

STUDIO ADDRESS: Pocatello. **TRANSMITTER LOCATION:** Bannock County Fairgrounds. **TIME ON THE AIR:** 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
 Vice Pres.-Gen. Manager...Henry H. Fletcher
 Musical Director.....Ruthe A. Fletcher
 Chief Engineer.....James E. Mitchell

Coverage

Population—Primary 164,443
 Radio Homes— " 33,730

Representative

Furgason & Walker, Inc.

K T F I

TWIN FALLS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 1270 Kc. **POWER:** 1000 watts. **OWNED BY:** Radio Broadcasting Corp. **OPERATED BY:** Radio Broadcasting Corp. **BUSINESS ADDRESS:** Radio Center Bldg. **PHONE:** 30. **STUDIO ADDRESS:** Radio Center Bldg. **TRANSMITTER LOCATION:** 4 miles west of Twin Falls. **TIME ON THE AIR:** 6:30 A.M. to 11:00 P.M.; Sundays, 7:00 A.M. to 11:00 P.M. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
 Vice Pres.-Gen. Manager....John E. Gardner
 Commercial Manager.....Jay Spracher
 Production Manager-Chief Announcer,
 Charles Crabtree
 Program Director.....F. M. Soule
 Musical Director.....Will E. Wright
 Chief Engineer.....Franklin V. Cox

Coverage

	Daytime	Evening
Population—Primary	96,342	84,228
Radio Homes— "	16,900	14,600
Population—Secondary ..	168,203	56,783
Radio Homes— "	49,830	11,700

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

Representative

Furgason & Walker
 Homer O. Griffith (Pacific Coast)

K W A L

WALLACE—EST. 1939

FREQUENCY: 1450 Kc. **POWER:** 250 watts. **OWNED BY:** Chester Howarth and Clarence Berger. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 319 Civic Center Bldg. **PHONE:** 330. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Wallace. **TIME ON THE AIR:** 7:00 A.M. to 11:00 P.M.; Sundays, 10:00 A.M. to 9:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio, NBC Thesaurus.

Personnel

General Manager.....Clarence Berger
 Station Manager.....William M. Bruner
 Program Director.....Ethel Clayton
 News Editor.....Mel Sayre
 Chief Engineer.....William M. Bruner

Coverage

	Daytime	Evening
Population—Primary	25,000	28,000
Radio Homes— "	4,800	5,000
Population—Secondary ..	*30,000	*35,000
Radio Homes— "	*5,200	*5,900

*Includes primary count.

Source: Station survey; 1940 U. S. Census.

ILLINOIS

Population 7,897,241

Number of Radio Homes 1,985,710

Number of Families 2,189,223

Auto Registrations 1,930,000

For 1940 Census data, please turn to page 250

W M R O

AURORA—EST. 1938

FREQUENCY: 1280 Kc. **POWER:** 250 watts. **OWNED BY:** Martin R. O'Brien. **OPERATED BY:** Martin R. O'Brien. **BUSINESS ADDRESS:** 34 S. River St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** North Aurora. **TIME ON THE AIR:** Daytime License. **NEWS SERVICE:** Associated Press through Aurora

Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. **MAINTAINS ARTISTS' BUREAU.**

Personnel

Owner-General Manager...Martin R. O'Brien
 Commercial Manager.....Vincent G. Cofey
 Program Director-Chief Announcer,
 Robert Carlton
 Musical Director.....Mary Louise Brown
 Chief Engineer.....Leo Burch

Coverage

Population—Primary 1,000,000
 Population—Secondary 2,300,000
 Source: U. S. Census; field intensity measurements.

W J B C

BLOOMINGTON—EST. 1934

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor.
 BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station Manager, A. M. McGregor
 Commercial Manager.....Hugh L. Gately
 Program Director-Artists' Bureau Head, Don Glasgow
 Chief Announcer.....Stanley Lantz
 Chief Engineer.....Ted Bailey

Coverage

Population—Primary 401,700
 Radio Homes— " 95,150
 Population—Secondary 593,300
 Radio Homes— " 142,290

Source: U. S. Census; station survey.

Representative

Cox & Tanz

W K R O *

CAIRO—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts.
 OWNED BY: Oscar C. Hirsch. OPERATED BY: Oscar C. Hirsch. BUSINESS ADDRESS: Cairo. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

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

W C A Z

CARTHAGE—EST. 1921

FREQUENCY: 1080 Kc. POWER: 100 watts.
 OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

Personnel

President.....Bob Compton
 Station Manager.....John Palmer

W D W S

CHAMPAIGN—EST. 1937

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....Marajen Stevick

Coverage*

Population—Primary 85,000
 Population—Secondary 300,000
 *Station estimates that 90 per cent in both primary and secondary areas as being radio homes.

Source: Station survey.

Representative

Sears & Ayers

W A A F

CHICAGO—EST. 1922

FREQUENCY: 950 Kc. POWER: 1000 watts.
 OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: 1001 Exchange Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated, Lang-Worth, Standard Radio

Personnel

President.....Ward A. Neff
 General Manager.....William E. Hutchinson
 Commercial Manager.....Arthur F. Harre
 Program Director.....Bradley R. Eidmann
 Production Manager-Publicity Director, Rodney O. Daly
 Musical Director.....James Kozak
 Chief Engineer.....Carl Ulrich

Coverage

Population—Primary 5,000,000
 Radio Homes— " 1,750,000
 Population—Secondary 2,500,000
 Radio Homes— " 700,000

Source: Field intensity measurements.

Representative

George P. Hollingsbery Co.

It's Been Going on For Years

... in America's second market

One-third of WBBM's current local clients have had contracts with us during an average of eight years.

In their time on WBBM several of these sponsors have risen to first in their field.

The reason is simple. Since 1925 WBBM has been the dominant station for over ten million listeners who spend billions* annually. This market, and our coverage of it, makes WBBM one of America's most economical advertising buys. Is your advertising worth an "eight-year run"?

* WBBM listeners spend five billion, *Printers' Ink*, November 29, 1940.



Sold first in the Chicago market, Marvel cigarettes quickly secured complete distribution. WBBM was the only advertising medium used. The program pattern WBBM created is now successfully opening and holding other markets for Marvels. Today, after five years on WBBM, Marvel cigarettes are the top sellers in the ten-cent class.

Evans Furs are starting their eleventh year with WBBM. From a modest beginning Evans has become the nation's largest exclusive furrier.

Specifically for your product . . . WBBM has the skill to shape a fast-selling program. A program that can single-handedly sell . . . and keep sold . . . America's second largest market.



A new 52-week contract starts WBBM into its third year of filling shoes for Thom McAn. For an inside answer on how WBBM starts sales cash-registering home, ask any McAn dealer in Chicago.

Two surveys have revealed that dealers in general prefer WBBM advertising by a 30% margin.



50,000 watts • Chicago

WBBM is owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.

WBBM sells more people in America's second market.

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 780 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:30 A.M. to 1:30 A.M. NEWS SERVICES: United Press, Associated Press, International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President Wm. S. Paley
 Vice-President and Station
 Manager H. Leslie Atlas
 Assistant Manager J. L. Van Volkenburg
 Sales Promotion Manager King Park
 Program Director Robert N. Brown
 Sales Manager J. Kelly Smith
 Western Division Publicity Director,
 James J. Kane
 Artists' Bureau Head Robert Hafter
 News Editor J. Oren Weaver
 Office Manager John V. McLoughlin
 Musical Director Caesar Petrillo
 Chief Engineer Frank E. Falknor

Coverage

	Daytime	Evening
Population—Primary	9,552,400	8,173,400
Radio Homes— "	2,248,000	1,884,410
Population—Secondary	8,998,400	9,419,000
Radio Homes— "	1,936,300	2,042,140

Source: CBS Listener Survey; U. S. Census.

Representative

Radio Sales

W C B D

CHICAGO

FREQUENCY: 1110 Kc. POWER: 5000 watts. OWNED BY: WCB D, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

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

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1000 Kc. POWER: 1000 watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Downers Grove, Ill. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	6,612,458	9,678,601
Radio Homes— "	1,616,950	2,353,990
Population—Secondary	3,066,143	
Radio Homes— "	899,186	

Source: Field intensity measurements.

Representative

The Katz Agency

W C R W

CHICAGO—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

W E D C

CHICAGO—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 77 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President Emil Denmark
 Manager Frank J. Kotnour
 Sales Promotion Manager Don F. Lavery
 Program Director Al La Valle
 Musical Director—Artists' Bureau Head,
 William P. Brady

to the
SPOT
ADVERTISER *and his*
ADVERTISING
AGENCY

*All other factors being equal,
your program will have more
 listeners on WGN than on any
 other Chicago station.*

This was true for:

Red Cross Program May 26, 1940
 National Democratic Convention . . . June 18, 1940
 Willkie Acceptance Speech August 17, 1940
 Community Chest Appeal October 20, 1940
 President's Address to Congress . . . January 6, 1941

May we show you the facts?

*WGN—the first station in Chicago and the first
 Chicago station in the Middle West.*

Buy WGN and reach more buyers!

50,000 watts **WGN** INC. 720 kilocycles

Eastern Sales Office
 Norman Boggs
 220 E. 42nd St.
 New York, N. Y.

441-445 North Michigan Avenue
 Chicago, Illinois

Member of The Mutual Broadcasting System

Pacific Coast Office
 Paul H. Raymer Co.
 Los Angeles
 San Francisco

Supervising Engineer... Edward M. Ziolkowski
 Chief Engineer..... C. K. Frisk

Coverage

	Daytime	Evening
Population—Primary	5,375,620	5,156,493
Radio Homes— "	1,343,905	1,289,123
Population—Secondary ..	1,460,922	
Radio Homes— "	365,231	

Source: Field intensity survey.

WENR

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.
 (BASIC BLUE)

FREQUENCY: 890 Kc. POWER: 50,000
 Watts. OWNED BY: National Broadcasting
 Co., Inc. OPERATED BY: Same. BUSINESS
 ADDRESS: Merchandise Mart. PHONE: Su-
 perior 8300. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Tinley Park.
 TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M.
 to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Satur-
 day) 3:00 P.M. to 6:30 P.M.—12:00 midnight to
 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.
 —8:00 P.M. to 1:00 A.M. (Shares time with
 WLS.) NEWS SERVICES: International News
 Service, United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President..... Niles Trammell
 Manager, Central Division..... Harry C. Kopf
 Division Engineer..... Howard C. Luttgens
 Supervisor of Music Library..... D. A. Marcotte
 Night Manager..... E. C. Cunningham
 Program Manager..... Jules Herbeuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Director of Agriculture..... William E. Drips
 Special Events Director..... Kenneth D. Fry
 Asst. to Manager..... A. W. Kaney
 Artists' Service Manager..... James Stirton
 Chief Announcer..... William Kephart
 Publicity Director..... William Ray
 Production Manager..... Wynn Wright
 Sales Manager..... M. M. Boyd
 Continuity Editor..... William Murphy
 Business Manager..... John F. Whalley
 Musical Director..... Roy Shield
 Educational Director..... Judith Waller

Coverage

	Daytime	Evening
Population—Primary	10,910,000	11,147,500
Radio Homes— "	2,667,600	2,713,600
Population—Secondary	6,285,900	21,798,400
Radio Homes— "	530,800	851,800

Source: Field intensity measurements and
 mail response analysis.

Representative

National Broadcasting Co., Inc.

WGES

CHICAGO—EST. 1924

FREQUENCY: 1390 Kc. POWER: 1000 watts,
 Sundays: 500 watts, daily. OWNED BY: Oak
 Leaves Broadcasting Station, Inc. OPERATED
 BY: Same. BUSINESS ADDRESS: 2400 Madison
 St. PHONE: Seeley 8066. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: 4000 Wash-
 ington Blvd. TIME ON THE AIR: 7:00 A.M.
 to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS
 SERVICE: International News Service. TRAN-
 SCRPTION SERVICE: Associated Music Pub-
 lishers.

Personnel

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

WGN

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000
 Watts. OWNED BY: WGN, Inc. OPERATED
 BY: WGN, Inc. BUSINESS ADDRESS: 441 N.
 Michigan Ave. PHONE: Superior 0100. STU-
 DIO ADDRESS: 441 N. Michigan Ave. TRANS-
 MITTER LOCATION: 2½ Miles Southeast of
 Schaumburg, Ill. TIME ON THE AIR: 5:30 A.M.
 to 1:30 A.M.; Sundays, 8:00 A.M. to 1:30 P.M.
 NEWSPAPER AFFILIATION: Chicago Tribune.
 NEWS SERVICE: Associated Press, United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System.

Personnel

President..... Col. Robert R. McCormick
 Managing Director..... W. E. Macfarlane
 Coordinator..... Frank P. Schreiber
 Commercial Manager... William A. McGuineas
 Program Director..... William A. Bacher
 Sa'es Promotion Manager... Ben H. Berentson
 Publicity Director..... Bruce Dennis
 Special Events Director..... Tom Foy
 Talent Division Head..... Noel B. Gerson
 Concert Division Head..... Austin Wilder
 Musical Director..... Henry Weber
 Chief Engineer..... Carl J. Meyers

Coverage

Population—Primary	12,946,334
Radio Homes— "	3,100,000
Population—Secondary	25,875,000
Radio Homes— "	5,427,000

Source: Mail response analysis.

Representatives

WGN, Inc. (New York)
 Paul H. Raymer Co. (San Francisco and
 Los Angeles)

11 Millions

ANOTHER year, another million! In 1940, listeners sent WLS 1,058,032 letters, making it 11 million in 11 years—a million letters a year for 11 consecutive years—the period WLS has been under its present management.

It all adds up to this: the WLS audience is a responsive audience and loyal—loyal to the fine programs of WLS and to the advertisers who present them . . . and that means—

WLS GETS RESULTS!



THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

National Representatives:

JOHN BLAIR & COMPANY

WLS
CHICAGO

KOY
550
K.C.
PHOENIX
CBS Affiliate

And In Arizona—

FIRST on the dial;

FIRST with listeners;

FIRST in Results for Advertisers

National Representatives: **JOHN BLAIR & COMPANY**

W J J D

CHICAGO—EST. 1932

FREQUENCY: 1160 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 230 N. Michigan Ave. PHONE: State 5466-7. STUDIO ADDRESS: 230 N. Michigan Ave. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ralph L. Atlas
 Vice-President.....H. Leslie Atlas
 Commercial Manager.....H. P. Sherman
 Program Manager.....J. L. Allabough, Jr.
 Studio Supervisor.....Tom Dunlop
 Director of Public Relations.....Al Hollender
 Musical Director.....Ben Kanter
 Chief Engineer.....Walter Myers

Coverage

Population—Primary 6,877,376
 Radio Homes— " 1,535,612

Source: Field intensity measurements.

Representatives

Paul H. Raymer Co.
 Walter Biddick Co. (West Coast)

W L S

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 890 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

Personnel

President.....Burridge D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager.....Wm. R. Cline
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion
 DirectorDon Kelley
 Program Director.....Harold Safford
 Chief Engineer.....Thomas L. Rowe

Coverage

Population—Primary 19,209,500
 Radio Homes— " 4,408,800

Source: Mail response analysis.

Representative

John Blair & Company

W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.
 (BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC The-saurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Niles Trammell
 Manager, Central Division.....Harry C. Kopf
 Division Engineer.....Howard C. Lutgens
 Supervisor of Music Library.....D. A. Marcotte
 Night Manager.....E. C. Cunningham
 Director of Agriculture.....William E. Drips
 Special Events Director.....Kenneth D. Fry
 Asst. to Manager.....A. W. Kaney
 Artists' Service Manager.....James Stirton
 Chief Announcer.....William Kephart
 Publicity Director.....William Ray
 Continuity Editor.....William Murphy

"HITCH YOUR WAGON TO A STAR"

The constantly improved effectiveness of WJJD programming will in 1941 include the play by play baseball broadcast with . . .

PAT FLANAGAN

for over 13 years Chicago's leading sports announcer. In this period by survey Mr. Flanagan has by a wide margin led the field in popularity.

WJJD

20,000 WATTS

CHICAGO

"The Nation's Largest
 Independent Station"

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

Production Manager.....Wynn Wright
 Sales Manager.....M. M. Boyd
 Business Manager.....John F. Whalley
 Program Manager.....Jules Herbiveau
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Musical Director.....Roy Shield
 Educational Director.....Judith Waller

Coverage

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes—	3,436,200	2,998,500
Population—Secondary	10,209,300	23,101,000
Radio Homes—	660,300	1,279,200

Source: Field strength surveys and mail response analysis.

Representative

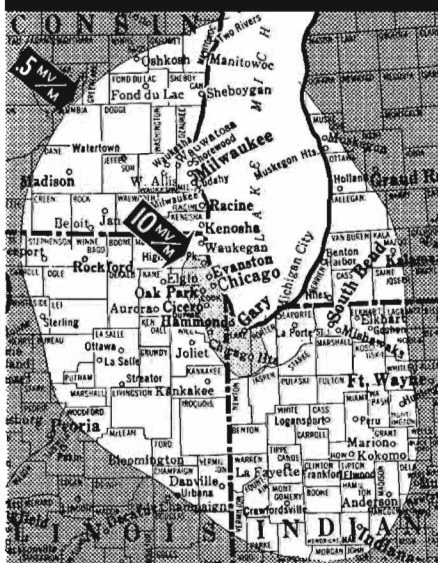
National Broadcasting Co., Inc.

WIND

CHICAGO

(For station listing see Gary, Ind.)

W-I-N-D
 5000 Watts — 560 Kc. — Full Time
 STUDIOS
 Gary, Indiana and Chicago, Illinois
 NATIONAL SALES OFFICES — 220 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS



W-I-N-D delivers a signal of
 OVER 25 MV M
 covering the major part of Chicago,
 including the greater loop area.

WMBI

CHICAGO—EST. 1926

FREQUENCY: 1110 Kc. POWER: 5000 watts.
 OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. PHONE: Michigan 1570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD (40 to 50 hours weekly).

Personnel

Vice-President.....H. Coleman Crowell
 Program Director...Rev. Wendell P. Loveless
 Publicity Director.....Russell Hitt
 Chief Engineer.....A. P. Frye

WSBC

CHICAGO—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

PresidentGene T. Dyer
 Station Manager.....John A. Dyer
 Chief Announcer.....John Steadman
 Publicity Director.....S. S. Shulman
 Musical Director.....Dean Remick
 Chief Engineer.....Ed Jacker

WHFC

CICERO—EST. 1926

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. W. Hoffman
 Manager.....M. E. Clifford
 Chief Announcer.....M. Hartman
 Musical Director.....D. Volkow
 Chief Engineer.....E. P. Hayes

W D A N

DANVILLE—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Northwestern Publishing Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 Hotel Wolford. PHONE: Main 1700. STUDIO
 ADDRESS: Hotel Wolford. TRANSMITTER
 LOCATION: 1500 North Washington Ave.
 TIME ON THE AIR: 7:00 A.M. to 10:15 P.M.
 NEWSPAPER AFFILIATION: Danville Commer-
 cial News. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: Standard Radio.
 MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....E. C. Hewes
 Station Manager.....Francis A. Higgins
 General Sales Manager.....Guy Kitchen
 Assistant General Sales Manager.Ward White
 Chief Engineer.....Ted Magin

Coverage

Population—Primary
 and Secondary 171,211
 Radio Homes—Primary
 and Secondary 32,720
 Source: Field strength measurements.

Representative

J. P. McKinney & Sons

W S O Y

DECATUR—EST. 1925

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Commodore Broadcasting, Inc.
 OPERATED BY: Same. BUSINESS ADDRESS:
 353-357 N. Main St. PHONE: 5371-2. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 1891 N. Oakland Ave. TIME ON THE AIR:
 6:00 A.M. to midnight; Sundays, 7:30 A.M. to
 12:00 midnight. NEWSPAPER AFFILIATION:
 Decatur Herald, Decatur Review. NEWS SER-
 VICE: Associated Press. MAINTAINS ART-
 ISTS' BUREAU. TRANSCRIPTION SERVICE:
 World Broadcasting System and Standard
 Radio.

Personnel

President.....F. W. Schaub
 General Manager.....Merrill Lindsay
 Program Director.....Bern Enterline
 Artists' Bureau Head.....Ishmael Leveall
 Publicity Director.....J. William McElvain
 Musical Director.....E. C. Deffenbaugh
 Chief Engineer.....M. H. Stuckwisch

Coverage

	Daytime	Evening
Radio Homes—Primary..	104,570	20,370
Radio Homes—Secondary	102,430	—

Source: Field strength measurements (prim-
 ary); mail response analysis (secondary).

Representative

Sears & Ayer, Inc.

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Mississippi Valley Broadcasting
 Co. OPERATED BY: Mississippi Valley Broad-
 casting Co. BUSINESS ADDRESS: Hotel Broad-
 view. PHONE: Bridge 3424—East 4390. STUDIO
 ADDRESS: Hotel Broadview. TRANSMITTER
 LOCATION: Hotel Broadview. TIME ON THE
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE:
 International News Service. MAINTAINS ART-
 ISTS' BUREAU. TRANSCRIPTION SERVICE:
 Associated Music Publishers.

Personnel

President-Station Manager.William H. West, Jr.
 Commercial and Sales Promotion Manager,
 Carlin S. French
 Program Director.....George T. Case
 Chief Announcer.....Fred Moegle
 Musical Director.....Doyle Blackard
 Chief Engineer.....Thos. R. McLean

Coverage

	Daytime	Evening
Population—Primary	1,347,600	1,347,600
Radio Homes— "	355,210	355,210
Population—Secondary .	416,900	416,900
Radio Homes— "	90,810	90,810

Source: U. S. Department of Commerce.

Representative

Sears & Ayer, Inc.

W G I L

GALESBURG—EST. 1938

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Galesburg Broadcasting Co. OP-
 ERATED BY: Same. BUSINESS ADDRESS: Hill
 Arcade Bldg. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Galesburg. TIME
 ON THE AIR: Unlimited license. NEWS SER-
 VICE: International News Service. MAINTAINS
 ARTISTS' BUREAU. TRANSCRIPTION SERV-
 ICE: Standard Radio.

Personnel

President and General
 Manager.....Howard A. Miller
 Commercial Manager.....Virgil Schmit
 Program Director.....Rol Laughner
 Chief Announcer.....Bill Traylor
 Chief Engineer.....Gerald Foster

Coverage

Population—Primary	350,000
Radio Homes— "	100,000

Source: Station survey.

Representative

Sears & Ayer

W E B Q

HARRISBURG—EST. 1923

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....I. M. Taylor
Commercial Manager.....Lindle Moore
Sales Promotion Manager.....Jay Warren
Production Manager.....Bob Franz
Program Director.....Virginia Crane
Chief Announcer-Artists' Bureau Head,
Lindle Moore
Musical-Publicity Director.....Bernie Smith
Chief Engineer.....Joseph R. Tate

Coverage

	Daytime	Evening
Population—Primary	396,680	198,340
Radio Homes—	99,170	49,585
Population—Secondary	686,040	343,020
Radio Homes—	171,510	85,755

Source: Field intensity measurements.

W J P F

HERRIN—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. PHONE: 382. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Orville W. Lyerla
Station Manager.....Charles R. Cook
Commercial Manager.....E. L. May
Program Director-Chief Announcer,
Fred Reinhardt
Chief Engineer.....Lynton Lemond

Representative

Sears & Ayer, Inc.

W C L S

JOLIET—EST. 1926

FREQUENCY: 1340 Kc. POWER: 100 watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 4761. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. Highway No. 6. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: Standard Radio, Associated.

Personnel

President.....Walter Ashe
Station Manager.....Robert M. Holt
Sales Manager.....D. W. Craig
Program Director.....Jack Sharp
Chief Announcer.....Scott Dilworth
Chief Engineer.....David Maltby

Coverage

Population—Primary	153,600
Radio Homes—	34,900
Population—Secondary	800,600
Radio Homes—	164,100

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

Representative

Sears & Ayer, Inc.

W M B D

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1470 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 5:45 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

Personnel

President and Manager.....Edgar L. Bill
Commercial Manager.....Charles C. Caley
Program Manager.....Gene Trace
Promotion Manager.....C. Russell Ehresman
Director, Women's Activities,
Jessica McFarland

Continuity Director.....Chester Miller
Chief Announcer.....Brooks Watson
Business Manager.....Paul Scherer
Artists' Bureau Head.....Milton Budd
Musical Director.....Jack Lyon
Chief Engineer.....Ted Giles

Coverage

Population—Primary	610,011
Radio Homes—	141,320

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

Representative

Free & Peters, Inc.

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 930 Kc. POWER: 1,000 watts. OWNED BY: Illinois Broadcasting Corp.

OPERATED BY: Illinois Broadcasting Corp.
 BUSINESS ADDRESS: WCU Bldg. PHONE:
 363. STUDIO ADDRESS: Same; and Hannibal
 Mo. TRANSCRIPTION LOCATION: 3 miles
 south of Quincy. TIME ON THE AIR: 6:00
 A.M. to 12:00 midnight. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

President.....W. Emery Lancaster
 Secretary-Treasurer.....H. G. Kreitemeyer
 Vice-President.....R. E. Whitfield
 General Manager.....C. Arthur Fifer
 Commercial Manager.....W. J. Rothschild
 Program Director.....Jack Sexton
 News Editor.....William H. Sohm
 Chief Engineer.....Francis Wentura

Coverage

Population—Primary 1,291,523
 Radio Homes— " 315,500
 Source: Station survey.

Representative

International Radio Sales

W R O K

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 1000
 Watts, d.; 500 Watts, n. OWNED BY: Rock-
 ford Broadcasters, Inc. OPERATED BY: Rock-
 ford Broadcasters, Inc. BUSINESS ADDRESS:
 News Tower. PHONE: Main 5632. STUDIO
 ADDRESS: News Tower. TRANSMITTER LO-
 CATION: Kilburn Ave. Road. TIME ON THE
 AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER
 AFFILIATIONS: Rockford Morning Star, Rock-
 ford Register-Republic. NEWS SERVICE:
 United Press. MAINTAINS ARTISTS' BU-
 REAU. TRANSCRIPTION SERVICE: Standard
 Radio.

Personnel

President.....Ruth Hanna Simms
 Managing Director.....James Rodgers
 General Manager.....Walter Koessler
 Sales Promotion Manager....William R. Traum
 Program Director.....John Dixon
 Chief Announcer-Artists' Bureau,
 Maurice P. Owens
 Continuity Director.....Marjorie Hilliard
 Musical Director.....Florence L. Shugars
 Chief Engineer.....Thomas G. Cameron

Coverage

	Daytime	Evening
Population—Primary	350,221	350,221
Radio Homes— "	125,420	125,420
Population—Secondary . . .	502,242	502,242
Radio Homes— "	200,841	200,841

Source: Department of Commerce.

Representative

Headley-Reed Co.

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1270 Kc. POWER: 5000 watts.
 OWNED BY: Rock Island Broadcasting Co.
 OPERATED BY: Rock Island Broadcasting Co.
 BUSINESS ADDRESS: 1800 Third Ave. PHONE:
 918 and 919. STUDIO ADDRESSES: 1800
 Third Ave., Rock Island; Fifth Ave. Bldg.,
 Moline; Orpheum Theater Bldg., Davenport.
 TRANSMITTER LOCATION: 23 Ave. & 52 St.,
 Moline, Ill. TIME ON THE AIR: (daily) 5:30
 A.M. to midnight; (Sunday) 8:00 A.M. to mid-
 night. NEWSPAPER AFFILIATION: The Rock
 Island Argus. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: Standard Radio,
 Lang-Worth.

Personnel

President.....John W. Potter
 General Manager.....L. C. Johnson
 Commercial Manager.....Maurice Corken
 Program Director.....Ivan Streed
 Publicity Director.....Don Wright
 Sales Promotion Manager.....Ted Arnold
 Chief Announcer.....J. Woodrow Magnuson
 Musical Director.....Lucia Thompson
 Chief Engineer.....R. J. Sinnett

FACTS

About **ROCKFORD!**

The Nation's Second Machine
 Tool City!

298 Busy Factories!

1940 Building Permits Over
 \$2,000,000!

Location of Camp Grant—Scene
 of a \$10,000,000 Construction
 Program!

This \$150,000,000 Market in
 Northern Illinois and Southern
 Wisconsin Effectively Served By:

WROK **ROCKFORD, ILLINOIS**

MUTUAL NETWORK AFFILIATE

National Representatives: HEADLEY-REED CO.

Coverage

	Daytime	Evening
Population—Primary	1,663,580	665,600
Radio Homes— "	401,610	166,650

Representative

Howard H. Wilson Co.

W C B S

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: WCBS, Inc. OPERATED BY:
 WCBS, Inc. BUSINESS ADDRESS: 523 E. Cap-
 itol Ave. PHONE: 9855. STUDIO ADDRESS:
 523 E. Capitol Ave. TRANSMITTER LOCATION:
 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M.
 to 12:00 midnight. NEWSPAPER AFFILIATION:
 Illinois State Journal. NEWS SERVICE: Asso-
 ciated Press. TRANSCRIPTION SERVICE:
 World Transcription Service. MAINTAINS
 ARTISTS' BUREAU.

Personnel

President Harold L. Dewing
 Vice-President A. W. Shipton
 Secretary L. G. Pfefferle
 Commercial Manager Jack Heintz
 Musical Director John Geil
 Production Manager John Midgely
 Sales Promotion Manager Carroll Needl
 Publicity Director Bob Gregory
 Chief Engineer Richard L. Ashenfelter

Coverage

	Daytime	Evening
Population—Primary	955,402	246,327
Radio Homes— "	226,790	76,416

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

Representative

Sears & Ayers, Inc.

W T A X

SPRINGFIELD—EST. 1930

FREQUENCY: 1240 Kc. POWER: 100 watts.
 OWNED BY: WTAX, Inc. OPERATED BY:
 WTAX, Inc. BUSINESS ADDRESS: 117 S. 5th
 St. PHONE: 2-4441. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SER-
 VICE: INS. TRANSCRIPTION SERVICE: Asso-
 ciated.

Personnel

President and Manager Jay A. Johnson
 Program Director Bob Kay
 Chief Engineer Edward Ring

Coverage

	Daytime	Evening
Population—Primary	250,000	250,000
Radio Homes— "	60,000	60,000
Population—Secondary	223,400	223,400
Radio Homes— "	52,870	52,870

Source: Station survey.

Representative

The Foreman Co.

W D Z

TUSCOLA—EST. 1920

FREQUENCY: 1050 Kc. POWER: 1000 watts.
 OWNED BY: WDZ Broadcasting Co. OPER-
 ATED BY: WDZ Broadcasting Co. BUSINESS
 ADDRESS: Star Store Bldg. PHONE: 98 and 153.
 STUDIO ADDRESS: Star Store Bldg. TRANS-
 MITTER LOCATION: Intersection of U. S. High-
 ways No. 36 and 45. TIME ON THE AIR: 6:00
 A.M. to sundown. NEWS SERVICE: United
 Press. MAINTAINS ARTISTS' BUREAU. TRAN-
 SCRPTION SERVICE: Standard Radio.

Personnel

President E. L. Bill
 Station and Sales Manager Clair B. Hull
 Promotion Manager Walter Schafer
 Program Director-Artists' Bureau Head,
 Frank Jennings
 Production Manager Curt Poulton
 Musical-Publicity Director Herbert L. Johnson
 Chief Announcer Fran Booton
 Continuity Director Kent Saunders
 Chief Engineer Mark C. Spies

Coverage

Population—Primary	1,158,049
Radio Homes— "	280,930

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

W I L L

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts.
 OWNED BY: University of Illinois. OPE-
 RATED BY: Same. BUSINESS ADDRESS:
 Urbana. PHONE: 7-2616 — 7-2400. STUDIO
 ADDRESS: 400 S. Wright. TRANSMITTER
 LOCATION: S. First St. Road, Champaign. TIME
 ON THE AIR: 7:00 A.M. to local sunset (ex-
 cept Sunday). NEWSPAPER AFFILIATION:
 The Daily Illini. NEWS SERVICE: Associated
 Press. TRANSCRIPTION SERVICES: Lang-
 Worth.

Personnel

Director Jos. F. Wright
 Program Director Frank E. Schooley
 Publicity Director Art Wildhagen
 Musical Director Lanson F. Demming
 Production Director Nat H. Cohen
 Chief Engineer A. James Ebel

INDIANA

Population 3,427,796

Number of Families 959,563

Number of Radio Homes 840,280

Auto Registrations 1,002,320

For 1940 Census data, please turn to page 252

W H B U

ANDERSON—EST. 1923

FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: Anderson Broadcasting Corp.
OPERATED BY: Anderson Broadcasting Corp.
BUSINESS ADDRESS: Citizens Bank Bldg.
PHONE: 234. STUDIO ADDRESS: Citizens
Bank Bldg. TRANSMITTER LOCATION: 1110
Meridian St. TIME ON THE AIR: 7:00 A.M. to
10:00 P.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus,
Standard Radio.

Personnel

President-General Manager..... L. M. Kennett
Commercial Manager..... John R. Atkinson
Program Director..... L. M. Shrayor
Production Manager..... J. B. Burton
Chief Engineer..... Wayne Reeves

Coverage

Population—Primary 905,000
Radio Homes— " 238,000

Source: Field intensity measurements.

Representative

Sears & Ayer, Inc.

W T R C

ELKHART—EST. 1931

FREQUENCY: 1340 Kc. POWER: 250 watts.
OWNED BY: Truth Pub. Co. OPERATED BY:
Elkhart Daily Truth. BUSINESS ADDRESS:
216 S. Second St. PHONE: 999. STUDIO AD-
DRESS: Hotel Elkhart. PHONE: 948. TRANS-
MITTER LOCATION: One mile south of Elk-
hart on Route No. 19. TIME ON THE AIR:
7:00 A.M. to 10:00 P.M.; Sundays, 11:00 A.M.
to 9:00 P.M. (100 hours weekly). NEWSPAPER
AFFILIATION: Elkhart Daily Truth. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: World Broadcasting System, Stand-
ard Radio.

Personnel

President..... C. D. Greenleaf
General Manager..... R. R. Baker
Production Manager..... Paul Upson
Chief Engineer..... Kenneth Singleton

Coverage

	Daytime	Evening
Population—Primary	342,000	216,000
Radio Homes— " "	68,500	48,000
Population—Secondary	145,000	105,000
Radio Homes— " "	27,000	22,500

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

Representative

Tonney, Woodward & Conklin, Inc.

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1400 Kc. POWER: 250 watts.
OWNED BY: Evansville on the Air, Inc. OP-
ERATED BY: Same. BUSINESS ADDRESS: 519
Vine St. PHONE: 2-1171. STUDIO ADDRESS:
519 Vine St. TRANSMITTER LOCATION: 519
Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00
P.M. NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: World Broadcasting Sys-
tem.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	259,200	139,300
Radio Homes— " "	60,760	34,100
Population—Secondary	325,900	109,100
Radio Homes— " "	69,470	24,660

Source: CBS Mail Count Study; U. S. Dept.
of Commerce.

Representative

Weed & Co.

W G B F

EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: Evansville on
the Air, Inc. OPERATED BY: Same. BUSI-
NESS ADDRESS: 519 Vine St. PHONE: 2-1171.
STUDIO ADDRESS: 519 Vine St.; TRANSMIT-
TER LOCATION: Burkhart Road. PHONE:
3-7011. TIME ON THE AIR: 6:00 A.M. to 12:00
midnight. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

Personnel

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

Coverage

Population—Primary & Secondary	1,323,095
Radio Homes— " " "	185,600

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

Representative

Weed & Co.

W G L

FORT WAYNE—EST. 1924

NBC—SUPPLEMENTARY BASIC RED & BLUE
 FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Westinghouse Radio Stations, Inc.
 OPERATED BY: Westinghouse Radio Stations, Inc.
 BUSINESS ADDRESS: 925 S. Harrison.
 PHONE: Anthony 2136-7. STUDIO ADDRESS: 925 S. Harrison. TRANSMITTER LOCATION: Junction of Highways No. 30 and No. 33. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

Vice-President.....Walter Evans
 Station Manager.....J. B. Conley
 Commercial Manager.....Frank V. Webb
 Auditor.....Kenneth Foellinger
 Sales Promotion Mgr.....Jack O'Mara
 Program Director.....Franklin A. Tooke
 Production Director.....Carl Vandagriff
 Chief Announcer.....J. Howard Ackerley
 Musical Director.....Jeane Brown
 Women's Program Director.....Jane Weston
 Farm Program Director.....Jim Conway
 Chief Engineer.....Robert G. Duffield, Jr.

Coverage

Population—Primary 300,798
 Radio Homes— " 70,429

Source: Mail response analysis and field strength measurements.

Representative

National Broadcasting Co.

W O W O

FORT WAYNE—EST. 1925

NBC BASIC BLUE

FREQUENCY: 1190 Kc. POWER: 50000 watts.
 OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection of Routes Nos. 30 and 33, Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

Vice-President.....Walter Evans
 Station Manager.....J. B. Conley
 Commercial Manager.....Frank V. Walsh
 Auditor.....Kenneth Foellinger
 Program Manager.....Franklin Tooke
 Sales Promotion Mgr.....Jack O'Mara
 Chief Announcer.....J. Howard Ackerley
 Women's Program Director.....Jane Weston
 Production Director.....Eldon Campbell

Farm Program Director.....Jim Conway
 Musical Director.....Jeane Brown
 Chief Engineer.....Robert G. Duffield, Jr.

Coverage

	Daytime	Evening
Population—Primary	2,072,350	2,292,070
Radio Homes— " "	507,390	556,870
Population—Secondary	4,014,600	2,465,760
Radio Homes— " "	969,760	606,630

Source: NBC Airea method of circulation ascertainment.

Representative

National Broadcasting Co.

W I N D

GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 watts.
 OWNED BY: Johnson-Kennedy Radio Corp.
 OPERATED BY: Johnson-Kennedy Radio Corp.
 BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 230 N. Michigan Ave., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Black Oak, Ind. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentRalph L. Atlas
 ManagerE. S. Mittendorf
 Sales ManagerJohn T. Carey
 Program Director.....Brooks Connolly
 Director of Public Relations.....Al Hollender
 Musical Director.....Bob Atcher
 Chief Engineer.....Ken Shirk

Coverage

Population—Primary 8,506,156
 Radio Homes— " 1,886,405

Source: Field intensity measurements.

Representative

The Foreman Co.

W H I P

HAMMOND—EST. 1937

FREQUENCY: 1520 Kc. POWER: 5000 watts.
 OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd., Chicago, Ill. PHONES: Webster 3234 and Plaza 4300. STUDIO ADDRESSES: 5935 S. Hohman Ave., Hammond; and 25 E. Jackson Blvd., Chicago, Ill. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President-General Manager George F. Courier
 Managing Director.....Doris Keane
 Program Director.....Elmer Herkner
 Production Manager.....Emmett Jackson
 Chief Announcer.....Ralph Eddy
 Musical Director.....Reinhardt Elster
 Chief Engineer.....H. V. Fitzcharles

Coverage

Population—Primary 5,537,000
 Radio Homes— " 1,729,000
 Population—Secondary 1,661,000
 Radio Homes— " 337,500
 Source: Station survey.

**W J O B
 HAMMOND**

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: O. E. Richardson and Fred L. Adair. OPERATED BY: O. E. Richardson and Fred L. Adair. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: 9800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Douglas Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

Personnel

Station Manager.....O. E. Richardson
 Commercial Manager.....R. C. Adair
 Program Director.....W. R. Bean
 Sales Promotion Manager.....Stanley Davis
 Chief Announcer.....Howard Dunovan
 Musical Director.....Joseph Gibbs Spring
 Chief Engineer.....John Felthouse

Coverage

Population—Primary 2,242,453 519,046
 Radio Homes— " 606,091 280,000
 Population—Secondary .. 3,500,000 1,200,000
 Radio Homes— " 900,000 400,000
 Source: Station survey.

Representative

Associated Radio Sales

W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1260 Kc. POWER: 5000 watts.
 OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....H. M. Bitner, Sr.
 Station Manager.....Lester W. Lindow
 Publicity Director.....A. Herbert Green

Office Manager.....Harry M. Bitner, Jr.
 Chief Announcer.....H. J. Pierson
 Program Director.....F. O. Sharp
 Musical Director.....Walter H. Reuleaux
 Chief Engineer.....Harold Holland

Coverage

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

Representative

The Katz Agency

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....H. G. Wall
 Vice-President Genl. Mgr.....C. A. McLaughlin
 Program Director.....Robert Longwell
 Production Manager.....John Burns
 Musical Director-Artists' Bureau Head,

Lester Huff

Chief Announcer.....William Schingle
 Continuity Director.....John Byrnes
 Traffic Manager.....Rosemary Horn
 Chief Engineer.....Harry Adams

Coverage

Population—Primary	997,195
Radio Homes— "	262,690

Source: Field intensity measurements and mail response analysis; 1930 U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL
 FREQUENCY: 1430 Kc. POWER: 5,000 watts.
 OWNED BY: Indianapolis Broadcasting, Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI 1541-2-3. STUDIO ADDRESS: Claypool Hotel. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President Eugene C. Pulliam
 Business Manager..... Rex Schepp
 Secretary-Treasurer..... N. G. Mason
 Sales Promotion Manager..... Lawrence Hammer
 Program Director..... J. P. Mason
 Publicity Director..... Eugene S. Pulliam
 Public Relations Director..... Walter A. Shead
 Chief Announcer-Musical Director..... Harry Bason
 Chief Engineer..... Earl W. Lewis

Coverage

Population—Primary 1,569,900
 Radio Homes— " 393,500
 Population—Secondary 1,872,000
 Radio Homes— " 422,700

Source: Station survey.

Representative

George P. Hollingsbery Co.

W I S H *

INDIANAPOLIS—EST. 1941

NATIONAL BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Capitol Broadcasting Corp. OPERATED BY: Capitol Broadcasting Corp. BUSINESS ADDRESS: Indianapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Indianapolis, Warren Township. TIME ON THE AIR: Unlimited license.

Personnel

President..... G. Bruce McConnell
 Treasurer..... Edward H. Harris
 Vice-President..... Alvin R. Jones
 Station Manager..... W. W. Behrman
 Commercial Manager..... R. E. Bausman

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

W K M O *

KOKOMO—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Kokomo Broadcasting Corp. OPERATED BY: Kokomo Broadcasting Corp. BUSINESS ADDRESS: 400 North Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Morgan & Ohio Sts. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Commercial
 Manager..... Dr. Charles K. Boyajian
 Station Manager..... Les Ryder
 Production Manager..... Budd Hibbs
 Artists' Bureau Head..... Katheleen Wilson
 Chief Announcer..... Charles Boyajian, Jr.
 Chief Engineer..... Wilbur Nongesser

Representative

Cox & Tanz

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

W L B C

MUNCIE—EST. 1926

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 4404. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Owner..... Donald A. Burton
 Commercial Manager..... Wm. F. Craig
 Station Manager..... Donald A. Burton
 Sales Manager..... Wm. F. Craig
 Publicity Director..... Ed De Miller
 Musical Director..... Carl Noble
 Chief Engineer..... Maurice Crain

Coverage

Population—Primary 350,593
 Radio Homes— " 68,900
 Population—Secondary 411,757
 Radio Homes— " 72,500

Source: Station survey.

Representatives

Forje & Co. (New York)

W G R C

NEW ALBANY (LOUISVILLE, KY.)

EST. 1926

MUTUAL BROADCASTING SYSTEM
 SOUTHERN NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Elsby Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Elsby Bldg., New Albany; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTING LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, Standard Radio, Lang-Worth.

Personnel

President and Manager..... S. A. Cisler
 Commercial Manager..... J. Porter Smith
 Business Manager..... C. L. Harris
 Musical Director..... Isabel Schroeder
 Chief Engineer..... H. W. Hathaway

Coverage

	Daytime	Evening
Population—Primary	448,300	420,000
Radio Homes— "	114,060	110,000
Population—Secondary	132,400	
Radio Homes— "	26,560	

Source: Station survey.

Representative

Burn-Smith Company

W K B V

RICHMOND—EST. 1926

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: 225 North 8th St. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President William O. Knox

W F A M *

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave.

*Station is to give up its license as of March 29, 1941.

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 960 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

Personnel

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

Representative

Paul H. Raymer Company

W B O W

TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First St. and Peyton Ave. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

President Alvin Eads
Auditor Martha Turner
Program Director Leo Baxter
Production Manager George Jackson
Continuity Chief Ruthmary Morton
Chief Announcer Marold Ross
Chief Engineer Stokes Gresham, Jr.

Coverage

Population—Primary	317,196
Radio Homes— "	78,293
Population—Secondary	573,511
Radio Homes— "	136,815

Source: Field intensity measurements; Joint Committee.

Representative

Weed & Co.

W A O V

VINCENNES—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Vincennes Newspapers, Inc. OPERATED BY: Vincennes Newspapers, Inc. BUSINESS ADDRESS: Grand Hotel. STUDIO ADDRESS: Grand Hotel. PHONE: 787-8. TRANSMITTER LOCATION: U. S. Highway No. 41. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Vincennes Sun Commercial. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager Howard N. Greenlee
Station Manager Victor H. Lund
Commercial-Sales Promotion Manager,
John Carl Jelfy
Program Director-Chief Announcer,
Carl Erickson
Publicity Director Frank Burger
Chief Engineer Claude Harris

Coverage

	Daytime	Evening
Population—Primary	70,000	40,000

Source: Station estimate.

Representative

George P. Hollingbery Co.

W B A A
WEST LAFAYETTE—EST. 1922

FREQUENCY: 920 Kc. POWER: 5000 watts d.:
 1000 watts. n. OWNED BY: Purdue University.
 OPERATED BY: Purdue University. BUSINESS
 ADDRESS: West Lafayette. PHONE: 6076.
 STUDIO ADDRESS: Electrical Engineering Bldg.
 TRANSMITTER LOCATION: Electrical Engineer-

ing Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00
 P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00
 A.M. to 4:00 P.M. (Saturday). TRANSCRIPTION
 SERVICE: Standard Radio.

Personnel

Station Manager, Program Director
 Gilbert D. Williams
 Asst. Program Director.....Fred L. Conger
 Chief Engineer.....Ralph R. Townsley

IOWA

Population 2,538,268
 Number of Families 700,173

Number of Radio Homes 595,720
 Auto Registrations 785,299

For 1940 Census data, please turn to page 253

W O I
AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000
 Watts. OWNED BY: Iowa State College.
 OPERATED BY: Iowa State College. BUSI-
 NESS ADDRESS: Ames. PHONE: 2500. STU-
 DIO ADDRESS: Ames. TRANSMITTER LO-
 CATION: Ames. TIME ON THE AIR: 6:00
 a.m. to local sunset. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 Standard Radio.

RATED BY: Same. BUSINESS ADDRESS:
 Paramount Bldg., Cedar Rapids—Russell Lam-
 son Hotel, Waterloo. PHONE: Cedar Rapids
 6127. Waterloo 236. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Marion. TIME ON
 THE AIR: 5:30 A.M. to 12:00 midnight; Sunday,
 7:00 A.M. to 12:00 midnight. NEWSPAPER
 AFFILIATION: Des Moines Register and
 Tribune. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World Broadcas-
 ting System, NAB Library, Davis & Schwegler,
 Lang-Worth.

Personnel

Director.....W. I. Griffith
 Assistant Director.....A. G. Woolfries
 Chief Announcer.....Robert Miles
 Editor.....Rod Holmgren
 Continuity Director.....Mrs. Blair Converse
 Musical Director.....Tolbert McRae
 Chief Engineer.....Louie L. Lewis
 (Non-Commercial Station)

Personnel

President.....Gardner Cowles, Jr.
 V.-P. and General Manager.....S. D. Quarton
 Commercial Manager
 W. B. Quarton (Cedar Rapids)
 Commercial Manager...Don Inman (Waterloo)
 National Sales Manager.....Ted Enns
 Sales Promotion Manager.....Leo F. Cole
 Program-Musical Director....Douglas B. Grant
 Production Manager.....Benne Alter
 Publicity Director.....L. Von Linder
 Chief Announcer.....Bert Puckett
 Chief Engineer.....Charles F. Quentin

K F G Q
BOONE

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Boone Biblical College. OPER-
 ATED BY: Boone Biblical College. BUSINESS
 ADDRESS: Boone, Ia. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Same.
 TIME ON THE AIR: Specified hours during
 daytime.

Coverage
 Population—Primary.....3,315,822
 Radio Homes— ".....778,680
 Source: Field strength survey.

Representative

The Katz Agency

Personnel

Manager.....Lois Crawford
 (Non-Commercial Station)

W O C

W M T
CEDAR RAPIDS, WATERLOO—
EST. 1922

CBS-MUTUAL
 THE COWLES GROUP
 FREQUENCY: 600 Kc. POWER: 5,000 Watts.
 OWNED BY: Iowa Broadcasting Co. OPE-

DAVENPORT—EST. 1922
 COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Tri City Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 1000 Brady St. PHONE: 2-3521. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 18 hours daily;
 15 hours, Sundays (123 hours weekly). NEWS

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President Col. B. J. Palmer
 Vice-President Dave Palmer
 General Manager J. Buryl Lottridge
 Sales and Sales Promotion Manager,

L. O. Fitzgibbons

Program Director Charles Freburg
 Publicity Director Jack Paulsen
 News Editor-Chief Announcer Bill Voss
 Traffic Manager Paul Clark
 Musical Director Pat Maynard
 Chief Engineer Allan Richter

Coverage

	Daytime	Evening
Population—Primary	180,800	198,100
Radio Homes—	42,730	46,160
Population—Secondary	1,113,400	564,300
Radio Homes—	264,550	138,600

Source: CBS Listener Study.

Representative

Free & Peters, Inc.

K W L C

DECORAH—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: 600 Leiv Eiriksson Drive. PHONE: 690. STUDIO ADDRESS: C. K. Preus Auditorium. TRANSMITTER LOCATION: Larsen Hall. TIME ON THE AIR: Daytime license (35 hours weekly).

Personnel

Director Evelyn Steele
 Production Manager Robert E. Lee
 Music Director Professor T. H. Nickel
 Chief Engineer O. M. Eittrheim
 (Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1350 Kc. POWER: 5000 watts. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of Des Moines. TIME ON THE AIR: 127½ hours weekly. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Gardner Cowles, Jr.
 General Manager Luther L. Hill
 Assistant General Manager and
 Commercial Manager Craig Lawrence
 National Sales Manager Ted Enns

Program Director Ed Linehan
 Sales Promotion Manager Wayne Welch
 Publicity Director Mary Little
 Chief Announcer Dale Morgan
 Musical Director Dick Teela
 Chief Engineer Paul Huntsinger

Coverage

Population—Primary	843,104
Radio Homes—	200,750

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K S O

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS
 FREQUENCY: 1460 Kc. POWER: 5000 watts. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: 715 Locust St. PHONE: 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of Des Moines. TIME ON THE AIR: 132 hours weekly. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Gardner Cowles, Jr.
 General Manager Luther Hill
 Assistant General Manager and
 Commercial Manager Craig Lawrence
 National Sales Manager Ted Enns
 Program Director Ed Linehan
 Sales Promotion Manager Wayne Welch
 Publicity Director Mary Little
 Chief Announcer Dale Morgan
 Musical Director Dick Teela
 Chief Engineer Paul Huntsinger

Coverage

Population—Primary	812,340
Radio Homes—	192,968

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS
 REBROADCASTING SERVICE

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

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

Coverage

Population—Primary.....3,745,000
 Radio Homes— ".....866,000

Source: Field intensity measurements.

Representative

Free & Peters, Inc.

K D T H *
 DUBUQUE

FREQUENCY: 1370 Kc. POWER: 1000 watts.
 OWNED BY: Telegraph Herald. OPERATED
 BY: Telegraph Herald. BUSINESS ADDRESS:
 Dubuque. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: E. Dubuque, Ill. NEWS
 AFFILIATION: Dubuque Telegraph Herald.

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

W K B B
 DUBUQUE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Sanders Bros. Radio Station. OP-
 ERATED BY: Sanders Bros. Radio Station. BUSI-
 NESS ADDRESS: Hotel Julien. PHONE: Dubuque
 572. STUDIO ADDRESS: Hotel Julien. TRANS-
 MITTER LOCATION: Rural Route No. 2. TIME
 ON THE AIR: 6:30 A.M. to midnight (daily),
 8:00 A.M. to midnight (Sunday). NEWS SER-
 VICE: Transradio Press. TRANSCRIPTION SER-
 VICE: Associated, NBC Thesaurus.

Personnel

President.....Walter E. Klauer
 Station Manager.....James D. Carpenter
 Program Director.....Gleason E. Kistler
 Musical Director-Chief Announcer,

Vaughn Gayman

Publicity Director.....Sig Fritschel
 Chief Engineer.....Leonard Carlson

Coverage

	Daytime	Evening
Population.....	379,549	
Radio Homes.....	85,517	40,140

Representative

International Radio Sales

K V F D

FORT DODGE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Northwest Broadcasting Co. OP-

ERATED BY: Northwest Broadcasting Co.
 BUSINESS ADDRESS: Warden Bldg. PHONE:
 Walnut 3761. STUDIO ADDRESS: Warden
 Bldg. TRANSMITTER LOCATION: Fort Dodge.
 TIME ON THE AIR: 102 hours weekly. NEWS
 SERVICE: United Press. TRANSCRIPTION
 SERVICE: Standard Radio. MAINTAINS AR-
 TISTS' BUREAU.

Personnel

President.....Edward Breen
 Commercial Manager.....Charles A. Kennedy
 Program Director.....Nick Bame
 Chief Engineer.....Jack Duncan

Coverage

Population—Primary.....469,619
 Radio Homes— ".....109,214

W S U I
 IOWA CITY

FREQUENCY: 910 Kc. POWER: 50000 watts,
 d.; 1000 watts, n. OWNED BY: State Univ. of
 Iowa. OPERATED BY: State Univ. of Iowa.
 BUSINESS ADDRESS: Iowa City. PHONE:
 University 2111-237. STUDIO ADDRESS: Iowa
 City. TRANSMITTER LOCATION: Iowa City.
 TIME ON THE AIR: 80 hours weekly. NEWS
 SERVICE: Associated Press.

Personnel

Chairman Radio Board.....Bruce E. Mahan
 Station Director.....Carl H. Menzer
 Program Director.....Pearl B. Broxam
 Production.....Prof. H. Clay Harshberger
 Staff Announcer.....William Sener
 Chief Engineer.....S. J. Ebert
 (Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Marshall Electric Co. OPERATED
 BY: Marshall Electric Co. BUSINESS AD-
 DRESS: 1603 W. Main St. PHONE: 3361. STU-
 DIO ADDRESS: 1603 W. Main St. TRANSMIT-
 TER LOCATION: 2 miles northwest of town.
 TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.
 (daily); 11:00 to 7:00 P.M. (Sunday). NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: C. P. MacGregor.

Personnel

President and Station Manager...Earl Peak
 Chief Engineer.....Wayne Peak

Coverage

Population—Primary.....	385,293
Radio Homes— ".....	88,418
Population—Secondary.....	215,296
Radio Homes— ".....	58,842

Source: Mail response analysis.

Representative

Ferguson & Walker

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 1000 watts.
 OWNED BY: Mason City Globe Gazette Co.
 OPERATED BY: Mason City Globe Gazette Co.
 BUSINESS ADDRESS: Hotel Hanford. PHONE:
 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:03 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio, and NAB Library.

Personnel

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

Coverage

	Daytime
Population—Primary	178,700
Radio Homes— "	38,370
Population—Secondary	480,600
Radio Homes— "	106,280

Source: CBS Listener Study.

Representative

Weed & Co.

K B I Z

OTTUMWA—EST. 1941

FREQUENCY: 1240 Kc. POWER: 100 watts.
 OWNED BY: J. D. Falvey. OPERATED BY:
 J. D. Falvey. BUSINESS ADDRESS: Ottumwa.
 Phone: 5480. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: 18 hours daily. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 World Broadcasting System, C. P. MacGregor.

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial Manager.....J. R. Livingston
 Program-Musical Director.....Stan Corley
 Production Manager-Publicity Director,

James Downey
 Chief Announcer.....Bill Ballagh
 Chief Engineer.....Wayne Hatchett

Coverage

	Daytime	Evening
Population—Primary	163,000	48,500
Radio Homes— "	41,160	10,235

Source: Station survey; Joint Committee.

K F N F

SHENANDOAH—EST. 1924

FREQUENCY: 920 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: KFNF, Inc.
 OPERATED BY: KFNF, Inc. BUSINESS AD-
 DRESS: 407 Sycamore. PHONE: No. 1—de-
 partmental connections. STUDIO ADDRESS:
 407 Sycamore St. TRANSMITTER LOCATION:
 407 Sycamore St. TIME ON THE AIR: (daily)
 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.;
 (Saturday) 5:30 A.M. to 10:00 P.M. NEWS
 SERVICE: International News Service. TRAN-
 SCRIPTON SERVICE: Standard Radio.

Personnel

Manager.....John Nicholson
 Commercial Manager.....E. C. Woodward
 Chief Engineer.....George Crocker

Coverage

Population—Primary	1,267,512
Radio Homes— "	264,630
Population—Secondary	1,142,149
Radio Homes— "	250,000

Source: Mail response analysis.

Representative

Reynolds-Fitzgerald, Inc.

K M A

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL

CORN BELT WIRELESS REBROADCASTING SERVICE

FREQUENCY: 960 Kc. POWER: 5000 watts,
 d.; 100 watts, n. OWNED BY: May Broadcas-
 ting Co. OPERATED BY: May Broadcasting Co.
 BUSINESS ADDRESS: Lowell and Elm Sts.
 PHONE: 192. STUDIO ADDRESS: Lowell &
 Elm Sts. TRANSMITTER LOCATION: Shenan-
 doah Rt. 48. TIME ON THE AIR: 4:30 A.M.
 to 12:00 midnight. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: World
 Broadcasting System. MAINTAINS ARTISTS'
 BUREAU.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Program Director.....Fred Greenlee
 Sales Promotion Manager.....Owen Saddler
 Artists' Bureau Head.....Clifford Cross
 Musical Director.....Faylon Geist
 Chief Engineer.....Ray Schroeder

Coverage

	Daytime	Evening
Population—Primary	2,200,100	1,261,464
Radio Homes— "	476,440	285,330
Population—Secondary ..	1,884,060	1,792,410
Radio Homes— "	451,710	388,130

Source: Field intensity measurements and mail response analysis.

Representative

Free & Peters, Inc.

K S C J

SIoux CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts.
 OWNED BY: Perkins Bros. Co. OPERATED BY:
 Same. BUSINESS ADDRESS: 415 Douglas St.
 PHONE: 57993. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: 4500 Floyd Ave.
 TIME ON THE AIR: 6:00 A.M. to midnight.
 NEWSPAPER AFFILIATION: Sioux City Journal.
 NEWS SERVICE: Associated Press. TRAN-
 SCRPTION SERVICE: C. P. MacGregor, Davis
 & Schwegler.

Personnel

President.....William H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Chief Announcer.....Charles Sebastian
 Musical Director.....Everett Timm
 Chief Engineer.....S. C. Dier

Coverage

Population—Primary 1,189,871
 Radio Homes— " 40,000
 Population—Secondary 1,688,810
 Radio—Homes— " 200,000
 Source: Field intensity measurements; U. S.
 Census.

Representative

George P. Hollingbery Co.

K T R I

SIoux CITY—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Sioux City Broadcasting Co. OP-
 ERATED BY: Sioux City Broadcasting Co.
 BUSINESS ADDRESS: Commerce Bldg., 6th
 & Nebraska Sts. PHONE: 8-0165. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:00 A.M. to mid-
 night. NEWSPAPER AFFILIATION: The Sioux
 City Tribune. NEWS SERVICE: United Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: Standard Radio.

Personnel

President Eugene Kelly
 General Manager.....Dietrich Dirks
 Program Director.....Gordon Horner
 Commercial Manager.....Ray Jensen
 Artists' Bureau Head.....Bernie Marr
 Publicity Director.....Vincent Skaff
 Chief Announcer.....Norman Schmeling
 Chief Engineer.....Carleton Gray

Coverage

	Daytime	Evening
Population—Primary	476,940	476,940
Radio Homes— "	101,430	101,430

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

KANSAS

Population 1,801,028

Number of Radio Homes 379,160

Number of Families 512,090

Auto Registrations 576,000

For 1940 Census data, please turn to page 254

K V A K

ATCHINSON—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Carl Latenser. OPERATED BY:
 Carl Latenser. BUSINESS ADDRESS: Latemer
 Bldg., 622 Commercial St. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: East
 Atchinson. TIME ON THE AIR: 6:30 A.M. to
 10:30 P.M. TRANSCRIPTION SERVICES: C. P.
 MacGregor.

Personnel

Owner & Director.....Carl Latenser

K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 5000 watts.
 OWNED BY: Hugh J. Powell. OPERATED BY:
 Same. BUSINESS ADDRESS: Eighth & Elm Sts.
 PHONE 147. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: South Coffeyville.
 TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.
 NEWSPAPER AFFILIATION: The Coffeyville
 Journal. NEWS SERVICE: The Associated
 Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

Personnel

Owner.....Hugh J. Powell
 General Manager.....Melvin Drake
 Commercial Manager.....R. G. Patterson

Program Director-Chief Announcer,
 Dick Campbell
 Publicity Director..... Eleanor Kee
 Musical Director..... Ozzie Osborne
 Chief Engineer..... J. S. Jaminet

Coverage

Population—Primary 717,900
 Radio Homes— " 132,800
 Population—Secondary 503,900
 Radio Homes— " 102,000

Source: Field intensity measurements.

Representative

The Katz Agency

K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1370 Kc. POWER: 1000 watts,
 d.; 250 Watts, n. OWNED BY: Dodge City
 Broadcasting Co. OPERATED BY: Same.
 BUSINESS ADDRESS: Globe Bldg. PHONE:
 1100. STUDIO ADDRESS: Same. TRANS-
 MITTER LOCATION: Westview Park. TIME
 ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:00
 P.M. to 10:00 P.M. NEWSPAPER AFFILIATION:
 Dodge City Globe. NEWS SERVICE: Associ-
 ated Press. TRANSCRIPTION SERVICE: Stand-
 ard Radio.

Personnel

President..... J. C. Denious
 Business Manager..... N. C. Petersen
 Commercial Manager..... Vaughn Kimball
 Chief Engineer..... Ralph Hickman

Representative

Arthur H. Hagg and Associates

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 Watts.
 OWNED BY: Emporia Broadcasting Co. OPER-
 ATED BY: Same. BUSINESS ADDRESS: 613
 Merchant. PHONES: 153 and 154. STUDIO
 ADDRESS: Same. TRANSMITTER LOCATION:
 Emporia. TIME ON THE AIR: 6:00 A.M. to 12:00
 Midnight, daily; 7:30 A.M. to 12:00 Midnight,
 Sundays. NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President..... S. B. Warren
 Station Manager..... K. W. Trimble
 Commercial Manager..... Henry Ellenberger
 Production-Sales Promotion Manager,
 Robert Brenner

Program Director..... Larry Simms
 Chief Engineer..... Paul H. Daniels

Coverage

Population—Primary 293,733
 Radio Homes— " 58,130

Representative

Sears & Ayer, Inc.

K I U L

GARDEN CITY—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Garden City Broadcasting Co.
 OPERATED BY: Garden City Broadcasting Co.
 BUSINESS ADDRESS: 404 N. Main. PHONE:
 666. STUDIO ADDRESS: 404 N. Main. PHONE:
 999. TRANSMITTER LOCATION: Warner Ter-
 race. TIME ON THE AIR: 6:00 A.M. to 7:15
 P.M. daily; 10:00 A.M. to 5:00 P.M., Sundays
 (103 hours weekly). NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: C. P. Mac-
 Gregor, Davis & Schwegler.

Personnel

President..... F. D. Conard
 Station Manager..... Al Pyatt
 Chief Announcer-Musical Director,
 Dick Hamilton

Chief Engineer..... Virgil E. Creig

Coverage

Population—Primary 833,097
 Radio Homes— " 23,620
 Population—Secondary 238,890
 Radio Homes— " 68,881

Source: Station survey.

Representative

Cox and Tanz

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Helen Townsley. OPERATED BY:
 Helen Townsley. BUSINESS ADDRESS: Cork
 Bldg. PHONE: 1080. STUDIO ADDRESS: Cork
 Bldg. TRANSMITTER LOCATION: 2 miles of
 Great Bend on Highway No. 281. TIME ON
 THE AIR: 6:00 A.M. to 11:00 P.M.; 8:00 A.M.
 to 6:00 P.M., Sundays. NEWS SERVICE: Trans-
 radio Press, Associated Press

Personnel

Owner..... H. T. Townsley
 General Manager..... Clem Morgan
 Musical Director..... Ray Beals
 Program Manager..... Dave Wilson
 Chief Engineer..... Leo Legleiter

Coverage

Radio Homes—Primary 30,000
 Radio Homes—Secondary 23,000

Source: Field survey.

K W B G

HUTCHINSON—EST. 1935

FREQUENCY: 1450 Kc. POWER: 100 watts.
 OWNED BY: Nation's Center Broadcasting Co.,
 Inc. OPERATED BY: W. B. Greenwald. BUSI-
 NESS ADDRESS: 101 East Avenue A. PHONE:
 5202. STUDIO ADDRESS: Same. TRANSMIT-

WIBW is *FIRST* in

2,380 *MARKETS* like this 

and 1,238,890 *HOMES* like this 

What More Can You Ask Than to Reach the Market Pictured Here?

Without asking you to read reams of factual data and sales arguments, we solicit your business on the basis of RESULTS ACCOMPLISHED

For Those Who Want Additional Information

WIBW operates with 5,000 watts, day and night, on the dominating 580 Kc. channel.

Primary service area of 206 counties in Kansas, Missouri, Nebraska, Iowa and Oklahoma . . . 5,327,227 listeners.

We're mighty proud of the results obtained for our advertisers. However, we'd rather you got current "success" stories direct from them. We suggest that you write to H. D. Lee Mercantile Co., Allis Chalmers, Proctor & Gamble, General Mills, or International Harvester.

**In Kansas, Missouri, Nebraska, Iowa and Oklahoma.*

WIBW's wholehearted acceptance in so many radio homes is due to our many years of unceasing efforts to be of real SERVICE to our listeners . . . to our interest in *their* problems and welfare . . . to our friendly, neighborly programs and personalities.

We believe . . . with all our heart . . . that we can get RESULTS for you by introducing your product into these homes where we are accepted members of the family.

WIBW

IN TOPEKA

BEN LUDY, Gen. Mgr.

"The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

TER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....W. B. Greenwald

K C K N

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

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: The Kansas City Kansan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, Radio, NBC Thesaurus.

Personnel

President.....W. A. Bailey
Vice-President-General

Manager.....Ellis Atteberry
Sales Promotion Manager.....Jack Jones
Program Director.....John Drake
Director of Publicity.....Ruth Kendall
Musical Director.....Ruth Royal
Chief Engineer.....C. E. Salzer, Jr.

Coverage

	Daytime	Evening
Population—Primary	797,703	600,000
Radio Homes—	210,530	180,000

Source: Field intensity measurements: Joint Committee.

Representative

Capper Publications

K F K U

LAWRENCE—EST. 1924

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tonganoxie, Kans. TIME ON THE AIR: Shares time with WREN.

Personnel

Director.....Harold G. Ingham
Assistant Program
Director.....Mildred I. Seaman

W R E N

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO AD-

DRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFKU. Sunday 8:00 A.M. to 12:00 Midnight; week days, 6:30 A.M. to 3:00 P.M. and 3:30 P.M. to 12:00 Midnight (117 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Verl Bratton
Promotion Director.....John Bondeson
Chief Announcer.....Millard Ireland
Chief Engineer.....Carl Bliesner

Coverage

Population—Primary	3,699,476
Radio Homes—	771,200

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

Representative

George P. Hollingsbery Co.

K S A C

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WIBW.

W I B W

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to Midnight (daily); 6:00 A.M. to midnight (Sunday) (114½ hours weekly). NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Artists' Bureau Head.....Maudie Shreffler
Dramatics Director.....Art Holbrook
Chief Engineer.....Karl Troeglen

Coverage

Population—Primary	1,920,500	642,600
Radio Homes—	361,980	130,990
Population—Secondary	6,819,100	4,126,200
Radio Homes—	1,300,100	768,900

Source: CBS Listeners and Dealers.

Representative

Capper Publications, Inc.

K O A M

PITTSBURG—EST. 1937
NATIONAL BROADCASTING CO.
 (RED & BLUE)

FREQUENCY: 810 Kc. POWER: 1000 watts.
 OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service.

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales & Promotion Manager.....J. A. Schell
 Program Director.....Bruce Robertson
 Publicity Director.....Don Taylor
 Chief Announcer.....Bob Gadberry
 Musical Director.....Leota Helm
 Chief Engineer.....W. L. Brown

Coverage

Population—Primary 920,451
 Radio Homes— " 187,483
 Source: U. S. Census; Joint Committee.

Representative

Furgason & Walker, Inc.

K S A L

SALINA—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

FREQUENCY: 1150 Kc. POWER: 1000 watts.
 OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: 201 West Iron. PHONES: 100, 101 and 423. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West State St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight (125 hours weekly). NEWS-PAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....R. J. Laubengayer
 Station Manager.....Owen Balch
 Program Director.....Sidney Tremble
 Musical Director.....Al Thompson
 Chief Engineer.....N. E. Vance, Jr.

Coverage

Population—Primary 569,525
 Radio Homes— " 114,360
 Source: Field intensity measurements.

Representative

The Katz Agency

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

PresidentHerb Hollister
 General Manager.....Jack Todd
 Program Director.....Jack Laffer
 Musical Director.....Raymond Shelly
 Chief Engineer.....L. F. Heithecker

Coverage

Population—Primary	Daytime	347,885
Radio Homes— " "		74,472

Source: Field intensity measurements; Joint Committee.

Representative

International Radio Sales

K F B I

WICHITA—EST. 1923

MUTUAL BROADCASTING SYSTEM
—KANSAS STATE NETWORK

FREQUENCY: 1070 Kc. POWER: 5000 watts, d. (C.P. 1000 watts, n.). OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: First and Market Sts. PHONES: 2-1447, 4-6452. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. and Broadway. TIME ON THE AIR: 6:00 A.M. to sunset, Pacific Time (C.P. 125 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

PresidentH. K. Lindsley
 Station Manager.....K. W. Pyle
 Commercial Manager.....Fred L. Allen
 Program Director.....Coleman Ashe
 Sales Promotion Manager.....Clarence Rupp
 Local Sales Manager.....Leroy C. Stokely
 Chief Announcer.....Les Jarvies
 Musical Director.....Frank Chiddin
 Chief Engineer.....G. H. Johnstone

Coverage

Population—Primary	1,010,900
Radio Homes— " "	199,700
Population—Secondary	1,669,000
Radio Homes— " "	383,600

Source: Mail response analysis.

Representative

Howard H. Wilson Company

K F H

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts.
 OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Bldg. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Bldg. TRANSMITTER LOCATION: R. F. D. No. 3, Wichita. TIME ON THE AIR: (Daily) 5:00 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

Personnel

Vice President-General Mgr. . . . M. M. Murdock
 National Sales & Promotion
 Manager Clark A. Luther
 Business Manager P. S. Clark
 Program Director Vernon E. Reed
 Chief Engineer Amos C. Dadisman

Coverage

Population—Primary 1,700,000
 Radio Homes— " 300,000
 Source: Mail response analysis and field intensity survey.

Representative

Edward Petry & Co.

KENTUCKY

Population 2,845,627

Number of Radio Homes 501,730

Number of Families 700,892

Auto Registrations 462,600

For 1940 Census data, please turn to page 256

W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Ashland Broadcasting Co. OPERATED BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMi Bldg. PHONE: 3010-11. STUDIO ADDRESS: WCMi Bldg.; First National Bank Bldg., Ironton. Phone 2 8358; Ohio, Phone 678; Radio Center, Huntington, W. Va. TRANSMITTER LOCATION: 48th Street and Ohio River. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Ashland Daily Independent. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President Gilmore Nunn
 Station & Sales Manager . . . Robert MacKenzie
 Treasurer-Business Manager . . Warren G. Davis
 Program Director Richard F. Westerkamp
 In Charge of Huntington
 Studio Bert Georges
 In Charge of Ironton
 Studio Harold Marler

Coverage

Population—Primary *208,194
 Population—Secondary 454,775
 Radio Homes—Primary & Secondary 86,300

* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.
 Source: Station survey.

Representative

John H. Perry Associates

W L B J

BOWLING GREEN—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Bowling Green Broadcasting Co. OPERATED BY: Bowling Green Broadcasting Co. BUSINESS ADDRESS: Fairview and Lehman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M.; Sunday, 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager . . . Rayburn R. Rose
 Program Director-Sales Promotion Manager,
 J. P. Turner
 Chief Engineer Earl Jaego

Coverage

Population—Primary 167,715
 Radio Homes— " 23,550

W H L N*

HARLEN—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts.
 OWNED BY: Blaufox Radio Co., Inc. OPERATED BY: Blaufox Radio Co., Inc. BUSINESS ADDRESS: Harlen, Ky. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President Combs Blanford
 Secretary-Treasurer John F. Fox
 Vice-President Richard B. Helms

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



**YOU CAN'T
RING
THE BELL
IN
BELFRY (Ky.)!**

You can ring the bell in Kentucky, all right! But not in lilliput hamlets like Belfry, Belcher, and Barrenfork! It takes the big Louisville Trading Area—where a million-plus buyers spend more money than all the rest of Kentucky put together! . . . Alone, WAVE covers this market completely and at lowest cost. Shall we send you the proof?

**LOUISVILLE'S
WAVE**

5000 WATTS



940 K.C.

N. B. C.

FREE & PETERS, INC.,

NAT'L REPRESENTATIVES



W H O P

HOPKINSVILLE—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: Taylor Bldg. PHONES: 1025, 1026. STUDIO ADDRESS: 1½ miles northwest of Hopkinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President.....Pierce E. Lackey
 Station Manager.....Hecht S. Lackey
 Commercial Manager.....F. Ernest Lackey
 Program Director.....Mary Ellis
 Chief Engineer.....Benson Arwood Smith

Coverage

	Daytime	Evening
Population—Primary	160,000	50,000
Radio Homes— "	29,540	10,000
Population—Secondary ..	175,000	
Radio Homes— "	45,639	

Source: U. S. Census; Joint Committee.

W L A P

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut and Short Sts. PHONE: 1721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main and Esplanade. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Genl. Mgr.....Gilmore N. Nunn
 Vice President.....J. Lindsay Nunn
 Treasurer.....Warren G. Davis
 Station Director.....Ted Grizzard
 Program Director.....George Jesse
 Chief Engineer.....Sanford Helt

Coverage

	Daytime	Evening
Population—Primary	306,078	189,620
Radio Homes— "	70,280	47,452
Population—Secondary ..	491,058	299,510
Radio Homes— "	116,921	70,672

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

*Based on 250 watts, daytime and 100 watts, evening; station now operating 250 watts, full time.

Representative

John H. Perry Associates

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 970 Kc. POWER: 5000 watts.
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Wabash 6543. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: near Jeffersonville, Ind. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Commercial Manager.....James F. Cox
 Program Director.....George Patterson
 Chief Announcer.....H. Burt Blackwell
 Musical Director.....Clifford Shaw
 Chief Engineer.....Wilbur E. Hudson

Coverage

	Evening
Population—Primary	953,180

Source: Station survey.

Representative

Free & Peters, Inc.

W I N N

LOUISVILLE—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Tyler Hotel. PHONE: Wabash 6791. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (124 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President.....D. E. Kendrick
 Station Manager.....Morris Hicks
 Commercial Manager.....G. F. Bauer
 Program and Musical Director.....M. K. McCarten
 Sales Promotion Manager.....Charles Pettinger
 Chief Engineer.....Al Rutherford

Coverage

	Daytime	Evening
Population—Primary	782,469	505,963
Radio Homes— "	168,780	117,790
Population—Secondary ..	*1,157,712	*763,242
Radio Homes— "	*240,080	*163,260

*Total Area.

Source: Radio Daily Major Market Survey.

Representative

Plug Kendrick, 309 West Jackson Blvd., Chicago, Ill.

W G R C

LOUISVILLE

(See New Albany, Ind.)

WHAS

**is now broadcasting
from the No. 1
opportunity market of
the United States!**



The total U. S. investment in defense projects now under way here is around \$125,000,000 and going up all the time. The new payrolls are in excess of \$5,000,000 per month, and it looks like \$100,000,000 will be added to our spendable income this year. The Louisville area, already the largest industrial community in the South, now includes a \$75,000,000 powder plant, the world's largest; an \$18,000,000 powder bag-loading plant; a \$5,000,000 naval ordnance plant; the U. S. Government Depot, now letting \$10,000,000 in contracts per month; a major Army airport housing the 28th Air Base; an important auxiliary military airport now building, and Fort Knox, headquarters of the Mechanized Army of the U. S., now housing 25,000 men with more coming all the time.



Basic C.B.S. 50,000
Watts. Represented
Nationally By
Edw. Petry & Co.

LOUISVILLE

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 840 Kc. POWER: 50,000 watts.
 OWNED BY: Courier-Journal & Louisville Times Co. OPERATED BY: Same. BUSINESS ADDRESS: Third and Liberty Sts. PHONE: Wa. 2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. R. No. 2, Anchorage, Ky. (near Eastwood, Ky.). TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday (140 hours weekly). NEWS-PAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers Library.

Personnel

OwnerBarry Bingham
 Radio DirectorCredo Fitch Harris
 Executive ManagerW. Lee Coulson
 Commercial ManagerJoe Eaton
 Program ManagerRobert L. Kennett
 Sales Promotion ManagerNeil D. Klein
 Production ManagerT. Dudley Musson
 Office ManagerJ. H. Callaway
 Agricultural CoordinatorJohn Merrifield
 LibrarianEdward Barret
 Musical DirectorRobert Hutsell
 Publicity DirectorJohn H. Hoagland
 Technical AdvisorOrrin W. Towner

Coverage

Population—Primary 5,039,828
 Radio Homes— " 1,185,900
 Source: Field intensity measurements.

Representative

Edward Petry & Company

W O M I

OWENSBORO—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Owensboro Broadcasting Co., Inc.
 OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Liver-

more Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:35 P.M. NEWS-PAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

PresidentLawrence W. Hager
 General ManagerHugh O. Potter
 Production ManagerMarshall Bruner
 Sales Promotion ManagerMalcolm Greep
 Musical DirectorLee C. Meredith
 Chief EngineerW. W. Binford

Coverage

Population—Primary 157,407
 Radio Homes— " 29,670
 Population—Secondary 367,442
 Radio Homes— " 76,810

Source: Field intensity survey; Joint Committee.

W P A D

PADUCAH—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Paducah Broadcasting Co., Inc.
 OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: Taylor Bldg. PHONE: 4100. STUDIO ADDRESS: Taylor Bldg. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

Personnel

President & Genl. Mgr.Pierce E. Lackey
 Sales ManagerPrewitt Lackey
 Program Director-Chief Announcer, Gene Peak
 Musical DirectorErnest Pell
 Chief EngineerC. G. Sims

Representative

Cox & Tanz

LOUISIANA

Population 2,363,880

Number of Families 590,722

Number of Radio Homes 354,950

Auto Registrations 370,631

For 1940 Census data, please turn to page 257

K A L B

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Alexandria Broadcasting Co., Inc.
 OPERATED BY: Alexandria Broadcasting Co.,

Inc. BUSINESS ADDRESS: 3rd and Jackson Sts. PHONE: 65. STUDIO ADDRESS: 3rd and Jackson Sts. TRANSMITTER LOCATION: Upper 3rd St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (105 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth, Standard Radio.

Personnel

President.....Walter H. Allen
 General Manager.....C. Edly Rogers
 Sales Manager.....Edgar Cappellini
 Program Director.....Gordon Loudon
 Musical Director.....John Pegues Kelley
 Chief Engineer.....Jesse R. Sexton

Coverage

	Daytime	Evening
Population—Primary	116,119	61,266
Radio Home— "	19,354	10,211
Population—Secondary	375,000	100,000
Radio Homes— "	50,000	15,000

Source: Mail response survey; Joint Committee.

W J B O

BATON ROUGE—EST. 1934
 NATIONAL BROADCASTING CO.

FREQUENCY: 1150 Kc. POWER: 5000 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 6060. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Rd. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....Chas. P. Manship, Jr.
 Vice Pres. & Genl. Mgr.....H. Vernon Anderson
 Secretary-Treasurer...Charles P. Manship, Sr.
 Production Supervisor.....Ralph H. Sims
 Sales Manager.....J. Roy Dabadie
 Chief Engineer.....Wilbur T. Golson

Coverage

Population—Primary	344,291
Radio Homes— "	41,700

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

Representative

George P. Hollingbery Co.

K V O L

LAFAYETTE—EST. 1935

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336. STUDIO ADDRESS: Evangeline Hotel. PHONE: 2062. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (87 hours weekly). NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Morgan Murphy
 Station Manager.....Geo. H. Thomas
 Commercial Manager.....R. A. Escudier

Program Director-Chief Announcer...A. B. Craft
 Publicity Director.....Lela A. Turner
 Chief Engineer.....Clovis L. Bailey

Coverage

	Daytime	Evening
Population—Primary	250,000	150,000
Radio Homes— "	75,000	50,000
Population—Secondary	300,000	250,000
Radio Homes— "	100,000	75,000

Source: Station survey.

K P L C

LAKE CHARLES—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: Majestic Hotel. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. B. Lanford
 Station Manager.....C. R. Porter
 Commercial Manager.....F. C. Carroll
 Chief Engineer.....E. C. Moses

K M L B

MONROE—EST. 1930

LOUISIANA NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321. STUDIO ADDRESS: Frances Hotel. PHONE: 4771. TRANSMITTER LOCATION: Millhaven Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Lang-Worth.

Personnel

President-General Manager...J. C. Liner, Jr.
 Program-Musical Director.....Melba Henry
 Chief Engineer.....O. L. Morgan

Coverage

Population—Primary	98,800
Radio Homes— "	12,384
Population—Secondary	132,000
Radio Homes— "	13,656

Source: Field intensity measurements.

K N O E *

MUNROE—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KNOE, Inc. OPERATED BY: KNOE, Inc. BUSINESS ADDRESS: Munroe. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

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

WDSU

NEW ORLEANS—EST. 1923

NBC-BLUE

FREQUENCY: 1280 Kc. POWER: 5000 watts.
OWNED BY: WDSU, Inc. OPERATED BY:
WDSU, Inc. BUSINESS ADDRESS: Hotel
Monteleone. PHONE: Raymond 7135. STUDIO
ADDRESS: Hotel Monteleone. TRANSMITTER
LOCATION: Gretna. TIME ON THE AIR: 7:00
A.M. to Midnight. NEWS SERVICE: International
News Service. TRANSCRIPTION SERVICE:
C. P. MacGregor.

Personnel

President Joseph H. Uhalt
General Manager P. K. Ewing

Representative

John Blair & Co.

WJBW

NEW ORLEANS—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts.
OWNED BY: Charles C. Carlson. OPERATED
BY: Charles C. Carlson. BUSINESS ADDRESS:
Jung Hotel. STUDIO ADDRESS: Jung Hotel.
TRANSMITTER LOCATION: 3617 Bruxelles St.
TIME ON THE AIR: Unlimited license. TRAN-
SCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager C. C. Carlson

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTHCENTRAL QUALITY NETWORK

FREQUENCY: 1130 Kc. POWER: 50,000
watts. OWNED BY: International Broadcasting
Corp. OPERATED BY: The Shreveport Times.
BUSINESS ADDRESS: P. O. Box 1387. PHONE:
2-8711. STUDIO ADDRESS: Commercial Bldg.
TRANSMITTER LOCATION: Gamm Rd., Dixie,
La. TIME ON THE AIR: 5:00 A.M. to 1:05
A.M. NEWSPAPER AFFILIATIONS: The Shreve-
port Times. NEWS SERVICE: United Press,
Associated Press. TRANSCRIPTION SERVICE:
World Broadcasting System, NAB Library.

Personnel

President John D. Ewing
General Manager John C. McCormack
Commercial Manager J. A. Oswald
Program Director Fred Ohl
Publicity Director B. G. Robertson
Chief Engineer W. E. Antony

Coverage

Population—Primary 2,346,512
Radio Homes— " 324,840

Source: Station survey.

Representative

The Branham Company

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM
LOUISIANA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: WNOE, Inc. OPERATED BY:
WNOE, Inc. BUSINESS ADDRESS: 720 Com-
mon St. PHONE: Raymond 0423. STUDIO
ADDRESS: St. Charles Hotel. TRANSMITTER
LOCATION: S. White & Ephrosene. TIME ON
THE AIR: 24 hours daily. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
Standard Radio. MAINTAINS ARTISTS' BU-
REAU.

Personnel

President James A. Noe
Vice-President-General
Manager James Gordon
Station Manager James Hunter
Program Director Hubert J. Grant
Educational Director Benet F. Cain
Chief Engineer C. E. Davidson

Coverage

	Daytime	Evening
Population—Primary	1,000,000	750,000
Radio Homes— " "	105,000
Population—Secondary	2,000,000	1,000,000
Radio Homes— " "	250,000

Source: Station estimate.

Representative

Cox & Tanz

WSMB

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1350 Kc. POWER: 5000 watts.
OWNED BY: Maison Blanche & Saenger Thea-
ters. OPERATED BY: WSMB, Inc. BUSINESS
ADDRESS: 901 Canal St. PHONE: MA, 5920.
STUDIO ADDRESS: 901 Canal St. TRANS-
AIR: 7:00 A.M. to 12:00 Midnight. NEWS SER-
VICE: United Press. MAINTAINS ARTISTS' BU-
REAU. TRANSCRIPTION SERVICE: NBC
Thesaurus.

Personnel

President E. V. Richards
General Manager H. Wheelahan
Sales Manager-Publicity Director,
T. J. Fontelieu
Chief Announcer-Artists' Bureau Head,
William Brengel
Musical Director M. Sandi
Chief Engineer H. G. Nebe

Coverage

Population—Primary	836,700
Radio Homes— " "	145,400
Population—Secondary	246,600
Radio Homes— " "	28,000

Source: Field intensity measurements and
mail response analysis.

Representative

Edward Petry & Company

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: Loyola University. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kenner, La. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight.

Personnel

General Manager.....W. H. Summerville
Commercial Manager.....A. Louis Read
Program Manager.....Henry Dupre
Auditor.....A. J. Cummings
Production Manager.....Ed Hoerner
Publicity Director.....Leon Adams
Musical Director.....Pinky Vidacovich
Chief Engineer.....J. D. Bloom, Jr.

Representative

The Katz Agency

K R M D

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (111 hours weekly). NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....R. M. Dean
Station Manager.....G. V. Wilson
Commercial Manager.....David Wilson

Program Director-Chief Announcer,

Les Carmichael

Director of Women's Programs. Elizabeth Alford

Chief Engineer.....R. M. Dean

Coverage*

Population—Primary 111,784
Radio Homes— " 29,000

*Secondary area adds an additional 50-mile radius covering an additional 280,000 persons.

Source: Mail response survey; U. S. Census.

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY NETWORK

FREQUENCY: 1480 Kc. POWER: 1000 watts.

OWNED BY: Tri-State Broadcasting System.

OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 1387. PHONE:

2-8711. STUDIO ADDRESS: Commercial Bldg.

PHONE: 7-4295. TRANSMITTER LOCATION:

Dixie Gardens. TIME ON THE AIR: 6:30 A.M.

to 12:00 Midnight. NEWSPAPER AFFILIATIONS:

The Shreveport Times. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE:

NBC Thesaurus.

Personnel

President.....John D. Ewing

General Manager.....John C. McCormack

Commercial Manager.....J. A. Oswald

Program and Publicity Director. B. G. Robertson

Chief Engineer.....C. H. Maddox

Coverage

Population—Primary* 414,320

Radio Homes— " 59,520

* Includes portions of secondary area.

Source: Mail response analysis.

Representative

The Branham Company

MAINE

Population 845,139

Number of Families 209,664

Number of Radio Homes 190,740

Auto Registrations 210,500

For 1940 Census data, please turn to page 258

W R D O

AUGUSTA—EST. 1932

NBC—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1400 Kc. POWER: 250 watts.

OWNED BY: WRDO, Inc. OPERATED BY:

Same. BUSINESS ADDRESS: 175 Water

St. PHONE: 2285. STUDIO ADDRESS: 175

Water St. TRANSMITTER LOCATION: 341

Water St. TIME ON THE AIR: 7:30 A.M. to

12:00 midnight. NEWS SERVICE: Yankee Network

News Service. TRANSCRIPTION SERVICE:

Davis & Schweigler.

Personnel

Station Manager.....Jack S. Atwood

Chief Engineer.....Harold T. Dinsmore

Coverage

Population—Primary 78,000

Radio Homes— " 19,000

Population—Secondary 150,000

Radio Homes— " 36,000

Source: Station survey.

Representative

Weed & Co.

W A B I

BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. TIME ON THE AIR: 116 hours weekly. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....F. B. Simpson
 Station Manager.....R. M. Wallace
 Program Director.....Maurice Dolbier
 Artists' Bureau Head-Musical Director,

Harold Dorr

Chief Announcer.....R. O. Marcoax
 Chief Engineer.....Nelson Lawson

Coverage

Population—Primary	188,400
Radio Homes— "	46,900
Population—Secondary	143,700
Radio Homes— "	34,100

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

W L B Z

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 7:00 A.M. to Midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General ManagerThompson I. Guernsey

Coverage

Population—Primary*	805,200
Radio Homes— " "	191,100

*Includes portions of secondary area.

Source: Station survey.

Representative

Weed & Company

W C O U

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1240 Kc. POWER: 250 watts.

OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). NEWSPAPER AFFILIATION: Le Messenger (French daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

PresidentJean B. Couture
 Manager.....John C. Libby
 Program Director.....Elden Shute, Jr.
 Office Manager.....Oscar Normand
 Chief Announcer.....Varner Paulsen
 Musical Director.....Bertrand Cote
 Chief Engineer.....Leslie R. Hall

Coverage

	Daytime	Evening
Population—Primary	70,154	70,154
Radio Homes— "	17,720	17,720
Population—Secondary	84,163	25,229
Radio Homes— "	21,023	6,744

Source: Field intensity measurements.

Representative

Forjoe & Co.

MAINE'S TWIN CITY STATION

W-C-O-U

LEWISTON-AUBURN

(MUTUAL—YANKEE—COLONIAL)

THE WCOU MARKET IS
 MAINE'S FIRST MARKET

- 1ST—PER CAPITA BUYING POWER
- 1ST—NUMBER OF WAGE EARNERS
- 1ST—SIZE OF PAY ROLLS
- 1ST—PRODUCT VALUES

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19 W. 44th Street, New York, N. Y.
 201 N. Wells Street Chicago, Ill.

Spotlight on Baltimore
--- I N 1 9 4 1



SOON --- FULL TIME AND 50,000 WATTS

IN 1941—MORE
THAN EVER BEFORE

WBAL *means business in Baltimore*

W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 970 Kc. POWER: 5000 watts.
 OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 Midnight; Week Days, 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Adeline B. Rines
 Supervisor.....George F. Kelley, Jr.
 Station Manager.....Linwood T. Pitman
 Program Director.....Albert W. Smith
 Sales Promotion Manager...Frederick W. Cole
 Chief Engineer.....G. Fred Crandon

Coverage

Radio Homes—Primary 95,200
 Radio Homes—Secondary 18,412
 Source: NBC Aareas Survey; Joint Committee.

Representative

Weed & Co.

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts.
 OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: Columbia Hotel. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverton Section, Portland. TIME ON THE

AIR: Unlimited license (122 hours weekly).
 NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Treasurer.....Guy P. Gannett
 General Manager.....Creighton E. Gatchell
 Program Manager.....Richard E. Bates
 Chief Engineer.....Rodger D. Hodgkins

Coverage

	Daytime*	Evening*
Population—Primary	658,500	
Radio Homes— "	159,720	137,720
Population—Secondary ..	341,500	
Radio Homes— "	85,375	76,190

*Station estimate based on new wattage.

Representative

Paul H. Rayner Co.

W A G M

PRESQUE ISLE—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.
 OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:00 P.M. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....R. W. MacIntosh
 Commercial Manager-Chief Engineer,
 L. E. Hughes

Coverage

Population—Primary 80,000
 Radio Homes— " 14,600
 Source: Station survey

MARYLAND

Population 1,821,244

Number of Radio Homes 400,110

Number of Families 462,591

Auto Registrations 446,713

For 1940 Census data, please turn to page 258

W B A L

BALTIMORE—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington

Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 Midnight; (Sunday) 8:30 A.M. to 12 Midnight. NEWSPAPER AFFILIATIONS. Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....Harold C. Burke
 Commercial Manager.....Leslie H. Peard, Jr.
 Program Manager.....Paul Girard
 Sales Promotion Manager.....John G. Mayer
 Musical Director.....Ruffino Iula
 Publicity Director.....Dorothy Schmitt
 Chief Engineer.....Gerald W. Cooke

Coverage

Population—Primary 2,500,000
 Radio Homes— " 309,430
 Population—Secondary 1,500,000
 Radio Homes— " 664,670

Source: Joint Committee.

Representative

International Radio Sales

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts.
 d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same.
 BUSINESS ADDRESS: 811 West Lanvale St.
 PHONE: Madison 7220. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same.
 TIME ON THE AIR: (Daily) 6:00 A.M. to 12:30 A.M.; (Sunday) 8:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Lewis M. Milbourne
 Vice-President-General Manager,

L. Waters Milbourne

Treasurer.....Melvin W. Woods
 Secretary.....Clarence W. Miles
 Program Director.....Gordon A. Scheihing
 Recording Director.....George L. Filling
 Chief Announcer.....William J. O'Toole
 Musical Director.....John Varney
 Chief Engineer.....Martin L. Jones

Coverage

	Daytime	Evening
Population—Primary	1,108,578	1,108,578
Radio Homes— " "	229,370	229,370
Population—Secondary	7,148,977	5,655,327
Radio Homes— " "	1,365,140	1,124,620

Source: Station survey.

Representative

Paul H. Raymer Co.

W C B M

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Baltimore Broadcasting Corp.
 OPERATED BY: Baltimore Broadcasting Corp.
 BUSINESS ADDRESS: North Ave. at Harford.
 PHONE: University 8400. STUDIO ADDRESS:

North Ave. at Harford. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to Midnight, daily; 8:45 A.M. to Midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth, NAB Library.

Personnel

President and Commercial

ManagerJohn Elmer
 Vice-President.....J. Purdon Wright
 Treasurer.....J. Lawrence Schanberger
 Station Manager.....Geo. H. Roeder
 Program Director.....Michael Murray
 Publicity Director.....E. Frank Thomas
 Musical Director.....Jack Rohr
 Chief Engineer.....G. Porter Houston

Representative

Foreman & Co.

W F B R

BALTIMORE—EST. 1922

NBC (RED)

MARYLAND COVERAGE NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 watts,
 OWNED BY: Baltimore Radio Show, Inc.
 OPERATED BY: Baltimore Radio Show, Inc.
 BUSINESS ADDRESS: 10 East North Ave.
 PHONE: Vernon 6900. STUDIO ADDRESS:

W C B M

Baltimore, Md.

Affiliated with the

Mutual

BROADCASTING SYSTEM

COVERS America's
 Seventh Largest
 Market at a lower cost
 per thousand potential
 buyers addressed.

WCBM — Baltimore, Md.

John Elmer, *President*

Geo. H. Roeder *General Manager*

10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

Personnel

President.....Robert S. Maslin
 Executive Vice-President.....Hope H. Barroll, Jr.
 Treasurer.....Harold W. Batchelder
 Assistant Treasurer.....Robert S. Maslin, Jr.
 Commercial Manager.....Purnell H. Gould
 Merchandising Manager.....Wall Mathews
 Program Director.....Bert Hanauer
 Musical Director.....Jos. Imbroglio
 Chief Engineer.....Wm. Q. Ranft

Coverage

Population—Primary 1,450,000
 Radio Homes— " 265,000
 Population—Secondary 1,000,000
 Radio Homes— " 200,000

Source: Field intensity measurements and mail analysis.

Representative

Edward Petry & Co., Inc.

W I T H *

BALTIMORE—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: The Maryland Broadcasting Co. OPERATED BY: Maryland Broadcasting Co. BUSINESS ADDRESS: 7 East Lexington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

President.....Thomas G. Tinsley, Jr.
 Secretary-Treasurer....Louise McClure Tinsley
 *Station was licensed to operate under a construction permit at time of going to press and no other information was available.

W T B O

CUMBERLAND—EST. 1928

MARYLAND COVERAGE NETWORK

FREQUENCY: 820 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: Commercial Bank Bldg. PHONE: Cumberland 299. STUDIO ADDRESS: Commercial Bank Bldg. TRANSMITTER LOCATION: Fort Hill. TIME ON THE AIR: 7:00 A.M. to local sunset, at Dallas, Tex.; Sunday, 8:00 A.M. to local sunset at Dallas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President-General Manager...Frank V. Becker
 Vice President-Treasurer.....L. E. Pamphilon
 Secretary.....Chas. Z. Heskett

Commercial Manager.....Edward H. Allen
 Program Director.....Stewart W. Phillips
 Production Manager.....Peg Lynch
 Chief Announcer.....Willis Conover
 Chief Engineer.....Charles Ray Sine

Coverage

Population—Primary 357,000
 Radio Homes— " 54,000
 Population—Secondary 262,000
 Radio Homes— " 45,000

Source: Mail response survey.

Representative

International Radio Sales

W F M D

FREDERICK—EST. 1936

MARYLAND COVERAGE NETWORK

FREQUENCY: 930 Kc. POWER: 500 watts
 OWNED BY: Monocacy Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg.; Gobrecht Bldg., Hanover, Pa.; West Main St., Westminster, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Look!

Cumberland's the Shopping Center for miles around.

Nearest other Shopping Centers are over 100 miles away!



You can't afford to leave out this rich market.

W T B O

CUMBERLAND, MD.

Nat'l Reps.: INTERNATIONAL RADIO SALES

• • • MARYLAND - MASSACHUSETTS • • •

Personnel

Vice-President and General Manager,
A. V. Tidmore
Commercial and Promotion Manager,
John Carnaghan
Program Director-Chief Announcer,
R. L. Longstreet
Musical Director-Artists' Bureau Head,
Winston Shipley
Chief Engineer.....John A. Fels

Coverage

Population—Primary 476,567
Radio Homes— " 82,250
Population—Secondary 576,210
Radio Homes— " 155,540
Source: Mail response survey.

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: Hagerstown Broadcasting Co.
OPERATED BY: Hagerstown Broadcasting Co.
BUSINESS ADDRESS: Franklin Court. STUDIO
ADDRESS: Franklin Court. PHONE: 2322.
TRANSMITTER LOCATION: Carroll Heights.
TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.
(18 hours daily). NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: Standard
Radio, Davis & Schwegler. MAINTAINS AR-
TISTS' BUREAU.

Personnel

President.....Dr. Arthur L. Blessing
Secretary-General Manager..Grover C. Crilley

Commercial Manager.....Clarence Myers
Program Director-Chief Announcer,
W. H. Paulsgrove
Musical Director.....Charles Cassel
Chief Engineer.....G. Harold Brewer

Coverage

	Daytime	Evening
Population—Primary	348,000	261,000
Radio Homes— "	67,190	50,403
Population—Secondary	565,000	423,850
Radio Homes— "	184,040	138,030

Source: Field strength measurements; Joint Committee.

Representative

International Radio Sales

W B O C

SALISBURY—EST. 1940

FREQUENCY: 1500 Kc. POWER: 250 watts.
OWNED BY: Peninsula Broadcasting Co. OP-
ERATED BY: Peninsula Broadcasting Co. BUSI-
NESS ADDRESS: Salisbury. PHONE: 2480
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: North of Salisbury. TIME ON THE
AIR: 7:00 A.M. to 12:00 Midnight; Sundays,
8:30 A.M. to 12:00 Midnight. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....John W. Downey
Vice-President.....William F. Allen
Secretary.....Albert W. Ward
Treasurer.....John T. Holt
General Manager.....Charles J. Truitt
Chief Engineer.....Edward J. Hagert

MASSACHUSETTS

Population 4,316,721

Number of Families 1,118,104

Number of Radio Homes 1,031,130

Auto Registrations 918,994

For 1940 Census data, please turn to page 259

W A A B

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1440 Kc. POWER: 1000 watts.
OWNED BY: The Yankee Network, Inc. OPER-
ATED BY: The Yankee Network, Inc. BUSI-
NESS 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: International News Service,
Universal Service. ARTISTS' BUREAU: Colonial
Network Artists Bureau. TRANSCRIPTION

SERVICE: Associated Library, Langworth,
Davis & Schwegler.

Personnel

President.....John Shepard, 3rd
Executive Secretary to President.Robert Bartley
Vice-President in Charge of
Station Operations.....R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Vice-President in Charge of Engineering,
Paul A. DeMars
Sales Manager.....Wm. Warner
Merchandising and Promotion Director,
Robert A. Playfair

Merchandising F. Carleton McVarish
 Special Events Fred McLaughlin
 Program Director Eleanor Geer
 Production Director George Steffy
 Production Supervisor Charles Curtin
 Editor of News Service Leland Bickford
 Artists Bureau Head Josephine White
 Publicity Director A. J. Stephenson
 Musical Director Francis J. Cronin
 Chief Engineer Irving B. Robinson

Coverage

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

Source: Field intensity measurements.

Representative

Edward Pety & Co., Inc.

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 1030 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mtg. Co. OPERATED BY: Same. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Hull, WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President Geo. H. Bucher
 Station Manager W. C. Swartley
 Assistant Manager Charles S. Young
 Sales Promotion Manager Harry D. Goodwin
 Program Manager John F. McNamara
 Production Manager John H. Wright
 Chief Announcer Robert E. White
 Sales Manager Frank R. Bowes
 Publicity Director Marjorie L. Spriggs
 Musical Director Aimer Rakov
 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.

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 590 Kc. POWER: 5000 watts. 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: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager H. E. Fellows
 Sales Manager Kingsley Horton
 Sales Promotion Manager David S. Garland
 Production Manager L. G. Del Castillo
 Publicity Director Dorothy Drake
 Chief Announcer C. H. Dickerman
 Musical Director C. R. Hector
 Chief Engineer P. K. Baldwin

Coverage

Population—Primary	4,927,500
Radio Homes—	1,097,120
Population—Secondary	2,393,500
Radio Homes—	545,570

Source: CBS Market Research Division.

Representative

Radio Sales

WHDH

BOSTON—EST. 1929

FREQUENCY: 850 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: 6:30 A.M. until sunset in Denver; Sundays, 8:45 A.M. until sunset in Denver. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Associated.

Personnel

General Manager Ralph G. Matheson
 Assistant General Manager John J. Matheson
 Program Director Alice J. Friend
 Musical Director Kenneth Wilson
 Chief Engineer Donald Wise

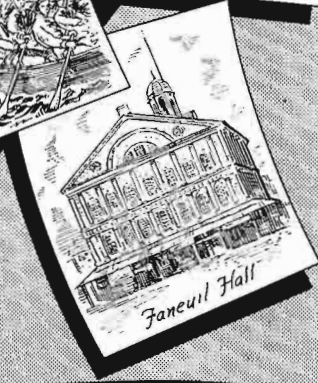
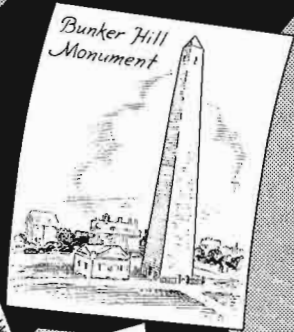
Coverage

Population—Primary	5,850,000
Radio Homes—	1,303,180
Population—Secondary	1,857,000
Radio Homes—	353,490

Representative

George Watson (New York)

LWCOP



CARRIES ON IN TRADITIONAL
FASHION
AND GETS RESULTS IN *Boston*

● ● ● MASSACHUSETTS BROADCASTING CORP.
STUDIOS and OFFICES . . . COPLEY PLAZA HOTEL
COMMONWEALTH 1717 BOSTON, MASSACHUSETTS

New York
Chicago

National Representatives
HEADLEY-REED COMPANY

Detroit
Atlanta

W C O P

BOSTON—EST. 1935

FREQUENCY: 1150 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: Unlimited license. MAINTAINS ARTISTS' BUREAU. NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Harold A. Lafount
 General Manager.....A. N. Armstrong, Jr.
 Production Manager.....Mary E. Thatcher
 Public Relations Director...John K. Gowen, 3rd
 Chief Announcer.....Morton Blender
 Artists' Bureau Head.....Eleanor Kane
 Musical Director.....Sidney P. Reinherz
 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.

W M E X

BOSTON—EST. 1934

FREQUENCY: 1510 Kc. POWER: 5000 watts.
 OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Commonwealth 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Quincy, Mass. TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

President-Program Director.....John E. Reilly
 Station Manager.....Alfred J. Pote
 Sales Manager.....S. A. Wasser
 Commercial Manager.....W. S. Pote
 Office Manager.....Marie Mason
 Publicity Director.....Vivienne Cameron
 Musical Director.....Alexander Thiede
 Chief Engineer.....William M. Smith

Coverage

Population—Primary 1,850,000
 Radio Homes— " 426,000
 Population—Secondary 2,716,000
 Radio Homes— " 625,000

Source: Field intensity measurement; Mass. Decennial Census; Joint Committee.

Representative

Joseph Hershey McGillvra

W N A C

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1260 Kc. POWER: 50000 watts.
 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: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated, Davis & Schwegler.

Personnel

President.....John Shepard, 3rd
 Executive Secretary to President...Robert Bartley
 Vice-President in Charge of
 Station OperationsR. L. Harlow
 Vice-President in Charge of
 Sales and Production.....Linus Travers
 Vice-President in Charge of Engineering,
 Paul A. DeMars
 Merchandising and Promotion Director,
 Robert S. Playfair
 Merchandising.....F. C. McVarish
 Special Events.....Fred McLaughlin
 Sales and Station Relations...Gerald Harrison
 Program Director.....Eleanor Geer
 Production Director.....George Steffy
 Production Supervisor.....Charles Curtin
 News Editor.....Leland Bickford
 Artists Bureau Head.....Josephine White
 Publicity Director.....A. J. Stephenson
 Musical Director.....Francis J. Cronin
 Chief Engineer.....Irving B. Robinson

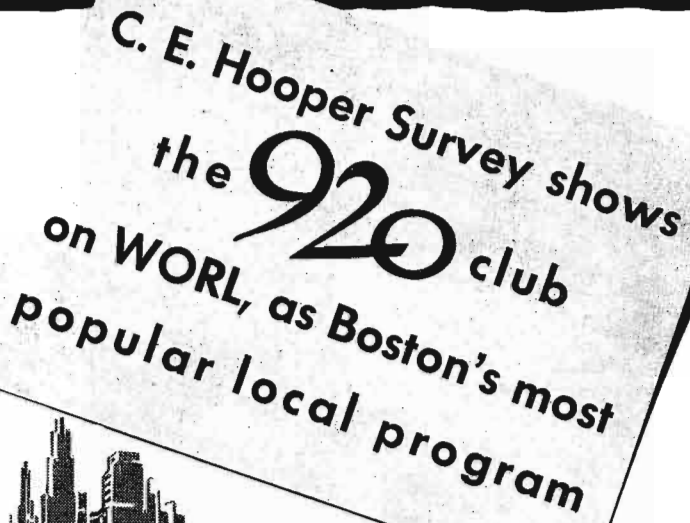
Coverage

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

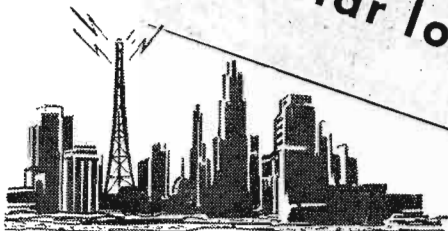
Source: Field intensity measurements.

Representative

Edward Petry & Co., Inc.



C. E. Hooper Survey shows
the **920** club
on WORL, as Boston's most
popular local program



"The 920 CLUB on WORL is Boston's overwhelming favorite local program"—so was the finding of C. E. Hooper, Inc., nationally known radio research organization, when a survey was made January 28-29, 1941 in the Boston area.

The 920 CLUB received more votes than the total of the next three local programs combined.

For maximum results in one of the nation's richest markets WORL's 920 CLUB offers national advertisers Boston's biggest participating program.

920 KILOCYCLES

Boston, Mass.

1000 WATTS

W O R L

BOSTON—EST. 1926

FREQUENCY: 950 Kc. POWER: 1000 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. NEW SERVICE: United Press.

Personnel

President.....Harold A. Lafount
 General Manager.....George Lasker
 Publicity Director.....Stephen Manookian
 Program-Musical Director.....Robert N. Perry
 Chief Engineer.....Melvin Stickles

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

W S A R

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1480 Kc. POWER: 1000 watts.
 OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 102 S. Main St. PHONE: Fall River 450-1. STUDIO ADDRESS: 102 S. Main St. PHONE: 2787. TRANSMITTER LOCATION: 20 Walker St., Somerset, Mass. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 Midnight; (Sunday) 8:00 A.M. to 12:00 Midnight (115 hours weekly). NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station Manager. Wm. T. Welch
 Secretary and Assistant Treasurer,
 Philly J. Maurette
 Program Director.....Josephine Y. Welch
 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.

W H A I

GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

FREQUENCY: 1240 Kc. POWER: 250 Watts.
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. PHONE: 4-3-0-1. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

OwnerJohn W. Haigis
 Manager.....James L. Spates
 Commercial Manager.....C. D. Barradale
 Program-Musical Director. Warren Greenwood
 Production and Sales Promotion Manager,
 Hal Goodwin
 Publicity Director.....Ken Houseman
 Artists' Bureau Head-Chief Announcer,
 Robert S. Findlay
 Chief Engineer.....James L. Spates

Coverage

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

Source: Field intensity measurements.

Representative

Joseph Hershey McGillvra

W H Y N *

HOLYOKE—EST. 1941

FREQUENCY: 1370 Kc. POWER: 250 watts.
 OWNED BY: The Hamden-Hampshire Corp. OPERATED BY: Same. BUSINESS ADDRESS: Holyoke, Mass. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hadley, Mass. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Holyoke Transcript-Telegram, Northampton Hampshire Gazette.

Personnel

PresidentWilliam Dwight
 Commercial Manager.....Patrick J. Montague
 TreasurerMinnie R. Dwight
 Manager.....Charles N. DeRose

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

W O C B

HYANNIS, CAPE COD—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: Harriet M. Alleman and Helen W.

MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: West Yarmouth, Mass. STUDIO ADDRESS: West Yarmouth, Mass. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager..... H. M. Alleman
 Commercial Manager..... A. A. Newcomb
 Program Director..... A. H. Flint
 Sales Promotion Manager..... Rodney Merrill
 Chief Engineer..... Ralph Lawton

W L A W

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 680 Kc. POWER: 5000 watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: River Road, Andover, Mass. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS-PAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC

Thesaurus, World Broadcasting System, Standard Radio.

Personnel

President..... A. H. Rogers
 General Manager..... Irving E. Rogers
 Sales Manager..... David M. Kimel
 Business Manager..... David G. Jones
 Program Director..... John D. Maloy
 Publicity Director..... William M. Noble
 Chief Engineer..... George A. Hinckley

Coverage

	Daytime	Evening
Population—Primary	1,874,000
Population—Secondary	.. 2,671,000	
Source: Field intensity survey.		

Representative

The Katz Agency

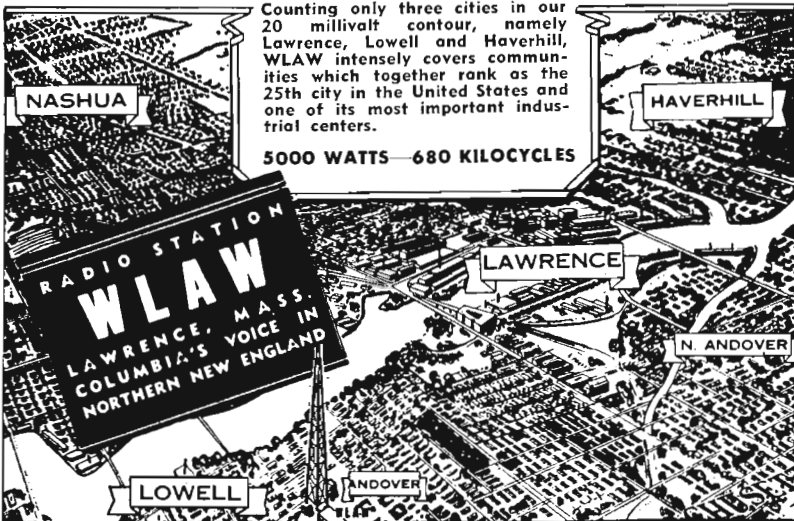
W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1400 Kc. POWER: Lowell, 250 watts. 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: 6:25

**GREATER STRENGTH-CLEARER
 THE NEW WLAW-5000 WATTS**



A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, International News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Lang-Worth.

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.

W N B H

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 588 Pleasant St. PHONES: 3-3447,

3-0246. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crow Island, Fairhaven, Mass. 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
 Chief Engineer.....Clyde Pierce

W B R K

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS
 FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. PHONES: 2-1553-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East St. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner.....Harold Thomas
 Local Manager.....Levon Thomas
 Commercial Manager.....Bruff W. Olin
 Program Director.....Bernie Adams

"Position Is Everything"

WNBH Transmitting Station, Crow Island



"An old sand bar of the sea gives birth to a miracle of the air"

250 Watts Day and Night on a small island is equivalent to 750 Watts power elsewhere, due to water conduction.

This added and improved coverage is available at the 250 Watt advertising rates.

Reaching 300,000 people daily makes WNBH of New Bedford, Mass. a better buy for your advertising dollar.

RADIO STATION **WNBH** NEW BEDFORD, MASS.

Member Yankee Network

W E S X

SALEM—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: North Shore Broadcasting Co. OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St.; 341 Union St., Lynn. PHONES: Salem 5670; Lynn 5-1435. STUDIO ADDRESSES: Same. 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, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— " "	91,000	76,000
Radio Homes—Secondary	125,000	

Sources: Department of Commerce; Field strength measurements.

Representative

William G. Rambeau Co.

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 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: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....A. S. Moffat
General Manager.....A. W. Marlin
Program Director.....F. Turner Cooke
Musical Director.....Paul Pelletier
Chief Engineer.....Earl G. Hewinson

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

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1270 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 12:00 Midnight. 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 Engineer.....A. R. Bradley

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 M A W *

WORCESTER—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts with 3 100-watt amplifiers at Auburn, Whitinsville and Marlborough, Mass. OWNED BY: C. T. Scherer Co. OPERATED BY: Same. BUSINESS ADDRESS: Worcester.

Personnel

President.....Frank F. Butler
Vice-President.....W. Robert Ballard
*Station was licensed to operate under a construction permit at time of going to press.

W O R C

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 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

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts.
 OWNED BY: Worcester Telegram Pub. Co., Inc.
 OPERATED BY: Worcester Telegram Pub. Co., Inc.
 BUSINESS ADDRESS: 18 Franklin St.
 PHONE: Worcester 5-4321. STUDIO ADDRESS:
 18 Franklin St. TRANSMITTER LOCATION:
 Holden. TIME ON THE AIR: 6:30 A.M. to 12:00
 Midnight (12½ hours weekly). NEWSPAPER
 AFFILIATIONS: Worcester Telegram, Evening

Gazette, Sunday Telegram. NEWS SERVICE:
 Associated Press, United Press, International
 News Service. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

Vice-President-General
 Manager..... George F. Booth
 Director..... Edward E. Hill
 Assistant Director..... Robert W. Booth
 Commercial Manager..... George H. Jaspert
 Local Sales Manager..... Dorothy Robinson
 Chief Announcer..... Hollis Wright
 Publicity Director..... Frederick L. Rushton
 Program Director..... William T. Cavanagh
 Musical Director..... Onell Smith
 Chief Engineer..... Hobart H. Newell

Coverage

	Daytime	Evening
Population—Primary	1,014,000	764,564
Radio Homes— " "	245,626	159,030

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

Representative

Edward Petry & Co., Inc.

MICHIGAN

Population 5,256,106

Number of Radio Homes 1,272,120

Number of Families 1,382,738

Auto Registrations 1,187,000

For 1940 Census data, please turn to page 259

W E L L

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Federated Publications, Inc. OP-
 ERATED BY: Enquirer-News Co. BUSINESS
 ADDRESS: 1 West Michigan Ave., 212-218
 First National Bank Bldg. PHONE: 5655-7166.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 7:00 A.M.
 to Midnight; Sundays, 9:00 A.M. to Midnight.
 NEWSPAPER AFFILIATIONS: Enquirer-News.
 NEWS SERVICE: Associated Press, United
 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

Representative

Burn-Smith Co.

W B C M

BAY CITY—EST. 1928

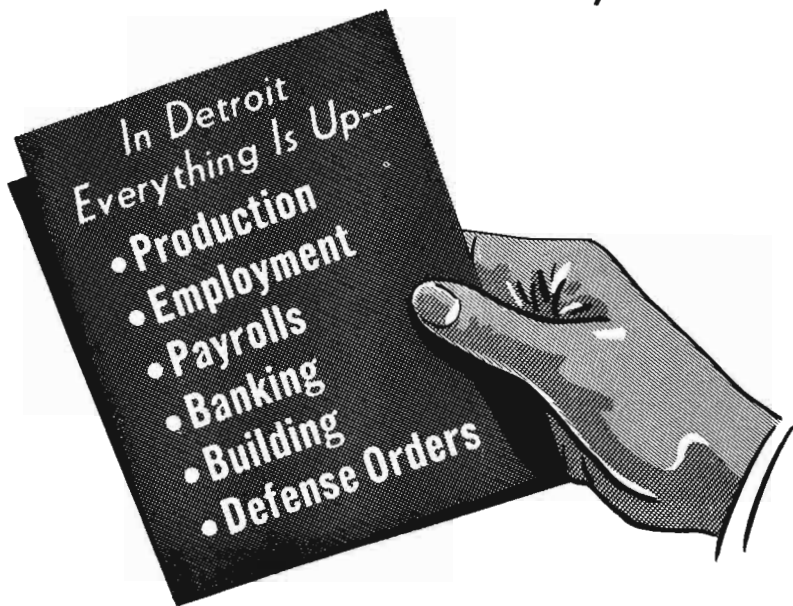
NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: Bay Broadcast-
 ing Co., Inc. OPERATED BY: Same. BUSI-
 NESS ADDRESS: 104 Center Ave. PHONE:
 Bay City 7551 and Saginaw 2-2171. STUDIO
 ADDRESS: Wenonah Hotel. TRANSMITTER
 LOCATION: Hampton Township. TIME ON
 THE AIR: 6:30 A.M. to 12:00 midnight; Sun-
 days, 8:00 A.M. to 12:00 Midnight. NEWS
 SERVICE: United Press. TRANSCRIPTION SER-
 VICE: NBC Thesaurus.

Personnel

President..... James E. Davidson
 General Manager..... H. A. Giesel
 Sales Promotion Manager..... A. F. Huebner
 Program Director..... Jack D. Parker
 Production Manager..... Russ Lyon
 Musical Director..... Lionel DeRemer
 Chief Engineer..... Ralph H. Carpenter

— "and Remember, Detroit
is Now in its 3rd Year of
Important Business Gains



For 20 Year's, WWJ, Americas Pioneer
Radio Station, has been First in Listener
Interest in the Great Detroit Market.

WWJ

National Representatives

George P. Hollingbery Company

New York :: Chicago :: Atlanta
San Francisco :: Los Angeles

Coverage

	Daytime	Evening
Population—Primary	106,319	64,218
Radio Homes—"	26,575	16,057
Population—Secondary	559,463	408,367
Radio Homes—"	139,866	162,692

Source: Field intensity measurements; 1930 U. S. Census.

Representative

George P. Hollingsbery Co.

W H D F

CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Community Bldg., Houghton, Mich. PHONE: Houghton 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Community Bldg., Houghton. 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, Standard Radio.

Personnel

General Manager..... John W. Rice
 Commercial Manager..... Albert W. Payne
 Program Director..... Earl Nordeen
 Technical Supervisor..... George L. Burgan

Coverage

Population—Primary	51,541
Radio Homes—"	11,760
Population—Secondary	20,727
Radio Homes—"	4,010

Source: Signal strength survey; Joint Committee.

Representative

Bogner & Martin

W J B K

DETROIT—EST. 1928

FREQUENCY: 1490 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..... Ethel Berman
 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

DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 760 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: Trenton, Mich. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to 1:00 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 Pat'
 Assistant General Manager-Sales Manager, Owen F. Uridge
 Secretary-Treasurer..... P. M. Thomas
 Publicity Director..... Neal Tomy
 Program Director..... Norman White
 Chief Announcer..... Franklin C. Mitchell
 Musical Director..... Samuel Benavie
 Chief Engineer..... M. R. Mitchell

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.

W M B C

DETROIT—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: John L. Booth Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward Ave. and Eaton Tower Bldg. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (134 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

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

MICHIGAN

Vice-President.....W. W. Booth
 Secretary.....Hugh M. Gray
 Station Manager.....Edythe Fern Melrose
 Program-Publicity Director.....Fred Knorr
 Chief Announcer.....Charles Farrell
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward Clark

Coverage

Population—Primary 1,999,000
 Radio Homes— " 480,900
 Population—Secondary 2,242,000

Source: Field intensity measurements.

Representative

Furgason & Walker

CKLW

DETROIT

(See Windsor, Ont., Canada)

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 950 Kc. POWER: 5000 watts.

OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 615 W. Lafayette Blvd. PHONE: Randolph 2000. STUDIO ADDRESS: 624-30 W. Lafayette Blvd. 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: Lang-Worth, Standard Radio.

Personnel

General Manager.....W. J. Scripps
 Assistant General Manager.....E. L. Tyson
 Sales Manager.....Harry Bannister
 Sales Promotion Manager.....Jake Albert
 Musical Director.....Mischa Kottler
 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.

(See Page 450)

WXYZ

DETROIT—EST. 1930

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

FREQUENCY: 1270 Kc. POWER: 5000 watts. OWNED BY: King-Trendle Broadcasting Corp.

CKLW



5000 WATTS DAY and NIGHT • CLEAR CHANNEL
 MUTUAL BROADCASTING SYSTEM

OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: 15505 Joy Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President-Treasurer.....George W. Trendle
 Vice-President.....John H. King
 Secretary-General Manager,
 H. Allen Campbell
 Commercial Manager.....Harry Sutton, Jr.
 Advertising and Sales Promotion Manager,
 Charles C. Hicks
 Studio Supervisor.....H. Earl Noore
 Chief Announcer.....Roy Gardner
 Publicity Director.....Felix Holt
 Musical Director.....Benny Kyte
 Chief Engineer.....Roy Gardner

Coverage

	Daytime	Evening
Population—Primary	2,945,474	2,287,329
Radio Homes—	683,111	524,070

Source: Field intensity survey.

Representative

Paul H. Raymer Co.

W K A R

EAST LANSING—EST. 1922

FREQUENCY: 870 Kc. POWER: 5000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 600. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday.

Personnel

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

Coverage

Population—Primary	4,160,000
Radio Homes—	955,760

Source: Joint Committee.

W D B C *

ESCANABA—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Delta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Escanaba. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Marquette Mining Journal.

Personnel

President.....Joe J. Clancy
 Vice-President.....George F. Perrin
 Secretary-Treasurer.....Gordon H. Bozek

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

W F D F

FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 910 Kc. POWER: 1000 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: E. Bristol Rd. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 Midnight, (Sunday) 8:00 A.M. to 12:00 Midnight. NEWS SERVICES: International News Service and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC The-saurus.

Personnel

President.....Frank D. Fallain
 Station Manager.....Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Publicity Director.....R. V. Osgood
 Chief Announcer.....Don Degroot
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

Coverage

	Daytime	Evening
Population—Primary	564,200	943,750
Radio Homes—	120,900	202,232
Population—Secondary	956,840	972,360
Radio Homes—	204,857	208,286

Source: U. S. Census; Joint Committee; field intensity survey.

Representative

Burn-Smith Co.

W G R B *

GRAND RAPIDS—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Grand Rapids Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Boyd K. Muir
 Treasurer.....Harrison L. Goodspeed
 Vice-President.....Angus D. Plaff
 Secretary.....Siegel W. Judd

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

W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
 FREQUENCY: 1340 Kc. POWER: 250 watts.

OWNED BY: Leonard A. Versluis. OPERATED BY: Leonard A. Versluis. BUSINESS ADDRESS: Keeler Bldg., 6 Fountain St., N. E. PHONE: 6-5461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner.....Leonard A. Versluis
 Station Manager.....Hy M. Steed
 Merchandising Manager.....Roy C. Kelley
 Sales Promotion Manager.....King C. Bard
 Publicity Director.....Pat Hannagan
 Traffic Manager.....Kathryn Mordo
 Chief Announcer.....John Marshall
 Musical Director.....Lew Srubman
 Chief Engineer.....Lauren Bergeron

WOOD-WASH

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 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: Associated Program Service.

Personnel

President.....George W. Trendle
 Station and Sales Manager, Stanley W. Barnett
 Merchandising Manager.....Paul Eichhorn
 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

IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Upper Michigan-Wisconsin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood

on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 10:00 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

Personnel

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

Coverage

	Daytime	Evening
Population—Primary	95,978	60,000
Radio Homes—	24,289	15,000
Population—Secondary	66,783	45,000
Radio Homes—	16,691	11,250

Source: U. S. Census; Mail analysis.

Representative

Bogner & Martin

WIBM

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1450 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. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

PresidentHerman Radner
 Vice-President and Station ManagerRoy Radner
 Program Director.....Willie Dunn
 Sales Promotion Manager.....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.

Representative

Forjoe & Co.

WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts.

OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 6:00 A.M. to

12:00 Midnight; Sundays, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager... John E. Fetzer
 Commercial Manager... John W. O'Harrow
 Program Director... Merlin Stonehouse
 Chief Engineer... Edwin Rector

Coverage

Population—Primary 708,596
 Radio Homes— " 176,350
 Source: Field intensity survey; U. S. Census, 1930; Joint Committee.

Representative

Howard H. Wilson Co.

W J I M

LANSING—EST. 1934
 NBC (BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1240 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
 Sales Promotion Manager... Omri S. Jones
 Program Director... Bob Innes
 Publicity Director... H. K. Finch

Coverage

	Daytime	Evening
Population—Primary	201,333	201,333
Radio Homes— "	46,306	46,306
Population—Secondary ...	175,867	175,867
Radio Homes— "	40,449	40,449

Source: Station survey.

W M P C

LAPEER—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: The Liberty Street Gospel. OPERATED BY: Same. BUSINESS 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: 1340 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: 8:00 A.M. to 10:00 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

MUSKEGON—EST. 1926

FREQUENCY: 1490 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. Associated, Lang-Worth, Davis & Schwegler.

Personnel

General Manager... Grant F. Ashbacker
 Chief Announcer... Curt Flowers
 Publicity Director... W. R. Duchane
 Artists' Bureau Head-Musical Director,

Frank Lynn

Chief Engineer Geo. Krivitzky

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: 1130 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.

LOCATION: Elmwood Township, Mich. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

Personnel

President-Station Manager..... Les Biederman
Sales Manager..... Graham Keevil
Chief Engineer..... Drew McClay

MINNESOTA

Population 2,792,300

Number of Radio Homes 620,770

Number of Families 726,391

Auto Registrations 869,940

For 1940 Census data, please turn to page 260

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1450 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. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

Personnel

President and Station Manager... E. L. Hayek
Assistant Manager..... Warren C. Tidemann
Commercial Manager..... Tom H. Lathrop
Program Director..... Sherman Booen
Publicity Director..... Ernest Murray
Musical Director..... Helen Davis
Chief Engineer..... George Church

Coverage

Population—Primary 242,876
Radio Homes— " 51,570
Population—Secondary 548,630
Radio Homes— " 117,566

Source: Field intensity measurements and mail count.

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.

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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press-Radio Bureau. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

Station Manager..... Dalton LeMasurier
Commercial Manager..... A. H. Flaten
Publicity Director..... Ellis Harris

Program Director..... Gilbert Fawcett
Chief Engineer..... Robert A. Dettman

Coverage

	Daytime	Evening
Population—Primary	180,600	180,600
Radio Homes— "	38,950	38,950
Population—Secondary ..	135,400	142,400
Radio Homes— "	28,420	30,140

Source: CBS Listener Study.

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
ARROWHEAD BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 watts.

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
Chief Engineer..... Charles Persons

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

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.



WCCO

now in its
seventeenth year is
the greatest
advertising force
in the Twin Cities
and in the
Northwest.

Among other things, it has:

50,000 WATTS WHERE IT COUNTS THE MOST

810 KILOCYCLES • MINNEAPOLIS-ST. PAUL
Owned and operated by the Columbia Broadcasting
System. Represented nationally by Radio Sales.

OWNED BY: C. L. Jaren. OPERATED BY:
Same. BUSINESS ADDRESS: Fergus Falls.
PHONE: 898. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:30 A.M. to 12:00 Midnight: Sun-
days, 7:30 A.M. to 12:00 Midnight. NEWS
SERVICE: Transradio Press. TRANSCRIPTION
SERVICE: C. P. MacGregor, Davis & Schweg-
ler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren

Coverage

Population—Primary	250,100
Radio Homes— "	45,300
Population—Secondary	225,600
Radio Homes— "	40,200

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: 1240 Kc. POWER: 250 watts.

OWNED BY: Head of the Lakes Broadcasting
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 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.

Personnel

PresidentMorgan Murphy
Station ManagerH. S. Hyett

K Y S M

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1230 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:
N. Mankato, top of Belgrade Hill. TIME ON
THE AIR: Full time license. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NBC Thesaurus. MAINTAINS ARTISTS' BU-
REAU.

Personnel

Manager.....Ray E. Schwartz
Continuity Director.....Bess Lyman
Sales Promotion Manager....John F. Meagher
Program-Publicity Director.....Jack Hansen
Musical Director.....Maurice Piche
Chief Engineer.....H. D. Kimberly

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

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 830 Kc. POWER: 50,000 watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 625 Second Ave., South. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: 625 Second Ave., South; Hotel Lowry, St. Paul. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. 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— "	608,750	572,540

Source: CBS Listener Study.

Representative

Radio Sales

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

FREQUENCY: 1130 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 sunset, Mountain Standard Time (129½ hours weekly). NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

Owner and General Mgr. Geo. W. Young
 Commercial and Program Manager,
 Wallace E. Stone
 Office Manager Gertrude Faue
 Accountant A. A. Conrad

Musical Director Carl Johnson
 Chief Engineer George K. Jacobson

Coverage

Population—Primary	1,651,093
Radio Homes— "	346,950
Population—Secondary	310,030
Radio Homes— "	68,680

Source: 1940 U. S. Census; Department of Commerce.

Representative

William G. Rambeau Co.

W L B

MINNEAPOLIS—EST. 1924

FREQUENCY: 770 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Eddy Hall, University of Minnesota. PHONE: Main 8177, Extensions 419, 822 and 821. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. NEWS SERVICE: United Press.

Personnel

Manager Burton Paulu
 Program Director J. Hubert Swanson
 Production Manager Reid Erekson
 Chief Announcer Averill Berman
 Musical Director Leland B. Sateren
 Chief Engineer Francis J. Blitz
 (Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1730 Hennepin Ave. STUDIO ADDRESS: 1730 Hennepin Ave., Minneapolis; Commodore Hotel, St. Paul. PHONES: At. 0406 and Mi 4043. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

President John P. Devaney
 General Manager Edward P. Shurick
 Sales Manager Stan H. Haigh
 Sales Promotion Manager E. Brautigann
 Continuity Director Beatrice Leaman
 Program Director Jerry Harrington
 Chief Announcer James Payton
 Musical Director Verne Rooney
 Chief Engineer Ogden Prestholdt

Representative

Foreman Co.

There must be a Reason

Nearly 400 of the nation's leading network, national spot and local advertisers—represented by more than 100 of the country's outstanding advertising agencies—chose to tell their sales messages in the Twin Cities' market in 1940 via KSTP.

KSTP

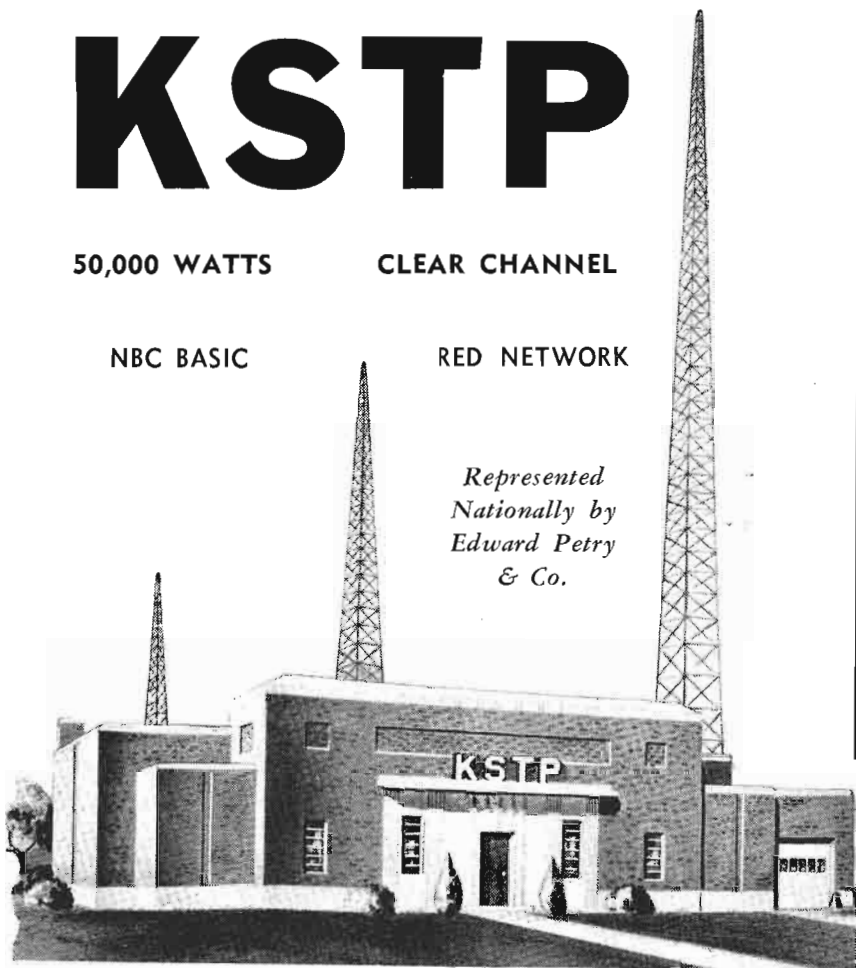
50,000 WATTS

CLEAR CHANNEL

NBC BASIC

RED NETWORK

*Represented
Nationally by
Edward Petry
& Co.*



WTCN

MINNEAPOLIS-ST. PAUL—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1280 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, Lang-Worth.

Personnel

President.....W. F. Johns
 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

KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 14th St. and 12th Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (12½ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. K. Herbst
 Station Manager.....M. M. Marget
 Commercial Manager....Reinhart Steinley, Jr.
 Program Director.....Frank Gillespie

WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 770 Kc. POWER: 5000 watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College, Northfield. PHONE: 770. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WLB.

Personnel

Director.....Dr. Martin Hegland
 Station Manager.....M. C. Jensen
 Production Manager.....Alvar Sandquist
 Musical Director.....O. R. Overby
 Chief Engineer.....Amos Dicke
 (Non-Commercial Station)

KROC

ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.

MINNESOTA RADIO NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5 STUDIO ADDRESS: 100 First Ave. Bldg. TRANSMITTER LOCATION: Crusade 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
 Manager.....Gregory Gentling
 Secretary.....Maxine Jacobs
 Program Director.....La Vell Waltman
 Production Manager-Chief Announcer,
 GERAL WING
 Publicity Director.....Cal Smith
 Musical Director.....William Neville
 Chief Engineer.....Fred C. Clark

Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes—	72,105	72,105
Population—Secondary	1,025,108	922,000
Radio Homes—	149,301	

Source: U. S. Census; station survey.

Representative

Joseph Hershey McGillvra

KFAM

ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.

MINNESOTA RADIO NETWORK

FREQUENCY: 1450 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: Highway No. 152. 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.

Personnel

General Manager.....Fred Schilplin

Coverage

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

Source: Field intensity measurements.

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK

FREQUENCY: 1500 Kc. POWER: 50,000 watts.
 OWNED BY: KSTP, Inc. OPERATED BY: KSTP, Inc. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Raddisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), 7:00 A.M. to 1:00 A.M. (Sunday). (132 hours weekly.) NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC The-saurus.

Personnel

President-General Manager. Stanley E. Hubbard
 Vice President-Assistant Manager. K. M. Hance
 Sales Manager.....Ray C. Jenkins
 Educational Director.....T. D. Rishworth
 Program Director.....Corinne Jordan
 Sales Promotion Manager.....Sam Levitan
 Publicity Director.....Joseph O. Meyers
 Chief Announcer.....Brooks Henderson
 Artists' Bureau Head.....David Stone
 Musical Director.....Leonard Leigh
 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 Pety & Co., Inc.
 (See Page 460)

W M I N

ST. PAUL & MINNEAPOLIS

EST. 1936

FREQUENCY: 1400 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., Minne-

apolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

Personnel

President and General
 Manager Edward Hoffman
 Program-Publicity Director.....Marlyn Powell
 Production Manager-Chief Announcer,
 Frank Devaney
 Musical Director.....Lillian Jones
 Chief Engineer.....Warren Fritze

Coverage

Daytime
 Population—Primary 825,000
 Population—Secondary 1,025,000
 Source: Chamber of Commerce.

W H L B

VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM
 ARROWHEAD NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
 FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: Duluth, Minn. STUDIO ADDRESS: Sixth Ave., South. PHONE: 2000. TRANSMITTER LOCATION: Sixth Ave., South. TIME ON THE AIR: 16½ hours daily. NEWS-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....W. C. Bridges
 Station Manager.....Barney Irwin
 Program Director-Chief Announcer,
 Wayne C. Byers
 Publicity-Educational Director...Norman Page
 Sales Promotion Manager.....Bill Lofback
 Artists' Bureau Head.....Billie Denison

Coverage

Population—Primary 82,043
 Radio Homes— " 15,000
 Population—Secondary 91,065
 Radio Homes— " 15,956

Source: Station survey.

K W L M

WILMAR—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: Lakeland Broadcasting Co. OPERATED BY: Lakeland Broadcasting Co. BUSINESS ADDRESS: Willmar. STUDIO ADDRESS: Willmar War Memorial Auditorium. PHONE: 1310. TRANSMITTER LOCATION: Foot Lake. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

Personnel

President.....H. W. Linder
Station Manager.....Edgar Parsons
Chief Announcer.....Jack Lynch
Chief Engineer.....Verne Baumgartner

Representative

Associated Radio Markets

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 250 watts.
OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 3314

STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press: NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....M. H. White
Treasurer.....H. R. Wiekling
General Manager.....L. L. McCurnin
Sales Manager.....Bob Owen
Chief Announcer.....Ryan Halloran
Musical Director.....Margaret Johnson
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 2,183,796

Number of Radio Homes 228,090

Number of Families 537,359

Auto Registrations 249,705

For 1940 Census data, please turn to page 262

W C B I

COLUMBUS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Birney Imes, Sr. OPERATED BY: Birney Imes, Sr. BUSINESS ADDRESS: Commercial Dispatch Bldg. STUDIO ADDRESS: Gilmer Hotel. PHONE: 980, 1313. TRANSMITTER LOCATION: Tombigbee Bridge. TIME ON THE AIR: 108 hours weekly. NEWSPAPER AFFILIATION: Commercial Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Birney Imes, Sr.
General Manager.....Bob McRaney
Station Manager.....Birney Imes, Jr.
Commercial Manager.....Walter G. Allen
Program Director.....W. E. Williams
Publicity Director.....Drew Shankle
Musical Director.....Annie Pearl Ferguson
Chief Engineer.....Robert Montgomery

Coverage

Population—Primary	535,000
Radio Homes— "	65,000

W J P R

GREENVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY:

John R. Pepper. BUSINESS ADDRESS: 107 S. Poplar. PHONE: 1770. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North on Highway No. 1. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Owner.....John R. Pepper
Manager.....Paul Thompson
Program Director.....Bert Ferguson
Production Manager.....Barleu Ashley
Chief Engineers.....Millard Perry, Ray Dickson

Coverage

	Daytime	Evening
Population—Primary	345,812	172,906
Radio Homes— "	37,753	18,877
Population—Secondary ..	165,000	82,500
Radio Homes— "	13,410	6,705

Source: Field intensity measurements.

Representative

Frank Baldwin

W G R M

GREENWOOD—EST. 1937

NBC-Blue—MISSISSIPPI NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 How-

ard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leflore County. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

President..... P. K. Ewing, Sr.
 General Manager..... P. K. Ewing, Jr.
 Program Director..... Ross Nelson
 Production Manager..... Ray McGuire
 Chief Engineer..... George Wilson

Coverage

Population—Primary	400,000
Radio Homes— "	68,000
Population—Secondary	500,000
Radio Homes— "	75,000

Source: State Census.

Representative

Sears & Ayer, Inc.

W G C M

GULFPORT—EST. 1929

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Hotel Markham. PHONE: Gulfport 1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: 22nd St. and 15th Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... P. K. Ewing
 General Manager..... F. C. Ewing
 Program Director..... Jack Reid
 Production Manager..... H. C. Hill
 Artists' Bureau Head..... V. M. Glass
 Chief Announcer..... Harry Brown
 Chief Engineer..... Kenneth Ervin

Coverage

Population—Primary	64,326
Radio Homes— "	14,212
Population—Secondary	169,306
Radio Homes— "	31,110

Source: Station survey.

Representative

Burn-Smith Co.

W F O R

HATTIESBURG—EST. 1924

FREQUENCY: 1400 Kc. POWER: 250 watts. 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.

Personnel

President and General Manager... C. J. Wright
 Chief Engineer..... C. H. Dyess

Representative

Sears & Ayer, Inc.

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY
 FREQUENCY: 1300 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: 6:30 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.

Personnel

Station Manager..... Wiley P. Harris
 Commercial and Advertising
 Manager..... Allen Lacy, Jr.
 Program-Musical Director... Maurice Thompson
 Publicity Director..... Ralph Maddox
 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. Hollingbery Co.

W S L I

JACKSON—EST. 1938

FREQUENCY: 1450 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: 6:45 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... G. W. Covington
 Manager..... L. M. Sepaugh
 Commercial Manager..... F. E. Wilkerson, Jr.
 Sales and Merchandising Manager,
 Maurice B. Wray
 Chief Announcer-Publicity Director,

Paul Wilson
 Program-Musical Director..... George Philp
 Production Manager..... Vassar Dubard
 Chief Engineer..... Tommie Hubbard

Coverage

	Daytime	Evening
Population—Primary	172,755	137,000
Radio Homes— "	28,500	26,000
Population—Secondary	65,000	30,000
Radio Homes— "	11,500	5,400

Source: Station survey.

Representative

Sears & Ayer, Inc.

W A M L

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.

MISSISSIPPI NETWORK

FREQUENCY: 1340 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

President D. A. Matison
 Station & Commercial
 Manager H. M. Smith
 Program Director Bill Tracy
 Chief Engineer A. 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: 1230 Kc. POWER: 250 watts. OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel. STUDIO ADDRESS: McColgan Hotel, McComb; Whitworth College, Brookhaven; and Southwest Junior College Summit. 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 12:00 Midnight Saturdays; 6:00 A.M. to 10:00 P.M. Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President Robert L. Sanders
 General Manager George Blumenstock
 Program Director Julia D. Blumenstock
 Production-Publicity Director Joe Butler
 Commercial Manager Howard Shannon
 Artists' Bureau Head-Chief Announcer,
 Woody Ossof
 Musical Director George Medaille
 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.

Representative

Cox & Tanz

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 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: 1390 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: World Broadcasting System.

Personnel

President L. P. Cashman
 Station Director O. W. Jones
 Chief Engineer C. E. Drake

MISSOURI

Population 3-784,664

Number of Radio Homes 818,620

Number of Families 1,065,653

Auto Registrations 922,000

For 1940 Census data, please turn to page 263

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 850 Kc. POWER: 5000 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. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

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

Station Manager.....C. L. Thomas
Program Director.....Guy Lowe
Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Sales Promotion Manager....Foster H. Brown
Artists Bureau Head.....Wm. Haley, Jr.
Musical Director.....Carl Stepp
Chief Engineer.....Robert Haigh

Coverage

Population—Primary	200,907
Radio Homes— "	42,080
Population—Secondary	137,135
Radio Homes— "	25,230

Source: Mail analysis survey; 1930 U. S. Census.

Representative

Weed & Co.

K F U O

CLAYTON—EST. 1924

FREQUENCY: 850 Kc. POWER: 1000 watts. 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: Same. TIME ON THE AIR: Unlimited license. NEWS SERVICE: United Press.

Personnel

Station Manager.....Herman H. Hohenstein
Production Manager-Chief Announcer,
Elmer Knoernschild
Musical Director.....Hilmar Rosenberg
Chief Engineer.....Carl S. Meyer

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONES: 5000, 4000, 3030. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 123 hours weekly. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director.....John J. Corrigan
Chief Engineer.....J. C. Haynes, Jr.

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.

K F R U

COLUMBIA—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th and Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th and Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 7:15 A.M. to 11:00 P.M. (11¼ hours weekly). NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Elzey Roberts
Vice-President.....John C. Roberts, Jr.

W M B H

JOPLIN—EST. 1933

FREQUENCY: 1450 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 SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library, Davis & Schwegler.

Personnel

President-Station Manager.....D. J. Poynor
 Chief Announcer.....J. Chas. McIntire
 Sales Manager.....W. H. Clark
 News Editor.....Paul Stubblefield
 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

K C M O

KANSAS CITY—EST. 1925

FREQUENCY: 1480 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: 10th and Hardesty. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth.

Personnel

President.....T. L. Evans
 General & Sales Manager.....Jack Stewart
 Business Manager.....C. E. Breazell
 Program Director.....James Coy
 News Editor.....James Munroe
 Chief Engineer.....L. C. Sigmon

Coverage

Population—Primary	2,615,712
Radio Homes— "	602,568

Source: Station survey.

K I T E

KANSAS CITY—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Irving-Pitt Bldg., 816 Locust St. PHONE: Harrison 5818. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 86th and 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
 Commercial Manager.....Robert S. Peyton

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 980 Kc. POWER: 5000 watts. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd., Johnson County, Kans. TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.; Sunday, 7:00 A.M. to 12:03 A.M. NEWS SERVICE: Transradio press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, Lang-Worth, Station maintains own recording laboratory.

Personnel

PresidentArthur B. Church
 Vice-President and Managing Director,

Karl Koerper

Promotion Manager.....Frank Barhydt
 Artists Bureau Head.....J. W. McConnell
 Director of Research &

Merchandising.....Mark N. Smith
 Program Director.....Felix Adams
 Director of Sales.....Sam H. Bennett
 Director Natl. Program Sales...Geo. E. Halley
 Studio DirectorKenneth Krahl
 News Editor.....Erle H. Smith
 Farm Service Director.....Phil Evans
 Educational Director.....Edwin Browne
 Studio Director.....Kenneth Krahl
 Chief Announcer.....Bert Lane
 Musical Director.....P. Hans Flath
 Technical SupervisorRay Moler

Representative

Free & Peters, Inc.

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. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: Johnson County, Kansas. TIME ON THE AIR: 125 hours weekly. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

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	5,683,275
Radio Homes— "	979,113	979,113

Source: Field intensity measurements.

Representative

Edward Petry & Co.

W H B

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

FREQUENCY: 880 Kc. POWER: 1000 watts.
 OWNED BY: WHB Broadcasting Co. OPER-
 ATED BY: WHB Broadcasting Co. BUSINESS
 ADDRESS: Scarritt Bldg. PHONE: Harrison
 1161. STUDIO ADDRESS: Scarritt Bldg. (Station
 maintains remote studios throughout Kansas
 City.) TRANSMITTER LOCATION: North Kan-
 sas City. TIME ON THE AIR: 6:00 A.M. to
 local sunset. NEWS SERVICE: United Press.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: Associated, NAB Library.

Personnel

President..... Donald Dwight Davis
 Station Manager..... John T. Schilling
 Vice-President and Treasurer... John F. Cash
 Regional Sales Manager..... Bryan Murphy

Representative

William G. Rambeau Co.

K W O C

POPLAR BLUFF—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts.
 OWNED BY: A. L. McCarthy, C. A. Tedrick
 and J. H. Wolpers. OPERATED BY: Same.
 BUSINESS ADDRESS: 1801 N. Main St. PHONE:
 1310. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Same. TIME ON THE AIR:
 7:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M.
 to 5:00 P.M. NEWSPAPER AFFILIATION: Pop-
 lar Bluff American Republic. NEWS SERVICE:
 Associated Press. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

General Manager..... P. H. Cunningham
 Production Manager..... William R. Tedrick
 Chief Announcer..... A. S. Parish
 Musical Director..... Lola Sechrest
 Chief Engineer..... Don Lidenton

Coverage

	Daytime	Evening
Population—Primary	114,742	76,498
Radio Homes— "	12,210	5,572
Population—Secondary ..	336,644	
Radio Homes— "	41,450	

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

K F E Q

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 watts,
 d.; 500 watts, n. OWNED BY: KFEQ, Inc. OP-
 ERATED BY: KFEQ, Inc. BUSINESS ADDRESS:
 Schneider Bldg. PHONE: 4-0813. STUDIO AD-
 DRESS: 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.

Personnel

President-Treasurer Barton 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

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System. OPERATED BY: Same. BUSINESS
 ADDRESS: Mart Bldg. PHONE: Central 8240.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: 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, As-
 sociated Press.

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
 Director of Public Relations... Arthur J. Casey
 Production Manager..... Rollie Williams
 Chief Announcer..... France Laux
 Musical Director..... Ben Feld
 Chief Engineer..... L. McComas Young

Coverage

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes— "	581,200	475,650
Population—Secondary ..	5,899,900	2,586,600
Radio Homes— "	1,232,950	510,680

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: 1380 Kc. POWER: 5000 watts. 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.....Martin Bowin
Program Director.....John Tinnea
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

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 5000 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: Madison County, Ill. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio, Lang-Worth.

Personnel

General Manager.....John C. Roberts, Jr.
Sales Manager.....Clarence G. Cosby
Program Director.....Blaine Cornwell
News Editor.....Bruce Barrington
Publicity Director.....Dave Frederick
Continuity Editor.....Charles Barnhart
Musical Director.....Stanley W. Daugherty
Chief Engineer.....Art Rekart

Coverage

	Daytime	Evening
Population—Primary	3,416,300	1,607,154
Radio Homes— " "	822,388	410,428

Source: Field intensity measurements; Dept. of Commerce; 1930 U. S. Census.

Representative

Weed & Co.

W E W

ST. LOUIS—EST. 1921

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 221 N. Grand Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3542 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Faculty Director.....W. A. Burk, S.J.
General Manager.....Nicholas Pagliara
Program Manager.....Arthur T. Jones
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

Representative

Joseph Hershey McGillvra

W I L

ST. LOUIS—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Missouri Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand and Lindell Blvds. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Grand and Lindell Blvds. TRANSMITTER LOCATION: 2601 Lindell Blvd. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:30 A.M., Saturdays; 8:30 A.M. to

12:00 Midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

Personnel

President and General
 Manager.....Lester A. Benson
 Vice-President.....Clarence W. Benson
 Commercial Manager.....David Pasternak
 Program Director.....Neil Norman
 Sales Promotion Manager....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

SEDALIA—EST. 1939

FREQUENCY: 1490 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 ARTISTS' BUREAU.

Personnel

Station Manager.....Robert A. Drohlich
 Promotion Manager.....Albert S. Drohlich
 Commercial Manager.....Charles Lamm
 Program-Musical Director.....William Davis
 Chief Announcer.....Marvin Mueller
 Chief Engineer.....Thomas L. Yount

Coverage

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes—	42,300	42,300
Population—Secondary	127,372	127,372
Radio Homes—	24,950	24,950

Source: Mail response analysis; Joint Committee.

Representative

Howard H. Wilson Co.

K G B X

SPRINGFIELD—EST. 1924
 NATIONAL BROADCASTING CO.
 (RED AND BLUE)

FREQUENCY: 1260 Kc. POWER: 5000 watts. OWNED BY: Springfield Broadcasting Co.

OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....T. W. Duvall
 General Manager.....Ralph D. Foster
 Business Manager.....C. Arthur Johnson
 Promotion Manager.....Carl S. Ward
 Program Director.....George Earle
 Chief Engineer.....Fritz Bauer
 National Sales Manager.....Lester Kennon
 Local Sales Manager.....Gordon Wardell
 Chief Engineer.....Fritz Bauer

Coverage

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

Source: Mail response analysis; Joint Committee; U. S. Census.

Representative

John E. Pearson

(See Page 342)

K W T O

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts (5:00 A.M. to local sunset); 1000 watts (5:00 to 6:00 A.M.). OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station
 Manager.....Ralph D. Foster
 Chief Announcer.....Russ Davis
 National Sales Manager.....Lester Kennon
 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

Source: U. S. Census; Joint Committee.

Representative

John E. Pearson

MONTANA

Population 559,456

Number of Radio Homes 128,480

Number of Families 159,398

Auto Registrations 190,000

For 1940 Census data, please turn to page 264

K G H L

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts.
OWNED BY: Northwestern Auto Supply Co.
OPERATED BY: Northwestern 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. 1939

NATIONAL BROADCASTING CO.

Z-BAR NET

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Baxter Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Bozeman. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

Personnel

President.....R. B. MacNab, Jr.
Station Manager.....Pat M. Goodover
Sales Manager.....Rodney McArdle

Representative

Ferguson & Walker, Inc.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.

PACIFIC NORTHWEST COVERAGE GROUP

Z-BAR NET

FREQUENCY: 1370 Kc. POWER: 5000 watts.
OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE:

22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.

Personnel

Manager.....Ed. B. Craney
Sales Manager.....M. E. Dunn
Musical Director.....B. R. Sprague
Chief Engineer.....Fred Heister
Program Director.....Jack Boor

Representative

Ferguson & Walker, Inc.

K F B B

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts.
OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4377. STUDIO ADDRESS: First National Bank

K G I R BUTTE

MONTANA'S ONLY 5000 WATT
FULL TIME STATION



Also (As Bonus Stations)

K P F A - K R B M

Helena

Bozeman & Livingston



Connected by permanent lines—

Available on Z Net or

on NBC Red & Blue

BOX 1956

BUTTE, MONTANA

Bldg. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 6:55 A.M. to 11:15 P.M. (daily), 9:00 A.M. to 11:15 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schwegler.

Personnel

President.....F. A. Buttrey
 General Manager.....Joseph P. Wilkins
 Sales Promotion Manager....William Wallace
 Program Director.....John Alexander
 News Editor.....LeRoy Mattingly
 Publicity-Special Events Director,

Deanne Flett

Office Manager.....Josie Weir
 Sports Director.....Bill Tredway
 Continuity Chief.....Dorothy Roberts
 Musical Director.....Roscoe Kernan
 Chief Engineer.....Wilbur Myhre

Coverage

Population—Primary	144,700
Radio Homes— "	31,560
Population—Secondary	121,000
Radio Homes— "	23,350

Source: Mail response analysis; CBS Listener Study; U. S. Census.

Representatives

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

K P F A

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
 FREQUENCY: 1240 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: 1340 Kc. POWER: 250 watts (C.P. 1480 Kc.; 1000 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 R J F *

MILES CITY—EST. 1941

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Star Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Miles City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Miles City Star.

Personnel

President.....Sarah M. Scanlon
 Vice-President.....C. J. Zimmerman
 Secretary-Treasurer.....W. F. Flinn

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

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1290 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 11:49 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President and Station Manager....A. J. Mosby
 Secretary-Treasurer.....Edna Mae Mosby
 Commercial Manager.....Jack Burnett
 Comptroller.....Palmer Stetjen
 Advertising Manager.....Nick Moriana
 Artists Bureau Head.....Richard Bartlett
 News Editor.....Frank McIntyre
 Chief Announcer.....Paul Aarnette
 Program and Publicity

Director.....James Alden Barber
 Musical Director.....Margaret Castle
 Merchandising Manager.....Marion Dixon
 Women's Editor.....Dagmor Ann Weston
 Traffic Manager.....Ernestine Flannery
 Chief Engineer.....George Allison

Coverage

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

Source: Station survey.

Representative

Burn-Smith Co.

K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: E. E. Krebsbach. OPERATED BY: E. E. Krebsbach. BUSINESS ADDRESS: Wolf Point. STUDIO ADDRESS: Westland Super Ser-

vice Station. PHONE: 102. TRANSMITTER LOCATION: 2 miles east of Wolf Point. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, Davis & Schwegler.

Personnel

President E. E. Krebsbach
Station and Commercial
Manager..... Milton J. Severson

Chief Announcer..... Eugene Bunker
Musical Director..... Skeets Shaw
Chief Engineer..... Harold Klimpel

Coverage

Population—Primary 51,375
Radio Homes— " 9,184
Population—Secondary 222,605
Radio Homes— " 26,533

Source: Field intensity measurements.

NEBRASKA

Population 1,315,834

Number of Radio Homes 291,850

Number of Families 360,255

Auto Registrations 418,500

For 1940 Census data, please turn to page 265

KORN

FREMONT—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th and Broad Sts. STUDIO ADDRESS: 6th and Broad Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: Associated Press.

Personnel

President Arthur Baldwin
Legal Counsel..... Clark Standiford
Acting Station Manager..... John Palmquist
Sales Manager..... Warren Binkley
Program-Musical Director..... Fred Christenson
Chief Announcer..... Paul Boyer
Artists' Bureau Head..... Bob Irwin
Chief Engineer..... E. A. Blackburn

Coverage

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

KMMJ

GRAND ISLAND—EST. 1925

FREQUENCY: 750 Kc. POWER: 1000 watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 513½ 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
Commercial Manager..... William Martin

Program Director-Chief Announcer,
Orie Kerwood
Chief Engineer..... Raymond E. Snoddy

Coverage

Population—Primary 782,738
Radio Homes— " 109,510

Representative

Howard H. Wilson Co.

KGFW

KEARNEY, NEBRASKA

87,530 Radio Families in central,
southern and western Nebraska, the
center of the white spot of the
nation, listen regularly to . . .

KGFW

Their Local Station

Lloyd C. Thomas, Gen. Mgr.

K H A S

HASTINGS—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. PHONE: 1745. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 92½ hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Henry Smith
Station Manager.....Orville Rennie
Sales Manager.....Earl McIntire
Program Director.....Al Ray Brown
Chief Announcer.....Russell VanDyke
Chief Engineer.....Walter Ely

K G F W

KEARNEY—EST. 1928

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 23541. STUDIO ADDRESS: Federal Annex Bldg. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Lloyd C. Thomas
Commercial Manager.....E. Anson Thomas
Program Director.....Paul Roscoe
Sales Promotion Manager.....Kemper Wilkins
Production Manager.....Lester Bashara
Publicity Director.....Marjorie Mattson
Chief Engineer.....Leland Gustafson

Coverage

Population—Primary 454,497
Radio Homes— " 87,140

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra
(See Page 473)

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1110 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. PHONE: 2-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 4:45 A.M. to 12:00 Midnight. NEWS-

PAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
National Sales Manager.....Frank Pellegrin
Sales Promotion Manager.....R. Bruce Wallace
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

Edward Petry & Co., Inc.

K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM

CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
National Sales Manager.....Frank Pellegrin
Sales Promotion Manager.....R. Bruce Wallace
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

Edward Petry & Co., Inc.

W J A G

NORFOLK—EST. 1922

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS ADDRESS: 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

Furgason & Walker, Inc.

K G N F

NORTH PLATTE—EST. 1930

FREQUENCY: 1460 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, Land-Worth.

Personnel

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

Coverage

Population—Primary 468,800
 Radio Homes— " 94,680

Source: Station survey and estimate.

K O I L

OMAHA—EST. 1925

**COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1290 Kc. POWER: 5000 watts. 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: 6:00 A.M. to Midnight, daily except Saturday and Sunday; 6:00 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, C. P. MacGregor, Standard Radio.

Personnel

President Frank Throop

General Manager..... Don Searle
 National Sales Manager..... Frank Pellegrin
 Program Director..... Cliff Johnson
 Production Manager..... Harold Hughes
 Sales Promotion 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

Edward Pety & Co.

K O N B *

OMAHA—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: MSB Broadcasting Co. OPERATED BY: MSB Broadcasting Co. BUSINESS ADDRESS: 2170 Dodge St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President..... Arthur Baldwin
 Vice-President..... C. J. Malmsten
 Vice-President..... John K. Morrison

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

K O W H

OMAHA—EST. 1922

NATIONAL BROADCASTING CO.

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

George P. Hollingbery Co.

W O W

OMAHA—EST. 1923

NBC (Basic Red)

NEBRASKA WIRELESS NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE:

Webster 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, Lang-Worth.

Personnel

President.....De Emmet Bradshaw
 Station Manager.....John J. Gillin, Jr.
 Personnel Director.....William Ruess
 Program Manager & Chief
 Announcer.....Harry Burke
 Sales Promotion Manager...Howard Peterson
 Production Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman
 Director of News & Special
 Events.....Foster May
 Musical Director.....Fred Ebener
 Chief Engineer.....Wm. J. Kotera

Coverage*

Population—Primary and
 Secondary..... 3,465,000
 Radio Homes—Primary and
 Secondary..... 700,330

* Based on mail return from counties in six states.

Representative

John Blair & Company

K G K Y

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1490 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
 Program Director.....Bill Walter
 Chief Engineer.....Harlan Morrison

Coverage

	Daytime	Evening
Population—Primary	53,358	53,358
Radio Homes— "	10,208	10,208
Population—Secondary ..	95,867	95,867
Radio Homes— "	18,365	18,365

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

NEVADA

Population 110,014
 Number of Families 33,294

Number of Radio Homes 31,620
 Auto Registrations 44,300

For 1940 Census data, please turn to page 266

K E N O

LAS VEGAS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nevada Broadcasting Co. OPERATED BY: Nevada Broadcasting Co. BUSINESS ADDRESS: "The Meadows," P. O. Box 1696. STUDIO ADDRESS: "The Meadows." PHONE: 14. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Maxwell Kelch
 Station Manager.....George Penn Foster
 Commercial Manager.....John C. Strock

K O H

NBC—CALIFORNIA RADIO SYSTEM
 RENO—EST. 1930

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: The Bee, Inc. OPERATED BY:

McClatchy Broadcasting Co. BUSINESS ADDRESS: 143 Stevenson St. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Sparks, Nev. 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 491,524

Number of Radio Homes 121,630

Number of Families 133,010

Auto Registrations 129,973

For 1940 Census data, please turn to page 267

W K N E

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts.

OWNED BY: Twin State Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Keene. STUDIO ADDRESS: Dunbar St. TRANSMITTER LOCATION: Stanhope St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

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

ManagerHerman Steinbruch
Program Director.....Robert A. Freeman
Publicity Director.....Kaye Winters
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 L N H

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1340 Kc. POWER: 250 watts.

OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: 653 Main St. 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: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Vernon Mason
General Manager.....Earle Clement
Sales Manager.....Alfred Tyler
Program-Musical Director...Sherwin Greenlaw
Chief Engineer.....Wilfred Ledoux

Coverage

Population—Primary	107,347
Radio Homes— "	27,836
Population—Secondary	162,463
Radio Homes— "	41,652

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

Representative

Joseph Hershey McGillvra

W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1370 Kc. POWER: 5000 watts. 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.

Personnel

President.....Mrs. Henry P. Rines
Manager.....C. G. H. Evans
Commercial Manager.....Leslie F. Smith
Program Director.....David Shurtleff
Sales Promotion Manager.....Frederick Cole
Production Manager-Publicity Director,

Steve Burke
Musical Director.....Alfred Engel
Chief Engineer.....Irving Mower

Coverage

	Daytime	Evening
Population—Primary	201,800	178,900
Radio Homes— "	47,550	41,500

Source: Mail response analysis.

Representative

Weed & Company

W M U R *

MANCHESTER—EST. 1941

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Radio Voice of New Hampshire, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Manchester. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Laconia Citizen.

Personnel

President.....Francis P. Murphy
Vice-President.....James J. Powers

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

W H E B

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK
(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 750 Kc. POWER: 1000 watts.
OWNED BY: Granite State Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Lafayette Rd. PHONE: 2670-1. STUDIO AD-
DRESS: Lafayette Rd. TRANSMITTER LOCA-
TION: Same. TIME ON THE AIR: 7:00 A.M. to
one hour after local sunset (72½ to 95¼ hours

weekly). NEWS SERVICE: United Press. TRAN-
SCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager..... H. J. Wilson
Commercial Manager..... H. C. Wilson
Chief Announcer..... Win Bettinson
Chief Engineer..... Donald R. Stevens

Coverage

Population—Primary 123,563
Population—Secondary 2,502,404
Source: Field intensity survey; 1930 U. S.
Census.

NEW JERSEY

Population 4,160,165

Number of Radio Homes 1,021,940

Number of Families 1,098,284

Auto Registrations 1,081,066

For 1940 Census data, please turn to page 267

W C A P

ASBURY PARK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 500 watts.
OWNED BY: Radio Industries Broadcasting
Co. OPERATED BY: Radio Industries Broad-
casting Co. BUSINESS ADDRESS: 4 Con-
vention Hall. PHONE: 1911-2955. STUDIO AD-
DRESS: 8, 10, 12 Convention Hall. TRANS-
MITTER LOCATION: Whitesville, N. J. TIME
ON THE AIR: Shares time with WCAM and
WTNJ. NEWS SERVICE: local news. MAIN-
TAINS ARTISTS' BUREAU.

MITTER LOCATION: Absecon Blvd. and Beach
Thoroughfare. TIME ON THE AIR: 7:00 A.M.
to 12:00 Midnight. NEWSPAPER AFFILIATION:
Atlantic City Press, Atlantic City Union. NEWS
SERVICE: Associated Press. TRANSCRIPTION
SERVICE: NBC Thesaurus, World Broadcasting
System. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... Albert J. Foyl
Station Manager..... Norman Reed
Chief Announcer..... Ray Morgan
Chief Engineer..... Earle Godfrey

Coverage

Population—Primary 185,000
Radio Homes— " 47,250
Source: Station survey.

Representative

Headley-Reed Co.

Personnel

President..... George S. Ferguson
Station Manager..... V. N. Scholes
Technical Advisor..... Thomas F. Burley
Musical Director..... George Howard
Chief Engineer..... August McAllister

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.

Representative

Forjoe & Co.

W B A B *

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.
OWNED BY: Press Union Publishing Co. OP-
ERATED BY: Press Union Publishing Co. BUSI-
NESS ADDRESS: Ohio and Atlantic Aves.
PHONE: 5-1111. STUDIO ADDRESS: Convention
Hall, Georgia Ave. and Boardwalk. TRANS-

W F P G

ATLANTIC CITY—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts.
OWNED BY: Neptune Broadcasting Corp. OP-
ERATED BY: Neptune Broadcasting Corp.
BUSINESS ADDRESS: Steel Pier. PHONE:
52188. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Same. TIME ON THE AIR:
7:00 A.M. to 1:00 A.M. NEWS SERVICE: Inter-
national News Service. TRANSCRIPTION SER-
VICE: Associated. MAINTAINS ARTISTS'
BUREAU.

Personnel

President-Station Manager..... A. Harry Zoog
Commercial Manager..... E. E. Kohn
Program Director..... Ralf Brent
Artists' Bureau Head..... Joseph Stern
Publicity Director..... Ethel Rattay

• • • **NEW JERSEY** • • •

Chief Announcer.....Bob Lewis
 Traffic Manager.....John Montgomery
 Assistant Sales Manager.....Harry Howell
 Continuity Director.....Joel Chesney
 Musical Director.....Harold Stephens
 Chief Engineer.....Blair K. Thron

Coverage

	Daytime	Evening
Population—Primary	175,000	130,000
Radio Homes— "	45,000	35,000
Population—Secondary ..	200,000	

Source: Mail response survey.

W S N J

BRIDGETON—EST. 1937

QUAKER NETWORK

FREQUENCY: 1240 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. NEW YORK OFFICE ADDRESS: 1634 RCA Bldg., New York, N. Y. Phone: Circle 5-7270. 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.

W C A M

CAMDEN—EST. 1926

FREQUENCY: 1310 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
 Announcer.....Edwin Tucker

Musical Director.....E. Nelson Layman
 Chief Engineer.....Marvin Seimes

Coverage

Population—Primary	2,696,919
Radio Homes— "	544,900
Population—Secondary	391,143
Radio Homes— "	82,400

Source: Station survey.

W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 970 Kc. POWER: 1000 watts.
 OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 4-3500; For Newark, N. J., Market 3-0383; For New York City, Rector 2-5878. STUDIO ADDRESS: 50 Journal Square. TRANSMITTER LOCATION: Belleville Turnpike, Kearney, N. J. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President and General
 Manager.....Paul H. LaStayo
 Sales Manager.....A. B. Schillin
 Program-Publicity Director.....Walter P. Kelly
 Production Manager.....Gabrielle C. Haas
 Artists' Bureau Head.....Jay Stanle
 Chief Announcer.....Wat Watkins
 Musical Director.....Fabe Nicholson
 Technical Supervisor.....Frank V. Bremer
 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.
 (See Page 494)

W H O M

JERSEY CITY—EST. 1930

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: PLaza 3-4204. STUDIO ADDRESS: 2870 Hudson Blvd., Jersey City, N. J.; 29 W. 57th St., New York City. PHONES: Jersey City, Journal Square 2-9595; New York, Plaza 3-4204. TRANSMITTER LOCATION: Jersey City, N. J. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION

SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Paul F. Harron
 Station and Commercial
 Manager.....Joseph Lang
 Program & Continuity
 Director.....West W. Willcox
 Sales Promotion Manager.....J. M. Compter
 Production Manager.....Thurston S. Holmes
 Publicity Director.....Fred Coll
 Musical Director.....Joseph DeLuca
 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.

W H B I

NEWARK—EST. 1922

FREQUENCY: 1280 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 P A T *

PATERSON—EST. 1941

FREQUENCY: 930 Kc. POWER: 1000 watts. OPERATED BY: North Jersey Broadcasting Co. OWNED BY: North Jersey Broadcasting Co. BUSINESS ADDRESS: National Union Bank of America Bldg. STUDIO ADDRESS: Paterson. TRANSMITTER LOCATION: Clifton, N. J. TIME ON THE AIR: Daytime license.

Personnel

President.....James B. Cosman
 Vice-President.....Frank B. Falknor
 Secretary-Treasurer.....Ela M. Cosman
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W B R B

RED BANK—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 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 WGBB. NEWS SERVICE: Local and country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
 Station Manager.....V. N. Scholes
 Chief Announcer.....Frank Hamilton
 Consulting Engineer.....Paul S. Woodland
 Chief Engineer.....R. T. Marshall

Coverage

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

Source: U. S. Department of Commerce.

Representative

Forjoe & Company

W T N J

TRENTON—EST. 1923

FREQUENCY: 1310 Kc. POWER: 500 watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 416 Bellevue Ave. 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. TRANSCRIPTION SERVICE: NAB Library, C. P. MacGregor, Standard Radio, Lang-Worth.

Personnel

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

Representative

Joseph Hershey McGillvra

W A W Z

ZAREPHATH—EST. 1931

FREQUENCY: 1380 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; 6:30 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

President.....Bishop Alma White
 Vice-President-Secretary
 Co-Manager.....Arthur K. White
 Vice-President-Co-Manager.....Ray B. White
 Program-Musical Director.....Orland Wolfram
 Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

Population 531,818
Number of Families 128,389

Number of Radio Homes 78,910
Auto Registrations 120,491

For 1940 Census data, please turn to page 268

K G G M

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 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: 6:00 A.M.
to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00
Midnight (124 hours weekly). TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

President.....A. R. Hebenstreit
General Manager.....Dale Robertson
Program Director.....Robert Van Driel
Publicity Director.....Elmer Fondren
Merchandising Manager.....C. E. Redman
Chief Announcer-Musical Director,
Joe Salsburg
Chief Engineer.....Leonard Dodds

Coverage

	Daytime	Evening
Population—Primary	270,263	296,114
Radio Homes— "		29,920
Population—Secondary ..	159,367	113,616
Radio Homes— "		59,910

Source: Mail response analysis.

Representative

John Blair & Co.

K O B

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1030 Kc. POWER: 50,000
watts. OWNED BY: Albuquerque Broadcast-
ing Co. OPERATED BY: Albuquerque Broad-
casting Co. BUSINESS ADDRESS: 424 W.
Gold Ave. PHONE: 4411. STUDIO ADDRESS:
424 W. Gold Ave. TRANSMITTER LOCATION:
Alameda. TIME ON THE AIR: 7:00 A.M. to
11:00 P.M. (110 hours weekly). NEWS SER-
VICE: International News Service, United
Press. TRANSCRIPTION SERVICE: NBC The-
saurus.

Personnel

President.....T. M. Pepperday
Manager.....Frank Quinn
Program Director.....Dorothy McCain
Chief Announcer.....J. C. MacGregor
Women's Editor.....Mary Hickox
Musical Director.....Bud Nelson
Chief Engineer.....Geo. S. Johnson

Coverage

Population—Primary	191,261
Radio Homes— "	28,770
Population—Secondary	354,234
Radio Homes— "	59,900

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

REPRESENTATIVE

The Katz Agency

K L A H

CARLSBAD—EST. 1936

FREQUENCY: 1240 Kc. POWER: 250 watts.
OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney
Hubbs. BUSINESS ADDRESS: Crawford Hot-
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

Coverage

	Daytime	Evening
Population—Primary	80,500	62,300
Radio Homes— "	16,120	12,475
Population—Secondary ..	31,600	18,900
Radio Homes— "	6,320	3,782

K I C A

CLOVIS—EST. 1931

FREQUENCY: 1400 Kc. POWER: 250 watts.
OWNED BY: Western Broadcasters, Inc. OP-
ERATED BY: Western Broadcasters, Inc.
BUSINESS ADDRESS: Fourth and Main.
PHONE: 3. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Clovis. TIME ON THE
AIR: 6:00 A.M. to 9:00 P.M. TRANSCRIPTION
SERVICE: Associated.

Personnel

President and Station
Manager.....Chas. C. Alsup

Representative

Forjoe & Company

K A W M

GALLUP—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: Unlimited license.

Personnel

Station Manager A. W. Mills

Representative

Cox & Tanz

K W E W

HOBBS—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager W. E. Whitmore

Station Manager Orland A. Foster

K G F L

ROSWELL—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 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: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

Personnel

Station Manager W. E. Whitmore

Commercial Manager John MacBoyle

Production Manager Cecil Seavey

Chief Engineer James Simpson

K V S F

SANTA FE—EST. 1934

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 759 Cerrillos Road. PHONE: 2020. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President A. R. Hebenstrief

Station Manager Ivan R. Head

Commercial Manager J. C. McGrane

Program-Musical Director Paul McCallister

Chief Announcer Rowland Barber

Chief Engineer A. F. Schultz

Representative

John Blair & Co.

NEW YORK

Population 13,479,142

Number of Families 3,663,373

Number of Radio Homes 3,405,680

Auto Registrations 2,713,428

For 1940 Census data, please turn to page 268

W A B Y

ALBANY—EST. 1934

MUTUAL

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1400 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: Standard Radio.

Personnel

General Manager Harold E. Smith

Assistant Manager Deuel Richardson

Sales Manager Harry Goldman

Program Director Johnny Lee

Musical Director Carl H. Corey

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 & Son

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 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: 6:00 A.M. to 2:00 A.M. (140 hours weekly). NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth and NAB Library.

Personnel

General Manager.....Harold E. Smith
 Assistant Manager.....Deuel Richardson
 Sales Manager.....Harry L. Goldman
 Musical Director.....Carl Miller
 Chief Engineer.....O. A. Sardi

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 & Son

W M B O

AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1340 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 10:00 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 B T A

BATAVIA—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Batavia Broadcasting Corp. OP-

Blanket

THE Albany-Troy-Schenectady MARKET
 with these PROVED PROFIT MAKERS

W O K O

1460 Kc. 1000 W.D. 500 W.N.

CBS Basic

W A B Y

1400 Kc. 250 Watt

FULL TIME
 MUTUAL PROGRAMS

HAROLD E. SMITH, Pres. and Gen. Mgr.

RADIO CENTRE

ALBANY, N. Y.

REPRESENTED BY J. P. MCKINNEY & SON
 NEW YORK and CHICAGO

ERATED BY: Batavia Broadcasting Corp.
 BUSINESS ADDRESS: 90 Main St. PHONE:
 716. STUDIO ADDRESS: 90 Main St. TRANS-
 MITTER LOCATION: Cheek Road. TIME ON
 THE AIR: 16 hours daily; Sundays, 14 hours.
 NEWS SERVICE: United Press.

Personnel

President-Station Manager, Edmund R. Gamble
 Sales Manager.....Robert E. Newstead
 Program Director.....James E. Corbett
 Director of Women's Programs,
 Helen Gnowney Neville
 Chief Announcer.....William Winn
 Chief Engineer.....Carleton Greene

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Howitt-Wood Radio Co. OP-
 ERATED BY: Cecil D. Mastin, Mgr. BUSINESS
 ADDRESS: Arlington Hotel. PHONE: Bing-
 hamton 2-3461. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Cleveland &
 Stokes. TIME ON THE AIR: (Daily) 6:30 A.M.
 to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M.
 (127 hours weekly). NEWS SERVICE: United
 Press.

Personnel

PresidentJohn C. Clark
 General Manager.....Cecil D. Mastin
 Sales Manager.....Harry Trenner
 Advertising Manager.....Virginia Howe
 Program Director.....Elizabeth Mastin
 Service Director.....E. Ray McCloskey
 Chief Announcer.....Durdwood Finch
 Musical Director.....Elizabeth Lamb
 Chief Engineer.....Louveer Stantz

Coverage

	Daytime	Evening
Population—Primary	483,200	328,200
Radio Homes— "	111,460	73,470
Population—Secondary ..	434,600	589,600
Radio Homes— "	94,780	132,770

Source: Mail response analysis.
Representative
 John Blair & Company

W A R D

BROOKLYN—EST. 1926

FREQUENCY: 1430 Kc. POWER: 500 watts.
 OWNED BY: United States Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:
 427 Fulton St. PHONE: Triangle 5-3300. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: 583 Messerole St., Brooklyn. TIME ON
 THE AIR: Shares time (actual, 29½ hours).
 MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager, Aaron Kronenberg
 Commercial Manager-Publicity Director,
 Helen Bernard

Program Director.....William Margolis
 Musical Director.....Jeanette Fleischman
 Chief Engineer.....Abraham Haas

Representative
 Crown Advertising Inc.

W B B C

BROOKLYN—EST. 1926

FREQUENCY: 1430 Kc. POWER: 500 watts.
 OWNED BY: Brooklyn Broadcasting Corp. OP-
 ERATED BY: Brooklyn Broadcasting Corp.
 BUSINESS ADDRESS: WBBC Bldg., 552-554
 Atlantic Ave. PHONE: TRIangle 5-6690. STU-
 DIO ADDRESS: Same. TRANSMITTER LOCA-
 TION: Avenue X & East 70th. TIME ON THE
 AIR: Shares time with WARD, WLTH and
 WVFW.

Personnel

General Manager and Chief
 EngineerPeter Testan
 Commercial Manager.....Arnold J. Jaffe

W B B R

BROOKLYN—EST. 1934

FREQUENCY: 1330 Kc. POWER: 1000 watts.
 OWNED BY: Watchtower Bible & Tract Soci-
 ety, Inc. OPERATED BY: Same. BUSINESS
 ADDRESS: 124 Columbia Heights. PHONE:
 MAin 4-9735. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Rossville, Staten
 Island. TIME ON THE AIR: Shares time.

Personnel

President.....J. F. Rutherford
 Manager.....Andrew K. Wagner
 Musical Director.....Karl Klein
 Chief Engineer.....Ralph Leffler
 (Non-Commercial Station)

W C N W

BROOKLYN—EST. 1926

FREQUENCY: 1600 Kc. POWER: 500 watts.
 OWNED BY: Arthur Faske. OPERATED BY:
 Same. BUSINESS ADDRESS: 846 Flatbush Ave.
 PHONE: INGersoll 2-1500. STUDIO ADDRESS:
 846 Flatbush Ave. TRANSMITTER LOCATION:
 180 Morgan Ave. TIME ON THE AIR: Shares
 day and evening with WWRL.

Personnel

Owner-Chief Engineer.....Arthur Faske
 Commercial Manager.....Elias I. Godofsky
 Program Director.....Roger Wayne
 Local Sales Manager.....Frank R. Clarke
 Musical Director.....Roger Wayne
 Chief Operator.....M. Goldberg

Coverage

Population—Primary	6,772,100
Radio Homes— "	1,692,140

Representative
 Associated Radio Sales

W V F W

BROOKLYN

FREQUENCY: 1430 Kc. POWER: 500 watts.
 OWNED BY: Paramount Broadcasting Corp.
 OPERATED BY: Paramount Broadcasting Corp.
 BUSINESS ADDRESS: One Nevins St.
 PHONE: TRi. 5-0313. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: 609 E. 57th St., Brooklyn. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH (31¾ hours weekly).

Personnel

President.....Harold J. Burke
 Managing Director.....Salvatore D'Angelo
 Chief Announcer.....Frank Daniels
 Program-Musical Director.....Lillian Delson
 Production Manager.....Charles Motta
 Chief Engineer.....Hermann Florez

Statler. TRANSMITTER LOCATION: Grand Island, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 Mid-night. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Lang-Worth.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Program Director-Chief Announcer,
 Gene Wyatt
 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 E N

BUFFALO—EST. 1930

FREQUENCY: 930 Kc. POWER: 5000 watts.
 OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News.
 BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel



N B C RED NETWORK
plus
BEST LOCAL PROGRAMS
WBEN

BUFFALO'S No. 1 STATION IN
 NEW YORK STATE'S No. 2 MARKET

**LET US TELL THEM
 AND YOU'LL SELL THEM**

W B N Y

BUFFALO—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. PHONE: Cleveland 3365. 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; Saturday, 7:00 A.M. to 2:00 A.M.; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Owner and General Manager Roy L. Albertson
Musical Director Arthur Crosson
Chief Engineer Thomas L. Vines

Coverage

Population—Primary 1,015,000
Radio Homes— " 239,300
Source: Field intensity measurements.

Representative

William G. Rambeau Co.

News Comes First

at

W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

★

W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

W E B R

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WEBR, Inc. OPERATED BY: WEBR, Inc. BUSINESS ADDRESS: Broadcasting House, 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

Personnel

President Edward H. Butler
Vice-President A. H. Kirchofer
Station Director C. Robert Thompson
Sales Manager William Doerr, Jr.
Sales Promotion Manager Albert H. Zink
Program Director Kay Burkhardt
Chief Announcer Peter A. Krug
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

MBS-CBS

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 6:00 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
Program Director H. C. Rice
Sales Manager John A. Bacon
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

CBS-MBS

FREQUENCY: 1520 Kc. POWER: 50,000 watts.
 OWNED BY: Buffalo Broadcasting Corp.
 OPERATED BY: Buffalo Broadcasting Corp.
 BUSINESS ADDRESS: Rand Bldg. PHONE:
 Washington 3100. STUDIO ADDRESS: Rand
 Bldg. TRANSMITTER LOCATION: Tonawanda.
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: World Broadcasting System.
 Associated Music.

Personnel

Executive Vice-President.....I. R. Lounsberry
 Program Director.....Herbert C. Rice
 Sales Manager.....John A. Bacon
 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—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts.
 OWNED BY: Board of Education. OPERATED
 BY: Seneca Vocational High School. BUSINESS
 ADDRESS: 666 E. Delavan Ave. PHONE:
 Humbolt 0666. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: Shares daytime with WBNY.

Personnel

Principal.....Elmer S. Pierce
 Station Director-Chief Engineer....W. C. Bieda
 (Non-Commercial Station)

W C A D

CANTON—EST. 1924

FREQUENCY: 1250 Kc. POWER: 500 watts.
 OWNED BY: St. Lawrence University. OPER-
 ATED BY: St. Lawrence University. BUSINESS
 ADDRESS: Canton. PHONE: 276. STUDIO
 ADDRESS: Canton. TRANSMITTER LOCA-
 TION: 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.....Leslie H. Jencks
 Chairman of Committee on
 Radio.....R. C. Ellsworth
 Station Manager.....H. K. Bergman
 Musical Director.....H. Wellington Stewart
 Chief Engineer.....Dr. Ward C. Priest
 (Non-Commercial Station)

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.
 OWNED BY: Elmira Star-Gazette Inc. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 201 Baldwin St. PHONE: 5181. STUDIO AD-
 DRESS: Mark Twain Hotel. TRANSMITTER
 LOCATION: Schuyler Ave. TIME ON THE AIR:
 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to
 12:00 Midnight, Sundays. NEWSPAPER AF-
 FILIATION: Elmira Star-Gazette, Sunday Tele-
 gram, Elmira Advertiser. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 World Broadcasting System.

Personnel

Director.....Dale L. Taylor
 Sales Manager.....James M. Cleary
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Hal M. Wagner
 Production Manager.....Woodrow Ott
 Publicity Director.....Glenn Williams
 Chief Announcer.....John Newhouse
 Office Manager.....Rita E. Hogan
 Musical Director.....Harry Springer
 Chief Engineer.....Perry Esten

Coverage

Population—Primary 138,351
 Radio Homes— " 31,400
 Population—Secondary 300,539
 Radio Homes— " 68,259

Source: Field intensity survey.

Representative

J. P. McKinney & Son

W G B B

FREEPORT—EST. 1924

FREQUENCY: 1240 Kc. POWER: 250 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 Laddell St. TIME ON THE AIR: Shares
 time with WBRB, WFAS. TRANSCRIPTION
 SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
 Sales Promotion Manager.....Neal Seaman
 Chief AnnouncerJ. Dudley
 Publicity DirectorA. Cheesman
 Chief Engineer.....George Graham

Coverage

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

Source: U. S. and County Census.

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 850 Kc. POWER: 1000 Watts.
 OWNED BY: Cornell University. OPERATED
 BY: Cornell University. BUSINESS ADDRESS:
 Ithaca Savings Bank Bldg. PHONE: 3438.
 STUDIO ADDRESS: Ithaca Savings Bank Bldg.
 TRANSMITTER LOCATION: Forest Home, N. Y.
 TIME ON THE AIR: 7:30 A.M. to sundown
 (New Orleans). NEWS SERVICE: United Press.
 TRANSCRIPTION SERVICE: World.

Personnel

Station Manager.....Michael R. Hanna
 Sales Manager.....Lew Trenner
 Program Director.....Sidney Ten Eyck
 Chief Engineer.....True McLean

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

John Blair & Co.

W J T N

JAMESTOWN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
 NEW YORK BROADCASTING SYSTEM, INC.
 FREQUENCY: 1240 Kc. POWER: 250 watts.
 OWNED BY: James Broadcasting Co., Inc.
 OPERATED BY: James Broadcasting Co., Inc.
 BUSINESS ADDRESS: 208 Hotel Jamestown.
 PHONE: 7-151. 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 mid-
 night. NEWS SERVICE: United Press. TRAN-
 SCRPTION SERVICE: Associated, Davis &
 Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Jay E. Mason
 Vice-President.....Fred R. Ripley
 Treasurer.....Julius King
 Secretary.....Hugh V. N. Bodine
 General Manager.....Simon Goldman
 Program Director.....Marshall B. Shantz, Jr.
 Sales Promotion Manager...Alfred E. Spokes
 Musical Director.....John P. Lewis
 Chief Engineer.....Harold J. Kratzert

Coverage

	Daytime	Evening
Population—Primary	300,000	300,000
Radio Homes— " "	74,490	74,490
Population—Secondary	330,000	
Radio Homes— " "	72,010	

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

W K N Y

KINGSTON—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.
 OWNED BY: Kingston Broadcasting Corp. OP-
 ERATED BY: Kingston Broadcasting Corp.
 BUSINESS ADDRESS: Governor Clinton Hotel.
 STUDIO ADDRESS: Governor Clinton Hotel.
 PHONE: 4500. TRANSMITTER LOCATION:
 Ulster Township. TIME ON THE AIR: 7:00 A.M.
 to 12:00 Midnight. NEWS SERVICE: Interna-
 tional News Service. TRANSCRIPTION SER-
 VICE: World Broadcasting System.

Personnel

President-Station Manager. John R. McKenna
 Commercial Manager.....Leonard Bernard

Coverage

Population—Primary 274,398
 Radio Homes— " 64,650
 Population—Secondary 422,057
 Radio Homes— " 104,240

Source: Mail response survey; U. S. Census;
 Joint Committee.

W G N Y

NEWBURGH—EST. 1933

FREQUENCY: 1250 Kc. POWER: 250 watts.
 OWNED BY: WGNY Broadcasting Co. OP-
 ERATED BY: WGNY Broadcasting Co. BUSI-
 NESS ADDRESS: 161 Broadway. STUDIO AD-
 DRESS: Newburgh; Poughkeepsie. TRANSMIT-
 TER LOCATION: Cochetton Turnpike. TIME
 ON THE AIR: Daytime Schedule. NEWSPAPER
 AFFILIATION: Poughkeepsie Sunday Courier.
 NEWS SERVICE: United Press. TRANSCRIP-
 TION SERVICE: Associated Music Publishers.
 MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Merritt C. Speidel
 Secretary.....Harry S. Bunker
 Treasurer & Director....Edward A. Chappell
 Business Manager.....W. Dale McLaughlin
 Executive Manager-Program Director,
 H. W. Cassill
 Commercial Manager...W. E. Dunkelbarger
 Artists' Bureau Head.....Donald Grant
 Publicity Director.....Ruth M. Shafer
 Chief Announcer.....Richard Crans
 Musical Director.....Jack Stotesbury
 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

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO ADDRESS: 485 Madison Ave.; 799 Seventh Ave.; 49 East 52nd St. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

Personnel

General Manager.....Arthur Hull Hayes
Sales Promotion Manager.....Jules Dundes
Program Director.....George Allen
Sales Representative.....Jerome B. Harrison
Sales Representative.....Wilbur Edwards
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 N X

NEW YORK—EST. 1927

FREQUENCY: 1380 Kc. POWER: 5000 watts. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MEIrose 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 (9 1/2 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Publicity Office.....Davis-Leiber
Musical Director.....Fred Mendelsohn
Consult. Engineer.....H. L. Wilson

Coverage

Population—Primary 10,383,908
Population—Secondary 870,270
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: Port Washington, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

Personnel

See Network Listing

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.

WBNX NEW YORK

5000 WATTS
Directional

A NEW Sales Approach to the World's Largest Market-
METROPOLITAN NEW YORK

*On June 1st,
1941, Station WINS will move to
spacious modern quarters, with
newly constructed studios and
the very latest equipment, at
23-31 West Forty-Third Street.*

.

WINS

N E W Y O R K

Effective March 29, WINS will broadcast on 1000 kilocycles

WEVD

NEW YORK—EST. 1927

FREQUENCY: 1330 Kc. POWER: 5000 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.....David Niles
 Program Director.....George Field
 Musical Director.....Vladimir Heifetz
 Chief Engineer.....Charles Brown

Coverage

Population—Primary11,738,710
 Radio Homes— " 2,754,834
 Population—Secondary 4,815,860
 Radio Homes— " 1,067,780
 Source: Station survey.

WIN

NEW YORK—EST. 1922

FREQUENCY: 1050 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: 6:00 A.M. to 3:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

Director.....Herbert L. Pettey
 Sales Director.....Bert Lehtar, 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
 Sales Promotion Manager.....Robert G. Patt
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling

Coverage

	Daytime	Evening
Population—Primary	11,921,522	9,737,329
Radio Homes— " "	2,970,460	2,677,830
Population—Secondary	702,920	1,748,287
Radio Homes— " "	181,100	437,110

Source: 1930 U. S. Census; Joint Committee.

Representative

Chicago Office: 360 N. Michigan Ave.

WHOM

(See Jersey City, N. J.)

WINS

NEW YORK—EST. 1924

NEW YORK BROADCASTING SYSTEM
 FREQUENCY: 1000 Kc. POWER: 1000 watts, (C.P. 50,000 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: 7:00 A.M. to 2 hours after local sunset, E.S.T. NEWSPAPER AFFILIATIONS: New York Journal-American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Cecil H. Hackett
 Sales Promotion Manager-Publicity
 Director.....Bernard Estes
 Program Director.....Hazel Bower
 Chief Announcer.....Bill Harding
 Musical Director.....Louis Katzman
 Production Manager.....Robert Colton
 Chief Engineer.....Paul Von Kunits

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

1000 WATTS—D
 500 WATTS—N

WNEW SELLS GOODS AT LOWEST COST

of any station claiming coverage
of the metropolitan trading area



BECAUSE...

WNEW delivers twice the audience of any other New York independent station. (See Hooper-Holmes and other impartial surveys.)

WNEW delivers this audience at one-third the cost of any New York network station. (See Standard Rate & Data.)



Not a local station one minute and a chain station the next. Rather WNEW is a *local* station that thinks New York — acts New York — is New York. *24 Hours a Day!*

WNEW

501 Madison Avenue, New York

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 watts • 1250 kilocycles • Nationally represented by John Blair & Company

*1250
on your
dial!*

Coverage

Population—Primary 10,224,259
 Radio Homes— " 1,115,212
 Population—Secondary 9,590,479
 Radio Homes— " 1,025,995

Source: Station survey; Joint Committee.

Representatives

International Radio Sales

W J Z

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 770 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, As-
 sociated Press, International News Service.

Personnel

See Network Listing

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.

W L T H

NEW YORK—EST. 1926

FREQUENCY: 1430 Kc. POWER: 500 watts.
 OWNED BY: WLTH, Inc. OPERATED BY:
 WLTH, Inc. BUSINESS ADDRESS: 105 Second
 Ave., N. Y. C. PHONE: ORchard 4-3939. STU-
 DIO ADDRESS: 105 Second Ave., N. Y. C.
 TRANSMITTER LOCATION: Green and Provost,
 Brooklyn, N. Y. TIME ON THE AIR: Quarter
 Schedule. (Shares time with WARD, WBBC,
 WVFW); (28 hours weekly). TRANSCRIPTION
 SERVICE: Lang-Worth, C. P. MacGregor.
 MAINTAINS ARTISTS' BUREAU.

Personnel

President and General

Manager.....Samuel J. Gellard
 Program Director.....Norman H. Warembud
 Production Manager-Publicity Director,

Baron Kapelsohn

Sales Promotion Manager.....Edward J. May
 Merchandising Manager.....Jacob Welt
 Chief Engineer.....Clifton Foss

Coverage*

Population—Primary 6,930,446
 Radio Homes— " 1,663,000

*Station claims complete coverage of Jewish population.

Source: U. S. Census; Brooklyn Edison Mar-
 ket Survey; Joint Committee.

W M C A

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts,
 d.; 1000 watts, n. OWNED BY: Knickerbocker
 Broadcasting Co. OPERATED BY: Knicker-
 bocker Broadcasting Co. BUSINESS ADDRESS:
 1657 Broadway. PHONE: Circle 6-2200. STU-
 DIO ADDRESS: 1657 Broadway. TRANSMIT-
 TER LOCATION: Kearney, N. J. TIME ON THE
 AIR: 24 hours daily. NEWS SERVICE: Asso-
 ciated Press, International News Service.
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Don S. Shaw
 Director of Sales.....Charles Stark
 Operations Manager.....Charles Capps
 Artists' Bureau Head.....Charles Wilshin
 Sales Promotion Manager.....Edwin Weisman
 Chief Announcer.....Bob Carter
 Publicity Director.....Leon Goldstein
 Musical Director.....Joseph Rines
 Chief Engineer.....Frank Marx

Coverage

Population—Primary 12,480,200
 Source: Field intensity measurements.

Representative

Virgil Reiter & Co.

W N E W

NEW YORK—EST. 1934

FREQUENCY: 1280 Kc. POWER: 5000 watts.
 OWNED BY: Wodaam Corp. OPERATED BY:
 Wodaam Corp. BUSINESS ADDRESS: 501 Mad-
 ison 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 Mid-
 night 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. MAIN-
 TAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICE: Associated.

Personnel

Station ManagerBernice Judis
 Sales ManagerHerman Bess
 National Sales Manager.....Walter Duncan
 Artist Bureau HeadBernice Judis
 Special Events and Publicity Director,

Jack Banner

Production Head.....William McGrath
 Chief AnnouncerJohn Jaeger
 Chief EngineerM. J. Weiner
 Musical Director.....Merle Pitt

In The New York Market
DON'T MISS

W A A T

A DAYTIME FACTOR SINCE 1926

NOW serving the millions of residents
in New York and New Jersey From

DAWN to DAWN!

U.P. & I.N.S. NEWS of the Hour --
EVERY HOUR . . . ON THE HOUR

One Of the Reasons this Station is
A "BEST BET" IN THE WORLD'S GREATEST
MARKET *Investigate!*

Represented by Rambeau



See Page 479

Coverage

Population—Primary 11,803,680
 Radio Homes— " 2,950,920
 Population—Secondary 1,184,520
 Radio Homes— " 296,130

Source: Station survey; Joint Committee.

Representative

John Blair & Co.

W N Y C

NEW YORK—EST. 1924

FREQUENCY: 830 Kc. POWER: 1000 watts.
 OWNED BY: City of New York. OPERATED
 BY: Municipal Broadcasting System. BUSI-
 NESS ADDRESS: Municipal Bldg. PHONE:
 Worth 2-5600. STUDIO ADDRESS: Municipal
 Bldg. TRANSMITTER LOCATION: Greenpoint,
 Bklyn. TIME ON THE AIR: 7:00 A.M. to sun-
 set (Minn., Minn.). NEWS SERVICE: Inter-
 national News Service, Associated Press.

Personnel

Director..... M. S. Novik
 Chief Announcer..... T. H. Cowan
 Program Director..... Seymour N. Siegel
 Publicity Director..... Jack Goodman
 Musical Director..... Herman Neuman
 Chief Engineer..... Isaac Brimberg
 (Non-Commercial Station)

W A T

(See Jersey City, N. J., Page 479)

W O R

NEW YORK—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. and 1440 Broad-
 way, New York, N. Y. 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) 6:00 A.M. to 2:00 A.M.
 (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SER-
 VICES: Transradio Press Service, United Press,
 Associated Press, General News Ticker (Sports).
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-
 TION SERVICE: World Broadcasting System;
 WOR Electrical Transcription and Recording
 Service.

Personnel

President..... Alfred J. McCosker
 Vice president and general
 manager..... Theodore C. Streibert
 Vice-President in Charge of
 Program Operations... Julius F. Seebach, Jr.
 Vice-President in Charge of Sales,
 Rufus C. Maddux
 Sales Manager..... Eugene S. Thomas
 Commercial Program Manager, Mitchell Benson
 Production Manager..... Charles Godwin
 Director of Publicity..... Jerry Danzig
 Director of Special Features and News,
 Dave Driscoll
 Chief Engineer..... J. R. Poppele
 Director WOR Artists Bureau... Nat Abramson
 Director of Sales Promotion..... Joe Creamer
 Musical Director..... Alfred Wallenstein

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 Q X R

NEW YORK—EST. 1934

FREQUENCY: 1600 Kc. POWER: 10000 watts.
 OWNED BY: Interstate Broadcasting Co., Inc.
 OPERATED BY: Interstate Broadcasting Co.,
 Inc. BUSINESS ADDRESS: 730 Fifth Ave.
 PHONE: Circle 5-5566. STUDIO ADDRESS: 730
 Fifth Ave. TRANSMITTER LOCATION: Mas-
 peth, Long Island. TIME ON THE AIR: Full
 Time License (99½ hours weekly). NEWS
 SERVICE: Associated Press. TRANSCRIPTION
 SERVICE: World Broadcasting System.

Personnel

President..... John V. L. Hogan
 Station Manager..... Elliott M. Sanger
 Vice-President in Charge of Sales,
 Hugh K. Boice
 Sales Manager..... Robert M. Scholle
 Program Director..... Eleanor N. Sanger
 Production Manager-Chief Announcer,
 William D. Straus
 Publicity Director..... Dorothea Beckman
 Musical Director..... Eddy Brown
 Chief Engineer..... Russell Valentine

Coverage

Population—Primary 10,000,000
 Radio Homes— " 2,693,460

Source: Station survey.

*New York's
Fifth Ave
Station!*



**EVERYONE KNOWS
IT'S THE BEST BUY
IN NEW YORK**

In the world's greatest market, WOV's power and efficiency is a natural for producing more than satisfactory results.

By actual experience, shrewd advertisers and time buyers know the advantage WOV has in the vast Italo-American market. In addition to this market, WOV's new programming has resulted in reaching a greater American audience than ever before.

W O V

10,000 WATTS

1130 on your dial

OFFICES AND STUDIOS

730 FIFTH AVENUE, NEW YORK CITY

Circle 5-7979

W O V

NEW YORK—EST. 1928

FREQUENCY: 1130 Kc. POWER: 10,000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 730 Fifth Ave. PHONE: BRyant 9-6080. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Arthur Simon
Asst. Program Director.....John Schramm
Artists' Bureau Director.....Syd Leipzig
Chief Engineer.....Whitman N. Hall

Coverage

Population—Primary 8,557,725
Radio Homes— " 1,700,000

W H L D

NIAGARA FALLS—EST. 1939

FREQUENCY: 1290 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. PHONE: 7250. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lockport Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Earl C. Hull
Commercial Manager.....Fin Hollinger
Program Director.....Ben Bezoff
Chief Announcer.....Larry Lawrence
Musical Director.....Ernie Whistler
Chief Engineer.....Dean Hiatt

Coverage

Population—Primary 2,425,338
Radio Homes— " 609,593
Population—Secondary 2,921,864
Radio Homes— " 723,175

Source: Mail response survey; U. S. Census.

Representative

Headley-Reed Co.

W S L B

OGDENSBURG—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting

Co. BUSINESS ADDRESS: 2315 Knox St. PHONE: 500. STUDIO ADDRESS: 2315 Knox St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License (112 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Joseph R. Brandy
Station Manager.....Harold J. Frank
Sales and Sales Promotion Manager,

Rudy Horst

Production Manager.....George Bingham
Publicity Director.....Dorothy Goodbout
Chief Announcer.....Ken Meyer
Musical Director.....Ted Jarvis
Chief Engineer.....Raymond E. Lafferty

Coverage*

	Daytime	Evening
Population—Primary	177,328	177,328
Radio Homes— " "	40,000	40,000
Population—Secondary	258,624	177,328
Radio Homes— " "	58,680	40,000

*United States coverage only; does not include Canada.

Source: Station survey.

Representative

DeLisser-Boyd, Inc.

W H D L

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

FREQUENCY: 1450 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: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NBC Thesaurus.

Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Sales Manager.....Rocco L. Tito
Sales Promotion Manager.....H. A. McCaul
Program Director-Artists' Bureau Head,

Virgil Booth

Production Manager.....Fred Meyer, Jr.
Chief Announcer.....Arthur Hannes
Musical Director.....Elizabeth Brady
Chief Engineer.....Warren E. McDowell



"THE STROMBERG-CARLSON STATION"

P R E S T I G E

FIFTY thousand watt domination of the rich 43 county area it serves is not the only thing your WHAM radio dollar buys. Yours, too, is the prestige of the name of "Stromberg-Carlson" which for years has, to Western New Yorkers and the world, represented the finest in voice transmission and voice reception apparatus—telephone and radio. WHAM . . . owned and operated by the Stromberg-Carlson Telephone Mfg. Co. . . . 50,000 Watts . . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks . . . **National Representatives: George P. Hollingbery Co.**

W H A M

R O C H E S T E R , N . Y .

Coverage

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

Source: Field signal measurements and mail response analysis; Joint Committee.

Representative

J. P. McKinney & Son

W M F F

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1340 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: Transradio 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
 General Manager..... George F. Bissell
 Commercial Manager..... Edward Furman
 Program-Musical Director..... 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.

W K I P

POUGHKEEPSIE—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Poughkeepsie Broadcasting Corp. OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: The Nelson House. PHONE: 6800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 P.M.; Sundays, 8:00 A.M. to 12:05 P.M. (118½ hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager.... Richard E. Coon
 Commercial Manager..... Frederic W. Ayer
 Program Director..... William F. Cope
 Chief Announcer..... Chester Santon
 Chief Engineer..... Peter J. Prinz

Representative

Headley-Reed Co.

W H A M

ROCHESTER—EST. 1926
 NATIONAL BROADCASTING CO.
 (RED AND BLUE)

FREQUENCY: 1180 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 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President..... Wesley M. Angle
 Vice-President..... Edward A. Hanover
 General Manager..... William Fay
 Assistant Manager..... Jack Lee
 Commercial Manager..... J. W. Kennedy, Jr.
 Publicity Director..... Arthur Kelly
 Program Director..... Chas. Siverson
 Technical Supervisor..... Ken Gardner

Coverage

Population—Primary	3,607,424
Radio Homes— "	896,010

Source: U. S. Census; Joint Committee.

Representative

George P. Hollingbery Co.

W H E C

ROCHESTER—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 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
 Publicity Director..... Ross Woodbridge
 Assistant Secretary..... Mary Carroll
 Traffic Manager..... Elizabeth Gledhill
 Chief Announcer..... Harry LeBrun
 Musical Director..... Ken Sparon

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 S A Y

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1240 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. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Chief Engineer.....Gordon P. Brown
 General Manager.....Mort Nusbaum
 Sales and Sales Promotion Manager,
 Winston H. Thornburg
 Publicity Director.....Harland Evans

Chief Announcer.....Ross Weller
 Musical Director.....Betty Brown
 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.

W A G E *

SALINA—EST. 1941

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 watts.

OWNED BY: Sentinel Broadcasting Co. OPERATED BY: Sentinel Broadcasting Co. BUSINESS OFFICE: Salina. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Frank C. Revoir
 Vice-President.....William T. McCaffrey
 Vice-President.....Alexis M. Muench
 *Station was licensed to operate under a construction permit at time of going to press and no further information was available.

W N B Z

SARANAC LAKE—EST. 1937

FREQUENCY: 1320 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: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Carl F. Woese
 General Manager.....W. H. Carpenter
 Chief Engineer.....A. J. Kanze

Representative

George P. Hollingsbery Co.

W G Y

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 810 Kc. POWER: 50,000

Watts. OWNED BY: General Electric Co.

OPERATED BY: Same. BUSINESS ADDRESS:

1 River Road. PHONE: 4-2211. STUDIO AD-

DRESS: 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.

FIRST IN ROCHESTER HEARTS!
 IN ROCHESTER MINDS!
 IN ROCHESTER EARS!

WSAY

(BASIC MUTUAL BROADCASTING SYSTEM)

Lowest cost of any advertising medium for complete coverage of the third largest market of the nation's richest state!

For choice news and spot availabilities, write, wire, or phone collect to

W S A Y

ROCHESTER

NEW YORK