ORDERS TAKEN • ADVERTISING MATERIAL DISTRIBUTED

W J B K

"TWENTY-FOUR HOUR STATION"
DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts.
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: 15551 Woodrow Wilson. 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.....Art Croghan
Chief Announcer.....Charles Starrett
Station Manager.....James F. Hopkins
Publicity Director.....Frank Perkins
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

Coverage

Population—Primary 1,999,000
Radio Homes— " 480,900
Source: Field intensity measurements.

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. TRANSMITTER LOCATION: R.F.D. No. 1, Wyandotte, Mich. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....G. A. Richards
Executive Vice-President and General Manager.....Leo Fitzpatrick
Vice-President.....John Patt
Assistant General Manager-Sales Manager.....Owen Uridge
Secretary-Treasurer.....P. M. Thomas
Publicity Director.....Neal Tomy

Coverage

	Daytime	Evening
Population—Primary	7,961,800	7,176,100
Radio Homes— "	1,689,960	1,532,300
Population—Secondary	11,678,500	22,904,800
Radio Homes— "	2,500,510	4,974,470

Source: CBS Listener Study.

Representative

Edward Petry & Co.

C K L W

DETROIT
(See Windsor, Ont., Canada)

W M B C

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts.
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: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

Personnel

President-General Manager.....John L. Booth

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: 12700 W. Eight Mile Rd., Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

General Manager.....W. J. Scripps
Assistant General Manager.....E. L. Tyson
Sales Manager.....Harry Bannister
Program Manager.....Mel Wissman
Operations Manager.....Forrest Wallace
Chief Engineer.....Walter Hoffman

Coverage

	Daytime	Evening
Population—Primary	3,170,062	2,388,741
Radio Homes— "	641,502	488,090
Population—Secondary	2,541,000	744,000
Radio Homes— "	607,000	153,000

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

W X Y Z

"THE FAMILY STATION"
DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)

FREQUENCY: 1240 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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: Joy Road at Greenfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President.....George W. Trendle
 Treasurer and General
 Manager.....H. Allen Campbell
 Commercial Manager.....Harry Sutton, Jr.
 Traffic Manager.....James Riddell
 Advertising and Sales Promotion Manager.
 Charles C. Hicks
 Studio Manager.....Harold True
 Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Roy Gardner

Coverage

	Daytime	Evening
Population—Primary	6,057,313	3,511,080
Radio Homes— "	1,373,797	788,795

Source: Department of Commerce.
 (See Pages 16 & 17)

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: 6:00 A.M. to 5:00 P.M., daily except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert J. Coleman
 Chairman, Radio Committee.....R. J. Baldwin
 Production Manager.....L. D. Barnhart
 Chief Engineer.....Norris Grover

Coverage

Population—Primary	2,370,000
Radio Homes— "	536,640

Source: Joint Committee.

W F D F

"THE VOICE OF FLINT"
 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: NBC 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

Coverage

	Daytime	Evening
Population—Primary	279,400	304,540
Radio Homes— "	61,000	66,500
Population—Secondary	307,340	309,240
Radio Homes— "	67,100	69,340

Source: U. S. Census; Joint Committee; Station survey.

Representative

Burn-Smith Co.

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. TRANSCRIPTION SERVICE: NBC Thesaurus. Associated Program Service.

Personnel

President.....George W. Trendle
 Station and Sales Manager, Stanley W. Barnett
 Traffic Manager.....David H. Harris
 Publicity Director.....T. Wilcox Putnam
 Musical Director.....Sandy Meek

Coverage

	Daytime	Evening
Population—Primary	240,000	240,000
Radio Homes— "	59,000	59,000
Population—Secondary	519,000	519,000
Radio Homes— "	126,000	126,000

Source: Field intensity measurements; Joint Committee.

Representative

Paul H. Raymer Co.

WJMS

"VOICE OF THE GOGEBIC RANGE"
IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: WJMS, Inc. OPERATED BY:
WJMS, Inc. BUSINESS ADDRESS: St. James
Hotel Annex. PHONE: 20. STUDIO ADDRESS:
St. James Hotel Annex. TRANSMITTER LOCA-
TION: 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 10:30 P.M. NEWS SER-
VICE: Transradio Press, Associated Press.
NEWSPAPER AFFILIATION: Ironwood Daily
Globe. TRANSCRIPTION SERVICE: Associated
Recorded Program Service.

Personnel

Vice-President and General Manager,
Noel C. Ruddell
Program and Musical Director... Harry Wills
Chief Engineer..... R. L. Johnson

Coverage

	Daytime	Evening
Population—Primary	75,000	75,000
Radio Homes— "	18,000	18,000
Population—Secondary ..	25,000	25,000
Radio Homes— "	7,000	7,000

Source: U. S. Census; Mail analysis.

Representative

Mitchell & Ruddell, Inc.

WIBM

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: WIBM, Inc. OPERATED BY:
Same. BUSINESS ADDRESS: Hayes Hotel, 228
West 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

President Herman Radner
Vice-President and Station
Manager Roy Radner
Program Director Willie Dunn
Musical Director William Cizek
Chief Engineer C. W. Wirtanen

Coverage

Population—Primary	102,400
Radio Homes— "	25,200
Population—Secondary	184,100
Radio Homes— "	51,200

Source: Field intensity survey.

WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts,
d. (C.P. for 1000 Watts, n.). OWNED BY: WKZO,
Inc. OPERATED BY: WKZO, Inc. BUSINESS
ADDRESS: Burdick Hotel. PHONE: Kalamazoo
3-1223. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Parchment. TIME ON THE
AIR: 7:00 A.M. to local sunset. NEWS SER-
VICE: Transradio Press. TRANSCRIPTION
SERVICE: NBC Thesaurus. MAINTAINS ART-
ISTS' BUREAU.

Personnel

President-General Manager... John E. Fetzer
Program Director.....Merlin Stonehouse
Chief Engineer.....Edwin Rector

Coverage

Population—Primary	675,200
Radio Homes— "	106,900
Population—Secondary	597,000
Radio Homes— "	146,200

Source: Station survey.

Representative

Howard H. Wilson Co.

WJIM

LANSING—EST. 1934

NBC (BLUE)—CBC

MICHIGAN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: WJIM, Inc. OPERATED BY: Same.
BUSINESS ADDRESS: City Nat'l Bldg., 100 N.
Washington Ave. PHONE: 2-1333-4-5. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 7:00 A.M. to 12:00
midnight. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager... Harold F. Gross
Publicity Director H. K. Finch

Coverage

	Daytime	Evening
Population—Primary	201,333	201,333
Radio Homes— "	183,213	183,213
Population—Secondary ..	175,867	175,867
Radio Homes— "	160,038	160,038

Source: Station survey.

WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: The First Methodist Protestant
Church of Lapeer. OPERATED BY: The First
Methodist Protestant Church of Lapeer. BUSI-

NESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 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

W D M J

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. 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. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager-Program Director..Gordon H. Brozek

Coverage

Population—Primary 77,200
 Radio Homes— " 17,900
 Source: Station estimate.

W K B Z

"THE VOICE OF WESTERN MICHIGAN"
MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Langworth, Davis & Schwegler.

Personnel

General Manager.....Grant F. Ashbacker
 Chief Announcer.....Hilliard Eudelsky
 Publicity Director.....Loran Haney
 Artists' Bureau Head-Musical Director,
 R. Van Wyck
 Chief EngineerGeo. Krivitzky

RADIO DAILY

IS RECEIVED AND READ
 BY IMPORTANT
 RADIO EXECUTIVES
EVERYWHERE

5 Days
 Each
 Week



52 Weeks
 Each
 Year

Coverage

Population—Primary	150,000	150,000
Radio Homes— "	40,000	40,000
Population—Secondary	400,000	200,000
Radio Homes— "	100,000	50,000

Source: Department of Commerce.

Representative

Burn-Smith Co.

W C A R

PONTIAC—EST. 1939

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager H. Y. Levinson
 Program Director Stanley Schultz
 Commercial Manager W. K. Bailey
 Chief Engineer Wiley Wenger

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: 6:00 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

Owners Harmon L. Stevens,
 and Herman S. Stevens
 General Manager Angus Pfaff
 Production Manager Harmon L. Stevens
 Farm Relations Director Edward P. Dougherty
 Chief Announcer William Rice
 Chief Engineer Wayne F. McDonnell

Coverage

	Daytime	Evening
Population—Primary	101,644	56,083
Radio Homes— "	22,913	15,021
Population—Secondary	285,636
Radio Homes— "	65,588

Source: Station survey.

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.

Personnel

President G. B. Hartrick
 General Manager E. C. Thompson
 Publicity Director-Chief Announcer K. Knight
 Chief Engineer J. McFarland

W H A L *

SAGINAW—EST. 1939

FREQUENCY: 950 Kc. POWER: 500 watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Owners Harold F. Gross & Edmund C. Shields
 * Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

W S A M *

SAGINAW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Share-Time License.

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

W S O O *

SAULT STE. MARIE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: Sault Ste. Marie. STUDIO ADDRESS: Sault Ste. Marie. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

S-t-r-e-t-c-h-i-n-g DOLLARS?

*just stretch a few into
America's richest farm area
and WATCH YOUR SALES
RECORD CLIMB*

The North Central Broadcasting System is a 15 station network covering this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

Wire or write today:

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Empire Bank Building, St. Paul, Minn.

or branch office

570 Lexington Avenue, New York, N. Y.

MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$902,011,000

Auto Registrations 837,260

K A T E

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

ALBERT LEA—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: 332 Broadway; and Austin, Minn. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

Personnel

President and Station Manager . . . E. L. Hayek
Commercial Manager . . . Warren C. Tidemann
Program Director . . . Sherman Booen
Austin Studio Manager . . . Herbert E. Nelson
Publicity Director . . . Ernest Murray
Musical Director . . . Helen Davis
Chief Engineer . . . George Church

K D A L

"COLUMBIA'S STATION FOR THE DULUTH-SUPERIOR AREA"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Red River Broadcasting Co. OPERATED 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: Langworth, NAB Library, Davis & Schwegler.

Personnel

Station Manager . . . Dalton LeMasurier
Commercial Manager . . . A. H. Flaten
Publicity & Promotion Director . . Sam L. Levitan
Chief Engineer . . . Robert A. Dettman
Program Director . . . Gilbert Fawcett

\$100,000,000.

KATE is situated in the heart of prosperous Southern Minnesota and Northern Iowa, the much advertised dairy, poultry and livestock market with three meat packing plants in our primary area. **HORMEL & CO., WILSON & CO.,** and the **DECKER CO.** pay our farmer listener audience upwards of one hundred million dollars annually for livestock.

Operating from

6:00 A. M. to 12:00 P. M.

K A T E

ALBERT LEA-AUSTIN
MINNESOTA

ALBERT LEA-AUSTIN BROADCASTING COMPANY

E. L. HAYEK, *President*

Rep.: Furgason & Walker, Inc.



MINNESOTA

Coverage

	Daytime	Evening
Population—Primary	180,600	173,300
Radio Homes— "	38,950	37,230
Population—Secondary	135,400	142,700
Radio Homes— "	28,420	30,140

Source: Department of Commerce.

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
ARROWHEAD BROADCASTING SYSTEM
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. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. 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 Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

Coverage

Population—Primary	339,310
Radio Homes— "	70,894
Population—Secondary	182,501
Radio Homes— "	37,233

Source: Station survey.

Representative

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., daily; 9:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren
Program and Personnel
Manager

Manager

Chief Announcer and
Musical Director..... Hub Warner

Coverage

Population—Primary	250,100
Radio Homes— "	45,300

Population—Secondary	225,600
Radio Homes— "	49,200

Source: Mail response analysis.

Representative

Allied Representation Co.

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
FREQUENCY: 1210 Kc. POWER: 250 watts.
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: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

Personnel

President

Commercial Manager

Station Manager

Chief Engineer

Representative

George P. Hollingbery Co

K Y S M

"TO SERVE THE LISTENER FIRST IS TO
SERVE THE ADVERTISER BEST"

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK
FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: F. B. Clements & Co. OPERATED BY: F. B. Clements & Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Old U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license (19 hours per day). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

Manager.....Ray E. Schwartz
Program Director.....Clinton Johnson

Coverage

	Daytime	Evening
Population—Primary	311,165	311,165
Radio Homes— "	63,940	63,940

Source: Joint Committee.

Representative

Howard H. Wilson Co.

W C C O

"50,000 WATTS WHERE IT COUNTS THE
MOST"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 810 Kc. POWER: 50,000 watts.

MINNESOTA

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; Hotel Lowry, St. Paul.
 TRANSMITTER LOCATION: Anoka, Minn.
 TIME ON THE AIR: 6:00 A.M. to midnight.
 MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press.

Personnel

General Mgr. E. H. Gammons
 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

Coverage

	Daytime	Evening
Population—Primary	3,385,200	3,270,000
Radio Homes— "	704,240	684,760
Population—Secondary	3,016,100	2,299,300
Radio Homes— "	638,750	572,540

Source: CBS Listener Study.

Representative

Radio Sales

W D G Y

"THE FRIENDLY 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: Bridgeport 7777-7778, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. NEWS SERVICES: Transradio Press and affiliation with Minneapolis Tribune. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

Personnel

Owner and General Mgr. Geo. W. Young
 Sales & Promotion Mgr. Wallace E. Stone
 Personnel & Traffic Mgr. Gertrude Faue
 Chief Engineer G. W. Young
 Merchandising Manager Grant Hopperstad
 Public Relations Director Margaret Ulseth
 Continuity Director E. A. Shea
 Promotion Director Jean Hadley
 Farm Program Director Edw. Courtney

Coverage

Population—Primary	2,440,900
Radio Homes— "	510,000
Population—Secondary	1,708,200
Radio Homes— "	331,100

Source: Station survey.

Representative

William G. Rambeau Co.

W L B

"FOR GOOD MUSIC, TUNE TO 760"

MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 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. WLB. NEWS SERVICE: United Press.

Personnel

Manager Burton Paulu
 Program Director Charles T. Harrell
 Chief Engineer Waldemar Klima

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: Minnesota Broadcasting Co. OPERATED BY: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. BUSINESS ADDRESS: Wesley Temple Building. PHONE: Main 6562. TRANSMITTER LOCATION: Snelling Ave. and County Rd. B. TIME ON THE AIR: 124 hours weekly. NEWSPAPER AFFILIATION: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

Personnel

President G. B. Bickelhaupt
 Station Manager C. T. Hagman
 Commercial Manager L. L. Whiting
 Program Director Robert DeHaven
 Technical Director John M. Sherman

Coverage

	Daytime	Evening
Population—Primary	1,326,171	1,047,309
Radio Homes— "	259,084	224,400
Population—Secondary	2,869,345
Radio Homes— "	332,863

Source: Station survey.

Representative

Free & Peters

(CALL LETTERS
 UNASSIGNED)*

MINNEAPOLIS—EST. 1940

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS

• • • **MINNESOTA** • • •

ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

'Station was licensed to operate under a construction permit subject to approval of transmitter site at time of going to press and no further information was available.

KVOX

"THE VOICE OF THE VALLEY"
MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM
—ASSOCIATED NORTHWEST
BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. 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
Station Manager.....M. M. Marget
Commercial Manager.....Reinhart Steinley
Asst. Mgr.-Chief Engineer.....Robert Schulz

Coverage

Population—Primary 268,392
Radio Homes— " 50,013
Population—Secondary 244,345
Radio Homes— " 44,827

Source: Field intensity measurements; Joint Committee; U. S. Census.

WCAL

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.....Alvar Sandquist
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

KROC

"THE FRIENDLY STATION"
ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5-2727. STUDIO ADDRESS: 100 First Ave. Bldg.; Owatonna.

Minn.; Fairbault, Minn. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music Library.

Personnel

President and General

ManagerGregory Gentling
Secretary.....Maxine Jacobs
Commercial Manager.....E. Anson Thomas
Artists' Bureau Head.....Dwight Merriam
Studio Director.....Gerald Wing
Program Director.....La Vell Waltman
Chief Engineer.....Fred C. Clark
Assistant Chief Engineer.....Robert W. Cross

Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes— "	61,109	61,109
Population—Secondary	1,025,108	922,000
Radio Homes— "	139,298

Source: U. S. Census; station survey.

Representative

Joseph Hershey McGillvra

KFAM

"THE TIMES JOURNAL STATION"
"THE VOICE OF CENTRAL MINNESOTA"
ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. 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: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Treasurer.....Fred Schilplin
General Manager.....George B. Bairey
Commercial Manager.....Edgar Parsons

Coverage

Population—Primary 197,396
Radio Homes— " 37,180
Population—Secondary 1,238,312
Radio Homes— " 289,290

Source: Field intensity measurements.

KSTP

"LOCALLY OWNED—NATIONALLY
KNOWN"
ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK
FREQUENCY: 1460 Kc. POWER: 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: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), A.M. to 1:00 A.M. (Sunday). NEWSPAPER AFFILIATION: Minneapolis Star-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.....Charles Smith
 Technical Supervisor.....Hector Skifter

Coverage

Population—Primary 1,619,118
 Radio Homes— " 338,413
 Population—Secondary 2,489,102
 Radio Homes— " 457,800

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

Representative

Edward Petry & Co., Inc.

W M I N

"THE NEWS OF THE HOUR STATION"
ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

Personnel

President and General
 ManagerEdward Hoffman
 Production Manager.....Warren Fritze
 Chief Engineer.....Mat Walz

Coverage

Population—Primary Daytime
 825,000
 Population—Secondary 1,025,000

Source: Chamber of Commerce.

W H L B

"QUEEN CITY OF THE ARROWHEAD"
VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM
 ARROWHEAD NETWORK
 NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1370 Kc. POWER: 250 watts. 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-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Chief Announcer.....Wayne C. Byers
 Chief Engineer.....Chas. Persons

Coverage

Population—Primary 81,067
 Radio Homes— " 17,642
 Population—Secondary 98,929
 Radio Homes— " 21,529

Source: Station survey.

Representative

George P. Hollingsbery Co.

K W N O

"VOICE OF THE CITY BEAUTIFUL"
WINONA—EST. 1938

NORTH CENTRAL BROADCASTING SYSTEM
 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: 6:30 A.M. to 10:30 P.M., Daily; 9:00 A.M. to 10:30 P.M., Sundays. NEWS SERVICE: Associated Press, Transradio Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....M. H. White
 Treasurer.....H. R. Wiekling
 General Manager.....L. L. McCurnin
 Program Director.....L. A. Gifford
 Chief Engineer.....Maurice Reutter

Coverage

Population—Primary 167,700
 Radio Homes— " 35,260
 Population—Secondary 476,500
 Radio Homes— " 93,670

Source: U. S. Census; mail response analysis.

MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$196,182,800

Auto Registrations 226,000

W J P R

"THE DELTA'S STATION"
GREENVILLE—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY: John R. Pepper. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Greenville. TRANSMITTER LOCATION: Greenville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Owner.....John R. Pepper
Manager.....Paul Thompson
Program Director.....Bert Ferguson
Chief Engineer.....Charles Mathis

Representative

Frank Baldwin

1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: Great Southern Golf Club, Mississippi. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....P. K. Ewing
Vice-President.....F. C. Ewing
Secretary-Treasurer.....M. M. Ewing

Coverage

Population—Primary	26,149
Radio Homes— "	10,342
Population—Secondary	76,296
Radio Homes— "	28,319

Source: Station survey.

Representative

Burn-Smith Co.

W G R M

"THE FRIENDLY VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 Howard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1½ miles north of Greenwood. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., daily; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....W. E. Williams
Commercial Manager.....P. K. Ewing, Jr.
Program Director.....Adrian Roberts
Chief Engineer.....C. A. Perkins

Coverage

Population—Primary	400,000
Radio Homes— "	58,000

Source: State Census.

W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

GULFPORT—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. PHONE: Gulfport

W F O R

"THE VOICE OF SOUTH MISSISSIPPI"
HATTIESBURG—EST. 1924

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. 250 watts, d.). OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 302 Hemphill St. PHONE: 1866-67. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager...C. J. Wright
Secretary.....B. M. Wright
Chief Announcer.....Les Carmichael
Chief Engineer.....C. H. Dyess

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. STUDIO ADDRESS: Lamar Life Bldg. & Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

MISSISSIPPI

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

Coverage

	Daytime	Evening
Population—Primary	1,401,660	647,418
Radio Homes— "	160,175	75,715
Population—Secondary	1,244,218	765,242
Radio Homes— "	115,425	35,250

Source: Station survey.

Representative

George P. Hollingsbery Co.

W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.
 OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Broadcasting Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 3-2788. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

ManagerL. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Merchandising Manager.....T. H. Lathrop
 Chief Announcer.....Roy Pickett
 Production Manager.....Vassar Dubard
 Program Director.....George Philp
 Chief Engineer.....Tommie Hubbard

W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 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: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

PresidentD. A. Matison
 Station & Commercial
 Manager.....H. M. Smith
 Program Director.....Bill Tracy
 Chief EngineerA. A. Touchstone

Coverage

Population—Primary	90,100
Radio Homes— "	12,400

Population—Secondary 112,000
 Radio Homes— " 9,600
 Source: Field intensity survey.

W S K B

McCOMB—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel, Box 111. STUDIO ADDRESS: McColgan Hotel. TRANSMITTER LOCATION: Pike County, Miss. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M., daily except Saturday: 6:00 A.M. to 11:00 P.M., Saturdays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....George Blumenstock
 Chief Engineer.....Robert Louis Sanders

Coverage

	Daytime	Evening
Population—Primary	500,000	300,000
Radio Homes— "	60,000	40,000
Population—Secondary	300,000	100,000
Radio Homes— "	30,000	15,000

Source: Station estimate.

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. Gavin

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: Daytime. 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 \$1,040,737,500

Auto Registrations 859,000

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. 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, Lang-Worth.

Personnel

President-General Manager... Oscar C. Hirsch
Musical Director..... Virginia Bahn

K F U O

"THE GOSPEL VOICE" CLAYTON—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 Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time (26 hours weekly).

Personnel

Station Manager..... Herman H. Hohenstein

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 of 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. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... Elzey Roberts
Vice-President..... John C. Roberts, Jr.
Station Manager..... C. L. Thomas
Program Director..... George Guyan

Commercial Manager..... Clarence G. Cosby
Artists Bureau Head..... Wm. Haley, Jr.
Musical Director..... Carl Stepp
Chief Engineer..... Robert Haigh

Coverage

Population—Primary 790,000
Radio Homes— " 145,500
Population—Secondary 1,504,000
Radio Homes— " 321,600

Source: Station survey.

Representative

Weed & Co.

K W O S

"THE NEWS AND TRIBUNE STATION" JEFFERSON CITY—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

Personnel

President..... R. C. Goshorn
Station Manager..... R. L. Rose
Program Director..... John J. Corrigan

Coverage

Population—Primary 161,987
Radio Homes— " 30,450
Population—Secondary 302,123
Radio Homes— " 62,730

Source: Joint Committee; U. S. Census.

Representative

Sears & Ayer, Inc.

W M B H

"AT THE CROSSROADS OF AMERICA" JOPLIN—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1-2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION: 13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS

MISSOURI

SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Davis & Schwegler.

Personnel

President-Station Manager..... D. J. Poynor
 Chief Announcer..... J. Chas. McIntire
 Sales Manager..... W. H. Clark
 News Editor..... Tom Aden
 Production Manager..... Stella Lukens
 Chief Engineer..... Baxter Burriss

Coverage

	Daytime	Evening
Population—Primary	285,000	225,000
Radio Homes— "	88,000	65,000
Population—Secondary	593,000	450,000
Radio Homes— "	118,490	96,000

Source: U. S. Census; Joint Committee.

Representative

Sears & Ayer

KCMO

"KANSAS CITY, MISSOURI"
 KANSAS CITY—EST. 1925

FREQUENCY: 1450 Kc. POWER: 1000 Watts (C.P. for 5000 Watts, d.). OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STU-

DIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Kansas City. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President..... T. L. Evans
 General & Sales Manager..... Jack Stewart

KITE

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 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

Personnel

Vice President and General Manager..... D. E. "Plug" Kendrick
 Station Manager..... L. L. Jaquier

Representative

Radio Advertising Corp.

KFW
 KANSAS CITY'S
 FASTEST GROWING STATION
KCMO
 JACK STEWART, Director

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.
OWNED BY: Midland Broadcasting Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Pickwick Hotel, 10th & McGee St. PHONE:
Harrison 2650. STUDIO ADDRESS: Pickwick
Hotel, 11th floor. TRANSMITTER LOCATION:
50th & Belinder Rd., Johnson County, Kans.
TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.;
Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERV-
ICES: Transradio Press. MAINTAINS AN ART-
ISTS' BUREAU. TRANSCRIPTION SERVICES:
World Program Library, NAB Public Domain
Library, Langworth, Davis & Schweigler; Sta-
tion maintains own transcription service.

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 &

Merchandising Mark N. Smith
Program Director Felix Adams
Sales Service Carter Ringlep
Director Natl. Program Sales Geo. E. Halley
Studio Director Kenneth Krahl
News Editor Erle H. Smith
Farm Service Director Phil Evans
Educational Director Kenneth Graham
Publicity Director M. F. Allison
Musical Director P. Hans Flath
Technical Supervisor Ray Moler

Coverage

	Daytime	Evening
Population—Primary	2,720,544	1,388,949
Radio Homes— "	596,980	325,810

Source: Joint Committee; Field intensity measurements.

Representative

Free & Peters, Inc.
See Page 258

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts.
OWNED BY: The Kansas City Star Co. OP-
ERATED BY: Same. BUSINESS ADDRESS:
1729 Grand Ave. PHONE: Harrison 1200.
STUDIO ADDRESS: 1729 Grand Ave. TRANS-
MITTER LOCATION: 83rd & Mission Rd., John-
son County, Kansas. TIME ON THE AIR: 6:00
A.M. to midnight; Sunday, 7:00 A.M. to 12:00
midnight. NEWSPAPER AFFILIATION: The
Kansas City Star. NEWS SERVICES: Associ-
ated Press. TRANSCRIPTION SERVICE: Stand-
ard Radio, Langworth.

Personnel

Station Manager H. Dean Fitzer
Assistant Manager V. S. Batton
Sales R. Gardner Reames
Program Manager Harry J. Kaufmann
Chief Engineer Joseph A. Flaherty

Coverage

	Daytime	Evening
Population—Primary	5,683,275	3,008,538
Radio Homes— "	979,113	509,675

Source: Field intensity measurements.

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. (Station maintains 9 remote studios
through Kansas City.) TRANSMITTER LOCA-
TION: North Kansas City. TIME ON THE AIR:
6:00 A.M. to local sunset. NEWS SERVICE:
United Press. MAINTAINS ARTISTS' BU-
REAU. TRANSCRIPTION SERVICE: Associ-
ated, NAB Library, Titan.

Personnel

President Donald Dwight Davis
Station Manager John T. Schilling

Coverage

Population—Primary	1,350,800
Radio Homes— "	321,500
Population—Secondary	1,570,000
Radio Homes— "	322,700

Source: Mail response analysis.

K W O C

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: A. L. McCarthy, C. A. Tedrick
and J. H. Wolpers. OPERATED BY: Same.
BUSINESS ADDRESS: 214 Poplar St. PHONE:
1310. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: North Main St. TIME ON
THE AIR: 7:00 A.M. to 7:00 P.M. NEWS-
PAPER AFFILIATION: Poplar Bluff American
Republic. NEWS SERVICE: Associated Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

Station Manager Bill Bates
Commercial Manager P. H. Cunningham
Chief Announcer Bob Mabry
Publicity Director Bill Tedrick
Musical Director Lola Sechrest
Chief Engineer Don Lidenton

MISSOURI

Coverage

Population—Primary	40,000
Radio Homes— "	32,000
Population—Secondary	105,000
Radio Homes— "	79,000

Source: Chamber of Commerce.

K F E Q

"THE MIDWEST MARKET STATION"
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: Southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to Pacific Coast sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President-Treasurer Barton Pitts
Secretary Beverly Pitts
Nat'l Advertising Manager..... Glen G. Griswold
Program Director..... Harry Packard
Promotion Manager..... J. Ted Branson
Chief Engineer..... J. Wesley Koch

Coverage

Population—Primary	1,694,680
Radio Homes— "	292,270
Population—Secondary	3,013,880
Radio Homes— "	619,220

Source: Mail response analysis.

Representative

Headley-Reed Co.

K M O X

"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 1:00 A.M., daily; 7:29 A.M. to 1:00 A.M., Sundays. 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.... J. Soulard Johnson
Public Affairs Dept. & Press
Relations Director..... Jurien Hoekstra
Chief Engineer..... Graham Tevis

Coverage

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes— "	519,640	434,390

Population—Secondary ..	5,899,900	2,586,600
Radio Homes— "	1,080,790	465,330

Source: Market Research Division of CBS; U. S. Census.

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. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

General Manager..... George M. Burbach
Commercial and Sales
Manager..... Edward W. Hamlin
Chief Engineer..... Robert L. Coe

Representative

Free & Peters, Inc.

K W K

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS
BROADCASTING SYSTEM

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: 6:00 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... R. T. Convey
Sales Manager..... V. E. Carmichael
Studio Supervisor..... Ray Dady
National Sales Manager..... R. M. Sampson
Chief Announcer..... Allan Anthony
Program Director..... John Tinnea
Publicity Director..... Louis C. Nelson
Production Manager..... Dan Seyforth
Musical Director..... Al Sarli
Continuity Chief..... Claire Harrison
Chief Engineer..... James Burke

Coverage

Population—Primary	1,494,444
Radio Homes— "	431,108
Population—Secondary	954,812
Radio Homes— "	173,500

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

K X O K

ST. LOUIS—EST. 1939

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, 7:30 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

Personnel

General Manager.....R. V. Hamilton
 Sales Manager.....Clarence G. Cosby
 Program Director.....Blaine Cornwell
 News Editor.....Bruce Barrington
 Publicity Director.....Dave Frederick
 Chief Engineer.....Art Rekart

Coverage

	Daytime
Population—Primary	2,319,950
Radio Homes— "	398,495
Source: Station survey.	

Representative

Weed & Co.

For Concentrated Coverage
 in the St. Louis Market, Use

WEW



Write for case histories
 which tell a story of out-
 standing results for clients
 in the
ST. LOUIS Market

WEW

"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: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

Faculty Director.....W. A. Burk, S.J.
 General Manager.....A. S. Foster
 Program Manager.....Arthur T. Jones
 Publicity Director.....C. L. Kelliher
 Musical Director.....Ralph Stein
 Chief Engineer.....George Rueppel

Representative

Furgason & Walker, Inc.

WIL

"THE MOST WELCOME SPOT
 ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts.
 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: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:00 A.M., Saturdays; 8:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor. NAB Library, Langworth.

Personnel

President and General
 Manager.....Lester A. Benson
 Vice-President.....Clarence W. Benson
 Program Director.....Neil Norman
 Continuity Editor.....David Pasternak
 Merchandising Director.....William Durney
 Publicity Director.....Bart Slattery
 Musical Director.....Allister Wylie
 Chief Engineer.....Chal H. Stoup

Coverage

	Daytime	Evening
Population—Primary	1,385,840	1,347,527
Radio Homes— "	362,820	354,950
Source: Mail response analysis.		

Representative

Reynolds-Fitzgerald, Inc.

K D R O

"KDRO, YOUR NEIGHBOR OF THE AIR IN
 SEDALIA, MISSOURI"
 SEDALIA—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Albert S. and Robert A. Drohlich
d/b as Drohlich Bros. OPERATED BY: Same.
BUSINESS ADDRESS: 2100 West Broadway.
STUDIO ADDRESS: 2100 West Broadway.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:00 A.M. to 11:00 P.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio. MAINTAINS ART-
ISTS' BUREAU.

Personnel

Station Manager.....Robert A. Drohlich
Promotion Manager.....Albert S. Drohlich
Program Director.....Randall Jessee
Commercial Manager.....A. W. Upchurch
Chief Engineer.....C. Laverne Omer

Coverage

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes— "	46,100	46,100

Source: Mail response analysis.

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 LO-
CATION: Bolivar Road. TIME ON THE AIR:
7:00 A.M. to midnight. NEWSPAPER AF-
FILIATION: Springfield Newspapers, Inc.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus. Standard
Radio, Davis & Schwegler.

Personnel

President.....T. W. Duvall
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell

Coverage

Population—Primary	499,673
Radio Homes— "	73,900
Population—Secondary	641,673
Radio Homes— "	87,700

Source: Mail response analysis; Joint Com-
mittee; U. S. Census.

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. OP-
ERATED BY: Same. BUSINESS ADDRESS: 508
St. Louis. PHONE: 1360-1-2-3. STUDIO AD-
DRESS: 508 St. Louis. TRANSMITTER LOCA-
TION: Bolivar Road. TIME ON THE AIR:
5:00 A.M. to local sunset. NEWSPAPER AF-
FILIATION: Springfield Newspapers, Inc.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: Standard Radio, Davis &
Schwegler, 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
Chief Engineer.....Fritz Bauer

Coverage

Population—Primary	1,231,110
Radio Homes— "	284,900
Population—Secondary	3,945,251
Radio Homes— "	541,900

Source: U. S. Census; Joint Committee.

Representative

Howard H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$208,402,700

Auto Registrations 177,500

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: Northwest-
ern Auto Supply Co. BUSINESS ADDRESS:
5th and North Broadway. PHONE: 2222.

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.....C. O. Campbell
Station Manager.....Ed Yocum
Chief Engineer.....Jeff Kiichli

Coverage

Population—Primary	444,000
Radio Homes— "	94,400
Population—Secondary	181,200
Radio Homes— "	45,000

Source: Mail response analysis.

Representative

The Katz Agency

K R B M

BOZEMAN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.

Personnel

Owner-General Manager..... A. J. Breitbach
 Owners..... Arthur L. Roberts—R. B. McNab

Representative

Furgason & Walker, Inc.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET
 PACIFIC NORTHWEST COVERAGE GROUP
 FREQUENCY: 1340 Kc. POWER: 5000 Watts.
 OWNED BY: KGIR, Inc. OPERATED BY: KGIR.

K G I R

KPFA

KRBM

Montana's Major
 Market

60% of the population

90% of the payroll

Available under single contract.

Box 1956

Butte, Mont.

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, Langworth, NAB.

Personnel

Manager Ed. B. Craney
 Sales Manager..... M. E. Dunn
 Musical Director B. R. Sprague
 Chief Engineer Jack Nicholas
 Program Director..... Syd Lines

Representative

Furgason & Walker, Inc.

K F B B

"VOICE OF THE TREASURE STATE"
 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. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 7:00 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: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schweeler.

Personnel

President..... F. A. Buttrey
 Station Manager..... Jessie Jacobsen
 Advertising Manager..... Joe Wilkins
 Program Director..... John Alexander
 Publicity Director..... Jack McNichol
 Special Events Director..... Phil Allen
 News Editor..... LeRoy Mattingly
 Chief Engineer..... Wilbur Myhre

Coverage

	Daytime	Evening
Population—Primary	129,200	73,900
Radio Homes— "	26,260	14,260
Population—Secondary	121,000	179,400
Radio Homes— "	23,350	46,000

Source: CBS Listener Study.

Representatives

Weed & Company
 Walter Biddick Co. (Los Angeles & Seattle)

K P F A

"CAPITAL CITY STATION"
 HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
 FREQUENCY: 1210 Kc. POWER: 250 Watts.
 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: Langworth, Davis & Schwegler.

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson

Representative

Furgason & Walker, Inc.

K G E Z

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.

Personnel

General ManagerDonald C. Treloar

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: United Press. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

Personnel

President and Station Manager....A. J. Mosby
Secretary-Treasurer.....Edna Mae Mosby
Commercial Manager.....Jack Burnett
Comptroller.....Harry Miller
Advertising Manager.....Nick Moriana
Artists Bureau Head.....Duane Bowler
Chief Announcer.....Alan Davis
Sales Manager.....Fred Elsethagen
Program and Publicity

Director.....James Aiden Barber
Musical Director.....Margaret Castle
Merchandising Manager.....Marion Dixon
Traffic Manager.....Loretta Matthiesen
Chief Engineer.....Tom Atherstone

Coverage

Population—Primary	135,200
Radio Homes— "	34,430
Population—Secondary	435,400
Radio Homes— "	110,200

Source: Station survey.

Representative

Burn-Smith Co.

KGVO

- A \$50,000,000 MARKET

Covering the 5 great valleys of Western Montana, KGVO serves a population of 570,600 within its primary and secondary areas.

Retail sales in Missoula are \$635 per capita—nearly three times the national average. A complete merchandising service will help you tap this rich empire of the North-west.

A. J. MOSBY, PRESIDENT

**KGVO, MISSOULA, MONTANA, 5000 WATTS 1260 KC
AFFILIATE OF COLUMBIA BROADCASTING SYSTEM**

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: Langworth, World Broadcasting System.

Personnel

President..... E. E. Kresbach
Station and Commercial
Manager..... Milton J. Severson
Promotion Manager..... Adolph Jystad
Chief Engineer..... Harold Klempil

Coverage

Population—Primary 109,500
Radio Homes— " 20,000
Population—Secondary 230,000
Radio Homes— " 43,000
Source: Field intensity measurements.

NEBRASKA

Population 1,364,000

Number of Families 352,000
Retail Sales \$395,732,700

Number of Radio Homes 284,100
Auto Registrations 410,280

K O R N *

FREMONT—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th & Broad Sts. STUDIO ADDRESS: 6th & road Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Manager Clark Standiford
Commercial Manager..... Randall Ryan
Program Director..... Larry Coke
Chief Engineer..... E. A. Blackburn

Coverage

Population—Primary 134,000
Population—Secondary 375,000
Source: Station estimate.

* Station was licensed to operate under a construction permit at time of going to press.

K M M J

"NEBRASKA'S FRIENDLY STATION"
GRAND ISLAND—EST. 1925

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 315½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Don Searle
General Manager..... Ted Matthews

Coverage

Station data being compiled; no information available at time of going to press because of move from Clay Center to Grand Island.

Representative

Howard H. Wilson Co.

K H A S *

HASTINGS—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

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

K G F W

"THE FRIENDLY MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 31551. STUDIO ADDRESS: South Central Ave. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager..... Lloyd C. Thomas
Commercial Manager..... Warren Binkley
Program Manager..... Fred Christensen
Chief Engineer..... Walter M. Ely

Coverage

Population—Primary 454,497
 Radio Homes— " 87,140
 Source: Mail response analysis.

K F A B

"NEBRASKA'S MOST POWERFUL
 BROADCAST STATION"
LINCOLN—EST. 1924

COLUMBIA 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: 2-3214.
 STUDIO ADDRESS: Hotel Lincoln. TRANS-
 MITTER LOCATION: 17th St. and Holdredge.
 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
 Vice-President Joe W. Seacrest
 Vice-President C. L. Carper
 Secretary-Assistant
 Treasurer Charles T. Stuart
 Treasurer—Assistant
 Secretary Sarry B. Sidles
 General Manager Don Searle
 Station Manager W. Judson Woods

1310 ON **KGFW BULLETIN** PHONE
 THE DIAL 31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY
 CENTRAL NEBRASKA BROADCASTING CORPORATION
 KEARNEY, NEBRASKA

RADIO DAILY, NEW YORK
 57,900 FARM HOMES AND 18,430 CITY HOMES
 WITH RADIO SETS IN KGFW PRIMARY AREA
 ARE REJOICING OVER HEAVY WINTER SNOWS
 THAT INSURE MILLIONS OF DOLLARS IN 1940
 CROPS. KGFW IS ONLY FULL TIME STATION
 SERVING THIS RICH AGRICULTURAL AREA,
 WITH 386,402 POPULATION. WILL GLADLY
 SUPPLY NATIONAL AND REGIONAL ADVER-
 TISERS AND THEIR AGENCIES WITH FULL IN-
 FORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS
 GENERAL MANAGER KGFW

KEARNEY, NEBRASKA
 FEBRUARY 15, 1940

Sales Manager Frank Pellegrin
 Local Sales Manager W. Judson Woods
 Chief Announcer C. D. "Chuck" Miller
 Publicity Director Bruce Wallace
 Program Director Lowell "Jiggs" Miller
 Chief Engineer Mark Bullock

Coverage

Population—Primary 1,534,513
 Radio Homes— " 311,230
 Population—Secondary 1,810,960
 Radio Homes— " 368,590
 Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K F O R

"THE VOICE OF LINCOLN"
LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM
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: 2-3214. 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
 Vice-President Joe W. Seacrest
 Vice-President C. L. Carper
 Secretary-Assistant
 Treasurer Charles T. Stuart
 Treasurer-Assistant
 Secretary Harry B. Sidles
 General Manager Don Searle
 Station Manager W. Judson Woods
 Sales Manager Frank Pellegrin
 Local Sales Manager W. Judson Woods
 Chief Announcer C. D. "Chuck" Miller
 Program & Musical Director John Hanssen
 Publicity Director Angus Nicoll
 Chief Engineer Mark Bullock

Coverage

Population—Primary 270,990
 Radio Homes— " 58,770
 Population—Secondary 155,652
 Radio Homes— " 44,530
 Source: U. S. Census.

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: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

Personnel

President Gene Huse
 Station Manager..... Art Thomas
 Program Director..... Russell Jensen
 Chief Engineer..... Frank Weidenbach

Coverage

Population—Primary 291,595
 Radio Homes— " 51,890
 Population—Secondary 1,358,649
 Radio Homes— " 283,750
 Source: U. S. Census.

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

Personnel

President and Station
 Manager..... W. I. LeBarron
 Secretary-Treasurer LeBarron
 Chief Engineer J. B. Eaves

Coverage

Population—Primary 468,800
 Radio Homes— " 94,680
 Source: Joint Committee; CBS survey.

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

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 National Bank Bldg. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight, daily except Saturday and Sunday; 6:30 A.M. to 12:30 P.M., Saturdays; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Lincoln Star, Nebraska State Journal. NEWS SERVICE: International News

Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President Frank Throop
 General Manager..... Don Searle
 Sales Manager..... Frank Pellegrin
 Program Director..... Harold Hughes
 Merchandising Manager.... R. Bruce Wallace
 Chief Engineer..... Mark Bullock

Coverage

Population—Primary 529,237
 Radio Homes— " 122,400
 Population—Secondary 422,726
 Radio Homes— " 90,080
 Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K O W H

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: Omaha World Herald. BUSINESS ADDRESS: 8th Floor, World-Herald Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press, Omaha World-Herald. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

Manager..... Vernon H. "Bing" Smith
 Assistant Manager..... Frank E. Shoppen
 Commercial Manager..... Clem Young

Representative

William G. Rambeau Co.

W O W

"YOUR VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS REBROADCASTING
 SERVICE

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: WE 3400. 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, Langworth.

Personnel

President..... De E. Bradshaw
 Personnel Director..... William Ruess
 Station Manager..... John J. Gillin, Jr.
 Program Manager & Chief
 Announcer Harry Burke
 Promotion Manager..... Howard O. Peterson
 Publicity Director..... Bill Wiseman

• • • NEBRASKA—NEVADA—NEW HAMPSHIRE • • •

Director of News & Special Events Foster May
 Chief Engineer..... Wm. J. Kotera

Coverage

Population—Primary *4,003,800
 Radio Homes— " 816,690

* Based on mail return from counties in six states.

Representative

John Blair & Company

K G K Y

"THE VOICE OF AMERICA'S VALLEY OF THE NILE"

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts.
 OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½

Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. 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
 Vice-President-Commercial Manager..... R. M. Stewart
 Publicity Director-Chief Announcer Bill Walter
 Chief Engineer..... Harlan Morrison

Coverage

	Daytime	Evening
Population—Primary	63,358	47,942
Radio Homes— "	12,208	10,087
Population—Secondary ..	109,867	51,490
Radio Homes— "	20,463	11,397

Source: U. S. Census; Department of Commerce.

NEVADA

Population 101,000

Number of Families 30,000
 Retail Sales \$48,325,200

Number of Radio Homes 28,500
 Auto Registrations 38,800

K O H

"THE VOICE OF NEVADA"
RENO—EST. 1930

NATIONAL BROADCASTING SYSTEM
 CALIFORNIA RADIO SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 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: World Broadcasting System, 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

Representative

Paul H. Raymer Company

NEW HAMPSHIRE

Population 510,000

Number of Families 136,000
 Retail Sales \$167,841,300

Number of Radio Homes 124,400
 Auto Registrations 126,400

W L N H

"SERVING CENTRAL NEW HAMPSHIRE"
LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Northern Broadcasting Co. OP-

ERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton, N. H. 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, United Press.

NEW HAMPSHIRE

Personnel

President.....Malcolm Jenney
 General Manager.....Earle Clement
 Chief Announcer.....Sherwin Greenlaw
 Chief Engineer.....William MacDonald

Coverage

Population—Primary 107,347
 Radio Homes— " 27,836

Source: Station survey.

Representative

Weed & Company

W K N E

"RADIO CAPITOL OF VERMONT & NEW HAMPSHIRE"

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.

OWNED BY: Twin State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

Keene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harry C. Wilder
 Station and Commercial
 ManagerHerman Steinbruch

Program and Publicity Director... Nick Carter
 Chief Engineer.....Willis F. Moore

Coverage

Population—Primary 348,900
 Radio Homes— " 85,100
 Population—Secondary 265,000
 Radio Homes— " 65,600

Source: Field strength survey.

Representative

Paul H. Raymer Co.

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. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; Sunday 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. C. P. MacGregor.

Personnel

President.....Mrs. Henry P. Rines
 Manager.....C. G. H. Evans

Coverage

Population—Primary 280,000
 Radio Homes— " 62,300
 Population—Secondary 198,700
 Radio Homes— " 42,000

Source: Mail response analysis.

Representative

Weed & Company

W H E B

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK

(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 740 Kc. POWER: 1000 Watts.

OWNED BY: Granite State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio. C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

Personnel

PresidentH. J. Wilson
 General Manager.....H. C. Wilson

Coverage

Population—Primary 1,779,430
 Radio Homes— " 400,210
 Population—Secondary 671,140
 Radio Homes— " 125,280

Source: Station survey.

THE BIG NEWS OF 1940

*A New Station in the
 Heart of New England*

WKNE

KEENE

New Hampshire

*New Transmitter—Increased
 Coverage — An Ideal Test
 Market for New England*

COLUMBIA NETWORK

PAUL H. RAYMER CO., Nat'l Representatives

(Formerly WNBX—located in
 Springfield, Vermont)

NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,342,328,900

Auto Registrations 1,023,226

W C A P

"THE VOICE OF CITY OF ASBURY PARK"
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
 Musical Director.....G. H. Scott
 Chief Engineer.....Ernest G. Ruckle

Coverage

	Daytime	Evening
Population—Primary	491,486	491,486
Radio Homes— " "	98,750	98,750
Population—Secondary	4,100,976	4,100,976
Radio Homes— " "	1,385,700	1,385,700

Source: Station survey.

W B A B *

ATLANTIC CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Atlantic City. STUDIO ADDRESS: Atlantic City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Atlantic City Press, Atlantic City Union.

*Station was licensed to operate under a construction permit and reported that construction had not begun on transmitter at time of going to press.

W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 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 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Manager.....Howard S. Frazier
 Commercial Manager.....Jack Plumley
 Publicity Director.....Paul Alger
 Chief Engineer.....Russel Ely

Coverage

	Daytime	Evening
Population—Primary	106,380	106,380
Radio Homes— " "	26,595	26,595
Population—Secondary	343,043

Source: Field intensity measurements; Joint Committee.

Representative

Cox & Tanz

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: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M.

to 12:30 P.M. and 3:00 P.M. to 5:00 P.M.,
Sundays. 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

Coverage

Population—Primary 2,696,919
Radio Homes— " 544,900
Population—Secondary 391,143
Radio Homes— " 82,400
Source: Station survey.

Representative

Mack Radio Sales Co.

W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts.
OWNED BY: Bremer Broadcasting Corp. OP-
ERATED BY: Bremer Broadcasting Corp. BUSI-
NESS ADDRESS: 50 Journal Square. PHONE:
Journal Square 0716-7-8 and Market 3-0383.
NEW YORK OFFICE: RKO Bldg. PHONE:

**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

Rector 2-5878 and Circle 5-5780. STUDIO
ADDRESS: 50 Journal Square. TRANSMIT-
TER LOCATION: Labor Bank Bldg. TIME
ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.);
6:00 A.M. to 7:00 P.M. (E.D.S.T.). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: NBC Thesaurus, Standard Radio.
MAINTAINS ARTISTS' BUREAU.

Personnel

President and General
ManagerPaul H. LaStayo
Program Director.....Gabrielle Haas
Chief AnnouncerMaurice Hart
Sales Manager.....A. B. Schillin
Production Manager.....Louis Tappe
Publicity Director.....Jay Stanle
Musical DirectorFabe Nicholson
Chief Engineer.....Anthony Castellani

Coverage

Population—Primary 12,000,000
Radio Homes— " 3,800,000
Population—Secondary 2,000,000
Radio Homes— " 587,000
Source: Station survey.

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. OP-
ERATED BY: N. J. Broadcasting Corp. BUSI-
NESS ADDRESS: 29 W. 57th St., New York
City. PHONE: Journal Square 2-9595, Plaza
3-4204, New York. STUDIO ADDRESS: 2870
Hudson Blvd., Jersey City, N. J.; 29 W. 57th
St., New York City. TRANSMITTER LOCA-
TION: Jersey City, N. J. TIME ON THE AIR:
6:45 A.M. to 12:00 midnight. NEWS SERVICE:
International News Service. TRANSCRIPTION
SERVICE: Langworth. MAINTAINS ARTISTS'
BUREAU.

Personnel

President.....Paul F. Harron
Station and Commercial
ManagerJoseph Lang
Program & Continuity
Director.....West W. Willcox
Musical Director.....G. DeLuca
Office Manager.....Ida Mortenghi
Chief Engineer.....Allison Burnham

Coverage

	Daytime	Evening
Population—Primary	10,000,000	12,000,000
Radio Homes— "	3,700,000	6,000,000

Source: Station survey.
(See Page 455)

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

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) 6:16 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

Personnel

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of sales.....Frank Braucher
Vice-President in Charge 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
Sales Manager.....Eugene S. Thomas

Coverage

Population—Guaranteed*18,070,855
Radio Homes— " *4,261,788

* Includes both primary and secondary areas.

Source: U. S. Census.

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 WFAS and WGGB. NEWS SERVICE: Local and country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Engineer.....Robert Johnson

Coverage

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes— " "	89,300	89,300

Source: U. S. Department of Commerce.

W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 150 East State St. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 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: NAB Library, Associated, Langworth.

Personnel

Vice-President-General Manager....F. J. Wolff

W A W Z

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts. 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., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 9:00 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. TRANSCRIPTION SERVICE: Makes own transcriptions.

Personnel

PresidentBishop Alma White
Vice-President-Secretary-
Co-Manager.....Arthur K. White
Vice-President-Co-Manager....Ray B. White
Musical Director.....Kenneth Randolph
Chief Engineer.....N. L. Wilson

Coverage

Population—Primary	92,200
Population—Secondary	504,484

Source: Field intensity measurements.

NEW MEXICO

Population 422,000

Number of Families 102,000

Number of Radio Homes 62,300

Retail Sales \$97,626,100

Auto Registrations 118,327

K G G M

"THE FRIENDLY 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:
Albuquerque. TIME ON THE AIR: 6:45 A.M.
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

President N. M. Switzer
Vice-President A. R. Hebenstreit
General Manager Mike Hollander
Production Manager Elmer Fondren
Merchandising Manager C. E. Redman
Musical Director Ken Gorsuch
Chief Engineer Leonard Dodds

Coverage

Population—Primary	207,540
Radio Homes— "	29,920
Population—Secondary	381,328
Radio Homes— "	59,910

Source: Mail response analysis.

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: 7:00 A.M. to
11:00 P.M. NEWS SERVICE: Transradio Press.
International News Service, United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus,
MacGregor & Sollie.

Personnel

President T. M. Pepperday
Manager Frank Quinn
Chief Engineer Geo. S. Johnson

Coverage

Population—Primary	191,261
Radio Homes— "	28,770
Population—Secondary	545,495
Radio Homes— "	88,670

Source: Field intensity measurements and
mail response analysis; U. S. Census; Joint
Committee.

REPRESENTATIVE

The Katz Agency

K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney
Hubbs. BUSINESS ADDRESS: Crawford Ho-
tel. PHONE: 244 STUDIO ADDRESS: Craw-
ford Hotel. TRANSMITTER LOCATION: Carls-
bad. 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 Louis Pitchford
Chief Engineer Harry Boehnemann

K I C A

"THE BROADCASTING SERVICE OF
EASTERN NEW MEXICO AND
WEST TEXAS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: Western Broadcasters, Inc. OP-
ERATED BY: Western Broadcasters, Inc.
BUSINESS ADDRESS: 412 Pile. PHONE: 3 & 4.
STUDIO ADDRESS: 412 Pile. TRANSMITTER
LOCATION: Hillcrest Park. TIME ON THE
AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE:
Radio News Ass'n, NEA. TRANSCRIPTION
SERVICE: World Broadcasting System, C. P.
MacGregor.

Personnel

President and Station
Manager Chas. C. Alsop
Continuity Director Lyman Brown
Publicity Director Doris Williams
Program Director Karl William Schroeder
Musical Director Mrs. J. E. Alsop
Chief Announcer Olin Johnson
Chief Engineer Paul Cochran

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 AD-

NEW MEXICO — NEW YORK

DRESS: 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

Representative

Cox & Tanz

K W E W

"KWEW IN HOBBS, THE FRIENDLY GATE TO THE SUNSHINE STATE"

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, Davis & Schwegler.

Personnel

General Manager W. E. Whitmore
Station Manager Orland A. Foster

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. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

Personnel

Station Manager W. E. Whitmore
Commercial Manager Charles Teas
Production Manager Ed Safford, Jr.
Chief Engineer James Simpson

K V S F

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. 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. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager-Chief Engineer... J. L. Martin
Chief Announcer M. D. Marshall

NEW YORK

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$5,224,678.800

Auto Registrations 2,642,994

W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager Harold E. Smith
Assistant Manager Deuel Richardson
Sales Manager Harry Goldman
Chief Engineer James A. Corey

Coverage

Population—Primary	542,500
Radio Homes— "	136,300
Population—Secondary	112,400
Radio Homes— "	35,000

Source: Mail response analysis.

Representative

J. P. McKinney, Special Agent

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: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth and NAB Library.

Personnel

President.....Raymond M. Curtis
 General Manager.....Harold E. Smith
 Assistant Manager.....Deuel Richardson

Coverage

Population—Primary	621,000
Radio Homes— "	156,200
Population—Secondary	368,300
Radio Homes— "	93,200

Source: Mail response analysis.

Representative

J. P. McKinney, Special Agent

W M B O

"THE VOICE OF THE FINGER LAKES"
 AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio—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.

Personnel

President.....William O. Dapping
 Station Manager.....Frederick L. Keesee
 Commercial Manager.....F. L. Keesee
 Publicity Director.....Dorothy Bolin
 Chief Engineer.....Herbert House

Coverage

Population—Primary	677,848
Radio Homes— "	167,890

Source: Station survey.

W N B F

"WHY NOT BINGHAMTON FIRST"
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

WOKO
 DOMINATING THE PROSPERITY BELT
 ALBANY, N.Y.
 CHECK YOUR SURVEYS

John Blair & Co.
 National Rep.

The
 Albany
 Combination

THE RADIO CENTER

*Proved
 Profit
 Makers*

Harold E. Smith
 General Manager

George P. Hollingbery Co.
 National Rep.

TRY IT WHERE FOLKS ARE IN THE MONEY
WABY
 ALBANY, N.Y.
 CHECK YOUR SURVEYS

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 Virginia Howe
 Service Director Leonard Whitelaw
 Chief Announcer Durwood Finch
 Musical Director Elizabeth Lamb
 Chief Engineer Lester H. Gilbert

Coverage

	Daytime	Evening
Population—Primary	475,000	320,000
Radio Homes— " "	119,000	78,000
Population—Secondary	428,000	581,000
Radio Homes— " "	101,000	142,000

Source: Station survey.

Representative

John Blair & Company

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 5-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Greenpoint, Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager Aaron Kronenberg
 Program Director Franklin H. Small
 Artists Bureau Head Samuel H. Cohen
 Publicity Director Dick Weaver
 Musical Director Samuel Medoff
 Chief Engineer Abraham Haas

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 WVFW.

Personnel

General Manager and Chief
 Engineer Peter Testan
 Commercial Manager Arnold J. Jaffe

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. PHONE: MAIN 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. PHONE: HONEYWOOD 1379. TIME ON THE AIR: Shares time.

Personnel

Manager Andrew K. Wagner
 Musical Director Carl Klein
 Dramatic Director Max Freschel

W C N W

"THIS IS THE TRI-STATE BROADCASTING SYSTEM"

BROOKLYN—EST. 1926

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. STUDIO ADDRESS: 846 Flatbush Ave. and 101 Park Ave., New York City. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Owner-Chief Engineer Arthur Faske
 General Manager A. R. Steinberg
 Commercial Manager Ben Levin
 Program Director Roger Wayne
 Publicity Director Wellington Wright
 Musical Director Roger Wayne
 Chief Operator M. Goldberg

Coverage

	Daytime	Evening
Population—Primary	12,000,000	4,000,000
Radio Homes— " "	3,000,000	2,000,000

Representative

William R. Stewart

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: Davis & Schwegler.

Personnel

President.....Harold J. Burke
 Managing Director.....Salvatore D'Angelo
 Chief Announcer.....Frank Daniels
 Musical Director.....Lillian Delson
 Chief Engineer.....Hermann Florez

Coverage

Station claims coverage of the Metropolitan Area.

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 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services of affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Langworth.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer

Station Manager.....Edgar H. Twamley
 Commercial Manager.....Clifford M. Taylor
 Chief Announcer.....George Torge
 Publicity Directors.....Joe Betzer,
 Joe Haeffner
 Musical Director.....Robert Armstrong
 Chief Engineer.....Ralph J. Kingsley

Coverage

	Daytime	Evening
Population—Primary	1,890,780	1,043,630
Radio Homes—	451,640	243,600
Population—Secondary	909,430	1,032,340
Radio Homes—	219,480	251,370

Source: Statistical Department of National Broadcasting Co.

Representative

Edward Petry & Co., Inc.

W B N Y

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

NBC RED NETWORK

WHEN YOU
tell
 THE WBEN
 AUDIENCE, YOU
sell
 ALL BUFFALO
 .
 NEW YORK STATE'S
 SECOND MARKET

NEWS COMES FIRST

at

WBNY

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.

WBNY

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Personnel

Owner and General Manager.....Roy L. Albertson
 Program Director.....Robert A. Sherry
 Chief Engineer.....Thomas L. Vines

Coverage

Population—Primary 1,023,200
 Radio Homes— " 241,900
 Source: Field intensity measurements.

W E B R

"BUFFALO'S FRIENDLY STATION"
 BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts.
 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 Termi-
 nal Bldg. TIME ON THE AIR: (daily) 7:00 A.M.
 to 12:00 midnight; (Sunday) 8:30 A.M. to mid-
 night. NEWSPAPER AFFILIATION: Buffalo
 Evening News. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Sales Manager.....William Doerr, Jr.
 Program Director.....Kay Burkhardt
 Continuity Editor.....Roy Black, Jr.
 Chief Announcer.....Peter Krug
 Production Manager.....Albert Zink
 Chief Engineer.....Ralph Kingsley

Coverage

	Daytime	Evening
Population—Primary	908,266	908,266
Radio Homes— " "	213,600	213,600

Source: Field intensity measurements.

Representative

Weed & Co.

W G R

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING
 SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Buffalo Broad-
 casting Corp. OPERATED BY: Buffalo Broad-
 casting Corp. BUSINESS ADDRESS: Rand
 Bldg. PHONE: Washington 3100. STUDIO
 ADDRESS: Rand Bldg. TRANSMITTER LO-
 CATION: Tonawanda. TIME ON THE AIR: 7:00
 A.M. to 1:00 A.M. NEWS SERVICE: United
 Press. 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

Coverage

Population—Primary 1,282,000
 Radio Homes— " 303,100
 Population—Secondary 1,542,600
 Radio Homes— " 367,500
 Source: Mail response analysis.

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. OP-
 ERATED BY: Buffalo Broadcasting Corp. BUSI-
 NESS 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.
 NEWS SERVICES: United Press. TRANSCRIP-
 TION 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

Coverage

Population—Primary 1,110,600
 Radio Homes— " 258,900
 Source: Field intensity survey.

Representative

Free & Peters, Inc.

W S V S

"BUFFALO'S EDUCATIONAL STATION"
 BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts.
 OWNED BY: Board of Education. OPERATED
 BY: Seneca Vocational High School. BUSINESS
 ADDRESS: 666 E. Delavan Ave. PHONE: Fil-
 more 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.....Walter Bieda

W C A D

"VOICE OF THE NORTH COUNTRY"
 CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts.
 OWNED BY: St. Lawrence University. OPER-
 ATED 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
Chairman of Committee on
Radio.....R. C. Ellsworth
Station Manager.....H. K. Bergman
Chief Announcer.....Jack Emmanuel
Musical Director.....H. Wellington Stewart
Chief Engineer.....Dr. Ward C. Priest
Radio Workshop Director.....Ruth Willard

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

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. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to 12:00 Midnight, Sundays. NEWS-PAPER AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Director.....Dale L. Taylor
Commercial Manager.....Joseph M. Cleary
Program Director.....George R. Clapp
Chief Engineer.....Perry Esten

Coverage

Population—Primary 150,000
Radio Homes— " 40,595

Source: Station survey.

Representative

J. P. McKinney, Special Agent

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: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:30 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.....Ernest Oliver
Program Director.....Hal Wagner
Publicity Director.....Glenn Williams
Musical Director.....Harry Springer

Coverage

Population—Primary 472,100
Radio Homes— " 110,000
Population—Secondary 2,714,200
Radio Homes— " 651,280

Source: CBS Listener and Dealer Survey.

Representative

J. P. McKinney, Special Agent

W G B B

"LONG ISLAND'S BROADCAST 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 Toddell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
Chief AnnouncerJ. Dudley
Publicity DirectorA. Chesman
Chief Engineer.....George Graham

Coverage

	Daytime	Evening
Population—Primary	400,000	200,000
Population—Secondary ..	200,000	100,000

Source: County Census.

W J T N

"YOUR FRIEND AND NEIGHBOR"
JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)
NEW YORK BROADCASTING SYSTEM, INC.

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 5-151-2. 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. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Col. H. C. Wilder
Vice-President.....Fred R. Ripley
Treasurer.....N. L. Kidd
Secretary-Manager.....Charles Denny
Station Manager.....Bosil F. Blizzard
Sales Manager.....Simon Goldman
Program Director.....G. T. Callison
Chief Engineer.....Harold J. Kratzert

Coverage

Population—Primary 250,000
Radio Homes— " 62,000
Population—Secondary 380,000
Radio Homes— " 84,500

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

W K N Y

KINGSTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Kingston Broadcasting Corp. OP-
 ERATED BY: Kingston Broadcasting Corp.
 BUSINESS ADDRESS: Governor Clinton Hotel.
 STUDIO ADDRESS: Governor Clinton Hotel.
 TRANSMITTER LOCATION: Yarmouth St.
 TIME ON THE AIR: 7:00 A.M. to local sunset.
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

Personnel

President.....John R. McKenna
 General Manager.....Leon Bernard
 Program Director.....Ezra McIntosh

W G N Y

"MID-HUDSON VALLEY'S OWN HOME STATION"

NEWBURGH—EST. 1933

FREQUENCY: 1220 Kc. POWER: 250 Watts.
 OWNED BY: WGNY Broadcasting Co. OP-
 ERATED BY: WGNY Broadcasting Co. BUSI-
 NESS ADDRESS: 161 Broadway. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Cochection Turnpike. TIME ON THE AIR: Day-
 time Schedule. NEWSPAPER AFFILIATION:
 Newburgh Courier. NEWS SERVICE: Trans-

*"The Home Station of
 the Mid-Hudson Valley"*

The Only 250 Watt Station
 Between New York and Albany

W G N Y

1220 on the Dial

The Oldest and Only Local Station
 in the Mid-Hudson Valley on a
 Clear Regional Channel

*Complete and Modern Studios
 Located in Newburgh and
 Poughkeepsie.*

Newspaper Affiliation

radio Press. TRANSCRIPTION SERVICE: Asso-
 ciated Music Publishers.

Personnel

President.....Merritt C. Speidel
 Secretary.....Harry S. Bunker
 Treasurer & Director.....Edward A. Chappell
 Business Manager.....Dale Loughlin
 Station & Commercial
 Manager.....W. E. Dunkelbarger
 Program Director.....Janet Lumb
 Chief Engineer.....Patrick Simpson

Coverage*

Population—Primary 563,335
 Radio Homes— " 84,100

* Information based on 100 watts power;
 station now operates on 250 watts on 1220
 kilocycles.

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 SER-
 VICE: United Press, International News Service.
 TRANSCRIPTION SERVICE: Associated (Trans-
 criptions to 9:00 A.M. only).

Personnel

Sales Manager.....Arthur Hull Hayes
 Sales Promotion Manager....Edwin Reynolds
 Program Director.....George Allen
 Sales Representative.....Jerome B. Harrison
 Sales Representative.....Robert C. Mayo
 Sales Representative....Beverly M. Middleton
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 networks.)

Coverage

	Daytime	Evening
Population—Primary	14,501,900	13,228,400
Radio Homes— " "	3,415,530	3,161,480
Population—Secondary	18,531,600	24,568,100
Radio Homes— " "	4,111,120	5,286,460

Source: Market Research Division of the
 Columbia Broadcasting System.

Representative

Radio Sales

W B I L *

NEW YORK—EST. 1937

* Call letters eliminated early in 1940 and
 time taken over by WOV.

back in 1939

FIRST...

in national spot advertising among all independent stations in America's greatest market!

...WHY?

CALL BRY. 9-7800 FOR THE ANSWER

W H N

N E W Y O R K

AFFILIATED WITH LOEW'S THEATRES & M-G-M



CHICAGO OFFICE
360 N. MICHIGAN AVE.
TEL. RANDOLPH 5254

W B N X

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MELrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; 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: International News Service.

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.....Fred Mendelsohn
 Consult. Engineer.....H. L. Wilson

Coverage

Population—Primary 9,583,087
 Source: Field intensity measurements.

W E A F

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. NEWS SERVICE: Associated Press, United Press, International News Service.

Personnel

Will Be Found Under NETWORKS

Coverage

	Daytime	Evening
Population—Primary	14,886,600	13,939,100
Radio Homes— "	3,532,600	3,321,800
Population—Secondary	12,595,600	17,649,200
Radio Homes— "	796,100	1,117,100

Source: NBC Circulation Studies; Joint Committee.

W E V D

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

Coverage

Population—Primary 11,738,710
 Radio Homes— " 2,754,834
 Population—Secondary 4,815,860
 Radio Homes— " 1,067,780
 Source: Station survey.

W H N

"DIAL 1010"

NEW YORK—EST. 1922

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: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Nicholas Schenck
 Director.....Herbert L. Pettey
 Sales Director.....Bert Leihar, Jr.
 Station Manager.....Frank Roehrenbeck
 Artists Bureau.....Leo Cohen
 Program Manager.....Fred Raphael
 Production Department.....Maurice Barrett
 Comptroller.....Jacques Van Straten
 Chief Announcer.....Russell Clancy
 Publicity Department.....Al Simon
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling

Coverage

Population—Primary 11,500,000
 Radio Homes— " 2,917,512
 Population—Secondary 2,250,000
 Radio Homes— " 909,988
 Source: Department of Commerce.

Representative

Chicago Office: 360 N. Michigan Ave.

Now the fact is **PROVED**

WNEW

is **1st**

**AMONG NEW YORK
NON-NETWORK STATIONS**

Put it **1st** *on your
New York schedule for
banner sales in 1940*

WNEW

FIRST in audience listening

(Hooper-Holmes Survey of New York listening)
WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience against 18.8% by any other local station.

FIRST in station publicity

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 articles in TIME. All praise WNEW.

FIRST in classified billings

Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification... a testimonial to WNEW's ability to move products *fast*.

FIRST in program ideas

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U. S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

NEW YORK 1250 on the dial

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY ★ 1250 KILOCYCLES ★ 1000 WATTS BY NIGHT
New York Office: 501 MADISON AVENUE**

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.

Personnel

Station Manager..... Carl Calman
 Program Director..... Hazel Bower
 Publicity Director..... B. S. Bercovici
 Musical Director..... Louis Katzman
 Production Manager..... Robert Cotton
 Chief Engineer..... Paul Von Kunits

Coverage

Population—Primary 9,166,520
 Radio Homes— " 2,857,000
 Source: Station Survey.

Representatives

International Radio Sales

WJZ

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: United Press, Associated Press, International News Service.

Personnel

Will Be Found Under NETWORKS

Coverage

	Daytime	Evening
Population—Primary	18,229,300	16,941,800
Radio Homes— " "	4,260,400	3,967,600
Population—Secondary	8,857,600	15,908,400
Radio Homes— " "	854,800	1,173,000

Source: NBC Circulation Studies; Joint Committee.

WLTH

"THE RADIO THEATRE OF THE AIR"
NEW YORK—EST. 1926

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: 302 Green St., Greenpoint, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW). TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President and General Manager..... Samuel J. Gellard
 Chief Announcer..... Norman H. Warembud
 Chief Engineer..... John Temple

Coverage*

Population—Primary 6,930,446
 Radio Homes— " 1,663,000
 *Station claims complete coverage of Jewish population.
 Source: U. S. Census; Brooklyn Edison Market Survey; Joint Committee.

WMCA

"FIRST ON YOUR DIAL, NEW YORK"
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..... Donald Flamm
 Executive Vice-President-General Manager, Don S. Shaw
 Vice President-Counsel.... William Weisman
 Secretary-Assistant to President, Sidney Flamm
 Director of National Sales..... Charles Stark
 Artists' Bureau and Program Manager, Ed Scheuing
 Publicity Director..... Leon Goldstein
 Musical Director..... Lee Grant
 Chief Engineer..... Frank Marx

Coverage

	Daytime	Evening
Population—Primary	11,500,000	11,500,000
Radio Homes— " "	3,000,000	3,000,000

Source: Field intensity measurements.

Representative

Chicago Branch Office
 J. M. Ward

WNEW

"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: Wodaam Corp. BUSI-



Tested Shows

60 Min. (Daily Partic.)	Italo-American Revue
30 Min. (Daily Partic.)	La Famiglia Italiana
6—15 Min. Weekly	Album of Love
5—15 Min. Weekly	The Veiled Lady
3—15 Min. Weekly	Sports by Spadaro
2—15 Min. Weekly	Here's Your Answer
1—60 Min. Weekly	Untold Glories of Italy

S TATISTICS show that the Italo-American Market in the New York-Metropolitan District has a greater Population, more Radio Homes and bigger Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in addition to their English programs in New York. The low cost per sale results they enjoy convinces them of the need for such specialized advertising.

With any of the tested shows listed above, you, too, can capitalize on our definite buying influence with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

WOL
 GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY
WOV

NESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION 277½ Paterson Plank Rd., Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 12:00 Midnight to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.; and 6:30 P.M. 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: Associated Press, 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... Halsey V. Barrett
 Special Events and Publicity Director,
 Richard K. Bard
 Continuity Editor..... Doris Smith
 Production Head..... William McGrath
 Chief Announcer John Jaeger
 Chief Engineer M. J. Weiner
 Musical Director..... Merle Pitt

Coverage

Population—Primary 9,004,800
 Radio Homes— " 2,814,000
 Population—Secondary 947,200
 Radio Homes— " 296,000

Representative

John Blair & Co.

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, Associated Press.

Personnel

Director..... M. S. Novik
 Chief Announcer..... T. H. Cowan
 Program Director..... Seymour N. Siegel
 Publicity Director..... Richard Pack
 Musical Director..... Herman Neuman
 Chief Engineer..... Isaac Brimberg

W O R

(See Newark, N. J.)

W H O M

(See Jersey City, N. J.)

W O V

"1100, THE SPOT FOR SALES"

NEW YORK—EST. 1928

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: Full time license. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... Hyla 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

Coverage

Population—Primary 1,557,725*
 Radio Homes— " 300,000

*Station is exclusively an Italian-language outlet and figures include only foreign-language statistics.

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!

★ ★ ★

IN
LITTLE OLD
NEW YORK
RADIO
EXECUTIVES
READ
RADIO
DAILY
FIRST
THING
EVERY
MORNING

★ ★ ★

W Q X R

"NEW YORK'S HIGH-FIDELITY STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. (C.P. for 5000 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: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Sales Manager.....Robert M. Scholle
Publicity Director.....Dorothea Beckman
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

Coverage

Population—Primary10,000,000
Radio Homes— "2,693,460
Source: Station survey.

Representative

International Radio Sales

W H L D *

NIAGARA FALLS—EST. 1939

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northeast of Niagara Falls, N. Y. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette.

Personnel

General Manager.....Earl C. Hull

Representative

Headley-Reed Co.

* WHLD is licensed to operate under a construction permit and at time of going to press was under construction with probable completion date set for April 1, 1940.

W S L B *

OGDENSBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting Co. BUSINESS ADDRESS: Ogdensburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press.

Personnel

President..... Joseph R. Brandy
 Vice-President..... John D. VanKennen
 Secretary-Treasurer..... Harold J. Frank

Representative

Connaughton & Byrne
 250 Park Ave., New York, N. Y.

*Station was licensed to operate under a construction permit at time of going to press.

W H D L

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

**OLEAN—EST. Tupper Lake, 1928;
 Olean, 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, and 7597. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegany, N. Y.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated, NBC Thesaurus.

Personnel

President..... E. B. Fitzpatrick
 Station Manager..... Thomas L. Brown
 Sales Manager..... Everett Thompson
 Program Director..... Charles Sebastian
 Artists Bureau Head..... Albert De Luca
 Musical Director..... J. Walter Connell
 Chief Engineer..... Warren E. McDowell

Coverage

Population—Primary 69,398
 Radio Homes— " 16,900
 Population—Secondary 105,671
 Radio Homes— " 26,200

Source: Field signal measurements; Joint Committee.

Representative

J. P. McKinney, Special Agent

W M F F

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 watts.
 OWNED BY: Plattsburg Broadcasting Corp.

OPERATED BY: Plattsburg Broadcasting Corp.
 BUSINESS ADDRESS: Hotel Cumberland.
 PHONE: 1600. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... E. H. Bragg
 Vice-President..... L. E. Bragg
 Secretary-Treasurer..... George F. Bissell
 Assistant Secretary..... B. W. Bissell
 Station and Commercial Manager,

George F. Bissell

Publicity Director-Artists' Bureau Head,

Dale Jackson

Musical Director-Chief Announcer... Don Hart

Chief Engineer..... Jack Nazak

Coverage

Population—Primary 147,000
 Radio Homes— " 31,800
 Population—Secondary 194,500
 Radio Homes— " 44,700

Source: Mail response analysis.

Representative

George P. Hollingbery Co.

W K I P *

POUGHKEEPSIE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: Poughkeepsie Broadcasting Corp.
 OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: Poughkeepsie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Through stock ownership.

Personnel

President-Treasurer..... Richard E. Coon
 Vice-President James Townsend
 Secretary John B. Grubb

*Station was licensed to operate under a construction permit and at time of going to press construction plans were being made.

WHAM LEADS

WHERE LEADERSHIP MEANS SALES

Western New York is a rich area. Its rolling farm lands produce profitable crops for better than average farm families. Smoke pours from the stacks of its industries the year 'round, creating bulging payrolls for its workers. Well housed, well fed, driving good cars, with ample to spend on luxuries, Western New Yorkers are happy folks—always in a buying frame of mind as they sit down before their radios.

HERE WHAM IS 1st IN COVERAGE

50,000 watts—clear channel—full time—means dial domination in all of WHAM's primary area 896,010 radio homes.

1st IN VALUE

WHAM gives complete one station coverage at approximately one third the cost of the 6 or 8 stations necessary for localized coverage of the same area.

1st IN LISTENERSHIP

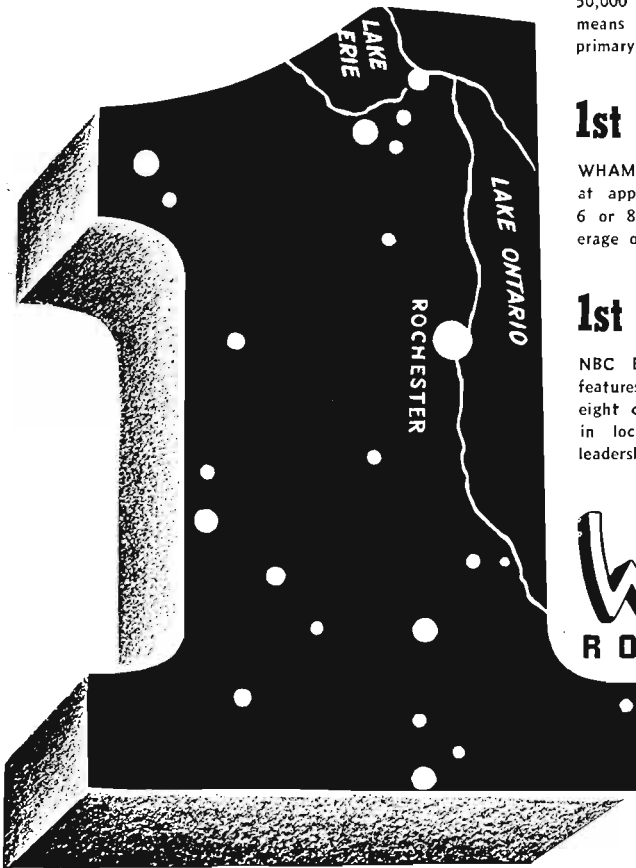
NBC Blue and Red Networks' outstanding features—seven of Radio Daily's top ten (the eight coming April 3rd)—plus programs high in local interest—all add up to program leadership that creates listener loyalty.

WHAM

ROCHESTER N.Y.

National Representatives:
George P. Hollingbery Co.

50,000 Watts . . .
Clear Channel . . .
Full Time . . . NBC
Blue and Red Networks



"The Stromberg-Carlson Station"

W H A M

"WHAM, THE STROMBERG CARLSON STATION"

ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. 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
Vice-President.....Edward A. Hanover
Station Manager.....William Fay
Assistant Manager.....Jack Lee
Commercial Manager.....J. W. Kennedy, Jr.
Publicity Director.....Arthur Kelly
Program Director.....Chas. Siverson
Technical Supervisor.....John J. Long, Jr.

Coverage

Population—Primary 3,607,424
Radio Homes— " 896,010
Source: U. S. Census; Joint Committee.

Representative

George P. Hollingsbery Co.

W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. 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: Transradio Press and local news.

Personnel

Owner & General Manager...Gordon P. Brown
Commercial Manager.....M. Nusbaum
Sales Manager.....W. Thornburg
Chief Announcer.....John Boothby
Program Director.....Harold Kolb
Chief Engineer.....Gordon P. Brown

Coverage

	Daytime	Evening
Population—Primary	528,000	656,550
Radio Homes— "	128,700	167,500
Population—Secondary	823,000	1,110,100
Radio Homes— "	193,220	265,460

Source: Mail response analysis and field intensity survey.

WSAY

ROCHESTER'S FRIENDLY STATION

*Basic Mutual
Broadcasting System*

*Basic New York State
Broadcasting System*

WSAY is doing an outstanding job for leading national advertisers in this — the third greatest market of the Nation's Greatest State!

Feature programs include the 1940 play-by-play broadcasts of the Rochester Baseball Club, sponsored by Atlantic Refining Company; Amoco broadcasts of Edwin C. Hill (CBS); Make-Believe Ballroom programs of National Biscuit Company; News and Sports broadcasts of Bond Clothes and Network programs including Wheeling Steelmakers, Lucky Strike, Bayuk Phillies, Carnation Milk, and Ovaltine.

WSAY Gets Results

Get on the bandwagon!

For further details write or wire collect to
National Sales Manager, WSAY, Rochester.

1210 K.C. — Full Time — 250 Watts

W N B Z

"VOICE OF THE ADIRONDACKS"
SARANAC LAKE—EST. 1937

FREQUENCY: 1290 Kc. POWER: 100 watts.
 OWNED BY: Upstate Broadcasting Corp. OPERATED BY: Upstate Broadcasting Corp. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager W. H. Carpenter
Representative
 George P. Hollingbery Co.

W H E C

"STATION OF THE STARS"
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. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd., Cold Water, N. Y. TIME ON THE AIR: 6:45 A.M. to 12:30 A.M.,

daily except Saturdays; 6:45 A.M. to 1:00 A.M., Saturdays; 8:30 A.M. to 12:30 A.M., Sundays. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Vice-President Clarence Wheeler
 Treasurer-General Manager Gunnar O. Wiig
 Commercial Manager L. C. Wheeler
 Chief Engineer Maurice H. Clarke

Coverage

	Daytime	Evening
Population—Primary	533,000	533,000
Radio Homes— "	132,350	132,350
Population—Secondary	810,812
Radio Homes— "	210,361

Source: CBS Listening and Dealer Study.

Representative

Paul H. Raymer Company

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.

WFBL

is the Preferred Station

in Syracuse and Central New York

HERE'S WHY:

1. **Full Basic Columbia Network Programs**—and that means more of the better types of programs of all kinds.
2. **Favorite of Syracuse Listeners**—WFBL not only carries more network programs, but more short wave broadcasts, more national and local special features.
3. **5000-Watt Coverage**—WFBL is recognized among national advertisers as the high-coverage station in one of the best markets of the country.
4. **Complete Equipment**—WFBL uses the finest and most modern equipment, including a MOBILE transmitter.

These same reasons explain why WFBL carries more national and local advertising—why WFBL advertisers are ahead in results per-dollar spent—why WFBL advertisers renew year after year.

For full details about WFBL . . . and the results obtained by WFBL advertisers, write

5000
watts daytime

1000
watts nighttime

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211. 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

President Charles Wilson
 Station Manager..... Kolin Hager
 Program Manager..... A. O. Coggeshall
 Sales Promotion Director..... A. MacDonald
 Publicity Director..... W. T. Meenam
 Chief Engineer..... W. J. Purcell

Coverage

	Daytime	Evening
Population—Primary	1,987,400	2,571,200
Radio Homes—"	488,000	600,300
Population—Secondary	2,453,100	2,273,600
Radio Homes—"	551,300	532,900

Source: NBC Statistical Department.

Representative

National Broadcasting Co., Inc.

W F B L

"YOUR FAVORITE STATION"
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: Collamer, N. Y. 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

Coverage

Population—Primary	841,700
Radio Homes—"	205,800
Population—Secondary	2,501,600
Radio Homes—"	579,600

Source: Field intensity measurement and mail response analysis.

Representative

Free & Peters, Inc.

A Sound MOVE BY WNBX

KEENE NEW HAMPSHIRE

CBS AFFILIATE

WKNE
 KEENE, N. H.

WE have made a preliminary report, based on the allocation curve standards of the Federal Communications Commission, of what our new coverage range should include. When you see this data, you'll agree with us that the change from Springfield to Keene is a *sound* move.

And for coverage of Central New York, use WSYR, "Tops In Syracuse."

W S Y R

"THE VOICE OF CENTRAL NEW YORK"
 SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.
 FREQUENCY: 570 Kc. POWER: 1000 watts.
 OWNED BY: Central New York Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—
 STUDIO ADDRESS: 223 Harrison Street.
 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. MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Harry C. Wilder
 Vice-President.....Fred R. Ripley
 Program Director.....Lansing B. Lindquist
 Artists' Bureau Head.....Fred Jeske
 Chief Announcer.....Bill Rothrum
 Service Director.....Arnold Schoen
 Musical Director.....Victor Miller
 Chief Engineer.....Armand Belle Isle

Coverage

Population—Primary 878,263
 Radio Homes— " 220,550
 Population—Secondary 470,015
 Radio Homes— " 121,340
 Source: Station survey.

Representative

Paul H. Raymer Company

W S Y U *
 SYRACUSE

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.

* Operated by WSYR for exclusive use of Syracuse University.

**RADIO DAILY
 READERS
 ARE
 EVERYWHERE**

W O L F *

SYRACUSE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 100 watts.
 OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp.
 BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Syracuse.
 TRANSMITTER LOCATION: Van Tensselaer & Kirkpatrick Sts.
 TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President-Manager.....T. S. Marshall

Coverage

	Daytime	Evening
Population—Primary	300,000	245,000
Radio Homes— "	60,000	50,000

Source: Field intensity measurements; U. S. Census; Joint Committee.

* Station was licensed to operate under a construction permit at time of going to press and was expected to start actual operations on February 15, 1940.

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 Institute.
 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
 Station Manager.....W. J. Williams
 Commercial Manager.....Miss M. Bounds
 Chief Announcer.....R. W. Schmelzer
 Sales Manager.....W. C. Stoker
 Musical Director.....A. Olin Niles
 Chief Engineer.....H. D. Harris

W T R Y *

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts.
 OWNED BY: Troy Broadcasting Co. OPERATED BY: Same.
 BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Manager.....Fred R. Ripley
 Commercial Manager...Edward S. Robinson
 *Station was licensed to operate under a C. P. but construction has been delayed pending the outcome of litigation before the Federal Court in the District of Columbia.

WIBX

"THE VOICE OF THE MOHAWK VALLEY"
 UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.
 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) 6:55 A.M. to 1:00 A.M.;
 (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SER-
 VICE: United Press, Transradio Press. TRAN-
 SCRIPTURE SERVICES: Associated Music Pub-
 lishers, Davis & Schwegler.

Personnel

President.....Scott H. Bowen
 Business Manager.....E. K. Johnson
 Public Relations.....Michael R. Hanna
 Merchandising Manager.....Nathan W. Cook
 Musical Director.....Walter Griswold
 Chief Engineer.....Hubert M. Hathaway

Coverage

	Daytime	Evening
Population—Primary	270,600	270,600
Radio Homes—"	63,090	63,090
Population—Secondary	571,700	571,700
Radio Homes—"	138,710	138,710

Source: CBS Listener and Dealer Survey.

Representative

John Blair & Co.

WFAS

"WESTCHESTER'S OWN STATION"
 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
 6400. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Same. TIME ON THE AIR:
 Part time schedule. NEWS SERVICE: County
 Publishers, Inc. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

President.....J. Noel Macy
 V-P-Managing Director.....Frank A. Seitz
 Treasurer.....William Fanning
 Secretary.....Harold F. Lippold
 Chief Engineer.....Harry C. Laubenstein

Coverage

	Daytime	Evening
Population—Primary	480,000	480,000
Radio Homes—"	122,000	122,000

Source: Field intensity survey.

Representative

Headley-Reed Co.

WWRL

"THE VOICE OF QUEENS COUNTY"
 WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts,
 d.; 100 watts, n. OWNED BY: L. I. Broad-
 casting Corp. OPERATED BY: L. I. Broad-
 casting Corp. BUSINESS ADDRESS: 41-30
 58th St. PHONE: NEWTOWN 9-3300-1. STUDIO
 ADDRESS: 41-30 58th St. TRANSMITTER LO-
 CATION: Woodside. TIME ON THE AIR: Part
 time schedule. NEWS SERVICE: International
 News Service. TRANSCRIPTION SERVICE:
 Lang-Worth, NAB Library, Davis & Schwegler.

Personnel

President and General
 Manager.....W. H. Reuman
 Promotion Manager.....Emil Dorer
 Commercial Manager.....Frank R. Clarke
 Program Director.....Lou Cole
 Office Manager.....Edith Dick
 Special Events.....Dud Connolly
 Production Manager and Musical Director,
 Adolph Goebel

Coverage

	Daytime	Evening
Population—Primary	7,500,000	3,000,000

Source: Chamber of Commerce.

Westchester

Goes to a local listening
 post for intimate neigh-
 borhood news and enter-
 tainment. That's when
 families of wealth and
 distinction let down their
 hair.

That's the time to radio-
 cast your sales message
 over

WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives
HEADLEY-REED CO.

*3 out of every 4
are on for more . . .*

75% of all *current* WBT advertisers
were WBT advertisers a year ago.

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT—Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one-station* coverage of all this four-hundred-million-dollar market—the “Blue Chip” market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

WBT 50,000 WATTS • CHARLOTTE, N. C.

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

NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$509,540,900

Auto Registrations 540,000

W I S E

"WISDOM IN SERVICE ENDURES"
ASHEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Harold H. Thoms. OPERATED BY: Harold H. Thoms. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily. NEWS-PAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner-Manager.....Harold H. Thoms

Coverage

Population—Primary	75,000
Radio Homes— "	20,000
Population—Secondary	100,000
Radio Homes— "	25,000

Source: Station survey.

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM
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: 5500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program and Production Director,

Robert B. Bingham

Assistant Program Director.....Steve Douglas
Musical Director.....John Eversman
Continuity Director.....Ralph Gram
Chief Engineer.....Cecil Hoskins

Coverage

Population—Primary	191,000
Radio Homes— "	27,100
Population—Secondary	595,600
Radio Homes— "	105,000

Source: Field intensity measurement.

Representative

The Branham Co.

W B T

"VOICE OF THE FRIENDLY CAROLINAS"
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: Nations Ford Road. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M. (daily); 9:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager....Arthur L. Forrest
Artists' Bureau.....CBS, N. Y.
Program Director.....C. H. Crutchfield
Publicity Director.....William Winter
Musical Director.....John McAllister
Chief Engineer.....J. J. Beloungy

Coverage

	Daytime	Evening
Population—Primary	2,698,100	971,400
Radio Homes— "	289,700	107,750
Population—Secondary	5,334,700	7,901,200
Radio Homes— "	599,230	968,640

Source: CBS Research Division.

Representative

Radio Sales

W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM
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 Engineer.....L. L. Caudle

Coverage

Population—Primary	233,490
Radio Homes— "	54,300
Population—Secondary	421,701
Radio Homes— "	98,070

Source: Joint Committee.

Representative

Headley-Reed Co.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: 138 East Chapel Hill St. STUDIO ADDRESS: 138 East Chapel Hill St. TRANSMITTER LOCATION: Cole Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....C. C. Council
 General Manager.....J. F. Jarman, Jr.
 Commercial Manager.....C. J. Woodhouse
 Chief Engineer.....R. A. Dalton

Coverage

	Daytime	Evening
Population—Primary	197,000	150,000
Radio Homes— "	30,840	29,000
Population—Secondary	247,900	176,000
Radio Homes— "	36,000	30,100

Source: Field intensity measurements.

Representative

The Katz Agency

W C N C

ELIZABETH CITY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. OPERATED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. BUSINESS ADDRESS: Colonial Ave. STUDIO ADDRESS: Colonial Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Manager.....T. W. Aydlett
 Vice-President.....John Dawson
 Secretary-Treasurer.....Julian Aydlett

Coverage

Population—Primary	488,379
Radio Homes— "	155,250

Source: Station survey.

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

GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner.....F. C. Todd
 Manager.....Pat McSwain
 Program Director.....W. Grady Newman

Coverage

	Daytime	Evening
Population—Primary	200,000	150,000
Radio Homes— "	50,000	38,000
Population—Secondary	125,000	80,000
Radio Homes— "	30,000	20,000

Source: Joint Committee.

Representative

Headley-Reed Co.

W G B R

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Goldsboro. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Director.....A. T. Hawkins
 Secretary-Treasurer.....V. G. Herring
 Commercial Manager.....R. L. Zealy
 Chief Engineer.....H. H. Vance

Coverage

	Daytime	Evening
Population—Primary	300,000	50,000
Radio Homes— "	40,000	6,500

Source: Joint Committee.

W B I G

"WHERE BUSINESS IS GOOD"
GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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: Guilford Battleground Blvd. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

Personnel

Station and Commercial
 Manager Edney Ridge
 Program Director Faye Kenyon
 Publicity Director.. Virginia Wilson McKinney
 Chief Engineer..... Earl Allison

Coverage

	Daytime	Evening
Population—Primary	956,000	587,900
Radio Homes— "	112,300	97,200
Population—Secondary ..	2,110,000	1,644,000
Radio Homes— "	250,000	156,200

Source: Field strength survey and mail response analysis; U. S. Census.

Representative
George P. Hollingbery Co.

W G T C *

GREENVILLE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: J. J. White. OPERATED BY:
Greenville Broadcasting Co.

W H K Y *

HICKORY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.
OWNED BY: Catawba Valley Broadcasting
Co. OPERATED BY: Catawba Valley Broad-
casting Co.

* Stations were licensed to operate under a construction permit at time of going to press.

W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts.
OWNED BY: Radio Station WMFR, Inc. OPER-
ATED BY: Radio Station WMFR, Inc. BUSI-
NESS ADDRESS: 156½ S. Main St. PHONE:
4593. STUDIO ADDRESS: 156½ S. Main St.
TRANSMITTER LOCATION: 156½ S. Main St.
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.

**ALWAYS
A GOOD
SHOW!**

WBIG GREENSBORO
NORTH
CAROLINA

George P. Hollingbery
Co.

Nat'l Reps.

ASK
EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR

"COLD FACTS"!

5000 Watts, Day 1000 Watts, Night



SERVING NORTH CAROLINA'S RICHEST AREA!



VIRGIN?

Sure, virgin territory for far-sighted advertisers. 20-mile radius embraces ¼-million population, annual industrial payroll forty million, retail sales sixty million.

Carolinas' most successful non-network local.

W M F R

1200 KC—250 W
HIGH POINT, N. C.

"THE INDUSTRIAL CITY"

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, Davis & Schwieger. **Personnel**

President and Station Manager.....Wayne M. Nelson

W F T C

KINSTON—EST. 1936

CAROLINA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: 210 East King St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

President.....Jonas Weiland
 Manager.....Rodney Prescott
 Chief Engineer.....Harry Layman

Coverage

	Daytime	Evening
Population—Primary	74,340	48,810
Radio Homes— "	5,800
Population—Secondary ..	25,530
Radio Homes— "	2,930

Representative

Burn-Smith Co.

KINSTON, N. C.

*"The World's Foremost
Tobacco Center"*

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 P T F

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, N. C. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC The-saurus, Lang-Worth.

Personnel

President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Sales Manager.....John H. Field, Jr.
 Program Director.....Graham B. Poyner
 Publicity Director.....B. W. Huffington
 Technical Supervisor.....Henry Hulick

Coverage

	Daytime	Evening
Population—Primary	1,337,350	802,410
Radio Homes— "	161,760	97,056
Population—Secondary ..	1,937,705	1,162,623
Radio Homes— "	86,873	51,123

Source: Field intensity measurements and mail response analysis.

Representative

Free & Peters, Inc.

WPTF

Raleigh, North Carolina



A "MUST" IN THE SOUTH

Serving the South's greatest market between Washington, D. C. and Atlanta, WPTF includes a population of 745,000 within the 0.5 MV/M Contour line.

1938 Retail Sales of \$117,568,000 prove the richness of this great market within the half milivolt line—WPTF's home grounds.

WPTF 5000 WATTS RALEIGH, N. C.

NBC Red and Blue

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts.
OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 121 S. Salisbury St. STUDIO ADDRESS: 121 S. Salisbury St. TRANSMITTER LOCATION: Davie St. Extension. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President-Director of Station . . . E. Johnston Neal
Vice-President-Treasurer A. J. Fletcher

Coverage

Population—Primary	200,000
Radio Homes— "	50,000
Population—Secondary	225,000
Radio Homes— "	54,000

Source: Station survey.

W E E D

"THE VOICE OF EASTERN CAROLINA"
ROCKY MOUNT—EST. 1933

CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Owner-Manager W. Avera Wynne
Assistant Manager in
Charge of Sales B. W. Frank
Program-Production Manager, Thomas Snowden
Chief Engineer I. G. Murphrey

W S T P

"WE SERVE THE PIEDMONT"
SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.
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 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Associated Music Publishers.

Personnel

Manager John W. Shultz
Chief Engineer James R. Yost

Representative

Sears & Ayer, Inc.

W M F D

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. (C. P. 250 watts, d.; 100 watts, n.). 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: 7:30 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager R. A. Dunlea
Assistant Manager Julia M. Johnston
Advertising Manager Arthur G. Montaigne

Coverage

Population—Primary	50,000
Radio Homes— "	10,000
Population—Secondary	65,000
Radio Homes— "	13,000

Source: Station survey.


Representative

Burn-Smith Co.

W G T M

"WORLD'S GREATEST TOBACCO MARKET"
WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts.
OWNED BY: WGTM, Inc. OPERATED BY:



And They
Call This
Tobacco Road!

W G T M

WILSON, N. C.

♦

250 Watts • Full Time

NORTH CAROLINA — NORTH DAKOTA

WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwegler, Associated Recorded Program Service.

Personnel

President and General Manager.....H. W. Wilson
 Vice-President.....George C. McDonald
 Commercial Manager.....Allen Wanamaker
 Program Director.....Billy Steadman
 Chief Engineer.....Jack Hudson
 Assistant Engineer.....Bill Malone

Coverage

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes— "	8,000	8,000
Population—Secondary	150,000	50,000
Radio Homes— "	22,000	8,000

Source: U. S. Census; station survey.

Representative

Cox & Tanz

W A I R

"IN WINSTON-SALEM IT'S WAIR"

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM
 SOUTHERN BROADCASTING SYSTEM

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 SERVICE: NBC Thesaurus.

Personnel

General Manager.....George D. Walker
 Commercial Manager.....C. G. Hill

Coverage

Radio Homes—Primary	111,610
Radio Homes—Secondary	275,270

Source: Mail response analysis.

Representative

Sears & Ayer

W S J S

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.

OWNED BY: Piedmont Pub. Co. OPERATED

BY: Piedmont Pub. Co. BUSINESS ADDRESS:

416-420 N. Marshall St. PHONE: 4141. TRANS-

MITTER LOCATION: Liberia St. TIME ON THE

AIR: 6:00 A.M. to midnight (daily); 8:30 A.M.

to midnight (Sunday). NEWSPAPER AFFILI-

ATIONS: Winston-Salem Journal, Twin City

Sentinel. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICES: Associated, Davis

& Schwegler, NAB Library, Lang-Worth.

Personnel

Station Manager.....N. L. O'Neil
 Chief Announcer.....John Miller
 Sales Manager.....Harold Essex
 Musical Director.....Bob Van Camp

Coverage

	Daytime	Evening
Population—Primary	199,940	199,940
Radio Homes— "	33,470	33,470
Population—Secondary	194,220	194,220
Radio Homes— "	27,630	27,630

Source: Field intensity measurements.

NORTH DAKOTA

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$165,228,800

Auto Registrations 175,361

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: Meno-

ken 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: Associated 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...W. R. Griffin
 Chief Engineer.....Ivar Nelson

Coverage

	Daytime	Evening
Population—Primary	1,600,453	1,600,453
Radio Homes— "	305,563	305,563
Population—Secondary	985,156	985,156
Radio Homes— "	199,734	199,734

Source: Joint Committee.

Representative

John Blair & Co.

K D L R

"DEVILS LAKE RADIO VOICE"

DEVILS LAKE—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, 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: World Broadcasting System, Davis & Schwegler.

Personnel

President and General Manager . . . Bert Wick
 Program Director Hildur Marie Wick
 Chief Engineer Richard Moritz

Coverage

	Daytime	Evening
Population—Primary	89,509	89,509
Radio Homes— "	11,900	11,900

Source: Mail response survey.

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: 5357. 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
 Production Manager David Henley
 Chief Announcer and
 Artists' Bureau Head Ken Kennedy
 Publicity Director Bill Dean
 Chief Engineer Julius Hetland

Coverage

	Daytime	Evening
Population—Primary	806,833	760,678
Radio Homes— "	149,510	140,000
Population—Secondary	487,885	381,905
Radio Homes— "	89,130	70,790

Source: Mail response analysis.

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

Coverage

Population—Primary	274,000
Radio Homes— "	60,200
Population—Secondary	201,700
Radio Homes— "	43,700

Source: Mail response analysis.

K R M C

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Roberts-MacNab Co. 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

President R. B. MacNab
 Station Manager Lloyd R. Amon
 Program Director Verna Bekken

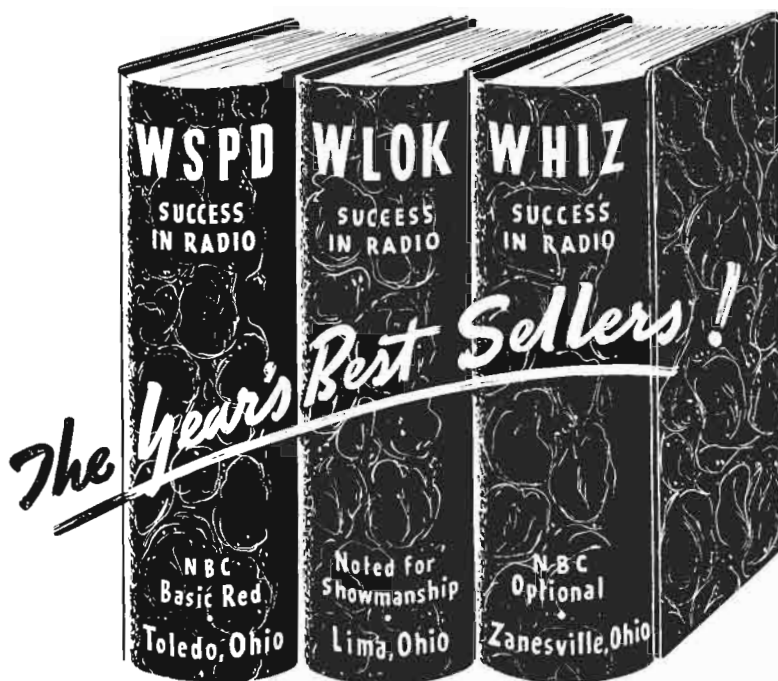
Coverage

Population—Primary	150,000
Radio Homes— "	22,191
Population—Secondary	225,000
Radio Homes— "	36,445

Source: Station survey.

Representative

Cox & Tanz



THREE VOLUMES DEDICATED TO YOU

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company
Toledo, Ohio

K G C U

"VOICE OF THE WEST"
MANDAN—EST. 1925

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., Mandan; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 9:30 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.....Arne Anzjon

Coverage

Population—Primary	107,583
Radio Homes— "	33,350
Population—Secondary	145,606
Radio Homes— "	18,940

Source: Station survey.

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. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. 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
Promotion Manager.....Leslie Maurin

Coverage

Population—Primary	277,285
Radio Homes— "	26,896
Population—Secondary	189,197
Radio Homes— "	36,402

Source: Station survey.

Representative

Transamerican Broadcasting & Television Corp.

K O V C

"THE RADIO VOICE OF VALLEY CITY"
VALLEY CITY—EST. 1936

DAKOTA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. 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

General Manager.....Dalton LeMasurier
Station and Commercial Manager,
William L. Wallace
Program Director.....Robert E. Ingstad
Chief Engineer.....Bey Green

Coverage

	Daytime	Evening
Population—Primary	229,476	81,265
Radio Homes— "	41,870	14,330
Population—Secondary	58,265	22,616
Radio Homes— "	12,930	6,376

Source: U. S. Census.

OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$2,152,635,100

Auto Registrations 1,940,000

W A K R *

AKRON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: Akron. STUDIO ADDRESS: Akron. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

*Station was licensed to operate under a construction permit at time of going to press.

W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Stm-

mons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Talmadge, Ohio; Beacon Journal Bldg., Akron; Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 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 Library.

Personnel

Station and Commercial Manager, Allen T. Simmons
 Artists' Bureau Head H. L. Hageman
 Production Manager..... R. B. Wilson
 Chief Engineer John Aitkenhead

Coverage

	Daytime	Evening
Population—Primary	2,625,000	1,886,000
Radio Homes— "	590,644	424,277

Source: Field intensity measurements.

Representative

George P. Hollingsbery Co.

W J W

"WJW ADVERTISING DOESN'T COST;
IT PAYS"

AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 watts.
 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: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... John F. Weimer
 General Manager..... Edythe Fern Melrose

Coverage

Population—Primary	658,000
Radio Homes— "	168,000
Population—Secondary	1,485,000
Radio Homes— "	380,000

Source: Station survey.

Representative

Headley-Reed Co.

W I C A

"WELCOMING, INDUSTRY, COMMERCE,
AND AGRICULTURE"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 500 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: 7:00 A.M. to local sunset. NEWS SERVICE: United Press.

**IN AKRON
THEY'VE TURNED TO**



Department Stores

(Every Department Store in the City uses WJW!)

The M. O'Neill Company
 The A. Polsky Company
 The C. H. Yeager Company
 The Akron Dry Goods Company
 Federman's Department Store
 The Hower Company

Automobile Dealers

More Automobile Dealers using WJW than any Akron Station.

DODGE—Dodge Dealers Association (Programs)
 HUDSON—Lloyd Oliver Motor Co. (Programs)
 PONTIAC—Shaffer Sales and Service (Announcements)
 CHEVROLET—City Chevrolet (Programs—Announcements)
 PLYMOUTH—Conart Motor Company (Announcements)
 FORD—Ford Dealers (Programs), Market Motors (Programs)

We have the LISTENERS, TOO! A New York Agency wired us:—"Make survey this week during 6:00 P.M. Newscast. Wire us result. Contract pending." We engaged a well-known outfit to make this survey. Their report sent to agency showed:—

WJW	43.3%
Other Akron Station.....	38.3%
Cleveland Station	15.1%
Others	3.3%

We got the contract . . . for ADVERTISERS AND LISTENERS have turned to WJW in AKRON.

EDYTHE FERN MELROSE

General Manager

Representatives—Headley-Reed Company

TRANSCRIPTION SERVICE: Standard Radio. Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. A. Rowley
 Manager.....R. B. Rowley
 Commercial Manager.....R. C. Marvin
 Program Director.....Walter W. Walgrath
 Publicity Director.....T. F. Sigman
 Chief Engineer.....George Gautney

Coverage

Population—Primary 250,000
 Radio Homes— " 80,000
 Population—Secondary 1,000,000
 Radio Homes— " 200,000

Source: Field strength and mail response survey.

Representative

Interstate Advertising Agency

W H B C

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 S. Market Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS BUREAU.

Personnel

General Manager.....Felix Hinkle
 Commercial Manager.....Bill Kirkendale
 Program Director.....Truesdale Mayers
 Chief Engineer.....Kenneth Sliker

Coverage

	Daytime	Evening
Population—Primary	1,079,223	1,079,223
Radio Homes— " "	257,000	257,000

Source: U. S. Census; Joint Committee; Department of Commerce.

W C K Y

"POWERFUL AS ANY RADIO STATION IN THE UNITED STATES"

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: Gibson Hotel, Cincinnati. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: (Daily) 5:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to

1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager...L. B. Wilson
 Sales Director.....E. C. Krautters
 Promotion Manager.....Bev Dean
 Production Manager.....Mendel Jones
 Sales Promotion Manager...George H. Moore
 Traffic Manager.....O. J. Fuller
 Merchandising Director.....Thomas Mitchell
 Publicity Director-Continuity
 Editor.....Elmer Dressman
 Chief Engineer.....C. H. Topmiller
 Assistant Chief Engineer...Arthur H. Gillette

Coverage

	Daytime	Evening
Population—Primary	2,212,275	2,212,275
Radio Homes— " "	557,920	557,920

Source: Field intensity measurements.

Representative

Free & Peters, Inc.

W C P O

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts. 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
 Commercial Manager.....John P. Smith
 Program Director.....Andre Carlon
 Artists' Bureau Head.....Andre Carlon
 Chief Announcer.....Paul Hodges
 Publicity Director.....A. Stephan
 Musical Director.....Jesse Walker
 Chief Engineer.....Glen Davis

Coverage

	Daytime	Evening
Population—Primary	940,000	940,000
Radio Homes— " "	202,800	202,800
Population—Secondary	1,500,000	1,500,000
Radio Homes— " "	296,000	296,000

Source: Field intensity measurements; U. S. Census.

WKRC

"FIRST ON YOUR DIAL"
 "TIMES STAR STATION"
CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Taft Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays; NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Hulbert Taft, Jr.
 Sales Manager.....H. E. Fast
 Program Director.....Ruth Lyons
 Publicity and Special Events
 Director.....Margaret Maloney
 Sales Promotion Director.....Harold Coulter
 Chief Engineer.....John Tiffany

Coverage

	Daytime	Evening
Population—Primary	1,127,600	990,300
Radio Homes—"	247,730	222,770
Population—Secondary	4,648,400	1,517,600

Radio Homes— " 950,000 312,310
 Source: Field intensity measurements and mail response analysis.

Representative
 Weed & Co.

WLW

"THE NATION'S STATION"
CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL
 FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley 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.

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.....Richard A. Garner
 Promotion Manager.....William Oldham
 Program Director—
 Artists' Bureau Head.....George Biggar

Use **WKRC'S**

CLEAR TOP-OF-THE-DIAL SIGNAL

to Sell **CINCINNATI'S**

RICH TOP-OF-THE-NATION MARKET



WKRC

5000 WATTS DAY
 1000 WATTS NIGHT
 550 KILOCYCLES

OWNED AND OPERATED BY THE CINCINNATI TIMES-STAR
 CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM
 NATIONAL REPRESENTATIVE. WEED & COMPANY, NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



IN CINCINNATI

survey showed WLW has 51.8% of the average weekly listening audience. In the other 24 cities WLW's percent of the average weekly audience is as follows:

Charleston, W. Va.	36.8%
Columbus, O.	39.6%
Dayton, O.	49.9%
Fort Wayne, Ind.	34.7%
Indianapolis, Ind.	33.8%
Kokomo, Ind.	53.5%
Lexington, Ky.	47.3%
Lima, O.	53.0%
Louisville, Ky.	11.5%
Muncie, Ind.	62.4%
Newark, O.	69.2%
Springfield, O.	65.9%
Anderson, Ind.	70.8%
Huntington, W. Va.	50.2%
Ironton O., and Ashland, Ky.	54.1%
Marion, Ind.	55.0%
Marion, O.	48.8%
Portsmouth, O.	47.6%
Zanesville, O.	45.2%
Terre Haute, Ind.	51.7%
Richmond, Ind.	75.4%
Bloomington, Ind.	51.1%
Mansfield, O.	54.2%
Lancaster, O.	56.4%

25 Cities TURN SPOTLIGHT ON WLW

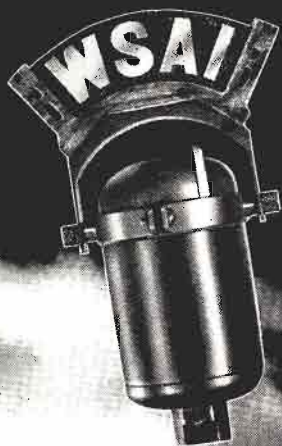


SSPOTLIGHTED by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

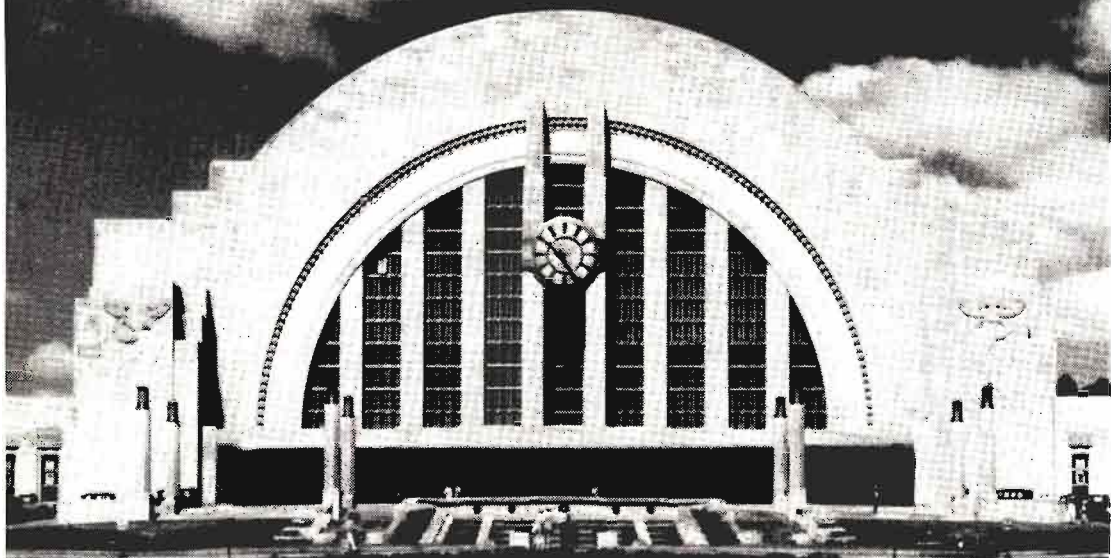
WLW THE NATION'S
most "Merchandise-Able"
STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO



2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers



WSAI . . . *Cincinnati's Own Station*

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES

Chief Announcer Peter Grant
 News Editor..... J. N. Bailey
 Publicity Director..... Cecil Carmichael
 Musical Directors..... William Stoess,
 Josef Cherniavsky
 Chief Engineer R. J. Rockwell

Coverage

Data unavailable at time of going to press.

Representative

Transamerican Broadcasting and Television
 Corp.

W S A I

"CINCINNATI'S OWN STATION"
CINCINNATI—EST. 1928
 NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts,
 OWNED BY: Crosley Radio Corp. OPERATED
 BY: Same. BUSINESS ADDRESS: 1329 Arling-
 ton St. PHONE: Kirby 4800. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Near Mt.
 Healthy, Ohio. TIME ON THE AIR: 6:00 A.M.
 to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M.
 (Sunday). NEWS SERVICES: International News
 Service, United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Asso-
 ciated.

Personnel

President Powel Crosley, Jr.
 Vice-President..... James D. Shouse
 General Manager..... Dewey H. Long
 Sales Manager..... Arch Grinald
 Artists' Bureau Head..... George Biggar
 Chief Announcer Peter Grant
 News Editor..... J. N. Bailey
 Program Director..... Clair Shadwell
 Musical Directors..... William Stoess,
 Josef Cherniavsky
 Chief Engineer R. J. Rockwell

Coverage

Station was in the process of changing both
 site and number of broadcasting towers at
 time of going to press and new estimates were
 unavailable.

Representative

International Radio Sales

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts.
 OWNED BY: United Broadcasting Co. OPER-
 ATED BY: United Broadcasting Co. BUSINESS
 ADDRESS: 1311 Terminal Tower. PHONE:
 Prospect 5800. STUDIO ADDRESS: 1311 Ter-
 minal Tower; Higbee Bldg. TRANSMITTER LO-
 CATION: Seven Hills. TIME ON THE AIR:
 6:45 A.M. to local sunset. NEWSPAPER AF-
 FILIATION: Cleveland Plain Dealer. NEWS
 SERVICE: United Press. MAINTAINS ARTISTS'
 BUREAU. TRANSCRIPTION SERVICE: Lang-
 worth, Davis & Schwegler.

Personnel

President..... John S. McCarrens
 Vice-President and Station
 Manager..... H. K. Carpenter
 Sales Manager..... K. K. Hackathorn
 Program Director..... Russell Richmond
 Merchandising and Advertising
 Manager..... Robert Greenberg
 Continuity Director..... Leslie Biehl
 Production Manager..... Norman Drysdale
 Chief Announcer..... Alan Jenkins
 Publicity Director..... Milton Hill
 Musical Supervisor..... Louis Rich
 Musical Director..... Willard Pott
 Chief Engineer..... E. L. Gove

Coverage

	Daytime
Population—Primary	2,290,135
Radio Homes— "	749,531
Source: U. S. Census; Joint Committee.	

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 Broad-
 casting Co. OPERATED BY: WGAR Broad-
 casting Co. BUSINESS ADDRESS: Hotel Statler.
 PHONE: Prospect 0200. STUDIO ADDRESS:
 Hotel Statler. TRANSMITTER LOCATION: 1000
 Harvard Ave., Cuyahoga Heights. TIME ON
 THE AIR: 6:30 A.M. to 2:00 A.M. NEWS
 SERVICE: International News Service. MAIN-
 TAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: World Library, NAB Library, Davis
 & Schwegler.

Personnel

President..... George A. Richards
 Vice President-General Manager.. John F. Patt
 Assistant Manager in Charge
 of Sales..... Eugene Carr
 Local Sales Manager..... Harry Camp
 Editorial Director..... Ellis VanderPyl
 Public Relations Director..... Maurice Condon
 Program Director..... Carl George
 Production Manager..... David Baylor
 Chief Announcer..... Wayne Mack
 Artists' Bureau Head..... Worth Kramer
 Musical Director..... Walberg Brown
 Chief Engineer..... R. Morris Pierce

Coverage

	Daytime	Evening
Population—Primary	2,221,256	1,676,774
Radio Homes— "	539,988	409,103
Source: Field intensity measurements.		

Representative

Edward Petry & Co.

WTAM

CLEVELAND

HAS THE PROGRAMS

**10 Out of 16 Leaders in Radio Daily's
Third Annual Poll of Writers—Critics**

Entertainers

JACK BENNY

Programs

JELL-O PROGRAM

Female Vocalist—Popular

CONNIE BOSWELL

Male Vocalist—Popular

BING CROSBY

Sports Commentators

BILL STERN

Dance Bands

GUY LOMBARDO

Serials

ONE MAN'S FAMILY

Female Vocalist—Classical

MARGARET SPEAKS

Male Vocalist—Classical

NELSON EDDY

Favorite Comedian

JACK BENNY

**8 Out of the First 10 Entertainers
7 Out of the First 10 Programs**

ENTERTAINERS

- 1st • Jack Benny WTAM
- 2nd • Edgar Bergen WTAM
- 3rd • Fred Allen WTAM
- 4th • Bing Crosby WTAM
- 5th • Bob Hope WTAM
- 6th • Kay Kyser WTAM
- 7th • Fibber Mc Gee & Molly WTAM
- 8th • Orson Welles
- 9th • Alec Templeton WTAM
- 10th • Kate Smith

PROGRAMS

- 1st • Jell-O Program WTAM
- 2nd • Chase & Sanborn Program WTAM
- 3rd • Kraft Music Hall WTAM
- 4th • Information Please
- 5th • Fred Allen Show WTAM
- 6th • Bob Hope Program WTAM
- 7th • Lux Radio Theatre
- 8th • Ford Sunday Evening Hour
- 9th • Kay Kyser's College WTAM
- 10th • Good News of 1940 WTAM

*These results are just one more explanation why WTAM usually
has as many listeners as all other Cleveland stations put together.*

VERNON H. PRIBBLE, MANAGER

RED NETWORK • CLEAR CHANNEL • 1070 KC • 50,000 WATTS
THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

W H K

"CLEVELAND'S PIONEER STATION"

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. 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 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....John S. McCarrens
 Vice President and
 Station Manager.....H. K. Carpenter
 Sales Manager.....K. K. Hackathorn
 Program Director.....Russell Richmond
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biehl
 Production Manager.....Norman Drysdale
 Chief Announcer.....Alan Jenkins
 Publicity Director.....Milton Hill
 Musical Supervisor.....Louis Rich
 Musical Director.....Willard Pott
 Chief Engineer.....E. L. Gove

Coverage

Radio Homes—Primary	Daytime	672,123
Source: Joint Committee.		

Representative

Radio Advertising Corp.

W T A M

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.

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

Coverage

	Daytime	Evening
Population—Primary	5,344,000	4,628,000
Radio Homes— "	1,253,600	1,103,100
Population—Secondary	6,758,800	9,702,600
Radio Homes— "	1,527,200	2,217,200

Source: NBC Statistical Department; Joint Committee: U. S. Census.

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 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....Robert H. Wolfe
 Station Manager.....Richard A. Borel
 Sales and Commercial Manager.....W. I. Orr
 Program Director.....Jack Price
 Chief Announcer.....Irwin A. Johnson
 Publicity Director.....Jerome R. Reeves
 Musical Director.....Lowell Riley
 Chief Engineer.....Lester H. Natzger

Coverage

	Daytime	Evening
Population—Primary	1,126,194	451,000
Radio Homes— "	255,440	113,000
Population—Secondary	2,297,200	713,000
Radio Homes— "	498,890	160,990

Source: Field intensity measurements.

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. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....K. B. Johnston
 Station Manager.....Neal Smith
 Production Manager.....Wallace Beavers
 Sales Manager.....Jack Kelly
 Program Director.....Ed Bronson
 Chief Engineer.....Ernest Lowe

Coverage

	Daytime	Evening
Population—Primary	390,000	390,000
Radio Homes—	98,500	98,500

Source: U. S. Census.

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: United Broadcasting Co. 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 owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

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

Coverage

	Daytime	Evening
Population—Primary	1,845,822	1,845,822
Radio Homes—	390,500	390,500

Source: U. S. Census.

Representative

Radio Advertising Corp.

W O S U

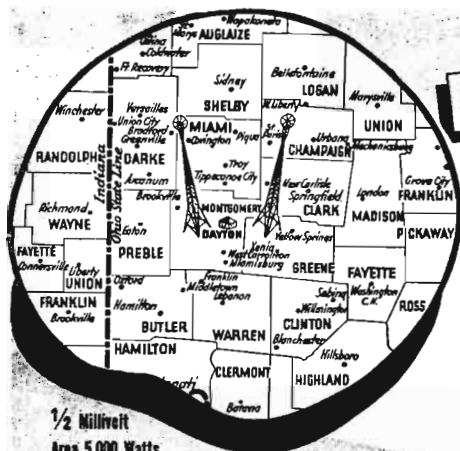
COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts.
OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Acting President of Ohio State University.....William McPherson
Station Director.....R. C. Higgy
Production Supervisor.....C. W. Pettegren
Program Supervisor.....W. F. Heimlich
Technical Supervisor.....A. L. Hammerschmidt



1/2 Milliwatt
Area 5,000 Watts
Retail Sales 1355, \$661,023,000

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

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.

WHIO

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 2:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....James Le Gate
Commercial Manager.....D. A. Brown
Production Manager.....Arch Robb
Program Director.....Lester Spencer
Chief Engineer.....Ernest L. Adams

Coverage

	Daytime	Evening
Population—Primary	167,100	128,300
Radio Homes—"	141,170	113,430
Population—Secondary	1,165,800	549,700
Radio Homes—"	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

Representative

George P. Hollingsbery Co.

WING

DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Xenia Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Ronald B. Woodyard
Sales Manager.....Jack Thornquest
Production and Program Manager.....Walter Patterson
Musical Director.....Charles Reeder
Chief Engineer.....Paul Braden

Coverage

	Daytime	Evening
Population—Primary	573,800	369,500
Radio Homes—"	146,260	92,170
Population—Secondary	412,346	219,345

Source: Station survey.

Representative

International Radio Sales

WLOK

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Biye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 1316. 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, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director-Commercial
Manager.....Don Ioset
Program Director.....Howard Donahoe
Chief Engineer.....Russell Shettler

Coverage

Population—Primary	291,118
Radio Homes—"	76,877

Source: Signal strength and mail response survey.

WMAN

MANSFIELD—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts OWNED BY: Richland, Inc. OPERATED BY: Richland, Inc. BUSINESS ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. STUDIO ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. TRANSMITTER LOCATION: Longview and North Main St. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George Satterlee
Vice-President.....Clyde Kessel
Secretary-Treasurer.....John Weimer
Managing Director.....Marie W. Vandegrift
Musical Director.....Earl Black
Program Director.....Gwen Fields
News Editor.....Chester Cook

WPA Y

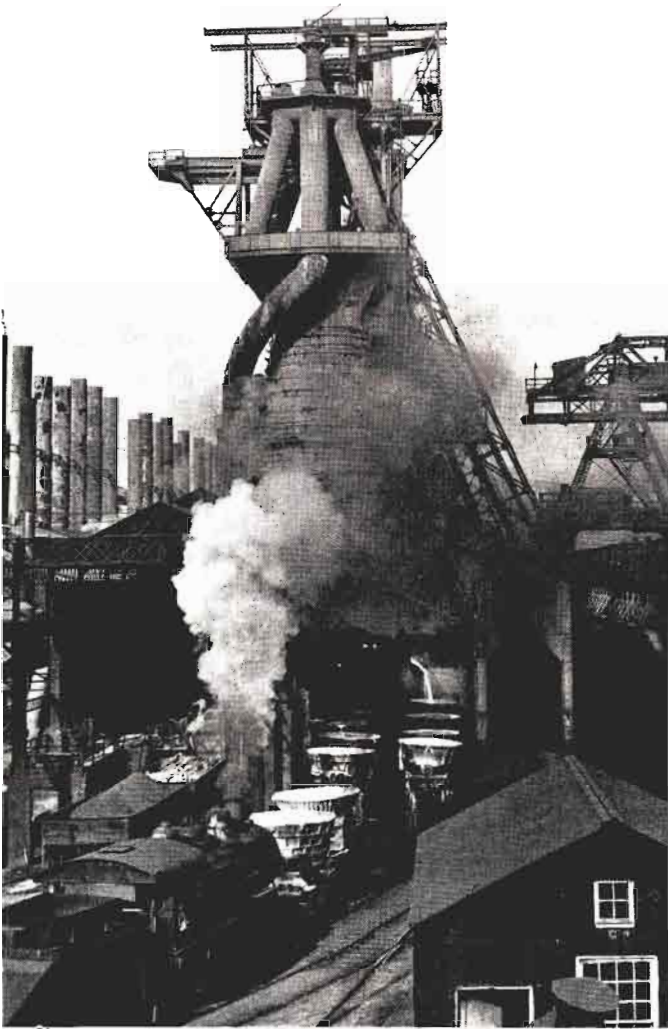
"THE VOICE OF SOUTHERN OHIO"
PORTSMOUTH—EST. 1935

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 9:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Portsmouth Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Chester B. Thompson
General Manager.....Ralph H. Patt, Jr.
Program Director.....Robert Horn
Chief Engineer.....Maurice Myers

Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

W
F
M
J

The Station All
Youngstown
Listens To

W F M J • Youngstown, Ohio

National Representatives: Headley-Reed Co.
Graybar Building, New York City

New York

• Chicago

• Detroit

• Atlanta

WHIZ

ZANESVILLE—EST. 1924
 NATIONAL BROADCASTING CO.
 FREQUENCY: 1210 Kc. POWER: 100 watts.
 (C.P. 250 watts). OWNED BY: WALR Broad-
 casting Corp. OPERATED BY: WALR Broad-
 casting Corp. BUSINESS ADDRESS: 48-52
 North Fifth St., Lind Arcade. PHONE: 5044.
 STUDIO ADDRESS: 48-52 North Fifth St., Lind
 Arcade. TRANSMITTER LOCATION: Newark
 Road. TIME ON THE AIR: 7:00 A.M. to 12:00
 midnight. NEWS SERVICE: International News
 Service. MAINTAINS ARTISTS' BUREAU.

TRANSCRIPTION SERVICE: Standard Radio,
 Davis & Schwegler.

Personnel

Managing Director.....Stanton P. Kettler
 Program Director and Assistant Manager,
 Allen L. Haid
 Chief Engineer.....Wm. Hunt

Coverage

	Daytime	Evening
Population—Primary	150,000	65,000
Population—Secondary ..	230,000	100,000

Source: U. S. Census.

Representative

John Blair & Co.

OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$478,272,300

Auto Registrations 553,062

KADA

"GATEWAY TO OKLAHOMA'S VACATION
 LAND"

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: High-
 way No. 48, north of Ada. PHONE: 1212.
 STUDIO ADDRESS: Highway No. 48, north of
 Ada. TRANSMITTER LOCATION: Same. TIME
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS
 SERVICE: Transradio Press.

Personnel

Owner.....Dr. C. C. Morris
 Station and Commercial
 Manager.....John M. Whitney
 Chief Announcer and
 Publicity Director.....Russell Miller
 Chief Engineer.....Leiland Seay

Coverage

	Daytime	Evening
Population—Primary	225,000	150,000
Radio Homes— "	48,000	27,000

Source: U. S. Census.

Representative

Arthur H. Hagg & Associates

KVSO

"VOICE OF SOUTHERN OKLAHOMA"
 ARDMORE—EST. 1935

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. Washing-
 ton. PHONE: 3030. STUDIO ADDRESS: Chick-
 asaw and N. W. Blvd. TIME ON THE AIR:
 7:00 A.M. to 11:00 P. M. NEWSPAPER AF-
 FILIATION: Daily Ardmoreite. NEWS SER-
 VICE: Associated Press (Non-Commercial).
 TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
 Station Manager.....James Griffith
 Commercial Manager.....T. E. "Pat" Perrin
 Chief Announcer.....Paul Duncan
 Musical Director.....Dolly Dutton
 Chief Engineer.....Paul Ross

Coverage

	Daytime	Evening
Population—Primary	202,413	110,184
Radio Homes— "	31,668	18,243
Population—Secondary ..	221,559	135,721
Radio Homes— "	33,533	19,286

Source: U. S. Census; Joint Committee.

KASA

ELK CITY—EST. 1932

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.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Chief Engineer.....Geo. Patterson

K C R C

"THE VOICE OF THE WHEAT BELT"
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). TRAN-
SCRIPTION SERVICE: World Broadcasting
System.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart
Artists' Bureau Head.....Keith Painton
Sales Manager.....H. P. Hale
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

Coverage

Population—Primary 270,700
Radio Homes— " 44,700
Population—Secondary 761,700
Radio Homes— " 134,000

Source: Station survey.

Representative

Burn-Smith Co.

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, Muskogee Daily.
NEWS SERVICE: Associated Press. TRAN-
SCRIPTION SERVICE: World Broadcasting
System.

Personnel

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

Coverage

Population—Primary 371,000
Radio Homes— " 53,000

Source: Mail response analysis.

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, 123 and
124. STUDIO ADDRESS: University of Okla-
homa. TRANSMITTER LOCATION: University
of Oklahoma. TIME ON THE AIR: Monday—
3:00 to 3:30 P.M.; Tuesday and Thursday—
2:00 to 3:00 P.M., 7:15 to 9:15 P.M.; Wednesday
—2:00 to 3:00 P.M., 8:15 to 9:15 P.M. NEWS
SERVICE Local Campus news through cour-
tesy of the "Oklahoma Daily." Christian Sci-
ence Monitor.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Clyde Farrar

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts.
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: 17 hours
daily. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: Lang-Worth, Associated,
C. P. MacGregor.

Personnel

Manager.....M. H. Bonnebrake
Commercial Manager.....Sam D. Jones
Production Manager.....Marvin Krause

Coverage

	Daytime	Evening
Population—Primary	352,507	352,507
Radio Homes— "	72,511	

Source: Field strength survey.

K O M A

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE

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: 6:00 A.M. to Midnight
(daily); 8:00 A.M. to midnight (Sunday). NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

President.....J. T. Griffin
 Station Manager.....Neal Barrett
 Commercial Manager.....Jack Howell
 Director of Promotion.....Bill Anderson
 Program Director.....Wilbur Lukenbill
 Accountant.....Marie Green
 Musical Director.....Paul Christenson
 Chief Engineer.....M. W. Thomas

Coverage

Population—Primary 1,407,200
 Radio Homes— " 254,730
 Population—Secondary 938,400
 Radio Homes— " 170,470

Source: CBS Research Department.

Representative

Free & Peters, Inc.

K T O K

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 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 LO-

CATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Lang-Worth.

Personnel

PresidentHarold V. Hough
 Station Manager.....Kenyon M. Douglass
 Commercial ManagerTom Johnson
 Program Director.....Harold Shreve
 Publicity Director.....Paul Buenning
 Chief Engineer.....Bernard Tullius

Coverage

	Daytime	Evening
Population—Primary	561,010	561,010
Radio Homes— " "	114,200	114,200

Source: Joint Committee.

Representative

Burn-Smith Co.

W K Y

OKLAHOMA CITY—EST. 1928

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:

" the oil capital of the World "

KVOO

tulsa

KVOO has the pass-key to the southwest's great Oil Bowl, for within 75 miles of Tulsa lie 40% of Oklahoma's population and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively, and, in addition, has primary coverage counties in Kansas, Missouri and Arkansas.



25,000 WATTS — BOTH N. B. C. NETWORKS — EDWARD PETRY, Inc., Rep.

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
 Secretary-Treasurer..... Edgar T. Bell
 Station Manager..... Gayle V. Grubb
 Commercial Manager..... R. E. Chapman
 Special Events Director-Chief Announcer,
 John C. Shafer
 Musical Director..... Allan Clark
 Chief Engineer Herman Lovell

Coverage

	Daytime	Evening
Population—Primary	1,624,799	942,547
Radio Homes— "	243,578	146,401
Population—Secondary ..	169,902	
Radio Homes— "	21,500	

Source: Field strength survey; mail response analysis; U. S. Census; Joint Committee.

Representative

The Katz Agency

K H B G

"SERVING EASTERN OKLAHOMA"
OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. **POWER:** 250 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:** Unlimited license. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

Personnel

President-Manager..... Pat Buford
 Secretary-Treasurer and Commercial
 Manager Lucille Buford
 Chief Engineer..... A. F. Schultz

Coverage

Population—Primary	158,000
Radio Homes— "	33,200
Population—Secondary	409,500
Radio Homes— "	82,000

Source: Station survey.

W B B Z

"THE VOICE OF NORTHERN OKLAHOMA"
PONCA CITY—EST. 1928

FREQUENCY: 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Estate of C. L. Carrell. **OPERATED BY:** Adelaide Lillian Carrell, Executrix. **BUSINESS ADDRESS:** 615 West Grand Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Ponca City. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press.

TRANSCRIPTION SERVICE: Standard Radio. **MAINTAINS ARTISTS' BUREAU.**

Personnel

Managing Director A. L. Carrell
 Commercial Manager..... Frank J. Lynch
 Program Director Ted Compton
 Promotion and Publicity Manager,
 W. L. Stevens

Coverage

Population—Primary	420,000
Radio Homes— "	65,400

Source: Station survey.

Representative

Joseph Hershey McGillvra

K G F F

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK
FREQUENCY: 1420 Kc. **POWER:** 250 watts. **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 SERVICE:** Associated Press.

Personnel

President..... Oscar Stauffer
 Secretary-Treasurer and General Manager,
 Joseph W. Lee
 Commercial Manager..... Weldon Stamps
 Chief Announcer..... Frank Jackson
 Publicity Director..... Maxine Eddy
 Chief Engineer..... John Molloy

Coverage

	Daytime	Evening
Population—Primary	437,563	179,931
Radio Homes— "	89,250	34,040

Source: Joint Committee; U. S. Census; field intensity measurements.

Representative

Arthur H. Hagg & Associates

K O M E

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK
FREQUENCY: 1310 Kc. **POWER:** 250 watts. **OWNED BY:** Oil Capital Sales Corp. **OPERATED BY:** Oil Capital Sales Corp. **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. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

5000 WATTS FULL TIME

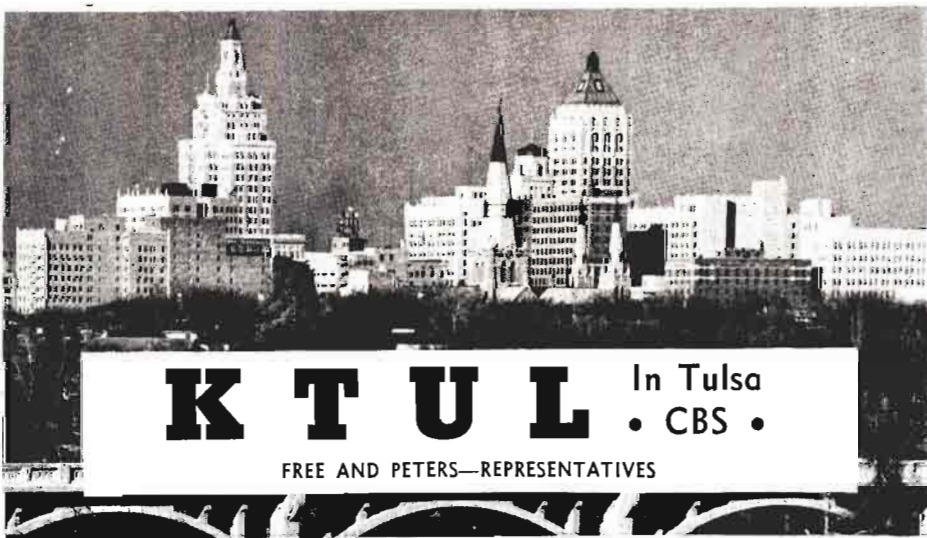
BUSINESS IS UP IN THIS RICH MARKET!

. . . Home building in Tulsa doubled
—best since 1929—leads Oklahoma and
the southwest — \$500,000 expansion
started at Textile Mills . . . Two new
\$100,000 apartment buildings started
. . . \$1,600,000 expansion completed,
Mid-Continent Refinery starts another
\$2,500,000 expansion.

YES, BUSINESS IS GOOD IN THE
KTUL AREA!

Remember also

Within a 75 mile radius of KTUL lies
28% of Oklahoma's area, 43% of
Oklahoma's buying power plus 44%
of Oklahoma's actual retail sales!



KTUL

 In Tulsa
• CBS •

FREE AND PETERS—REPRESENTATIVES

Personnel

President Harry Schwartz
 General Manager..... Jack Neil
 Commercial Manager..... Harold Grimes
 Program Director..... R. H. Latting
 Chief Engineer..... James F. Manship

Representative
 Allied Representation Co.

KTUL

"YOUR FRIENDLY COLUMBIA STATION"
TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1400 Kc. POWER: 5000 watts.
 OWNED BY: J. T. Griffin. OPERATED BY:
 Tulsa Broadcasting Co., Inc. BUSINESS AD-
 DRESS: National Bank of Tulsa Bldg. PHONE:
 4-8188. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Route No. 8, Tulsa. TIME
 ON THE AIR: 18 hours daily. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE: C. P.
 MacGregor.

Personnel

President..... J. T. Griffin
 Vice President-General
 Manager..... Wm. C. Gillespie
 Commercial Manager..... Lawson Taylor
 Program Director..... Vivian Sandler
 Continuity Chief..... Ray Sollars
 Promotion & Publicity
 Director..... John Esau
 Chief Engineer..... Nathan Wilcox

Coverage*

Population—Primary 682,600†
 Radio Homes— " 138,424†
 Population—Secondary 1,321,374‡
 Radio Homes— " 284,760‡

*No evening figures available; station has
 been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; De-
 partment of Commerce; mail response analysis.

Representative
 Free & Peters, Inc.

KVOO

"THE MOST POWERFUL STATION BE-
 TWEEN 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: Phillower Bldg. PHONE:
 2-2254. STUDIO ADDRESS: Phillower Bldg.
 TRANSMITTER LOCATION: 11 miles east of
 Tulsa, Highway 66. TIME ON THE AIR: Un-
 limited Schedule. NEWS SERVICES: Interna-
 tional News Service, United Press. TRAN-
 SCRPTION SERVICES: World Broadcasting
 System, Lang-Worth. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager..... William B. Way
 Commercial Manager..... Willard Egolf
 Program Director..... Norvell Slater
 Continuity Editor..... James Randolph
 News Editor Ken Miller
 Publicity Director..... Allan Page
 Chief Announcer..... Eddie Coontz
 Artists' Bureau Manager... Herald Goodman
 Chief Engineer..... L. W. Stinson

Coverage

Population—Primary 2,184,058
 Radio Homes— " 418,890
 Population—Secondary 2,191,598
 Radio Homes— " 437,780

Source: Joint Committee.

Representative

Edward Pety & Company
 (See Page 488)

OREGON

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$369,436,100

Auto Registrations 367,432

KAST

"THE VOICE OF COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1200 Kc. POWER: 250 watts.
 OWNED BY: Astoria Broadcasting Co. OPER-
 ATED BY: Astoria Broadcasting Co. BUSINESS
 ADDRESS: 1006 Taylor Ave. PHONE: 95. STU-
 DIO ADDRESS: 1006 Taylor Ave. TRANSMIT-

TER LOCATION: 1006 Taylor Ave. TIME ON
 THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER
 AFFILIATION: Astorian-Budget. TRANSCRIP-
 TION SERVICE: Standard Radio, Lang-Worth.

Personnel

President..... M. R. Chessman
 Station Manager..... James C. Wallace
 Commercial Manager..... Frank E. Marrion
 Musical Director..... Sylvia Chandler
 Chief Engineer..... Lawrence King

Coverage

Population—Primary 60,000
 Radio Homes— " 15,000
 Source: Station survey.

Representatives

Cox & Tanz and Walter Biddick

KBKR

BAKER—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 9:00 A.M. to 9:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Louis P. Thornton
 Resident Manager Ellwood W. Lippincott
 Sales Manager Fred H. Pelger
 Program Director Herbert H. Haley
 Chief Engineer Robert B. Sutton

KBND

**"THE VOICE OF CENTRAL OREGON"
 BEND—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager Frank H. Loggan
 Commercial Manager Chet Wheeler
 Chief Technician Gene Lovejoy

Coverage

	Daytime	Evening
Population—Primary	20,000	20,000
Radio Homes— " "	4,300	4,300
Population—Secondary	15,000	15,000
Radio Homes— " "	3,000	3,000

Source: U. S. Census; Joint Committee.

KOAC

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

KORE

**"VOICE OF THE WILLAMETTE VALLEY"
 EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM
 FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner Frank L. Hill
 Station Manager Glenn McCormick
 Chief Engineer Harold Gander

Coverage

Population—Primary	95,748
Radio Homes— " "	20,100
Population—Secondary	39,220
Radio Homes— " "	6,239

Source: Station survey.

Representative

John Blair & Co.

KUIN

GRANTS PASS—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Grants Pass. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Grants Pass Courier. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

Personnel

Manager John G. Bauriedel

Representative

John Blair & Co.

KFJI

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.

Personnel

President J. A. Kincaid
 Station & Commercial Manager Geo. Kincaid
 Chief Engineer Joe Carroll

Representative

Cox & Tanz

K L B M

"THE VOICE OF EASTERN OREGON"
LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 watts.
OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay.
BUSINESS ADDRESS: Sacajawea Inn. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....H. M. Finlay

Representative

Cox & Tanz

K O O S

"THE VOICE OF SOUTHWESTERN OREGON"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
FREQUENCY: 1200 Kc. POWER: 250 watts.
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 AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager.....A. Thomas Morris
Program Director.....Roger Spaug
Chief Engineer.....Paul Spargo

Coverage

Population—Primary 49,200
Radio Homes— " 12,700
Population—Secondary 114,000
Radio Homes— " 30,900

Source: Station survey.

Representative

Walter Biddick (Pacific Coast)

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 250 watts, n. 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: NBC Thesaurus.

Personnel

Commercial Manager.....L. P. Bishop

Sales Manager.....A. A. Adler
Program Director.....Gladys La Marr
Chief Engineer.....D. H. Rees

K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Myers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwaller

Coverage

	Daytime	Evening
Population—Primary	600,000	600,000
Radio Homes— " "	141,000	141,000
Population—Secondary	200,000	200,000
Radio Homes— " "	45,000	47,000

Source: Mail response analysis.

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 1:00—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager.....William Allingham
Agent.....R. T. Stephens
Program Director.....Hazel Kenyon
Chief Engineer.....Fred Miller

Coverage

Population—Primary 350,000
Source: U. S. Census.

K E X

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
 FREQUENCY: 1180 Kc. POWER: 5000
 Watts. OWNED BY: Oregonian Pub. Co. (Les-
 see). 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) 7:30 A.M. to 12:00 mid-
 night. NEWSPAPER AFFILIATIONS: The Ore-
 gonian. NEWS SERVICES: Transradio Press,
 International News Service. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Continuity Director.....Barney Miller
 Chief Engineer.....Harold Singleton

Coverage

	Daytime	Evening
Population—Primary	799,383	815,200
Radio Homes— "	195,210	199,743
Population—Secondary ..	297,952	562,325
Radio Homes— "	72,260	137,320

Source: Joint Committee; NBC Circulation figures.

Representative

Edward Petry & Co., Inc.

K G W

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 mid-
 night; (Sunday) 8:00 A.M. to 12:00 midnight.
 NEWSPAPER AFFILIATION: The Oregonian.
 NEWS SERVICES: Transradio Press, Interna-
 tional News Service. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
 Sales Manager.....Paul H. Connet
 Traffic Manager.....Ralph Greer
 Program Director.....H. Q. Cox
 Continuity Director.....Barney Miller
 Chief Engineer.....Harold Singleton

Coverage

	Daytime	Evening
Population—Primary	922,565	724,569
Radio Homes— "	225,290	176,940
Population—Secondary ..	269,248	356,717
Radio Homes— "	65,750	87,110

Source: Joint Committee; NBC Circulation figures.

Representative

Edward Petry & Co., Inc.

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. 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: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Lang-Worth Public Domain.

Personnel

President.....C. W. Myers
 Station Manager.....C. Roy Hunt
 Sales and Promotion Manager...C. E. Couche
 Artists' Bureau Head.....Johnnie Walker
 Director of Public Relations.....Art Kirkham
 Director of Public Affairs.....Stanly Church
 Director of Commercial Relations,

Harry Buckendahl

Musical Director.....Joseph Sampietro
 Technical Director.....Louis Bookwalter

Coverage

Population—Primary.....828,600
 Radio Homes—“.....234,100
 Population—Secondary.....1,656,000
 Radio Homes—“.....454,000

Source: Station survey.

Representative

Free & Peters, Inc.
 World Broadcasting System

K W J J

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, Portland, Ore. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: United Press.

Personnel

President.....Wilbur J. Jerman
 Secretary-Treasurer & General

Manager.....John C. Egan
 Commercial Manager.....L. D. Henderson
 Chief Engineer.....W. J. Jerman

Representative

Cox & Tanz

K X L

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg.

PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Lang-Worth, Standard Radio.

Personnel

President and General

Manager.....T. W. Symons, Jr.
 Chief Engineer.....Ralph Mifflin

Coverage

Population—Primary.....438,500
 Radio Homes—“.....123,900
 Source: Station estimate.

Representative

Furgason & Walker, Inc.

K R N R

“VOICE OF UMPQUA VALLEY”
 ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. 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). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial).

Personnel

General Manager.....M. H. Pengra

Representative

John Blair & Co.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 633 N. Front St. PHONE: 6131. STUDIO ADDRESS: 633 N. Front St. TRANSMITTER LOCATION: 633 N. Front St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager.....H. B. Read
 Station Manager.....Earl Hoadrick
 Artists' Bureau Head.....Dwight Hoxie
 Chief Announcer.....Goodwin Lein
 Publicity Director.....Clarice Kolbe
 Musical Director.....Herbert Johnston
 Chief Engineer.....Les Vaught

The Pennsylvania

TRI-POLITAN

Market

WORK, York
WKBO, Harrisburg
WGAL, Lancaster

This triple-metropolitan market with broadcasting stations located at three points of the triangle is one of America's greatest buying centers covering more than a half-million population. The area has an annual industry payroll exceeding \$100,000,000; more than \$150,000,000 retail sales yearly and is located in the nation's richest farming area.

**Now Available At One
Cost On NBC Red or Blue
Networks or "Spot Radio"**

Address "Spot Radio" Time Clearance Requests:—

TRI-POLITAN RADIO MARKET

8 West King Street

Lancaster, Penna.

Represented Nationally:—

PAUL H. RAYMER CO.

New York • Chicago • Detroit • San Francisco • Los Angeles

PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,740,001,000

Auto Registrations 2,067,321

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: Lehigh Valley Broadcasting Co. OPERATED BY: Lehigh Valley Broadcasting Co. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

General Manager.....B. Bryan Musselman
Chief Engineer.....Wm. A. McCutcheon

Coverage

Population—Primary 363,000
Radio Homes— " 82,500
Population—Secondary 5,000,000
Radio Homes— " 1,100,000

Source: Mail response analysis.

Representative

Ferguson & Walker, Inc.

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER 100 Watts OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief EngineerJames E. Moffat

Note: Commercial department is directed by the Managing Director.

Coverage

	Daytime	Evening
Population—Primary	108,300*	108,300*
Radio Homes— "	106,870	106,870
Population—Secondary ..	450,000	450,000

* Families.

Source: Station survey; Chamber of Commerce.

Representative

Cox & Tanz

W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

Personnel

Station & Commercial

ManagerElwood C. Anderson
Program Manager.....Wilbert Markle
Publicity Director.....Pauline Davis

Coverage

	Daytime	Evening
Population—Primary	644,620	472,263
Radio Homes— "	144,543	106,377

Source: U.S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

W L E U

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE

AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 10:15 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

Coverage

	Daytime	Evening
Population—Primary	400,000	250,000
Radio Homes—	100,000	62,500

Source: Station survey.

**(CALL LETTERS UNASSIGNED)*
 ERIE—EST. 1940**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

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

WIBG

**"PHILADELPHIA'S SUBURBAN STATION"
 GLENSIDE—EST. 1925**

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 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chenttenham Township, Montgomery County, Pa. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press.

Personnel

President.....Paul F. Harron
 Vice-President-Manager.....Edward D. Clery
 Secretary-Treasurer.....Katharine A. Harron
 Program Director.....Douglas Arthur
 Publicity Director.....Rupe Werling
 Chief Engineer.....John H. Henninger

Coverage

Population—Primary	3,000,000
Radio Homes—	691,000
Population—Secondary	4,000,000
Radio Homes—	1,000,000

Source: Station survey.

WHJB

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. 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. Brennan
 Commercial Manager.....R. M. Thompson
 Chief Announcer.....Howard Lewis
 Station Manager.....Roy H. Verret
 Chief Engineer.....Walter McCoy

Coverage

Population—Primary	4,494,652
Radio Homes—	992,110

Source: U. S. Census; Joint Committee.

Representative

William G. Rambeau Co.

WSAJ

**"THE EDUCATIONAL VOICE OF
 WESTERN PENNSYLVANIA"
 GROVE CITY—EST. 1922**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:

- in Erie it's

WLEU

NBC BLUE



Convinces, persuades and sells in the rich industrial and agricultural area of Northwestern Pennsylvania Eastern Ohio Western New York

For complete data write

V. HAMILTON-WEIR

P. O. Box 95 Erie, Pa.

• • • **PENNSYLVANIA** • • •

Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

Personnel

Acting Director-Chief Engineer... H. W. Harmon
Program Director..... Rea G. Walters

Coverage*

Population—Primary 25,000
Population—Secondary 200,000

* Primary area consists of 10-mile area around Grove City; secondary area, 25-mile radius.

Source: Station survey.

•
W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 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: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 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: Lang-Worth, Standard Radio.

Personnel

Station Manager..... A. K. Redmond
Production Director..... E. K. Smith
Sales Director..... C. L. Bailey
Chief Engineer..... R. S. Duncan

•
W K B O

HARRISBURG—EST. 1927

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager..... C. G. Moss
Commercial Manager..... Geo. C. Smith

Coverage

	Daytime	Evening
Population—Primary	726,871	311,977
Radio Homes— "	145,633	66,261

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Co.

W A Z L

"VOICE OF THE ANTHRACITE
COAL REGION"

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Hazleton Broadcasting Service. Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazleton National Bank Bldg. TRANSMITTER LOCATION: Hazleton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

Personnel

Station & Commercial Mgr..... V. C. Diehm
Program Manager..... Thomas Tito
Publicity Director..... Kathryn Kohler

Coverage

	Daytime	Evening
Population—Primary	567,890	373,639
Radio Homes— "	116,813	71,015

Source: U. S. Census; Joint Committee; Field

WJAC

JOHNSTOWN, PENNA.

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providing the only full
coverage of the large
Johnstown trading area

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LOS ANGELES

ST. LOUIS

ROCHESTER

FT. WORTH

COMBINED



WESTINGHOUSE

KYW

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THIRD Market—PHILADELPHIA"

NATIONAL BROADCASTING COMPANY