

**Personnel**

President.....E. B. Fitzpatrick  
 Station Manager.....Thomas L. Brown  
 Commercial-Sales Promotion  
 Manager.....Frederick G. Meyer  
 Program Director.....Virgil C. Booth  
 Production Manager-Chief  
 Announcer.....Richard Morgan  
 Bradford Studio Manager.....Francis X. Vogel  
 St. Bonaventure College Studio  
 Manager.....Rev. Claude Kean  
 Publicity Director.....James Connell  
 Chief Engineer.....Warren E. McDowell

**W M F F**

**PLATTSBURG—EST. 1935**

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Plattsburg Broadcast-  
 ing Corporation  
 Address.....Radio Centre  
 Phone Number.....1600  
 Transmitter Location.....Boynnton Ave.  
 Time on the Air: 7:30 a.m. to 12:05 a.m.;  
 Sundays, 9 a.m. to 12:05 a.m.  
 News Service.....Transradio  
 Transcription Service.....C. P. MacGregor  
 Representative...George P. Hollingbery Co.

**Personnel**

President.....E. H. Bragg  
 General Manager.....George F. Bissell  
 Commercial Manager.....Edward Furman  
 Program-Publicity Director...Edward Barry  
 Chief Announcer.....Wilson Daily  
 Chief Engineer.....Jack Nazak

**W K I P**

**POUGHKEEPSIE—EST. 1939**

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Poughkeepsie Broad-  
 casting Corporation  
 Address.....The Nelson House  
 Phone Number.....6-800  
 Transmitter Location.....The Nelson House  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Headley-Reed Company

**Personnel**

President.....Richard E. Coon  
 General Manager.....Bruff W. Olin, Jr.  
 Production Manager-Chief  
 Announcer.....Joel Blake  
 Publicity Director.....Rod Swift  
 Musical Director.....Sydney Freed  
 Chief Engineer.....John Burke

**W H A M**

**ROCHESTER—EST. 1927**

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts  
 Owned-Operated By...Stromberg Carlson  
 Telephone Manufacturing Company  
 Business Address.....111 East Avenue  
 Phone Number.....Stone 1862  
 Studio Address.....Sagamore Hotel  
 Transmitter Location.....Victor, New York  
 Time on the Air.....6 a.m. to 12:30 a.m.  
 News Service.....UP  
 Transcription Service...Lang-Worth; World  
 Broadcasting System  
 Representative...Geo. P. Hollingbery Co.

**Personnel**

President.....Wesley M. Angle  
 Vice-President.....Edward A. Hanover  
 General Manager.....William Fay  
 Commercial Manager.....J. W. Kennedy, Jr.  
 Sales Promotion Manager...Arthur W. Kelly  
 Program Director.....Chas. Siverson  
 Production Manager-Chief  
 Announcer.....Jack Lee  
 Musical Directors.....Charles Silverson,  
 Jeane Zacker  
 Educational Director.....Homer Bliss  
 Farm Director.....Tom Murray  
 Librarian.....Frank Seibold  
 Accountant.....Bernice Snyder  
 Director of Home Economics...Hazel Cowles  
 Director of News & Sports...Allen Sisson  
 Technical Supervisor.....Ken Gardner

**W H E C**

**ROCHESTER—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.  
 Owned-Operated By...WHEC, Inc.  
 Address.....40 Franklin St.  
 Phone Number.....Stone 1320  
 Transmitter Location...979 Mt. Read Blvd.  
 Time on the Air: 6:25 a.m. to 12:30 a.m.; Sun-  
 days, 8 a.m. to 12:30 a.m.; Saturdays, 6:25  
 a.m. to 1 a.m.  
 Newspaper Affiliation.....Gannett News-  
 papers, Inc.  
 News Service.....INS  
 Transcription Service.....Associated Music  
 Publishers  
 Representative.....J. P. McKinney & Son

**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 Spannon  
 Chief Engineer.....Bernard C. O'Brien

# HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

*Use the Station that is . . . . .*

**FIRST**—to be established in Central New York. Started in 1922.

**FIRST**—with a Network affiliation. Since 1927 a charter member of the Basic Columbia Network.

**FIRST**—5,000 Watts Day and Night. Operating on this power since November 4, 1940.

**FIRST**—in total number of hours sold.

**FIRST**—in sponsored Columbia Network Shows.

**FIRST**—in local audience preference. Air-tight survey proof of audience leadership in 25 quarter hours, morning, noon and night. Ask to see them.

*To get the most out of your radio dollar in Central New York . . .*

*Use*  
**W F B L**  
**S Y R A C U S E , N . Y .**

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM  
FREE & PETERS, Inc. *Exclusive National Representatives*

**W S A Y**

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Brown Radio Service & Laboratories  
 Address: Taylor Bldg., Main St.  
 Phone Number: Stone 702  
 Transmitter Location: Taylor Bldg.  
 Time on the Air: 6:30 a.m. to 12:30 a.m.; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12:30 a.m.  
 News Service: INS  
 National Sales Office: 366 Madison Avenue, New York, N. Y.

**Personnel**

President-Chief Engineer: Gordon P. Brown  
 General Manager: Mort Nusbaum  
 National Sales Manager: Winston H. Thornburg  
 Program Director: Harold Kolb  
 Sales Promotion Manager: Elmer J. Walz  
 Publicity Director: Harlan Evans  
 Chief Announcer: Kenneth E. Loysen

**W N B Z**

SARANAC LAKE—EST. 1937

BLUE NETWORK

Frequency: 1320 Kc. Power: 100 Watts  
 Owned-Operated By: Upstate Broadcasting Corporation  
 Business Address: 100 Main St.  
 Phone Number: 1320  
 Studio Addresses: 3 Olive St.; 100 Main St.  
 Transmitter Location: 3 Olive St.  
 Time on the Air: 7:30 a.m. to local sunset  
 Transcription Service: Keystone Broadcasting System; Standard Radio  
 Representative: Geo. P. Hollingbery Co.

**Personnel**

President: Carl F. Woese  
 Vice-President-General Manager: H. Scott Killgore  
 Station-Commercial Manager: John F. Grimes  
 Program-Publicity Director: Ruth O'Connell  
 Production Manager: Earl Sharland  
 Chief Announcer: Michael Ebert  
 Chief Engineer: Harold Warner

**W G Y**

SCHENECTADY—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts  
 Owned-Operated By: General Electric Company  
 Address: 1 River Road  
 Phone Numbers: 4-2211; 3-2121  
 Transmitter Location: South Schenectady  
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 9 a.m. to 1 a.m.  
 News Service: UP

Transcription Service: NBC Thesaurus; Standard Radio  
 Representative: National Broadcasting Co.

**Personnel**

President: Charles E. Wilson  
 Station Manager: Kolin Hager  
 Program Manager: A. O. Coggeshall  
 Sales Promotion Manager: Herbert Hauffler  
 Production Manager: Victor Campbell  
 Press & Public Relations Director: W. T. Meenam  
 Accountant: V. J. Hasche  
 Director of Agricultural Activities: G. E. Markham  
 Musical Director: Gordon Randall  
 Chief Engineer: W. J. Purcell

**W A G E**

SYRACUSE—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Operated By: Sentinel Broadcasting Corporation  
 Address: Loew Building  
 Phone Number: 2-0277  
 Transmitter Location: Liverpool, N. Y.  
 Time on the Air: 6 a.m. to 2 p.m.; Sundays, 9 a.m. to 2 p.m.  
 News Service: AP  
 Transcription Service: NBC Thesaurus  
 Representative: Edward Petry & Co., Inc.

**Personnel**

President: Frank C. Revoir  
 Station Manager: William T. Lane  
 Commercial Manager: William B. Hines  
 Sales Promotion Manager: Arnold Bowden  
 Program Director: Gordon Alderman  
 Publicity Director: Glenn Williams  
 Musical Director: Thelma Jean McNeill  
 Chief Engineer: Charles Brannen

**W F B L**

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: Onondaga Radio Broadcasting Corporation  
 Address: Onondaga Hotel  
 Phone Number: 2-1147  
 Transmitter Location: Collamer, N. Y.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.  
 News Service: INS  
 Transcription Service: World Broadcasting System  
 Representative: Free & Peters

**Personnel**

President: S. H. Cook  
 Vice-President-General Manager: Samuel Woodworth

Vice-President-Merchandising

Manager ..... Robert G. Soule  
 Commercial Manager..... Charles Phillips  
 Program Director..... George Perkins  
 Publicity Director..... Harvey Sanderson  
 Control Room Supervisor... Walter L. Stonger  
 Transmitter Supervisor... James Kelley  
 Musical Director..... Raymond Gantter  
 Chief Engineer..... A. R. Marcy

**WOLF**

SYRACUSE—EST. 1940

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Civic Broadcasting Corporation  
 Address ..... Chimes Building  
 Phone Number ..... 2-7211  
 Transmitter Location ..... Van Rensselaer and Kirkpatrick Streets  
 Time on the Air:..... 19 1/3 hours daily  
 News Service ..... Transradio  
 Representative ..... Burn-Smith Co.

**Personnel**

President-Commercial Manager. . T. S. Marshall  
 Station-Program Director .... Louis W. Kaiser  
 Publicity Director-News Editor,

Martin A. Burstein  
 Chief Announcer..... Hamilton Woodlee  
 Musical Director ..... Claude Parton  
 Chief Engineer..... David Foote

**WSYR**

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Operated By ..... Central New York Broadcasting Corporation  
 Address ..... 224 Harrison Street  
 Phone Number ..... 3-7111  
 Transmitter Location..... 2341 Valley Drive  
 Time on the Air: 19 hours daily; Sundays, 16 hours per day  
 News Service ..... UP  
 Transcription Service: Associated Recorded Program Service; Lang-Worth  
 Representative..... Paul H. Raymer Company

**Personnel**

President..... Harry C. Wilder  
 Vice-President..... Fred R. Ripley  
 Sales Promotion Manager. E. R. Vadeboncoeur  
 Program Director..... Lansing B. Lindquist

Artists' Bureau Head..... Fred Jeske  
 Chief Announcer..... Bill Rothrum  
 Musical Director..... Charles Thomas  
 Chief Engineer..... Armand Belle Isle

**WHAZ**

TROY—EST. 1922

Frequency: 1330 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Rensselaer Polytechnic Institute  
 Address ..... 110 Eighth St.  
 Phone Number ..... Troy 6810  
 Transmitter Location..... 110 Eighth St.  
 Time on the Air: 6 p.m. to 12 midnight Mondays only

**Personnel**

President..... Dr. W. O. Hotchkiss  
 Station Manager..... W. J. Williams  
 Commercial Manager..... Mary Mahony  
 Sales Promotion Manager..... W. C. Stoker  
 Program-Musical Director..... A. Olin Niles  
 Production Manager ..... H. H. Nugent  
 Publicity Director..... F. Tiff  
 Chief Announcer..... R. W. Schmelzer  
 Chief Engineer..... H. D. Harris

**WTRY**

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Troy Broadcasting Co., Inc.  
 Address ..... 92 Fourth St.  
 Phone Numbers..... Troy 2100; Albany 4-2500  
 Transmitter Location ..... Boght Corners  
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ... World Broadcasting System; Lang-Worth  
 Representative ..... Paul H. Raymer Co.

**Personnel**

President..... Col. H. C. Wilder  
 Manager..... Fred R. Ripley  
 Commercial-Sales Promotion Manager,  
 William A. Ripley  
 Program Director... W. Woodbury Carter, Jr.  
 Publicity Director..... Cecil Walker  
 Chief Announcer..... Al Parker  
 Musical Director..... Tony Sharpe  
 Chief Engineer..... A. H. Chismark

**WIBX**

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: WIBX, Inc.  
 Address: First National Bank Bldg.  
 Phone Number: 2-2101  
 Transmitter Location: Schuyler St., Marcy,  
 N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

News Service: INS  
 Transcription Service: Standard Radio  
 New York Sales Office: Hotel Belmont-Plaza  
 Representatives: Virgil Reiter & Co.  
 (Chicago); Walter Biddick Co. (West Coast);  
 Bertha Bannan (Boston)

**Personnel**

President-Treasurer: Margaret Bowen  
 Executive Vice-President: Elliott Stewart  
 National Sales-Merchandising  
 Manager: N. W. Cook  
 Local Sales Manager: L. H. Garvey  
 Production Manager: Michael Carlo  
 Chief Announcer: Robert Mahaney  
 Director of Children's Activities:  
 Betty Cushing Griffin  
 Continuity Chief: Scott Garfield  
 Office Manager: Gladys Moore  
 Musical Director: Walter Griswold  
 Chief Engineer: J. T. Dowdell

**WATN**

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Watertown Broad-  
 casting Corporation  
 Business Address: Woolworth Bldg.  
 Phone Numbers: Studios 2424; Com-  
 mercial Office, 975

Studio Address: 118 Washington St.  
 Transmitter Location: 118 Washington St.  
 Time on the Air: 7 a.m. to 11:15 p.m.; Friday  
 and Saturday, 7 a.m. to 1 a.m.

News Service: Transradio  
 Transcription Service: Standard Radio  
 Representative: Burns-Smith Co., Inc.

**Personnel**

President: G. Harry Righter  
 General Manager: John S. Van Cronkhite  
 National Sales Manager: Alfred Dinsdale  
 Chief Announcer: J. Kenneth Meyer  
 Artists Bureau Head: Raymond H. Cameron  
 Musical Director: Frederick C. B. Johnstone  
 Chief Engineer: Craig L. Whitman

**W W N Y**

WATERTOWN—EST. 1941

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By: The Brockway  
 Company

Address: Hotel Woodruff, Public Square  
 Phone Number: 4-120  
 Transmitter Location: Outer Holcomb Street,  
 just inside city limits

Time on the Air: Unlimited license  
 Newspaper Affiliation: Watertown Daily  
 Times

News Service: UP  
 Transcription Service: World Broadcasting  
 System

**Personnel**

President: Harold B. Johnson  
 Station Manager: Thomas E. Martin  
 Commercial-Sales Promotion  
 Manager: Louis Saiff  
 Program-Publicity Director: Jean Clos  
 Production Manager-Chief  
 Announcer: Robert Mowers  
 Traffic Manager: Margaret McCord  
 Musical Director: Earl Kelly  
 Chief Engineer: Maynard B. Davis

Sales are  
 Soaring

in  
 WATERTOWN, N. Y.



INVESTIGATE THIS  
 MARKET . . . and

**WATN** 250  
 WATTS

WATERTOWN, N. Y.

G. H. Righter, Pres.  
 J. S. Van Cronkhite, Gen. Mgr.  
 Representative  
 Burn-Smith Co., Inc.

# WFAS

WHITE PLAINS—EST. 1932

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Westchester Broad-  
 casting Corp.  
 Address ..... Roger Smith Hotel  
 Phone Number ..... White Plains 6400  
 Transmitter Location..... Roger Smith Hotel  
 Time on the Air..Shares time with WGBB  
 News Service..... AP  
 Transcription Service ....World Broadcasting  
 System; Lang-Worth  
 Representative ..... Headley-Reed Co.

## Personnel

President.....J. Noel Macy  
 V-P-Managing Director.....Frank A. Seitz  
 Program-Musical Director.....Ran Kaler  
 Chief Engineer .....Harry C. Laubenstein

# WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts;  
 (C. P. 5,000)  
 Owned-Operated By.....Long Island Broad-  
 casting Corporation  
 Address..... 41-30 58th Street  
 Phone Number .....NEwtown 9-3300  
 Transmitter Location.....41-30 58th St.,  
 Woodside, L. I.  
 Time on the Air: Part time schedule (75 hours  
 weekly)  
 News Service..... INS  
 Transcription Service.....Lang-Worth; NAB

## Personnel

President ..... William H. Reuman  
 General Manager.....Robert A. Catherwood  
 Asst. General Manager.....Edith Dick  
 Director of Publicity and  
 Promotion ..... Walter Kaner  
 Program Director .....Dud Conolly  
 Chief Engineer..... William H. Reuman  
 Night Studio Manager.....Fred Barr  
 Production Manager and Musical  
 Director .....Adolph Goebel

# WFAS...

*A Class Station in  
 A Class Market*

In 1941 broadcast—

- 3138 Programs of Serious Music
- 1335 World and Westchester  
 newscasts.
- 340 Westchester sportscasts and  
 events.
- 374 Westchester Religious pro-  
 grams.
- 249 Westchester Women's Feat-  
 ures.
- 599 Civic—Fraternal—Educa-  
 tional Programs.
- 498 Programs for Children.
- 786 Remote Pickups in West-  
 chester.

# WFAS in Westchester

Roger Smith Hotel  
 White Plains

Representatives:

HEADLEY-REED COMPANY  
 420 Lexington Ave.  
 New York

# WWRL

NEW YORK

**COMING SOON!**

**5,000 WATTS**

NON-DIRECTIONAL

**FULL TIME**



LOWEST RATES

IN  
 NEW YORK CITY

# WWRL

'160 THE RIGHT END  
 OF THE DIAL'

# NORTH CAROLINA

For Latest U. S. Census, Population and Retail Trade Data

Please Turn to Page 248

## W I S E

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.  
BLUE RIDGE NETWORK  
(WFBC-WKPT-WOPI-WISE)

Frequency: 1230 Kc. Power: 250 Watts  
Owned By.....WISE Broadcasting Co.  
Operated By.....Radio Station WISE, Inc.  
Address.....Langren Hotel  
Phone Number.....1213  
Transmitter Location.....Langren Hotel  
Time on the Air.....121 hours weekly  
Newspaper Affiliation: Asheville Daily News  
News Service.....INS  
Transcription Service.....NBC Thesaurus

### Personnel

President-Station Manager.....Harold Thoms  
Commercial Manager.....Baxter Barkley  
Program Director.....Ken Beachboard  
Chief Engineer.....Charles Sumner

## W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts  
(C.P. 5000)

Owned-Operated By.....Asheville Citizen-  
Times Co., Inc.

Address.....14 O'Henry Avenue  
Phone Number.....5500

Transmitter Location.....Flatiron Building  
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-  
days, 8 a.m. to 12 midnight

Newspaper Affiliation.....Asheville Citizen-  
Times

News Service.....UP  
Transcription Service.....Lang-Worth; World  
Broadcasting System

### Personnel

Executive Director.....Don S. Elias  
Commercial Manager.....John E. Thayer  
Program Director.....Ezra A. McIntosh  
Assistant Program Director.....Mardi Liles  
Promotion Manager.....Herman I. Mosely  
Chief Engineer.....Cecil Hoskins

## W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CAROLINA & SOUTHERN NETWORKS

Frequency: 920 Kc. Power: 1000 Watts

Owned-Operated By.....Alamance Broad-  
casting Company, Inc.

Address.....310½ South Main St.  
Phone Numbers.....2730; 2731

Transmitter Location.....Elon Road (West  
Front Street Extension)

Time on the Air:.....6 a.m. to local sunset

News Service.....UP

Transcription Service.....Standard Radio

### Personnel

Managing Director.....E. Z. Jones  
Commercial Manager.....Ernie Smith  
Program Director.....Paul Huddleston  
Publicity Director.....Kent Dennan  
Chief Announcer.....William Sandifer  
Chief Maintenance Engineer.....Edward Day  
Accountant.....Laurine Skinner  
Traffic Director.....Pal Faulconer  
Musical Director.....Katherine Faulconer  
Chief Engineer.....C. C. Penny

## W A Y S

CHARLOTTE—EST. 1941

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts

Owned-Operated By.....Inter-City Advertising Co.

Address.....120 E. Third St.

Phone Numbers.....37173 (office);  
41233 (studio-transmitter)

Transmitter Location.....Oakdale

Time on the Air:.....6:30 a.m. to 12 midnight

News Service.....INS

Transcription Service.....Lang-Worth

Representative.....Weed & Co.

### Personnel

President.....George W. Dowdy  
Station Manager.....Harold H. Thoms  
Program Director.....Ron Jenkins  
Chief Announcer.....Don Mack  
Chief Engineer.....Bob Rigby

## W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts

Owned-Operated By.....Columbia Broadcasting  
System, Inc.

Business Address.....Wilder Building

Phone Number.....3-8833

Transmitter Location.....9 miles southeast of  
Charlotte

Time on the Air: 5 a.m. to 1 p.m.; Sundays,  
7 a.m. to 12 midnight

News Service.....UP

Transcription Service.....Lang-Worth

Representative.....Radio Sales

### Personnel

President.....Wm. S. Paley  
Station Manager.....A. E. Joscelyn  
Sales Manager.....Royal E. Penny  
Sales Promotion Manager.....William F. Carley

News Editor.....Jack Knell  
 Farm Editor.....Grady Cole  
 Program Director.....C. H. Crutchfield  
 Auditor.....E. J. DeGray  
 Musical Director.....Jack Phipps  
 Chief Engineer.....J. J. Beloungy

## W S O C

**CHARLOTTE—EST. 1928**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Station WSOC, Inc.  
 Address.....1925 N. Tryon Street  
 Phone Number.....7138  
 Transmitter Location.....1925 N. Tryon Street  
 Time on the Air: 6:30 a.m. to 12 midnight;  
 Sundays, 9 a.m. to 12 midnight  
 News Service.....Transradio  
 Transcription Service.....NBC Thesaurus  
 Representative.....Headley-Reed Company

### **Personnel**

President and Station Manager.....E. J. Gluck  
 Commercial Manager.....W. C. Irwin  
 Program Director.....C. G. Hicks  
 Sales Promotion Manager.....Paul W. Norris  
 Chief Engineer.....L. L. Caudle

## Unassigned\*

**CONCORD—EST. 1941**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Wayne Nelson  
 Business Address.....Concord  
 Transmitter Location.....Concord  
 Time on the Air.....Daytime license

### **Personnel**

Owner.....Wayne Nelson  
 \*Station had a construction permit at pres-  
 time and no further information was available.

## W D N C

**DURHAM—EST. 1934**

COLUMBIA BROADCASTING SYSTEM

TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Durham Radio  
 Corporation  
 Address.....138 Chapel Hill Street  
 Phone Numbers.....R-155, R-156  
 Transmitter Location...Cole Road, Near Durham  
 Time on the Air: 6:30 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation.....Herald-Sun Papers  
 News Service.....UP  
 Transcription Service.....C. P. MacGregor  
 Representative.....Howard H. Wilson Company

### **Personnel**

President.....C. C. Council  
 General Manager.....J. F. Jarman, Jr.  
 Commercial Manager.....C. J. Woodhouse  
 Program-Publicity Director.....J. B. Clark  
 Chief Announcer.....Franklin Evans

Director of Scripts and Continuity,  
 Mildred Williams  
 Recording Engineer.....Lewis Brown  
 Bookkeeper-Personnel Manager...Sue Taylor  
 Director of Negro Affairs.....Norfley Whitted  
 Musical Director.....Anne Edwards  
 Chief Engineer.....R. A. Dalton

## W C N C

**ELIZABETH CITY—EST. 1939**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Albemarle Broadcasting  
 Co.  
 Address.....Colonial Ave.  
 Phone Number.....1400  
 Transmitter Location...Parsonage St. Extension  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System

### **Personnel**

President-Manager.....T. W. Aydlett  
 Commercial Manager-Program Director,  
 Paul Moyle  
 Chief Announcer.....Louis Riggsbee  
 Artists' Bureau Head.....Francis Elliott  
 Musical Director.....Bob Truere  
 Chief Engineer.....Joe Kyle

## W F N C

**FAYETTEVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....W. C. Ewing & T. K. Weyher  
 Operated By...Cumberland Broadcasting Co.  
 Address.....114 Anderson St.  
 Phone Number.....4848  
 Transmitter Location.....N. Water St.  
 Time on the Air.....6:30 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service...Associated Music Pub-  
 lishers

### **Personnel**

President-Station Manager.....W. C. Ewing  
 Commercial Manager.....C. D. Moore  
 Program Director-Chief Announcer...Ted Ellis  
 Production Manager.....Mrs. Charles Batson  
 Publicity Director.....Kate Southerland  
 Musical Director.....Larry Roller  
 Chief Engineer.....Frank Stewart

## W G N C

**GASTONIA—EST. 1939**

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....F. C. Todd  
 Address...National Bank of Commerce Bldg.  
 Phone Number.....732  
 Transmitter Location.....Gastonia  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....UP



**Personnel**

Owner..... F. C. Todd  
 Manager..... Pat McSwain  
 Commercial-Sales Promotion  
 Manager..... F. C. Abernathy  
 Program Director..... Earl Holder  
 Chief Announcer..... Dick Gray  
 Chief Engineer..... Clarence Morse

**W G B R**

**GOLDSBORO—EST. 1939**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Eastern Carolina Broad-  
 casting Corp.  
 Business Address..... P. O. Box 1024  
 Phone Numbers..... 1550; 1551  
 Studio Address..... Raleigh Highway  
 Transmitter Location..... Raleigh Highway  
 Time on the Air..... 6:30 a.m. to 10:30 p.m.  
 News Service..... UP  
 Transcription Service..... Standard Radio  
 Representative..... Associated Radio Sales

**Personnel**

President..... A. T. Hawkins  
 Station-Commercial Manager..... G. L. Winters  
 Program Director..... Harry Bright  
 Publicity-Musical Director..... Ted Burwell  
 Artists' Bureau Head..... Jerry Winters  
 Continuity Director..... Bill Arrington  
 Chief Engineer..... H. H. Lance

HELP  
 THE  
 RED CROSS

**W B I G**


**GREENSBORO—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1470 Kc..... Power: 5000 Watts  
 Owned-Operated By..... North Carolina Broad-  
 casting Co., Inc.  
 Business Address..... Box 1807  
 Phone Number..... 6125  
 Studio Address..... O. Henry Hotel  
 Transmitter Location..... Battleground Boulevard  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service..... AP; Transradio  
 Transcription Services:..... World Broadcasting  
 System; Lang-Worth; Standard Radio  
 Representative..... George P. Hollingbery Co.

**Personnel**

Station and Commercial  
 Manager..... Edney Ridge  
 Program Director..... Faye Kenyon  
 Publicity Director..... Virginia Wilson McKinney  
 Production Manager-Chief  
 Announcer..... Wally Williams  
 News Editor..... Nancy Hudson  
 Musical Director..... Margaret Banks  
 Chief Engineer..... Earl Allison



**ALWAYS  
 A GOOD  
 SHOW!**

**WBIG** GREENSBORO  
 NORTH  
 CAROLINA


George P. Hollingbery  
 Co.  
*Nat'l Reprs.*

ASK  
 EDNEY RIDGE

**WBIG**, GREENSBORO, N. C.

FOR  
 "COLD FACTS"!

5000 Watts, Day      5000 Watts, Night  
 "THE PRESTIGE STATION OF  
 THE CAROLINAS"



# WGBG

**GREENSBORO—EST. 1942**

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Operated By Greensboro Broadcast-  
 ing Co.  
 Business Address Ashe St. Extension &  
 Asheboro Rd.  
 Transmitter Location Greensboro  
 Time on the Air 6 a.m. to local sunset  
 News Service UP  
 Transcription Service Lang-Worth

## Personnel

President-Station Manager Ralph M. Lambeth  
 Commercial Manager Herbert G. Mitchell  
 Program Director Ted R. Woodard  
 Chief Announcer Eddie Carlos  
 Chief Engineer James Stewart

# WGTC

**GREENVILLE—EST. 1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Greenville Broadcast-  
 ing Company  
 Address Falkland Highway  
 Phone Number 3182  
 Transmitter Location Falkland Highway

Time on the Air Unlimited License  
 News Service UP  
 Transcription Service Associated Music  
 Publishers

## Personnel

President J. J. White  
 Station Manager-Program  
 Director Margaret J. Laughinghouse  
 Commercial-Sales Promotion  
 Manager Carl Jack Aley  
 Publicity-Musical Director J. D. Simpson, Jr.  
 Special Events Director Carl McKinney  
 Continuity Director Francis Simpson  
 Chief Announcer-News Editor Harold Dale

# WHKY

**HICKORY—EST. 1940**

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 (C.P. 1290 Kc.; 5000 d.; 1000 n.)  
 Owned-Operated By The Catawba Valley  
 Broadcasting Co., Inc.  
 Address Radio Bldg.  
 Phone Number 1195-6  
 Transmitter Location Radio Bldg.  
 Time on the Air 119 hours weekly  
 News Service UP  
 Transcription Service NBC Thesaurus

## Personnel

President Carl V. Cline  
 Station-Commercial Manager W. T. Hix  
 Chief Engineer E. S. Long

NEW - LOCAL  
 GREENSBORO, N.C.  
 COVERAGE



## LOW RATE BLANKETS NORTH CAROLINA

"KEY" CITY — With "Plus" Values

Greensboro, N. C.—"Pivot of the Pied-  
 mont," with high per capita earnings and  
 regular payrolls from diversified sources,  
 is noted for its "trade-at-home" spirit.  
 WGBG offers exceptional returns on your  
 advertising dollar spent in this city—with  
 a "Plus" value of heavy listener audience  
 in its rich trade area—backed by merchan-  
 dising aid from an up-and-coming staff  
 of alert radio men.

# WGBG

Greensboro, N. C.

1000 Watts

980 Kc.

BUY  
 DEFENSE  
 STAMPS  
 AND  
 BONDS

# W M F R

**HIGH POINT—EST. 1936**  
BLUE NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WMFR, Inc.  
Address . . . . . 156½ S. Main St.  
Phone Number . . . . . 4593  
Transmitter Location . . . . . 156½ S. Main St.  
Time on the Air . . . . . 6 a.m. to 12:05 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth

## Personnel

President . . . . . James E. Lambeth  
Station Manager . . . . . Ralph M. Lambeth  
Commercial-Sales Promotion . . . . .  
Manager . . . . . Pat Taylor  
Program Director-Chief  
Announcer . . . . . Stan Conrad  
Thomasville Studio Manager . . . . . Harrold Harrison  
Lexington Studio Manager . . . . . Frank Lambeth

# W F T C

**KINSTON—EST. 1936**  
BLUE NETWORK

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Jonas Weiland  
Address . . . . . 210 East King St.

Phone Number . . . . . 1200  
Transmitter Location . . . . . Kinston, N. C.  
Time on the Air . . . . . 15 hours daily  
News Service . . . . . Transradio  
Representative . . . . . Burn-Smith Company

## Personnel

President-Station Manager . . . . . Jonas Weiland  
Program Director-Chief  
Announcer . . . . . Ray Woodard  
Chief Engineer . . . . . Glen Neuville

# W H I T

**NEW BERNE—EST. 1942**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Coastal Broadcasting Co.  
Address . . . . . New Berne  
Phone Number . . . . . 1450  
Transmitter Location . . . . . Trent Rd. & U. S. Highway No. 17  
Time on the Air . . . . . Unlimited license  
News Service . . . . . UP

## Personnel

President-Station Manager . . . . . Louis N. Howard

CENTER OF WEALTH AND POPULATION OF NORTH CAROLINA

### REASONS for THIS "MUST" STATION

6 CITY COVERAGE  
HIGH POINT    LEXINGTON  
WINSTON-SALEM    THOMASVILLE  
GREENSBORO

• THE "TRIANGLE MARKET" •

**No. 1** The High Point-Winston-Salem-Greensboro triangle is the richest area in North Carolina—the center of the State's population—with highest income per capita.

• COVERAGE •

**No. 2** WMFR completely blankets High Point—with a heavy listener audience in the trade area, "the triangle market."

• PROGRAMS •

**No. 3** WMFR carries Blue Network shows, supplemented by proven local entertainment from studios in High Point, Thomasville and Lexington.

• COST •

**No. 4** One of the best buys on the dial . . . . . Costs low enough to be placed in the modest budget with results comparable to much greater expenditure.

**BLUE NETWORK**  
250 Watts . . . . . 1230 K. C.

# WMFR

High Point    North Carolina

"The World's Foremost Tobacco Centre"

## INCREASE

# Your Sales

in this

## MERCHANDISABLE

## AREA

# W

# F

# T

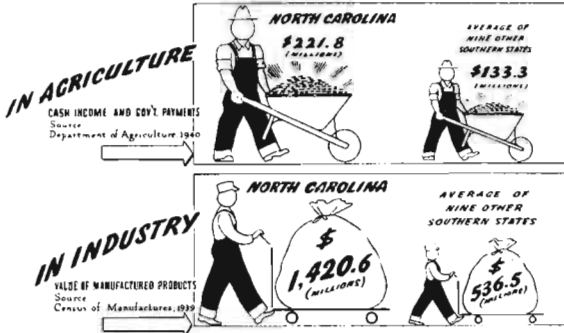
# C

KINSTON, NORTH CAROLINA

1230 KC.
250 W.

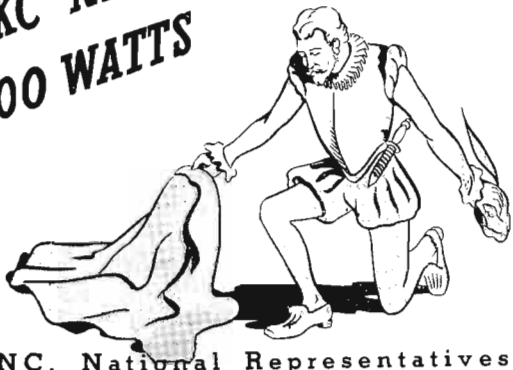
JONAS WEILAND  
MANAGER

# NORTH CAROLINA is the SOUTH'S GREATEST STATE



# WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red  
50,000 WATTS



FREE & PETERS, INC. National Representatives

## W P T F

**RALEIGH—EST. 1922**

**NATIONAL BROADCASTING COMPANY**

Frequency: 680 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . WPTF Radio Co.  
 Address . . . . . 20 East Martin St.  
 Phone Number . . . . . 8311  
 Transmitter Location . . . . . Cary, N. C.  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . AP; UP  
 Transcription Service . . . . . NBC Thesaurus,  
 Lang-Worth  
 Representative . . . . . Free & Peters

### Personnel

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

## W R A L

**RALEIGH—EST. 1938**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Capitol Broadcasting  
 Company  
 Address . . . . . 130 S. Salisbury Street  
 Phone Number . . . . . 6411  
 Transmitter Location . . . . . Extension of East Davie  
 Street  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . Transradio  
 Transcription Service . . . . . C. P. MacGregor  
 Representative . . . . . Weed & Co.

### Personnel

President . . . . . A. J. Fletcher  
 General Manager . . . . . Fred Fletcher  
 Commercial Manager . . . . . Frank Stearns  
 Program Director . . . . . Margaret Early  
 Traffic Manager . . . . . Alice Hall  
 Continuity Director . . . . . Lucy Crenshaw  
 Chief Announcer . . . . . Ray Reeve  
 Musical Director . . . . . William Barham  
 Chief Engineer . . . . . Stanley Brown

## W C B T

**ROANOKE RAPIDS—EST. 1940**

**THE BLUE NETWORK**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. Winfield Crew, Jr.  
 Address . . . . . 251 Roanoke Avenue  
 Phone Number . . . . . R-855-1  
 Transmitter Location . . . . . 10th Street Extension  
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-  
 days, 9 a.m. to 10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . C. P. MacGregor  
 Representative . . . . . Spot Sales, Inc.

### Personnel

Owner-Manager . . . . . J. Winfield Crew, Jr.  
 Commercial-Sales Promotion  
 Manager . . . . . Nathan Frank  
 Program Director-Chief  
 Announcer . . . . . Bert Schalanger  
 Bookkeeper . . . . . Mrs. Lewis Hiland  
 Credit Manager . . . . . Mrs. Nathan Frank  
 Chief Engineer . . . . . Lewis Hiland

## W E E D

**ROCKY MOUNT—EST. 1933**

**BLUE NETWORK**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. Avera Wynne  
 Business Address . . . . . Box 391  
 Phone Number . . . . . Rocky Mount 1420  
 Studio Address . . . . . Nashville Highway  
 Transmitter Location . . . . . Nashville Highway  
 Time on the Air . . . . . 7 a.m. to 12 midnight  
 News Service . . . . . UP

### Personnel

Owner-Manager . . . . . W. Avera Wynne  
 Commercial-Sales Promotion  
 Manager . . . . . George Arrington  
 Program-Production Manager, Thomas Snowden  
 Publicity Director . . . . . Elmer Procter  
 Chief Announcer . . . . . Bill Holm  
 Musical Director . . . . . David Conner  
 Chief Engineer . . . . . I. G. Murphrey

## W S T P

**SALISBURY—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CAROLINA STATE NETWORK**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Piedmont Broadcast-  
 ing Corp.  
 Business Address . . . . . P. O. Drawer 920  
 Phone Number . . . . . 2121  
 Studio Addresses . . . . . Yadkin Hotel; Swa-  
 nee Theatre Bldg., Kannapolis, N. C.  
 Transmitter Location: Statesville Highway at  
 Grant Creek  
 News Service . . . . . Transradio  
 Representative . . . . . Burn-Smith Co.

### Personnel

President . . . . . Bryce P. Beard  
 Manager . . . . . John W. Shultz  
 Commercial Manager . . . . . F. F. Patterson  
 Program Director . . . . . George L. Brantley  
 Kannapolis Studio Director . . . . . Earl Caton  
 Chief Announcer . . . . . Russell McIntire  
 Chief Engineer . . . . . Carl B. Watson

## W R R F\*

**WASHINGTON—EST. 1941**

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By: Tar Heel Broadcasting System  
 Address: Washington  
 Time on the Air: Daytime license

### Personnel

President: W. R. Robertson, Sr.  
 \*Station had a construction permit at press-time and no further information was available.

## W M F D

**WILMINGTON—EST. 1935**

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Richard Austin Dunlea  
 Business Address: P. O. Box 696  
 Phone Number: Dial 4840  
 Studio Addresses: Castle Hayne Road, Forest Hills; 5th & Market; Front & Chestnut; South 5th St., at Nunn  
 Transmitter Location: Castle Hayne Road  
 Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 10:30 p.m.  
 News Service: Transradio  
 Transcription Service: BMI  
 Representative: Burn-Smith Company

### Personnel

President-General Manager: R. A. Dunlea  
 Commercial-Sales Promotion  
 Manager: Claud O'Shields  
 Assistant Manager: Julia M. Johnston  
 Program-Musical Director: Harry W. Lee  
 Production Manager: Margaret Saleem  
 Chief Announcer: Howard Ozment  
 Chief Engineer: Robert David England

## W G T M

**WILSON—EST. 1937**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: WGTM, Inc.  
 Address: 115 W. Nash Street  
 Phone Number: 2188  
 Time on the Air: 17 hours daily  
 News Service: UP  
 Representative: Burn-Smith Co.

### Personnel

President: H. W. Wilson  
 Station Manager: Penn T. Watson  
 Commercial Manager: Allen Wanamaker  
 Program Director: Clinton Faris  
 Publicity Director: Mina Ray Church  
 Chief Announcer: Ted Austin  
 News Bureau Manager: Elmer Oettinger, Jr.  
 Chief Engineer: Bill Malone

## W A I R

**WINSTON-SALEM—EST. 1937**

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: C. G. Hill, Geo. D. Walker, S. H. Walker

Address: Pepper Bldg.  
 Phone Number: 2-1133  
 Transmitter Location: Reynolda, N. C.  
 Time on the Air: Unlimited license  
 News Service: AP; Transradio  
 Transcription Service: World Broadcasting System  
 Representative: Spot Sales, Inc.

### Personnel

General Manager: George D. Walker  
 Commercial Manager: C. G. Hill  
 Program-Musical Director: Charles Keaton  
 Production Manager-Chief  
 Announcer: Rosser Fowlkes  
 Publicity Director: E. D. Hill  
 Artists' Bureau Head: Hortense Pease  
 Chief Engineer: Earl Downey

## W S J S

**WINSTON-SALEM—EST. 1930**

NATIONAL BROADCASTING CO.

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: Piedmont Publishing Co.  
 Address: 419-421 N. Spruce St.  
 Phone Number: 4141  
 Transmitter Location: Liberia St.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel  
 News Service: UP  
 Transcription Services: Associated Music Publishers; Lang-Worth  
 Representative: Headley-Reed Co.

### Personnel

President: Gordon Gray  
 Business Manager: N. L. O'Neil  
 Sales Manager: Harold Essex  
 Program Director: Johnny Miller  
 Chief Announcer: Clay B. Daniel  
 Musical Director: B. C. Dunford, Jr.  
 Women's Program Director: Priscilla Lambeth  
 Chief Engineer: Phil Hedrick

# NORTH DAKOTA

For Latest U. S. Census, Population and Retail Trade Data  
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## KFYR

BISMARCK—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By Meyer Broadcasting  
Company

Address 320 Broadway  
Phone Number 468  
Transmitter Location: 2½ mile North and ¼  
mile West of Menoken, N. Dak.

Time on the Air Unlimited license  
News Service AP  
Transcription Service Standard Radio  
Representative John Blair & Company

### Personnel

President and General Manager P. J. Meyer  
Station and Commercial

Manager F. E. Fitzsimonds  
Program Director-Chief

Announcer W. R. Griffin  
Publicity Director Robert W. MacLeod  
Chief Engineer Ivar Nelson

## KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By KDLR, Inc.  
Address 1025 Third St.

Phone Number 1090  
Transmitter Location East end 4th Street  
Time on the Air Unlimited license

News Service AP  
Transcription Service World Broadcasting  
System

### Personnel

President and General Manager Bert Wick  
Program Director-Chief Announcer Dal Stallard

Musical Director Kermit Myhre  
Chief Engineer Richard Moritz

## WDAY

FARGO—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WDAY, Inc.  
Address Black Building

Phone Number 5357  
Transmitter Location Four miles west of Fargo  
Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliation Fargo Forum  
News Service UP  
Transcription Service NBC Thesaurus  
Representative Free & Peters

### Personnel

President and General Manager E. C. Reineke  
Commercial Manager B. J. Lavin  
Program Director-Chief

Announcer Ken Kennedy  
Production Manager David Henley  
Publicity Director Bill Dean  
Musical Director Abbie Andrews  
Chief Engineer Julius Hetland

## KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By University of North  
Dakota

Address Woodworth Hall, University Campus  
Phone Number 2800  
Transmitter Location University Campus  
Time on the Air 3 p.m. to 5 p.m. daily

### Personnel

President John C. West  
Business Manager J. W. Wilkerson  
Program Director Russell Ireland  
Chief Engineer Elwin J. O'Brien  
(Non-Commercial Station)

## KILO

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.  
Owned-Operated By Dalton Le Masurier  
Address First National Bank Building

Phone Number 1200  
Transmitter Location University of North  
Dakota Campus

Time on the Air: 7 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight

News Service Transradio  
Transcription Service Lang-Worth  
Representative The Foreman Company

### Personnel

Owner-Station Manager Dalton Le Masurier  
Commercial Manager Elmer Hanson  
Sales Promotion Manager Bill Walker

Program Director Helen LaVelle  
Chief Announcer Bob Crawford  
Musical Director Blanche Warnken  
Chief Engineer Harvey Kees

## KRMC

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Jamestown Broadcasting  
Company, Inc.

Business Address Midland Building



Your advertising on Fort Industry stations hits the mark. The experienced hands of 176 radio people pull the bow string that lets fly your message to its target. Of these staff members, all but ten have been with The Fort Industry Company two years or more; 22 have been with this firm ten years or longer; 44, five years or longer; 52 have been with Fort Industry at least three years. Long association together has sharpened their aim; they have pioneered, many of them, in broadcasting. Their combined experience doesn't show on the rate card, but it can be measured in vast, loyal audiences. If it's a Fort Industry station, your programming problem is safe in the hands of qualified broadcasters. Your message will find its mark!

THE FORT INDUSTRY STATIONS

|                                 |                               |                                 |
|---------------------------------|-------------------------------|---------------------------------|
| <b>WWVA</b><br>WHEELING, W. VA. | <b>WSPD</b><br>TOLEDO, O.     | <b>WMMN</b><br>FAIRMONT, W. VA. |
| <b>WLOK</b><br>LIMA, O.         | <b>WHIZ</b><br>ZANESVILLE, O. | <b>WAGA</b><br>ATLANTA, GA.     |



Phone Numbers ..... 100; 358  
 Transmitter Location .. 1201 First Avenue South  
 Time on the Air .... 6:30 a.m. to 12 midnight  
 News Service ..... Transradio  
 Transcription Service .... World Broadcasting  
 System  
 Representative.... North Central Broadcasting  
 System

**Personnel**

President..... John W. Boler  
 Station Manager..... B. Harland Ohde  
 Program Director..... John D. Stebbins  
 Chief Engineer..... Lloyd R. Amoo

**K G C U**

**MANDAN—EST. 1925**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 Frequency: 1270 Kc..... Power: 250 Watts  
 Owned-Operated By.. Mandan Radio Association,  
 Inc.

Business Address..... 205 1st St., N.W.  
 Phone Numbers ..... 631; 257  
 Studio Addresses: 205 1st St., N.W.; Prince  
 Hotel, Bismarck, N. D.  
 Transmitter Location... South East of Mandan  
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,  
 6:30 a.m. to 11 p.m.  
 News Service ..... Transradio  
 Transcription Service ..... C. P. MacGregor  
 Representative.... North Central Broadcasting  
 System

**Personnel**

President..... H. C. Schulte  
 Station Manager..... Russ Kaber  
 Commercial Manager..... W. C. Roerink  
 Program Director-Chief  
 Announcer ..... Bob Kyllingstad  
 Chief Engineer..... Otto H. Lehner

**K L P M**

**MINOT—EST. 1929**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 Frequency: 1390 Kc..... Power: 1000 Watts  
 Owned-Operated By..... John B. Cooley  
 Business Address ..... Box 909  
 Phone Number ..... 1267  
 Studio Address ..... 118A South Main St.  
 Transmitter Location.. Three miles southeast of  
 Minot  
 Time on the Air..... Unlimited license  
 News Service ..... Transradio  
 Transcription Service.... World Broadcasting  
 System

Representative ..... The Walker Company

**Personnel**

President..... John B. Cooley  
 Station Manager-Chief Engineer.. C. W. Baker  
 Commercial Manager..... E. H. Cooley  
 Program Director..... Lillian Berke

**K O V C**

**VALLEY CITY—EST. 1936**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By ..... KOVC, Inc.  
 Address ..... 312 Fifth Ave.  
 Phone Number ..... 408  
 Transmitter Location ..... 312 Fifth Ave.  
 Time on the Air..... 98 hours weekly

**Personnel**

President..... Milton Holiday  
 General Manager..... Robert E. Ingstad  
 Program Director-Chief Announcer Harry Myers  
 Publicity Director..... Charles Sjostrom  
 Musical Director..... Midge George  
 Chief Engineer..... Stanley Guth

**OHIO**

*For Latest U. S. Census, Population and Retail Trade Data  
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**W A D C**

**AKRON—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Allen T. Simmons  
 Business Address ..... Box 830  
 Phone Number ..... Meadowbrook 3211  
 Studio Address..... Tallmadge, Ohio  
 Transmitter Location.. State Route No. 8, North  
 of Akron  
 Time on the Air..... 6:30 a.m. to 1 a.m.

News Service ..... Transradio  
 Transcription Service..... C. P. MacGregor  
 Representative..... Geo. P. Hollingbery Co.

**Personnel**

President-Station Manager... Allen T. Simmons  
 Commercial-Sales Promotion  
 Manager ..... R. B. Wilson  
 Program Director..... H. H. Hageman  
 Publicity Director..... Robert Wass  
 Traffic Manager..... C. R. Jolliff  
 Musical Director..... Charles Harr  
 Chief Engineer ..... John Aitkenhead

**W A K R**

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 d.; 1000 n.  
(CP 5000 n.)Owned-Operated By..Summit Radio Corpora-  
tionAddress.....First Central Tower  
Phone Number.....HEmlock 6151  
Transmitter Location..4½ miles south of Akron  
Time on the Air.....7 a.m. to 1 a.m.  
News Service.....AP  
Transcription Service.....NBC Thesaurus  
Representative.....Spot Sales, Inc.**Personnel**President-Station Manager...S. Bernard Berk  
Commercial Manager.....Kenneth M. Keegan  
Sales Promotion Manager.....V. G. Berk  
Program Director-ChiefAnnouncer.....Deane S. Long  
Production Manager.....Russell B. Wise  
Chief Engineer.....Don Dayton**W J W**

AKRON—EST.1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
(C. P. 850 Kc.; 5000 Watts)Owned-Operated By.....WJW, Inc.  
Address.....41 S. High Street  
Phone Number.....Jefferson 6111  
Transmitter Location.....41 S. High Street,  
(C. P. Franklyn Township, Ohio)Time on the Air.....7 a.m. to 2 a.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Headley-Reed Co.**Personnel**President-Station Manager.....Bill O'Neil  
Sales Promotion Manager.....Jack Looker  
Program-Publicity Director.....Bill Griffiths  
Office Manager.....Lawrence Webb  
Musical Director.....Carl Ayers  
Chief Engineer.....Gerald Roberts**W I C A**

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts  
Owned-Operated By.....WICA, Inc.  
Address.....221 Center St.  
Phone Number.....1211  
Transmitter Location.....South of city  
Time on the Air.....7 a.m. to local sunset  
News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....The Walker Co.**Personnel**President.....C. A. Rowley  
Manager.....R. B. RowleyCommercial Manager.....R. C. Marvin  
Program Director.....W. W. Walrath  
Publicity Director.....Al Newkirk  
Chief Announcer.....Richard Miner  
Musical Director.....Ross Miller  
Chief Engineer.....George Gautney**W H B C**

CANTON—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Brush-Moore Newspapers, Inc.  
Operated By..The Ohio Broadcasting Company  
Address.....550 Market Avenue, South  
Phone Number.....7-166  
Transmitter Location.....Lakeside Avenue  
Time on the Air.....7 a.m. to 12 midnight  
Newspaper Affiliation.....Brush-Moore News-  
papers, Inc.  
News Service.....UP  
Transcription Service.....World Broadcasting  
System**Personnel**President.....Louis H. Brush  
General Manager.....Felix Hinkle  
Commercial-Sales Promotion  
Manager.....Robert C. Fehlman  
Production Manager.....Janet Baker  
Chief Announcer.....Leonard Taylor  
Musical Directors.....James Winger,  
Martin Alexander  
Chief Engineer.....Kenneth Sliker**W C K Y**

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts  
Owned-Operated By.....L. B. Wilson, Inc.  
Address.....Hotel Gibson, 5th & Walnut  
StreetsPhone Number.....Cherry 6565  
Transmitter Location..near Crescent Springs,  
Ky.  
Time on the Air: 6 a.m. to 2 a.m.; Sundays,  
8 a.m. to 2 a.m.News Service.....UP  
Transcription Service.....Standard Radio  
Representative.....Free & Peters**Personnel**President and General Manager..L. B. Wilson  
Sales Director.....Fred A. Palmer  
Assistant Sales Manager.....A. C. Boone  
Promotion Manager.....Helen Rees  
Program Director-Chief Announcer..Rex Davis  
Production Manager.....Al Bland  
Traffic Manager.....Jeanette Fuller  
Merchandising Director.....Thomas Mitchell  
Publicity Director.....Elmer Dressman  
Women's Editor.....Olive Kackley  
Accountant.....Marie Schulte  
Chief Engineer.....C. H. Topmiller  
Assistant Chief Engineer....Arthur H. Gillette

**WCPO**  
CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Scripps-Howard  
Radio, Inc.  
Address .....204 Keith Building, 523 Walnut  
Street  
Phone Number .....MAin 3314  
Transmitter Location...Daylight Building, 623  
East 6th St.  
Time on the Air: 6:30 a.m. to 12:15 a.m.; Sat-  
urdays, 6:30 a.m. to 2 a.m.; Sundays, 7:30  
a.m. to 12:15 p.m.  
Newspaper Affiliation: The Cincinnati Post;  
Scripps-Howard Newspapers  
News Service ..... UP  
Transcription Service.....Standard Radio  
Lang-Worth  
Representative .....The Branham Company

**Personnel**

President.....Jack Howard  
Vice President.....J. C. Hanrahan  
General Manager.....M. C. Watters  
Commercial Manager.....John P. Smith  
Sales Promotion Manager.....Hugh J. Stump  
News Editor.....Thomas McCarthy  
Production Manager.....Robert Bentley  
Publicity Director.....Evelyn Eppinger  
Chief Announcer.....Douglas MacNamee  
Artists' Bureau Head.....Harry Hartman  
Director of Women's Programs...Betty Jo Huck  
Musical Director.....Jesse Walker  
Chief Engineer.....Glen Davis

**WKRC**  
CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM  
THE SOUTHERN NETWORK

Frequency: 750 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By.....The Cincinnati  
Times-Star Co.  
Address...Victory Parkway & Wm. H. Taft  
Rd.—Hotel Alms  
Phone Number .....Woodburn 0550  
Transmitter Location.....Victory Parkway &  
Wm. H. Taft Rd.  
Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.  
Newspaper Affiliation...The Cincinnati Times-  
Star  
News Service ..... AP  
Transcription Service .....Lang-Worth  
Representative .....The Katz Agency

**Personnel**

President .....Hulbert Taft, Sr.  
General Manager.....Hulbert Taft, Jr.  
Sales Manager .....Ken Church  
Publicity and Special Events  
Director .....Margaret Maloney  
Sales Promotion Manager.....Dave Ward

Chief Announcer.....Lou Mason  
Musical Director .....“Chick” Mauthe  
Chief Engineer.....John Tiffany

**WLW**  
CINCINNATI—EST. 1922  
BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts  
Owned-Operated By...The Crosley Corporation  
Address .....1329 Arlington Street  
Phone Number .....Kirby 4800  
Transmitter Location.....Mason, Ohio  
Time on the Air: 20 hours daily; 18 hours  
Sunday  
News Service .....AP; INS; UP; Reuters  
Representative...Spot Sales, Inc. (West Coast)

**Personnel**

President .....Powel Crosley, Jr.  
Vice-President-General Manager  
James D. Shouse  
Sales Manager.....R. E. Dunville  
Sales Manager, Chicago Office...Dewey Long  
Business Manager.....E. K. Bauer  
Director of Research & Merchandising,  
B. Strawway  
Promotion Manager.....M. F. Allison  
Director of Agricultural Dept....Ed Mason  
Program Director.....George C. Biggar  
Production Manager.....Harold Carr  
Artists' Bureau Head.....William McCluskey  
Publicity Director.....Cecil Carmichael  
Musical Director.....Milton Weiner  
Technical Supervisor.....R. J. Rockwell

BUY

DEFENSE

BONDS

☆ SECOND ONLY TO WLW IN CINCINNATI



• HAS MORE NATIONAL AND LOCAL SPOT TIME SOLD THAN ANY OTHER CINCINNATI STATION.



• HAS MORE CONSISTENT ADVERTISERS THAN ANY OTHER CINCINNATI STATION.



• DELIVERS MORE LISTENERS AT A LOWER COST PER THOUSAND THAN ANY OTHER CINCINNATI NETWORK STATION.



• CAN SHOW A GREATER RECORD OF SUCCESS STORIES THAN ANY OTHER CINCINNATI STATION.

*in Short-*

A target graphic with three concentric circles and an arrow hitting the center bullseye, positioned below the 'in Short-' text.

**WSAI HAS THE LISTENERS,  
HAS THE MERCHANDISING,  
GETS RESULTS!**

**W S A I**

**CINCINNATI—EST. 1928**  
**BLUE NETWORK**  
**NATIONAL BROADCASTING CO.**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By . . . Crosley Radio Corp.  
 Address . . . . . 1329 Arlington St.  
 Phone Number . . . . . Kirby 4800  
 Transmitter Location . . . . . Near Mt. Healthy,  
 Ohio  
 Time on the Air: 6 a.m. to 2 a.m.; Sundays,  
 8 a.m. to 2 a.m.  
 News Service . . . . . AP; INS; Reuters  
 Transcription Service . . . . . Associated Music  
 Publishers  
 Representative . . . . . Spot Sales, Inc.

**Personnel**

President . . . . . Powel Crosley, Jr.  
 Vice-President . . . . . James D. Shouse  
 General Manager . . . . . A. S. Grinalds  
 Artists' Bureau Head . . . . . George Biggar  
 Program Director . . . . . Clair Shadwell  
 Production Manager . . . . . Harold Carr  
 Publicity Director . . . . . Cecil Carmichael  
 Musical Director . . . . . William Stoess  
 Chief Engineer . . . . . R. J. Rockwell

**W G A R**

**CLEVELAND—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**  
 Frequency: 1480 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By . . . . . The WGAR Broad-  
 casting Company  
 Address . . . . . Hotel Statler  
 Phone Number . . . . . Prospect 0200  
 Transmitter Location . . . . . 1000 Harvard Ave.  
 Cuyahoga Heights, Ohio  
 Time on the Air . . . . . 6:30 a.m. to 1 a.m.  
 News Service . . . . . INS  
 Transcription Service . . . . . World Broadcasting  
 System  
 Representative . . . . . Edward Petry & Co., Inc.

**Personnel**

President . . . . . George A. Richards  
 Vice President-General Manager . . . . . John F. Patt  
 Assistant Manager in Charge  
 of Sales . . . . . Eugene Carr  
 Local Sales Manager . . . . . Harry Camp  
 Public Relations Director . . . . . Maurice Condon  
 Director of Operations . . . . . Carl George  
 Program Director . . . . . David Baylor  
 News Editor . . . . . Ralph Worden  
 Production Manager . . . . . Wayne Mack  
 Artists' Bureau Head . . . . . Jack Paar  
 Musical Director . . . . . Walberg Brown  
 Chief Engineer . . . . . R. Morris Pierce

**W C L E**

**CLEVELAND—EST. 1927**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 610 Kc. Power: 500 Watts  
 Owned-Operated By . . . . . United Broadcasting  
 Company  
 Business Address . . . . . 1311 Terminal Tower  
 Phone Number . . . . . PProspect 5800  
 Transmitter Location . . . . . Seven Hills  
 Time on the Air . . . . . 6:45 a.m. to local sunset  
 Newspaper Affiliation . . . . . Cleveland Plain  
 Dealer  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Radio Advertising Cor-  
 poration

**Personnel**

President . . . . . John S. McCarrens  
 Vice-President and Station  
 Manager . . . . . H. K. Carpenter  
 Assistant to Manager . . . . . Robert D. Borland  
 Sales Manager . . . . . K. K. Hackathorn  
 Program Director . . . . . Russell Richmond  
 Merchandising and Advertising  
 Manager . . . . . Robert Greenberg  
 Continuity Director . . . . . Leslie Biebl  
 Production Manager . . . . . Al Llewelyan  
 Publicity Director . . . . . Milton Hill  
 Special Events Director . . . . . Carl Mark  
 News Editor . . . . . Lee Otis  
 Musical Director . . . . . Willard Pott  
 Chief Engineer . . . . . Carl Smith

**W H K**

**CLEVELAND—EST. 1921**  
**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**  
 Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By . . . . . United Broadcasting Co.  
 Address . . . . . 1311 Terminal Tower  
 Phone Number . . . . . PProspect 5800  
 Transmitter Location . . . . . Seven Hills  
 Time on the Air: 6:45 a.m. to 1 a.m.; (126¼  
 hours weekly)  
 Newspaper Affiliation . . . . . Cleveland Plain  
 Dealer  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Paul H. Raymer Co.

**Personnel**

President . . . . . John S. McCarrens  
 V.P. & Station Manager . . . . . H. K. Carpenter  
 Assistant to Manager . . . . . Robert D. Borland  
 Sales Manager . . . . . K. K. Hackathorn  
 Program Director . . . . . Russell Richmond  
 Merchandising and Advertising  
 Manager . . . . . Robert Greenberg  
 Continuity Director . . . . . Leslie Biebl  
 Production Manager . . . . . Al Llewelyan  
 Special Events Director . . . . . Carl Mark  
 Publicity Director . . . . . Milton Hill  
 News Editor . . . . . Lee Otis  
 Musical Director . . . . . Willard Pott  
 Chief Engineer . . . . . Carl Smith

**W T A M****CLEVELAND—EST. 1923****NATIONAL BROADCASTING CO.**

Frequency: 1100 Kc. Power: 50000 Watts  
 Owned-Operated By...National Broadcasting Co.

Business Address ...815 Superior Ave., N.E.  
 Phone Number .....Cherry 0942  
 Studio Address .....NBC Bldg.  
 Transmitter Location .....Brecksville, Ohio  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 7 a.m. to 1 a.m.

News Service ..... UP  
 Transcription Service .....NBC Thesaurus;  
 Standard Radio  
 Representative ...National Broadcasting Co.

**Personnel**

President .....Niles Trammell  
 Station Manager .....Vernon H. Pribble  
 Sales Manager .....Howard A. Barton  
 Program Director .....Hal Metzger  
 Production Manager .....Fred Wilson  
 Publicity Director-News  
 Editor .....Bob Dailey  
 Director of Special Events.....Tom Manning  
 Musical Director .....Lee Gordon  
 Chief Engineer.....S. E. Leonard

**W B N S****COLUMBUS—EST. 1921****COLUMBIA BROADCASTING SYSTEM**

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By.....WBNS, Incorporated  
 Address .....33 North High Street  
 Phone Number .....Adams 9265  
 Transmitter Location .....1034 Barnett Rd.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

News Service ..... AP  
 Transcription Service...World Broadcasting  
 Representative.....John Blair & Company

**Personnel**

President.....Robert H. Wolfe  
 Station Manager.....Richard A. Borel  
 Sales and Commercial Manager...W. I. Orr  
 National Sales Manager...Robert D. Thomas  
 Program Director.....Jack Price  
 Musical Director.....Lowell Riley  
 Promotion Manager.....Jim Yerian  
 Publicity Director.....Jerome R. Reeves  
 Chief Engineer.....Lester H. Nafzger

**W C O L****COLUMBUS—EST. 1934****BLUE NETWORK****NATIONAL BROADCASTING CO.**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....WCOL, Inc.  
 Business Address.....33 North High St.

Phone Number .....Main 4581  
 Transmitter Location.....33 North High St.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
 8 a.m. to 1 a.m.

News Service ..... INS  
 Transcription Service.....NBC Thesaurus  
 Representative .....Weed & Company

**Personnel**

President.....K. B. Johnston  
 Station Manager.....Neal Smith  
 Production Manager.....Wallace Beavers  
 Program-Publicity Director...Edward Bronson  
 Chief Announcer .....Bill Wallace  
 Chief Engineer.....Ernest Lowe

**W H K C****COLUMBUS—EST. 1921****MUTUAL BROADCASTING SYSTEM**

Frequency: 640 Kc. Power: 500 Watts  
 Owned-Operated By.....United Broad-  
 casting Co.

Address .....22 East Gay St.  
 Phone Number .....Adams 1101  
 Transmitter Location.....Sharon Road  
 Time on the Air: 6:30 a.m. to local sunset,  
 Los Angeles, Calif.

Newspaper Affiliation .....Cleveland Plain  
 Dealer

News Service ..... UP  
 Transcription Service .....Lang-Worth  
 Representative .....Radio Advertising Corp.

**Personnel**

President.....John S. McCarrens  
 General Manager.....Carl M. Everson  
 Sales Manager.....Harry H. Hoessly  
 Program-Musical Director.....John Agnew  
 Production Manager-Artists Bureau Head,  
 George L. Beebout  
 Publicity Director.....Fred Sample  
 Chief Announcer.....John Moses  
 Chief Engineer.....J. E. Anderson

**W O S U****COLUMBUS—EST. 1922**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Operated By...Ohio State University  
 Business Address: Communication Lab; Cam-  
 pus

Phone Numbers: University 3148; Extension  
 711 and 597

Transmitter Location: University Golf Course,  
 Tremont Road

Time on the Air..... Limited time  
 News Service ..... AP; UP  
 Transcription Service .....Lang-Worth

**Personnel**

President.....Howard L. Bevis  
 Station Director.....R. C. Higgy  
 Director of News Bureau...H. K. Schellenger  
 Musical Director.....Ann Charles  
 (Non-Commercial Station)

# WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By: Miami Valley Broadcast-  
ing Corporation

Business Address: 45 South Ludlow Street  
Phone Number: ADams 2261  
Transmitter Location: Hempstead Road (R.R.  
No. 2—Box 292 A, Dayton, Ohio)

Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,  
7 a.m. to 1 a.m.

Newspaper Affiliations: Dayton Daily News;  
Springfield (O.) News and Sun; Atlanta Jour-  
nal; Miami Daily News

News Service: UP  
Transcription Service: Standard Radio  
Representative: George P. Hollingbery Co.

## Personnel

President: James M. Cox, Jr.  
Manager: James Le Gate  
Commercial Manager: Robert H. Moody  
Sales Promotion Manager: Garland Baldwin  
Program Director: Lester Spencer  
Chief Announcer: Robert Fidler  
Continuity Chief: Richard Belt  
Musical Director: Henry Lange  
Chief Engineer: Ernest L. Adams

# WING

DAYTON—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By: Great Trails Broadcasting  
Corporation

Address: 121 North Main Street  
Phone Number: ADams 3288  
Transmitter Location: Shaker Road  
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays,  
7:45 a.m. to 1 a.m.

News Service: INS  
Transcription Service: Lang-Worth  
Representative: Paul H. Ruppert Company

## Personnel

General Manager: Ronald B. Woodyard  
National Sales Manager: C. J. Thornquest  
Local Sales and Sales Promotion  
Manager: Richard A. Ruppert  
Program Director: Charles D. Miller  
Musical Director: Charles Reeder  
Chief Engineer: Paul Braden

# WFIN

FINDLAY—EST. 1941

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Operated By: Findlay Radio Company  
Business Address: 500½ South Main Street  
Phone Number: Main 1330  
Studio Address: Second Floor, Hancock Sav-  
ings & Loan Building

Transmitter Location: Olive Street (Extended)  
Time on the Air: Sunrise to sunset  
News Service: INS  
Transcription Service: Lang-Worth

## Personnel

Station Manager: Fred R. Hover  
Commercial Manager: A. Maurice Dunlap  
Sales Promotion Manager: Howard Wolfe  
Program Director: Crawford Taylor  
Production Manager: Grace E. Ingledue  
Musical Director: Les Ryder  
Chief Engineer: Edgar Smith

# WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: The Fort Industry  
Company

Address: National Bank Building  
Phone Number: 93161  
Transmitter Location: 1424 Rice Avenue  
Time on the Air: 7 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight

News Service: INS  
Transcription Services: NBC Thesaurus;  
Lang-Worth

ALWAYS A

*Good Show*

For the LISTENER

... thanks to Columbia's best  
... and to "big time" show  
building for local advertisers.

ALWAYS A

*Good Buy*

For the ADVERTISER

... thanks to WHIO'S complete  
coverage and loyal following  
in this consistent,  
high-income market.

**WHIO**

IS THE

**DAYTON MARKET**

BASIC CBS • 5000 WATTS

G. P. Hollingbery Company, Representative



**Personnel**

President.....George Storer  
 Vice-President-General Manager... J. H. Ryan  
 Managing Director.....Ralph Elvin  
 Program Director.....Frank D. Heibeck  
 Chief Announcer.....Harley Lucas  
 Chief Engineer.....Russell Shettler

**W M A N**

**MANSFIELD—EST. 1939**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland, Inc.  
 Address.....144½ Park Avenue West  
 Phone Numbers.....4235-6  
 Transmitter Location, Corner Longview Ave.  
 and No. Main St.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 9 p.m.  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Headley-Reed Co.

**Personnel**

President.....M. F. Rubin  
 Vice-President.....C. F. Burke  
 Secretary.....Marie W. Vandegrift  
 Treasurer.....W. M. O'Neil  
 General Manager.....Orville E. Fields  
 Program Director-Chief Announcer Harry Lytle  
 Publicity Director.....Robert Horn  
 Director of Women's Programs Sylvia Frankel  
 Bookkeeper.....Florence Schiska  
 Musical Director.....Earl Black  
 Chief Engineer.....Perry Wilson

**W M R N**

**MARION—EST. 1940**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..The Marion Broadcasting  
 Company  
 Address.....WMRN Building  
 Phone Number.....2516  
 Transmitter Location.....North Main Street,  
 ¼-mile north of city limits  
 Time on the Air.....7 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus

**Personnel**

President-Station Manager.... Robert T. Mason  
 Commercial Manager..... Edward W. Fox  
 Sales Promotion Manager... William Hickman  
 Program Director..... Louis T. Marsh  
 Production Manager..... Madge L. Cooper  
 Chief Announcer..... Bert Stille  
 Traffic Manager..... Anna Mae Spano  
 Musical Director.... Hubert Pershing Morehead  
 Chief Engineer..... S. Robert Morrison

**W P A Y**

**PORTSMOUTH—EST. 1935**  
**MUTUAL BROADCASTING SYSTEM**  
**SOUTHERN NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..Scioto Broadcasting Co.  
 Address.....1009 Gallia St.  
 Phone Number.....1010  
 Transmitter Location.....1009 Gallia St.  
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,  
 10 a.m. to 11 p.m.  
 Newspaper Affiliation.....Portsmouth Times  
 News Service.....UP  
 Transcription Services.....NBC Thesaurus;  
 Lang-Worth  
 Representative.....Cox & Tanz

**Personnel**

President.....Chester B. Thompson  
 General Manager.....Ralph H. Patt, Jr.  
 Program-Publicity Director... William Aldridge  
 Chief Announcer.....Paul Wagner  
 Musical Director.....Dorothy Page  
 Chief Engineer.....Maurice Myers

**W I Z E**

**SPRINGFIELD—EST. 1940**  
**THE BLUE NETWORK**  
**NATIONAL BROADCASTING CO.**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Voice of  
 Springfield, Inc.  
 Address.....117 West High Street  
 Phone Number.....6121  
 Transmitter Location.....Springfield  
 Time on the Air.....Unlimited license  
 Transcription Service.....Standard Radio;  
 Lang-Worth

**Personnel**

President.....Charles Sawyer  
 Vice-President-General  
 Manager.....Ronald B. Woodyard  
 Station Manager.....Reggie Martin

**W S T V**

**STEUBENVILLE—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..The Valley Broadcasting  
 Company  
 Business Address...Exchange Realty Building  
 Phone Number.....2-6265  
 Studio Addresses..Exchange Realty Building,  
 Steubenville, Ohio; Travellers Hotel, East  
 Liverpool, Ohio; Weir High School, Weirton,  
 W. Va.  
 Transmitter Location.....Altamont Heights  
 Time on the Air.....7 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth



**Personnel**

General Manager.....John J. Laux  
 Program-Publicity-Musical  
 Director.....John L. Merdian  
 Chief Announcer.....Al Gray  
 Bookkeeper.....Beula E. Goldfein  
 Chief Engineer.....Joseph Troesch

**W S P D**

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By...The Fort Industry Co.  
 Address...Broadcast Building, 136 Huron St.  
 Phone Number.....ADams 3175  
 Transmitter Location: Oregon Road, East Toledo  
 (post office address, RFD Perrysburg)  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Services.....AP; INS; Reuters'  
 Transcription Services.....NBC Thesaurus;  
 Lang-Worth; Standard Radio  
 Representative.....The Katz Agency

**Personnel**

President.....George B. Storer  
 V.P.-Station Manager.....J. Harold Ryan  
 Commercial Manager.....E. Y. Flanigan  
 Sales Promotion Manager..Eugene B. Vaughn  
 Program Director.....Russell Gohring

Production Manager.....Robert K. Richards  
 Publicity Director.....Merrill N. Pheatt  
 Continuity Editor.....James Cochrane  
 Chief Engineer.....William Stringfellow

**WTOL**

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..The Community Broad-  
 casting Company  
 Address.....Penthouse, Bell Building  
 Phone Number.....Adams 3291  
 Transmitter Location.....Toledo, Ohio  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....UP  
 Transcription Services..Associated Music Pub-  
 lishers; Standard Radio  
 Representative.....Radio Advertising Corp.

**Personnel**

Vice President-General Manager..Arch Shawd  
 Commercial Manager.....Gard Wallace  
 Program Director.....Jean Wright  
 Publicity Director.....Joe Fields  
 Chief Announcer.....Karl Nelson  
 Musical Director.....Marge Cunningham  
 Acting Chief Engineer.....George W. Enk

# Listener Dominance

*That's What You Want!*

## 56% Listener Preference

*That's What You Get . . . .*

when WTOL broadcasts your advertising adjacent to newscasts!  
 WTOL is the favorite station for newscasts by the decisive margin  
 of 56% over the next most popular station heard in the Toledo  
 area! This fact is quoted from the sworn statement of a recognized  
 independent research organization.

**WTOL** TOLEDO'S Friendly  
 STATION ARCH. SHAWD  
 Vice Pres. & Mgr.

*Represented Nationally by Radio Advertising Corporation*



Youngstown Steel Mills at Night

# WFMJ

will increase your sales in the rich Youngstown steel district (America's 35th market).

**WFMJ is First in Results**

**First in Local Sales**

**First in News**

**First in Listeners\***

*In Youngstown it's*

# WFMJ

Affiliated with the Blue Network

Headley-Reed Co., National Representatives

\*Hooper-Holmes Survey

**W R R N**

**WARREN—EST. 1941**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nied & Stevens  
 Address.....2nd National Bank Building  
 Phone Number.....4490  
 Time on the Air.....Unlimited license  
 News Service.....UP  
 Transcription Service.....Lang-Worth

**Personnel**

Owners.....Frank T. Nied, Perry H. Stevens  
 Station Manager.....R. L. Bowles  
 Program Director.....Marguerite Petran  
 Chief Announcer.....Eric Norman  
 Women's Features Director..Margaret Rodgers  
 Musical Director.....Bruna Bertelli  
 Chief Engineer.....James F. Ranney

**W F M J**

**YOUNGSTOWN—EST. 1939**

**THE BLUE NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Radio Station WFMJ  
 Operated By.....Wm. F. Maag, Jr.  
 Address.....101 W. Boardman St.  
 Phone Number.....34121  
 Transmitter Location...101 W. Boardman St.  
 Time on the Air: 17½ hours daily; 16½ hours  
 Sundays  
 Newspaper Affiliation..Youngstown Vindicator  
 News Services.....AP; UP  
 Transcription Services.....Lang-Worth;  
 Standard Radio; C. P. MacGregor  
 Representative.....Headley-Reed Company

**Personnel**

Manager.....William F. Maag, Jr.  
 Sales-Sales Promotion  
 Manager.....Leonard E. Nasman  
 Program Director.....Lee Bland  
 Production Manager.....Jim Sirmans  
 Chief Announcer.....Robert Wylie  
 Musical Director.....L. R. Boals  
 Chief Engineer.....Frank Dieringer

**W K B N**

**YOUNGSTOWN—EST. 1926**

**CBS**

Frequency: 570 Kc..Power: 1000 d.; 500 n.;  
 (CP 5000)  
 Owned-Operated By....WKBN Broadcasting  
 Corp.  
 Address.....17 N. Champion St.  
 Phone Number.....42122  
 Transmitter Location.....3430 Sunset Blvd.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 Newspaper Affiliation..Cleveland Plain Dealer  
 News Service.....Transradio  
 Transcription Services... World; Lang-Worth  
 Representative.....Paul H. Raymer Co.

**Personnel**

President and Gen. Mgr.. W. P. Williamson, Jr.  
 Station Director.....J. L. Bowden  
 National Sales Manager.....C. Alden Baker  
 Program Director.....Gene Trace  
 Production Manager-Chief  
 Announcer.....Wayne Johnson  
 Publicity Director.....Georgia Davidson  
 Artists' Bureau Head.....Edward Gouran  
 Musical Director.....Dwight Merriam  
 Chief Engineer.....B. T. Wilkins

**W H I Z**

**ZANESVILLE—EST. 1924**

**BLUE NETWORK**

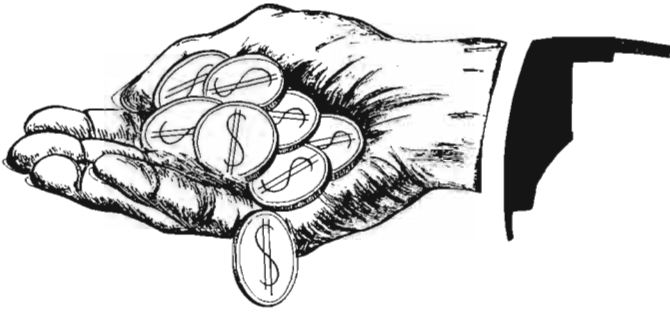
**NATIONAL BROADCASTING CO.**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southeastern Ohio  
 Broadcasters, Inc.  
 Address.....48-52 North Fifth St.  
 Phone Number.....644  
 Transmitter Location.....Newark Road  
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,  
 8 a.m. to 10 p.m.  
 News Service.....UP  
 Transcription Services.....Standard Radio;  
 Lang-Worth  
 Representative.....John Blair & Company

**Personnel**

President.....George Storer  
 Managing Director.....Stanton P. Kettler  
 Program Director and Assistant Manager,  
 Allen L. Haid  
 Musical Director-Chief Announcer,  
 James Minium  
 Chief Engineer.....Wm. Hunt





# RETAIL SALES UP 16% IN OKLAHOMA

Put your sales message into this growing, prosperous defense market, and watch it ring your cash register.

Retail sales increased 17% in Tulsa department stores in 1941—15% in Oklahoma City. And 1942 promises even greater gains, because of the millions in defense payrolls in this market.

It is a market full of people who have money to spend for your product or service. Easy, economical coverage by KOMA and KTUL brings that money into your coffer—doublefold!

Here, you get MORE for your MONEY!

BOTH STATIONS

**5000** WATTS

DAY AND NIGHT

• CBS •

## KTUL-KOMA AREA FIGURES

|                          | PRIMARY     | SECONDARY   |
|--------------------------|-------------|-------------|
| Population . . . . .     | 1,378,541   | 2,072,375   |
| Radio Families . . . . . | 286,580     | 418,680     |
| Sales Tax . . . . .      | \$7,134,761 | \$9,823,736 |

*Source: CBS Audit of Market Data*

*Oklahoma City*  
**KOMA**



*Tulsa*  
**KTUL**

**FREE & PETERS, Inc., Exclusive National Representatives**

# OKLAHOMA

For Latest U. S. Census, Population and Retail Trade Data  
Please Turn to Page 253

## K A D A

ADA—EST. 1934

THE BLUE NETWORK  
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Dr. C. C. Morris  
Address.....N. Broadway  
Phone Number.....1212  
Time on the Air.....6:30 a.m. to 11 p.m.  
News Service.....UP  
Representative.....Arthur Hagg & Associates

### Personnel

Owner.....Dr. C. C. Morris  
Manager.....James M. Griffith  
Commercial Manager.....Craig Van Caron  
Program Director.....Roger McIntire  
Chief Engineer.....T. A. Golladay

## K V S O

ARDMORE—EST. 1935

THE BLUE NETWORK  
OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 d.; 100 n.  
Owned-Operated By.....Ardmoreite Publishing Co.  
Business Address.....114-16 N. Washington  
Phone Number.....3030  
Studio Address.....Chickasaw & Northwest Blvd.  
Transmitter Location.....Chickasaw & Northwest Blvd.  
Time on the Air.....6:30 a.m. to 11:05 p.m.  
Newspaper Affiliation.....Daily Ardmoreite  
News Service.....AP  
Representative.....Arthur H. Hagg & Associates

### Personnel

General Manager.....Albert Riesen  
Musical Director.....Dolly Dutton  
Chief Engineer.....George Milner

## K W O N

BARTLESVILLE—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Bartlesville Broadcasting Co.  
Business Address.....Box 343  
Phone Number.....2431  
Studio Address.....Union National Bank Bldg.  
Transmitter Location.....U. S. Highway No. 75, northeast of Bartlesville  
Time on the Air.....6:30 a.m. to 11 p.m.

### Personnel

Vice-President-General Manager.. J. Fred Case

## K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....E. M. Woody  
Address.....Casa Grande Hotel  
Phone Number.....730  
Transmitter Location.....Casa Grande Hotel  
Time on the Air: 6 a.m. to 10 p.m.; Sundays,  
7 a.m. to 6 p.m.  
News Service.....AP  
Transcription Service.....Keystone Broadcasting System

### Personnel

President.....E. M. Woody  
Station Manager.....F. E. Mayhew  
Program-Musical Director.....F. Leon Dean  
Chief Engineer.....Howard Rex Morris

## K C R C

ENID—EST. 1926

THE BLUE NETWORK  
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Operated By.....Enid Radiophone Co.  
Business Address...Willow & Kennedy Sts.  
Phone Number.....447  
Transmitter Location.....Willow & Kennedy Sts.  
Time on the Air: 6 a.m. to 12 midnight; Sundays,  
8 a.m. to 12 midnight  
Newspaper Affiliation...Enid Morning News;  
Enid Daily Eagle  
News Service.....AP  
Transcription Service.....World Broadcasting System  
Representative.....Arthur H. Hagg & Associates

### Personnel

President.....M. C. Garber  
Station Manager.....Milton B. Garber  
Commercial Manager.....H. P. Hale  
Sales Promotion Manager.....Jack Ireland  
Program Director.....Ted Compton  
Publicity Director.....Loren Carlberg  
Musical Director.....Mabel Waken  
Chief Engineer.....A. B. Clopton

## K S W O

LAWTON—EST. 1941

Frequency: 1150 Kc.....Power: 250 Watts  
Owned-Operated By.....Carver & Ross Radio Broadcasters  
Business Address.....Box 984  
Phone Number.....2370  
Studio Address.....17th & E. Lawton

Transmitter Location . . . . . 17th & E. Lawton  
 Time on the Air . . . . . Daytime license  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio

**Personnel**

President . . . . . Dr. Willard Carver  
 Station Manager . . . . . Byrne Ross  
 Sales Promotion Manager . . . . . Hoke Ross  
 Program Director . . . . . Winifred Stabler  
 Chief Announcer . . . . . Max Tague  
 Chief Engineer . . . . . Clifford Easum

**K B I X**

**MUSKOGEE—EST. 1936**

THE BLUE NETWORK  
 OKLAHOMA NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Clara M. Bixby Estate  
 Operated By: Oklahoma Press Publishing Co.  
 Business Address . . . . . P. O. Box 1512  
 Phone Number . . . . . 303  
 Studio Address . . . . . Barnes Building  
 Transmitter Location . . . . . Barnes Building  
 Time on the Air . . . . . 7 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . Muskogee Daily  
 Phoenix & Times Democrat  
 News Service . . . . . AP  
 Transcription Service . . . . . Broadcast Music,  
 Inc.  
 Representative . . . . . The Branham Company

**Personnel**

Vice-President . . . . . Tam Bixby, Jr.  
 General Manager . . . . . O. C. Benjamin  
 Sales Promotion Manager . . . . . Ed Roddy  
 Program-Musical Director . . . . . Dorothy Mae Smith  
 Continuity Chief . . . . . Floyd Qualls  
 Chief Engineer . . . . . Earl Homer Graves

**W N A D**

**NORMAN—EST. 1922**

Frequency: 640 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . University of Oklahoma  
 Business Address . . . . . Faculty Exchange  
 Phone Number . . . . . 900; Station No. 124  
 Studio Address . . . . . Union Bldg.  
 Transmitter Location . . . . . Owen Stadium  
 Time on the Air . . . . . 9 a.m. to local sunset

**Personnel**

Station Director . . . . . Homer Heck  
 Director of Production . . . . . H. H. Leake  
 Chief Announcer . . . . . Dick Carter  
 Office Manager . . . . . Juanita Farris  
 Script Editor . . . . . Noel Kand  
 Musical Director . . . . . Edmund Durham  
 Technical Supervisor . . . . . Clyde Farrar  
 Chief Engineer . . . . . Royden Freeland  
 (Non-Commercial Station)

**K O C Y**

**OKLAHOMA CITY—EST. 1923**

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Plaza Court Broad-  
 casting Co.  
 Address . . . . . Plaza Court  
 Phone Number . . . . . 3-4333  
 Transmitter Location . . . . . Plaza Court  
 Time on the Air . . . . . 17 hours daily  
 News Service . . . . . AP; UP  
 Transcription Service . . . . . Associated Music  
 Publishers: Standard Radio; Lang-Worth  
 Representative . . . . . Burn-Smith Co.

**Personnel**

President . . . . . John D. Thomas  
 Manager . . . . . M. H. Bonnebrake  
 Commercial Manager . . . . . Joe Bernard  
 Program Director . . . . . John Hollis  
 Publicity Director . . . . . Thomas Collins  
 Chief Announcer . . . . . Ted Andrews  
 Chief Engineer . . . . . G. W. Brock

**K O M A**

**OKLAHOMA CITY—EST. 1932**

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM  
 OKLAHOMA METROPOLITAN LINE

Frequency: 1520 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KOMA, Inc.  
 Address . . . . . Biltmore Hotel  
 Phone Number . . . . . 2-3291  
 Transmitter Location: 7½ miles north of Okla-  
 homa City  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated Music  
 Publishers  
 Representative . . . . . Free & Peters

**Personnel**

President . . . . . J. T. Griffin  
 Station Manager . . . . . Jack Howell  
 Sales Promotion Manager . . . . . Lyle Griffin  
 Program Director . . . . . Raymond Ruff  
 Production Manager . . . . . W. E. Evans  
 Accountant . . . . . Mary Frances Kennedy  
 Musical Director . . . . . Mickey Reynolds  
 Chief Engineer . . . . . M. W. Thomas

(See Page 528)

**K T O K**

**OKLAHOMA CITY—EST. 1927**

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Oklahoma Broad-  
 casting Company, Inc.  
 Address . . . . . 1800 West Main  
 Phone Number . . . . . 3-8352

Transmitter Location.....1800 West Main  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio;  
 Lang-Worth  
 Representative.....Arthur H. Hagg &  
 Associates

**Personnel**

President.....Harold V. Hough  
 Station Manager.....Robert D. Enoch  
 Sales Promotion Manager.....Bus Ham  
 Program Director.....Russell Miller  
 Chief Announcer-Musical  
 Director.....Paul Buenning  
 Office Manager.....Flora Luper  
 Chief Engineer.....Bernard Tullius

**WKY**

**OKLAHOMA CITY—EST. 1928**

**NATIONAL BROADCASTING COMPANY**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned By.....Oklahoma Publishing Co.  
 Operated By.....WKY Radiophone Co.  
 Address.....Skirvin Tower Hotel  
 Phone Number.....3-4306  
 Transmitter Location.....Highway No. 66  
 Times on the Air... 5:30 a.m. to 12 midnight  
 Newspaper Affiliation.....Daily Oklahoman;  
 Oklahoma City Times; The Farmer Stock-  
 man  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus;  
 Standard Radio  
 Representative.....The Katz Agency

**Personnel**

President.....E. K. Gaylord  
 Secretary-Treasurer.....Edgar T. Bell  
 Station Manager.....Gayle V. Grubb  
 Commercial Manager.....Ralph Miller  
 Program Director.....John I. Prosser  
 Publicity and Continuity Director,  
 George Hamaker  
 Director of Home Economics...Mrs. Mart Adams  
 Director of Child Education...Edith Wallace  
 News Editor.....Bob Eastman  
 Traffic Manager.....Daryl McAllister  
 Musical Director.....Allan Clark  
 Chief Engineer.....Herman Lovell

**KHGG**

**OKMULGEE—EST. 1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By: Okmulgee Broadcasting  
 Corp.  
 Address.....McCulloch Bldg.  
 Phone Number.....3646  
 Transmitter Location.....Okmulgee  
 Time on the Air.....Unlimited license  
 Transcription Service.....Lang-Worth

**Personnel**

President-Manager.....Pat Buford  
 Secretary-Treasurer and Commercial  
 Manager.....Lucille Buford

**WBZ**

**PONCA CITY—EST. 1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....C. L. Carrell Estate  
 Operated By.....Adelaide Carrell, Executrix  
 Address.....615 West Grand Avenue  
 Phone Number.....2300  
 Transmitter Location.....615 Grand Avenue  
 Time on the Air.....6:30 a.m. to 10 p.m.  
 Transcription Service.....Standard Radio;  
 Keystone Broadcasting System  
 Representative.....Cox & Tanz

**Personnel**

Managing Director.....A. L. Carrell  
 Commercial Manager-Program  
 Director.....W. L. Stevens  
 Sales Promotion Manager-Chief  
 Announcer.....Clyde Worthington  
 Chief Engineer.....Louis Brown

**KGFF**

**SHAWNEE—EST. 1930**

**BLUE NETWORK  
 OKLAHOMA NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGFF Broadcast-  
 ing Co.  
 Address.....Aldridge Hotel  
 Phone Number.....4390  
 Transmitter Location.....Shawnee Country  
 Club  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 7 a.m. to 12 midnight  
 Newspaper Affiliation.....Shawnee Morning  
 News; Shawnee Evening Star  
 News Service.....AP  
 Representative.....Arthur H. Hagg & As-  
 sociates

**Personnel**

President.....Oscar Stauffer  
 Secretary-Treasurer and General Manager,  
 Joseph W. Lee  
 Commercial Manager.....Weldon Stamps  
 Production Manager-Chief  
 Announcer.....Frank Jackson  
 Publicity Director.....Maxine Eddy  
 Chief Engineer.....S. Ricciotti

**KOME**

**TULSA—EST. 1938**

**BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 OKLAHOMA NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Oil Capital Sales Corp.  
 Address.....Radio Bldg., 910 S. Boston

Phone Number ..... 3-4121  
 Transmitter Location..... 3904 S. Newport  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 7 a.m. to 12 midnight  
 News Service ..... AP  
 Transcription Service..... Standard Radio;  
 C. P. MacGregor

**Personnel**

President ..... Harry Schwartz  
 General Manager..... John M. Whitney  
 Commercial Manager..... Harold Grimes  
 Sales Promotion Manager..... Jean Schaeffer  
 Program Director..... Bill Conine  
 Continuity Director..... Bernice Ash  
 News Editor..... James Neal  
 Traffic Manager ..... Mildred Carruth  
 Musical Director..... Mildred Alexander  
 Chief Engineer..... Leland Sael

**KTUL**

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tulsa Broadcasting  
 Company, Inc.  
 Address .....National Bank of Tulsa Bldg.  
 Phone Number ..... 2-3191  
 Transmitter Location..Route 8, Tulsa, Okla.  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 7 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ..... Associated Music  
 Publishers  
 Representative ..... Free & Peters

**Personnel**

President.....J. T. Griffin  
 Vice President-General  
 Manager.....Wm. C. Gillespie  
 Commercial Manager.....Lawson Taylor  
 National Sales & Promotion  
 Manager ..... John Esau

Program Director.....Jack Edmunds  
 Artists' Bureau Head ..... Jack Hoffman  
 Continuity Chief.....Carlyle Stevens  
 Bookkeeper .....Edythe Alexander  
 Chief Announcer.....Eddie Lyon  
 Musical Director.....Lillian Smithline  
 Chief Engineer.....Nathan Wilcox  
 (See Page 528)

**KVOO**

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc..Power: 50000 d.; 25000 n.  
 (C. P. 50000)  
 Owned-Operated By..... Southwestern Sales  
 Corporation  
 Address .....Philtower Bldg.  
 Phone Number ..... 2-2254  
 Transmitter Location: 10 miles east of Tulsa on  
 U. S. Highway No. 66  
 Time on the Air: 6 a.m. to 12 midnight  
 (on-Tues.-Wed.-Fri); 6 a.m. to 1 a.m.  
 (Thurs.-Sat); 7 a.m. to 12 midnight (Sun.)  
 News Service ..... INS  
 Transcription Service.....Standard Radio;  
 Langworth  
 Representative .....Edward Petry & Co.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager.....William B. Way  
 Commercial Manager.....Willard Egolf  
 Sales Promotion Manager..Walter L. Dennis  
 Program Director.....Edward C. Coontz  
 Chief Announcer.....Herbert W. S. Lateau  
 Farm Editor.....Samuel B. Schneider  
 Continuity Editor.....F. M. Randolph  
 Director of Women's Activities,Dorothy McCune  
 Musical Director.....Joe O'Neill  
 Publicity Director.....Allan Page  
 Chief Engineer.....L. W. Stinson

**BUY DEFENSE BONDS**



# OREGON

For Latest U. S. Census, Population and Retail Trade Data  
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## KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Central Willamette  
Broadcasting Company  
Business Address: 15th and Elm Streets  
Phone Number: 870  
Studio Addresses: 15th and Elm; Hotel Benton,  
Corvallis; KWIL Building, Lebanon  
Transmitter Location: 15th and Elm Streets  
Time on the Air: 6:30 a.m. to 11 p.m.; Satur-  
day, 6:30 to 12 midnight; Sunday, 8 a.m. to  
11 p.m.  
Newspaper Affiliation: Albany Democrat  
Herald  
News Service: UP  
Transcription Service: C. P. MacGregor  
Representatives: John Keating; Romig Fuller

### Personnel

President: W. L. Jackson  
Secretary-Treasurer: R. R. Cronise  
Station Manager: Chet Wheeler  
Commercial Manager: Hal Byer  
Sales Promotion Manager: Ken Davis  
Program-Publicity Director: Herbert Davidson  
Production Manager: Edwin Watson  
Chief Announcer: Peter Onnigian  
Corvallis Studio Manager: Derwood Smith  
Musical Director: Herbert Davidson  
Chief Engineer: Paul W. Spargo

## KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Astoria Broadcasting  
Company  
Address: 1006 Taylor Avenue  
Phone Number: 95  
Transmitter Location: 1006 Taylor Avenue  
Time on the Air: 7 a.m. to 11 a.m.  
Newspaper Affiliation: Astorian-Budget  
News Service: UP  
Transcription Service: Standard Radio

### Personnel

President: M. R. Chessman  
Station Manager: James C. Wallace  
Commercial Manager: Frank E. Marrion  
Program Director: Sylvia Chandler  
Chief Engineer: Raymond Williams

## KBKR

BAKER—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Baker Broadcasting Co.  
Address: 1st and Court Streets  
Phone Number: 140  
Transmitter Location: Baker  
Time on the Air: 6 a.m. to 10 p.m.  
News Service: UP  
Transcription Service: NBC Thesaurus  
Representatives: Associated Radio Sales;  
Homer Owen Griffith

### Personnel

President-Station Manager: Glenn McCormick  
Commercial Manager: C. A. Buckmiller  
Program Director: Kenneth Holden  
Chief Announcer: Kenneth Lockwood  
Chief Engineer: Sidney Williams

## KBND

BEND—EST. 1938

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: The Bend Bulletin  
Address: 1121 Wall St.  
Phone Number: 848  
Transmission Location: 1121 Wall St.  
Time on the Air: 7 a.m. to 10 p.m.  
Newspaper Affiliation: Bend Bulletin  
News Service: UP  
Transcription Services: Standard Radio;  
C. P. MacGregor; Keystone Broadcasting  
System

### Personnel

Station Manager: Frank H. Loggan  
Commercial Manager: John G. Jones  
Chief Technician: Robert Dickinson

## KOAC

CORVALLIS—EST. 1922

Frequency: 550 Kc. Power: 5000 d.; 1000 n.  
Owned By: Oregon State System of Higher  
Education  
Operated By: Oregon State Agricultural College  
Programs By: General Extension Division  
Address: Corvallis, Oregon  
Phone Number: 526  
Studio Addresses: Corvallis; Eugene  
Transmitter Location: Granger, Corvallis  
Time on the Air: 10 a.m. to 10 p.m.  
News Service: UP

### Personnel

Acting Manager: Dr. V. V. Caldwell  
Director of Women's  
Programs: Zelta Rodenwald  
Chief Engineer: Grant S. Feikert  
(Non-Commercial Station)

**K O D L**

**THE DALLES—EST. 1940**

Frequency: 1230 Kc...Power: 250 d.; 100 n.  
Owned-Operated By... Western Radio Corp.  
Address ..... Scenic Drive  
Transmitter Location ..... The Dalles  
Time on the Air ..... Unlimited license  
Representative ..... Walter Biddick Co.

**Personnel**

President-Station Manager,  
V. Barney Kenworthy  
Commercial and Sales Promotion Manager,  
Glenn Howell

**K O R E**

**EUGENE—EST. 1927**

**MBS—DON LEE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By... Frank L. Hill and C. G. Phillips  
d/b Eugene Broadcast Station  
Operated By..... Frank L. Hill  
Address..... Route 3  
Phone Number ..... 3  
Transmitter Location..... Route 3  
Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
6 a.m. to 2 a.m.; Sundays, 8 a.m. to 12  
midnight  
News Service ..... UP  
Transcription Service..... C. P. McGregor  
Representative..... John Blair & Co.

**Personnel**

Owner..... Frank L. Hill  
General Manager..... L. W. Trommlitz  
Production Manager-Musical  
Director ..... Dolph Janes  
Chief Announcer..... Day Foster  
Chief Engineer..... Harold Gander

**K U I N**

**GRANTS PASS—EST. 1939**

**REDWOOD BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By... Southern Oregon Broad-  
casting System  
Business Address..... P. O. Box 43  
Phone Number ..... 192  
Studio Address.. Redwood Highway & Pacific  
Highway  
Transmitter Location... Redwood Highway &  
Pacific Highway  
Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
9 a.m. to 7 p.m.  
News Service ..... AP  
Transcription Services... World Broadcasting  
System; C. P. MacGregor  
Representative..... John Blair & Co.

**Personnel**

President..... A. E. Voorhies  
Station Manager..... Don H. Telford  
Program Director..... Clarence L. Bauer  
Production Manager..... Lawrence L. King  
Chief Engineer..... Edward A. Malone

**K F J I**

**KLAMATH FALLS—EST. 1928**

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By..... KFJI Broadcasters,  
Inc.  
Address ..... Willard Hotel Bldg.  
Phone Number ..... 2125  
Transmitter Location ..... Klamath Falls  
Time on the Air ..... Unlimited license  
Transcription Service..... World Broadcasting  
System

**Personnel**

President ..... J. A. Kincaid  
Station & Commercial Manager... Geo. Kincaid

**K L B M**

**LA GRANDE—EST. 1938**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..... Ben E. Stone  
Address ..... 1120½ Adams  
Phone Number..... 220  
Transmitter Location..... Old Oregon Trail  
Time on the Air..... 7 a.m. to 10 p.m.  
News Service ..... UP  
Transcription Service..... Standard Radio

**Personnel**

Owner-General Manager..... Ben E. Stone  
Resident Manager..... E. Reardon  
Program Director..... Don Bailey  
Chief Engineer ..... Miles L. Shepherd

**K O O S**

**MARSHFIELD—EST. 1928**

**MBS-DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By ..... Koos, Inc.  
Address..... 505 Hall Building  
Phone Number..... 432  
Transmitter Location..... Hall Building  
Time on the Air..... 6:45 a.m. to 10:30 p.m.  
News Service ..... UP  
Representative ..... Burn-Smith Co.

**Personnel**

President..... Sheldon F. Sackett  
General Manager..... Ben E. Stone  
Sales Manager..... Mark DeLaunay  
Sales Promotion Manager..... Philip Morgan  
Program Director..... Leslie E. Cabe  
Publicity Director-Office Manager,  
Francie Waterbury  
Chief Announcer and Engineer,  
Roger L. Spough

# K M E D

MEDFORD—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Operated By Mrs. W. J. Virgin  
 Address Sparta Bldg., Main & Riverside  
 Phone Number 305  
 Transmitter Location Ross Lane  
 Time on the Air Unlimited license  
 Transcription Service NBC Thesaurus

## Personnel

Owner Mrs. W. J. Virgin

# K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Western Radio Corp.  
 Address Box 178  
 Phone Number 1425  
 Transmitter Location S. W. 7th St., near  
 city limits  
 Time on the Air Unlimited license  
 News Service UP  
 Transcription Service Lang-Worh

## Personnel

President-Station Manager,

V. Barney Kenworthy

Commercial Manager Henry M. Hogue

Sales Promotion Manager Del F. Fitzpatrick

Program Director Mary Jane Hodgen

Chief Engineer Marvin Johnston

# K A L E

PORTLAND—EST. 1932

MUTUAL-DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By KALE, Inc.  
 Business Address P. O. Box 1031  
 Phone Number Atwater 7203  
 Studio Address New Heathman Hotel  
 Building

Transmitter Location Head of Barnes Road  
 Time on the Air 6:30 a.m. to 12 midnight  
 News Service INS; UP  
 Transcription Service World Program Library;  
 Associated Music Publishers; Langworth  
 Representative Free & Peters, Inc.

## Personnel

President-Station Manager C. Roy Hunt  
 Commercial Manager Ted Kooreman  
 Director of Commercial Relations,

Harry H. Buckendahl

Sales Manager Charles Couche

Program Director H. M. Swartwood, Jr.

Production Manager Ted W. Cooke

Publicity Director Lester Halpin  
 Chief Announcer Art Kirkham  
 Musical Director Joseph Sampietro  
 Chief Engineer Louis Bookwalter

# K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Operated By School District  
 No. 1  
 Business Address Benson Polytechnic  
 School  
 Phone Number La 4195  
 Transmitter Location Benson Polytechnic  
 School  
 Time on the Air 11 a.m. to 1 p.m.; 3:15 p.m.  
 to 5 p.m.

## Personnel

Agent R. T. Stephens  
 Program Director Mary Elizabeth Gilmore  
 Chief Engineer Louis Ballinger  
 (Non-Commercial Station)

# K E X

PORTLAND—EST. 1926

BLUE NETWORK

NORTHWEST TRIANGLE

Frequency: 1190 Kc. Power: 5,000 Watts  
 Owned-Operated By The Oregonian Pub-  
 lishing Company  
 Business Address 537 S. W. Sixth  
 Avenue  
 Phone Number ATwater 2121  
 Studio Address 801 Oregonian Bldg.  
 Transmitter Location North Portland, Oregon  
 Time on the Air 6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 Newspaper Affiliation The Oregonian  
 News Service AP; INS  
 Transcription Service NBC Thesaurus;  
 Langworth  
 Representative Paul H. Raymer Co.

## Personnel

President Caroline P. Leadbetter  
 Station Manager Arden X. Pangborn  
 Assistant Manager H. Quenton Cox  
 Sales Manager Paul H. Connet  
 Traffic Manager Ralph Greer  
 Sales Promotion Manager Jack Eichenberger  
 Program Director Ralph W. Rogers  
 Production Manager Homer Welch  
 Director of Women's  
 Activities Peggy Williams  
 Chief Announcer Donald M. Kneass  
 Musical Director Abe Bercovitz  
 Chief Engineer Harold Singleton

**K G W**

PORTLAND—EST. 1922  
NATIONAL BROADCASTING CO.  
NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . The Oregonian Publishing Company  
Business Address . . . . . 537 S. W. Sixth Ave.  
Phone Number . . . . . ATwater 2121  
Studio Address . . . . . 801 Oregonian Bldg.  
Transmitter Location . . . . . North Portland, Ore.  
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight  
Newspaper Affiliation . . . . . The Oregonian  
News Service . . . . . AP; INS  
Transcription Service . . . . . Langworth; NBC Thesaurus  
Representative . . . . . Edward Petry & Co., Inc.

**Personnel**

President . . . . . Caroline P. Leadbetter  
Station Manager . . . . . Arden X. Pangborn  
Assistant Manager . . . . . H. Quenton Cox  
Sales Manager . . . . . Paul H. Connet  
Traffic Manager . . . . . Ralph Greer  
Sales Promotion Manager . . . . . Jack Eichenberger  
Program Director . . . . . Ralph W. Rogers  
Production Manager . . . . . Homer Welch  
Director of Women's Activities,  
Peggy Williams  
Chief Announcer . . . . . Don Kneass  
Musical Director . . . . . Abe Bercovitz  
Chief Engineer . . . . . Harold Singleton

**K O I N**

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By . . . . . KOIN, Inc.  
Business Address . . . . . P. O. Box 1031  
Phone Number . . . . . ATwater 3333  
Studio Address . . . . . New Heathman Hotel Bldg.  
Transmitter Location . . . . . Head of Barnes Road  
Time on the Air . . . . . 6 a.m. to 12 midnight  
News Services . . . . . INS; UP  
Transcription Services. World Program Library;  
Associated Music Service; Lang-Worth  
Representative . . . . . Free & Peters, Inc.

**Personnel**

President . . . . . C. W. Myers  
Station Manager . . . . . C. Roy Hunt  
Commercial Manager . . . . . Harry H. Buckendahl  
Sales Promotion Manager . . . . . Charles E. Couche  
Program Director . . . . . H. M. Swartwood, Jr.  
Production Manager . . . . . Ted W. Cooke  
Chief Announcer . . . . . Art Kirkham  
Publicity Director . . . . . Lester Halpin  
Musical Director . . . . . Joseph Sampietro  
Technical Director . . . . . Louis Bookwalter

**K W J J**

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts  
Owned-Operated By . . . . . KWJJ Broadcast Co., Inc.  
Address . . . . . 622 S. W. Salmon Street  
Phone Number . . . . . 4393  
Transmitter Location . . . . . Oaks Park, Portland  
Time on the Air . . . . . Unlimited license  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Homer Owen Griffith

**Personnel**

President . . . . . Wilbur J. Jerman  
Secretary-Treasurer & General  
Manager . . . . . John C. Egan

**K X L**

PORTLAND—EST. 1926

Frequency: 750 Kc. Power: 10000 Watts  
Owned By . . . . . KXL Broadcasters  
Address . . . . . KXL Building  
Phone Number . . . . . Broadway 6451  
Transmitter Location . . . . . Harmony, Oregon  
Time on the Air . . . . . 6 a.m. to local sunset; 11 p.m. to 2 a.m.  
News Service . . . . . UP  
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio; Davis & Schwegler  
Representative . . . . . The Katz Agency, Inc.

**Personnel**

President-Station Manager . . . . . Frances R. Symons  
Commercial Manager . . . . . H. S. Jacobsen  
Program Director . . . . . Virginia Symons  
Chief Engineer . . . . . Ralph Mifflin

**K R N R**

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc. Power: 250 d.; 100 n. (C. P. 250)  
Owned-Operated By . . . . . News-Review Company  
Business Address . . . . . Roseburg  
Phone Number . . . . . 4  
Transmitter Location . . . . . Umpqua Hotel  
Time on the Air . . . . . 6:30 a.m. to 10:30 p.m.  
Newspaper Affiliation . . . . . Roseburg News-Review  
News Service . . . . . AP  
Representative . . . . . John Keating

**Personnel**

President . . . . . Harris Ellsworth  
General Manager . . . . . M. H. Pengra  
Commercial Manager . . . . . Max Frye  
Program-Musical Director . . . . . Gilbert Walters  
Production Manager-Chief  
Announcer . . . . . Bill Thomas  
Chief Engineer . . . . . Henry Chandler, Jr.

**K S L M**

**SALEM—EST. 1933**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned By..... Oregon Radio, Inc.  
 Operated By..... H. B. Read  
 Business Address.....633 N. Front St.  
 Phone Number..... 6131  
 Transmitter Location.....633 N. Front St.  
 Time on the Air..... 6:30 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service.....Langworth; C. P.  
 MacGregor

Representative ..... John Keating

**Personnel**

President-General Manager .....H. B. Read  
 Commercial-Sales Promotion  
 Manager .....Earle W. Headrick  
 Program Director-Chief  
 Announcer .....Jean Sevillier  
 Publicity Director.....Malcolm Mitchell  
 Musical Director.....Marias Brockway  
 Chief Engineer.....Goodwin Lein

RADIO DAILY

A Publication  
 Devoted to the  
 Better Interests of  
 Commercial Radio  
 and Television

SUBSCRIPTION, \$10.00—FOREIGN, \$15.00  
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**• 1A CLEAR CHANNEL**

**• 50,000 WATTS IN ALL DIRECTIONS**

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**THAN ANY OTHER PHILA. STATION!**

# PENNSYLVANIA

For Latest U. S. Census, Population and Retail Trade Data  
Please Turn to Page 255

## W C B A - W S A N

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC

QUAKER NETWORK

Frequency: 1470 Kc. . . . . Power: 500 Watts  
(C.P. 5000 Watts)

Owned By . . . . . Lehigh Valley Broadcasting Co.

Operated By . . . . . B. Bryan Musselman

Address . . . . . 39-41 N. Tenth St.

Phone Number . . . . . 9511

Transmitter Location . . . . . Route No. 309 and  
Old Catasauga Rd.

Time on the Air . . . . . 7 a.m. to 12:05 a.m.

Newspaper Affiliation . . . . . Allentown Morning

Call; Allentown Evening Chronicle

News Service . . . . . UP

Transcription Services . . . . . World Broadcasting

System; Lang-Worth

New York Sales Office . . . . . 9 Rockefeller Plaza

### Personnel

President . . . . . J. C. Shumberger, Sr.

Vice President-Managing

Director . . . . . B. Bryan Musselman

Program Director . . . . . George Y. Snyder

## W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc. . . . . Power: 250 Watts

Owned By . . . . . The William F. Gable Co.

Operated By: The Gable Broadcasting Com-  
pany (Lessee)

Address . . . . . 1320-32 11th Avenue

Phone Number . . . . . 6467

Transmitter Location . . . . . 1320-32 11th Ave.,  
Altoona, Pa.

Time on the Air . . . . . 7:30 a.m. to 11:15 p.m.

News Service . . . . . INS

Transcription Service . . . . . World Broadcast-

ing System; Langworth

Representative . . . . . Headley-Reed Co.

### Personnel

President . . . . . George P. Gable

Managing Director . . . . . Roy Thompson

Chief Engineer . . . . . George Burgoon

# MASON DIXON RADIO GROUP

*One of the Best "Spot Buys" in Radio  
Every Station In A Good Market!*

**WDEL** Wilmington, Del.

**WORK** York, Penna.

**WGAL** Lancaster, Penna.

**WILM** Wilmington, Del.

**WKBO** Harrisburg, Penna.

**WAZL** Hazleton, Penna.

**WEST** Easton, Penna.

*Address: 8 West King Street, Lancaster, Pennsylvania*

*Represented Nationally—PAUL H. RAYMER CO.*

*New York • Chicago • San Francisco • Los Angeles*

**W I S R**

**BUTLER—EST. 1941**

Frequency: 680 Kc.....Power: 250 Watts  
 Owned By.....Butler Broadcasting Co.  
 Operated By.....David H. Rosenblum  
 Address.....357 N. Main St.  
 Phone Number ..... 4701  
 Transmitter Location.....North Hill, Butler  
 Township  
 Time on the Air.....Local sunrise to sunset  
 News Service ..... AP  
 Transcription Service ....World Broadcasting  
 Service

**Personnel**

President-Station Manager,  
 David H. Rosenblum  
 Commercial-Sales Promotion  
 Manager..... James V. Pryor  
 Program-Musical Director....Everett H. Neill  
 Production Manager.....Kieran Balfe  
 Chief Announcer..... Kenneth Wilson  
 Chief Engineer..... Clifford L. Gorsuch

**W C E D**

**DU BOIS—EST. 1940**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tri-County Broad-  
 casting Co., Inc.  
 Address .....80 Park Place  
 Phone Number .....1700  
 Transmitter Location.....80 Park Place  
 Time on the Air.....7 a.m. to 11 p.m.  
 Newspaper Affiliation .....DuBois Courier-  
 Express  
 News Service ..... UP  
 Transcription Service .....Standard Radio  
 Representative.....Spot Sales, Inc.

**Personnel**

President.....H. T. Grey  
 Station-Commercial Manager.....J. S. Gray  
 Program Director.....J. M. Andrews  
 Chief Engineer .....D. W. Jeffries

**FIRST** IN PENNSYLVANIA'S FIRST CITY

**WERC**

*"Erie's Radio Center"*

*"Retailers in Erie recorded a 31 per cent increase for the twelve-month period."*  
 Dept. of Commerce, Jan. 27, 1942.

*"Erie ranks as the first city in Pennsylvania with expected retail sales to show an increase of 32.9%."* Sales Management, Jan. 14, 1942.

THE BEST AND MOST ECONOMICAL WAY TO SELL THE ERIE MARKET IS THROUGH the STATION WHICH SERVES IT BEST.

**WERC**

CBS AFFILIATE

ERIE, PENNA.

National Representative . . . Spot Sales, Inc.



**WEST**

**EASTON—EST. 1936**

**MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Associated Broad-  
casters, Inc.

Address: 516 Northampton St.  
Phone Number: 8001  
Transmitter Location: Williams Township  
Time on the Air: 7 a.m. to 1 a.m.  
News Service: UP  
Transcription Service: NBC Thesaurus;  
Lang-Worth  
Representative: Paul H. Raymer Co.

**Personnel**

Station Executive: Clair R. McCullough  
Station Manager: Elwood C. Anderson  
Sales Promotion Manager: Harold Barbour  
Program Manager: Eugene Bethman  
Chief Engineer: J. E. Mathiot

**WEBC**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts  
(C. P. 1390 Kc.; 1000 Watts)

Owned-Operated By: Presque Isle Broad-  
casting Co.

Address: 121 West 10th St.  
Phone Number: 47-490  
Transmitter Location: 121 West 10th St.  
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-  
days, 8 a.m. to 12 midnight  
News Service: UP  
Transcription Service: NBC Thesaurus;  
Standard Radio  
Representative: Spot Sales, Inc.

**Personnel**

President: Jacob A. Young  
General Manager: C. E. Denny  
Commercial Manager: Ed Pearson  
Program Director: J. J. Young  
Chief Engineer: Otis L. Atherton

**WLEU**

**ERIE—EST. 1935**

**BLUE NETWORK  
PENNSYLVANIA NETWORK  
QUAKER NETWORK**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WLEU Broadcasting  
Corporation

Address: Commerce Building, 12th and  
State Streets  
Phone Numbers: 23-327 or 22-129  
Transmitter Location: Commerce Bldg.  
Time on the Air: Unlimited license  
News Service: Transradio  
Transcription Service: World Broad-  
casting System

**Personnel**

President: Leo J. Omelian  
General Manager: V. Hamilton Weir  
Program Director: James Hamilton  
Publicity Director: Robert Forester  
Chief Announcer: James P. O'Shea  
Musical Director: Anthony Conti  
Chief Engineer: Clarence Baker

**WHJB**

**GREENSBURG—EST. 1935**

Frequency: 620 Kc. Power: 250 Watts  
Owned-Operated By: Pittsburgh Radio  
Supply House

Address: Penn Albert Hotel  
Phone Number: Greensbrug 3740  
Transmitter Location: Penn Albert Hotel  
Time on the Air: 7 a.m. to sunset  
News Service: Transradio  
Transcription Service: Lang-Worth

**Personnel**

President: H. J. Brennan  
Station Manager: George J. Podęyn  
Commercial Manager: Robert Thompson  
Program Director: Howard Hoffman  
Production Manager-Chief  
Engineer: Howard Lewis  
Farm Director: J. Wyant Rowe

**WSAJ**

**GROVE CITY—EST. 1922**

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By: Grove City College  
Address: Hall of Science  
Phone Number: 168-J  
Transmitter Location: Hall of Science  
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays  
& Thursdays); Sundays, 4:30 to 5:30 p.m.

**Personnel**

President: W. C. Kettler  
Station Manager-Chief  
Engineer: H. W. Harmon  
Program-Publicity Director: Rae G. Walters  
Chief Announcer: Robert Simons  
Musical Director: Prof. W. L. Multer  
(Non-Commercial Station)

**WHIP**

**HARRISBURG—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: WHP, Inc.  
Address: Telegraph Building, 216 Locust St.  
Phone Number: 4-3211  
Transmitter Location: Harrisburg-Hershey  
Highway 4 miles from Harrisburg (Swatara  
Township)  
Time on the Air: 18½ hours daily;  
Sundays, 16 hours

Newspaper Affiliation . . . Harrisburg Telegraph  
 News Service . . . . . UP  
 Transcription Service . . . Standard Radio; Lang-  
 Worth  
 Representative . . . . . John Blair & Company

**Personnel**

Station Manager . . . . . A. K. Redmond  
 Program-Publicity Director . . . . Dick Redmond  
 Local Sales Representative . . . . R. A. Maxwell  
 Office Supervisor . . . . . Beatrice Pottetiger  
 Musical Director . . . . . David Shoop  
 Chief Engineer . . . . . R. S. Duncan

**W K B O**

HARRISBURG—EST. 1927

BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 NATIONAL BROADCASTING CO.  
 MASON-DIXON GROUP

Frequency: 1230 Kc. . . . . Power :250 Watts  
 Owned-Operated By . . . Keystone Broadcast-  
 ing Corp.

Address . . . . . 31 North Second St.  
 Phone Number . . . . . 4-0191  
 Transmitter Location . . . . Third & Walnut Sts.  
 Time on the Air . . . . . 6:30 a.m. to 1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . World Broadcasting  
 System

Representative . . . . . Paul H. Raymer Co.

**Personnel**

Station Executive . . . . . Clair McCullough  
 Station Manager . . . . . C. G. Moss  
 Sales Promotion Manager . . . . George O. Smith  
 Program Director . . . . . Lewis Munnell  
 Publicity Director . . . . . Kaye Witmer  
 Chief Engineer . . . . . J. E. Mathiot

**W A Z L**

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM  
 MASON-DIXON GROUP

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Hazelton Broadcast-  
 ing Service

Address . . . . . Hazelton National Bank Bldg.  
 Phone Number . . . . . 1488  
 Transmitter Location . . . . Hazelton National  
 Bank Bldg.  
 Time on the Air . . . . . 7 a.m. to 1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus;  
 Lang-Worth

Representative . . . . . Paul H. Raymer Co.

**Personnel**

Station Executive . . . . . Clair R. McCollough  
 Station Manager . . . . . V. C. Diehm  
 Program Manager . . . . . Thomas Tito  
 Publicity Director . . . . . Kathryn Kahler

**W J A C**

JOHNSTOWN—EST. 1925

BLUE NETWORK  
 NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WJAC, Incorporated  
 Address . . . . . Tribune Annex  
 Phone Number . . . . . 24-361  
 Transmitter Location . . . . . Tribune Building  
 Time on the Air: 7 a.m. to 11:30 p.m.; Sundays,  
 9 a.m. to 9:15 p.m.

Newspaper Affiliation . . . . . Johnstown Tribune  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Headley-Reed Company

**Personnel**

President-Station Manager . . . . . J. C. Tully  
 Commercial Manager-Program  
 Director . . . . . J. P. Foster  
 Chief Engineer . . . . . Nevin Straub

**W G A L**

LANCASTER—EST. 1922

BLUE NETWORK—MBS-NBC  
 MASON-DIXON GROUP

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WGAL, Inc.  
 Business Address . . . . . 8 West King St.  
 Phone Number . . . . . 5252  
 Transmitter Location . . . . . 8 West King St.  
 Time on the Air . . . . . 6:45 a.m. to 1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus  
 Representative . . . . . Paul H. Raymer Co.

**Personnel**

Station Executive . . . . . Clair R. McCullough  
 Station Manager . . . . . Walter Miller  
 Sales Promotion Manager . . . . Terrence McGough  
 Program Manager . . . . . Ernest Stanziola  
 Publicity Director . . . . . Howard Stanley  
 Chief Engineer . . . . . J. E. Mathiot

**W M R F**

LEWISTOWN—EST. 1941

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Lewistown Broadcasting  
 Co.

Business Address . . . . . Hotel Coleman  
 Phone Number . . . . . 757  
 Studio Address . . . . . 28 West Market St.  
 Transmitter Location . . . . . Lewistown Heights  
 Time on the Air . . . . . 7 a.m. to 10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus;  
 C. P. MacGregor

Representative . . . . . Burn-Smith Co.

**Personnel**

President . . . . . Walter Fosnot  
 Station-Sales Promotion  
 Manager . . . . . Joseph M. Nassau

Commercial Manager.....Harold P. Hanna  
 Program Director.....Bernice L. Price  
 Production Manager.....Joseph W. Smiley  
 Publicity Director.....James S. Woods  
 Chief Announcer.....Tyler Post  
 Chief Engineer.....Bernard H. Bopp

# WKST

NEW CASTLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM  
 QUAKER STATE NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST, Inc.  
 Business Address.....Cathedral Bldg.  
 Phone Number.....5050-5051  
 Studio Addresses.....Cathedral Bldg., New Castle; Lawrence Ave., Ellwood City; Westminster College, New Wilmington  
 Transmitter Location.....Old Pittsburgh Road  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service.....NBC Thesaurus; Standard Radio  
 Representative.....Spot Sales, Inc.

## Personnel

President.....S. W. Townsend  
 Station Manager.....A. W. Graham  
 Commercial Manager.....Arthur Pryor  
 Publicity Director.....Ray Wallace  
 Chief Announcer.....Gil Gallagher  
 News Editor.....Tom Smith  
 Chief Engineer.....Robert Emch

Address.....1619 Walnut Street  
 Phone Number.....Locust 3760  
 Transmitter Location.....Whitemarsh, Pa.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 12 midnight  
 News Service.....AP; UP; Reuters  
 Transcription Service.....NBC Thesaurus; Standard Radio  
 Representative.....National Broadcasting Co.

## Personnel

### WESTINGHOUSE RADIO STATIONS

Chairman.....A. W. Robertson  
 President.....George H. Bucher  
 Vice-President.....Walter Evans  
 General Manager.....Lee B. Wailes  
 Technical Manager.....Joseph E. Baudino  
 Sales Manager.....William E. Jackson  
 Auditor.....Frank A. Logue  
 Advertising and Publicity Manager,  
 George A. Harder  
 Program Supervisor.....Gordon Hawkins  
 International Short Wave Manager,

### KYW PERSONNEL

F. P. Nelson  
 Station Manager.....Leslie Joy  
 Program Manager.....James P. Begley  
 Sales Manager.....B. A. McDonald  
 Sales Promotion Manager.....Harold M. Coulter  
 Production Managers.....James Harvey,  
 Donn Bennett  
 Publicity Director.....J. A. Aull  
 Plant Manager.....E. H. Gager  
 Musical Director.....Clarence Fuhrman  
 Auditor-Personnel Manager.....A. H. Bates

# WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts  
 Owned-Operated By.....Allegheny-Kiski Broadcasting Co.  
 Address.....810 Fifth Avenue  
 Phone Number.....New Kensington 3534  
 Transmitter Location.....East Deer Township, Allegheny County, Pa.  
 Time on the Air.....7 a.m. to local sunset  
 News Service.....INS  
 Transcription Service.....Lang-Worth; C. P. MacGregor  
 Representative.....Cox & Tanz

## Personnel

President.....C. Russell Cooper  
 Station Manager.....Ed Kroen  
 Program Director.....Harold Terkell  
 Production Manager.....Thomas L. Aye, Jr.  
 Chief Announcer.....Jack Craddock

# KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Westinghouse Radio Stations, Inc.

# WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts  
 Owned-Operated By.....WCAU Broadcasting Company  
 Address.....1622 Chestnut Street  
 Phone Number.....Locust 7700  
 Transmitter Location.....Moorestown Township, New Jersey  
 Time on the Air.....5 a.m. to 1 a.m.  
 News Service.....AP; Transradio  
 Transcription Service.....World Broadcasting System  
 Representative.....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

## Personnel

President and Station  
 Manager.....Dr. Leon Levy  
 Commercial Manager.....Alex Rosenman  
 Sales Promotion Manager.....Joseph T. Connolly  
 Director of Programs.....Stan Lee Broza  
 Production Manager.....Horace Feyhl  
 Publicity Director.....Dick Koster  
 Director of W69H.....Kenneth Stowman  
 Program Director of W69H.....Norris West  
 Musical Director.....Joey Kearns  
 Acting Technical Director.....George Lewis

## MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN WITH



It pays to buy WFIL . . . the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters from leading advertisers and agencies conclusively prove the "Plus Value" of WFIL's specialized promotion.

You can sell more effectively in Philadelphia if you use WFIL's CHARTED MERCHANDISING — the plan that produces the largest listening audience at lowest cost. In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. There must be a reason . . . and there is . . . WFIL Chartist Merchandising.

NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

# WFIL

THE BLUE NETWORK—KEY STATION QUAKER NETWORK—FM STATION W53PH

# W D A S

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WDAS Broadcasting Station, Inc.

Address .....1211 Chestnut Street  
Phone Numbers.....Locust 7400; Race 7474  
Transmitter Location.....Woodside Park  
Time on the Air.....7 a.m. to 12 midnight  
News Service .....INS  
Transcription Service.....Lang-Worth

## Personnel

President.....Alexander W. Dannenbaum  
Vice-President-General Manager..P. J. Stanton  
Secretary-Treasurer & Commercial  
Manager.....A. W. Dannenbaum, Jr.  
Program Director.....Harold Davis  
Production Manager.....Gene Edwards  
Publicity Director-Chief  
Announcer.....Jerry Stone  
News Editor.....Bob Benson  
Foreign Language Director...Nathan Fleisher  
Musical Director.....Joseph Schribeman  
Chief Engineer.....Frank Unterberger

# W F I L

PHILADELPHIA—EST. 1934

BLUE NETWORK  
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Operated By.....WFIL Broadcasting Company

Address .....Widener Building  
Phone Number .....Rittenhouse 6900  
Transmitter Location.....63rd Street & Schuyl-kill River

Time on the Air.....5:45 a.m. to 2 a.m.  
News Service .....INS  
Transcription Service.....Associated Music Publishers

Representative .....The Katz Agency, Inc.

## Personnel

President.....Samuel R. Rosenbaum  
General Manager.....Roger W. Clipp  
Sales Manager.....John E. Surrick  
Business Manager.....William B. Caskey  
Program Director.....Edward C. Obrist  
Production Manager.....Donald Martin  
Public Relations Director.....James Allen  
Musical Director.....Norman Black  
Acting Chief Engineer.....Arnold Nygren

# W H A T

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts  
Owned-Operated By.....Independence Broadcasting Company, Inc.

Address...539 Ledger Bldg., 6th and Chestnut Streets

Phone Number .....Lombard 2390

Transmitter Location....Hotel Philadelphian, 40th and Market Streets  
Time on the Air.....45 hours weekly (shares with WTEL)

Newspaper Affiliation...Philadelphia Record

## Personnel

President.....J. David Stern  
General Manager.....Milton Laughlin

# W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts  
Owned-Operated By.....Seaboard Radio Broadcasting Corporation

Business Address.....1423-25 Walnut Street  
Phone Number .....Rittenhouse 9182  
Transmitter Location..1423-25 Walnut Street, Philadelphia

Time on the Air.....Unlimited license  
News Service .....UP

## Personnel

President.....Paul F. Harron  
General Manager.....Edward D. Clery  
Sales Promotion-Production  
Manager.....Rupe Werling  
Program-Musical Director.....Douglas Arthur  
Chief Engineer.....John H. Henninger

For Results  
in the  
PHILADELPHIA  
MARKET  
it's  
WDAS  
Philadelphia's  
only full-time  
independent station

NEWS  
EVERY HOUR  
ON THE  
HOUR

# BULLSEYES

AIMED AT THE THIRD  
LARGEST MARKET IN  
THE COUNTRY—  
PHILADELPHIA

**5,000 WATTS** →

**24 HOURS A DAY** →

**7,435,612 LISTENERS** →

**MUTUAL BROADCASTING SYSTEM** →

610 ON THE DIAL

# WIP

THE BUY OF 1942

"PHILADELPHIA'S PIONEER VOICE"

**WIP**

**PHILADELPHIA—EST. 1922**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: Pennsylvania Broadcasting Company  
 Address: 35 South 9th Street  
 Phone Number: WALnut 6800  
 Transmitter Location: Bellmawr, N. J.  
 Time on the Air: 24 hours daily  
 News Service: Transradio; UP  
 Transcription Service: World Broadcasting System  
 Representative: Burn-Smith Co., Inc.

**Personnel**

President & Station Manager: Benedict Gimbel, Jr.  
 V-P in Charge of Sales: Edward A. Davies  
 Commercial-Sales Promotion Manager & Assistant Program Director: Edward Wallis  
 Program Director: Murray Arnold  
 Production Manager: Sam Serota  
 Chief Announcer-Night Mgr.: George Barry  
 Musical Director: Joe Frassetto  
 Technical Supervisor: Clifford C. Harris

**WPEN**

**PHILADELPHIA—EST. 1929**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Operated By: William Penn Broadcasting Co.  
 Address: 1528 Walnut St.  
 Phone Number: Pennypacker 9490; Race 4006  
 Transmitter Location: 72nd and Race Sts.  
 Time on the Air: 6:45 a.m. to 12 midnight  
 News Service: Transradio  
 Transcription Service: Lang-Worth

**Personnel**

Owner: Arde Bulova  
 General Manager: Arthur Simon  
 Sales Promotion-Publicity: Raymond Gathrid; Ira Walsh  
 Program Director: Lewis L. London  
 Musical Director: Joseph Franzoza  
 Chief Engineer: Charles Burtis

(See Page 548)

**WTEL**

**PHILADELPHIA—EST. 1925**

Frequency: 1340 Kc. Power: 100 Watts  
 Owned-Operated By: Foulkrod Radio Eng. Co., Inc.  
 Address: 4312-14 N. Broad St.  
 Phone Numbers: Gladstone 1310; Davenport 4310; North 1031  
 Transmitter Location: "H" St. and Wyoming Ave.

Time on the Air: Shares with WHAT and WCAM  
 Transcription Service: Lang-Worth

**Personnel**

President: Doug. Hibbs  
 General Manager: Henry N. Cocker  
 Chief Engineer: Gray D. MacLaughlin, Jr.

**KDKA**

**PITTSBURGH—EST. 1920**

**NATIONAL BROADCASTING CO.**

Frequency: 1020 Kc. Power: 50000 Watts  
 Owned-Operated By: Westinghouse Radio Stations, Inc.  
 Business Address: 1619 Walnut St., Philadelphia, Pa.  
 Studio Address: Grant Building  
 Phone Number: Grant 4200  
 Transmitter Location: Allison Park, Hampton Township, Pa.  
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 1 a.m.  
 News Service: AP; UP; Reuters  
 Transcription Service: NBC Thesaurus  
 National Sales Office Address: 1619 Walnut Street, Philadelphia, Pa.  
 Representative: National Broadcasting Co.

**Personnel**

President: G. H. Bucher  
 General Manager: James B. Rock  
 Commercial Manager: J. S. de Russy  
 Sales Promotion Manager: W. B. McGill  
 Program Director: Franklin Tooke  
 Production Manager: Claude Moris  
 Publicity Director: John M. Cooper  
 Artists' Bureau Head: Beulah M. Rodgers  
 Office Manager: Robert E. Pusey  
 Continuity Supervisor: Dale Jackson  
 Agricultural Director: Donald Lerch  
 Chief Announcer: Wilbur C. Sutherland  
 Traffic Manager: G. Dare Fleck  
 Musical Directors: Bernie Armstrong, Aneurin Bodycombe  
 Chief Engineer: Dwight A. Myer

**KQV**

**PITTSBURGH—EST. 1919**

**THE BLUE NETWORK**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Operated By: KQV Broadcasting Co.  
 Address: Chamber of Commerce Bldg.  
 Phone Number: Grant 4860  
 Transmitter Location: 1475 Crane Road  
 Time on the Air: 7 a.m. to 12:30 a.m.  
 News Service: Transradio  
 Transcription Service: Lang-Worth; Standard Radio  
 Representative: George P. Hollingbery Co.



*Let us doctor your sales. We are recognized specialists in our field. Practicing in Philadelphia, the country's third largest market, our treatments will make your sales healthy and strong for we are known as "the station that sells." Won't you consult us and let us diagnose your case?*

**WPEN**

**5000 WATTS—950 ON THE DIAL**



**Personnel**

President.....H. J. Brennen  
 Station Manager.....G. S. "Pete" Wasser  
 Commercial & Advertising  
 Manager.....R. M. Thompson, Sr.  
 Program Director.....Ray Shannon  
 Publicity Director.....Tex Howard  
 Chief Engineer.....Walter W. McCoy

**W C A E**

**PITTSBURGH—EST. 1922**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Address.....Wm. Penn Hotel  
 Phone Number.....Atlantic 6900  
 Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6  
 Time on the Air.....6:30 a.m. to 2 a.m.  
 Newspaper Affiliation.....Pittsburgh-Sun Telegraph  
 News Service.....INS  
 Transcription Service.....World Broadcasting System  
 Representative.....The Katz Agency, Inc.

**Personnel**

President-General  
 Manager.....Leonard Kapner  
 Sales Manager.....Willard Schroeder  
 Sales Promotion Manager.....Jim Murray  
 Chief Announcer.....Bob Donley  
 Program Manager.....R. Clifton Daniel  
 Musical Director.....Earl Truxell  
 Chief Engineer.....James Schultz

**W J A S**

**PITTSBURGH—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1320 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Pittsburgh Radio Supply House  
 Address.....411 Seventh Avenue  
 Phone Number.....Grant 4860  
 Transmitter Location.....1459 Crane Road, Greentree  
 Time on the Air.....Unlimited license  
 News Service.....Transradio  
 Representative.....Wm. G. Rambeau Co.

**Personnel**

President & General  
 Manager.....H. J. Brennen  
 Commercial Manager.....R. M. Thompson, Sr.  
 Chief Announcer.....Beckley Smith  
 Publicity Director.....M. Caughey  
 Musical Director & Pgm. Mgr....Jas. Hughes  
 Chief Engineer.....W. W. McCoy

**W W S W**

**PITTSBURGH—EST. 1931**

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By: Walker & Downing Radio Corporation

Address.....Hotel Keystone  
 Phone Number.....Grant 5200  
 Transmitter Location.....341 Rising Main St., N. S.  
 Time on the Air.....24 hours daily  
 Newspaper Affiliation.....Pittsburgh Post Gazette  
 News Service.....AP  
 Transcription Service.....Standard Radio; Associated Music Publishers

**Personnel**

President-Station Manager,  
 Frank R. Smith, Jr.  
 Commercial Manager.....Thomas B. Price  
 Sales Promotion Manager.....John Wilkoff  
 Program Director.....Walter E. Sickles  
 Production Manager.....John Davis  
 Artists' Bureau Head.....Marie Wilk  
 Chief Announcer.....David Tyson  
 Traffic Manager.....Laura Wilk  
 Musical Director.....Buzz Aston  
 Chief Engineer.....Henry R. Kaiser

**W E E U**

**READING—EST. 1931**

**NATIONAL BROADCASTING CO.**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Berks Broadcasting Co.  
 Business Address.....533 Penn St.  
 Phone Number.....7335  
 Studio Addresses...533 Penn St.; Reading Senior High School  
 Transmitter Location.....Spring Township  
 Time on the Air.....8 a.m. to local sunset  
 Transcription Service.....Lang-Worth; NBC  
 Thesaurus; Standard Radio  
 Representative.....George P. Hollingbery Co.

**Personnel**

General Manager.....Clifford M. Chafey  
 Program Director.....Paul Breedy  
 Sales Manager.....Robert Magee

**W R A W**

**READING—EST. 1921**

**NATIONAL BROADCASTING CO.**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Reading Broadcasting Co.  
 Business Address.....533 Penn St.  
 Phone Number.....7336  
 Studio Addresses.....533 Penn St.; State Theatre  
 Transmitter Location.....Reading  
 Time on the Air.....7 a.m. to 12 midnight  
 Representative...George P. Hollingbery Co.

**Personnel**

President ..... Clifford M. Chafey  
 Station Manager ..... Raymond A. Gaul  
 Sales Manager ..... Arthur W. Chafey

**W A R M**

**SCRANTON—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**PENNSYLVANIA NETWORK**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Union Broadcasting Co.

Address ..... Select Bldg.  
 Phone Number ..... 41148  
 Transmitter Location ..... 721 N. Blakely St.,  
 Dunmore, Pa.

Time on the Air ..... 7 a.m. to 1 a.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ... George P. Hollingbery Co.

**Personnel**

President-Station Manager... Martin F. Memolo  
 Commercial Manager ..... Dale Robertson  
 Sales Promotion Manager ..... George Field  
 Program Director ..... Kenneth Beghold  
 Chief Announcer ..... John Von Bergen  
 Musical Director ..... Maynard Fisher  
 Chief Engineer ..... Adolph Oschmann

**W G B I**

**SCRANTON—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 910 Kc. .... Power: 1000 d.; 500 n.  
 Owned-Operated By ..... Scranton Broad-  
 casters, Inc.

Business Address ..... 1000 Wyoming Ave.  
 Phone Number ..... 6296  
 Studio Address ..... Administration Building  
 of International Correspondence Schools  
 Transmitter Location ..... Drinker Turnpike,  
 Dunmore, Pa.

Time on the Air: 7 a.m. to 2 a.m.; Sundays,  
 8:45 a.m. to 2 a.m.

News Service ..... INS  
 Transcription Service ..... Standard Radio;  
 Lang-Worth

Representative ..... John Blair & Co.

**Personnel**

President ..... Frank Megargee  
 Station Manager ..... Robert E. McDowell  
 Commercial & Sales

Manager ..... Geo. D. Coleman  
 Program Director ..... Frank Monaghan  
 Production Manager ..... John Grollier  
 Publicity Director ..... Edwin Erwin  
 Chief Announcer ..... Bill Pierce  
 Chief Engineer ..... Kenneth R. Cooke

**W Q A N**

**SCRANTON**

Frequency: 910 Kc. .... Power: 1000 d.; 500 n.  
 Owned-Operated By ..... The Scranton Times

Address ..... Scranton  
 Transmitter Location ..... Scranton  
 Time on the Air ..... Shares time with WGBI  
 Newspaper Affiliation ... The Scranton Times

**Personnel**

President ..... Edward J. Lynett  
 Director ..... A. J. O'Malley  
 (Non-Commercial Station)

**W P I C**

**SHARON—EST. 1938**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Sharon Herald  
 Broadcasting Company

Business Address ..... P. O. Box 541  
 Phone Numbers ..... 4113, 4114  
 Studio Address ..... Pine Hollow Blvd.  
 Transmitter Location ..... Pine Hollow Blvd.

Time on the Air ..... 6 a.m. to local sunset  
 Newspaper Affiliation ..... Sharon Herald

News Service ..... UP  
 Transcription Service ..... Associated Music  
 Publishers

Representative ..... Howard H. Wilson  
 Company

**W A R M**

*The most effective and  
 economical way to sell the  
 Scranton market is thru*

**W. A R M**

*Mutual Broadcasting System*

**SCRANTON, PA.**

*The station that most of the people in  
 Northeast Pennsylvania*

*LISTEN to MOST of the time*

**GEORGE P. HOLLINGBERY CO.**  
 National Representatives

**Personnel**

President & General  
 Manager.....John Fehnline, Jr.  
 Commercial Manager.....J. T. Van Sweringen  
 Program Director.....Paul Gamble  
 Publicity Director.....Evelyn Keller  
 Chief Announcer.....John C. MacDonald  
 Chief Engineer.....A. C. Heck

**W K O K**

**SUNBURY—EST. 1933**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sunbury Broadcast-  
 ing Corp.  
 Address .....1150 N. Front St.  
 Phone Number .....1325  
 Transmitter Location.....1150 N. Front St.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 7 a.m. to 5 p.m.  
 News Service ..... UP  
 Transcription Service: Lang-Worth; Standard  
 Radio; C. P. MacGregor  
 Representative ..... Cox & Tanz

**Personnel**

Secretary-Treasurer.....B. A. Beck  
 Station Manager.....Melvin Lahr  
 Chief Announcer.....Reg Merridew  
 Program Director.....Paul Miller  
 Sales Manager.....Homer Smith  
 Chief Engineer.....Chif Kerstetter

**W M B S**

**UNIONTOWN—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Operated By .....Fayette Broadcast-  
 ing Corp.  
 Address .....Fayette Title and Trust Bldg.  
 Phone Number .....800  
 Transmitter Location .....Burgess Field  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service ..... INS  
 Transcription Service .....NBC Thesaurus

**Personnel**

President and Station  
 Manager.....Joseph C. Burwell  
 Commercial Manager .....M. E. Slagel  
 Artists' Bureau Head .....Hugh Rafferty  
 Program Director.....Sullivan Sages  
 Chief Announcer.....Karl Janssen  
 Publicity Director.....Bill Fields  
 Musical Director.....Mary Lucius  
 Chief Engineer.....S. M. Glotfelty

**W J P A**

**WASHINGTON—EST. 1941**

**TRI-STATE NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Washington Broad-  
 casting Company

Address .....George Washington Hotel  
 Phone Number .....4870  
 Transmitter Location.....½ mile northeast of  
 Washington city limits  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service ..... UP

**Personnel**

President .....W. S. Yard  
 General Manager.....John Laux  
 Commercial-Sales Promotion  
 Manager .....John M. Croft  
 Program Director.....Stanley Schultz  
 Chief Engineer .....Joseph M. Troesch

**W B A X**

**WILKES-BARRE—EST. 1922**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....John H. Stenger, Jr.  
 Address .....141 South Main St.  
 Phone Number.....3-0196  
 Transmitter Location.....Plains Township, Pa.  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service.....Lang-Worth; Asso-  
 ciated Music Publishers

**Personnel**

President-Station Manager,  
 John H. Stenger, Jr.  
 Office Manager.....A. W. Grebe  
 Sales Promotion Manager.....W. Jones Evans  
 Program Director.....Ken Beghold  
 Chief Announcer.....Dick Mawson  
 Musical Director.....Phil Cusick  
 Chief Engineer.....Robert Love

**W B R E**

**WILKES-BARRE—EST. 1924**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

**QUAKER NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By .....Louis G. Baltimore  
 Operated By .....Radio Station WBRE  
 Address .....62 So. Franklin Street  
 Phone Number.....33101  
 Transmitter Location..Third Avenue, Kingston,  
 Pa.  
 Time on the Air.....6:30 a.m. to 1 a.m.  
 News Service ..... AP  
 Transcription Service .....C. P. MacGregor

**Personnel**

President and Station  
 Manager.....Louis G. Baltimore  
 Commercial Manager.....S. R. Baltimore  
 Program Director.....Franklin D. Coslett  
 Musical Director.....L. Savitt  
 Chief Engineer.....Charles Sakoski

# W F C I *in* R. I.

**PROVIDENCE**

**PAWTUCKET**

BASIC

**Blue**  
NETWORK  
IN

**1942**

**P**ROVIDENCE and PAWTUCKET . . . one vast metropolitan area, plus 145 other cities and towns, gives you access to over 1,000,000 people, in NEW ENGLAND'S 2nd LARGEST MARKET.

# W F C I

PAWTUCKET BROADCASTING COMPANY, INC.  
Studios and Offices — 450 MAIN STREET, PAWTUCKET, R. I.  
NATIONAL REPRESENTATIVE  
HEADLEY REED COMPANY, Graybar Building, New York City

# W R A K

**WILLIAMSPORT—EST. 1929**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: WRAC, Inc.  
 Address: 244 West Fourth Street  
 Phone Number: 2-6116  
 Transmitter Location: 1561 West Fourth Street  
 Time on the Air: 7:30 a.m. to 10:15 p.m.  
 Newspaper Affiliation: Williamsport Sun;  
 Williamsport Gazette & Bulletin  
 News Service: UP  
 Transcription Service: Standard Radio; Associated Music Publishers  
 Representative: J. P. McKinney & Son

## Personnel

President: E. M. Case  
 Station Manager: George E. Joy  
 Commercial Manager: Thomas W. Metzger  
 Office Manager: Helen McKenna  
 Program Director: Mary Helen Person  
 Production Manager: J. Wright Mackey  
 Chief Announcer: Paul M. Breining  
 Chief Engineer: Louis Persio

# W O R K

**YORK—EST. 1932**

**BLUE NETWORK—MBS-NBC  
 MASON-DIXON GROUP**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By: York Broadcasting Co.

# Unassigned\*

**YORK—EST. 1942**

Frequency: 900 Kc. Power: 1000 Watts  
 Owned-Operated By: Susquehanna Broadcasting Co.  
 Address: York  
 Transmitter Location: York  
 Time on the Air: Daytime license

## Personnel

President: Louis J. Appell  
 \*Station had a construction permit at press-time and no further information was available.

# RHODE ISLAND

*For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 256*

# W F C I

**PAWTUCKET—EST. 1941**

**MUTUAL BROADCASTING SYSTEM  
 COLONIAL NETWORK**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Operated By: Pawtucket Broadcasting, Inc.  
 Business Address: 450 Main Street  
 Phone Number: Perry 9540  
 Transmitter Location: John St., Lonsdale, R. I.  
 Time on the Air: 6:30 a.m. to 1 a.m.  
 News Service: Transradio  
 Transcription Service: Standard Radio  
 Representative: Headley-Reed Co.

## Personnel

President-Chief Engineer: Howard W. Thornley  
 Treasurer: Frank F. Crook  
 Station Manager: W. Paul Oury  
 Commercial Manager: T. F. Allen  
 Program Director: George Sutherland

Chief Announcer: Don Graham  
 Musical Director: Arthur Paquette

# W E A N

**PROVIDENCE—EST. 1922**

**BLUE NETWORK  
 MUTUAL BROADCASTING SYSTEM  
 YANKEE-COLONIAL**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By: The Yankee Network, Inc.  
 Address: Crown Hotel  
 Phone Number: DEXter 1500  
 Transmitter Location: East Providence, R. I.  
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.  
 News Service: INC; Yankee-Colonial Network News Service  
 Transcription Service: Associated Music Publishers  
 Representative: Edward Petry Co., Inc.

**Personnel**

President ..... John Shepard, III  
 V-P In Charge of Station  
 Operation ..... R. L. Harlow  
 V-P In Charge of Sales and  
 Production ..... Linus Travers  
 V-P In Charge of Engineering,  
 Paul A. DeMars

Merchandising and Promotion  
 Director ..... James S. Powers  
 Station & Sales Supervisor ..... Malcolm S. Parker  
 Program-Publicity Director ..... Rose M. Powers  
 Production Manager ..... Donald Morton  
 Chief Announcer ..... James Zirga  
 Musical Director ..... Carl J. Tatz

**WJAR**

PROVIDENCE—EST. 1922  
 NATIONAL BROADCASTING CO.

Frequency: 920 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... The Outlet Company  
 Business Address ..... 176 Weybosset Street  
 Phone Number ..... Gaspee 1071  
 Transmitter Location ..... Wampanoag Trail,  
 East Providence, R. I.  
 Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,  
 9 a.m. to 1 a.m.  
 Transcription Service ..... World Broadcasting  
 System

Representative ..... Weed & Company

**Personnel**

President ..... Mortimer L. Burbank  
 Station Manager ..... John J. Boyle  
 Musical Director ..... Earl J. Shean  
 Chief Engineer ..... Thomas Prior

**WPRO**

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM  
 Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Cherry & Webb  
 Broadcasting Company  
 Address ..... 15 Chestnut Street  
 Phone Number ..... Plantations 9776  
 Transmitter Location ..... Wampanoag Trail,  
 East Providence, R. I.  
 Time on the Air ..... 130 hours per week  
 News Service ..... AP; UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Paul H. Raymer Company

**Personnel**

President ..... William S. Cherry, Jr.  
 Station Manager ..... William T. Bush  
 Commercial Manager ..... Harvey Carter  
 Program Director ..... H. William Koster  
 Publicity Director ..... Albert C. Rider  
 Musical Director ..... Edwin F. Drew  
 Chief Engineer ..... Howard W. Thornley

**SOUTH CAROLINA**

For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 257

**WAIM**

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Wilton E. Hall  
 Address ..... Anderson College  
 Phone Number ..... 800  
 Transmitter Location ..... Anderson College  
 Time on the Air ..... Unlimited license  
 Newspaper Affiliation ..... Anderson Independent  
 News Service ..... Anderson Daily Mail  
 Transcription Service: Lang-Worth; C. P. Mac-  
 Gregor; World Broadcasting System  
 Representative ..... Spot Sales, Inc.

**Personnel**

Owner ..... Wilton E. Hall  
 Station Manager ..... W. Ennis Bray

Owned-Operated By ..... South Carolina  
 Broadcasting Company

Address ..... Francis Marion Hotel  
 Phone Numbers ..... 7611; 7612  
 Transmitter Location ..... Windemere, S. C.  
 Time on the Air: 6 a.m. to 12:35 a.m.; Sundays,  
 8 a.m. to 12:35 a.m.  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... Free & Peters

**Personnel**

President-Station Manager ..... J. M. Rivers  
 Commercial Manager ..... Roland Weeks  
 Merchandising Manager-Publicity  
 Director ..... Thomas L. Means  
 Program Director ..... Charles McMahon  
 Musical Director ..... T. Heyward Moore  
 Chief Engineer ..... J. M. Weaver

**WCSC**

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. .... Power: 1000 d.; 500 n.

**WTMA**

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. .... Power: 1000 Watts

• • • **SOUTH CAROLINA** • • •

Owned-Operated By.....Atlantic Coast  
Broadcasting Company  
Business Address.....134 Meeting Street  
Phone Number.....2-2961; 2-2962  
Studio Address.....Wagner Terrace  
Transmitter Location.....South of Albemarle,  
S. C.  
Time on the Air.....18 hours daily; Sun-  
days, 16 hours  
Newspaper Affiliation.....News & Courier;  
Charleston Evening Post  
News Service.....AP  
Transcription Service.....Associated Music  
Publishers; Standard Radio  
Representative.....George P. Hollingbery  
Co.

**Personnel**

President.....R. M. Manigault  
Station Manager.....R. E. Bradham  
Commercial Manager.....W. P. Speight  
Program Director.....C. Wylie Calder  
Musical Director.....Kenneth Dent  
Chief Engineer.....D. M. Bradham

**W C O S**

**COLUMBIA—EST. 1939**

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Carolina Advertising  
Corp.  
Address.....1202 Main St.  
Phone Number.....25601  
Transmitter Location.....200 Senate St.  
Time on the Air.....120¼ hours weekly  
News Service.....INS  
Transcription Service.....Associated Music  
Publishers; C. P. MacGregor  
Representative.....Spot Sales, Inc.

**Personnel**

President.....A. B. Langley  
General Manager.....Roy A. Powell  
Program Director.....W. C. Bockman  
Publicity Director.....Howard Hamrick  
Chief Announcer.....Bob Eisenman  
Musical Directors.....Dot Baxter,  
Virginia Hook  
Chief Engineer.....Charles A. Thoman

**W I S**

**COLUMBIA—EST. 1930**

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Liberty Life In-  
surance Company  
Address.....1811 Main Street  
Phone Number.....2-2135; 2-2136  
Transmitter Location.....Bluff Road  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 12 midnight

News Service.....UP  
Transcription Service.....NBC Thesaurus  
Representative.....Free & Peters, Inc.

**Personnel**

President.....W. Frank Hipp  
Station Manager.....G. Richard Shaffo  
Commercial Manager.....J. D. Saumenig  
Merchandising Manager.....Robert E. Ellison  
Program Director.....Floyd D. Rodgers, Jr.  
Production Manager-Chief  
Announcer.....Glenn Adams  
Publicity Director.....Roland Dopson  
Chief Engineer.....Scott Helt  
Chief Control Engineer.....Charles Bell

**W O L S**

**FLORENCE—EST. 1937**

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....O. Lee Stone  
Address.....Sanborn Hotel  
Phone Number.....48  
Transmitter Location.....Charleston Highway  
Time on the Air.....7 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....Davis & Schwegler  
Representative.....Cox & Tanz

**Personnel**

Owner.....O. Lee Stone  
Station Manager.....Melvin H. Purvis  
Commercial-Sales Promotion Manager,  
H. Russ Holt  
Program-Musical Director.....Rod Dorsey  
Publicity Director.....Bonnie McCubbins  
Chief Engineer.....Robert M. Wallace

**W F B C**

**GREENVILLE—EST. 1933**

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc...Power: 5000 d.; 1000 n.;  
(C. P. 5000)  
Owned-Operated By.....Greenville News-  
Piedmont Co.  
Address.....Poinsett Hotel  
Phone Number.....362; 363  
Transmitter Location.....Gannt, S. C.  
Time on the Air.....6 a.m. to 12 midnight  
Newspaper Affiliation.....Greenville News-  
Piedmont  
News Service.....Transradio; UP  
Transcription Service.....NBC Thesaurus  
Representative: Weed & Co.; B. Frank Cook  
(Atlanta, Ga.)

**Personnel**

President.....Roger C. Peace  
Station Manager.....B. T. Whitmire  
Commercial Manager.....W. H. Clews  
Sales Promotion Manager.....Lee Parsons  
Program Director.....Norvin C. Duncan  
Production Manager.....Dick Pyron

Publicity Director.....James Dawson  
 Chief Announcer.....Joel Lawhon  
 Musical Director.....Alice Wyman  
 Chief Engineer.....W. C. Etheredge

## W M R C

**GREENVILLE—EST. 1940**  
 MUTUAL BROADCASTING SYSTEM  
 BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Textile Broadcasting  
 Company, Inc.  
 Business Address.....P. O. Box 1499  
 Phone Number.....5730  
 Studio Address.....Prevost Building  
 Transmitter Location.....400 Mayberry Street  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP; INS  
 Transcription Service.....World Broad-  
 casting System

### Personnel

President.....Robert A. Jolly  
 Station-Commercial Manager..Ralph C. Barron  
 Program Director.....C. E. Campbell  
 Publicity Director.....Charles McLawhorn  
 Musical Director.....Jimmy Collins  
 Chief Engineer.....George D. Tate

## W C R S

**GREENWOOD—EST. 1941**  
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Grenco, Inc.  
 Address.....Greenwood  
 Phone Number.....4300  
 Transmitter Location.....Greenwood  
 Time on the Air.....Unlimited license  
 News Service.....AP  
 Transcription Service.....Standard Radio

### Personnel

President.....Douglas Featherstone  
 Station Manager.....Dan Crosland  
 Program Director.....Newton S. Smith  
 Women's Editor.....Margaret Bailey  
 Chief Engineer.....Fred U. Wamble

## W O R D

**SPARTANBURG—EST. 1940**  
 BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Spartanburg Adver-  
 tising Company  
 Address.....155 South Liberty Street  
 Phone Number.....2901  
 Transmitter Location.....2½ miles Northeast  
 of Spartanburg  
 Time on the Air.....6 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Geo. P. Hollingbery Co.

### Personnel

Vice-President and General Manager,  
 Walter J. Brown  
 Commercial Manager.....J. W. Kirkpatrick  
 Program Director.....William Ratcliffe  
 Publicity Director.....Robert F. Anthony  
 Musical Director.....Hal Moore  
 Chief Engineer.....Ralph S. Bennett

## W S P A

**SPARTANBURG—EST. 1929**  
 COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Spartanburg Ad-  
 vertising Corporation  
 Address.....155 South Liberty Street  
 Phone Number.....2900  
 Transmitter Location.....3½ miles Northwest  
 of Spartanburg  
 Time on the Air.....5:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....World Transcription  
 Service  
 Representative.....George P. Hollingbery Co.

### Personnel

Vice President-General Manager,  
 Walter J. Brown  
 Commercial Manager...John W. Kirkpatrick  
 Sales Promotion Manager.....Robert Anthony  
 Program Director.....Sterling Wright  
 Publicity Director.....Roger A. Shaffer  
 Musical Director.....Hal Moore  
 Chief Engineer.....Ralph S. Bennett

## W F I G

**SUMTER—EST. 1940**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. Samuel Brody  
 Address.....39 North Main Street  
 Phone Numbers.. 1340 (Studio); 93 (Business  
 Office)  
 Transmitter Location.....Highway No. 76  
 Time on the Air.....15 hours daily  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System; Keystone Broadcasting System

### Personnel

Owner.....Julius S. Brody  
 Station Manager.....T. Doug Youngblood  
 Program Director-Chief  
 Announcer.....Eddie Carlos  
 Publicity Director.....Dorothy Boney  
 Musical Director.....Mrs. Murray Lewis  
 Chief Engineer.....Paul Petroski



# SOUTH DAKOTA

For Latest U. S. Census, Population and Retail Trade Data  
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## K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
Frequency: 1420 Kc. Power: 5000 Watts  
Owned-Operated By Aberdeen Broadcast  
Company  
Address 117½ South Main Street  
Phone Number 4626  
Transmitter Location Wylie Park  
Time on the Air 6 a.m. to 12 midnight  
News Service AP  
Transcription Service NBC Thesaurus  
Representative Weed & Company

### Personnel

President H. C. Jewett, Jr.  
Vice-President C. H. Anderson  
Vice-President Olwin Ackley  
Treasurer J. H. McKeever  
Secretary-General Manager A. A. Fahy  
Program Director E. C. Pieplow  
Chief Announcer E. L. Weeks  
Chief Engineer Delbert Hunt

## K G F X

PIERRE—EST. 1922

Frequency: 630 Kc. Power: 200 Watts  
Owned-Operated By Ida A. McNeil  
Address 203 West Summit Ave.  
Phone Number 351  
Transmitter Location 203 West Summit Ave.  
Time on the Air 9:30 a.m. to local sunset  
News Service AP  
Transcription Service Keystone Broadcast-  
ing System  
Representative Cox & Tanz

### Personnel

Owner and Director Ida A. McNeil  
Chief Engineer Robert H. Dye

## K O B H

RAPID CITY—EST. 1936

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Black Hills Broadcast  
Company of Rapid City  
Address Alex Johnson Hotel  
Phone Number 2000  
Transmitter Location East of City  
Time on the Air 6 a.m. to 10 p.m.; Sundays,  
8:30 a.m. to 5 p.m.  
News Service UP

Transcription Service Lang-Worth; Keystone  
Broadcasting System  
Representative The Walker Company

### Personnel

President C. A. Quarnberg  
Vice-President-Managing Director,  
Robert J. Dean  
Commercial Manager-Publicity Director,  
George E. Brunlett  
Program Director-Chief Announcer,  
Harry Turner  
News Editor John Leslie  
Special Events Director Harry Petersen  
Women's Editor Mildred Palmer  
Chief Engineer M. J. Jones

## W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts  
Owned-Operated By South Dakota State  
School of Mines  
Address Rapid City  
Phone Number 1600  
Transmitter Location Rapid City  
Time on the Air: Shares time on a daytime  
license

(Non-Commercial Station)

## K E L O

SIoux FALLS—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING COMPANY  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Sioux Falls Broadcast  
Assn., Inc.  
Address 317 So. Phillips Ave.  
Phone Number 757  
Transmitter Location Highway No. 16  
Time on the Air 10 a.m. to 12 midnight  
News Service UP  
Transcription Service Standard Radio;  
NBC Thesaurus  
Representative Howard H. Wilson Co.

### Personnel

President and Station  
Manager Joseph Henkin  
Vice-President-Promotion Manager,  
S. Fantle, Jr.  
Commercial Manager George R. Hahn  
V-P & Program-Musical  
Director Morton Henkin  
Traffic Manager Evans Nord  
Chief Engineer Max Staley

# K S O O

**SIoux FALLS—EST. 1926**

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts  
Owned-Operated By: Sioux Falls Broad-  
cast Assn., Inc.

Address: 317 So. Phillips Ave.  
Phone Number: 757

Transmitter Location: Highway No. 16

Time on the Air: 6 a.m. to local sunset

News Service: UP

Transcription Service: NBC Thesaurus;  
Standard Radio

Representative: Howard H. Wilson Co.

## Personnel

President and Station

Manager: Joseph Henkin

Vice-President-Promotion Manager,  
S. Fantle, Jr.

Commercial Manager: George R. Hahn

V-P & Program-Musical

Director: Morton Henkin

Traffic Manager: Evans Nord

Chief Engineer: Max Staley

# K U S D

**VERMILLION—EST. 1922**

Frequency: 920 Kc. Power: 500 Watts  
Owned-Operated By: University of South  
Dakota

Address: Union Building

Phone Number: 209-J

Transmitter Location: Science Hall

Time on the Air: 2:30 p.m. to 5 p.m.

## Personnel

Station Manager-Program

Director: Ed LaGrave, Jr.

Chief Announcer: Tom Steensland

Chief Engineer: Kenneth Relf

(Non-Commercial Station)

# K W A T

**WATERTOWN—EST. 1939**

Frequency: 1240 Kc. Power: 250 Watts

Owned By: Midland National Life Insur-  
ance Company

Operated By: F. L. Bramble (Mgr.); M. W.  
Plowman (Ass't, Mgr.)

Address: Midland Building

Phone Number: 5050

Transmitter Location: ½ mile south of  
business section

Time on the Air: 7 a.m. to 10 p.m.

News Service: UP

## Personnel

Station Manager: F. L. Bramble

Assistant & Commercial Manager,  
M. W. Plowman

Program Director: Dale E. Russell

Chief Engineer: Sherrill Zimmerman

# W N A X

**YANKTON—EST. 1927**

COLUMBIA BROADCASTING SYSTEM

THE COWLES STATIONS

Frequency: 570 Kc. Power: 5000 d.; 1000 n.;  
(C. P. 5000 n.)

Owned-Operated By: WNAX Broadcasting  
Co.

Addresses: WNAX Bldg.; Orpheum Theater  
Bldg., Sioux City, Ia.

Phone Numbers: 443 (Yankton); 8-5666 (Sioux  
City)

Transmitter Location: Between Yankton &  
Sioux City

Time on the Air: 5:30 a.m. to 12 midnight;  
Sundays, 7:40 a.m. to 12 midnight

Newspaper Affiliation: Des Moines Register &  
Tribune

News Service: AP; UP

Transcription Service: Standard Radio

Representative: The Katz Agency

## Personnel

President: Gardner Cowles, Jr.

Vice-President: Luther L. Hill

Station-Commercial Manager: Phil Hoffman

Merchandising Manager: Harold Storin

Program Director: Arthur J. Smith

Production Manager: Herb Howard

Publicity Director: Wynn Hubler

Sioux City Representatives: Arden Swisher,  
C. E. LaGrave

Musical Director: Rex Hays

Chief Engineer: Clifton M. Todd

BUY

DEFENSE

BONDS

# TENNESSEE

For Latest U. S. Census, Population and Retail Trade Data  
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## W O P I

**BRISTOL—EST. 1929**  
NATIONAL BROADCASTING CO.  
BLUE RIDGE NETWORK  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Radiophone Broadcasting  
Station WOPI, Inc.  
Address . . . . . 410 State St.  
Phone Number . . . . . WOPI  
Transmitter Location . . . . . Old Abingdon Road,  
Bristol, Va.  
Time on the Air . . . . . 6 a.m. to 12 midnight  
Newspaper Affiliation . . . . . Bristol Herald  
Courier  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Burn-Smith Company

### Personnel

President and General Manager: W. A. Wilson  
Commercial Manager: R. L. Russell  
Program-Musical Director and Chief  
Announcer . . . . . Fey Rogers  
Publicity-Continuity Director . . . . . Mike Cady  
Traffic Manager . . . . . Mary Abell  
Chief Engineer . . . . . Robert Smith

## W A P O

**CHATTANOOGA—EST. 1936**  
BLUE NETWORK  
NATIONAL BROADCASTING CO.  
Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: W. A. Patterson  
Address . . . . . Read House  
Phone Number . . . . . 6-6141  
Transmitter Location . . . . . Pineville, Tenn.  
Time on the Air . . . . . 6 a.m. to 12 midnight  
News Service . . . . . INS  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Headley-Reed Company

### Personnel

Owner . . . . . W. A. Patterson  
General Manager . . . . . R. G. Patterson  
Sales Manager . . . . . Nelson Krebs  
Program-Publicity Director . . . . . Helen Patterson  
Chief Announcer . . . . . Bob Bosworth  
Artists' Bureau Head . . . . . Jack Daub  
Bookkeeper . . . . . Genevieve Crantford  
Musical Director . . . . . Jimmy Johnston  
Chief Engineer . . . . . B. B. Barnes

## W D E F

**CHATTANOOGA—EST. 1941**  
MUTUAL BROADCASTING SYSTEM  
Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Joe W. Engel  
Address . . . . . 419 Volunteer Bldg.  
Phone Number . . . . . 6-5664  
Transmitter Location . . . . . 419 Volunteer Bldg.  
Time on the Air . . . . . 6 a.m. to 11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Standard Radio  
Representative . . . . . Burn-Smith Co.

### Personnel

President . . . . . Joe W. Engel  
Station-Commercial Manager . . . . . Tom Nobles  
Sales Promotion Manager . . . . . George Barber  
Program Director . . . . . Vann Campbell  
Publicity Director . . . . . Luther Masingill  
Chief Announcer . . . . . Charles Atchinson  
Auditor . . . . . Pearl McWhorter  
Artists' Bureau Head . . . . . Rachel Morton  
Musical Director . . . . . Jean Van Arsdale  
Chief Engineer . . . . . J. V. Sanderson

## W D O D

**CHATTANOOGA—EST. 1925**  
COLUMBIA BROADCASTING SYSTEM  
Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: WDOD Broad-  
casting Corporation  
Address . . . . . Hamilton National Bank Building  
Phone Number . . . . . 6-5117  
Transmitter Location . . . . . Baylor School  
Time on the Air . . . . . 5:30 a.m. to 12 midnight  
News Service . . . . . UP  
Transcription Service: Langworth, Associated  
Music Publishers  
Representative . . . . . Paul H. Raymer Co.

### Personnel

President-Station Manager, Norman A. Thomas  
Commercial Manager . . . . . Carter M. Parham  
Sales Promotion Manager . . . . . Clifford Bowers  
Program Manager . . . . . D. W. McCurdy  
Production Manager . . . . . Eugene Wilkey  
Chief Announcer . . . . . John Grey  
Musical Director . . . . . Bobby Meeks  
Chief Engineer . . . . . J. C. Vessels

## W J Z M

**CLARKESVILLE—EST. 1941**  
MUTUAL BROADCASTING SYSTEM  
Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: W. D. Hudson and  
Violet Hutton Hudson  
Address: Masonic Bldg., Commerce and Third  
Street  
Phone Number . . . . . 499

Transmitter Location . . . . . Martin Street  
 Time on the Air . . . . . 6 a.m. to 11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard Radio

**Personnel**

Owner-Station Manager . . . . . W. D. Hudson  
 Assistant Manager . . . . . Les Carmichael  
 Commercial-Sales Promotion  
   Manager . . . . . Tom White  
 Program-Publicity Director . . . . . Bill Bowers  
 Bookkeeper . . . . . Mrs. Robert Thompson  
 Chief Engineer . . . . . Bob Thompson

•  
**W H U B**

**COOKEVILLE—EST. 1941**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WHUB, Inc.  
 Address . . . . . East Spring Street  
 Phone Number . . . . . Southern Continental 200  
 Transmitter Location . . . . . 807 Hickory Street  
 Time on the Air: 6 a.m. to 10 p.m.; Saturdays,  
   6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10  
   p.m.

News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Associated Radio Sales

**Personnel**

President-Commercial Manager . . M. L. Medley  
 Station Manager . . . . . Bill Reeves  
 Artists' Bureau Head . . . . . Albert Brogdon  
 Publicity Director . . . . . Joe Mabry  
 Musical Director . . . . . Millard Rose  
 Chief Engineer . . . . . Charles R. Duke

•  
**W T J S**

**JACKSON—EST. 1931**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Sun Publishing  
 Company

Address . . . . . Jackson  
 Phone Number . . . . . 3340  
 Transmitter Location . . . . . Route No. 3  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 Newspaper Affiliation . . . . . The Jackson Sun  
 News Service . . . . . AP; UP  
 Transcription Service . . . . . World Broadcasting  
 System

Representative . . . . . The Branham Company

**Personnel**

President . . . . . C. E. Pigford  
 Station Manager . . . . . A. A. Stone  
 Sales and Sales Promotion Manager,  
   Otis Roush  
 Program-Publicity Director and Chief  
   Announcer . . . . . Houston Cox  
 Musical Director-Artists' Bureau Head,  
   James Allen  
 Chief Engineer . . . . . B. C. Brummell

**W J H L**

**JOHNSON CITY—EST. 1938**

**THE BLUE NETWORK**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . WJHL, Inc.  
 Business Address . . . . . 412 S. Roan St.  
 Phone Number . . . . . WJHL  
 Studio Addresses: 412 S. Roan St.; Bonnie  
   Kate Theater Bldg., Elizabethton  
 Transmitter Location . . . . . Johnson City  
 Time on the Air . . . . . 6 a.m. to 12 midnight  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Spot Sales, Inc.

**Personnel**

President-Station Manager, W. Hans Lancaster  
 Business Manager . . . . . W. Kenneth Matthews  
 Commercial Manager . . . . . Ken Marsh  
 Program Director . . . . . Henry Frick  
 Chief Engineer . . . . . O. K. Garland

•  
**W K P T**

**KINGSPORT—EST. 1940**

**NATIONAL BROADCASTING CO.**

**—BLUE RIDGE NETWORK**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kingsport Broadcast-  
 ing Co.

Address . . . . . Radio Center  
 Phone Number . . . . . WKPT  
 Transmitter Location . . . . . East Kingsport  
 Time on the Air . . . . . 6:30 a.m. to 11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System; Lang-Worth  
 Representative . . . . . Burn-Smith Co.

**Personnel**

President . . . . . C. P. Edward, Jr.  
 General Manager . . . . . Jesse Swicegood  
 Production Manager . . . . . Haden Huddleston  
 Chief Engineer . . . . . Gladman W. Upchurch

•  
**W B I R**

**KNOXVILLE—EST. 1941**

**MUTUAL BROADCASTING SYSTEM**

**VOLUNTEER STATE NETWORK**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. W. Birdwell  
 Address: Chamber of Commerce Bldg., 618  
   South Gay Street

Phone Number . . . . . 4-3321  
 Transmitter Location . . . . . Wilder Place  
 Time on the Air . . . . . 18 hours daily  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated Music  
   Publishers  
 Representative . . . . . Burn-Smith Co.

**Personnel**

Owner-Manager.....J. W. Birdwell  
 Business Manager.....John Cox Birdwell  
 Commercial & Sales Promotion  
 Manager.....John P. Hart  
 Program-Publicity Director.....Charles Devois  
 Chief Announcer.....Joe Wheeler  
 Chief Engineer.....Edward W. McGinley

**W N O X**

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 5000 d.; 500 n.;  
 (C. P. 10000 d. & n.)

Owned-Operated By.....Scripps-Howard  
 Radio, Inc.

Address.....110-112 South Gay Street  
 Phone Number.....3-3171

Transmitter Location.....Anderson Road near  
 Knoxville

Time on the Air: 5 a.m. to 12 midnight; Sun-  
 days, 5:30 a.m. to 12 midnight; Saturday,  
 5 a.m. to 1 a.m.

Newspaper Affiliation Knoxville News-Sentinel  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....The Branham Company

**Personnel**

President.....Jack R. Howard  
 Vice-President-General Manager,

R. B. Westergaard

Sales Promotion Manager.....C. B. Davis  
 Program Director.....Lowell Blanchard  
 Educational Director.....K. E. Huddleston  
 Continuity Director.....Ken Wright  
 Musical Director.....Jerry Collins  
 Cashier-Office Manager.....Howard Bowles  
 Chief Engineer.....J. B. Epperson

**W R O L**

KNOXVILLE—EST. 1927

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By.....Stuart Broadcasting  
 Co.

Business Address.....531 S. Gay St.  
 Phone Number.....2-7111

Studio Address.....Hamilton Bank Bldg.  
 Transmitter Location.....Holston Hills

Time on the Air.....5 a.m. to 12 midnight  
 News Service.....AP

Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor

Representative.....John Blair & Co.

**Personnel**

President.....S. E. Adcock  
 Commercial Manager.....C. H. Frazier  
 Sales Promotion Manager.....Fred Pihler

Program-Publicity Director.....John Reese  
 Musical Director.....Harry Nides  
 Chief Engineer.....Owen McReynolds

**W H B Q**

MEMPHIS—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Broadcasting Sta-  
 tion WHBQ, Inc.

Address.....Hotel Claridge  
 Phone Number.....8-6868

Transmitter Location.....46 Neely St.  
 Time on the Air.....7 a.m. to 11 p.m.

News Service.....INS  
 Transcription Service.....Standard Radio;

Lang-Worth

**Personnel**

President.....Thos. Thompson  
 General Manager.....E. A. Alburty  
 Program Director.....E. H. McMurry, Jr.  
 Musical Director.....J. M. Klaer  
 Chief Engineer.....Weldon Roy

**W M C**

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By.....Memphis Publishing  
 Co.

Address.....Goodwyn Institute  
 Phone Number.....8-7464

Transmitter Location.....Five Points, Tenn.  
 Time on the Air: 5:30 a.m. to 12 midnight;

Saturdays, 5:30 a.m. to 1 a.m.

Newspaper Affiliation.....Memphis Com-  
 mercial Appeal

News Service.....UP  
 Transcription Service.....NBC Thesaurus;

Lang-Worth

Representative.....The Branham Co.

**Personnel**

General Manager.....H. W. Slavick  
 Commercial Manager.....J. C. Eggleston  
 Local Sales Manager.....William H. Fielding  
 Program Manager.....John Cleghorn  
 Publicity Director.....Fred Carder  
 Musical Director.....Leonard McEwen  
 Chief Engineer.....C. E. Baker

**W M P S**

MEMPHIS—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By.....Memphis Broad-  
 casting Company

# THE Fifth ESTATE

**R**ADIO has become of age. Its miracle, now 21 years old, has advanced through all the stages of every important and beneficial service, and has become commonplace . . . its mystery taken for granted.

That is as it should be. For radio is too important . . . too great to be held in awe. Let the philosopher wonder at its cause, but let the people enjoy its effects. Radio is for the people.

Jew, Gentile, Catholic and Protestant are all served . . . and served well by radio. For American radio is as democratic as the people it serves.

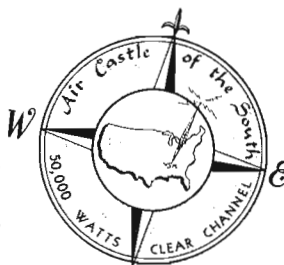
Information, entertainment, education and innumerable services that Midas could not buy with all his gold are to be had with the push of a button . . . the flick of a dial. The financier is served no better . . . no quicker than the farm-

The American public . . . comfortable and relaxed in the living room or speeding over the highway . . . hears history as it is being made and is better informed on both sides than ever before. Radio has not only reported the events, but for the first time has brought about mass participation in the determination of a foreign policy.

Radio service is as limitless as the ether waves. In peace it provides culture, information and amusement. In catastrophe it has alleviated suffering and raised funds for the needy. Today it is bolstering morale and building bridges of understanding between the Americas. But regardless of its task . . . always it serves.

*That's why Radio is the Fifth Estate*

WSM is proud to be a part of the American system of Broadcasting . . . the Great Fifth Estate.



HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.

OWNED AND OPERATED BY  
**THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.**  
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO. INC.

Address .....Columbian Tower, 62 North Main Street  
 Phone Number ..... 5-2721  
 Transmitter Location .....1690 South Lauderdale  
 Time on the Air .....6:30 a.m. to 12 midnight  
 Newspaper Affiliation .....Memphis Press-Scimitar  
 News Service ..... UP  
 Transcription Service .....Standard Radio  
 Representative .....Spot Sales, Inc.

**Personnel**

President.....Jack R. Howard  
 Vice President-General  
 Manager.....J. C. Hanrahan  
 Commercial Manager .....Harold R. Krelstein  
 Sales Promotion Manager.....Tom Ragland, Jr.  
 Publicity Director.....Mary Jo Tate  
 Musical Director .....Jack Morgan  
 Chief Engineer.....G. Deaderick

**W R E C**

**MEMPHIS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Hoyt B. Wooten  
 d/b as WREC Broadcasting Service  
 Address .....Hotel Peabody  
 Transmitter Location .....Memphis  
 Time on the Air .....6 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service .....World Broadcasting  
 System: Lang-Worth  
 Representative .....The Katz Agency

**Personnel**

Owner-General Manager.....Hoyt B. Wooten  
 Commercial Manager .....Hollis R. Wooten  
 Program-Publicity Director.....Roy Wooten  
 Production Manager.....Bill Trotter  
 Chief Announcer .....Malcolm Todd  
 Musical Director .....Jesalyn Payne  
 Chief Engineer.....S. D. Wooten, Jr.

**W L A C**

**NASHVILLE—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 5000 Watts  
 (C.P. 50000 Watts)  
 Owned By . . .J. T. Ward, d/b as WLAC Broad-  
 casting Service  
 Operated By.....WLAC Broadcasting Ser-  
 vice  
 Address.....Third National Bank Bldg.  
 Phone Number ..... 6-0161  
 Transmitter Location .....U. S. Highway  
 31-W  
 Time on the Air ..... 18 hours daily  
 News Service ..... UP  
 Transcription Service..... World Broadcasting  
 System: Lang-Worth  
 Representative .....Paul H. Raymer Co.

**Personnel**

Owner.....J. T. Ward  
 Station and Sales Manager.....F. C. Sowell  
 Merchandising Manager.....R. N. Maddux  
 Musical Director.....Charles Nagy  
 Chief Engineer.....F. D. Binns

**W S I X**

**NASHVILLE—EST. 1927**

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc..Power: 250 Watts (C. P.  
 980 Kc.; 5000 Watts)  
 Owned-Operated By .....WSIX, Inc.  
 Address .....Nashville Trust Building  
 Phone Number ..... 5-5431  
 Transmitter Location .....301 Boscobel Street  
 Time on the Air .....Unlimited license  
 News Service .....Transradio  
 Transcription Service .....Associated Music  
 Publishers: Standard Radio; C. P. Mac-  
 Gregor; Lang-Worth  
 Representative .....Headley-Reed Co.

**Personnel**

President-Station Manager..Jack M. Draughon  
 Commercial Manager...Eugene S. Tanner  
 Program Director-Artists' Bureau  
 Head ..... Jack Wolever, Jr.  
 Publicity Director.....R. L. Chaudoin  
 Chief Announcer.....Joe H. Calloway, Jr.  
 Chief Engineer.....B. E. Porter

**W S M**

**NASHVILLE—EST. 1925**

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts  
 Owned-Operated By.. The National Life and  
 Accident Insurance Co.  
 Business Address ..... National Building  
 Phone Number ..... 6-7181  
 Studio Address....Seventh Avenue and Union  
 Street  
 Transmitter Location: Calendar Road, William-  
 son County, Tenn. (R.F.D. Franklin)  
 Time on the Air..18 hours daily; Sundays,  
 16 hours  
 News Service ..... AP; INS  
 Transcription Service .....Associated Music  
 Publishers  
 Representative .....Edward Petry & Co., Inc.

**Personnel**

Executive Vice-President....Edwin W. Craig  
 Station Manager.....Harry L. Stone  
 Local Sales Manager.....W. S. Dustin  
 Program Director.....Jack Stapp  
 Artists' Bureau Head.....Ford Rush  
 Promotion Manager.....A. E. Gibson  
 Audience Relations Manager, George D. Hay  
 Chief Announcer.....Otis E. Devine  
 Musical Directors, Pietro Brescia, Beasley Smith  
 Chief Engineer.....J. H. DeWitt, Jr.

# TEXAS

For Latest U. S. Census, Population and Retail Trade Data  
Please Turn to Page 261

## K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Reporter Broad-  
casting Company  
Address ..... Hotel Hilton  
Phone Numbers..... 8446 (Transmitter); 6255  
(Office)  
Transmitter Location.....Ambler Avenue &  
Cottonwood Streets  
Time on the Air.....6 a.m. to 11 p.m.  
Newspaper Affiliation.....Abilene Reporter-  
News  
News Service ..... AP  
Transcription Service....Standard Radio; Sons  
of the Pioneers  
Representative .....Texas State Network

### Personnel

President.....M. B. Hanks  
Vice-President & Managing  
Director .....Howard Barrett  
Local Sales Manager .....A. C. Etter  
National Sales & Sales Promotion  
Manager ..... Forest Lane  
Program Director-Artists' Bureau Head,  
Frank McIntyre  
Chief Announcer ..... Charles Chumley  
Accountant ..... Margaret Morrison  
Director of Women's Programs,  
Geraldyn Wright  
Traffic Manager .....Evelyn Fulwiler  
Chief Engineer ..... J. B. Casey

## K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Amarillo Broad-  
casting Corporation  
Address ..... 109 East 5th St.  
Phone Number ..... 5343  
Transmitter Location.....109 East 5th St.  
Time on the Air: 6:30 a.m. to 11 p.m.; Sun-  
days, 7 a.m. to 11 p.m.  
News Service ..... INS  
Representative ...W. T. Burghart (Chicago)

### Personnel

President.....Gilmore N. Nunn  
Station Manager .....Waymond Ramsey  
Commercial Manager.....Howard Roberson  
Program-Musical Director...Paul McCallister  
Publicity Director.....Audre Lipscomb  
Chief Engineer.....Howard Blaker

## K G N C

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.  
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.  
Owned-Operated By...Plains Radio Broad-  
casting Company  
Address....Radio Building, 8th & Harrison  
Phone Number ..... 4242  
Transmitter Location.....Bellair Park  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 7 a.m. to 12 midnight  
Newspaper Affiliations: Amarillo Daily News;  
Amarillo Globe; Lubbock Avalanche Journal  
News Service ..... AP; UP  
Transcription Service ...World Broadcasting  
System; Langworth  
National Sales Office Address: Taylor-Howe-  
Snowden Group, Dallas, Texas  
Representative .....Howard H. Wilson Co.

### Personnel

President.....O. L. Taylor  
General Manager.....John Ballard  
Merchandising Manager....James Stanberry  
Program Director.....Raymond Hollingsworth  
Publicity Director.....Dorothy Holbrook  
Accountant .....Era Lewis  
Continuity Editor.....Leon Krupp  
Traffic Manager .....Hazel Ridley  
Musical Director.....Eddie Baumel

## K N O W

AUSTIN—EST. 1924

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By ...Frontier Broadcasting  
Company, Inc.  
Address ..... 520 Norwood Building  
Phone Number ..... 2-6213  
Transmitter Location ...Fifth & Tillery Streets  
Time on the Air: 6:30 a.m. to 11:30 p.m. Sun-  
days, 7 a.m. to 11:30 p.m.  
News Service ..... UP  
Representative.....Spot Sales, Inc.

### Personnel

President.....H. M. Fentress  
Sales Promotion Manager .....Floyd Smith  
Program Director .....Pat Adelman  
Publicity Director.....J. Mabel Clark  
Chief Announcer.....Conrad Vernon  
Bookkeeper .....Marie Williams  
Chief Engineer.....James Lewis



# K T B C

**AUSTIN—EST. 1939**

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By... State Capital Broad-  
casting Association

Address ..... 119-A West 8th St.  
Phone Number ..... 8-4661  
Transmitter Location ..... Dallas Highway  
Time on the Air ..... 6 a.m. to local sunset  
News Service ..... INS  
Transcription Service ..... NBC Thesaurus  
Representative ..... The Walker Co.

## Personnel

President ..... R. B. Anderson  
Station Manager ..... Aubrey H. Escoe  
Commercial Manager ..... Charles Rider  
Program Director ..... Fred Caldwell  
Chief Engineer ..... Harry Slife

# K F D M

**BEAUMONT—EST. 1924**

**BLUE NETWORK**

Frequency: 560 Kc. Power: 1000 Watts  
Owned-Operated By.. Beaumont Broadcasting  
Corp.

Business Address ..... P. O. Box 2950  
Phone Number ..... 3883  
Studio Address... Edson Hotel, cor. Liberty &  
Pearl Streets  
Transmitter Location ..... Cor. Doucette &  
Grove Streets

Time on the Air ..... 6 a.m. to 12 midnight  
News Service ..... UP  
Transcription Service ..... NBC Thesaurus  
Representative ..... Howard H. Wilson Co.

## Personnel

President ..... C. W. Snider  
Secretary-Treasurer ..... D. A. Kahn  
General Manager ..... C. B. Locke  
Commercial-Sales Promotion

Manager ..... Ernest S. Lovan  
Program Director ..... Len Finger  
Chief Announcer ..... Sim Clark  
Musical Director ..... George W. Caldwell  
Chief Engineer ..... Lawrence Sanders

# K R I C

**BEAUMONT EST.—1938**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By ..... KRIC, Inc.  
Address ..... 130 Wall Street  
Phone Number ..... 4200  
Transmitter Location ..... 130 Wall Street  
Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
days, 7 a.m. to 12:05 a.m.

Newspaper Affiliation .. Beaumont Enterprise  
& Journal

News Service ..... INS  
Transcription Service ... World Broadcasting  
Representative ..... The Branham Company

## Personnel

President ..... Mrs. J. L. Mapes  
Station Manager ..... Jack Neil  
Sales Manager ..... G. L. Kirk  
Program Director ..... Robert M. Levy  
Continuity Editor ..... Joe Trum  
Chief Announcer ..... Ed Henry

# K B S T

**BIG SPRING—EST. 1936**

**MBS—TEXAS STATE NETWORK**

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Operated By... Big Spring Herald  
Broadcasting Company

Address ..... 702 Johnson Street  
Phone Number ..... 1500  
Transmitter Location .. 1¼ miles northeast  
of town

Time on the Air ..... 7 a.m. to 10 p.m.  
Newspaper Affiliation ..... Big Spring Herald  
News Service ..... AP  
Representative ..... Texas State Network

## Personnel

President ..... Howard Barrett  
Managing Director ..... Jack Wallace  
Commercial Manager ..... Charles T. White  
Program Director ..... Leonard Lyon  
Chief Announcer ..... Howard Kemper  
Bookkeeper ..... Ruby Whipkey  
Chief Engineer ..... Andrew M. Jones

# K N E L

**BRADY—EST. 1935**

Frequency: 1490 Kc. Power: 250 d.; 100 n.  
Owned-Operated By ..... G. L. Burns  
Business Address ..... Brady, Texas  
Phone Number ..... 77  
Studio Address ..... 106 North Blackburn  
Transmitter Location ..... 1 mile East business  
part Brady, Texas

Time on the Air ..... 13 hours daily  
Transcription Service ..... Keystone Broad-  
casting System  
Representative ..... Cox & Tanz

## Personnel

General Manager ..... G. L. Burns  
Commercial-Sales Promotion

Manager ..... Clinton Newlin  
Program Director-Chief  
Announcer ..... J. S. Sloane  
Chief Engineer ..... J. Royland Gorder

# K E E W

**BROWNSVILLE—EST. 1927**

Frequency: 1490 Kc. Power: 250 d.; 100 n.  
Owned-Operated By ..... Eagle Broadcasting  
Co.

Business Address ..... Box 439  
Phone Number ..... 1044  
Studio Address ..... San Benito Road

Transmitter Location . . . . . San Benito Road  
 Time on the Air . . . . . 7 a.m. to 11 p.m.  
 Transcription Service . . . . . Keystone Broadcasting  
 System; Standard Radio . . . . .  
 Representative . . . . . Cox & Tanz

**Personnel**

General Manager . . . . . E. E. "Jack" Wilson  
 Station Manager . . . . . Cliff Tatom  
 Commercial Manager . . . . . E. G. Feil  
 Program Director . . . . . Irene Wilson  
 Chief Announcer . . . . . Clovis Weller  
 Musical Director . . . . . Celia Feil  
 Chief Engineer . . . . . George Martin

**K B W D**

**BROWNWOOD—EST. 1941**

Frequency: 1380 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Brown County  
 Broadcasting Co.  
 Address . . . . . 800 Hawkins Street  
 Phone Number . . . . . 2401  
 Transmitter Location . . . . . Williams Ranch Road,  
 1½ miles N. Brownwood  
 Time on the Air . . . . . 6:30 a.m. to 11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Howard H. Wilson Co.

**Personnel**

President-Station Manager . . . . . Wendell Mayes  
 Commercial Manager . . . . . James R. Moore  
 Program Director . . . . . A. D. Whisenant  
 Production Manager . . . . . Leonard Johnson  
 Publicity Director . . . . . Louise Wilson  
 Chief Announcer . . . . . Tom Robinson  
 Chief Engineer . . . . . G. M. Patterson

**W T A W**

**COLLEGE STATION—EST. 1921**

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Agricultural and  
 Mechanical College of Texas  
 Address . . . . . College Station  
 Phone Number . . . . . 4-6724  
 Transmitter Location . . . . . College Station  
 Time on the Air . . . . . 5½ hours weekly

**Personnel**

President . . . . . Dr. T. O. Walton  
 Director . . . . . John O. Rosser  
 Chief Announcer . . . . . Tom Journey  
 Chief Engineer . . . . . H. C. Dillingham  
 (Non-Commercial Station)

**KEYS**

**CORPUS CHRISTI—EST. 1941**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Earl C. Dunn and Charles  
 Rossi  
 Operated By . . . . . Nueces Broadcasting Co.  
 Address . . . . . Medical Professional Building

Transmitter Location . . . . . Near Corpus Christi  
 Time on the Air . . . . . Unlimited license  
 Transcription Service . . . . . Standard Radio

**Personnel**

Station Manager . . . . . Charles Rossi

**K R I S**

**CORPUS CHRISTI—EST. 1937**

BLUE NETWORK  
 NATIONAL BROADCASTING CO.  
 MUTUAL BROADCASTING SYSTEM  
 LONE STAR CHAIN

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Gulf Coast  
 Broadcasting Company

Address . . . . . Hotel Driscoll  
 Phone Number . . . . . 6354  
 Transmitter Location . . . . . Corpus Christi  
 Time on the Air . . . . . 17½ hours daily  
 Newspaper Affiliation . . . . . Corpus Christi  
 Caller-Times

News Service . . . . . INS  
 Representative . . . . . The Branham Company

**Personnel**

President . . . . . M. Tilford Jones  
 General Manager . . . . . T. Frank Smith  
 Commercial Manager . . . . . Fred Burr  
 Sales Promotion Manager . . . . . Bill Bennett  
 Chief Engineer . . . . . B. C. Boatright

**K A N D**

**CORSICANA—EST. 1937**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Navarro Broadcast-  
 ing Association

Address . . . . . State National Bank Bldg.  
 Phone Number . . . . . 30  
 Transmitter Location . . . . . ½ mile north of  
 Corsicana

Time on the Air: 6:30 a.m. to 11 p.m.; Sun-  
 days, 7 a.m. to 11 p.m.

News Service . . . . . UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Associated Radio Sales

**Personnel**

President . . . . . J. C. West  
 Station-Commercial Manager . . . . . John Thorwald  
 Program Director . . . . . Charles Payne  
 Production Manager . . . . . R. L. Hamilton, Jr.  
 Publicity Director . . . . . Elaine Stearns  
 Chief Announcer . . . . . Milford Mitchell  
 Musical Director . . . . . F. Sykes  
 Chief Engineer . . . . . W. E. Radford

**K R L D**

**DALLAS—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . Times Printing Co.  
 Address . . . . . Hotel Adolphus

Phone Number ..... Central 6811  
 Transmitter Location ..... Garland, Texas  
 Time on the Air ..... 5 a.m. to 12 midnight  
 Newspaper Affiliation ..... Dallas Daily Times Herald  
 News Service ..... INS  
 Transcription Service ..... Standard Radio  
 Representative ..... The Branham Co.

**Personnel**

President ..... Tom C. Gooch  
 Station & Com. Mgr. .... C. W. Rembert  
 Program Director ..... Ruth Clem  
 Production Manager ..... Roy George  
 Publicity Director ..... Douglas Hawley  
 Traffic Manager ..... A. H. Plumlee  
 Musical Director ..... Hyman Charninsky  
 Chief Engineer ..... R. M. Flynn

**K S K Y**

DALLAS—EST. 1941

Frequency: 660 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Chilton Radio Corporation  
 Address ..... 11th Floor, Hotel Stoneleigh  
 Phone Number ..... C-6193  
 Transmitter Location ..... Bruton Road (7 miles out of Dallas)  
 Time on the Air ..... 6:16 a.m. to local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated Music Publishers

**Personnel**

President-Station Manager ..... A. L. Chilton  
 Commercial Manager ..... R. G. Terrill  
 Program Director ..... D. P. Gribben  
 Production Manager ..... Cleo B. Clark  
 Chief Announcer ..... Richard F. Parker  
 Chief Engineer ..... Morris M. Ming

**W F A A**

DALLAS—EST. 1922  
 NATIONAL BROADCASTING CO.  
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. .... Power: 50000 Watts  
 Owned-Operated By ..... A. H. Belo Corp., publisher of The Dallas Morning News  
 Address ..... Santa Fe Bldg.  
 Phone Numbers ..... 7-9631; LD 794  
 Transmitter Location ..... Near Grapevine, Texas  
 Time on the Air: WFAA-WBAP operated continuously 5:15 a.m. to 12 midnight; Sunday, 7:30 a.m. to 12 midnight  
 Newspaper Affiliation ..... Dallas Morning News  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus; Lang-Worth  
 Representative ..... Edward Petry & Co.

**Personnel**

President ..... E. M. Dealey  
 Managing Director ..... Martin Campbell  
 Station Manager ..... Alex C. Keese

Sales and Promotion Manager ..... Irvin Gross  
 Program Director-Artists' Bureau Head,

Ralph Nimmons

Publicity Director ..... Bert Heflin

Musical Director ..... Karl Lambertz

Chief Announcer ..... Hal Thompson

Chief Engineer ..... Raymond Collins

(See Page 570)

I  
 WONDER  
 WHAT  
 RADIO  
 DAILY  
 WILL  
 SAY  
 ABOUT  
 IT  
 ?

# W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Operated By City of Dallas  
 Address WRR Bldg., State Fair Grounds  
 Phone Number Tenison 3-6101  
 Transmitter Location White Rock Lake  
 Time on the Air: 6 a.m. to 12:30 a.m.; Sun-  
 days, 6:30 a.m. to 12:30 a.m.  
 News Service Transradio  
 Representative Weed & Co.

## Personnel

Managing Director Charles B. Jordan  
 Commercial Manager Dale Drake  
 Program Director-Artists' Bureau  
 Head Pete Teddlie  
 Traffic Manager Wiley D. Smith  
 Chief Announcer Buddy Harris  
 Librarian Frances Faires  
 Chief Engineer D. J. Tucker

# K D N T

DENTON—EST. 1938

Frequency: 1450 Kc. Power: 100 Watts  
 Owned-Operated By Harwell V. Shepard  
 Address Kimbrough Building  
 Phone Number 276  
 Transmitter Location Highway No. 24  
 Time on the Air Unlimited license  
 News Service UP

## Personnel

Owner-Chief Engineer Harwell V. Shepard  
 Program Director Fritz Kimbrell  
 Chief Announcer Jon Edward Williams  
 Artists' Bureau Head-Continuity  
 Chief Mary Grace Smith  
 Musical Director Floyd Graham

# K F P L

DUBLIN—EST. 1924

Frequency: 1340 Kc. Power: 250 d.; 100 n.  
 Owned-Operated By C. C. Baxter  
 Address 205 Grafton Street  
 Phone Numbers 183 (Studios); 175 (Trans-  
 mitter)

Transmitter Location North city limits  
 Time on the Air Unlimited license  
 Transcription Service Keystone Broadcast-  
 ing System

*The TWO for ONE Combination in Texas*

# W R R

5000 WATTS FULL TIME  
ON 1310 KC.



# K F J Z

5000 WATTS FULL TIME  
ON 1270 KC.

These two modern high-powered stations can now be bought in combination for what you would ordinarily expect to pay for one 5000 watt station—Investigate these stations for TWO FOR ONE RESULTS!

Represented by

## WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

**Personnel**

Owner.....C. C. Baxter  
 Program Director.....J. Wyche  
 Chief Announcer.....W. R. Long  
 Chief Engineer.....D. Reed

**K R O D**

**EL PASO—EST. 1940**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 600 Kc....Power: 1000 d.; 500 n.  
 Owned-Operated By...Dorrance D. Roderick  
 Address .....2201 Wyoming St.  
 Phone Number .....Main 2020  
 Transmitter Location ...Hammett Boulevard  
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays,  
 7 a.m. to 11 p.m.  
 Newspaper Affiliation.....El Paso Times  
 News Service .....INS  
 Transcription Service .....Associated Music  
 Publishers  
 Representative ....Howard H. Wilson Co.

**Personnel**

Owner.....Dorrance D. Roderick  
 Station Manager .....Val Lawrence  
 Assistant Station Manager..Merle H. Tucker  
 Commercial Manager.....Larry A. Harris  
 Program Director .....Ted Gates  
 Publicity Director.....William Jolesch  
 Chief Announcer .....Morisson Qualtrough  
 Traffic Manager .....Gordon Baldwin  
 Bookkeeper .....Letye C. Fairley  
 Musical Director .....H. Arthur Brown  
 Chief Engineer.....Edward P. Talbott

**K T S M**

**EL PASO—EST. 1929**

**BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1380 Kc....Power: 1000 d.; 500 n.  
 Owned-Operated By ....Tri-State Broadcast-  
 ing Co.  
 Address .....Paso Del Norte Hotel  
 Phone Number .....Main 3122  
 Transmitter Location ...First Ave., S. of High-  
 way No. 80, Ascarate Addition  
 Time on the Air .....6 a.m. to 11:30 p.m.  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus;  
 Lang-Worth; C. P. MacGregor  
 Representative ..George P. Hollingbery Co.

**Personnel**

Vice President-General  
 Manager .....Karl O. Wyler  
 Commercial Manager .....Willard L. Kline  
 Sales Promotion Manager .....Eric Munro  
 Program Director.....Roy T. Chapman  
 Production Manager .....Conrey Bryson  
 Publicity Director .....Charles Amador  
 Chief Engineer.....E. L. Gemoets

**K F J Z**

**FORT WORTH—EST. 1922**

**MBS—TEXAS STATE NETWORK**

Frequency: 1270 Kc....Power: 5000 Watts  
 Owned-Operated By.....Tarrant Broadcast-  
 ing Company  
 Address .....1201 West Lancaster  
 Phone Number .....3-3474  
 Transmitter Location .....Birdville, Texas  
 Time on the Air.....24 hours daily  
 News Service .....UP  
 Transcription Service .....Standard Radio  
 Representative .....Weed & Company

**Personnel**

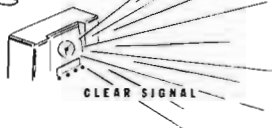
President .....Elliott Roosevelt  
 Station Manager .....Gene L. Cagle  
 Commercial Manager .....Hardy C. Harvey  
 Sales Promotion Manager .....L. Roy Duffy  
 Program Director .....Russ Lamb  
 Publicity Director.....Forest Clough  
 Chief Announcer .....George Irwin  
 Artists' Bureau Head .....F. Griffith  
 Musical Director.....Frances Kay  
 Chief Engineer.....Ed L. Starnes

**260**

ISSUES  
 A YEAR  
 ON THE  
 DESKS OF  
 ALL RADIO  
 EXECUTIVES

**RADIO DAILY**

FACILITIES  
 EVERYTHING TO ASSURE *Outstanding* RESULTS



**WFAA** 50,000 WATTS  
**WBAP** 50,000 WATTS  
**KGKO** 5,000 WATTS  
 DAY & NIGHT  
 DALLAS • FORT WORTH



1 and 2. Transmitter Houses and Antenna Systems of Stations WFAA, WBAP and KGKO.  
 3. Studio, WFAA-KGKO.  
 4. Musical Varieties, KGKO, Ft. Worth.

NATIONAL REPRESENTATIVES

**WFAA-WBAP**

Edward Petry & Company, Inc.

**KGKO**

Edward Petry & Company, Inc.



Yes, everything to assure *outstanding* results...modern facilities, best of talent, effective coverage, clear signal, and a responsive audience. For national and regional advertisers, WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station, present the best choice in radio in the Southwest. When you're thinking of Texas and Oklahoma—a rich, high income market—investigate this powerful combination.

G. B. Dealey, Chairman  
 Amon G. Carter, President

**K G K O**

**FORT WORTH—EST. 1928**  
**BLUE NETWORK**  
**LONE STAR CHAIN**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: Carter Publications, Inc.

Addresses: Medical Arts Bldg., Ft. Worth;  
 Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside  
 9631 (Dallas)

Transmitter Location: Arlington, Texas  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to midnight

Newspaper Affiliations: Fort Worth Star-Tele-  
 gram; The Dallas Morning News

Transcription Service: WBS; NBC Thesaurus;  
 Lang-Worth

Representative: Free & Peters

**Personnel**

President: Amon G. Carter  
 General Manager: Harold V. Hough  
 Managing Director: Martin Campbell  
 Station Manager: George Cranston  
 Commercial Manager: Roy Bacus  
 Sales Promotion Manager: Elbert Haling  
 Chief Announcer: Frank Mills  
 Program Director: Ed Lalley  
 Production Manager: A. M. Woodford  
 Continuity Chief: Howard Carraway  
 Traffic Manager: Eileen Flake  
 Chief Newscaster: Ken McClure  
 Music Librarian: Al Bowman  
 Music Arranger: Maurice Steinberg  
 Musical Director: Gene Baugh  
 Chief Engineer: R. C. Stinson

**W B A P**

**FORT WORTH—EST. 1922**  
**NBC—TEXAS QUALITY NETWORK**

Frequency: 820 Kc. Power: 50000 Watts  
 Owned-Operated By: Carter Publications, Inc.

Address: Medical Arts Bldg.  
 Phone Number: 3-1234

Transmitter Location: Grapevine, Texas  
 Time on the Air: 5:45 a.m. to 12 midnight;  
 (shares time with WFAA, Dallas)

Newspaper Affiliation: Ft. Worth Star-  
 Telegram

News Service: AP  
 Transcription Service: WBS  
 Representative: Edward Peiry & Co.

**Personnel**

President: Amon G. Carter  
 General Manager: Harold V. Hough  
 Station Manager: George Cranston  
 Commercial Manager: Roy Bacus  
 Sales Promotion Manager: Elbert Haling  
 Program Director: Ed Lalley  
 Production Manager: A. M. Woodford  
 Continuity Chief: Howard Carraway

Traffic Manager: Eileen Flake  
 Chief Newscaster: Ken McClure  
 Music Librarian: Al Bowman  
 Music Arranger: Maurice Steinberg  
 Musical Director: Gene Baugh  
 Chief Announcer: Frank Mills  
 Chief Engineer: R. C. Stinson

**K L U F**

**GALVESTON—EST. 1922**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: The KLUF Broadcasting Co.

Operated By: Geo. Roy Clough  
 Business Address: P. O. Box 562

Phone Number: 6676  
 Studio Address: 6002 Broadway

Transmitter Location: 6002 Broadway  
 Time on the Air: Unlimited license

News Service: UP  
 Transcription Service: Standard Radio;  
 Radio Transcription Co.

**Personnel**

President: Geo. Roy Clough  
 Commercial and Sales Promotion Manager:  
 C. V. Bracht  
 Program-Publicity Director: H. D. Clough  
 Chief Engineer: L. D. Clough

**K G B S**

**HARLINGEN—EST. 1941**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Harbenito Broad-  
 casting Company, Inc.

Business Address: P. O. Box 711  
 Phone Number: 1400

Studio Address: Harbenito, equidistant be-  
 tween Harlingen and San Benito, Texas

Transmitter Location: Highway 83, 2 3/4 miles  
 south Harlingen

Time on the Air: 6:45 a.m. to 10 p.m.  
 News Service: AP

Transcription Service: Associated  
 Music Publishers

**Personnel**

President: McHenry Tichenor  
 Station Manager: Ingham S. Roberts  
 Commercial Manager: Troy McDaniels  
 Program Director-Chief  
 Announcer: Thomas J. Swafford  
 News Editor-Publicity Director: Jack Rutledge  
 Chief Engineer: David Holt

**K P R C**

**HOUSTON—EST. 1925**

**NBC—TEXAS QUALITY NETWORK**

Frequency: 950 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By: Houston Printing Co.

Address: Lamar Co.  
 Phone Number: Fairfax 7101

Transmitter Location: Deepwater, Texas

Time on the Air.....6 a.m. to 12 midnight  
 Newspaper Affiliation .....Houston Post  
 News Service .....AP  
 Transcription Service .....NBC Thesaurus  
 Representative ..... Edward Petry & Co.

**Personnel**

President.....W. P. Hobby  
 Station Manager.....Kern Tips  
 Program Director.....Jack McGrew  
 Publicity Director .....Pat Flaherty  
 Musical Director.....K. Burt Sloan  
 Chief Engineer.....H. T. Wheeler

**K T R H**

**HOUSTON—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 5000 d.; 1000 n.;  
 (C. P. 740 Kc.; 50000 Watts)

Owned-Operated By...KTRH Broadcasting Co.  
 Address ..... Rice Hotel  
 Phone Number ..... Preston 4361  
 Transmitter Location...Deepwater (C. P.  
 near Cedar Bayou)

Time on the Air.....Unlimited license  
 Newspaper Affiliation ..... Houston Chronicle  
 Transcription Service .....World Broadcasting  
 System

Representative ..... John Blair & Co.

**Personnel**

Station Manager .....B. F. Orr

**K X Y Z**

**HOUSTON—EST. 1930**

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1470 Kc. Power: 1000 Watts  
 (C.P. 1320 Kc.; 5000 Watts)

Owned-Operated By Harris County Broadcast  
 Co.

Address .....Gulf Building  
 Phone Number ..... Capitol 6151  
 Transmitter Location ..... Houston  
 Time on the Air ..... 168 hours weekly  
 News Service ..... INS  
 Transcription Service ..... Lang-Worth  
 Representative ..... The Branham Co.

**Personnel**

Manager.....T. F. Smith  
 Program Director.....Charles Nethery  
 Chief Engineer.....Gerald Chinski

**K S A M**

**HUNTSVILLE—EST. 1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: W. J. Harpole & J. C.  
 Rothwell

Address .....1031 12th Street  
 Phone Number ..... 666

Transmitter Location .....Walker County  
 Fair Grounds

Time on the Air.....7 a.m. to 6 p.m.  
 Transcription Service .....Keystone Broadcast-  
 ing System

**Personnel**

General Manager.....W. J. Harpole  
 Commercial Manager.....J. C. Rothwell  
 Chief Announcer ..... Louis Gibson  
 Chief Engineer ..... Robert Newton

**K O C A**

**KILGORE—EST. 1936**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By...Oil Capitol Broad-  
 casting Assn.

Address .....102½ East North St.  
 Phone Number ..... 616  
 Transmitter Location ..... Kilgore  
 Time on the Air ..... Unlimited license  
 Newspaper Affiliation ..... Kilgore Daily News

**Personnel**

General Manager .....Roy G. Terry

**K P A B**

**LAREDO—EST. 1938**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By ...Mervel M. Valentine  
 Business Address .....P. O. Box 1120  
 Phone Number .....1490  
 Studio Address .....300 Loring Ave.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 9 p.m.

Representative.....Forjoe & Co. (New York  
 City); Cox & Tanz (Philadelphia)

**Personnel**

General Manager.....Mervel M. Valentine  
 Station Manager .....Lew Valentine  
 Commercial Manager .....George Geyer  
 Musical Director ..... Adelaide Bunn  
 Chief Engineer .....Lloyd Davidson

**K F R O**

**LONGVIEW—EST. 1934**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Operated By...Voice of Longview  
 Business Address .....P. O. Box 607  
 Phone Number ..... 411  
 Studio Address .....620 Glover-Crim Bldg.  
 Transmitter Location .....1918 Marshall-  
 Longview Road  
 Time on the Air...6:30 a.m. to 10:15 p.m.;  
 Sundays, 7 a.m. to 9:15 p.m.

News Service .....UP  
 Transcription Service .....Lang-Worth; Key-  
 stone Broadcasting System

Representative .....Howard H. Wilson Co.

**Personnel**

President-General Manager...James R. Curtis  
 Commercial Manager....Thomas R. Putnam



## K F Y O

**LUBBOCK—EST. 1927**

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By .....Plains Radio  
 Broadcasting Co.  
 Address .....914 Avenue J  
 Phone Number .....5567  
 Transmitter Location .....2215 Fifth St.  
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-  
 days, 8 a.m. to 10 p.m.  
 Newspaper Affiliation ..Lubbock Avalanche-  
 Journal  
 News Service ..... UP  
 Transcription Service ... World Broadcasting  
 System; Lang-Worth  
 National Sales Office: Taylor-Howe-Snowden  
 Group, Dallas, Texas  
 Representative .....Howard H. Wilson Co.

### Personnel

President.....O. L. Taylor (Amarillo)  
 Station Manager.....DeWitt Landis  
 Program Director.....R. B. McAllister  
 Publicity Director .....Bruce Collier  
 Chief Announcer .....Wesley Youngblood  
 Musical Director.....Burnie Howell  
 Chief Engineer.....W. H. Terry

## K R B A

**LUFKIN—EST. 1938**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Red Lands Broadcast-  
 ing Association  
 Business Address ..... Box 755  
 Phone Number ..... 272  
 Studio Address .....108½ South First Street  
 Transmitter Location: Highway 35, (½ mile  
 North of Lufkin)  
 Time on the Air:.....6 a.m. to local sunset  
 News Service ..... Transradio  
 Transcription Service ..... Standard Radio

### Personnel

President.....Ben T. Wilson  
 Manager .....Darrell E. Yates  
 Commercial Manager.....Richman Lewin  
 Program Director.....Jerry Keith  
 Chief Engineer .....Ambrose Kramer

## K R L H

**MIDLAND—EST. 1935**

MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Clarence Scharbauer  
 Address .....117 S. Loraine Street  
 Phone Number ..... 1070  
 Transmitter Location.....U. S. Highway 80,  
 (1½ miles west of Midland)  
 Time on the Air.....6:30 a.m. to 11 p.m.

News Service .....UP  
 Transcription Service..... Lang-Worth  
 Representative....Cox & Tanz; Texas State  
 Network

### Personnel

Owner ..... Clarence Scharbauer  
 Station-Commercial Manager.....A. B. Kelley  
 Program Director.....C. A. Roark  
 Director of Women's  
 Programs..... Peggy Mathis  
 Publicity Director.....E. P. Helm  
 Musical Director.....Roy De Wolfe  
 Chief Engineer.....Robert Harmon

## K N E T

**PALESTINE—EST. 1936**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owned-Operated By..... Palestine Broadcast-  
 ing Corp.  
 Address .....John & Crawford Sts.  
 Transmitter Location ..... Palestine  
 Time on the Air.....Daytime license  
 Transcription Service..... Standard Radio  
 Representative .....Cox & Tanz

### Personnel

President .....Dr. Bonner Frizzell  
 Station Manager .....John Sullivan

## K P D N

**PAMPA—EST. 1936**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Operated By.....R. C. Hoiles  
 Business Address ..... Box 1701  
 Phone Number .....1100  
 Studio Address .....212 North Ballard  
 Transmitter Location..... East of city limits  
 Time on the Air: 7 a.m. to 1:30 p.m.; 4:30 a.m.  
 to 10 p.m.  
 Newspaper Affiliation .....Pampa News  
 News Service ..... AP  
 Transcription Service ... World Broadcasting  
 System; Keystone Broadcasting System  
 Representative .....Forjoe & Co.

### Personnel

President.....R. C. Hoiles  
 General Manager.....H. E. Kreiger  
 Commercial Manager..... Don Mills  
 Program Director.....Ray Monday  
 Production Manager .....Bill Browne  
 Publicity Director .....Elleta Bullard  
 Chief Announcer .....Lester Aldrich  
 Musical Director-Artists' Bureau Head,  
 Ken Bennett  
 Chief Engineer.....Herman Kreiger

# K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: North Texas Broadcasting Company

Address: Gibraltar Hotel

Phone Number: 1124-5

Transmitter Location: 1/4 miles south on Texas Highway No. 24

Time on the Air: 6:30 a.m. to 11 p.m.

Newspaper Affiliation: Paris News

News Service: AP

Transcription Service: Standard Radio

## Personnel

President: A. G. Pat Mayse

Station Manager: Lewis O. Seibert

Sales Promotion Manager: Nelson Mahoney

Program Director: Mary Jo Mayse

Chief Engineer: J. Martin Neil

# K I U N

PECOS—EST. 1935

Frequency: 1400 Kc. Power: 100 Watts

Owned-Operated By: Jack W. Hawkins & Barney H. Hubbs

Address: KIUN Bldg., 306 South Cedar Street

Phone Number: 21

Transmitter Location: North of city

Time on the Air: 7 a.m. to 10 p.m.

Newspaper Affiliation: Pecos Enterprise

News Service: UP

## Personnel

Co-Owner-General Manager: Jack Hawkins

Co-Owner-Publicity Director: Barney Hubbs

Commercial Manager: Cecil Sims

Program Director: W. D. Martin, Jr.

Chief Engineer: Carl Cook

# K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1250 Kc. Power: 500 Watts

Owned-Operated By: Port Arthur College

Address: 1500 Proctor Street

Phone Number: 7458

Studio Address: 1515 Lakeshore Drive

Transmitter Location: 1515 Lakeshore Drive

Time on the Air: 6 a.m. to 12 midnight

News Service: INS

Transcription Service: Standard Radio

Representative: Burn-Smith Company

## Personnel

President: Carl Vaughan

Station Manager: Glenn Hewitt

Sales Promotion Manager: Charles E. Bush, Jr.

Program Director-Traffic

Manager: Marjorie Vickers

Artists' Bureau Head-Musical

Director: Merrill Ash

Chief Engineer: Glen Boatright

# K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: KGKL, Inc.

Address: St. Angelus Hotel

Phone Number: 6715

Transmitter Location: 50 South Milton

Time on the Air: 6:30 a.m. to 11 p.m.

Newspaper Affiliation: San Angelo

Standard Times

News Service: AP

Transcription Service: Standard Radio

## Personnel

President: H. C. Ragsdale

Station Manager: Lonnie Preston

Commercial Manager: Marlow Preston

Sales Promotion-Merchandising

Manager: Steve Cowan

Program Director: Dorothy Kindred

Production Manager: G. H. Odam

Chief Engineer: Frank M. Jones

# K A B C

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Alamo Broadcasting Co.

Address: Milam Bldg.

Phone Number: Fannin 3126

Transmitter Location: 811 East Myrtle

Time on the Air: 6 a.m. to 12 midnight;

Sundays, 7:30 a.m. to 12 midnight

News Service: UP

Representative: William G. Rambeau Co.

## Personnel

President: R. Early Wilson

Station Manager: Charles Balthrope

Merchandising Manager: Clyde Smith

Program Director: Tommy Reynolds

Chief Engineer: Kenneth Hyman

# K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc. Power: 250 Watts

Owned By: W. W. McAllister & Howard W.

Davis, d/b as The Walmac Company

Operated By: Walmac Company

Address: 2700 Smith Young Tower

Phone Number: Cathedral 6211

Transmitter Location: 319 Avenue A

Time on the Air: 6 a.m. to 1 a.m.

News Service: INS

Representative: Burn-Smith Company

**Personnel**

Manager.....Howard W. Davis  
 Program Director.....A. S. Bessan  
 Secretary-Treasurer.....Ruth Burleson

**K O N O**

**SAN ANTONIO—EST. 1927**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By: Eugene J. Roth, d/b as  
 Mission Broadcasting Company  
 Address .....317 Arden Grove  
 Phone Number .....Fannin 5171  
 Transmitter Location.....317 Arden Grove  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative .....Forjoe & Company

**Personnel**

Owner-Manager .....Eugene J. Roth  
 Sales Manager.....James M. Brown  
 Program Director-Chief  
 Announcer .....Bill A. Laurie  
 Musical Director.....Ted Brown  
 Chief Engineer.....George Ing

**K T S A**

**SAN ANTONIO—EST. 1927**

**CBS—LONE STAR CHAIN**

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Sunshine Broadcasting  
 Company  
 Address .....Gunter Hotel  
 Phone Number .....Garfield 1251  
 Transmitter Location .....St. Hedwig Road  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 7:45 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service ....World Broadcasting  
 System  
 National Sales Office Address: Taylor-Howe-  
 Snowden Group, Dallas, Texas  
 Representative .....John Blair & Company

**Personnel**

President.....O. L. Taylor  
 Station Manager.....George W. Johnson  
 Merchandising Manager. Jack Schlichenmaier  
 Program Director .....Jack O. Mitchell  
 Accountant .....Fred A. Teed  
 Educational Director .....Robert King  
 Musical Director.....Rex L. Preis  
 Chief Engineer.....Wm. Egerton

**W O A I**

**SAN ANTONIO—EST. 1922**

**NBC—TEXAS QUALITY NETWORK**

Frequency: 1200 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Southland Industries,  
 Inc.  
 Address .....1031 Navarro Street  
 Phone Number .....Garfield 4221  
 Transmitter Location .....Selma, Texas

Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 7:30 a.m. to 12 midnight  
 News Service .....AP; INS  
 Transcription Service.....NBC Thesaurus;  
 Lang-Worth  
 Representative.....Edward Petry & Co., Inc.

**Personnel**

Pres. & General Manager....Hugh A. L. Half  
 Chairman of Board.....G. A. C. Half  
 Commercial Manager .....Ellis Chaney  
 Sales Promotion & Merchandising  
 Manager .....Walter S. Zahrt  
 Production Manager.....Monte Fleban  
 Educational Director.....Leona Bender  
 Farm Editor .....Bill Shomette  
 Musical Director .....Dwight Bourn  
 Chief Engineer.....Fred Sterling

**K R R V**

**SHERMAN—EST. 1936**

**MBS—TEXAS STATE NETWORK**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By .....Red River Valley  
 Broadcasting Corporation  
 Addresses ....421 N. Crockett St.; Fannin &  
 Owing Sts., Denison, Texas.  
 Phone Numbers .201 (Sherman); 423 (Denison)  
 Transmitter Location.....Highway 75 (between  
 Sherman and Denison)  
 Time on the Air.....5:30 a.m. to 12 midnight  
 News Service .....UP

**Personnel**

President.....G. H. Wilcox  
 Station Manager.....L. L. Hendrick  
 Denison Studio & Sales  
 Manager .....B. V. Hammond, Jr.  
 Merchandising Manager.....C. Wells, Jr.  
 Program-Musical Director.....Louise Cobler  
 Denison Program Director.....Fred Kincaid  
 Chief Announcer .....Jessie Turner  
 Chief Engineer.....T. E. Spellman

**K X O X**

**SWEETWATER—EST. 1939**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sweetwater Radio,  
 Inc.  
 Address .....Highway No. 70  
 Phone Number .....2341  
 Transmitter Location .....Highway No. 70  
 Time on the Air.....6:30 a.m. to 10 p.m.  
 Newspaper Affiliation.....Sweetwater Daily  
 Reporter  
 News Service .....UP  
 Transcription Service .....NBC Thesaurus  
 Representative .....Associated Radio Sales

**Personnel**

President .....George Bennett  
 Secretary-Treasurer & General  
 Manager.....Russell Bennett  
 Commercial Manager.....J. H. Hubbard

Program Director-Chief  
 Announcer ..... James McGowan  
 Production Manager ..... Henley Hilburn  
 Chief Engineer ..... G. W. Dotson

## K T E M

TEMPLE—EST. 1936  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Bell Broadcasting  
 Co., Inc.

Address ..... Kyle Hotel  
 Phone Number ..... 4646  
 Transmitter Location ..... 6/10 mile north of city  
 Time on the Air ..... Unlimited license  
 News Service ..... UP  
 Representative ..... Texas State Network; Asso-  
 ciated Radio Sales

### Personnel

President ..... Ruth Mayborn  
 General Manager ..... Frank Mayborn  
 Station Manager ..... Burton Bishop  
 Commercial Manager ..... Harold C. Johnson  
 Chief Engineer ..... Paul Shaw

## K C M C

TEXARKANA—EST. 1932  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK  
 ARKANSAS NETWORK

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KCMC, Inc.

Address ..... 317 Pine St.  
 Phone Number ..... 832  
 Transmitter Location ..... 317 Pine St.  
 Time on the Air ..... 6:30 a.m. to 11 p.m.  
 Newspaper Affiliation ..... Texarkana  
 Gazette; Texarkana News

News Service ..... AP  
 Transcription Service ..... Standard Radio

### Personnel

President ..... C. E. Palmer  
 Station Manager ..... Frank O. Myers  
 Commercial Manager ..... Thomas Dillahunty  
 Sales Promotion Manager ..... Nelson Mahoney  
 Program Director ..... John Trigg  
 Chief Engineer ..... Harvey Robertson

## K G K B

TYLER—EST. 1931

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... East Texas Broadcasting  
 Company

Address ..... 115 South College Street  
 Phone Number ..... 1106  
 Transmitter Location ..... Sandflat Road  
 Time on the Air ..... 6:55 a.m. to 10:15 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard Radio

### Personnel

President-Station Manager .... James G. Ulmer  
 Commercial-Sales Promotion  
 Manager ..... M. E. Danbom  
 Program Director ..... Al Hall  
 Publicity Director ..... Margaret Roberts  
 Chief Announcer ..... Glen Hunt  
 Auditor ..... Vina Johnapelus  
 Chief Engineer ..... John B. Sheppard

## K V W C

VERNON—EST. 1939  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Northwestern Broad-  
 casting Co.

Address ..... 1813 Wilbarger Street  
 Phone Number ..... 1048  
 Transmitter Location ..... One mile due east  
 of courthouse on highway extending from  
 East Wilbarger Street

Time on the Air ..... 7 a.m. to 10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard Radio  
 Representative ..... Texas State Network

### Personnel

President-General Manager .... R. H. Nichols  
 Commercial Manager ..... Herman Cecil  
 Program Director ..... Bro. Mingus  
 Musical Director ..... John Allen  
 Chief Engineer ..... Herman Ridgway

## K V I C

VICTORIA—EST. 1939

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Enterprises,  
 Inc.

Address ..... Victoria  
 Phone Number ..... 1268  
 Transmitter Location ..... Victoria

Time on the Air ..... Unlimited License  
 News Service ..... UP  
 Transcription Service: Standard Radio; C. P.  
 MacGregor  
 Representative ..... The Walker Co.

### Personnel

President-General Manager .... Morris Roberts  
 Program Director-Chief  
 Announcer ..... Jack Knott  
 Chief Engineer ..... O. A. Rasmussen, Jr.

## W A C O

WACO—EST. 1922  
 MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Frontier Broadcast-  
 ing Co., Inc.

Address ..... Amicable Life Bldg.

Phone Number ..... 2700  
 Transmitter Location ..... Amicable Life Bldg.  
 Time on the Air ..... 16 hours daily  
 News Service ..... UP  
 Representative ..... Spot Sales, Inc.

**Personnel**

Station Manager ..... R. E. Lee Glasgow  
 Program Director ..... Bernard P. Helton  
 Chief Engineer ..... L. H. Appleman

**K R G V**

WESLACO—EST. 1926

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

Frequency: 1290 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KRGV, Inc.  
 Address ..... 201 Border  
 Phone Number ..... 375-6  
 Transmitter Location ..... 201 Border  
 Time on the Air: ..... 6 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting  
 System; Lang-Worth  
 National Sales Office Address: 805-6 Tower  
 Petroleum Building, Dallas, Texas  
 Representative ..... Howard H. Wilson Co.

**Personnel**

President ..... O. L. Taylor  
 Station Manager ..... Guy W. Bradford  
 Sales Manager ..... Phil D. Dixon  
 Merchandising Manager ..... Victor J. Morava

Program Director ..... Dick Watkins  
 Publicity Director ..... Victor J. Morava  
 Chief Announcer ..... Harold Shumate  
 Director of Women's Programs ..... Agnes Kethley  
 Continuity Manager ..... Opal Bradburn  
 Latin American Department  
 Manager ..... Benjamin Cuellar  
 Chief Engineer ..... Neal McNaughten

**K W F T**

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Operated By ..... Wichita Broadcasting  
 Company  
 Business Address ..... Harvey Snyder Bldg.  
 Phone Number ..... 4182  
 Studio Address ..... Kemp Hotel  
 Transmitter Location ..... 2½ miles northwest  
 of Wichita Falls  
 Time on the Air ..... 5:30 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... Weed & Company

**Personnel**

President ..... Joe B. Carrigan  
 Station and Commercial Manager,  
 Charles E. Clough  
 Program-Publicity Director ..... Leslie Pierce  
 Traffic Manager ..... Bea Montgomery  
 Musical Director ..... Lucille Crouch  
 Chief Engineer ..... John Adams

**UTAH**

*For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 265*

**K S U B**

CEDAR CITY—EST. 1937

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Southern Utah  
 Broadcasting Co.  
 Address ..... Lunt Hotel  
 Phone Number ..... 398  
 Transmitter Location ..... 951 West 2nd South  
 Time on the Air ..... 8 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... C. P. MacGregor;  
 Keystone Broadcasting System

**Personnel**

President ..... Leland M. Perry  
 Station-Commercial Manager ..... N. Pratt Smith  
 Chief Engineer ..... Hurschell Urie

**K V N U**

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM  
 Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Cache Valley  
 Broadcasting Company  
 Business Address ..... P. O. Box 264  
 Phone Number ..... 1400  
 Studio Address ..... 1393 North Main Street  
 Transmitter Location ..... 1393 North Main St.  
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,  
 10 a.m. to 6 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard Radio

**Personnel**

President ..... H. F. Laub  
 General Manager ..... Reed Bullen

Commercial Manager ..... G. G. Merrill  
 Program Director ..... Nelson Hall  
 Chief Engineer ..... C. N. Layne

# K L O

OGDEN—EST. 1924

BLUE NETWORK—MBS

INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Interstate Broad-  
 casting Corporation

Address ..... Hotel Ben Lomond, 411 25th  
 Street

Phone Number ..... 5721

Transmitter Location ..... Kaneshville, Utah

Time on the Air: 17 hours daily; 15 hours  
 Sundays

News Service ..... AP

Transcription Service ..... C. P. MacGregor

Representative ..... George P. Hollingbery Co.

## Personnel

President ..... A. L. Glasmann

Station Manager ..... George C. Hatch

Assistant and Sales Promotion

Manager ..... Merrill J. Bunnell

Commercial Manager ..... Louis Haller

Program-Publicity Director ..... Ethel G. Clark

Production Manager ..... Mel Wright

Accountant ..... G. Jerry Van Allen

Musical Director ..... Earl Donaldson

Chief Engineer ..... W. D'Orr Cozzens

# K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Eastern Utah  
 Broadcasting Co.

Business Address ..... Price

Phone Number ..... Price 200

Transmitter Location ..... 2.4 mi. NW. of Price,  
 on U.S. Highway No. 50

Time on the Air ..... Unlimited license

Transcription Service ..... World Broadcasting  
 System

Representative ..... George P. Hollingbery  
 Co.

## Personnel

President-General Manager ..... Jack Richards

Chief Announcer ..... Carl P. Wolfrom

# K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KOVO Broadcasting  
 Co.

Address ..... 108 West Center Street

Phone Number ..... 1680

Transmitter Location ..... 17th West 2nd South  
 Street

Time on the Air: ..... 6:30 a.m. to 12 midnight

News Service ..... UP

Transcription Service ..... NBC Thesaurus

Representative ..... George P. Hollingbery Co.

## Personnel

President ..... Clifton A. Talboe

Manager ..... Arch L. Madsen

Sales Manager ..... S. G. Carter

Sales Promotion Manager ..... Wayne Kearl

Program Director ..... W. S. Black

Production Manager ..... James Lawrence

Chief Announcer ..... Joseph Lee

Traffic Director ..... Helen Knight

Accountant ..... Donna Tolboe

Chief Engineer ..... Arch L. Madsen

# K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. .... Power: 5000 Watts

Owned-Operated By ..... Intermountain  
 Broadcasting Corporation

Address ..... Tribune-Telegram Bldg.

Phone Number ..... 5-2991

Transmitter Location ..... 9th West &  
 33rd South

Time on the Air ..... 6 a.m. to 1 a.m.

News Service ..... INS; UP

Surveys show  
 that in the  
 Intermountain Market  
**KDYL PROGRAMS**  
 are consistently  
 the leaders

JOHN BLAIR  
 & COMPANY  
 National Representatives

**KDYL**

The POPULAR STATION  
 SALT LAKE CITY

NBC  
 RED  
 NETWORK

• • • **UTAH-VERMONT** • • •

Transcription Service . . . . . World Broadcasting System; NBC Thesaurus  
 Representative . . . . . John Blair & Company

**Personnel**

President & General Manager . . . . . S. S. Fox  
 Vice-President . . . . . Myron Fox  
 Secretary-Treasurer . . . . . L. A. Loeb  
 Commercial Manager . . . . . W. E. Wagstaff  
 Sales Promotion Manager . . . . . David N. Simmons  
 Program Director . . . . . Emerson Smith  
 Production Manager . . . . . George A. Provol  
 Artists' Bureau Head . . . . . John M. Woolf  
 Continuity Editor . . . . . George D. Snell  
 Musical Director . . . . . By Woodbury  
 Chief Engineer . . . . . J. M. Baldwin

•  
**K S L**

**SALT LAKE CITY—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1160 Kc. . . . . Power: 50000 Watts  
 Owned-Operated By . . . . . Radio Service Corporation of Utah

Address . . . . . 10 South Main Street  
 Phone Number . . . . . (Dial) 5-4641  
 Transmitter Location . . . . . Saltair, Utah  
 Time on the Air . . . . . 6 a.m. to 1 a.m.  
 Newspaper Affiliation . . . . . Salt Lake Tribune  
 News Service . . . . . INS; UP  
 Transcription Service . . . . . Standard Radio;  
 Lang-Worth; C. P. MacGregor  
 Representative . . . . . Edward Petry & Company

**Personnel**

President . . . . . J. Reuben Clark, Jr.  
 Executive Vice-President . . . . . Earl J. Glade

Auditor . . . . . Dan H. Vincent  
 Station Manager . . . . . Ivor Sharp  
 Sales Manager . . . . . E. J. Broman  
 Commercial Manager . . . . . Lennox Murdoch  
 Promotional Director . . . . . H. Perry Driggs  
 Production Manager . . . . . Glenn Shaw  
 Chief Announcer . . . . . Russell Stewart  
 Musical Director . . . . . Gene Halliday  
 Technical Director . . . . . Eugene G. Pack  
 Chief Engineer . . . . . Willice E. Groves

•  
**K U T A**

**SALT LAKE CITY—EST. 1938**

**BLUE NETWORK**

Frequency: 570 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Operated By . . . . . Utah Broadcasting Co.

Address . . . . . 29 South State Street  
 Phone Number . . . . . 3-2737  
 Transmitter Location . . . . . North Salt Lake  
 Time on the Air . . . . . 6:30 a.m. (sign-on)  
 News Service . . . . . INS; UP  
 Transcription Service . . . . . Standard Radio  
 Representative . . . . . Paul H. Raymer Co.

**Personnel**

President-General Manager . . . . . Frank C. Carman  
 Commercial Manager . . . . . Jack Burnett  
 Sales Promotion-Production  
 Manager . . . . . Robert Hansen  
 Program Director . . . . . Arvid Johnson  
 Publicity Director . . . . . Allan Jensen  
 Musical Director . . . . . Jessie Seamons Taylor  
 Chief Engineer . . . . . Lyle Wahlquist

**VERMONT**

*For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 266*

**W C A X**

**BURLINGTON—EST. 1931**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 620 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Burlington Daily News, Inc.

Address . . . . . 203 College Street  
 Phone Number . . . . . Burlington 4880  
 Transmitter Location . . . . . Colchester, Vermont  
 Time on the Air: 6:55 a.m. to 12:05 a.m.; Sun-  
 days, 8 a.m. to 12 midnight . . . . .  
 Newspaper Affiliation . . . . . Burlington Daily News  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated Music Publishers  
 Representative . . . . . Weed & Company

**Personnel**

President-Station Manager . . . . . C. P. Hasbrook  
 Commercial Manager . . . . . Robert A. Kelley  
 Program Director . . . . . William H. Rose  
 Production Manager-Publicity  
 Director . . . . . Herman B. Wight  
 Chief Engineer . . . . . James W. Tierney

•  
**W S Y B**

**RUTLAND—EST. 1930**

**MBS—YANKEE & COLONIAL NETWORKS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 (C. P. 1380 Kc.; 1000 Watts)  
 Owned-Operated By . . . . . P. Weiss Music Co.  
 Address . . . . . 80 West Street  
 Phone Number . . . . . 1247  
 Transmitter Location . . . . . Creek Road

• • • VERMONT-VIRGINIA • • •

Time on the Air ..... Unlimited license  
 News Service ..... Transradio  
 Transcription Service ..... Lang-Worth

**Personnel**

President ..... P. Weiss  
 Station Manager ..... J. H. Weiss

**W W S R**

**ST. ALBANS—EST. 1941**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned By ..... Vermont Radio Corp.  
 Operated By.....Lloyd E. Squier & William  
 G. Ricker  
 Address .....32 N. Main St.  
 Phone Number ..... 1390  
 Transmitter Location ..... St. Albans  
 Time on the Air.....7 a.m. to local sunset  
 News Service .....Transradio  
 Transcription Service ..... NBC Thesaurus  
 Representative .....Howard H. Wilson Co.

**Personnel**

President ..... Lloyd E. Squier  
 Station Manager ..... Thomas M. Colton  
 Commercial-Sales Promotion  
 Manager ..... William G. Ricker

Program Director-Chief  
 Announcer.....G. Malcolm Weaver  
 Publicity Director ..... Robert R. Kitterman  
 Chief Engineer ..... Michael Calabrese

**W D E V**

**WATERBURY—EST. 1931**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Operated By .....Lloyd E. Squier &  
 William G. Ricker  
 Address ..... 8 Stowe St.  
 Phone Number ..... 13-2  
 Transmitter Location ..... Blush Hill  
 Time on the Air.....Local sunrise to sunset  
 News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative .....Howard H. Wilson Co.

**Personnel**

Station Manager.....Lloyd E. Squier  
 Commercial and Sales Promotion Manager,  
 William D. Ricker  
 Publicity-Musical Director..... Dick Loughrin  
 Chief Announcer ..... Fred Weiting  
 Chief Engineer ..... Paul Hurd

**VIRGINIA**

*For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 266*

**W C H V**

**CHARLOTTESVILLE—EST. 1932**

**THE BLUE NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By .....Community Broad-  
 casting Corp.  
 Address .....Fourth & East Market Sts.  
 Phone Number ..... 2500  
 Transmitter Location ..... Richmond Road  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service ..... UP

**Personnel**

President-Station Manager.Charles Barham, Jr.  
 Sales Manager..... Walter Pegram  
 Sales Promotion Manager ..... Hanson Dustin  
 Program Director ..... Ed Hase  
 Production Manager ..... Mary Wyne  
 Musical Director ..... Willene Huddleston  
 Chief Engineer ..... Walter W. Gray

Owned-Operated By....John and Marcia Ar-  
 rington  
 Address .....418½ Main Street  
 Phone Number ..... 840  
 Transmitter Location .....Covington  
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,  
 9 a.m. to 9 p.m.

News Service ..... UP  
 Transcription Service ..... NBC Thesaurus

**Personnel**

Station Manager ..... Boyd Lawlor  
 Program Director-Chief  
 Announcer ..... Dick Eyrich  
 Publicity-Continuity Director.....Edith Ralston  
 Chief Engineer ..... Howard Shoenwetter

**W B T M**

**DANVILLE—EST. 1930**

**MUTUAL BROADCASTING SYSTEM  
 TRI-CITY STATIONS  
 (WLVA-WBTM-WSLS)**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By ..... Piedmont Broadcast-  
 ing Corporation

Address .....Hotel Danville Building  
 Phone Number ..... 2350

**W J M A**

**COVINGTON—EST. 1941**

Frequency: 1340 Kc.....Power: 250 Watts



Transmitter Location . . . Hotel Danville Building  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 8:30 a.m. to 12:05 a.m.  
 News Service . . . . . Transradio  
 Transcription Service . . . . . Standard Radio;  
 C. P. MacGregor  
 Representative . . . . . Tri-City Stations Associa-  
 tion

**Personnel**

President . . . . . L. N. Dibrell  
 Vice-President . . . . . Edward A. Allen  
 Station Manager . . . . . James L. Howe  
 Commercial Manager . . . . . R. Sanford Gyer  
 Production Manager . . . . . Conrad Rianhard  
 Program Director . . . . . W. P. Heffernan  
 Traffic Manager . . . . . R. W. Cuddy  
 Continuity Chief . . . . . Jack Black  
 Musical Director . . . . . Earl Hotaling  
 Chief Engineer . . . . . Harry W. Spencer

**W F V A**

**FREDERICKSBURG—EST. 1939**

Frequency 1290 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Fredericksburg Broad-  
 casting Corporation  
 Address . . . . . Farmer's Creamery Building  
 Phone Number . . . . . 1260  
 Transmitter Location . . . . . Two miles south of  
 Fredericksburg on King's Highway  
 Time on the Air . . . . . 7:30 a.m. to local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone Broad-  
 casting System  
 Representative . . . . . Burn-Smith Company

**Personnel**

President . . . . . Richard F. Lewis  
 General Manager . . . . . William R. Seth  
 Program Director . . . . . Nan Winkler  
 Dramatic Director . . . . . William Shriver  
 Chief Announcer . . . . . Johnny Bell  
 Chief Engineer . . . . . James Garber

**W S V A**

**HARRISONBURG—EST. 1935**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Shenandoah Valley  
 Broadcasting Corporation  
 Address . . . . . Newman Building  
 Phone Number . . . . . 875  
 Transmitter Location . . . . . Five miles south of  
 Harrisonburg on U. S. Route 11  
 Time on the Air . . . . . 6 a.m. to local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World Broadcasting  
 System  
 Representative . . . . . Howard H. Wilson Co.

**Personnel**

President . . . . . Frederick L. Allman  
 Station Manager . . . . . Charles P. Blackley

**Commercial-Sales Promotion**

Manager . . . . . Robert B. Harrington  
 Program Director . . . . . Richard H. Johnson  
 Chief Announcer . . . . . Charles Ballou  
 Chief Engineer . . . . . Warren L. Braun

**W L V A**

**LYNCHBURG—EST. 1930**

**MUTUAL BROADCASTING SYSTEM**

**TRI-CITY STATIONS (WLVA-WBTM-WLSL)**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lynchburg Broad-  
 casting Corp.  
 Address . . . . . Allied Arts Bldg.  
 Phone Number . . . . . 3030  
 Transmitter Location . . . . . Leeward Addition  
 Time on the Air . . . . . 7 a.m. to 12:05 a.m.  
 News Service . . . . . Transradio  
 Transcription Service . . . . . Lang-Worth; NBC  
 Thesaurus  
 Representative . . . . . Tri-City Stations

**Personnel**

President . . . . . Edw. A. Allen  
 Station Manager . . . . . Phillip P. Allen  
 Sales Manager . . . . . Glenn E. Jackson  
 Sales Promotion Manager . . . . . Joe Wright  
 Program Director . . . . . Eric F. Lund  
 Chief Engineer . . . . . John Orth

**W M V A**

**MARTINSVILLE—EST. 1941**

Frequency: 1450 Kc. . . . . Power 250 Watts  
 Owned-Operated By . . . . . Martinsville Broad-  
 casting Co., Inc.  
 Address . . . . . Thomas Jefferson  
 Hotel, Church Street  
 Phone Number . . . . . 2152  
 Studio Address: Thomas Jefferson Hotel; W.  
 Washington St., Lakesville  
 Transmitter Location . . . . . Roxy Theatre Bldg.  
 Time on the Air . . . . . 6 a.m. to 10 p.m.  
 Newspaper Affiliation . . . . . Martinsville Daily  
 Bulletin  
 News Service . . . . . AP  
 Transcription Service: Langworth; C. P. Mac-  
 Gregor; Keystone Broadcasting System

**Personnel**

President . . . . . William C. Barnes  
 Secretary - Treasurer and General  
 Manager . . . . . R. Hoy Whitlow  
 Sales Promotion Manager . . . . . Charles Adams  
 Program Director . . . . . Bryn Mortensen  
 Publicity Director . . . . . Larry R. Schoenfield  
 Production Manager- Chief  
 Announcer . . . . . Reginald Harden  
 Leaksville Studio Manager . . . . . Curtis Webster  
 Continuity Editor . . . . . Andrew Ferguson  
 Office Manager . . . . . Katherine Wrenn  
 Chief Engineer . . . . . R. E. Liverence

**W G H**

**NEWPORT NEWS—EST. 1928**  
**MUTUAL BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Hampton Roads  
 Broadcasting Corporation  
 Business Address .....Portlock Bldg.,  
 Norfolk, Va.  
 Phone Number .....27031  
 Studio Addresses: Portlock Bldg., Norfolk;  
 Warwick Hotel, Newport News, Va.  
 Transmitter Location ...End Jefferson Avenue,  
 Newport News, Va.  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8:30 a.m. to 11:30 p.m.  
 Newspaper Affiliation: Newport News Daily  
 Press; Newport News Times-Herald  
 News Service ..... AP  
 Transcription Service .....Standard Radio;  
 Lang-Worth  
 Representative .....Burn-Smith Company

**Personnel**

President.....Raymond B. Bottom  
 V.P.-General Manager.....Edward E. Bishop  
 Commercial Manager.....Edward E. Edgar  
 Program Director.....Gene D. Stratton  
 Production Manager-Chief  
 Announcer .....Joel F. Wahlberg  
 Chief Engineer.....Raymond P. Aylor, Jr.

**W T A R**

**NORFOLK—EST. 1923**

**NATIONAL BROADCASTING CO.**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By.....WTAR Radio Corp.  
 Address ...National Bank of Commerce Bldg.  
 Phone Number .....25671  
 Transmitter Location .....Glen Rock  
 Time on the Air.....5:30 a.m. to 1 a.m.  
 Newspaper Affiliation.....Norfolk Ledger-  
 Dispatch; Virginian Pilot  
 News Service .....Transradio; UP  
 Transcription Service: Standard Radio; Lang-  
 Worth; Davis Schwegler  
 Representative .....Edward Pety & Co.

**Personnel**

President.....Paul S. Huber  
 General Manager.....Campbell Arnoux  
 Commercial Manager.....John W. New  
 Program & Musical  
 Director.....Henry Cowles Whitehead  
 Assistant Program Director.....Jeff Baker  
 Director of Sports.....Blair Eubanks  
 Continuity Manager .....Helen Whitehead  
 Commercial Traffic  
 Manager .....Shirly Enright  
 Production Manager.....Vaughn Bradshaw  
 Sales Promotion Director.....Ralph S. Hatcher  
 Technical Director.....J. L. Grother

**W P I D**

**PETERSBURG—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....Petersburg News-  
 paper Corporation  
 Address .....121 N. Sycamore Street  
 Phone Number .....1053  
 Transmitter Location...Colonial Heights, Va.  
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,  
 (Share time with WBBL, Richmond) 1:30 to  
 5:30 p.m.; 7 to 7:30 p.m.  
 Newspaper Affiliation.....Petersburg Prog-  
 ress-Index  
 News Service .....UP  
 Transcription Service .....Standard Radio  
 Representative .....Associated Radio Sales

**Personnel**

President .....R. B. Huber  
 Station Manager .....B. Walter Huffington  
 Commercial-Sales Promotion  
 Manager .....Hanson Dustin  
 Program Director.....Edward Burwell  
 Production Manager.....Frank Facenda  
 Publicity Director .....Stewart Spencer  
 Chief Announcer.....Edward Burch  
 Chief Engineer.....Herb Powell

**W B B L**

**RICHMOND—EST. 1924**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By.....Grace Covenant  
 Presbyterian Church  
 Address .....1627 Monument Avenue  
 Phone Number .....57941  
 Transmitter Location ...1627 Monument Ave.  
 Time on the Air: 10:30 a.m. to 1:30 p.m.; 5:30  
 p.m. to 7 p.m.; 7:30 p.m. to 9:30 p.m.; Sun-  
 days, 10:30 a.m. to 12:15 p.m.; 7:45 p.m. to 9  
 p.m.

**Personnel**

Station Manager.....M. A. Sitton  
 Chief Engineer.....J. A. Steere  
 (Non-Commercial Station)

**W M B G**

**RICHMOND—EST. 1926**

**NATIONAL BROADCASTING CO.**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By.....Havens & Martin, Inc.  
 Address .....3301 West Broad Street  
 Phone Number .....5-8611  
 Transmitter Location.....Staples Mill Road  
 Time on the Air.....6:30 a.m. to 1 a.m.  
 News Service .....INS  
 Transcription Service .....NBC Thesaurus  
 Representative .....John Blair & Company

**Personnel**

President & Station  
 Manager.....Wilbur M. Havens

National Sales and Promotion Manager.

R. E. Mitchell  
 Chief Announcer.....Jack Hooper  
 Program Director.....Garnett Tate  
 Local Sales Manager.....Walter Bowry, Jr.  
 Production Manager.....J. F. Skanell  
 Publicity Director.....K. Hawks  
 Musical Director.....J. Yellen  
 Chief Engineer.....Wilfred H. Wood

**WRNL**

**RICHMOND—EST. 1927**

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Richmond Radio Corporation

Address .....323 E. Grace St.  
 Phone Number .....33436  
 Transmitter Location .....Wilkinson Road  
 Time on the Air.....5:30 a.m. to 1 a.m.;  
 Sundays, 7 a.m. to 1 a.m.

News Service.....UP  
 Transcription Service.....Associated Music Publishers  
 Representative.....Edward Petry & Co.

**Personnel**

President.....John Stewart Bryan  
 Vice-President.....Dr. D. S. Freeman  
 Secretary-Treasurer.....Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Program Director.....Richard Velz  
 Artists' Bureau Head.....Harold Phillips  
 Educational Director.....G. Mallory Freeman  
 Assistant Production Manager.

Louis L. Lauve, Jr.  
 Assistant Chief Engineer.....Ernest Bowman  
 Chief Engineer.....Walter S. Selden

**WRVA**

**RICHMOND—EST. 1925**

CBS

Frequency: 1140 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Larus & Brother Co.  
 Business Address .....Hotel Richmond, 9th and Grace St.

Phone Number .....3-6633  
 Studio Addresses: Hotel Richmond: 502 Duke St., Norfolk

Transmitter Location .....Edgeworth, Henrico County, Va.

Time on the Air: 5:39 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight

News Service.....UP  
 Transcription Service.....World Broadcasting System; Lang-Worth; Davis & Schwegler  
 Representative.....Paul H. Raymer Co.

**Personnel**

President.....P. L. Reed  
 General Manager.....C. T. Lucy  
 Business Manager.....Barron Howard

Public Relations Director.....W. R. Bishop  
 Program Service Manager.....Irvin Abeloff  
 Assistant Program Service Manager-

Chief Announcer.....E. Ward Adams  
 Traffic Manager.....Burt T. Repine  
 Chief Clerk.....M. C. Rodenberry  
 Studio Manager.....Joseph A. Mackey  
 Publicity Director.....William L. Wallis  
 Musical Director.....E. D. Naff  
 Chief Engineer.....D. C. Woods

**WDBJ**

**ROANOKE—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Times-World Corporation

Business Address .....P. O. Box 150  
 Phone Number .....8131  
 Studio Address .....124 West Kirk Avenue  
 Transmitter Location...Colonial Ave., Colonial Heights

Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,  
 8 a.m. to 12 midnight

Newspaper Affiliation.....Roanoke Times;  
 Roanoke World News

News Service.....UP  
 Transcription Service.....Lang-Worth; WBS  
 Representative.....Free & Peters, Inc.

**STARTING THE  
 NEW YEAR WITH  
 GREATER POWER**

**5000  
 WATTS**  
 DAY AND NIGHT  
 910 KC  
 EDWARD PETRY & CO., INC.  
 NATIONAL REPRESENTATIVES

**WRNL**

**RICHMOND  
 VIRGINIA**

**Personnel**

President.....J. P. Fishburn  
 Station Manager.....Ray P. Jordan  
 Commercial Manager.....Frank D. Kesler  
 Program-Publicity Director.....Jack Weldon  
 Production Manager.....Paul Reynolds  
 Artists' Bureau Head &  
 Musical Director.....Eve Nininger  
 Chief Engineer.....J. W. Robertson

**W S L S**

**ROANOKE—EST. 1940**

MUTUAL BROADCASTING SYSTEM  
 TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Roanoke Broadcast-  
 ing Corp.  
 Address.....Shenandoah Life Building  
 Phone Number.....9227  
 Transmitter Location.....Shenandoah Life  
 Building  
 Time on the Air: 6 a.m. to 12:05 p.m. Sun-  
 days, 8 a.m. to 12:05 a.m.  
 News Service.....Transradio  
 Transcription Service.....NBC Thesaurus;  
 C. P. MacGregor  
 Representative.....Tri-City Stations

**Personnel**

President.....Paul C. Buford  
 Station Manager.....James H. Moore  
 Commercial Manager.....Frank E. Koehler  
 Sales Representative.....Horace Fitzpatrick  
 Program Director.....Fred C. Johnstone  
 Production Manager.....Edward D. Skotch  
 Chief Announcer.....Bob Menefee  
 Musical Director.....Bill Saunders  
 Chief Engineer.....Philip Briggs

**W L P M**

**SUFFOLK—EST. 1940**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Suffolk Broadcasting  
 Corp.  
 Address.....105 Bank Street  
 Phone Number.....1420  
 Transmitter Location.....Route No. 460  
 Time on the Air.....16 hours daily  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Sears & Ayer

**Personnel**

President-Station Manager.....Fred L. Hart  
 Publicity Director.....Elizabeth Griggs  
 Sales Promotion Manager.....Margaretta Smith  
 Program Director.....Floyd V. Cozad  
 Production Manager.....Charles Kay  
 Chief Announcer.....Earl Hundley  
 Chief Engineer.....William Rupp

**W I N C**

**WINCHESTER—EST. 1941**

THE BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richard Field Lewis, Jr.  
 Address.....WINC Building  
 Phone Number.....Winchester 4855  
 Transmitter Location.....Winchester  
 Time on the Air.....7 a.m. to 11:30 p.m.

**Personnel**

Owner-General Manager.....Richard Field Lewis  
 Station Manager.....Grant Pollock  
 Program Director.....Winslow Porter  
 Chief Engineer.....Phil Whitney

**WASHINGTON**

*For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 269*

**K X R O**

**ABERDEEN—EST. 1926**

MUTUAL—DON LEE BROADCASTING CO.  
 PACIFIC BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KXRO, Inc.  
 Business Address.....P. O. Box 1120  
 Phone Number.....Aberdeen 4098  
 Studio Address.....207 East Market Street  
 Transmitter Location.....Finch Farms  
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,  
 8:30 a.m. to 11 p.m.  
 News Service.....UP

Transcription Service.....World Broadcasting  
 System  
 Representatives: John Blair & Co.; Walter  
 Biddick Co.

**Personnel**

President.....Harry R. Spence  
 Commercial Manager.....Fred G. Goddard  
 Program Director.....Edith Garrett  
 Production Manager.....Art Lindsay  
 Publicity Director.....Elmer Holmberg  
 Chief Announcer.....W. M. McGoffin  
 Home Economics Director.....Ruth Poindexter  
 News Editor.....John Forbes  
 Musical Director.....Stan Spiegle  
 Chief Engineer.....W. M. McGoffin

# K V O S

BELLINGHAM—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)  
 Owned-Operated By.....KVOS, Inc.  
 Address.....KVOS Bldg.  
 Phone Number.....4200  
 Transmitter Location.....900 Roeder Ave.;  
 (C. P. west of Bellingham)  
 Time on the Air.....Unlimited license  
 Transcription Service: C. P. MacGregor; Lang-  
 Worth; KBC Thesaurus

## Personnel

President.....Rogan Jones

# K E L A

CENTRALIA AND CHEHALIS  
 EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned-Operated By.....Central Broadcasting  
 Corporation  
 Address.....Kela Bldg.  
 Phone Numbers.....Centralia 721; Chehalis  
 721  
 Transmitter Location: Kela Bldg., (Midway be-  
 tween Centralia and Chehalis)  
 Time on the Air:.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Lang-Worth; C. P.  
 MacGregor; Davis & Schwegler  
 Representatives: John Blair & Company (New  
 York, Chicago, Detroit); Homer Owen Grif-  
 fith (Los Angeles, San Francisco); John Keat-  
 ing (Portland); Romig Fuller (Seattle)

## Personnel

President-Station Manager.....J. Elroy McCaw  
 Secretary.....Mabel A. Gwinn  
 Commercial Manager.....Joseph Chytil  
 Merchandising Manager.....Vincent Voegele  
 Production Manager.....Elwood Lippincott  
 Publicity Director-Chief  
 Announcer.....Lester Keiter  
 Musical Director.....Arnold Werner  
 Chief Engineer.....DeWitt Morris

# K E V E

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts  
 Owned-Operated By.....Cascade Broad-  
 casting Company, Inc.  
 Business Address.....P. O. Box 650  
 Phone Number.....Main 337  
 Studio Address.....North gate of city limits  
 Transmitter Location.....North Gate of city limits  
 Time on the Air.....5:55 a.m. to 11:05 p.m.  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System; C. P. MacGregor

## Personnel

President.....Dr. J. R. Binyon  
 Vice-President-General  
 Manager.....Lloyd Wallgren  
 Operations Manager.....Cliff Hansen  
 Continuity Director.....Jack McClintock  
 News Editor.....Fred Moore  
 Women's Program-Musical  
 Director.....Mary Alice Webb  
 Chief Engineer.....Lloyd Wallgren

# K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 d.; 100 n.  
 Owned-Operated By.....Everett Broadcasting  
 Co., Inc.  
 Address.....Clark Building  
 Phone Numbers.....Main 526-653  
 Transmitter Location.....Everett  
 Time on the Air.....6 a.m. to 11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio

## Personnel

President-Chief Engineer.....Lee Mudgett  
 Station-Commercial Manager,  
 Thomas H. Schafer  
 Program Director.....Bernardine Playford  
 Chief Announcer.....Glen Wilde

# K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Twin City Broad-  
 casting Corp.  
 Address.....National Bank of Commerce  
 Bldg.  
 Phone Number.....Longview 1500  
 Transmitter Location.....Ocean Beach  
 Highway  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio

## Personnel

President.....Art Campbell  
 Station Manager.....C. O. Chatterton  
 Commercial Manager.....Loren Nicholson  
 Program Director.....Frank Coffin  
 Publicity Director.....Felker Morris  
 Chief Announcer.....Virgil Brinnan  
 Chief Engineer.....B. G. Cunningham

# K G Y

OLYMPIA—EST. 1922 (non-Comm.)  
 1932 (Comm.)

MUTUAL—DON LEE

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By.....KGY, Inc.

Address . . . . . 119 N. Washington, Rockway,  
Leland Bldg.  
Phone Number . . . . . 6636  
Transmitter Location . . . . . 119 N. Washington  
Time on the Air . . . . . 7 a.m. to 11 p.m.  
News Service . . . . . Transradio; UP  
Transcription Service: Keystone Broadcasting  
System  
Representatives . . . . . Burn-Smith Co.; Romig C.  
Fuller Associates

**Personnel**

President-Station Manager . . . . . Tom Olsen  
Sales Manager . . . . . J. Harris Dorr  
Program Director . . . . . Eve Knutson  
Production Manager . . . . . Brockett Hiley  
Chief Announcer . . . . . Sam Crawford  
Chief Engineer . . . . . John H. Thatcher

**K W S C**

**PULLMAN—EST. 1922**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . State College of  
Washington  
Address . . . . . Pullman  
Phone Number . . . . . 9021  
Time on the Air: 6:45 a.m. to 8 a.m.; 10 a.m.  
to 10 p.m. each week day but Thurs. when  
off the air at 7:30 p.m. Operate until  
12 midnight on Fridays. (79 hours weekly)  
News Service . . . . . UP

**Personnel**

Station Manager . . . . . Kenneth E. Yeend  
Chief Engineer . . . . . Kenneth Pendleton  
(Non-Commercial Station)

**K E V R**

**SEATTLE—EST. 1925**

Frequency: 1090 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Evergreen Broad-  
casting Corporation  
Address . . . . . 2102 Smith Tower  
Phone Number . . . . . Seneca 2056-7  
Time on the Air . . . . . 7 a.m. to 12 midnight  
News Service . . . . . UP  
Transcription Service . . . . . Standard Radio;  
Keystone Broadcasting System

**Personnel**

President . . . . . Walter Wyckoff  
Vice-President-Station Manager,  
Robert S. McCaw  
Commercial Manager . . . . . Richard S. Downie  
Director of Sales . . . . . Frank Emerick  
Sales Promotion Manager . . . . . Sam Hageage  
Program Director . . . . . Carlyle Austin  
Production Manager . . . . . Don Klein  
Publicity Director . . . . . Catherine Dickson  
Director of Women's Program . . . . . Teedy Emerick  
Chief Announcer . . . . . J. J. Shawcroft  
Musical Director . . . . . Nick Paoellella  
Chief Engineer . . . . . Robert S. McCaw

**K I R O**

**SEATTLE—EST. 1935 (1928 as KPCB)  
COLUMBIA BROADCASTING SYSTEM**

Frequency: 710 Kc. . . . . Power: 50000 Watts  
Owned-Operated By . . . . . Queen City Broad-  
casting Co.  
Address . . . . . Cobb Building  
Phone Number . . . . . Seneca 1500  
Transmitter Location . . . . . Vashon-Maury  
Island, Wash.  
Time on the Air . . . . . 6 a.m. to 1 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . World Broadcasting  
System; Standard Radio  
Representative . . . . . Free & Peters

**Personnel**

President . . . . . Louis K. Lear  
Vice-President-General  
Manager . . . . . H. J. Quilliam  
Assistant Business Manager . . . . . Loren B. Stone  
Sales Manager . . . . . J. A. Morton  
Director of Operations . . . . . M. A. Rider  
Chief Announcer . . . . . Jack Zindel  
Director of Audience Service,  
Eloise Daubenspeck  
Director of Education . . . . . Hazel Kenyon  
Publicity Director . . . . . Bill Mosher  
Musical Director . . . . . Max Dolin  
Chief Engineer . . . . . James Hatfield

**K J R**

**SEATTLE—EST. 1921  
THE BLUE NETWORK**

Frequency: 1000 Kc. . . . . Power: 5000 Watts  
(C. P. 50000 Watts)  
Owned-Operated By . . . . . Fisher's Blend  
Stations, Inc.  
Address . . . . . Skinner Bldg.  
Phone Number . . . . . Elliott 5890  
Transmitter Location . . . . . 2600 26th Ave.,  
S. W. West Waterway  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . NBC Thesaurus  
Representative . . . . . Paul H. Raymer Co.

**Personnel**

President . . . . . O. W. Fisher  
Station Manager . . . . . Birt F. Fisher  
Commercial Manager . . . . . W. B. Stuhrt  
Research-Advertising Manager,  
Charles A. Bailie  
Program Director . . . . . W. W. Warren  
News Director . . . . . Dick Keplinger  
Operation Supervisors . . . . . Homer Pope,  
Bennett Fisher  
Public Relations Director . . . . . Peter Lyman  
Traffic Manager . . . . . Charles Bras  
Chief Engineer . . . . . Francis Brotz

**K O L**

SEATTLE—EST. 1922  
MUTUAL—DON LEE  
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 d.; 1000 n.;  
(C. P. 5000 d. & n.)  
Owned-Operated By: Seattle Broadcasting Co.  
Address Northern Life Tower  
Phone Number Main 2312  
Transmitter Location Seattle  
Time on the Air Unlimited license  
Transcription Service Lang-Worth; C. P.  
MacGregor; Standard Radio; Associated  
Music Publishers  
Representative Reynolds-Fitzgerald, Inc.

**Personnel**

Manager Archie Taft  
Commercial Manager Oliver A. Runchey

**K O M O**

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Operated By Fisher's Blend Sta-  
tions, Inc.  
Address Skinner Bldg.  
Phone Number Elliott 5890  
Transmitter Location 2600 26th Ave., S.W.  
West Waterway  
Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 8 a.m. to 11 p.m.  
Transcription Service NBC Thesaurus  
Representative Edward Petry & Co.

**Personnel**

President O. W. Fisher  
Station Manager Birt F. Fisher  
Commercial Manager W. B. Stuht  
Research-Advertising Manager,  
Charles A. Baillie  
Program Director W. W. Warren  
Public Relations Director Peter Lyman  
News Director Dick Keplinger  
Operation Supervisors Homer Pope,  
Bennett Fisher  
Traffic Manager Charles Bras  
Auditor J. B. Henley  
Chief Engineer Francis Brott

**K R S C**

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Operated By Radio Sales Cor-  
poration  
Address 2939 Fourth Avenue South  
Phone Number Main 0110  
Transmitter Location 2939 Fourth Ave. South  
Time on the Air 24 hours daily  
News Service AP

Transcription Service Associated Music  
Publishers; Lang-Worth; C. P. MacGregor  
Representative Radio Advertising Cor-  
poration

**Personnel**

President P. K. Leberman  
Station Manager Robt. E. Priebe  
Commercial Manager R. C. Fuller  
Program Director Ted Bell  
News Editor N. J. Rifkin  
Musical Director Tom Priebe  
Chief Engineer George A. Freeman

**K I W**

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Operated By The First Presbyterian  
Church of Seattle  
Address 7th & Spring Sts.  
Phone Number Main 4177  
Transmitter Location Seattle  
Time on the Air Shares time with KWSC

**Personnel**

Pastor and Station  
Manager Dr. M. A. Matthews  
(Non-Commercial Station)

**K X A**

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts  
Owned-Operated By American Radio  
Telephone Co.  
Address Bigelow Bldg.  
Phone Number Seneca 1000  
Transmitter Location Second Avenue and  
Union Street  
Time on the Air: 6:30 a.m. to local sunset;  
10 p.m. to 3 a.m.  
News Service INS  
Representative Burn-Smith Co.

**Personnel**

President R. F. Meggee  
Station Manager Florence Wallace  
Program Director J. Jackson Latham  
Publicity Director Ray Dofelmier  
Chief Engineer John DeBuque

**K F I O**

SPOKANE—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Spokane Broadcast-  
ing Corporation  
Business Address 526 Riverside Drive  
Phone Number Main 3-400  
Transmitter Location 526 Riverside Avenue  
Spokane  
Time on the Air: 6 a.m. to 12 midnight  
News Service UP  
Transcription Service NBC Thesaurus; Lang-  
Worth; C. P. MacGregor

**Personnel**

President & Manager..... Arthur L. Smith  
 Commercial Manager..... R. G. McBroom  
 Production Manager-Publicity  
 Director..... Roy Civile  
 Office Manager..... G. Longmeier  
 Chief Announcer..... Robert Plummer  
 Chief Engineer..... C. T. Strong

**K F P Y**

**SPOKANE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**  
 Frequency: 920 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Symons Broad-  
 casting Company  
 Address..... Symons Building  
 Phone Number..... Main 1218  
 Transmitter Location..... Route 3, Box 100  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 8 a.m. to 12:05 a.m.  
 News Service..... UP  
 Transcription Service: Lang-Worth; Standard  
 Radio; C. P. MacGregor  
 Representative..... The Katz Agency, Inc.

**Personnel**

President..... Mrs. Frances R. Symons  
 General Manager..... Arthur L. Bright  
 Program Manager..... R. W. Brazeal  
 Promotion Manager..... Richard E. Green  
 Continuity Director..... Harold A. Bratsberg  
 Chief Announcer..... Robert G. Hurd  
 Office Manager..... Milton O. Fritsch  
 Traffic Manager..... Barbara Kuttler  
 Musical Director..... Arthur Zepp  
 Chief Engineer..... George Langford

**K G A**

**SPOKANE—EST. 1933**

**BLUE NETWORK**  
**MUTUAL BROADCASTING SYSTEM**  
**NORTHWEST TRIANGLE CHAIN**

Frequency: 1510 Kc..... Power: 10000 Watts  
 Owned-Operated By..... Louis Wasmer  
 Address..... Radio Central Building  
 Phone Number..... Main 5383  
 Transmitter Location..... 325 East Rowan  
 Time on the Air..... 18 hours daily; Sun-  
 days, 16 hours  
 News Service..... UP  
 Transcription Service..... C. P. MacGregor;  
 Lang-Worth  
 Representative..... Paul H. Raymer Co.

**Personnel**

Owner..... Louis Wasmer  
 General Manager..... Harvey Wixson  
 Program Director..... Victor Hurley  
 Publicity Director..... Bryon Hutton Shrader  
 Traffic Manager..... Jessie McGrew  
 Public Service Director..... Harold Zent  
 Music Librarian..... Ruth Harris  
 Auditor..... Ranald Wright

News Editor..... John Bemis  
 Musical Director..... Earl Shinkoskey  
 Chief Engineer..... A. G. Sparling

**K H Q**

**SPOKANE—EST. 1920**  
**NATIONAL BROADCASTING CO.**  
**NORTHWEST TRIANGLE CHAIN**

Frequency: 590 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Louis Wasmer  
 Address..... Radio Central Building  
 Phone Number..... Main 5383  
 Transmitter Location..... 4102 South Regal  
 Street  
 Time on the Air..... 18 hours daily; Sundays,  
 16 hours  
 News Service..... UP  
 Transcription Service..... C. P. MacGregor;  
 Lang-Worth  
 Representative..... Edward Petry & Co., Inc.

**Personnel**

Owner..... Louis Wasmer  
 General Manager..... Harvey Wixson  
 Program Director..... Victor Hurley  
 Publicity Director..... Bryon Hutton Shrader  
 Traffic Manager..... Jessie McGrew  
 Public Service Director..... Harold Zent  
 Music Librarian..... Ruth Harris  
 Auditor..... Ranald Wright  
 News Editor..... John Bemis  
 Musical Director..... Earl Shinkoskey  
 Chief Engineer..... A. G. Sparling

**K M O**

**TACOMA—EST. 1922**  
**MUTUAL—DON LEE NETWORK**  
**PACIFIC BROADCASTING CO.**

Frequency: 1360 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Carl E. Haymond  
 Business Address..... 914½ Broadway  
 Phone Number..... Main 4144  
 Transmitter Location..... Tacoma-Seattle  
 Highway  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 11 p.m.  
 News Service..... UP  
 Transcription Service..... Lang-Worth; Davis  
 & Schwegler; C. P. MacGregor  
 Representative..... John Blair & Co.; Romig  
 C. Fuller & Associates

**Personnel**

Owner-General Manager..... Carl E. Haymond  
 Station Manager..... J. A. Murphy  
 National Commercial Manager..... A. Q. Moore  
 Local Commercial Manager..... Jerry Geehan  
 Program Director..... Ted Knightlinger  
 Traffic Manager..... Jack Clark  
 Chief Announcer..... Verne Sawyer  
 Musical Director..... Marion Kay  
 Auditor..... Paul F. Benton  
 Chief Engineer..... Joe Kolesar



**K T B I**

**TACOMA—EST. 1941**

**EVERGREEN BROADCASTING SYSTEM**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Tacoma Broadcasters, Inc.

Address 212 Puget Sound Bank Bldg.  
Phone Number BRoadway 2241  
Transmitter Location 212 Puget Sound Bank Bldg.

Time on the Air Unlimited License  
News Service Transradio; UP  
Transcription Service Standard Radio  
Representative Cox & Tanx

**Personnel**

President C. C. Cavanaugh  
Station Manager Edward J. Jansen  
Commercial Manager E. S. Robinson  
Program Director Rosemary Stewart  
Production Manager Paul Terry  
Office Manager Esther H. Fox  
Women's Editor Ruth E. Reisner  
Musical Director George Johnson  
Chief Engineer Kenneth Grindle

**K T P N**

**TACOMA—EST. 1941**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By Michael J. Mingo  
Address Seattle  
Transmitter Location Seattle  
Time on the Air Unlimited license

**Personnel**

Owner Michael J. Mingo  
\*Station had a construction permit at press-time and no further information was available.

**K V I**

**TACOMA—EST. 1927**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Operated By Puget Sound Broadcasting Company, Inc.

Business Address 502 Rust Building  
Phone Number Broadway 4211  
Studio Addresses 502 Rust Building;  
Tacoma; Olympic Hotel, 4th and Seneca, Seattle, Wash.

Time on the Air 5:30 a.m. to 12:30 a.m.  
News Service AP  
Transcription Service C. P. MacGregor;  
Associated Music Publishers  
Representative George P. Hollingbery Co.

**Personnel**

President & Station  
Manager Vernice Irwin  
Commercial Manager Earl T. Irwin

Sales Promotion Director Elvin E. Evans  
Program Director Larry Huseby  
Publicity Director Dorothy Doernbecher  
Traffic Manager Louise Receconi  
Bookkeeper Betty Richardson  
Musical Director Ruben Gaines  
Chief Engineer William Haase

**K V A N**

**VANCOUVER—EST. 1939**

Frequency: 910 Kc. Power: 500 Watts  
Owned-Operated By Vancouver Radio Corporation

Business Address P. O. Box 610  
Phone Number 150  
Studio Address 707½ Main St.  
Transmitter Location 2915 Fruit Valley Road  
Time on the Air 6:30 a.m. (sign-on)  
News Service UP  
Transcription Service Standard Radio

**Personnel**

President Sheldon F. Sackett  
General Manager Ben E. Stone  
Resident Manager S. W. McCready  
Program Director Louis C. Cook  
Publicity Director Marion Sexton

**K U J**

**WALLA WALLA—EST. 1928**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Operated By KUJ, Inc.  
Business Address: Marcus Whitman Hotel,  
Second and Rose Streets

Phone Number 1230  
Studio Addresses: Marcus Whitman Hotel;  
Pendleton Music Store, Pendleton  
Transmitter Location: U. S. Highway No. 410  
and Sudbury Road

Time on the Air 6 a.m. to 10 p.m.  
News Service UP  
Transcription Service: World Broadcasting  
System; C. P. MacGregor; Lang-Worth  
Representative: John Blair & Co.; John Keating;  
Romig Fuller & Associates

**Personnel**

President and General  
Manager H. E. Studebaker  
Commercial Director Jerry Jensen  
Advertising Director Norval Arnes  
Publicity Director J. B. Schick  
Chief Announcer Jimmie Nolan  
News Bureau Director J. Birney Blair  
Pendleton Studio Manager Max Taylor  
Women's Program Director Virginia Von Hay  
Musical Director Roy Dorr  
Chief Engineer Milton MacLafferty

# K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 (C. P. 560 Kc.; 1000 d.; 500 n.)  
 Owned-Operated By . . . . . Westcoast Broad-  
 casting Company  
 Address . . . . . 20 Second Street  
 Phone Number . . . . . 45; 875  
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,  
 Transmitter Location . . North End Miller Street  
 9 a.m. to 11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . NBC Thesaurus;  
 Standard Radio; World Broadcasting System

## Personnel

President . . . . . Rogan Jones  
 Station and Commercial  
 Manager . . . . . Cole Wylie  
 Chief Announcer . . . . . Pat Hayes

# K I T

YAKIMA—EST. 1929  
 MUTUAL—DON LEE BROADCASTING  
 SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Carl E. Haymond  
 Address . . . . . 414½ E. Yakima Ave.  
 Phone Number . . . . . 8115  
 Transmitter Location . . . . . Old Town, Wash.  
 Time on the Air . . . . . 6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . Lang-Worth; World  
 Broadcasting System  
 Representative . . . . . John Blair & Co.

## Personnel

President . . . . . Carl E. Haymond  
 Resident Station Manager . . . . J. A. Murphy  
 Commercial Manager . . . . . Harrison A. Miller  
 Sales Promotion Manager . . . . R. Lee Black  
 Program Director . . . . . D. L. Lindberg  
 Production Manager . . . . . William Murphy  
 News Editor . . . . . Peder Wick  
 Chief Announcer . . . . . Charles Foster  
 Musical Director . . . . . Maryalyce Adkins  
 Chief Engineer . . . . . H. B. Murphy

# WEST VIRGINIA

For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 269

# W J L S

BECKLEY—EST. 1939

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Joe L. Smith, Jr.  
 Address . . . . . 101½ Main Street  
 Transmitter Location . . . . . Teel Road  
 Phone Number . . . . . 7311  
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 8:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . NBC Thesaurus;  
 Associated Music Publishers; Keystone  
 Broadcasting System  
 Representative . . . . . Spot Sales, Inc.

## Personnel

Station Manager . . . . . Joe L. Smith Jr.  
 Assistant Manager . . . . . Charles Armentrout  
 Program Director . . . . . Norman McDonald  
 Chief Announcer . . . . . Don Gratham  
 Continuity Director . . . . . George Armstrong  
 Auditor . . . . . V. Z. Cooper  
 Chief Engineer . . . . . Al Ginkle

# W H I S

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.  
 WEST VIRGINIA NETWORK

Frequency: 1440 Kc. . . . . Power: 1000 d.; 500 n.  
 Owned-Operated By . . . . . Daily Telegraph  
 Printing Co.  
 Address . . . . . Commerce Street  
 Phone Number . . . . . WHIS  
 Transmitter Location . . . . . Route No. 52,  
 Harry Heights  
 Time on the Air . . . . . 5 a.m. to 12 midnight  
 Newspaper Affiliation . . . . Bluefield Daily Tele-  
 graph; Sunset News  
 News Service . . . . . AP  
 Transcription Service: World Broadcasting Sys-  
 tem; Lang-Worth  
 Representative . . . . . The Katz Agency

## Personnel

President . . . . . H. I. Shott  
 Manager . . . . . J. Lindsey Alley  
 Program Director . . . . . Stuart Odell

Artists' Bureau Head.....Melvin Barnett  
 Publicity Director.....Bill Blake  
 Production Manager-Musical  
 Director.....Barnes Nash  
 Music Librarian.....James Clark  
 News Editor.....Louis Douthat  
 Continuity Editor.....Janie Lambert  
 Chief Engineer.....P. T. Flanagan

## WCHS

**CHARLESTON—EST. 1927**  
 CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Charleston  
 Broadcasting Co.  
 Address.....1016 Lee St.  
 Phone Number.....28-131  
 Transmitter Location.....Kanawha Country  
 Club Road  
 Time on the Air.....5:30 a.m. to 1 a.m.  
 News Service.....AP; UP  
 Transcription Service.....Standard Radio  
 Representative.....The Branham Co.

### Personnel

President.....John A. Kennedy  
 Managing Director.....Howard L. Chernoff  
 Technical Advisor.....Odes E. Robinson  
 Sales Promotion Manager.....Gilbert Field  
 Program Director.....William J. Adams  
 Production Manager.....Ronald Dawson  
 Publicity Director.....Harold C. Miller  
 Traffic Director.....Carolyn Johnson  
 Comptroller.....P. H. Evans  
 Musical Director.....Leah Perry

## WGKV

**CHARLESTON—EST. 1939**  
 BLUE NETWORK  
 NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts  
 Owned-Operated By.....Kanawha Valley  
 Broadcasting Company  
 Address.....Empire Building  
 Phone Number.....37-541  
 Transmitter Location.....Coal Branch Heights  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Spot Sales, Inc.

### Personnel

President.....W. A. Carroll  
 Station Manager.....Worth Kramer  
 Commercial Manager.....Robert Wasdon  
 Sales Promotion Manager.....A. H. Crawford  
 Program Director-Chief Announcer,  
 Joseph B. Mathews  
 Production Manager.....Raymond Penner  
 Publicity Director.....Joseph Farris  
 Musical Director.....George Champe  
 Chief Engineer.....Charles Williams

## WBLK

**CLARKSBURG—EST. 1937**  
 BLUE NETWORK  
 NATIONAL BROADCASTING CO.  
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Charleston Broad-  
 casting Co.

Address.....444½ West Pike Street  
 Phone Number.....3040  
 Transmitter Location.....Glen Elk, Clarksburg  
 Time on the Air: 7 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service.....AP  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....The Branham Company

### Personnel

President.....John A. Kennedy  
 General Manager.....G. C. Blackwell  
 Program-Musical Director.....Don McWhorter  
 Chief Announcer.....James A. Flenniken  
 Traffic Manager-Women's Program  
 Director.....Charlotte Umberger Robb  
 Bookkeeper.....Joy Wilfong  
 Chief Engineer.....C. S. Clemans

## WMMN

**FAIRMONT—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Monongahela Valley  
 Broadcasting Co.

Address.....208 Adams St.  
 Phone Number.....3100  
 Transmitter Location.....Monongah  
 Time on the Air.....3 a.m. to 12 midnight  
 News Service.....UP

Transcription Service: Standard Radio; Davis &  
 Schwegler

Representative.....John Blair & Co.

### Personnel

President.....George B. Storer  
 Station & Sales Manager.....O. J. Kelchner  
 Office Manager.....R. C. Warden  
 Program Manager & Chief  
 Announcer.....Charles Roe  
 Production Manager.....Howard Black  
 Continuity Editor.....C. Swiger  
 Publicity Director.....Bill Edwards  
 Musical Director.....Henry Gruner  
 Chief Engineer.....Roy Heck

## WSAZ

**HUNTINGTON—EST. 1927**  
 WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WSAZ, Inc.  
 Address.....929½ Fourth Ave.  
 Phone Number.....4106

Transmitter Location ..... 28th St., West  
 Time on the Air ..... Unlimited license  
 Newspaper Affiliation: Huntington Herald-  
 Dispatch; Huntington Advertiser  
 News Service ..... AP  
 Transcription Service ..... World Broadcasting  
 System  
 Representative ..... Howard H. Wilson Co.

**Personnel**

President and General  
 Manager ..... John A. Kennedy  
 Station Director ..... Mike Layman  
 Program Director ..... A. Rauch  
 Publicity Director ..... Ted Arnold  
 Chief Announcer ..... Bob Drexler  
 Musical Director ..... Mary Frances Carter  
 Chief Engineer ..... Russell Banks

**W L O G**

**LOGAN—EST. 1940**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Clarence H. Frey &  
 Robert O. Greever—Partners  
 Address ..... Kanada & Chestnut Streets  
 Phone Number ..... 761  
 Transmitter Location ... Kanada and Chestnut  
 Streets  
 Time on the Air ..... 7:30 a.m. to 10 p.m.  
 Newspaper Affiliation ..... Logan Banner  
 News Service ..... UP  
 Transcription Service ..... Standard Radio;  
 Keystone Broadcasting System

**Personnel**

President ..... Clarence H. Frey  
 General Manager ..... C. E. Vann  
 Chief Announcer ..... Glyn Ellis  
 Musical Director and Director of  
 Women's Programs ..... Quinnelle Vann  
 Chief Engineer ..... John Francis Yarns

**W A J R**

**MORGANTOWN—EST. 1940**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... West Virginia Radio  
 Corporation  
 Business Address ..... 440-446 Spruce Street  
 Phone Number ..... 9488  
 Transmitter Location ..... Charleston Ave.  
 at Summers Street  
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,  
 9 a.m. to 8 p.m.  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting  
 System  
 Representative ..... Forjoe & Company

**Personnel**

President ..... H. C. Greer  
 Station Manager ..... C. H. Murphey  
 Sales Promotion Manager .. C. Jerry Freeman  
 Program Director-Chief  
 Announcer ..... Craig Stewart

Auditor ..... James Kirk  
 Bookkeeper ..... Clara Mutter  
 Musical Director ..... Mort Cohn  
 Chief Engineer ..... R. C. Spence

**W P A R**

**PARKERSBURG—EST. 1935**

**CBS—WEST VIRGINIA NETWORK**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ohio Valley Broad-  
 casting Corporation  
 Address ..... 701½ Market Street, Grinter  
 Building  
 Phone Number ..... 2530  
 Transmitter Location ..... Route No. 2  
 Time on the Air ..... 6 a.m. to 12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... World Transcription  
 Service  
 Representative ..... Branham Company

**Personnel**

President ..... John A. Kennedy  
 Commercial Manager ..... John V. Anderson  
 Assistant Manager ..... R. D. Marshall  
 Sales Promotion Manager ..... A. N. Archer  
 Program Director ..... Carl Loose  
 Coordinator of Station Relations .. Flem Evans  
 Musical Director ..... Sarah L. Heermans Heck  
 Chief Engineer ..... William Sodaro

**W B R W**

**WELCH—EST. 1940**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... McDowell Service  
 Company  
 Business Address ..... 10 Riverside Drive  
 Phone Number ..... 818  
 Transmitter Location ..... Dor Building  
 Time on the Air ..... 6 a.m. to 11 p.m.;  
 Sundays, 9 a.m. to 6 p.m.  
 News Service ..... Press Association  
 Transcription Service ..... Associated Music  
 Publishers; C. P. McGregor; Keystone  
 Broadcasting System

**Personnel**

President ..... J. W. Blakely  
 Station Manager ..... Joseph J. Hergel  
 Commercial-Sales Promotion  
 Manager ..... David L. Fann  
 Program-Publicity Director ..... Felix Adams  
 Chief Engineer ..... John Csensich

**W K W K**

**WHEELING—EST. 1941**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Community Broad-  
 casting, Inc.  
 Address ..... Pythian Building

Phone Number ..... Wheeling 5320  
 Transmitter Location ..... Pythian Building  
 Time on the Air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight

News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... Spot Sales, Inc.

**Personnel**

President ..... Joe L. Smith  
 Station-Commercial Manager ..... John B. Reynolds  
 Program Director ..... Albert H. Stewart  
 Chief Announcer ..... Merrill Madden  
 Production Manager-Musical  
 Director ..... Edward A. Sprague  
 Chief Engineer ..... Fred Baker

**W W V A**

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc. .... Power: 50000 Watts  
 Owned-Operated By ..... West Virginia  
 Broadcasting Corp.

Address ..... Hawley Building  
 Phone Number ..... Wheeling 5383  
 Transmitter Location ..... Near West Liberty  
 Time on the Air: ..... 4:30 a.m. to 1 a.m.;  
 Sundays, 8 a.m. to 1 a.m.

Newspaper Affiliation ..... Greater Wheeling  
 Home Talk

News Service ..... UP  
 Transcription Service ..... NBC Thesaurus  
 Representative ..... John Blair & Co.

**Personnel**

President ..... George B. Storer  
 Managing Director ..... George W. Smith  
 Production Manager ..... Paul J. Miller  
 Program Director ..... Cliff Allen  
 Chief Engineer ..... Glenn G. Boundy

**W B T H**

WILLIAMSON—EST. 1939

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Williamson Broad-  
 casting Corp.

Address ..... Williamson  
 Phone Number ..... 1241  
 Transmitter Location ..... 6 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... World Broadcasting  
 System

**Personnel**

President ..... G. W. Taylor  
 Vice-President-Treasurer ..... W. P. Booker  
 Commercial-Sales Promotion  
 Manager ..... Alice Shein  
 Program-Publicity Director ..... Eddie Whitehart  
 Chief Announcer ..... Bob Spiros

**WISCONSIN**

For Latest U. S. Census, Population and Retail Trade Data  
 Please Turn to Page 271

**W H B Y**

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WHBY, Inc.

Address ..... 600 S. Lawe St.  
 Phone Number ..... 1161  
 Transmitter Location ..... 600 S. Lawe St.  
 Time on the Air ..... 6:30 a.m. to 10 p.m.  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 Representative ..... Reynolds-Fitzgerald, Inc.

**Personnel**

Managing Director ..... Rev. James A. Wagner  
 Station Manager ..... J. L. Gallagher  
 Program Director ..... Rodge Mueller  
 Chief Engineer ..... George Merkle

**W A T W**

ASHLAND—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM  
 LAKE SUPERIOR NETWORK

Frequency: 1400 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Upper Michigan-  
 Wisconsin Broadcasting Co., Inc.

Address ..... Northern State Bank Building  
 Phone Number ..... 1420  
 Transmitter Location ..... 1½ miles south of  
 Ashland on Highway No. 13

Time on the Air ..... 6:30 a.m. to 12 midnight  
 News Service ..... AP; UP  
 Transcription Service ..... Standard Radio  
 Representative ..... Bogner & Martin

**Personnel**

Vice President-General Manager,  
 Noel C. Ruddell  
 Commercial Manager ..... Merrill Trapp  
 Program Director ..... Ruth Wright  
 Production Manager-Publicity  
 Director ..... Ray Williams

Chief Announcer-Musical  
 Director ..... Warren Hites  
 Office Manager ..... Todd Hogan  
 Special Features Director..... John Marta  
 Chief Engineer..... Hine Dahlback

## WEAU

EAU CLAIRE—EST. 1937

BLUE NETWORK  
 NATIONAL BROADCASTING CO.  
 NORTH CENTRAL BROADCASTING SYSTEM  
 NORTHWEST NETWORK

Frequency: 790 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By..... Central Broadcasting  
 Company

Business Address ..... 203 South Barstow St.  
 Phone Number ..... 6149  
 Transmitter Location... Seymour Road (County  
 Road Q)

Time on the Air..... 6 a.m. to 12 midnight  
 Newspaper Affiliation..... Superior Evening  
 Telegram; Eau Claire Leader

News Service ..... AP; UP  
 Transcription Service ..... NBC Thesaurus  
 Representative..... George P. Hollingbery Co.

### Personnel

President..... W. C. Bridges  
 Commercial Manager ..... Clyde Riddle  
 Program Director ..... Loren F. Bridges  
 Production Manager-Chief

Announcer ..... William Conner  
 Chief Engineer..... Charles B. Persons

## KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK

NORTH CENTRAL BROADCASTING SYSTEM  
 Frequency: 1450 Kc...Power: 250 Watts  
 Owned By..... The Reporter Printing  
 Company

Operated By ..... The Commonwealth Reporter  
 Address ..... 18-20-22 West First Street  
 Phone Number ..... 356  
 Transmitter Location... 18-20-22 West First St.  
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,  
 7:30 a.m. to 8 p.m.

Newspaper Affiliation... The Commonwealth  
 Reporter

News Service ..... UP  
 Transcription Service ..... Standard Radio

### Personnel

President ..... A. H. Lange  
 Station Manager..... Lucille Fairbanks  
 Commercial Manager ..... William O'Brien  
 Program Director..... Carrol Culver  
 Publicity Director ..... Emery Martin, Jr.  
 Chief Announcer..... Don Marshall  
 Chief Engineer..... Wendell S. Meyers

## WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc...Power: 5000 Watts  
 Owned-Operated By..... St. Norbert College

Business Address ..... Green Bay  
 Phone Number ..... Adams 1  
 Studio Address ..... Bellin Building

Transmitter Location .... West De Pere, Wisc.  
 Time on the Air..... 18 hours daily  
 News Service ..... AP

Transcription Service ..... Associated Music  
 Publishers

Representative ..... Weed & Co.

### Personnel

Managing Director .... Rev. James A. Wagner  
 General Manager ..... Haydn R. Evans  
 Sales Manager ..... Gene Goedjen  
 Sales Promotion Manager... Val Schneider  
 Program Director-Chief

Announcer ..... Al Michel  
 Production Manager ..... Norman King  
 Publicity Director ..... Marjorie Opland  
 Musical Director..... Clarence Edges  
 Chief Engineer..... Wallace J. Stangel

## WCLO

JANESVILLE—EST. 1930

Frequency: 1230 Kc...Power: 250 Watts  
 Owned-Operated By ..... Gazette Printing Co.  
 Address ..... 200 E. Milwaukee Ave.  
 Phone Number ..... 2500

Transmitter Location .... 3843 Oakhill Ave.  
 Time on the Air..... 6 a.m. to 11 p.m.  
 Newspaper Affiliation..... Janesville Daily  
 Gazette

News Service ..... AP  
 Transcription Service... Keystone Broadcasting  
 System; Standard Radio

Representative ..... William Huffman, Wiscon-  
 sin Rapids

### Personnel

President ..... Sidney H. Bliss  
 General Manager..... James F. Kyler  
 Program Director ..... Sally Hester Kyler  
 Publicity Director-Chief Announcer... Paul Rhule  
 Chief Engineer..... Paul Holton

## WKBH

LA CROSSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc...Power: 1000 Watts  
 (C. P. 5000 Watts)

Owned-Operated By..... WKBH, Inc.  
 Business Address..... 409 Main Street, Radio  
 Building

Phone Number ..... 4-5-0  
 Transmitter Location ..... R. F. D. LaCrosse  
 Time on the Air..... 120 hours weekly

News Service ..... UP

Transcription Service.....Standard Radio  
Representative ..Howard H. Wilson Company

**Personnel**

President and Station  
Manager.....Otto M. Schlabach  
Commercial-Sales Promotion  
Manager.....Howard Dahl  
Program Director.....Bernice Callaway  
Production Manager ....Raymond Plamadore  
Musical Director.....Johannes Fossum  
Chief Engineer.....Al Leeman

**W H A**

**MADISON—EST. 1917 (as 9XM)  
1922 (as WHA)**

Frequency: 970 Kc.....Power: 5000 Watts  
Owned By .....State of Wisconsin  
Operated By.....University of Wisconsin  
Address .....Radio Hall  
Phone Number ....Badger 580, Extension 474  
Transmitter Location.....Fish Hatchery Road  
Time on the Air .....7:30 a.m. to local sunset  
Transcription Service.....Lang-Worth

**Personnel**

Director.....H. B. McCarty  
Program Director.....William G. Harley  
Production Manager .....Gerald A. Bartell  
Public Relations Director.....H. A. Engel  
Chief Announcer.....Walter Krulevitch  
Women's Program Director .....Aline Hazard  
Farm Program Director.....Milton Bliss  
Musical Director.....Frederick Fuller  
Chief Operator.....John Stiehl  
(Non-Commercial Station)

**W I B A**

**MADISON—EST. 1924  
BLUE NETWORK**

**NATIONAL BROADCASTING CO.**

Frequency: 1310 Kc.....Power: 5000 Watts  
Owned-Operated By ....Badger Broadcast-  
ing Company  
Business Address .....110 East Main Street  
Phone Number .....F. 8800  
Transmitter Location ..Route 4, Madison, Wis.  
Time on the Air.....Unlimited license  
Newspaper Affiliation.....The Capital Times;  
Wisconsin State Journal  
Transcription Service.....World Broadcasting  
System: C. P. MacGregor  
Representative.....Reynolds-Fitzgerald, Inc.

**Personnel**

President.....William T. Evjue  
General Manager.....Edwin C. Allen  
Merchandising Manager .....C. W. Wallis  
Program Manager & Publicity  
Director.....K. F. Schmitt  
News Editor .....Robert Taylor  
Musical Director.....Leon Persson  
Chief Engineer.....Norman Hahn

**W O M T**

**MANITOWOC—EST. 1926**

Frequency: 1240 Kc.....Power: 100 Watts  
Owned-Operated By .....Francis M. Kadow  
Address .....Radio Building  
Phone Number .....167-400 W  
Transmitter Location .....11110 Washington St.  
Time on the Air.....6:57 a.m. to 10 p.m.  
News Service .....UP  
Transcription Service.....World Broadcasting  
System

**Personnel**

General Manager.....F. M. Kadow  
Commercial Manager .....Maurice Dailey  
Program Director .....Russ Russell  
Chief Engineer.....W. F. Dubin

**W M A M**

**MARINETTE—EST. 1939**

Frequency: 570 Kc.....Power: 250 Watts  
Owned-Operated By.....M. & M. Broadcast-  
ing Co.  
Address .....400 Wells St.  
Phone Number .....570  
Transmitter Location .....400 Wells St.  
Time on the Air: 5 a.m. to local sunset; Sun-  
days, 7 a.m. to local sunset  
News Service .....UP  
Transcription Service .....Associated Music  
Publishers  
Representative .....Reynolds-Fitzgerald, Inc.

**Personnel**

President .....W. E. Walker  
General Manager.....M. F. Chapin  
Commercial Manager .....J. D. Mackin  
Sales Promotion Manager .....G. J. Sullivan  
Program Director .....Ray Streeter  
Chief Announcer.....Carl Brose  
Chief Engineer.....Werner Schwartz

**W I G M**

**MEDFORD—EST. 1941**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....George F. Meyer  
Business Address .....Medford, Wisconsin  
Phone Number .....5147  
Studio Address .....Highway 13  
Transmitter Location .....Highway 13  
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,  
8 a.m. to 6 p.m.  
News Service .....UP  
Representative.....Bogner & Martin

**Personnel**

Owner .....George F. Meyer  
Station Manager.....Waldemar C. Porsow  
Chief Announcer .....Ervin Kult  
Chief Engineer.....Nathan Williams

# WISN

MILWAUKEE, WISCONSIN

## REPORT TO THE NATION

(Radio Time Buyers!)

★  
On September 5, WISN dedicated its new 5000 watt transmitter increasing by twenty times its night time and five times its day time power.

★  
A directional system concentrated to reach Wisconsin's greatest buying power was installed. Milwaukee County (1/4 of the State population) has been provided with a signal two to four times stronger than any other Milwaukee Station.

★  
Thousands and thousands of new listeners throughout the State have been added to the regular audience of this important CBS key station.

★  
Sales of WISN are increasing daily. Sales (excluding CBS) during the past ninety days over a year ago show:

**STATION TIME SALES INCREASE**

47%

**ANNOUNCEMENT TIME SALES INCREASE**

23%

★  
The CBS commercial schedule for WISN is now the greatest in its history. New Columbia commercials are being added as they are inaugurated over this network.

★  
The year 1942 finds WISN with licenses of ASCAP, BMI and SESAC and with the libraries of World and Standard.

★  
With expanded Program and Merchandising Departments WISN stands ready to go "ALL OUT" to be of assistance to its advertisers.

★  
Let us help solve your advertising problems in Milwaukee and in the area of the lucrative WISN coverage.

*G. W. Ferguson*

General Manager.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



**W E M P**

**MILWAUKEE—EST. 1935**

**THE BLUE NETWORK  
WISCONSIN NETWORK**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Milwaukee Broad-  
casting Co.  
Address: 711 Empire Bldg.  
Phone Number: Marquette 7722  
Transmitter Location: 711 Empire Bldg.  
Time on the Air: 18 hours daily  
News Service: UP  
Representative: Foreman & Co.

**Personnel**

President: Glenn D. Roberts  
Station Manager: C. J. Lanphier  
Sales Manager: Ben Wolff  
Program Director: Conrad Rice  
Production Manager: Charles LaForce  
Musical Director: Elmer Ihrke  
Chief Engineer: Raymond Host

**W I S N**

**MILWAUKEE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By: Hearst Radio, Inc.  
Business Address: 123 W. Michigan St.  
Phone Number: Daly 3900  
Transmitter Location: So. 6th & W. Edgerton  
Sts.

Time on the Air: 6 a.m. to 12 midnight; Sun-  
days, 7:15 a.m. to 12 midnight

Newspaper Affiliation: The Milwaukee Sentinel  
News Service: INS  
Transcription Service: World Broad-  
casting System

Representative: The Katz Agency

**Personnel**

General Manager: G. W. Grignon  
Sales Promotion Manager: Hugh O'Malley  
Program Director: Woods Dreyfus  
Musical Director: E. Krebs  
Chief Engineer: D. A. Weller

**W T M J**

**MILWAUKEE—EST. 1927**

**NATIONAL BROADCASTING CO.**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: The Journal Com-  
pany (The Milwaukee Journal)

Address: 333 West State Street  
Phone Number: Marquette 6000  
Transmitter Location: 12 miles west of  
Milwaukee on Blue Mound Road

Time on the Air: 6 a.m. to 12 midnight  
Newspaper Affiliation: The Milwaukee  
Journal

News Service: AP  
Transcription Service: Associated Music  
Publishers  
Representative: Edward Petry & Co., Inc.

**Personnel**

General Manager: W. J. Damm  
Station Manager: L. W. Herzog  
Asst. Manager: R. G. Winnie  
Commercial Manager: Wm. F. Dittmann  
Program Director: Robt. Heiss  
Publicity Director: Russ W. Tolg  
Musical Director: Wm. J. Benning  
Chief Technician: D. W. Gellerup

**W O S H**

**OSHKOSH—EST. 1941**

**BLUE NETWORK**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Howard H. Wilson  
Address: 151½ Main Street  
Phone Number: 4580  
Transmitter Location: County Trunk "A," ½  
mile north of city limits of Oshkosh  
Time on the Air: 6 a.m. to 12 midnight  
News Service: AP  
Transcription Service: Standard Radio  
Representative: Howard H. Wilson Co.

**Personnel**

President .....Howard H. Wilson  
 General Manager .....Ray E. Schwartz  
 Program Director .....Bob Lee  
 Farm Editor .....Buck Leverton  
 Continuity Chief .....Wallace Porsow  
 Office Manager-Women's  
 Editor .....Lorraine Kuehn  
 Chief Engineer.....Nathan Williams

**WIBU**

**POYNETTE—EST. 1925**

**NORTH CENTRAL BROADCASTING SYSTEM  
 WISCONSIN RADIO NETWORK**  
 Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Wm. C. Forrest  
 Business Address .....R. F. D. No. 2  
 Phone Number.....97 R (Poynette)  
 Studio Addresses: Poynette; Portage; Beaver  
 Dam; Madison; Baraboo  
 Transmitter Location .....R. F. D. No. 2  
 Time on the Air.....6:30 a.m. to 10 p.m.  
 Transcription Service.....Standard Radio

**Personnel**

Station Manager .....Wm. C. Forrest  
 Commercial-Madison Studio  
 Manager .....Ralph O'Connor  
 Portage Studio Manager .....Lyle Hays  
 Beaver Dam Studio Manager.....Hal Woods  
 Program Director.....Sarah Forrest  
 Chief Announcer .....Raymond J. Tenpenny  
 Chief Engineer .....Leonard Doese

**WRJN**

**RACINE—EST. 1926**

**WISCONSIN BROADCASTING SYSTEM**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Operated By ...Racine Broadcasting  
 Corporation  
 Business Address .....441 Main Street  
 Phone Number .....Jackson 290-291  
 Studio Addresses: 441 Main Street; 7239 West  
 Greenfield Ave., West Allis; Voelz Build-  
 ing, Burlington; 5830 6th Avenue, Kenosha  
 Transmitter Location.....Victory and Ken-  
 tucky Sts., Mount Pleasant  
 Time on the Air.....6:30 a.m. to 10 p.m.  
 Newspaper Affiliation ....Racine Journal-  
 Times  
 News Service .....INS  
 Representative .....The Walker Company

**Personnel**

President.....F. R. Starbuck  
 Secretary-Treasurer &  
 General Manager.....Harry R. LePoidevin  
 Station & Commercial  
 Manager.....Harold J. Newcomb  
 Program Director-Chief Announcer,  
 H. S. Mann, Jr.  
 Publicity Director.....Ken Hegard  
 Chief Engineer.....F. Lee Dechant

**WJMC**

**RICE LAKE—EST. 1939**

Frequency: 1240 Kc. ....Power: 250 Watts  
 Owned By .....W. H. McGenty  
 Operated By.....J. J. McGenty  
 Address .....410 North Main Street  
 Phone Number .....550  
 Transmitter Location ...1615 South Main St.  
 Time on the Air .....Unlimited license  
 News Service .....Transradio  
 Transcription Service .....Standard Radio

**Personnel**

General Manager.....J. J. McGenty  
 Station Manager.....Denis McGinty  
 Commercial-Sales Promotion  
 Manager .....R. W. Thompson  
 Public Relations Director.....Dr. J. H. Wallis  
 Women's News Editor.....Mrs. L. Sherman  
 Chief Announcer .....Travis Bailly  
 Musical Director .....R. W. Wells  
 Chief Engineer.....Ray Pearson

**WHBL**

**SHEBOYGAN—EST. 1928**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM  
 WISCONSIN BROADCASTING SYSTEM**  
 Frequency: 1330 Kc. ....Power: 1000 d.; 250 n.:  
 (C. P. 1000 n.)

Owned-Operated By.....Press Publishing  
 Business Address .....626-636 Center Ave.  
 Phone Number .....1900  
 Studio Address: Press Building, 626-636 Center  
 Avenue  
 Transmitter Location .....Highway No. 141  
 Time on the Air.....6:15 a.m. to 11 p.m.  
 Newspaper Affiliation ....Sheboygan Press  
 News Service .....UP  
 Transcription Service .....NBC Thesaurus  
 Representative .....Associated Radio Sales

**Personnel**

President.....C. E. Broughton  
 Executive Director .....A. Matt Werner  
 Manager .....Wayne W. Cribb  
 Publicity Director.....Glen James  
 Program & Musical Director.....M. J. Pape  
 Chief Announcer .....Richard Conrad  
 Chief Engineer.....Herbert Mayer

**WLBL**

**STEVENS POINT—EST. 1924**

Frequency: 930 Kc. ....Power: 5000 Watts  
 Owned By .....State of Wisconsin Department  
 of Agriculture  
 Operated by ..Wisconsin Department of Agri-  
 culture  
 Business Address.....Stevens Point  
 Phone Number .....525  
 Studio Address .....State Teachers College  
 Transmitter Location ...Auburndale, Wisconsin  
 Time on the Air.....Daytime license

**Personnel**

Director of Wisc. Dept. of Agriculture ..... Ralph E. Ammon  
 Station Manager ..... F. R. Calvert  
 Program Director-Chief  
 Announcer ..... William P. Wichmann  
 Chief Engineer ..... Donald L. Yapp  
 (Non-Commercial Station)

**W D S M**

**SUPERIOR—EST. 1939**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 NORTHLAND NETWORK

Frequency: 1230 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... WDSM, Inc.  
 Addresses: Board of Trade Building, Superior,  
 Wisc.; Spalding Hotel, Duluth, Minn.  
 Phone Numbers: 3200 (Superior); Melrose 7233  
 (Duluth)  
 Transmitter Location .... (Connor's Point, Su-  
 perior, Wisc.  
 Time on the Air: 6 a.m. to 12:30 a.m.; Sundays,  
 7:30 a.m. to 12:30 a.m.  
 Representative ... Wm. G. Rambeau Company

**Personnel**

Secretary-Treasurer ..... James J. Conroy  
 Manager ..... Robert D. Kennedy  
 Commercial Manager ..... Darrell D. Bandy  
 Sales Promotion Manager ..... Carl Bloomquist  
 Program Director-Chief  
 Announcer ..... Lou Martin  
 Publicity Director ..... Ellen Wilson  
 Artists' Bureau Head ..... Art Robinson  
 Musical Director ..... Elma DeMeire  
 Chief Engineer ..... Rudolph Luukinen

**W S A U**

**WAUSAU—EST. 1937**

MUTUAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Northern Broadcast-  
 ing Co., Inc.  
 Address ..... 125 Third Street  
 Phone Number ..... 6521  
 Transmitter Location ..... 125 Third Street  
 Time on the Air ..... 6:30 a.m. to 11 p.m.  
 News Service ..... UP  
 Transcription Service ..... Associated Music  
 Publishers .....  
 Representative ..... Reynolds-Fitzgerald, Inc.

**Personnel**

President ..... W. E. Walker  
 General Manager ..... Ben F. Hovel  
 Commercial Manager ..... J. W. Killeen  
 Program Director ..... Donald R. Burt  
 Musical Director ..... Vern Peterson  
 Chief Engineer ..... Roland Richardt

**W F H R**

**WISCONSIN RAPIDS—EST. 1940**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 WISCONSIN NETWORK

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... William F. Huffman  
 Business Address ..... 141 West Grand Ave.  
 Phone Number ..... 1340  
 Studio Address ..... 141 West Grand Ave.;  
 Fox Theatre Bldg., Stevens Point; Cain-John-  
 son Building., Marshfield  
 Transmitter Location ..... 1500 Bonow Ave.  
 Time on the Air ..... 6:30 a.m. to 11 p.m.  
 Newspaper Affiliation ..... Wisconsin Rapids  
 Daily Tribune  
 News Service ..... AP  
 Transcription Service ..... Standard Radio

**Personnel**

Owner ..... William F. Huffman  
 General Manager ..... George T. Frechette  
 Commercial Manager ..... Bruce G. Beichl  
 Program-Musical Director ..... Bert Mulroy  
 Marshfield Studio Manager ..... Bob Behling  
 Stevens Point Studio Manager,  
 Sigmund Kelbanowsky  
 Chief Announcer ..... Phil Romiti  
 Artists' Bureau Head ..... Donald Blanchard  
 Director of Women's Programs, Virginia Lee  
 Chief Engineer ..... Garth N. Bowker

HELP  
 THE  
 RED CROSS

# WYOMING

For Latest U. S. Census Population and Retail Trade Data  
Please Turn to Page 272

## K D F N

CASPER—EST. 1930

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By: Donald L. Hathaway  
Address: 1st and Lennox Streets  
Phone Number: 407  
Transmitter Location: 1st and Lennox Sts.  
Time on the Air: Unlimited license  
News Service: Transradio  
Representative: Sears & Ayer, Inc.

### Personnel

Station-National Sales Manager: Donald L. Hathaway  
Commercial Manager: F. R. Huismith  
Sales Promotion Manager: B. A. Fleming  
Program Director: Marcus R. Nichols  
Publicity Director: Harrison Brewer

## K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Frontier Broadcasting Co.  
Address: Plains Hotel  
Phone Number: 4461  
Transmitter Location: 3rd and Evans  
Time on the Air: Unlimited license  
Newspaper Affiliation: Wyoming Eagle; Wyoming State Tribune  
News Service: UP  
Transcription Service: World Broadcasting System  
Representative: Burn-Smith Company

### Personnel

Owner: Tracy S. McCracken  
President-Station Manager: William C. Grove  
Sales Promotion Manager: Morey Sharp  
Program Director: Tom Crago  
Production Manager: Art Peterson  
Publicity Director: Evelyn Boyle  
Chief Announcer: Warren Williams  
Bookkeeper: Margaret Duggan  
Chief Engineer: Gaal Barrett

## K P O W

POWELL—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Albert J. Meyer  
Business Address: N. Clark St.  
Phone Number: 222  
Studio Address: 7th & Hamilton St.  
Transmitter Location: 7th & Hamilton Sts.  
Time on the Air: 7 a.m. to 10 p.m.  
News Service: AP; Transradio

Transcription Service: Standard Radio; Keystone Broadcasting System  
Representative: Cox & Tanz; Walter Bidick Co.

### Personnel

Owner: A. J. Meyer  
Program-Musical Director: Rosemary C. Meyer  
Chief Engineer: Del Brandt

## K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Wyoming Broadcasting Company  
Address: 1307 Wyoming Street  
Phone Number: 93  
Time on the Air: 92 hours weekly  
News Service: Transradio  
Transcription Service: NBC Thesaurus; C. P. MacGregor; Keystone Broadcasting System

### Personnel

President: R. R. West  
Station Manager: H. L. McCracken  
Sales Manager: Harold Tannehill  
Program Director: Michael Reid  
Chief Announcer: Elmer Ellsworth  
Chief Engineer: Archie Buchanan

## K W Y O

SHERIDAN—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Big Horn Broadcasting Company, Inc.  
Business Address: 19 North Main St.  
Phone Number: 601  
Studio Address: Gillette Building, 19 North Main St.  
Transmitter Location: Park Drive & O'Marr  
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 12:05 p.m., and 6:30 to 8:45 p.m.  
News Service: Transradio  
Transcription Service: Standard Radio; Keystone Broadcasting System  
Representative: Sears & Ayer, Inc.; Homer Owen Griffith

### Personnel

President: R. E. Carroll  
Station-Commercial Manager: Herb Siebert  
Program Director-Chief Announcer: James W. Carroll  
Production Manager: Almon Moon  
Publicity-Women's Program Director: Margaret Heppner  
Chief Engineer: Bob Crossthwaite