

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By....Trent Broadcast Corp.
 Address.....35 West State St.
 Phone Number2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air..... Unlimited license
 RepresentativeSpot Sales, Inc.

Personnel

PresidentCharles Quinn
 Station ManagerPaul Alger
 Program Director.....Milton T. March
 Chief Engineer.....Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
 Owned ByPillar of Fire
 Operated ByAlma White College
 Address Zarephath
 Phone NumberBound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air.....Shares time

Personnel

PresidentBishop Alma White
 Vice-President-Secretary-
 Co-ManagerArthur K. White
 Vice-President-Co-Manager ...Ray B. White
 Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By..New Mexico Broadcast-
 ing Company
 Address5th and Central Ave.
 Phone Number4545
 Transmitter LocationAtrisco
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....Transradio; UP
 Transcription Service...World Broadcasting
 System
 RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstreit
 Station Manager.....Harry Burdick
 Sales Promotion Manager.....Jerry Oppel
 Program DirectorRobert Chapman
 PublicityI. Stockwell
 Musical Director Chief
 AnnouncerWalt Peterson
 Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
 Owned-Operated By....Albuquerque Broad-
 casting Company

Address.....420 West Gold Avenue
 Phone Number.....4411
 Transmitter Location...Alameda, New Mexico
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceINS, AP
 Transcription Service.....NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
 ManagerFrank Quinn
 Sales Manager and Program
 DirectorMerle Tucker
 Director War Programs.....Martha Summers
 Chief Announcer and
 Production.....Clarence Van Haften
 Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Carlsbad Broadcast-
 ing Co.
 Address800 South Canal Street
 Phone Number244
 Transmitter Location.....La Huerta, N. M.
 Time on the Air7 a.m. to 9 p.m.
 News ServiceUP

Personnel

Station ManagerJack Hawkins
 Chief AnnouncerLyn Pitcaithley
 Chief EngineerCarl C. Cook

K I C A
CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address.....321 Main St.
Phone Number.....3
Transmitter Location...10th at Hillcrest Park
Time on the Air.....6:30 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Associated
Record Program Service Publishers
Representative.....Forjoe & Co.

Personnel

President-Owner.....DeWitt Landis
Station-Commercial Manager..R. B. McAllister
Sales Promotion.....Grady Maples
Chief Engineer.....Vernon Hughes

K W E W
HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....W. E. Whitmore
Address.....Hardin Hotel
Transmitter Location.....Hobbs
Time on the Air.....7 a.m. to 9:15 p.m.
Transcription Service..C. P. MacGregor, Stand-
ard Radio; Keystone Broadcasting System

Personnel

President-Owner.....W. E. Whitmore
General Manager.....Gertrude Dimpel

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broad-
casters, Inc.
Business Address.....P. O. Box 710
Phone Number.....83
Studio Address.....½ mile east of Las Vegas
Transmitter Location

½ mile east of Las Vegas
Time on the Air: 7 a.m. to 9 p.m.; Sundays,
11 a.m. to 7 p.m.

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

Personnel

President-Station Manager...E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department.....Henry R. Tafoya, Jr.
Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address.....310 N. Richardson Street

Phone Number.....288
Transmitter Location.....511 W. 16th Street
Time on the Air.....6:30 a.m. to 9 p.m.
Transcription Service.....C. P. MacGregor

Personnel

President-Station Manager...W. E. Whitmore
Commercial-Sales Promotion Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief Engineer.....Melvin Unger

K V S F

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broad-
casting Co.

Address.....759 Cerillos Road
Phone Number.....2020
Transmitter Location.....Santa Fe
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World
Representative.....Weed & Co.

Personnel

President.....A. R. Hebenstrie
Manager.....Ivan Head

K T N M

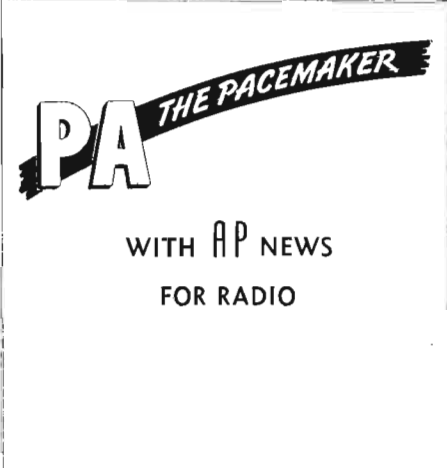
TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Krasin-Krutzner
Address.....Tucumcari
Phone Number.....192
Transmitter Location.....Tucumcari
Time on the Air.....7 a.m. to 7:15 p.m.
Transcription Service.....Standard Radio
Representative.....Cox & Tanz

Personnel

Station Manager.....Lester Knasin



PA THE PACEMAKER
WITH AP NEWS
FOR RADIO



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

PresidentMichael M. Sillerman
Vice-PresidentArthur Wolf
Vice-PresidentWilliam Wolf
Secretary-TreasurerSidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

PresidentMichael M. Sillerman
Director of Station Relations...Mort Adams
Sales & Promotion Consultant....Alvin Austin
ContinuityWilva Davis
Office Manager.....R. Seale
Account ExecutiveAlbert F. Dykes
Account ExecutiveNoel Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf
Accountant-Statistician...Elizabeth M. Mueller
Sales ManagerNaylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEMPstead 0460

Program Director.....Sylvia Young
ContinuityDean Owen

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 200 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

Radio Recording Department

Egner, C. Lloyd Vice-President in Charge
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry Asst. to V.-P.
Parsons, Willis B.

Assistant Eastern Sales Manager

Sales Department

Witmer, Roy C. Vice-President in Charge
Frey, George H. Sales Service Manager
Greene, F. Melville Sales Traffic Manager
H.t.z, Edward R.,

Assistant to the Vice-President in Charge
Showerman, I. E. Eastern Sales Manager

Stations Departments

Hedges, William S. V-P in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
in charge of Stations

Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere Asst. Mgr., Traffic Dept.
Woodman, Harry A. Mgr., Traffic Dept.

Facilities Development & Research

Merryman, Philip I. Director

Operated Stations

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.

MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.

Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.

Elwood, John W. Manager, Station KPO

Treasurer's Department

Teichner, R. J. Treasurer
Bloxham, William D. Purchasing Agent

Terwilliger, C. C. Mgr., Credit & Collections
Williams, William A. Assistant Treasurer

Central Division—Chicago

Merchandise Mart

Postal District, Chicago 54.

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager
Carlson, Emmons C.

Sales Promotion & Advertising Manager
Chizzini, Frank Manager of Radio Recording

Livezey, Henry D. Manager of Guest Relations
Ray, William B. Mgr. News & Special Events

Danielson, Eric Program Traffic Supervisor
Guilbert, Robert M.

Editor Continuity Acceptance Department
Herbeuveau, Jules Program Manager

Jacobson, Frederick Arthur Production Manager
Kaney, A. W.

Manager Stations Relations Department

Luttgens, Howard C. Central Division Engineer
McCluer, Paul Network Sales Manager

McCrossin, Edward J. Attorney
Morton, Oliver

National Spot & Local Sales Manager

Murphy, William J. Script Editor
Ryan, Jack Manager of Press Relations

Shield, Roy Music Director
Waller, Judith C. Director, Public Service Dept.

Whalley, John F. Auditor and Office Mgr.

Western Division—

Hollywood

Sunset Blvd. & Vine St.

Postal District, 28

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge
Berend, Frank Sales Manager

Bock, Harold Manager, Press Dept.
Dellelt, F. V. Auditor

Ford, Frank Sales Promotion Manager
Frost, Lewis Assistant to Vice-President

Gale, Paul Traffic Supervisor
Tatum, Donn B. Attorney

Pierce, Jennings

Dir. of Public Service & Station Relations

Davison, Walter, Acting Mgr. of Record. ng Division
Saxton, A. H. Western Division Engineer

Seltzer, Fred C., Jr. Manager, National Spot Sales
Swallow, John Program Manager

Wiley, Howard Production Manager
Williams, Wendell

Manger, Continuity Acceptance Dept.
San Francisco

Elwood, John Manager, KPO

Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M. Vice-President
Coldenstroth, R. G. Auditor

Cooper, Donald H. Acting Engineer in Charge
Glasscook, Mahlon Sales Manager

McAndrew, Wm. R.

Acting Dir. News & Special Events

Wheeler, George Assistant Manager
Smith, Carleton D. Manager

Foreign Representatives

Archinard, Paul Switzerland

Richardson, Stanley England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

| | | |
|------|---------------|---------------------------|
| WEAF | New York | Owned and operated by NBC |
| WMAQ | Chicago | Owned and operated by NBC |
| WRC | Washington | Owned and operated by NBC |
| WTAM | Cleveland | Owned and operated by NBC |
| KPO | San Francisco | Owned and operated by NBC |
| KOA | Denver | Owned and operated by NBC |

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.

Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 7 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News
News ServiceUP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Director War Programs.....G. N. Rand
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.

Address Radio Centre
Phone Number..... 4-4193
Transmitter Location.....Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News
News ServiceUP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry L. Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi

IN THE CENTER

OF THE
ALBANY - TROY -
SCHENECTADY
AREA

The Radio Centre Stations

WOKO

CBS

WABY

MUTUAL

ALBANY, NEW YORK

Harold E. Smith, General Manager

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Address.....Metcalf Building, 141 Genesee St.
 Phone Number433
 Transmitter Location.....Corner York and
 Division Streets
 Time on the Air8 a.m. to 8 p.m.
 Newspaper Affiliation.....Auburn Citizen-
 Advertiser
 News Service AP
 Transcription Service Standard Radio

Personnel

President.....William O. Dapping
 General ManagerFrederick L. Keesee
 Musical Director-Publicity
 DirectorDorothy Bolin
 Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Batavia Broadcasting
 Corporation

Address90 Main Street
 Phone Numbers.....715; 716; 2100
 Transmitter LocationCreek Road
 Time on the Air: 7 a.m. to 8 p.m.; Sundays,
 10:30 a.m. to 6 p.m.
 News ServiceUP
 RepresentativeSears & Ayer, Inc.

Personnel

Station ManagerJoseph M. Ryan
 Sales Manager.....Frederick R. MacLaughlin
 Program DirectorHarriette Taylor
 Chief EngineerHoward Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.....Wylie B. Jones
 Advertising Agency
 AddressArlington Hotel
 Phone Number.....Binghamton 2-3461
 Transmitter LocationIngraham
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service ... World Broadcasting
 Representative.....John Blair & Co.



WBYN

Brooklyn's
ONLY FULL TIME
Radio Station

FOR BROOKLYN COVERAGE WBYN
1450 ON YOUR DIAL

#1 NEVINS ST., Brooklyn

WM. NORINS, Gen'l Mgr.

Personnel

President John C. Clark
 General Manager Cecil D. Mastin
 Sales Promotion Manager Nina Fenson
 Program Director E. Ray McCloskey
 Production Manager Walter Roberts
 Musical Director Donald Grey
 Chief Engineer Lester H. Gilbert

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By WBYN—Brooklyn, Inc.
 Address 1 Nevins St., Brooklyn
 Phone Number TRIangle 5-3300
 Transmitter Location 583 Meserole St.
 Time on the Air 7 a.m. to 12 midnight
 News Service AP; INS

Personnel

Acting General Manager William Norins
 Program Director Lorraine Rhodes
 Chief Engineer Peter Testan
 (See Page 504)

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By Peoples Pulpit Assn.
 Address 124 Columbia Heights
 Phone Number MAin 4-9735
 Transmitter Location Rossville, Staten Island
 Time on the Air Shares time

Personnel

Manager Andrew K. Wagner
 (Non-Commercial Station)

W L I B

BROOKLYN—EST. 1942

Frequency: 1190 Kc. Power: 1000 Watts
 Owned-Operated By WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number BUckminster 7-5900
 Transmitter Location Newtown Creek
 Time on the Air Sunrise to sunset in Ft. Wayne, Ind.
 News Service UP
 Transcription Service Associated Music and World
 National Representative The Walker Co.

Personnel

President Elias Godofsky
 Sales Manager Robert M. Scholle
 Sales Promotion Manager Louis Berne

Program Director Paul Gould
 Production Manager Roger Wayne
 Publicity Director Ted Zittel
 Chief Announcer Murray Jordan
 Musical Director Waldo Mayo
 Chief Engineer Arthur Faske

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Roy L. Albertson
 Address 485 Main Street
 Phone Number Madison 4000
 Transmitter Location 154 Eagle Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service Transradio; AP; UP

Personnel

Owner and General
 Manager Roy L. Albertson
 Commercial Manager-Program
 Director Virginia C. Fyda
 Chief Announcer H. C. Schellenberg
 Musical Director Arthur Crosson
 Chief Engineer Thomas L. Vines

News Comes First

at

W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Langworth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchofer
 Station Manager: Edgar H. Twamley
 Asst. Station Manager: C. Robt. Thompson
 Program Director: Chas. Lewis
 Director of Sports: Van Patrick
 Director of Women's Programs: Margaret Wilkinson
 Publicity Director: Helen King
 Chief Announcer and War Programs: Woodrow Maynison
 Musical Director: James Freiling
 Record MC: Clint Buehman
 Chief Engineer: Ralph J. Kingsley

W E B R

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WEBR, Inc.
 Address: 23 North Street
 Phone Number: Lincoln 7133
 Transmitter Location: Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Courier-Express
 News Service: AP
 Transcription Service: Lang-Worth
 Standard Radio
 Representative: Weed & Company

Personnel

President: Paul E. Fitzpatrick
 Station Director: Cy King
 Sales Manager: William Doerr, Jr.
 War Program Manager: Albert H. Zink
 Program Director: Ed Wegman
 Publicity: Jim Kennedy
 Chief Announcer: C. L. Allen
 Musical Director: A. Bono
 Record MC: Ed Tucholka
 Chief Engineer: Raymond Lamy

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: Rand Bldg.
 Phone Number: Washington 3100
 Transmitter Location: Hamburg, N. Y.
 Time on the Air: 6 a.m. to 2 a.m.
 News Service: UP
 Transcription Service: World Broadcasting
 System; Associated Music Publishers
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Sales Manager: John A. Bacon
 Program Manager: Karl Hoffman
 Sales Promotion: R. McPherson
 Chief Engineer: Karl B. Hoffman

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: Rand Building
 Phone Number: Washington 3100
 Transmitter Location: Hamburg, N. Y.
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: World Broadcast-
 ing System; Associated Music Publishers
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Program Director: Karl Hoffman
 Sales Manager: John A. Bacon
 Sales Promotion Manager: R. McPherson
 Chief Engineer: Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Star-Gazette
 Business Address: 201 Baldwin St.
 Phone Number: 5181
 Studio Address: Mark Twain Hotel
 Transmitter Location: Schuyler Ave.
 Time on the Air: 7:30 a.m. to 2 a.m.; Sundays,
 9 a.m. to 1 a.m.
 Newspaper Affiliation: Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service: UP
 Transcription Service: World Broadcasting
 Representative: J. P. McKinney & Son

Personnel

Director..... Dale L. Taylor
 Sales Manager..... Phillip Cameron
 Commercial Manager..... Ernest F. Oliver
 Program Director..... Woodrow Ott
 Chief Engineer..... Thurlow A. Greene

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Shares time; WBRB, WFAS
 Transcription Service..... NBC Thesaurus

Personnel

Owner and General Manager... H. H. Carman
 Commercial Manager..... Neal Seaman
 Chief Engineer..... Robert Milos

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc..... Power: 1000 Watts
 Owned-Operated By..... Cornell University
 Business Address..... Ithaca Savings Bank
 Phone Number..... 3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location..... Forest Home, Ithaca
 Time on the Air..... 6:30 a.m. to sundown
 New Orleans

News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative..... Howard N. Wilson Co.

Personnel

Station Manager..... Michael R. Hanna
 Commercial Managers..... H. Stilwell Brown,
 Bernard F. Goodrich
 Sales Promotion..... Theodore T. Howes
 Program Director..... Joseph A. Short
 Chief Announcer..... John Deal
 Chief Engineer..... True McLean

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... James Broadcasting
 Company, Inc.
 Address..... 208 Hotel Jamestown Bldg.
 Phone Number..... 7-181
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service..... UP

Transcription Service..... Associated Music
 Publishers
 Representative..... Wm. G. Rambeau Co.

Personnel

President..... Jay E. Mason
 General Manager and
 Treasurer..... Dayton S. Wilkins
 Promotion Manager-Program
 Director..... A. E. Spokes
 Publicity Director..... Catherine Lindstrom
 Chief Engineer..... Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Kingston Broad. Corp.
 Address..... Governor Clinton Hotel
 Phone Number..... Kingston 4500
 Transmitter Location..... Plainfield St., Ulster
 Time on the Air..... 7:30 a.m. to 11 p.m.
 News Service..... INS

Personnel

President..... Louis J. Furman
 Acting General Manager..... Lou Stekete
 Commercial Manager..... George Hard
 Chief Announcer..... Bill Brophy
 Record MC..... Jack Abernathy
 Chief Engineer..... W. J. Fahey

For

RESULTS

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**William G. Rambeau
 Company**

About

W J T N

Jamestown, N. Y.

Blue Network



THIS IS JOE RIZUNSKI

Joe is a die setter. He makes \$115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

In the WBNX Service Area there are:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

W A L L

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting Corp.
 Business Address 14 South St.
 Phone Number Middletown 6050
 Transmitter Location 229 Monhagen Ave.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS

Personnel

Co-Presidents Elsie & Martin Karig, Sr.
 Station Manager Martin Karig, Jr.
 Commercial Manager Z. E. Van Fleet
 Sales Promotion Manager John Jones
 Program and
 Musical Director M. Karig, Jr.
 Record MC's Warren Kirkander, Helen
 Warnock, Bob Lee, Al Gordon

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Operated By WGNV Broad-
 casting Co., Inc.
 Business Address 161 Broadway
 Phone Number 4600
 Studio Addresses: 161 Broadway, Newburgh;
 28 James St., Middletown
 Transmitter Location Cohecton Turnpike
 Time on the Air 8:00 a.m. to 5:30 p.m.
 Newspaper Affiliation: Speidel Newspapers,
 Inc.; Poughkeepsie New Yorker
 News Service UP
 Transcription Service Standard

Personnel

President Merritt C. Speidel
 Station Manager Harold W. Cassill
 Sales Manager Joseph Rake
 Program Director Richard Crans
 Musical Director Jane Welch
 Chief Engineer Marvin Seines

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.
 Business Address 485 Madison Avenue
 Phone Number Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E.
 52nd St.; 1697 Broadway; 799 Seventh
 Ave.; 251 W. 45th St.; 254 W. 54th St.
 Transmitter Location: Columbia Island, New
 Rochelle, N. Y.
 Time on the Air 24 hours daily
 News Service AP; INS; UP
 Transcription Service Associated Music
 Publishers; Langworth Feature Programs
 Representative Radio Sales

Personnel

President William S. Paley
 General Manager Arthur Hull Hayes
 Commercial Manager John H. Field, Jr.
 Sales Promotion Manager Jules Dundes
 Program Director George Allen
 Manager of Studio
 Operation D. Gordon Graham
 Sales Service Manager Stanley H. Pulver
 Director of Women's
 Programs Mary Jane Kroll
 Manager of Press Information J. E. Doyle
 Music Director Eugene Stinson
 Chief Engineer Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By WBNX Broadcasting
 Co., Inc.
 Address 260 E. 161st Street
 Phone Number MEIrose 5-0333
 Transmitter Location Rutherford, N. J.
 Time on the Air ¼ time shared with WAWZ
 News Service AP
 Transcription Service Standard Radio
 National Representative Forjoe & Co.

Personnel

President A. L. Haskell
 Vice-President W. C. Alcorn
 General Manager W. I. Moore
 Production Manager Edw. Ervin
 Program Director Frank Johnson
 Publicity Carl Post
 Musical Director Fred Mendelsohn
 Chief Engineer A. Solbrig

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts
 Owned-Operated By National Broad-
 casting Co.
 Address 30 Rockefeller Plaza

Phone Number Circle 7-8300
 Transmitter Location.... Port Washington, N. Y.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service..... AP, UP, INS
 Transcription Service..... NBC Thesaurus
 Representative... NBC National Spot & Local
 Sales

Personnel

President..... Niles Trammell
 Assistant Manager..... deLancey Provost
 Program Manager..... Wynn Wright (NBC
 Eastern Division Program Manager)
 Promotion Manager..... Edw. deSalisbury
 Press Representative John McKay
 Farm Director..... Merton Emmert
 Sales: James V. McConnell, Mgr. Nat'l Spot
 Sales; Wm. O. Tilenius, Asst. Manager
 Director of War
 Programs..... William Burke Miller
 Chief Announcer..... Patrick J. Kelly
 Musical Director..... Frank Black
 Chief Engineer..... F. A. Wankel
 (For additional personnel see listing of National
 Broadcasting Co., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By Debs Memorial
 Radio Fund, Inc.
 Address 117 West 46th Street
 Phone Number BRyant 9-2380
 Transmitter Location.... Maspeth, L. I., N. Y.
 News Service AP
 Time on the Air: 7 a.m. to 10 a.m., 12 noon
 to 6 p.m. and 8 p.m. to 1 a.m.; no schedule
 Monday night

Personnel

Chairman of Board..... Adolph Held
 Managing Director..... Henry Greenfield
 Chief Announcer..... David Niles
 Program Director..... George Field
 Musical Director..... Nicholas Saslavsky
 Chief Engineer Charles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc..... Power: 50000 Watts
 Owned-Operated By.... Marcus Loew Book-
 ing Agency
 Address 1540 Broadway
 Phone Number BRyant 9-7800
 Transmitter Location East Rutherford,
 N. J.
 Time on the Air..... 6 a.m. to 2 a.m.
 News Service..... UP; AP
 Transcription Service Associated
 Representative..... Wm. G. Rambeau Co.

Personnel

Director..... Herbert L. Pettey
 Station Manager..... Frank Roehrenbeck
 Director of Sales..... Bertram Lebharr, Jr.
 Program Manager..... Fred Raphael
 Comptroller..... Jacques Van Straten
 Publicity Director Walter Dennis
 Night Manager Vincent Pote
 Musical Director..... Don Albert
 Chief Engineer..... Paul Fuelling
 (See Page 511)

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because no where else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

"Look at all three!"

WHN brings its listeners radio's most complete schedule of sports... music... and news!

SPORTS!

Exclusive...



Hockey
Giants Football
Dodgers Baseball
Gillette Prize Fights
Bert Lee
Marty Glickman
Red Barber
"Sports Extra"

MUSIC!



Don Bestor and
his Orchestra
Karole Singer
Barry Sisters
Kay Stevens
Don Saxon
"Gloom Dodgers"
Dick Gilbert
"Music to Read By"

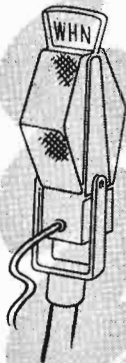
...and for all these
it's 1050 on your dial

WHN

NEW YORK

Represented by RAMBEAU

NEWS!



Fulton Lewis, Jr.
Fulton Ousler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"
and full newscasts and
public relations programs

50,000 WATTS in the NATION'S No. 1 MARKET!



HEAR YE!

HEAR YE!

IN OLD DAYS, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter — the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry — to newspapers and radio with greater coverage, more circulation, and more listeners.

GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial.

That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

WINS
NEW YORK

10,000 Watts

Exclusive!

BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.
HOUSEWIVES JACKPOT — A MONEY GIVEAWAY WITH A RATING THAT RATES.
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
 Owned-Operated ByHearst Radio, Inc.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Time on the Air.....Unlimited License
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News Service.....AP, INS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio

Personnel

Station Manager.....Clarence G. Cosby
 Sales Manager.....John T. Adams, Jr.
 Sales PromotionJerome Layton
 Program DirectorJerry Law
 Chief Announcer.....Bill Harding
 Musical Director.....Henry Sylvern
 Acting Chief Engineer.....J. P. McNally

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated ByBlue Network
 Co., Inc.
 Address30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location...Lodi, Bergen County, N.J.
 Time on the Air.....24 hours daily
 News ServiceAP, UP
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Blue Spot Sales

Personnel

PresidentMark Woods
 Manager.....John H. McNeil
 Acting Sales Manager.....Slocum Chapin
 Sales Promotion Manager.....Julian Boone
 Commercial Program Director.....John Hade
 Program Director.....Charles Barry
 Production Manager.....Raymond Knight
 Publicity Director.....Earl Mullin
 Chief Announcer.....Ray Diaz
 Night Manager.....George Hayes
 Musical Director.....Paul Whiteman
 Chief Engineer.....George Milne

(For additional personnel see listings under
 The Blue Network in network section of this
 volume).

PA

ORIGINATED

*The Extra
 Service
 of the
 Only Press
 Association*

STATION RELATIONS DEPARTMENT

BEST SPOT

**on America's
busiest airline...**

BEST APPROACH

**to America's
busiest market...**



Represented by Weed & Company

AMERICA'S LEADING INDEPENDENT STATION

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:45 a.m. to 1:05 a.m.
 News Service AP
 Representative.....Weed & Co.

Personnel

President Nathan Straus
 Treasurer Herman M. Stein
 Vice-President and
 General Manager Charles Stark
 Vice-President and Director of
 News and Publicity.....Leon Goldstein
 Sales Promotion Manager...Howard Klarman
 Program Director.....Garrett E. Hollihan, Jr.
 Chief Announcer.....Joseph A. O'Brien
 Artists Bureau Charles Wilshin

Musical Director..... Jerry Sears
 Chief Engineer..... Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address Municipal Building
 Phone Number Worth 2-5600
 Transmitter Location....10 Kent St., Brooklyn,
 New York
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP; INS

Personnel

Director..... M. S. Novik
 Acting Program Director..... H. L. Fishel
 Chief Announcer..... T. H. Cowan
 Musical Director..... Herman Neuman
 (Non-Commercial Station)

W A A T

(See New Jersey)

TELESCRIPTS

AVAILABLE ONLY ON THE
 SPECIAL **AP** RADIO NEWS
 WIRE, ARE PROVIDED WITH-
 OUT ADDITIONAL COST TO
 AFFILIATED STATIONS.

Station

WNEW

NEW YORK

•

24 Hours a Day

1130 on your dial

REPRESENTED BY JOHN BLAIR & CO.

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 NBC Thesaurus, Lang-Worth
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Vice-President and Local
 Sales Manager.....Herman Bess
 Vice-President & National Sales
 Manager.....Walter Duncan
 Program DirectorTed Cott
 Special Events and Publicity Director,
 Jo Ranson
 Sales Promotion Manager...Wm. B. McGrath
 Research DirectorAlberta Curtis
 Vocal DirectorJames Rich
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

ANOTHER FIRST FOR

PA

PA

Originated Hourly Spot News

Summaries on the Special

AP

News Wire



WOR has an extraordinary ability for getting into *all kinds* of homes. We mean homes that run the gamut of income groups from A to E.

It is perhaps this universal appeal that makes WOR such an extraordinarily successful seller of *all kinds* of products at *all times*.

WOR has a splendid assortment of concrete listening facts and 99 great success stories to amplify both of the statements made above.



that power-full station

at 1440 Broadway, in New York

WOR

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 245 W.
 52nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP; Transradio; UP;
 Transcription Service.....WOR Electrical
 Transcription & Recording Service, World
 Broadcasting System
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice-President and General
 Manager.....Theodore C. Strelbert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Vice-President in charge
 of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Assistant Director of
 Program Operation....Norman Livingstone
 Production Managers.....Roger Bower and
 Sherman (Jock) MacGregor
 Director of Publicity.....Charles Oppenheim
 Director of War Services and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Popple
 Director of Entertainment Dept..Nat Abramson
 Promotion and Research
 Director.....Joseph Creamer
 Musical Director.....Alfred Wallenstein
 Chief Announcer.....Arthur Whiteside
 Continuity Director.....Robert Simon

For Up-To-The-Minute

**POPULATION AND RADIO HOMES STATISTICS AND DATA
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please Turn to Pages 233-286



NETWORK INFORMATION

Please Turn to Pages 289-322



FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 193-205

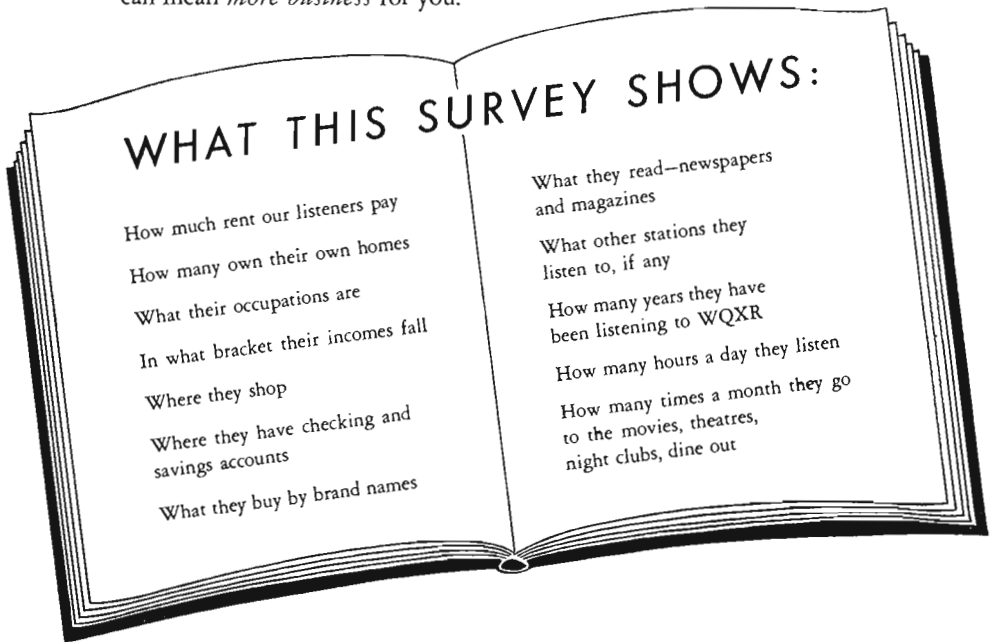


NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 898-907

We know something you don't know about the New York Market... *but...we'll be glad to tell you!*

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay \$1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

WQXR

NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned-Operated By..Interstate Broadcasting
 Company, Inc.

Address 730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight

Newspaper Affiliation.....New York Times
 News ServiceAP

Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....John E. Pearson Co.

Personnel

President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 V.-P. in Charge of Sales.....Hugh K. Boice
 Asst. V.-P. Charge of Sales..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity DirectorEleanor Hurley
 Chief Announcer.....Albert Grobe
 Musical Consultant.....Abram Chasins
 Conductor.....Leon Barzin
 Chief Engineer.....Russell Valentine

PA ORIGINATED

the first news association
PRESS RELATIONS DEPARTMENT
 for the sole purpose of promoting
 affiliated stations.

One of the many innovations that
 have helped make . . .



ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

THE



Eighth

DOLLAR

...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where $\frac{1}{8}$ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not*

working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCGILVERA, NAT'L REP.

WOV FOR VICTORY
NEW YORK

W O V

NEW YORK—EST. 1933
ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By... Wodaam Corporation
 Address 730 Fifth Avenue
 Phone Number Circle 5-7979
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News Service UP
 Transcription Service..... Associated Music
 Publishers

Personnel

Station Manager..... Ralph N. Weil
 Commercial Manager..... Ralph Nardella
 Publicity Manager Lola Woursell
 Program Director Arnold Hartley
 Artists' Bureau Director..... Syd Leipzig
 Musical Director..... Paul Romeo
 Chief Engineer..... Hillis W. Holt

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By... The Niagara Falls
 Gazette Publishing Company
 Address Hotel Niagara
 Phone Number 8421
 Transmitter Location..... Lockport & Military
 Roads
 Time on the Air..... Daytime license
 Newspaper Affiliation..... Niagara Falls
 Gazette
 News Service UP
 Transcription Service..... Lang-Worth; Stan-
 dard Radio; C. P. MacGregor; Associated
 Music
 Representative Headley-Reed Company

Personnel

General Manager..... Earl C. Hull
 Commercial Manager..... Richard G. Robbins
 Program Director Robert Manning
 Musical Director..... Ernie Whistler
 Musical Advisor Harold Bradley
 Chief Engineer..... Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... St. Lawrence Broad-
 casting Corp.
 Address 2315 Knox St.
 Phone Number Ogdensburg 500
 Transmitter Location..... 2315 Knox St.
 Time on the Air..... 7 a.m. to 10:30 p.m.
 News Service UP

Transcription Service NBC Thesaurus
 Representative DeLisser, Inc.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager..... Harold J. Frank
 Sales Promotion Manager..... Harold Frank
 Program Director..... Harold Gilman
 Record MC Roland Durant
 Musical Director..... Flo Beach Rowe
 Chief Engineer..... Clifford Moore

W H D L

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

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WHDL, Inc.
 Business Address: 601-619 Exchange National
 Bank Building
 Phone Numbers..... Olean 4149; Transmitter,
 Olean 7597
 Studio Address: 601-619 Exchange National
 Bank Building
 Transmitter Location..... Allegany, N. Y.
 Time on the Air..... 7:30 a.m. to 11 p.m.
 Newspaper Affiliation Olean Times
 Herald
 News Service UP
 Transcription Service..... Standard Radio
 Representative J. P. McKinney & Son

Personnel

President..... Lt. E. B. Fitzpatrick
 Station Manager..... Thomas L. Brown
 Program Director Virgil C. Booth
 Chief Engineer T. J. Gill

W M F F

PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Plattsburg Broad-
 casting Corporation
 Address Radio Centre
 Phone Number 1600
 Transmitter Location..... Boynton Ave.
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
 8 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard
 Representative... George P. Hollingbery Co.

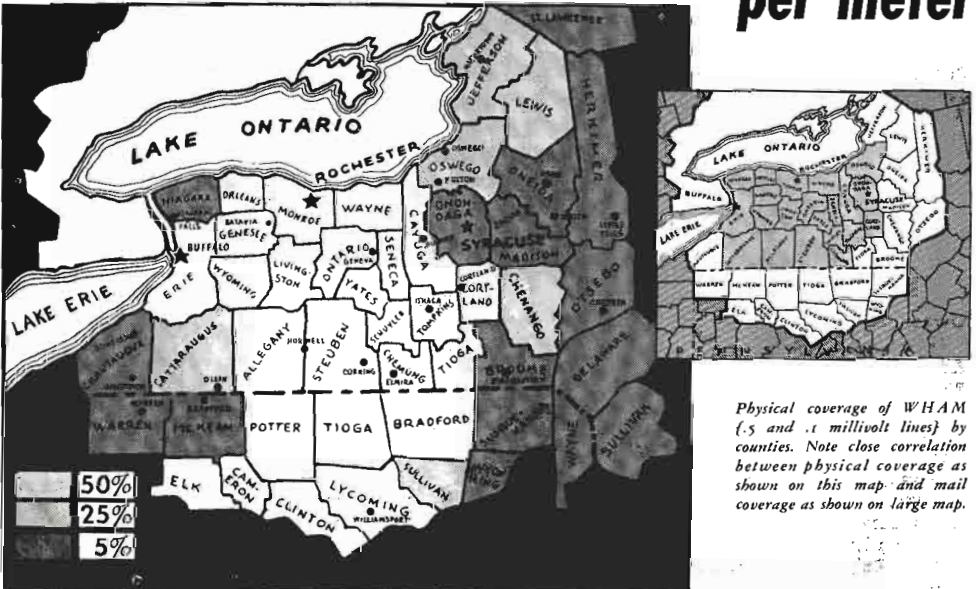
Personnel

President-Station Manager... George F. Bissell
 Commercial Manager..... Joel H. Scheier
 Program Director Malcolm Weaver
 Chief Engineer..... Jack Nazak

WHAM

means
selling
power

*measured in mail response or millivolts
per meter*



Physical coverage of WHAM (.5 and .1 millivolt lines) by counties. Note close correlation between physical coverage as shown on this map and mail coverage as shown on large map.

THE WHAM mail coverage map (large map above) is based on 50,000 pieces of program mail received by WHAM, separated and classified by counties. Monroe County, the home of WHAM, was used as the base with the number of letters per 1,000 radio homes received rated as 100% mail response. On this same basis, counties showing a

mail response per 1,000 radio homes of 50% or better were classified as WHAM primary mail coverage areas. Those showing returns of 25% or better were classified as secondary coverage while the counties with returns of 5% to 25% were rated as supplementary areas.

| | Total | Primary | Secondary | Supplementary |
|-------------------|-----------|-----------|-----------|---------------|
| Population | 2,952,327 | 1,214,255 | 294,703 | 1,443,369 |
| Total Radio Homes | 741,410 | 309,757 | 71,918 | 359,735 |

BASIC NBC **WHAM** **ROCHESTER, N. Y.**
50,000 WATTS CLEAR CHANNEL

Your Western New York Salesman

NATIONAL REPRESENTATIVE **GEORGE P. HOLLINGBERRY CO.**

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Poughkeepsie Broad-
casting Corporation

AddressThe Nelson House
Phone Number6-800
Transmitter LocationThe Nelson House
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service AP
Transcription ServiceStandard Radio
RepresentativeHeadley-Reed Company

Personnel

PresidentRichard E. Coon, Jr.
General ManagerBruff W. Olin, Jr.
Program DirectorKay Gilbert
Chief AnnouncerBurrell Smith
Chief EngineerJohn Burke

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated ByStromberg-Carlson
Company

Business AddressCarlson Rd.
Phone NumberStone 1862
Studio Address111 East Ave.
Transmitter LocationVictor, New York
Time on the Air18 hours daily

News Service UP
Transcription ServiceNBC Thesaurus;
World Broadcasting System
RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-PresidentWilliam A. Fay
Station ManagerJohn H. Lee
Sales ManagerJ. W. Kennedy, Jr.
Sales Promotion ManagerTruman Brizee
Program DirectorChas. Siverson
Musical DirectorEugene Zacher
Publicity DirectorTruman Brizee
Chief AnnouncerEdmund Little
Director of NewsTom Murray
LibrarianFrank Seibold
Director of Home EconomicsHazel Cowles
Director of SportsRobert Turner
Technical SupervisorKen Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated ByWHEC, Inc.
Address40 Franklin St.
Phone NumberStone 1320

Transmitter Location979 Mt. Read Blvd.
Time on the Air6:30 a.m. to 12:30 a.m.
Newspaper AffiliationGannett News-
papers, Inc.
News Service INS
Transcription ServiceAssociated Music
RepresentativeJ. P. McKinney & Son

Personnel

Vice-PresidentClarence Wheeler
Treasurer-General ManagerGunnar O. Wiig
Commercial ManagerL. C. Wheeler
Chief AnnouncerHarry LeBrun
Musical DirectorKen Sparron
Chief EngineerBernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
(C.P. 1000 W., 1370 Kc.)

Owned-Operated ByBrown Radio Ser-
vice & Laboratories

AddressTaylor Bldg., Main St.
Phone NumberStone 702
Transmitter LocationTaylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sat-
urdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m.
to 12:30 a.m.

News Service INS
National Sales OfficeJos. H. McGillvra, Inc.

Personnel

President-Chief EngineerGordon P. Brown
Station ManagerMort Nusbaum
Sales ManagerE. J. Walz
Program DirectorFrank Silva
Sales Promotion ManagerElmer J. Walz
Publicity DirectorHarland Evans
Chief AnnouncerKen Bell
Musical DirectorViola Brown
Chief EngineerGordon Brown

WNBZ

SARANAC LAKE—EST. 1937

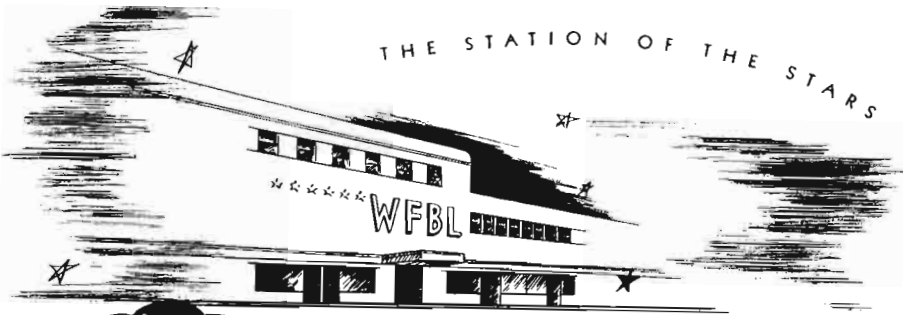
KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts
Owned-Operated ByUpstate Broadcasting
Corporation

Business Address100 Main St.
Phone Number1320
Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location3 Olive St.
Time on the AirDaytime license
Transcription ServiceStandard Radio

Personnel

PresidentCarl F. Woese
General ManagerH. Scott Killgore
Station-Commercial ManagerJohn F. Grimes



FIRST since 1922

- ✓ *in listening audience*
- ✓ *in advertising revenue*
- ✓ *in technical advancement*

WFBL

SYRACUSE, N. Y.

Since its inception in 1922, WFBL has regularly held many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service. The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above national

ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot." WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse. These are but a few of the "firsts" that make WFBL the progressive, preferred station.

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM
Free and Peters ★ Exclusive National Representatives

W G Y

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts

Owned-Operated By: General Electric Company

Address: 1 River Road

Phone Number: 3-2121

Transmitter Location: South Schenectady

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

News Service: AP, UP

Transcription Service: NBC Thesaurus; Standard Radio

Representative: National Broadcasting Co; NBC Spot Sales

Personnel

President: Gerard Swope

Manager of Broadcasting: R. S. Peare

Station Manager: Kolin Hager

Sales Manager: A. G. MacDonald

Sales Promotion: Kay Kempton

Program Manager: A. O. Coggeshall

Production Manager: Earle Pudney

Press & Public Relations Director:

W. T. Meenam

Accountant: V. J. Hasche

Director of Agricultural

Activities: G. E. Markham

Artists Bureau: Kolin Hager

Musical Directors: E. A. Rice and Frank Glenn

Station Engineer: W. J. Purcell

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: Ccllamer, N. Y.

Time on the Air: Full Time

News Service: INS

Transcription Service: World Broadcasting System

Representative: Free & Peters

Personnel

President: S. H. Cook

Vice-President-General

Manager: Samuel Woodworth

OVER 52% OF THE LISTENERS ALL OF THE TIME *

50,000 watts
22 years of service
NBC

WGY
GIVES YOU
THE
HUDSON CIRCLE
★
A MAJOR NORTHEASTERN
MARKET

*Morning, afternoon, and evening Crossley reports

WGY-174D

Represented nationally
by NBC Spot Sales

GENERAL ELECTRIC

SCHENECTADY, NEW YORK

V.-P.-Merchandising Mgr. 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 Gantler
 Chief Engineer A. R. Marcy

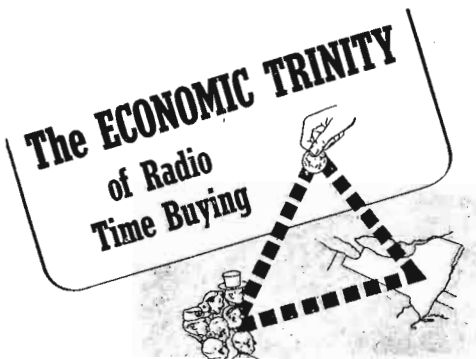
W A G E
 SYRACUSE—EST. 1941

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM

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

Personnel

President Frank C. Revoir
 Station Manager William T. Lane
 Merchandising Director Arnold Bowden
 Musical Director Thelma Jean McNeill
 Chief Engineer Charles Brannen



YOU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.



620 Kilocycles * 1000 Watts * Syracuse, N. Y.

W O L F
 SYRACUSE—EST. 1940

M3S

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Broadcasting Corporation
 Address Chimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselear and Kirkpatrick Streets
 Time on the Air Unlimited license
 Representative Burn-Smith Co.

Personnel

President-Commercial Manager T. S. Marshall
 Program Director Hamilton Woodie
 Production Manager Fay Santello
 Publicity Director Eleanor Merz
 Chief Announcer Sid Posner
 Chief Engineer David Foote

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Gateway Broadcasting Corp.
 Address Plaza Theater Bldg.
 Phone Number Schenectady 3-3622
 Transmitter Location Campbell & Rice Rds., Rotterdam, N. Y.
 Time on the Air 6:45 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Standard Radio; Lang-Worth
 Representatives Helen Wood; Howard Wilson for Chicago and West

Personnel

President Winslow P. Leighton
 Vice-President & General
 Manager George R. Nelson
 Program Manager Edward F. Flynn
 Publicity Director Rosmary Cramb
 Chief Announcer Gene Graves
 Chief Engineer I. Beck

W S Y R

SYRACUSE—EST. 1923
 NATIONAL BROADCASTING CO.

Frequency: 570 Kc. Power: 5000 Watts

Owned-Operated By Central New York
Broadcasting Corporation
Address Kemper-Syracuse Bldg.
Phone Number 3-7111
Transmitter Location 2341 Valley Drive
Time on the Air 6 a.m. to 1 a.m.
News Service UP
Transcription Service: Associated Recorded
Program Service: Lang-Worth
Representative Paul H. Raymer Company

Personnel

President Harry C. Wilder
Assistant to President E. R. Vadeboncoeur
Treasurer N. L. Kidd
Promotion Manager R. Boyd
Program Director E. R. Vadeboncoeur
Chief Announcer Bill Rothrum
War Programs Rollie Furman
Musical Director M. Bernthal
Chief Engineer Armand Belle Isle

W H A Z
TROY—EST. 1922

MBS

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By Rensselaer Poly-
technic Institute
Address 110 Eighth St.
Phone Number Troy 6810
Transmitter Location 110 Eighth St.
Time on the Air 6:30 p.m. to midnight,
Monday only

Personnel

President Dr. W. O. Hotchkiss
Station Manager W. J. Williams
Sales Manager W. C. Stoker
Program Director A. O. Niles
Chief Announcer R. Schmelzer
Chief Engineer H. Harris

W T R Y
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 Bought Corners
Time on the Air 6:45 a.m. to 12:05 a.m.
News Service UP
Transcription Service World Broadcasting

System: Lang-Worth; Standard
Representative Paul H. Raymer Co.

Personnel

President Col. H. C. Wilder
Station Manager William A. Rippe
Program Director Woodbury Carter
Publicity Director K. Moser
Musical Director and
Chief Announcer E. Rossell
Chief Engineer W. Whitman

W I B X

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,
7:45 a.m. to 12:05 a.m.

News Service INS
Transcription Service World Broadcasting
System

New York Sales Office 551 Fifth Ave.;
Helen Wood, Commercial Manager
Representatives Virgil Reiter & Co.
(Chicago); Walter Biddick Co. (West Coast);
Bertha Bannan (Boston)

Personnel

President-Treasurer Margaret Bowen
Assistant Treasurer Gladys Moore
Executive Vice-President Elliott Stewart
National Sales-Merchandising
Manager N. W. Cook
Production Manager Michael Carlo
Continuity Chief Mary Kendrick
Musical Director Walter Griswold
Chief Engineer J. T. Dowdell

W A T N

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.
News Service AP
Transcription Service Standard Radio

Personnel

PresidentG. Harry Righter
 National Sales Manager...Alfred Dinsdale
 Program Director.....E. J. McDonald
 Acting Chief Engineer.....J. A. Perry

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM
 Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4-120
 Transmitter Location.....Ives St. Extension
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeWeed & Co.

Personnel

PresidentHarold E. Johnson
 Station Manager.....Thomas E. Martin
 Commercial Manager.....Louis Saiff, Jr.
 Sales Promotion-Publicity
 Manager.....Thomas R. McHugh
 Program DirectorRobt. G. Walter
 Chief Announcer.....Chas. Pierce
 Musical DirectorM. Davis
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 AddressRoger Smith Hotel
 Phone NumberWhite Plains 6400
 Transmitter Location.....Roger Smith Hotel
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription ServiceWorld Broadcasting
 System; AMP
 RepresentativeHeadley-Reed Co.

Personnel

President.....J. Noel Macy
 V.P.-Managing Director.....Frank A. Seitz
 Program-Musical Director.....Ran Kaler
 Chief EngineerF. A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
 Owned-Operated ByLong Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service..Lang-Werth, BMI, AMP

Personnel

President and General
 ManagerWilliam H. Reuman
 Asst. General Manager.....Edith Dick
 Program DirectorLou Cole

WFAS...

*A Class Station in
 A Class Market*

- B. Altman & Co.
- Bonwit-Teller, Inc.
- Black, Starr & Gorham
- James McCutcheon & Co.
- W. & J. Sloane

are among a large group of
 quality-conscious advertisers using

WFAS *in Westchester*

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned By Radio Station WISE, Inc.
Address Langren Hotel
Phone Number 1213
Transmitter Location Langren Hotel
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
National Representative Burn-Smith Co.;
Harry E. Cummings

Personnel

President-Station Manager Harold Thoms
Commercial Manager Harold Thoms
Promotion Manager Charles A. Bachman
Program Director Ken Beachboard
Chief Engineer Madeline Hollerith

WWNC

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 6:45 a.m. to 12 midnight
Newspaper Affiliation Asheville Citizen-
Times
News Service UP
Transcription Service Lang-Worth; Associated
Representative Katz Agency

Personnel

Executive Director Don S. Elias
Commercial Manager James A. Hagan
Program Director Lee Chadwick
Director of War Programs Bill Melia
Chief Engineer Cecil Hoskins
(See Page 532)

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

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 6:30 a.m. to local sunset
News Service UP; AP
Transcription Service Standard Radio;
Keystone

Personnel

Secretary and General Manager E. Z. Jones
Commercial & Sales Promotion
Manager Roy Springer
Program Director and Chief
Announcer Paul Huddleston
Production Manager William Sandefur
Publicity Director Laurine Skinner
Artists Bureau Head Aetna Bryant
Chief Engineer James Beatty
Record MC Al Nelson

WAYS

CHARLOTTE—EST. 1942

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)
Transmitter Location Oakdale
Time on the Air 6 a.m. to 12 midnight
News Service INS
Transcription Service Lang-Worth
Representative Weed & Co.

Personnel

President George W. Dowdy
General Manager G. O. Shepard
Commercial Manager Walter H. Goan
Publicity Director Don McSwain
Chief Engineer John C. Price

WBT

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 3 a.m.; Sundays,
7 a.m. to 3 a.m.
News Service UP; AP

• NORTH CAROLINA •

Transcription ServiceLang-Worth
 Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
 Station Manager.....A. D. Willard, Jr.
 Sales Manager.....Royal E. Penny
 Sales Promotion and Press Information
 ManagerW. McGregor Parker
 News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Office Mgr.-Auditor.....E. J. DeGray
 Production ManagerLarry Walker
 Acting Chief Engineer.....M. J. Minor

W S O C

CHARLOTTE—EST. 1933
 NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 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 ServiceAP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

RepresentativeHeadley-Reed Company

Personnel

PresidentCommander E. J. Gluck USNR
 Vice-President & Commercial
 Manager.....W. C. Irwin
 Program Director.....C. G. Hicks
 Sales Promotion-Publicity
 Director.....Francis M. Fitzgerald
 Production Manager.....Ron Jenking
 Musical DirectorFletcher Austin
 Chief Engineer.....L. L. Caudle
 Record MCDewey L. Drum

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business AddressConcord
 Phone Number2271
 Transmitter Location..Highway 29A, 1½ miles
 west of Concord

Time on the Air.....Daytime license
 News ServiceUP
 Transcription Service.....Standard Music.
 Keystone

Personnel

OwnerWayne Nelson
 Commercial Manager.....R. Hoy Whitlow

↓
 Retail sales in
 western North Carolina's
 18 counties will
 exceed 100 million
 dollars for 1944.

↓
 Asheville is the
 business heart of
 western North Carolina.

↓
 WWNC—in Asheville—
 is the one station with
 coverage in all 18
 western North Carolina
 counties.



WWNC
 570 kc
 1000 watts
 Asheville, N. C.

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: Forest Hills, Near Durham

Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: Herald-Sun Papers
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Howard H. Wilson Company

Personnel

President: C. C. Council
General and Commercial Manager: L. F. Jarman
Sales Promotion and Publicity Director: Anne Raidebaugh
Program Director: Z. V. Gwynn
Chief Announcer: William Hedgepath
Musical Director: Mildred Alexander
Chief Engineer: Walter Hill
Record MC: Z. V. Gwynn

W C N C

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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: T. W. Aydlett
Station Manager: J. E. Aydlett
Commercial Manager: Martha S. Seymour
Program Director: Jane Lyman
Chief Engineer: James M. Wall

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Cumberland Broadcasting Co.

Address: 114 Anderson St.
Phone Number: 4848
Transmitter Location: N. Water St.
Time on the Air: 16½ hours daily
News Service: UP

Transcription Service: Lang-Worth
Representative: Burn-Smith Co.

Personnel

Station Manager: W. C. Ewing
Commercial Manager: Paul Moyle
Program Director/Chief Announcer: Ray Woodard
Publicity Director: Kate Southerland
Chief Engineer: Howard Harrell

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: Dallas Road, Gastonia
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9:00 a.m. to 9:00 p.m.

News Service: UP
Representative: Cox & Tanz

Personnel

Owner: F. C. Todd
Manager: Pat McSwain
Commercial-Sales Promotion Manager: F. C. Abernathy
Program Director: Earl Holder
Chief Engineer: W. C. Groves, Jr.

PA

ORIGINATED *the*

extra service of

the only press

association

STATION

RELATIONS

DEPARTMENT

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 Watts

Owned-Operated By... North Carolina Broadcasting Co., Inc.

Business Address Box 1807

Phone Number 6125, 6126

Studio Address O. Henry Hotel

Transmitter Location... Battleground Boulevard

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service AP

Transcription Services: World Broadcasting System; Lang-Worth; Standard Radio; NBC Thesaurus

Representative George P. Hollingbery Co.

Personnel

Station and Commercial

Manager Edney Ridge

Program Director Faye Kenyon

Publicity Director Marge Durcaway

Production Manager-Chief

Announcer Wally Williams

News Editor John Bosmon

Musical Director Margaret Banks

Chief Engineer Earl Allison

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc. Power: 1000 Watts

Owned-Operated By... Greensboro Broadcasting Co.

Business Address Ashe St. Extension

Phone Number 3-3631

Transmitter Location... Ashe St. Extension

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

News Service UP

Transcription Service Lang-Worth

National Representative Burn-Smith Co.

Personnel

President Ralph M. Lambeth

Acting Assistant

Manager J. Robert Marlowe

Commercial Manager L. O. Hutchins

Sales Promotion and Publicity

Manager J. R. Marlowe

Chief Announcer George Ballard

Program-Production

Manager Anderson Brown

Chief Engineer Joseph Warlick



"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship



GEO. P. HOLLINGBERY, INC. Nat'l Reps.

WGTC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Greenville Broadcast-
ing Company
Address Falkland Highway,
P. O. Box 898
Phone Number 3182
Transmitter Location Falkland Highway
Time on the Air 16 hours daily, 15 hours
Sundays
News Service UP
Transcription Service Lang-Worth

Personnel

President Julian J. White
Station and Sales Promotion
Manager Margaret J. Laughinghouse
Publicity Director Richard Stokes
Program Director Margaret Laughinghouse
Chief Announcer Carl McKinney
Traffic Manager and Women's
Editor Margaret Richardson
Chief Announcer Hank Tribley
Record MC Charles Whedbee

WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Eastern Carolina Broad-
casting Corp.
Business Address Borden Bldg.
Phone Numbers 1550; 1551
Studio Address P. O. Box 1024
Transmitter Location Goldsboro-Raleigh
Highway
Time on the Air: 6:45 a.m. to 11:05 p.m.;
Sunday, 8:30 a.m. to 11:05 p.m.
News Service UP, AP
Transcription Service Standard Radio
Representative Burn-Smith Co.

Personnel

President A. T. Hawkins
Station and Sales Promotion
Manager Harry G. Bright
Sales Manager Leland B. Nelson
Program-Musical Director John Gay Britt
Publicity Director Marie Maccauley
Chief Announcer Jack Braxton
Chief Engineer Daniel B. Trueblood

WHKY

HICKORY—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 d. 1000 n.
Owned-Operated By The Catawba Valley
Broadcasting Co., Inc.
Address Radio Bldg.
Phone Number 1195-6
Transmitter Location 3½ miles SE of Hickory
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus
Representative Howard H. Wilson

Personnel

President Carl V. Cline
Station-Commercial Manager Carl Aley
Program Director-Chief
Announcer Bing Bennett
Musical Director Louise Miller
Artists Bureau Head Hendley Ellington
Chief Engineer E. S. Long

WMFR

HIGH POINT—EST. 1926

BLUE NETWORK

TIME-BUYERS..

DISCOVER
YOUR OWN

GOLDMINE

in

GOLDSBORO

with

WGBR

NORTH CAROLINA

Serving

A BOOMING MARKET

★
MBS
Rep.: Burn-Smith
Gen. Mgr.
Harry G. Bright
★

**KEYSTONE BROADCASTING SYSTEM
NORTHSTATE 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 11 p.m.
 News Service: UP
 National Representative: Burn-Smith Co.

Personnel

President: James M. Lambeth
 Station Manager: Helen M. Lambeth
 Commercial Manager: Pat Taylor
 Program Director: Stan Conrad
 Chief Announcer: Gary Davis
 Chief Engineer: Robert P. Boyd
 Record MC: Howard Saunders

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Jonas Weiland
 Address: 210 East King St.
 Phone Number: 4111
 Transmitter Location: Kinston, N. C.

W
F
T
C

The
HEART
OF THE
PROSPEROUS
TOBACCO
MARKET
IN
NORTH
CAROLINA

Owner: Jonas Weiland • Manager: Ray Woodward

Time on the Air: 7:30 a.m. to 11 p.m.
 Transcription Service: Keystone Broadcasting System

Representative: Burn-Smith Company

Personnel

Station and Commercial
 Manager: Jonas Weiland
 Promotion-Publicity
 Director: Lester L. Gould
 Program Director: Ruby Grant Dougan
 Production Manager: Robert Livingston
 Musical Director: Francis Van Houten
 Chief Engineer: David Hardison

W H I T

NEW BERN—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Coastal Broadcasting Co.
 Address: U. S. Highway No. 17, South
 Phone Number: 1450
 Transmitter Location: U. S. Highway No. 17
 Time on the Air: 7 a.m. to 11:15 p.m.; Saturdays,
 7:00 a.m. to midnight; Sundays, 8:00 a.m. to
 11:15 p.m.

News Service: UP
 Transcription Service: Lang-Worth
 NBC Thesaurus

Personnel

President-Station Manager: Louis N. Howard
 Sales Promotion Manager: Bob Allen
 Program-Production Director: Ed. W. Burwell
 Publicity Director: James Bridges
 Traffic Manager: Jacquelyn Melton
 Chief Announcer: Paul Parker
 Assistant Traffic Manager: Helen Pynckels
 Chief Engineer: Glen Neuville

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

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: 6:45 a.m. to 11:05 p.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed & Co.

Personnel

President: A. J. Fletcher
 General and Sales
 Promotion Manager: Fred Fletcher
 Commercial Manager: C. D. Moore
 Program Director: Ray Reeve
 Chief Engineer: Stanley Brown

• NORTH CAROLINA •

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By: WPTF Radio Co.
 Address: Insurance Bldg.
 Phone Number: 8311
 Transmitter Location: Cary, N. C.
 Time on the Air: 6 a.m. to 2 a.m.
 News Service: AP; UP
 Transcription Service: NBC Thesaurus
 Representative: Free & Peters

Personnel

President and Treasurer: J. R. Weatherspoon
 General Manager: Richard H. Mason
 Sales Manager: Ollie L. Carpenter
 Program Director: Virginia Tatum
 Publicity Director-Chief
 Announcer: Stewart T. Spencer
 Musical Director: Leo F. de Sola
 Technical Supervisor: Henry Hulick, Jr.

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address: 251 Roanoke Avenue
 Phone Number: R-855-1
 Transmitter Location: 10th Street Extension
 Time on the Air: 116 hours weekly
 News Service: UP
 Transcription Service: C. P. MacGregor
 National Representative: Burn-Smith, Inc.

Personnel

President: S. E. Crew
 General and Commercial Mgr.: Nathan Frank
 Program Director: Mamie Nash
 Chief Engineer: C. W. Mears

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
 Program Director: Douglas Hunt

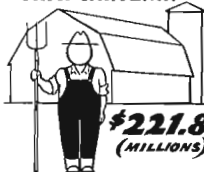
NORTH CAROLINA is the South's No.1 STATE

IN AGRICULTURE

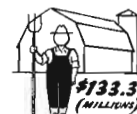
CASH INCOME AND GOVT. PAYMENTS

Source: — Department of Agriculture, 1940

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



WPTF

with 50,000 Watts
 in RALEIGH is
 NORTH CAROLINA'S
 No.1
 SALESMAN

NBC - 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES



W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

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, Salisbury;
Swanee Theatre Bldg., Kannapolis, N. C.

Transmitter Location: Statesville Highway at
Grant Creek

Time on the Air 7 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

News Service AP
Representative Burn-Smith Co.

Personnel

President Bryce P. Beard
Station and Commercial

Manager Russell McIntire
Assistant Manager and

Chief Announcer Earl Caton
Program-Production Director Russell McIntire

Chief Engineer Carl Watson

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Tar Heel Broadcasting
System

Address Bank of Washington Bldg.
Phone Number 403

Transmitter Location 2 miles from Washington
on Greenville Highway

Time on the Air Daytime license
News Service AP

National Representative Burn-Smith Co.

Personnel

President W. R. Roberson, Sr.
Station Manager W. R. Roberson, Jr.

Sales Manager Leslie Smith
Program-Production Director N. L. Royster

Promotion-Publicity Director Leslie Smith
Chief Announcer Wally King

Chief Engineer George Martin

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned by WMFD

Operated by Richard Austin Dunlea
Business Address P. O. Box 696

Phone Number Dial 4840
Studio Addresses: Castle Hayne Road, Forest
Hills

Transmitter Location Castle Hayne Road

Time on the Air 7:30 a.m. to 11 p.m.
News Service UP
Transcription Service BMI
Representative Burn-Smith Company

Personnel

President-General Manager R. A. Dunlea
Commercial Manager Claud O'Shields

Program-Musical Director Harry W. Lee
Production Manager Norma Rogers

Chief Engineer E. I. Herring

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by Penn Thomas Watson

Address Wilson
Phone Number 2188

Transmitter Location Wilson
Time on the Air Unlimited

News Service UP
Transcription Service Lang-Worth

Representative Burn-Smith Co.

Personnel

Owner P. T. Watson
Station Manager Allen Wannamaker

Commercial Manager Robert B. Brunson
Program-Production Director Clinton Faris

Publicity Director Mina Williams
Chief Engineer Warren Wooten

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

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: 6 a.m. to midnight; Sunday,
8 a.m. to midnight

News Service AP
Transcription Service World Broadcasting
System

Personnel

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

Sales Promotion Manager E. D. Hill
Program-Production Director Charles Keaton

Director of War Programs George Walker
Publicity Director Doris B. Brown

Chief Announcer D. C. Pardington
Chief Engineer Lee King

Record MC Russell Marion

W S J S

WINSTON-SALEM—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 600 Kc Power 5000 Waats
Owned-Operated By .. Piedmont Publishing Co.
Address 419-421 N. Spruce St.
Phone Number 4141
Transmitter Location RFD No. 1
Time on the Air 6 a.m. to 12:30 a.m.;
Sundays, 7:30 a.m. to 12:30 a.m.

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

Personnel

President Gordon Gray
Managing Director Harold Essex
Sales Manager Harry B. Shaw
Program Director Clay B. Daniel
Musical Director Isabel Shaffer
Chief Engineer Phil Hedrick

NORTH DAKOTA

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286*

K F Y R

BISMARCK—EST. 1925
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By Meyer Broadcasting
Company
Address 320 Broadway
Phone Number 468
Transmitter Location Menoken, N. Dak.
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News Service UP
Transcription Service NBC Thesaurus
Representative John Blair & Company

Personnel

President P. J. Meyer
Station and Commercial
Manager F. E. Fitzsimonds
Program Director-Chief
Announcer Robert MacLeod
Musical Director Curt Dirlam
Publicity-Production Manager Cal Culver
Chief Engineer Ivar Nelson

K D L R

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 6:30 a.m. to 10:30 p.m.
News Service UP
Transcription Service World Broadcasting

Personnel

President and General Manager.... Bert Wick
Program Director Bob Raynor
Chief Engineer Richard Moritz

W D A Y

FARGO—EST. 1922
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; Sun-
day, 7 a.m. to midnight

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

Personnel

President E. C. Reineke
General and Commercial
Manager B. J. Lavin
Program Director and
Chief Announcer Ken Kennedy
War Program Director Howard Nelson
Production Manager David Henley
Sales Promotion-Publicity
Director Mildred Gregerson
Musical Director Monty Williams
Chief Engineer Julius Hetland

K F J M

GRAND FORKS—EST. 1923

Frequency: 1440 Kc....Power: 1000 d.; 500 n.
Owned-Operated By University of North
Dakota
Address .. Woodworth Hall, University Campus

NORTH DAKOTA

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 Charles E. Gustafson
Chief Engineer Elwin J. O'Brien
(Non-Commercial Station)

K I L O

GRAND FORKS—EST. 1941

COLUMBIA 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 Unlimited License
News Service UP
Transcription Service Lang-Worth
Representative Headley-Reed Co.

Personnel

Owner-Station Manager Dalton Le Masurier
Commercial Manager Elmer Hanson
Program Director Helen LaVelle
Chief Announcer Jack Horner
Chief Engineer E. J. O'Brien

K S J B

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. (App. 600) Power 250
Watts

Owned-Operated By Jamestown Broadcasting
Company, Inc.

Business Address Midland Building
Phone Numbers 100; 358
Transmitter Location 1201 First Avenue South
Time on the Air 7:30 a.m. to 10:32 p.m.;
Sundays, 8 a.m. to 10:32 p.m.

News Service AP
Representative North Central Broadcasting
System

Personnel

President John W. Boler
Station Manager B. Harland Ohde
Chief Engineer Kenneth L. Rich

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 Associa-
tion, Inc.

Business Address Mandan
Phone Numbers 631; 257
Transmitter Location South East of Mandan
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays,
7 a.m. to 11 p.m.

Representative North Central Broadcasting
System

Personnel

President W. S. Russell
Station Manager M. J. Reichert

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 Fair Block, Minot
Phone Number 1267
Studio Address Fair Block, Minot
Transmitter Location Three miles southeast of
Minot

Time on the Air: 6:30 a.m. to 10:30 p.m.; Sun-
day, 7:00 a.m. to 10:00 p.m.

News Service UP
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 and
Chief Announcer Jack Helling
Chief Engineer C. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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 and Commercial
Manager Robert E. Ingstad
Sales Promotion-Program
Director George L. Brooks
Director of War Programs Bob Ingstad
Chief Engineer Charles Sjostrom

WAKR

TOWERS OVER AKRON



Basic Blue Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

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.;
Sundays, 7:30 a.m. to 1 a.m.
News Service UP
Transcription Service Standard Radio
Representative Geo. P. Hollingbery Co.

Personnel

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

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 watts
Owned-Operated By Summit Radio Corporation
Address First Central Tower
Phone Number HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air 6:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Co.

Personnel

President-Station Manager S. Bernard Berk
Commercial Manager Kenneth M. Keegan
Sales Promotion Manager V. G. Berk
Program Director Deane S. Long
Production Manager Russell B. Wise
Chief Engineer Wm. W. Robertson
(See Page 541)

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By WICA, Inc.

Address 221 Center St.
Phone Numbers 1211-1311
Transmitter Location Jefferson Road, RFD
Time on the Air Local sunrise to sunset
News Service UP
Transcription Service NBC Thesaurus
Representative The Walker Co.

Personnel

President C. A. Rowley
Manager R. B. Rowley
Commercial Manager Donald Fassett
Program Director W. W. Walrath
Publicity Director Al Newkirk
Musical Director Mary Pavolino
Chief Engineer George Gautney

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
(1000 W. after April 1, 1944)
Owned By Brush-Moore Newspapers, Inc.
Operated By The Ohio Broadcasting Company
Address 550 Market Avenue, South
Phone Number 7-166
Transmitter Location Lakeside and 22nd
Street, N. W.
Time on the Air 7 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation Brush-Moore News-
papers, Inc.
News Service UP
Transcription Service NBC Thesaurus
Representative Burn-Smith Co., Inc.

Personnel

President Louis H. Brush
General Manager Felix Hinkle
Commercial-Sales Promotion Manager Robert C. Fehlman
Director of War Programs Elizabeth Weeks
Publicity Director Robert C. Fehlman
Program Director Leonard Taylor
Musical Director 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
Streets
Phone Number Cherry 6565
Transmitter Location near Crescent Springs,
Ky.
Time on the Air 5 a.m. to 1 a.m.; Sundays
7 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Free & Peters

Personnel

President and General Manager...L. B. Wilson
 Station and Commercial Mgr...Fred A. Palmer
 Promotion Manager.....Margaret Dotson
 Program-Production
 Director.....Robert M. Fleming
 Director of War Programs.....Jeanette Fuller
 Musical Director.....Charles Mauthe
 Publicity Director.....Charles F. McGrath
 Studio Supervisor.....Arthur D. Gillette
 Transmitter Supervision...Harvey B. Glatstein

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By.....Scripps-Howard
 Address.....204 Keith B'dg., 523 Walnut St.
 Phone Number.....MAin 3314
 Transmitter Location...Daylight Building, 623
 East 6th St.
 Time on the Air.....6 a.m. to 12:15 a.m.;
 Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15
 a.m. to 12:15 p.m.

Newspaper Affiliation: The Cincinnati Post;
 Scripps-Howard Newspapers
 News Service.....UP
 Transcription Service.....Standard Radio
 Lang-Worth; Associated Music Publishers
 Representative.....The Branham Company

Personnel

President.....Jack Howard
 V.-P. & Gen. Mgr.....M. C. Watters
 Commercial Manager.....John P. Smith
 Sales Promotion Manager.....John J. Black
 Production Manager.....John G. Sweeney
 Chief Announcer.....George Kent
 Acting Chief Engineer.....Roger Wetz

W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc.Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Cincinnati
 Times-Star Co.
 Address.....Hotel Alms
 Phone Number.....Woodburn 0550
 Transmitter Location.....Hotel Alms
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

More!
COMMERCIAL HOURS
THAN EVER BEFORE
In a Twenty Year History

WKRC

THE TIMES-STAR STATION
 550 K. C. ★ Cincinnati, Ohio

Represented Nationally by the Katz Agency.

83.9%
of WSAI's
contracts are
RENEWED
contracts!

WSAI

DIVISION OF THE CROSLY CORPORATION
CINCINNATI 2, OHIO

Newspaper Affiliation...The Cincinnati Times-Star
 News ServiceAP, UP
 Transcription Service....Lang-Worth, Standard
 RepresentativeThe Katz Agency

Personnel

PresidentHulbert Taft, Sr.
 General Manager.....Ken Church
 Sales Manager.....H. E. Fast
 Sales Promotion and Program
 ManagerJames Patt
 Musical DirectorGladys Lee
 Chief Engineer.....George Wilson

W L W

CINCINNATI—EST. 1922
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By..The Crosley Corporation
 AddressCrosley Square
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 National Sales Office....630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago
 Representative...Spot Sales, Inc. (West Coast)

Personnel

PresidentPowel Crosley, Jr.
 Vice-President in Charge of
 BroadcastingJames D. Shouse
 V. P. and Assistant General
 ManagerR. E. Dunville
 Sales ManagerHarry Mason Smith
 Sales Manager, N. Y. Office..Warren Jennings
 Sales Manager, Chicago Office..George Clark
 Promotion Manager.....M. F. Allison
 Merchandising Manager.....Arthur Griffes
 Director of War Programs.....Katherine Fox
 Program DirectorHoward Chamberlain
 Production Manager.....Chester Herman
 Publicity DirectorWilliam L. Barlow
 Musical Director.....Milton Weiner

(See Page 310)

W S A I

CINCINNATI—EST. 1928
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Crosley Corp.
 AddressCrosley Square
 Phone Number.....Cherry 1822

Transmitter Location.....Near Mt. Healthy,
 Ohio

Time on the Air:Unlimited License
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

PresidentPowel Crosley, Jr.
 Vice-President.....James D. Shouse
 General Manager.....Walter A. Callahan
 Sales ManagerW. R. Christian
 Artists' Bureau Head.....George Biggar
 Promotion Manager.....Hazel Brett Howard
 Program Director.....James Leonard
 Director of War Programs.....Kit Fox
 Production Manager.....Chester Herman
 News Editor.....William Dowdell
 Publicity Director.....Roger Baker
 Musical Director.....Milton Wiener
 Chief EngineerR. J. Rockwell

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 NumberPProspect 5800
 Transmitter LocationSeven Hills Village
 Time on the Air.....6:45 a.m. to local sunset
 Newspaper Affiliation.....Cleveland Plain
 Dealer

News ServiceAP
 Transcription ServiceLang-Worth,
 Associated
 RepresentativeRadio Advertising Cor-
 poration

Personnel

PresidentSterling E. Graham
 Vice-President and Station
 Manager.....H. K. Carpenter
 Assistant to Manager.....Robert D. Borland
 Sales ManagerK. K. Hackathorn
 Program Director.....C. M. Hunter
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biehl
 Production Manager and Chief
 EngineerWalter L. Davis
 Publicity Director.....Doris Neubauer
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany

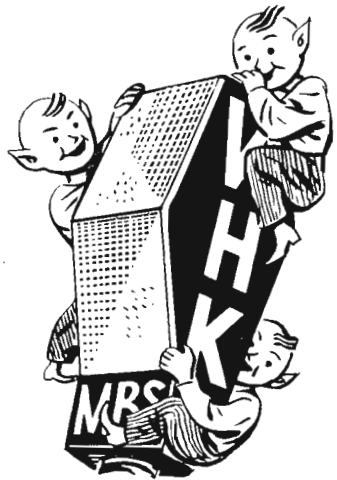
W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. (1220 Authorized). Pow-
 er: 5000 d.; 1000 n. (5000 Authorized)

Confidentially— IT'S DONE WITH GREMLINS



Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply *charm* cash-money out of the public.



Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director *thought* he saw one.) But RESULTS—yeah, man, we've seen them *plenty!*



And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they buy *more time on WHK than on any other leading station!*

Because it sells . . . and sells . . .
AND SELLS

WHK

is

"Retailers' Choice in Cleveland!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland; WHKC, Columbus

Owned-Operated By.....The WGAR Broad-
casting Company
Address Hotel Statter
Phone Number Prospect 0200
Transmitter Location.....1000 Harvard Ave.
Cuyahoga Heights, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service UP
Transcription Service.....World Broadcasting
System
Representative... Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Pitt
Commercial Manager.....Harry Camp
Sales Promotion Manager...Clyde Vortman
Director of Operations.....Carl George
Program Director.....David Baylor
Publicity DirectorManuel Eisner
Production Manager-Chief
Announcer Wayne Mack
Musical Director and Artists Bureau
HeadWalberg Brown
Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921
MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By..United Broadcasting Co.
Address1311 Terminal Tower
Phone Number.....Prospect 5800
Transmitter Location ...Seven Hills Village
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.
Associated, World
Representative Paul H. Raymer Co.

Personnel

PresidentSterling E. Graham
V-P & Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising
ManagerRobert Greenberg
Continuity Director.....Leslie Biehl
Production Manager and Chief
AnnouncerWalter L. Davis
Publicity DirectorDoris Neubauer
News EditorArthur O. Beamer
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

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 NumberCherry 0942
Transmitter Location.....Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays.
6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription ServiceNBC Thesaurus;
Standard Radio
Representative.....NBC National Spot Sales

Personnel

PresidentNiles Trammell
Station ManagerVernon H. Pribble
Commercial and Sales Promotion
ManagerHoward A. Barton
Program Director.....Hal Metzger
Production ManagerFred Wilson
Publicity Director-News
Editor Bob Dailey
Director of Special Events.....Tom Manning
Musical DirectorLee Gordon
Chief Engineer.....S. E. Leonard

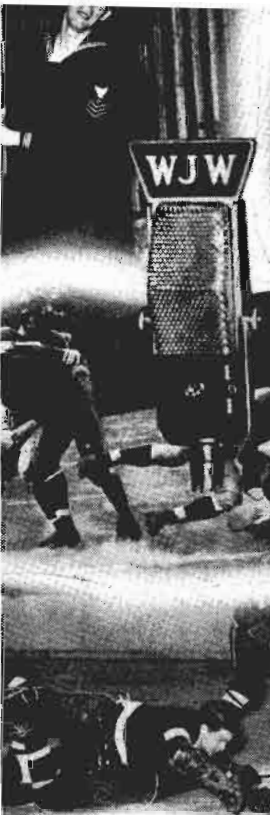
ANOTHER FIRST

FOR PA

AP

**HOURLY NEWS
SUMMARY**

PA originated hourly
news summaries on
the special AP radio
news wire.



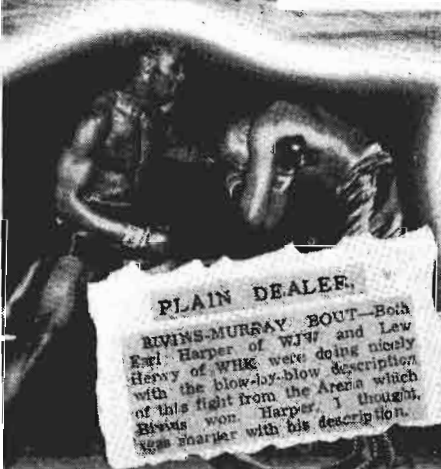
... standard equipment!

When thousands congregate . . . at ring-side prices . . . a million will listen . . . free.

WJW listens to that million listeners! Wherever crowds gather and things happen of special interest to the people, the WJW microphones are standard equipment on the job—bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW . . .

And should serve finally in bringing the advertiser closer to both of us.



THE CLEVELAND PRESS.
 The town's cheering-Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulations on a big-time sportscast, Earl.



PLAIN DEALER.
 IRVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Hervey of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Irvins won. Harper, I thought, was sharper with his description.

CLEVELAND NEWS
 Earl Harper, sportscaster for WJW, newscaster to town, did a swell job in broadcasting the Irvins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

BASIC
Blue Network
 CLEVELAND, O.

850 KC
5000 Watts
 DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

W J W

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
 Owned By WJW, Inc.
 Operated By William M. O'Neil
 Address WJW Building, Playhouse Square
 Phone Number Superior 0101
 Transmitter Location North Royalton, Ohio
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Headley-Reed Co.

Personnel

President and Station Manager William M. O'Neil
 Commercial Manager Harold W. Waddell
 Sales Promotion and Merchandising Manager Ben Stiller
 Program Director Edward N. Palen
 Production Manager Arden Gifford
 Publicity Department Earl Harper
 Musical Director Donald Kayler
 Chief Engineer Gerold G. Roberts

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 1035 Barnett Rd.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

President Robert H. Wolfe
 Chairman of the Board Edgar T. Wolfe
 Sales and Commercial Manager W. I. Orr
 National Sales Manager Don Burrows
 Program Director Jack Price
 Production Manager Tom DeVore
 Chief Announcer Irwin A. Johnson
 Musical Director Lowell Riley
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Natzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

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 and Lang-Worth

Representative Weed & Company

Personnel

President K. B. Johnston
 Station-Commercial Manager Neal Smith
 Program Director Wallace Beavers
 Production Manager Bill Wallace
 Publicity-Musical Director Janice Hagerty
 Chief Engineer James E. Lowe

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

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

Address 22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obetz Road
 Time on the Air: 6 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 Sterling Graham
 General Manager Carl M. Everson
 Commercial and Sales Promotion Manager Harry H. Hoessly
 Program Director-Production Manager John Moses
 Publicity Director Rosalind Millstone
 Chief Announcer Bernard J. Sweeney
 Artists Bureau Head-Musical Director Abram Ruvinsky
 Chief Engineer J. E. Anderson
 Record MC Robert Smith

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Ohio State University
 Business Address Columbus
 Phone Numbers: University 3148; Extension 711

Studio Address Campus
 Transmitter Location: University Golf Course, 3 miles northwest of Columbus

Time on the Air Limited time, to sunset at Dallas, Texas

News Service UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis

Station Director..... R. C. Higgy
 Program Director..... C. W. Pettegrew
 Production Manager..... Edgar Sprague
 Publicity Director..... H. K. Schellenger
 Chief Announcer..... Bert Stille
 Musical Director..... Ann Charles
 Chief Operator..... C. H. Boehnker
 (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 12:15 a.m.;
 Saturdays, 5:45 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12:15 a.m.
 Newspaper Affiliations: Dayton Daily News;
 Springfield (O.) News and Sun; Atlanta Jour-
 nal; Miami Daily News
 News Service..... UP, INS, Reuters

Transcription Service..... Standard Radio
 Representative..... George P. Hollingbery Co.

Personnel

President..... James M. Cox, Jr.
 General Manager..... Robert Moody
 Assistant General Manager... Lester Spencer
 Sales Promotion Manager... Arthur Tomsett
 Program-Production
 Manager..... William Hamilton
 Publicity Director..... Garland Baldwin
 Musical Director..... Henry Lange
 Chief Announcer..... Wesley Bouslog
 Chief Engineer..... Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

OHIO BROADCASTING SYSTEM

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Operated By.. Great Trails Broadcasting
 Corporation
 Address..... 121 North Main Street
 Phone Number..... ADams 3288-89-80
 Transmitter Location..... Shaker Road
 Time on the Air..... 6 a.m. to 1 a.m.
 News Service..... AP

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.



WHIO IS
THE DAYTON MARKET

5000 WATTS • BASIC CBS
 G. P. HOLLINGBERY CO.,
 Representatives
 HARRY E. CUMMINGS,
 Southeastern Representative

Transcription Service.....Lang-Worth, NBC
 Thesaurus
 Representative.....Weed & Company

Personnel

Chief Executive and General
 Manager.....Ronald B. Woodyard
 Program Production Director.....Lin Mason
 Merchandising-Publicity.....Virginia North
 Musical Director.....Charles Reeder
 Chief Engineer.....Paul Braden

W F I N

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
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio

Personnel

General Manager.....Fred R. Hover
 Sales Representatives.....Dick Davis,
 M. C. Clark
 Announcers.....Charles Lipker,
 Fritz Sorenson
 Musical Director.....Barbara J. Tynor
 Chief Engineer.....Edgar Smith

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry
 Company
 Address.....506 New Center Bldg., De-
 troit, Michigan
 Phone Number.....93161, Lima;
 Trinity 17700, Detroit
 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.....AP
 Transcription Services.....Standard Radio;
 Lang-Worth
 Representative.....Headley-Reed Co.

Personnel

President.....George B. Storer
 (on leave with armed forces)
 Vice-President-General Manager...J. H. Ryan
 Managing Director.....Ralph Elvin
 Commercial Manager.....C. B. Heller
 Program Director.....Frank D. Heibeck
 Promotion-Publicity Director.....Ralph Elvin
 Chief Announcer.....Charles Grady
 Chief Engineer.....Jack E. Bannon

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.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....M. F. Rubin
 Vice-President-General
 Manager.....Orville E. Fields
 Secretary.....Thos X. Dunigan
 Treasurer.....Marie W. Vandegrift
 Program Director-Chief
 Announcer.....Richard Cram
 Publicity Director.....Robert Horn
 Musical Director.....Earl Black
 Chief Engineer.....Perry Wilson

W M R N

MARION—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Marion Broadcasting
 Company
 Address.....North Main Street
 Phone Number.....2516
 Transmitter Location.....North Main Street
 Time on the Air: 7 a.m. to 10:45 p.m.; Sun-
 days, 8 a.m. to 10:45 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard

Personnel

President-Station Manager....Robert T. Mason
 Commercial Manager.....Geo. A. Speese
 Sales Promotion Manager.....A. T. Turnbull
 Program Director.....Louis T. Marsh
 Production Manager.....Madge L. Cooper
 Chief Announcer.....A. C. Parlin
 Artists Bureau Head.....Robert E. Gross
 Musical Director.....Anna Mae Spano
 Chief Engineer.....S. Robert Morrison

W P A Y

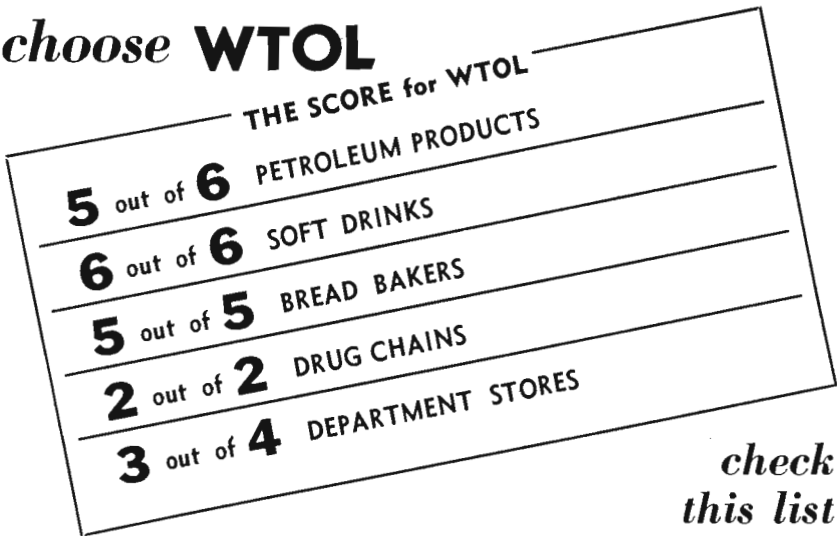
PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Scioto Broadcasting Co.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.

the proof of the pudding...

21 of 23 accounts in 5 major industries choose WTOL



check this list of Leaders

SOFT DRINKS

Coca-Cola
Dad's Root Beer
Spur
Pepsi-Cola
Hires Root Beer
Variety Club

BAKERIES

Bond Bread
Jersey Gold
Sherlock Bky.
Taystee Bread
Wonder Bread

GAS & OIL

Hi-Speed
Fleetwing
Sohio
Sunoco
Texaco

DEPT. STORES

LaSalle & Koch
The Lion Store
Tiedtke's

DRUG CHAINS

Lane Drug Co.
Walgreen Co.

**Basic
Blue**

WTOL

TOLEDO

ARCH. SHAWD
Ex. Vice-President

Represented nationally by RADIO ADVERTISING CORPORATION

Time on the Air: 7 a.m. to 11 p.m.; Sundays,
7:30 a.m. to 11 p.m.

Newspaper Affiliation.....Portsmouth Times
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President.....Chester A. Thompson
Station Manager.....Paul Wagner
Program Director.....Pat Hooley
Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Voice of
Springfield, Inc.

Address.....115 West High Street
Phone Number.....4955
Transmitter Location.....Springfield
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBS Thesaurus
Representative.....Weed & Co.

Personnel

President.....Charles Sawyer
Exec. Vice-President.....Ronald B. Woodyard
General Manager.....Reggie Martin
Promotion-Publicity.....Ernestine Beebe
Program Director.....Ad Karns
Chief Announcer.....Richard Huber
Chief Engineer.....Arthur Martin

W S T V

STEBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

VICTORY NETWORK

TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Valley Broadcasting
Company

Business Address...Exchange Realty Building
Phone Number.....2-6265-66-67
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
Program-Publicity Director.....John L. Merdian
Chief Announcer.....Don O'Brien
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
Time on the Air.....6 a.m. to 12:05 a.m.
News Services.....AP; INS
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Sales Promotion Manager.....W. F. Shannon
Program Director.....Glenn Jackson
Publicity Director.....Al Ruhfel
Chief Engineer.....William Stringfellow

W T O L

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...The Community Broad-
casting Company

Address.....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service.....UP
Transcription Services...Associated Music Pub-
lishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

President.....Frazier Reams
Vice President-General Manager...Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Production Manager.....Charles Halteman
Publicity Director.....Marie Huffman
Chief Engineer.....John Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number.....4490

Time on the Air...6:45 a.m. to 12 midnight
Transmitter Location...710 Main Avenue, S. W.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
General Manager.....J. M. O'Hara
Commercial Manager.....E. J. Pryor
Program Director.....David C. Hale
Chief Engineer.....Charles J. Hurton

~~W F M J~~
The Youngstown Market

More Listeners Per Dollar

in the

28th *U. S. Metropolitan
District**

* J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News,
MORE Public Service Features than any other station serving
the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

W F M J
Youngstown, Ohio

Healey-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight;
 Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m.
 to 12 midnight

Newspaper Affiliation.. Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

Owner-Station Manager.. William F. Maag, Jr.
 Program Director.....Robert B. Mackall
 Chief Announcer.....Fred Joyner
 Musical Director.....Col. L. R. Boals
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By...WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.. Cleveland Plain Dealer

News Service.....UP
 Transcription Services... World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
 Station-Commercial Manager.....J. L. Bowden
 Program Director.....Gene Trace
 Production Manager.....Karl Bates
 Publicity Director.....Gilbert Simon
 Artists' Bureau Head.....Gene Trace
 Musical Director.....Dwight Merriam
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address.....North Fifth St.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,
 8 a.m. to 11 p.m.

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....Goerge Storer
 Managing Director.....Allen L. Haid
 Production Manager.....Bob Christopher
 Program Director-Chief
 Announcer.....Ivan Harnew
 Chief Engineer.....Wm. Hunt

OKLAHOMA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

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.....207 First Nat'l Bank Bldg.
 Phone Number.....1212
 Transmitter Location.....North Broadway
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Radio Advertising Corp.

Personnel

Owner.....Dr. C. C. Morris
 Manager.....H. Weldon Stamps

Commercial Manager.....LeRoy W. Moses
 Program Director.....Grace Cowell
 Chief Engineer.....Harold Walker

K V S O

ARDMORE—EST. 1935

**THE BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1240 Kc. Power: 250 d.; 100 n.
 Owned-Operated By.....Ardmoreite Publish-
 ing Co.
 Business Address.....Hotel Ardmore
 Phone Number.....3030
 Studio Address.....Hotel Ardmore
 Transmitter Location.....Chickasaw & North-
 west Blvd.

Time on the Air.....Unlimited License
 Newspaper Affiliation.....Daily Ardmoreite
 News Service.....UP
 Representative.....Radio Advertising Corp.

Personnel

General Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Musical Director.....Dolly Dutton
 Chief Engineer.....C. M. Milner

K W O N

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

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

Business Address...Union Natl. Bank Bldg.
 Phone Number.....1400
 Studio Address.....Union National Bank Bldg.

Transmitter Location.....Dewey Road
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 News Service.....AP

Personnel

Vice-President-General Manager..J. Fred Case
 Commercial Manager...Clyde B. Worthington
 Program Director.....Jim Case
 Chief Announcer.....D. D. Frieday
 Musical Director.....Martha Boucher
 Chief Engineer.....E. Dallas DeGraffenreid

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power 100 Watts
 Owned-Operated By.....E. M. Woody
 Address.....Casa Grande Hotel
 Phone Number.....730
 Transmitter Location.....Casa Grande Hotel
 Time on the Air.....6:15 a.m. to 7 p.m.;
 Sundays, 7:45 a.m. to 6 p.m.

News Service.....AP
 Transcription Service.....Keystone Broadcasting System

Personnel

President.....E. M. Woody
 Station-Commercial Manager...F. E. Mayhew
 Program Director-Chief Announcer Joe Fenter
 Chief Engineer.....G. W. Patterson

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.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation...Enid Morning News;
 Enid Daily Eagle

News Service.....AP
 Transcription Service.....Standard
 Representative.....Radio Advertising Corp.

Personnel

President-Station Manager...Milton B Garber
 Commercial Manager.....H. P. Hale
 Program Director.....Marjorie Christopher
 Publicity Director.....Marjorie Hromas
 Chief Announcer.....Ted Cramer
 Chief Engineer.....Paul Snell

K S W O

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYTEM

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Carver & Ross Radio Broadcasters

Business Address.....Box 984
 Phone Number.....2370
 Studio Address.....17th & E. Streets
 Transmitter Location.....17th & E. Streets
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Dr. Willard Carver
 Station and Commercial Manager..Byrne Ross
 Sales Promotion Manager-Chief
 Announcer.....Hoke Ross
 Program-Musical Director.....Winifred Ross
 Chief Engineer.....W. E. Billington

K B I X

MUSKOGEE—EST. 1936

THE BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-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.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Muskegee Daily
 Phoenix & Times Democrat

News Service.....AP
 Representative.....Radio Advertising Co.

Personnel

President.....Tams Bixby, Jr.
 General and Commercial Mgr....Jimmie Barry
 Program Director.....Sally Miller
 Director of War Programs.....Lowell Clark
 Chief Engineer.....D. W. Hoisington

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Operated By: University of Oklahoma
 Business Address: University of Oklahoma
 Phone Number: 900; Station No. 124
 Studio Address: Student Union Bldg.
 Transmitter Location: East Stadium
 Time on the Air: Daytime License
 News Service: UP

Personnel

Station Director: Virginia Hawk
 Musical Director: Roger Goeb
 Production Manager: John W. Dunn
 Technical Supervisor: Clyde Farrar
 (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: 6:30 a.m. to 11:30 p.m.
 News Service: AP
 Transcription Service: Associated Music
 Publishers: Standard Radio; NBC Thesaurus
 Representative: Burn-Smith Co.

Personnel

President: John D. Thomas
 Manager: M. H. Bonnebrake
 Commercial Manager: George Tarter
 Program Director: Lou Maystrik
 Production Manager: Paul Duncan
 Chief Engineer: Harold Durham

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 5000 Watts
 Owned-Operated By: KOMA, Inc.
 Address: Biltmore Hotel
 Phone Number: 2-3291
 Studio Address: 24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air: 5:55 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated Music
 Publishers: NBC Thesaurus
 Representative: Free & Peters

Personnel

President: J. T. Griffin
 Station Manager: Kenyon Brown

Commercial Manager: C. A. Minor, Jr.
 Production-Program Director: Paul Bunning
 Promotion-Publicity Director: David Wolfe
 Chief Announcer: Paul Bunning
 Musical Director: Clarence Reynolds
 Chief Engineer: M. W. Thomas

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.

Business Address: 2004 Apco Tower
 Studio Address: 1800 West Main
 Phone Number: 3-8352
 Transmitter Location: 1800 West Main
 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: AP
 Transcription Service: World; Lang-Worth
 Representative: Radio Advertising Co.

Personnel

President: Harold V. Hough
 Station Manager: Robert D. Enoch
 Commercial Manager: Frank J. Lynch
 Promotion-Publicity Director: Lucien D. Lindsey
 Musical-War Program Director: Harold Shreve
 Chief Engineer: Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc. Power: 5,000 d.; 1,000 n.
 Owned By: Oklahoma Publishing Co.
 Operated By: WKY Radiophone Co.
 Address: Skirvin Tower Hotel
 Phone Number: 3-4306
 Transmitter Location: Highway No. 66
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man

News Service: AP
 Transcription Service: 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
 Continuity Director: George Hamaker
 Director of Child Education: Edyth Wallace
 Chief Announcer: Ben Morris
 News Editor: Dow Mooney
 Musical Director: Allan Clark
 Traffic Manager: Daryl McAllister
 Chief Engineer: Herman Lovell

K H B G

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

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
 News Service: UP
 Transcription Service: Lang-Worth; Keystone

Personnel

President-Manager: Pat Buford
 Commercial-Sales Promotion Manager: Lucille Buford
 Program-Production Director: Nova Clarke
 Chief Announcer: Bob Greenwood
 Chief Engineer: Chester Ludwick

W B B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Adelaide Carrell
 Address: 615 West Grand Avenue
 Phone Number: 2949
 Transmitter Location: 615 Grand Avenue
 Time on the Air: Unlimited license

Personnel

Managing Director: A. L. Carrell

K G F F

SHAWNEE—EST. 1930

BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KGFF Broadcasting Co.
 Address: Aldridge Hotel
 Phone Number: 4390
 Transmitter Location: Shawnee Country Club
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation: Stauffer Publications
 News Service: AP
 Representative: Radio Advertising Co.

Personnel

President: Oscar Stauffer
 Secretary-Treasurer and General Manager: Joseph W. Lee
 Commercial Manager: Maxine Eddy
 Promotion-Publicity Director: Mary Alyce Moore
 Continuity Editor: Mary Douglas Lee
 Chief Announcer: Jean Quillin
 Chief Engineer: Salvatore Ricciotti

K O M E

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: Unlimited
 News Service: AP
 Transcription Service: Standard Radio
 National Representative: Joseph Hershey McGillyra, Inc.

Personnel

President: Harry Schwartz
 General Manager: Harold Grimes
 Nat'l Adv. Manager and Counselor: Fred Schwartz
 Commercial Manager: Lee Abbott
 Sales Promotion-Publicity Manager: Margie Lea Hawkins
 Program Director: George Lanham
 Continuity Director: Lucille Burns
 Traffic Manager: Mary Corkill
 Musical Director: Alene Campbell
 Chief Engineer: Bob Dryden
 Record MC: Bill Taylor

K T U L

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
 Studio Address: National Bank of Tulsa Bldg.
 Transmitter Location: Turley, Okla.
 Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: World Broadcasting; Langworth
 Representative: Free & Peters

Personnel

President: J. T. Griffin
 General Manager: John Esau
 Sales Manager: R. P. Akin
 Program Director: Eddie McKeen
 Publicity Director: Billee Chandler
 Continuity Chief: Bernice Ash
 Production Manager-Chief Announcer: Leslie Scott
 Musical Director: Lillian Smithline
 Chief Engineer: Robert Snider

K V O O

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY
 Frequency: 1170 Kc. Power: 50000 Watts
 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: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
 News Service: INS

Transcription Service: Standard Radio; Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: P. Q. Proctor
 Vice President-General Manager: William B. Way
 Commercial Manager: Gustav Brandborg
 Publicity-Sales Promotion Manager: Manton Marrs
 Program-Production Director: Allan Page
 Chief Announcer: Bud Jackson
 Musical Director: Joe O'Neill
 Chief Engineer: L. W. Stinson

OREGON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K W I L

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Central Willamette Broadcasting Company
 Business Address: 15th and Elm Streets
 Phone Number: 870
 Transmitter Location: 15th and Elm Streets
 Time on the Air: Unlimited License
 Newspaper Affiliation: Albany Democrat Herald
 News Service: UP
 Transcription Service: Standard Radio
 Representative: John Keating

Owned-Operated By: Astoria Broadcasting Co.
 Address: 1006 Taylor Avenue
 Phone Number: 95
 Transmitter Location: 1006 Taylor Avenue
 Time on the Air: 7 a.m. to 12 midnight
 Newspaper Affiliation: Astorian-Budget
 News Service: UP
 Transcription Service: Standard Radio

Personnel

President: M. R. Chessman
 Station Manager: L. E. Parsons
 Commercial Manager: R. D. Holmes
 Program Director: Mary Juhlin
 Chief Engineer: James M. Titus

K B K R

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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: 7 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus; C. P. MacGregor.
 Representative: Homer Owen Griffith, John Keating

Personnel

President-Station Manager: Glenn McCormick
 Commercial Manager: L. Landrap
 Program Director: B. McCard
 Director of War Programs: Grace Baer
 Chief Announcer: Kenny Lockwood
 Chief Engineer: Sidney Williams

K A S T

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts

K B N D

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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;
 Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager: Frank H. Loggan
 Commercial Manager: Kessler Cannon
 Chief Technician: Wallace Guthrie

K O A C

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned by: State of Oregon
 Operated By: Oregon State System of Higher
 Education
 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
 Transcription Service: NBC Thesaurus

Personnel

Program Director: Allen Miller
 Publicity Director: Ray Hamby
 Director of Women's
 Programs: Zelta Rodenwald
 Musical Director: Richard E. Fuson
 Chief Engineer: Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By: Western Radio Corp.
 Address: Scenic Drive
 Phone Number: 2300
 Transmitter Location: The Dalles
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service: C. P. MacGregor,
 Keystone

News Service: UP
 Representative: John Keating

Personnel

President-Station Manager:
 V. Barney Kenworthy
 Local 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 Violet G. Hill
 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 11 p.m.; Sunday,
 7:45 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: C. P. MacGregor

Personnel

Partner: Frank L. Hill
 General Manager: L. W. Trommlitz
 Program Director: Marjorie Jackson
 Publicity-Production Director: Bruce Nidever
 Chief Engineer: Harold Gander

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

REDWOOD NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Oregon Broad-
 casting Co.
 Business Address: P. O. Box 148
 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.
 Transcription Services: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

President: A. E. Voorhies
 Station Manager: William B. Smullin
 Commercial Manager: Ralph Hanson
 Program Director: E. A. Malone
 Sales Promotion Manager: Lisa Hanson
 Production Manager: L. L. King
 Chief Engineer: Edward A. Malone

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Ben E. Stone
 Operated By: Walter H. Garuin,
 Resident Manager
 Address: La Grande

Phone Number..... 220
 Transmitter Location... One mile east of La Grande
 Time on the Air:..... 7 a.m. to 8:30 p.m.
 News Service..... UP
 Transcription Service..... Standard Radio;
 Keystone; Lang-Worth

Personnel

Owner..... Ben E. Stone
 General-Commercial
 Manager..... Walter H. Garvin
 Chief Engineer..... Murray Durham

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, NBC Thesaurus
 Representative..... W. S. Grant Co.

Personnel

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

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
 Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Koons, 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..... John Keating

Personnel

President..... Sheldon F. Sackett
 General Manager..... Ben E. Stone
 Commercial Manager..... Hal Shade
 Program Director..... Margaret Anderson
 Publicity Director-Office Manager,
 Lucy Johnson

Chief Announcer..... Fred Shafer

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..... Ross Lane

Phone Number..... 4000
 Studio Address..... Ross Lane
 Transmitter Location..... Ross Lane
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service..... UP
 Transcription Service..... NBC Thesaurus

Personnel

Owner..... Mrs. W. J. Virgin
 Station Manager..... Lee Bishop
 Sales Promotion Manager..... Art Adler
 Program Director..... Gladys LaMarr
 Chief Engineer..... Dave Rees

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK
 Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Western Radio Corp.
 Address..... Box 178
 Phone Number..... 1425
 Transmitter Location..... S. W. 6th St.
 Time on the Air: 7:30 a.m. to 10:05 p.m.;
 Sundays, 9 a.m. to 8 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager..... Henry M. Hogue
 Production Manager and Chief
 Engineer..... Paul E. Walden

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By..... KALE, Inc.
 Business Address..... P. O. Box 1031
 Phone Number..... Atwater 7209
 Studio Address..... New Heathman Hotel Building
 Transmitter Location... Head of Barnes Road
 Time on the Air..... 6:45 a.m. to 12 midnight
 News Service..... INS; UP
 Transcription Service... World Program Library;
 Associated Music Publishers
 Representative..... Free & Peters, Inc.

Personnel

President..... C. W. Myers
 Commercial Manager..... Ted Kooreman
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager..... Charles Couche
 Program Director..... H. M. Swartwood, Jr.
 Production Manager..... Ted W. Cooke
 Publicity Director..... Enoch Squires
 Chief Announcer..... Bob Colvig
 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 Shares time

Personnel

Agent R. T. Stephens
 (Non-Commercial Station)

K E X

PORTLAND—EST. 1926

BLUE NETWORK

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; UP
 Transcription Service NBC Thesaurus;
 Langworth
 Representative Paul H. Raymer Co.

Personnel

Managing Director Arden X. Pangborn
 Assistant Manager H. Quenton Cox
 Commercial Manager Norman J. Sugg
 Traffic Manager Mildred Lester
 Sales Promotion-Publicity
 Manager Jack Eichenberger
 Program Director Homer Welch
 News Editor Don Kneass
 War Program Manager Day Foster
 Chief Announcer Frank Coffin
 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 Pub-
 lishing 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 4 a.m. to 2 p.m.
 Newspaper Affiliation The Oregonian
 News Service AP; INS; UP
 Transcription Service Langworth; NBC
 Thesaurus
 Representative Edward Petry & Co., Inc.

Personnel

Managing Director Arden X. Pangborn
 Assistant Manager H. Quenton Cox
 Sales Manager Norman J. Sugg
 Traffic Manager Mildred Lester
 Sales Promotion-Publicity
 Manager Jack Eichenberger
 Program Director Homer Welch
 News Editor Don Kneass
 War Program Manager Day Foster
 Chief Announcer Frank Coffin
 Musical Director Abe Bercovitz
 Chief Engineer Harold Singleton
 Record MC Ed Richman

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 24 hours daily
 News Services INS; UP
 Transcription Services World Program Library;
 Associated Music Service
 Representative Free & Peters, Inc.

Personnel

President-Station Manager C. W. Myers
 Manager Harry H. Buckendahl
 Advertising-Sales Promotion Manager
 Charles E. Couche
 Program Director H. M. Swartwood, Jr.
 Production Manager Ted W. Cooke
 Chief Announcer Bob Colvig
 Publicity Director Enoch Squires
 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 1011 and 1017 S. W. 6th Ave.
 Phone Number ATwater 4393
 Transmitter Location Oaks Park, Portland
 Time on the Air 6 a.m. to 1 a.m.

News Service UP, INS
 Transcription Service..... Standard Radio
 National Representative..... Burn-Smith Co.

Personnel

President Wilbur J. Jerman
 Station-Commercial Manager... John C. Egan
 Sales Promotion Manager... L. D. Henderson
 Program-Production Manager..... Art Morey
 Chief Announcer Les Marcus
 Chief Engineer W. J. Jerman
 Record MC Ted Hammond

KXL

PORTLAND—EST. 1926

Frequency: 750 Kc..... Power: 10000 Watts
 Owned By..... KXL Broadcasters
 Address Orpheum Building
 Phone Number..... Broadway 6451
 Transmitter Location... 82nd St. & Sunnyside,
 Clackamas District
 Time on the Air..... 6 a.m. to local sunset
 News Service UP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative..... Joseph Hershey McGillvra

Personnel

President Frances R. Symons
 Station and Commercial
 Manager H. S. Jacobson
 Program-Production
 Director Frederick Eichhorn III
 Chief Engineer L. K. Ballinger

KRNR

ROSEBURG—EST. 1935
 MUTUAL—DON LEE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By.. News-Review Company
 Business Address Roseburg
 Phone Number 4
 Transmitter Location..... Umpqua Hotel
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays,
 8 a.m. to 11 p.m.
 Newspaper Affiliation.. Roseburg News-Review
 News Service AP
 Transcription Service..... Standard Radio
 Representative John Keating

Personnel

President..... Harris Ellsworth
 General-Commercial
 Manager..... M. H. Pengra
 Program-Publicity
 Director Iris Helliwell
 War Program Director Gilbert Walters
 Chief Announcer..... Gilbert Walters
 Chief Engineer..... Henry Chandler, Jr.

KSLM

SALEM—EST. 1933

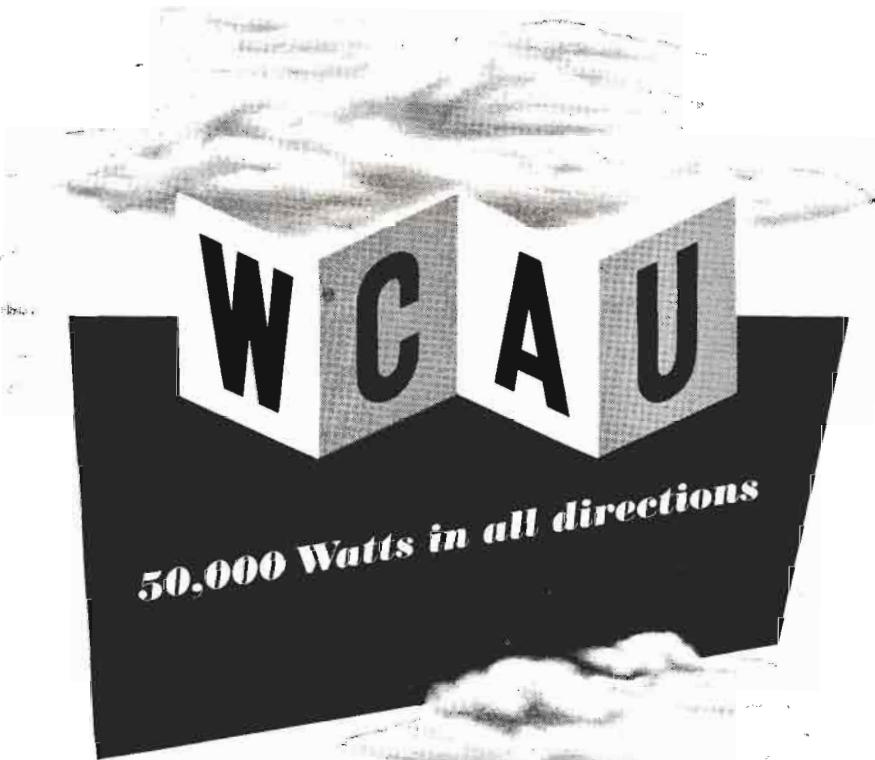
KEYSTONE BROADCASTING SYSTEM

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 11:30 p.m.
 News Service UP and AP
 Transcription Service... Langworth; Keystone
 Representative John Keating

Personnel

President-General Manager H. B. Read
 Commercial-Sales Promotion
 Manager Earle W. Headrick
 Program Director-Chief
 Announcer Bill Talbot
 Production Manager..... Otto Miller
 Chief Engineer..... Clyde Carlton

PA THE PACEMAKER
 with **AP**
 news
 for
 radio



PHILADELPHIA'S PRE-EMINENT RADIO STATION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C B A - W S A N

ALLENTOWN—EST. 1923

Frequency: 1470 Kc. Power: 500 Watts
Owned-Operated By: Lehigh Valley
Broadcasting Co.

Address: 39-41 N. Tenth St.
Phone Number: 9511
Transmitter Location: Route No. 1
Time on the Air: 7:30 a.m. to midnight
Newspaper Affiliation: Allentown Call
Publishing Co.

News Service: AP, UP
Transcription Services: World Broadcasting
System
Representative: Headley-Reed Co.

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.

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 11:30 p.m.
News Service: AP
Transcription Service: World Broadcast-
ing System; Langworth
Representative: Headley-Reed Co.

Personnel

President: George P. Gable
Managing Director: Roy Thompson
Chief Engineer: George Burgoon

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: 357 No. Main St.
Time on the Air: Sun-up to Sun-down
News Service: UP
Transcription Service: World Broadcasting
Service

Personnel

President-Station Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Director: Epe M. Parker
Publicity Director: Gladys Borne
Chief Engineer: Paul Rex

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Broad-
casting Co., Inc.

Address: 80 North Park Place
Phone Number: 1700
Transmitter Location: 80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: DuBois Courier
Express
News Service: UP
Transcription Service: Lang-Worth
Representative: Spot Sales, Inc.

Personnel

President: H. T. Grey
Station Manager: J. S. Gray
Commercial-Promotion
Manager: Les Ryder
Production Manager: Pres Roper
Director of War Programs-Artists
Bureau: Virginia Wade
Program Director and Chief
Announcer: Les Ryder
Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Associated Broadcasters, 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, Standard Radio
 Representative: Radio Advertising Co.

Personnel

Station Executive: Clair R. McCullough
 Station and Commercial Manager: Elwood C. Anderson
 National Sales Manager: J. Robert Gulick
 Program Manager: Eugene Bethman
 Technical Director: J. E. Mathiot

WLEU

ERIE—EST. 1935
 NBC-MUTUAL
 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: 7 a.m. to midnight
 News Service: Transradio
 Transcription Service: NBC Thesaurus

Personnel

President: Leo J. Omellan
 Vice-President and General Manager: V. Hamilton Weir
 Sales Promotion Manager: C. Detzel
 Musical Director: Anthony Conti
 Chief Engineer: Clarence Baker

WEST
EASTON, PENNSYLVANIA
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial and agricultural area of the LEHIGH VALLEY with a population exceeding 300,000.

The Steel and Cement Center of the East. A market worthy of your consideration.

Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

PENNSYLVANIA

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 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: 6:52 a.m. to 12:15 a.m.;

Sundays, 8 a.m. to 12:15 a.m.

News Service: UP

Transcription Service: Associated Music;

Lang-Worth

Representative: Spot Sales, Inc.

Personnel

President: Jacob A. Young

General Manager: C. E. Denny

Commercial Manager: Ed Pearson

Program Director: J. J. Young

Chief Announcer: Paul Bedford

Chief Engineer: Thomas Phillips, Jr.

W H J B

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. Brennen

Station Manager: George J. Podyyn

Commercial Manager: Robert Thompson

Program Director: Howard Hoffman

Production Manager: Howard Lewis

Farm Director: Richard Lang

W S A J

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. Ketter

Station Manager-Chief

Engineer: H. W. Harmon

Program Publicity Director: R. G. Walters

Chief Announcer: Ada Jean Myers

Musical Director: Prof. Stanley Seiple

(Non-Commercial Station)

WERC

Erie, Pa.

CBS

1490 Kc. 250 Watts

*National
Representative
SPOT SALES, INC.*

A
RECENT SURVEY
GIVES

W E R C

75%

of the night
listeners

Source on Request

**TOPS IN
ERIE, PA.
A TOP
MARKET**

WHP

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 Number4-3211
Transmitter Location.....Harrisburg-Hershey
Highway(4 miles from Harrisburg (Swatara
Township)
Time on the Air.....19 hours daily;
Sundays, 17 hours
News Service UP
Transcription Service ..Standard Radio; Lang-
Worth
RepresentativeJohn Blair & Company

Personnel

Station and Commercial
ManagerA. K. Redmond
Program-Publicity Director.....Dick Redmond
Ass't Publicity Director.....John Price
Sales Promotion Manager...Beatrice Potteiger
Musical Director.....David Shoop
Chief Engineer.....R. S. Duncan

WKBO

HARRISBURG—EST. 1921
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcast-
ing Corp.
Address31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....7 a.m. to 1 a.m.
News Service UP
Transcription ServiceWorld Broadcasting
System
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station and Commercial Manager..C. G. Moss
National Sales Manager.....J. Robert Gulick
Program DirectorLewis Munnell
Chief Engineer.....J. E. Mathiot

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WAZL

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
Representative.....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station-Commercial Manager.....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager.....William Erdosy
Technical Director.....J. E. Mathiot

WGAL

LANCASTER—EST. 1922

MBS-NBC
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business Address.....8 West King St.
Phone Number.....5259
Transmitter Location.....8 West King St.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

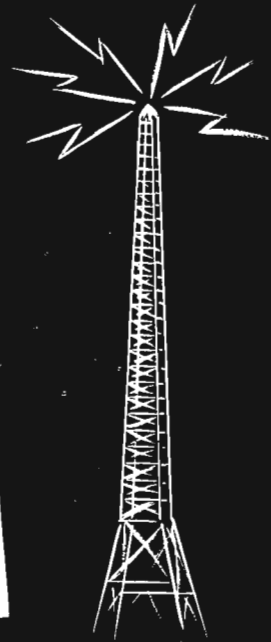
Station Executive.....Clair R. McCullough
Station-Commercial Manager.....Walter Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanzola
Technical Director.....J. E. Mathiot

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

W J A C

JOHNSTOWN—EST. 1925
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 12:05 a.m.;
 Sunday, 8:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Johnstown Tribune
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth, Standard
 Representative: Headley-Reed Company

Personnel

President-Station Manager: J. C. Tully
 Commercial-Promotion Manager: J. P. Foster
 Chief Engineer: Nevin Straub

W M R F

LEWISTOWN—EST. 1941
NATIONAL BROADCASTING CO.

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Lewistown Broadcasting
 Co.
 Business Address: Hotel Coleman
 Phone Number: 757
 Studio Address: Hotel Coleman
 Transmitter Location: Lewistown Heights
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sunday, 10:30 a.m. to 11:30 p.m.
 News Service: UP
 Representative: Burn-Smith Co.

Personnel

Vice-President: J. S. Woods
 Station Manager: Thomas W. Metzger
 Program Director: Paul M. Breining
 Production Manager: Joseph W. Smiley
 Publicity Director: Rita McCoy
 Chief Engineer: Bernard H. Bopp

W K S T

NEW CASTLE—EST. 1938
VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WKST, Inc.
 Business Address: Cathedral Bldg.
 Phone Number: 5050-5051
 Studio Address: Cathedral Bldg., New Castle;
 Geneva College, Beaver Falls, Pa.
 Transmitter Location: Old Pittsburgh Road
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Spot Sales, Inc.

Personnel

President: S. W. Townsend
 Station-Commercial Manager: A. W. Graham
 Program Director: Peggy Boughter
 Publicity Director: Ray Wallace
 Chief Engineer: Robert Emch
 Record MC: Al Frances

W K P A

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, Al-
 legheny County, Pa.
 Time on the Air: 7 a.m. to local sunset
 News Service: UP
 Transcription Service: Lang-Worth; C. P.
 MacGregor
 Representative: Cox & Tanz

Personnel

Station-Commercial Manager: Edward J. Kroen
 Production Manager: Thomas L. Aye, Jr.
 Chief Announcer: Jack Craddock

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 5000 Watts
 Owned-Operated By: Westinghouse Radio
 Stations, Inc.
 Address: 1619 Walnut Street
 Phone Number: LOcust 3760
 Transmitter Location: Whitemarsh, Pa.
 Time on the Air: 24 hours daily Mon., Tues.,
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,
 Sun.
 News Service: UP; Reuters
 Transcription Service: Standard Radio
 Representative: National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.
 Chairman: A. W. Robertson
 President: George H. Bucher
 Vice-President: Walter Evans
 General Manager: Lee B. Wailes
 Engineering Manager: Dwight A. Meyer
 Sales Manager: B. A. McDonald
 Advertising Manager: W. B. McGill
 Program Supervisor: Gordon Hawkins

KYW PERSONNEL

Station Manager: Leslie Joy
 Program Manager: James P. Begley
 Sales Manager: John S. deRussy
 Sales Promotion Manager: Eleanore F. Ulmer

PENNSYLVANIA

Publicity Director.....John J. Kelly
Production Manager.....Donn Bennett
Musical Director.....Clarence Fuhrman
Chief Engineer.....Ernest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcast-
ing Company

Address.....1622 Chestnut Street
Phone Number.....Locust 7700
Transmitter Location...Moorestown Township,
New Jersey

Time on the Air.....5:25 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.

News Service.....AP; Transradio
Transcription Service...World Broadcasting
Representative.....Bertha Bannan (Boston);
Virgil Reiter & Co. (Chicago); Paul H. Ray-
mer Co (Pacific Coast), Harold Davis, New
York

Personnel

President and Station
Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Sales Promotion Mgr.....Emma Mae Roberts
Director of Programs.....Stan Lee Broza
Production Manager.....Horace Feyhl
Publicity Director.....George Lilley
Director of WCAU-FM.....Norris West
Musical Director.....Johnny Warrington
Chief Announcer.....Hugh Walton
Chief Engineer.....George Lewis

(See Page 564)

WDAS

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, AP
Transcription Service.....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager...P. J. Stanton
Secretary-Treasurer...A. W. Dannenbaum, Jr.
Commercial Manager.....Charles Stahl
Program Director.....Polly Whitaker
Production Manager.....Gene Edwards
Publicity Director-Chief

Announcer.....Len Valenta
News Editor.....Jack Molley
Foreign Language Director...Nathan Fleisher
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

For
Results
in the
PHILADELPHIA
MARKET
it's
WDAS

PHILADELPHIA'S
OUTSTANDING
INDEPENDENT

NEWS
EVERY HOUR
ON THE
HOUR

**We have no
listeners
in Calcutta**



Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns" . . . "extended contours" . . . "protected areas" . . . "secondary night time coverage". But, they neglect the one most important thing. You are buying a market because you want to make sales in that market—and not in Calcutta.

If you want to make sales increases throughout 1944 — habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market . . . use the station whose results are the least expensive . . . use the station which has the best position on the dial, 560 KC . . . use WFIL, the station which covers Philadelphia, Pennsylvania—not Calcutta!

*Philadelphia's Most Progressive
Radio Station*

A BLUE NETWORK AFFILIATE

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WFIL
 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 St. & Passyunk
 Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INS, AP
 Transcription Service: Associated Music
 Representative: The Katz Agency, Inc.

Personnel

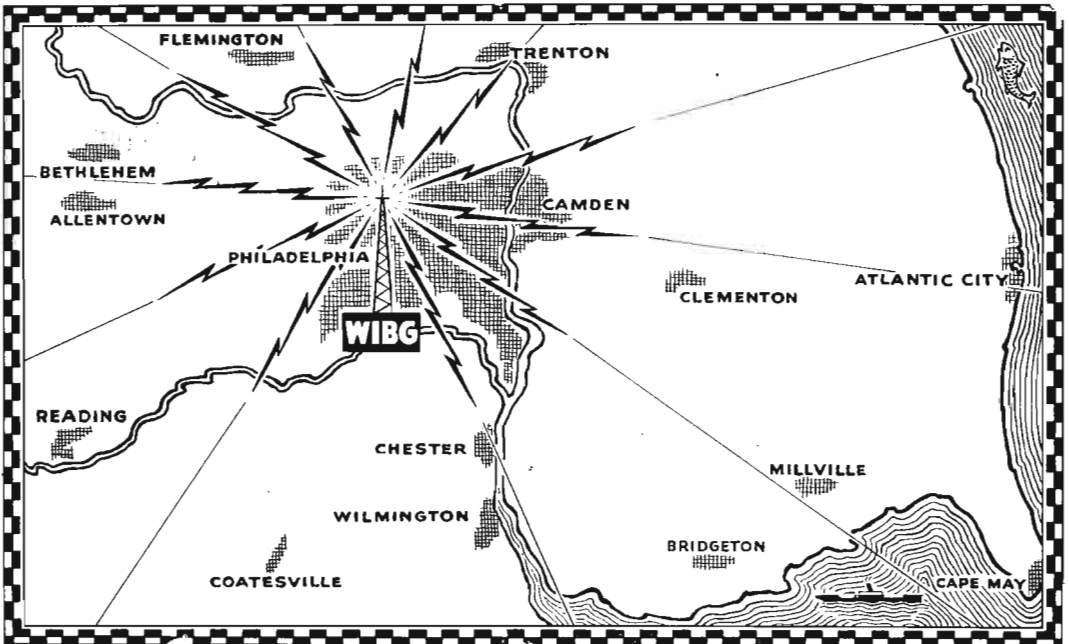
President: Samuel R. Rosenbaum
 Executive V. P. and General Manager: Roger W. Clipp
 Ass't Station Manager: Wm. B. Caskey
 Sales Manager: John E. Surrick
 Promotion Manager: T. I. Oberfelder
 Program Director: Edward C. Obrist
 Production Manager: Donald Martin
 Public Relations Director: Jack Steck
 Musical Director: Norman Black
 Acting Chief Engineer: Louis E. Littlejohn

WIBG
 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 2300
 Transmitter Location: Conshohocken, Pa.
 Time on the Air: 6 a.m. to midnight
 News Service: AP
 Transcription Service: NBC Thesaurus
 National Representative: Spot Sales

Personnel

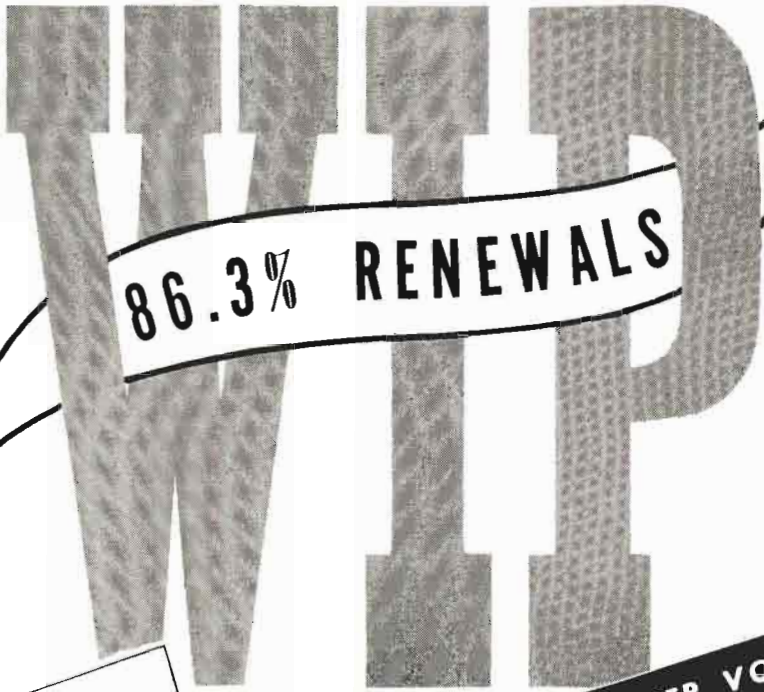
President: Paul F. Harron
 General-Commercial Manager: Edward D. Clery
 Sales Promotion-Production Manager: Rupe Werling
 Program Director: Douglas Arthur
 Chief Announcer: Roy Neal
 Musical Director: Eric Wilkinson
 Chief Engineer: John H. Henninger
 Record MC: Douglas Arthur



WIBG 10,000 WATTS
 PHILADELPHIA

SPOT SALES
 NATIONAL
 REPRESENTATIVE

OUR SUCCESS STORY



86.3% RENEWALS

PHILADELPHIA'S PIONEER VOICE

OFFICE
COMMUNICATION
From:

Burton J. J. Jr.

To: Sam Serota

Hold it!

*Make that 100%
last 45 contracts
are in now.*

sponsors are convinced
WIP creates **sales** in the
Philadelphia market

5000 WATTS • 610 KC • 24 HOURS A DAY

**MUTUAL
BROADCASTING
SYSTEM**

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address.....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone NumberLombard 2390
 Transmitter Location.....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....42 hours weekly (shares
 with WTEL)
 Newspaper Affiliation ...Philadelphia Record
 News ServiceAP

Personnel

President.....J. David Stern
 General-Commercial
 ManagerMilton Laughlin
 Program DirectorJoseph A. Grady
 Publicity DirectorJoe Dillon

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

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

Personnel

President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales Edward A. Davies
 Program DirectorEdward Wallis
 Assistant Program Manager
 PublicitySam Serota
 Production Manager.....Ronald Dawson
 Musical Director.....Joe Frassetto
 Technical Supervisor.....Clifford C. Harris

PA

THE PACEMAKER

HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special



Radio News Wire

THE BIG

3

950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on

WPEN

IN PHILADELPHIA

5000 WATTS
950 ON THE DIAL

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By: William Penn Broadcasting Co.
 Operated By: Arde Bulova
 Address: 501 Madison Ave., New York
 Phone Number: Plaza 3-1535
 Studio Address: 1528 Walnut St.
 Transmitter Location: Columbia Ave. & Race St.
 Time on the Air: 6:45 a.m. to 12 midnight
 News Service: Transradio, AP
 Transcription Service: Lang-Worth

Personnel

Owner: Arde Bulova
 General Manager: Arthur Simon
 Commercial Manager: Alfred Dienert
 Publicity Director: Gil Babbitt
 Program Director: Lewis L. London
 Production Manager: Robert H. Bloomfield
 Publicity Director: Rhoda L. Otis
 Chief Announcer: Don Frank
 Musical Director: Joseph Franzosa
 Chief Engineer: Charles Burtis
 Record MC: Peter Arnell

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By: Foulkrod Radio Eng.
 Address: 4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport 4310
 Transmitter Location: "H" St. and Wyoming Ave.
 Time on Air: Shares with WHAT-WCAM
 Representative: Forjoe & Co.

Personnel

President-Program Director: Doug. Hibbs
 General Manager: Henry N. Cocker

K D K A

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: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: AP; UP
 Transcription Service: Standard Radio

National Sales Office Address: 1619 Walnut Street, Philadelphia, Pa.
 Representative: National Broadcasting Co.

Personnel

President: George H. Bucher
 Station Manager: Joseph E. Baudino
 Commercial Manager: Frank V. Webb
 Sales Promotion: John F. McMahon
 Program Director: Robert E. White
 Director of War Programs: Victoria Corey
 Publicity Director: Harry E. Barnett
 Musical Directors: Bernie Armstrong, Aneurin Bodycombe
 Chief Engineer: T. C. Kenney

K Q V

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: UP
 Transcription Service: Lang-Worth; Standard Radio
 Representative: Spot Sales

Personnel

President: H. J. Brennen
 Station Manager: G. S. "Pete" Wasser
 Commercial & Advertising Manager: R. M. Thompson, Sr.
 Program Director: Alicia Fuller
 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; AP
 Transcription Service: World Broadcasting System, Standard, Lang-Worth
 Representative: The Katz Agency, Inc.

Personnel

President-General Manager: Leonard Kapner
 Sales Manager: Willard Schroeder
 Promotion-Publicity: Marion Annenberg

Chief Announcer.....Bob Donley
 Program Manager.....R. Clifton Daniel
 Production Manager.....Don Dixon
 Musical Director....."Babe" Rhodes
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House

Address.....411 Seventh Avenue,
 1406 Chamber of Commerce Bldg.

Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree, Pittsburgh

Time on the Air.....7:30 a.m. to 12:30 a.m.
 News Service.....Transradio
 Representative.....Wm. G. Rambeau Co.

Personnel

General Manager.....H. J. Brennen
 Sales Promotion....."Pete" Wasser
 Program and Production.....James M. Hughes
 Publicity Director.....Marian Caughey
 Chief Announcer.....Beckley Smith
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated My.....WWSW, Inc.
 Address.....Hotel Keystone

Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette

News Service.....AP
 Transcription Service.....Standard Radio; Asso-
 sociated Music Publishers

Personnel

President-Station Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Publicity-Sales Promotion.....John Wilkoff
 Program Director.....Walter E. Sickles
 War Program Director.....Marjorie McCann
 Production Manager.....John Davis
 Artists' Bureau Head.....Marie Wilk
 Chief Announcer.....David Tyson
 Musical Director.....John Mitchell
 Chief Engineer.....Ray Harlow

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts

Owned-Operated By.....Berks Broadcasting
 Co.

Business Address.....533 Penn St.
 Phone Number.....7335

Studio Address.....533 Penn St.
 Transmitter Location.....Spring Township

Time on the Air.....Local sunrise to sunset
 Transcription Service.....Lang-Worth; Standard
 Radio

News Service.....UP
 Representative.....George P. Hollingbery
 Co.

Personnel

General Manager.....Clifford M. Chafey
 Program Director.....J. Calvin Jackson
 Sales Manager.....Robert Magee
 Musical Director.....E. Lester Hofmaster
 Chief Engineer.....H. O. Landis

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Reading Broadcasting
 Co.

Business Address.....533 Penn St.
 Phone Number.....7336

Studio Address.....533 Penn St.
 Transmitter Location.....Pomeroy Bldg.

Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP

Transcription Service.....NBC Thesaurus;
 Lang-Worth

Representative.....William G. Rambeau Co.

Personnel

President.....Clifford M. Chafey
 Station Manager.....Raymond A. Gaul
 Sales Manager.....Arthur W. Chafey
 Program Director.....J. Calvin Jackson

W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

PENNSYLVANIA NETWORK

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

Address.....Select Bldg.
 Phone Number.....4-1148

Transmitter Location.....721 N. Blakely St.,
 Dunmore, Pa.

Time on the Air.....7 a.m. to midnight
 News Service.....UP

Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingbery Co.

Personnel

President & Station Mgr.....Martin F. Memolo

• • • **PENNSYLVANIA** • • •

Program Director.....Kenneth Beghold
 Chief Announcer.....John Von Bergen
 Musical Director.....Frank Keller
 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.....1000Wyoming Ave.
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.

Time on the Air: 6:45 a.m. to 1:05 a.m.; Sun-
 days, 7:45 a.m. to 1:05 a.m.

News Service.....AP
 Transcription Service.....World Broadcasting
 System

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.....Dave Griffiths
 Publicity Director.....George Campbell
 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

Personnel

President & General
 Manager.....John Fahlne, Jr.
 Commercial Manager...J. T. Van Sweringen
 Program Director.....Paul Gamble
 Publicity Director.....Evelyn Keller
 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.....7:30 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
 Station Manager.....Melvin Lahr
 Program Director.....Ken Hafer
 Sales Manager.....Homer Smith
 Chief Announcer.....Earnie Lukens
 Chief Engineer.....John Keller

•
W M B S

UNIONTOWN—EST. 1937

**COLUMBIA BROADCASTING SYSTEM
 ATLANTIC SPORTS NETWORK**

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.....7 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Representative.....Radio
 Advertising Co.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Promotion-Publicity Director.....Jean Snyder
 Program-Production Director.....Sullivan Sages
 Chief Announcer.....Kenneth Wilson
 Musical Director.....Sullivan Sages
 Chief Engineer.....William Henzly
 Record MC.....Willard Glover

W J P A

WASHINGTON—EST. 1942

VICTORY NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Washington Broad-
casting Company

Address: George Washington Hotel
Phone Number: 4870
Transmitter Location: North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
days, 9 a.m. to 12:30 a.m.

News Service: UP
Transcription Service: Lang-Worth, Victory
National Representative: Spot Sales, Inc.

Personnel

President: John Laux
Station-Commercial Manager: John M. Croft
Program Director and
Chief Announcer: Hunter Reams
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: Unlimited License
News Service: UP
Transcription Service: Associated

Personnel

President-Station Manager: John Stenger, Jr.
General Manager: A. W. Grebe
Program Director: Dick Mawson
Production Manager: Ed Thomas
Chief Announcer: Richard Owens
Musical Director: Phil Cusick
Chief Engineer: John Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Louis G. Baltimore
Address: 62 So. Franklin Street
Phone Number: 33101
Transmitter Location: Third Avenue, Kingston,
Pa.

Time on the Air: 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Louis G. Baltimore
Station-Commercial Mgr.: A. C. Baltimore
Program Director-Chief
Announcer: Tiny Hamrick
Production Manager: Jimmy McCarthy

Publicity Director: E. A. Hamrick
Musical Director: L. Savitt
Artists Bureau: H. P. Butler
Chief Engineer: Charles Sakoski

W R A K

WILLIAMSPORT—EST. 1929

NBC

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 11:30 p.m.
Newspaper Affiliation: Williamsport Sun;
Williamsport Gazette & Bulletin

News Service: UP
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

President: E. M. Case
Station Manager: George E. Joy
Commercial Manager: J. Wright Mackey
Office Manager: Helen McKenna
Program Director: Sarah Jane Person
Production Manager: Irving A. Berndt, Jr.
Chief Announcer: Leon Kelly
Chief Engineer: Louis Persio
Studio Hostess: Elaine Stern

W R A K

Serving Williamsport, Pa.

NIGHT & DAY

| STATION | MORN. | AFT'NOON | EVE. |
|---------|-------|----------|------|
| WRAC | 82.3 | 83.9 | 62.2 |
| A | 1.2 | 2.2 | 8.9 |
| B | 3.2 | 3.9 | 6.1 |
| C | 8.8 | 5.4 | 13.5 |
| D | 1.5 | 1.8 | 5.9 |
| OTHERS | 3.0 | 2.8 | 3.4 |

C. E. Hooper Fall Index 1943

—NBC—

J. P. MCKINNEY & SON

Representatives

W O R K

YORK—EST. 1932

MBS-NBC

MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number.....6629
Transmitter Location..West Manchester Town-
ship, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service UP
Transcription Service.....Standard Radio.
Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station ManagerClair R. McCollough
Station Director and National Sales
Manager.....J. Robert Gulick
Station-Commercial Manager...Harold Miller
Program DirectorArthur Weeks
Chief Engineer.....J. E. Mathiot

W S B A

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By...Susquehanna Broad-
casting Co.
Address York
Phone Number2676
Transmitter Location.....York
Time on the Air.....Daytime License
News Service AP
Transcription Service..... Associated Music
Publishers; World Broadcasting System
RepresentativeSpot Sales, Inc.

Personnel

Executive DirectorLouis Vyner
Commercial ManagerSydney Robbins
Program Director-Chief
AnnouncerOtis Morse, 4th
Production ManagerRoy Baxter
Publicity DirectorSam Leavitt
Musical DirectorHarold Shutz
Chief EngineerWillis Weaver

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

Mutual Broadcasting System

FOR . . .

The most direct

The most economical

The most effective

COVERAGE

**Rx
WFCI**

**PROVIDENCE
PAWTUCKET
MARKET**

**1420 K C
1000 WATTS**

★

BASIC BLUE NETWORK

★

A P NEWS

★

STANDARD LIBRARY

MERCHANDISING

PROMOTION

★

DEALER PREFERENCE

★

LISTENER PREFERENCE and LOYALTY

★

PAWTUCKET BROADCASTING CO.

450 MAIN STREET • PAWTUCKET, RHODE ISLAND

National Representative ★ WILLIAM RAMBEAU COMPANY

NEW YORK • CHICAGO • LOS ANGELES

582

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W F C I

PAWTUCKET—EST. 1941
BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Pawtucket Broadcast-
ing Co.
Business Address 450 Main Street
Phone Number Perry 9540
Transmitter Location. John St., Lonsdale, R. I.
Time on the Air: 6 a.m. to 1 a.m.; Saturdays,
6 a.m. to 2 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.

Personnel

President-Station Manager,
Howard W. Thornley
Treasurer Frank F. Crook
Commercial Manager T. F. Allen
Program Director George Sutherland
Promotion-Publicity Director T. F. Allen
Production Manager Robert T. Engels
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By The Yankee Net-
work, Inc.
Address Crown Hotel
Phone Number DExter 1500
Transmitter Location East Providence, R. I.
Time on the Air Unlimited License
News Service AP
Transcription Service Associated Music
Publishers, Standard
Representative Edward Petry Co., Inc.

Personnel

Chairman of the Board-General Manager,
John Shepard 3rd
Station & Commercial Manager. Joseph Lopez
Promotion-Publicity Director. James S. Powers
Program Director Rose M. Powers

Production Manager Don Morton
Chief Engineer Harry Tilley

W J A R

PROVIDENCE—EST. 1922
NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Company
Business Address 176 Weybosset Street
Phone Number Gaspee 1071
Transmitter Location Wamponoag Trail,
East Providence, R. I.
Time on the Air Unlimited License
Transcription Service World Broadcasting
System
Representative Weed & Company

Personnel

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

ANOTHER FIRST

for **PA**

PA originated hourly spot
news summaries on the
special AP radio news wire.

FIRST

cket -

WPRO

PROVIDENCE, R. I.

- Basic CBS Station
- 5000 Watts
- 630 Kc.

CHERRY & WEBB BROADCASTING CO.

National Representative

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

584

W P R O

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: East Providence, R. I.
 Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 News Service: AP; UP

Transcription Service: NBC Thesaurus,
 Lang-Worth
 Representative: Paul H. Raymer Company

Personnel

President: William S. Cherry, Jr.
 Commercial Manager: Eric Williams
 Publicity Director: Albert C. Rider
 Production Manager: Edward R. Pearson
 Educational Director: Mollie B. Cherry
 Musical Director: Edwin F. Drew
 Chief Engineer: Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Wilton E. Hall
 Address: Anderson College
 Studio Address: Anderson College, S. C.,
 Clemson College, S. C.
 Phone Number: 800
 Transmitter Location: Anderson College
 Time on the Air: 6 a.m.-12:05 a.m.
 Newspaper Affiliation: Anderson Independent;
 Daily Mail
 News Service: INS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System

Personnel

Owner: Wilton E. Hall
 Commercial Manager: G. Paul Browne
 Program Director: Randy Davison
 Production Director: R. E. Liverance
 Artists Bureau: Carroll Lee
 Chief Engineer: Harold C. Spengler

Personnel

President-Station Manager: J. M. Rivers
 Commercial Manager: Roland Weeks
 Program Director: Russ Long
 Traffic Manager: Gladys S. Monogue
 Production Manager: T. Heyward Moore
 Chief Announcer: Chuck Simpson
 Publicity: Ann T. Finnell
 Musical Director: Betty Sturcken
 Chief Engineer: Wilbur Albee
 (See Page 586)

W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By: Atlantic Coast
 Broadcasting Company
 Business Address: 135 Church St.
 Phone Number: 2-2961; 2-2962
 Studio Address: 135 Church St.
 Transmitter Location: Albemarle, S. C.
 Time on the Air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 Newspaper Affiliation: News & Courier;
 Charleston Evening Post
 News Service: AP
 Transcription Service: Standard Radio
 Representative: George P. Hollingbery
 Co.

Personnel

President: R. M. Manigault
 Station Manager: R. E. Bradham
 Commercial Manager: W. P. Speight
 Program Director: A. F. Witte
 Chief Engineer: D. M. Bradham

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
 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 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Free & Peters



We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name... make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that

we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these — that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel

The CBS Station for the Coastal Carolinas

*P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.



WCOS
COLUMBIA—EST. 1939
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. . . Carolina Broadcasting Corp.
Address 1202 Main St.
Phone Number 25601
Transmitter Location 200 Senate St.
Time on Air 6:30 a.m. to midnight
News Service AP
Transcription Service Standard Radio
Representative Spot Sales, Inc.

Personnel

President H. F. Kinscey
General Manager W. C. Bochman
Sales Promotion Manager Donald Clark
Program Director Moody McElveen
Record M.C. & Production Dave Campbell
Publicity Dorothy Sligh
Chief Announcer Moody McElveen
Chief Engineer Harry Clippard

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WIS
COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY
Frequency: 560 Kc. Power: 5000 Watts
Owned By The Surety Life Insurance Company
Operated By Radio Station WIS
Address 1811 Main Street
Phone Number 2-2135; 2-2136
Transmitter Location Bluff Road
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Free & Peters, Inc.

Personnel

President Herman N. Hipp
Station Manager G. Richard Shaffo
Commercial Manager J. D. Saumenig
Program Director Ray A. Furr
Production Manager-Chief
Announcer Jack Peterson
Publicity Director Cosette Merrill
Musical Director Mary Elizabeth Shealy
Chief Engineer Scott Helt

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WOLS
FLORENCE—EST. 1937
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Florence Broadcasting Co., Inc.

Address 129 South Dargan
Phone Number 48
Transmitter Location Charleston Highway
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.
News Service UP
Transcription Service Keystone Broadcasting System
Representative Cox & Tanz

Personnel

Owner M. F. Schnibben
Station-Commercial Manager H. Russ Holt
Program Director-Chief Announcer,
Raymond Caddell
Publicity Director Carol Schnibben
Musical-War Program Director. Claude Putnam
Chief Engineer Herman Hanks

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WFBC
GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News Piedmont Co.
Address Poinsett Hotel
Phone Number 362; 363
Transmitter Location Gantt, S. C.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Greenville News; Greenville Piedmont
News Service 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 Robert Glass
Program-Production Director Alice Wymam
Publicity Director Dr. Nicholas P. Mitchell
Chief Announcer Charlie Davis
Musical Director Marcia Wyche
Chief Engineer W. C. Etheredge

.
WMRC
GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Textile Broadcasting Company, Inc.
Business Address Prevost Bldg.
Phone Number 5730
Studio Address Prevost Building

SOUTH CAROLINA

Transmitter Location.....400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7:30 a.m. to 12 midnight

News ServiceAP
Transcription ServiceWor'd
National Representative...Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
Station Manager.....W. Ennis Bray
Commercial Manager.....C. B. Denison
Program-Musical Director....Jimmy Simpson
War Program Director.....Moddell Howell
Production Manager.....Joe Groger
Publicity Director.....Pearle Eargle
Chief Announcer.....Sid Tear
Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
AddressGreenwood
Phone Number4300
Transmitter Location.....Greenwood
Time on the Air.....Unlimited license
News ServiceAP
Transcription Service.....World, Keystone

Personnel

PresidentDouglas Featherstone
Station ManagerDan Crosland
Program DirectorNewton S. Smyth
Women's EditorMargaret Bailey
Chief Engineer.....E. C. Niemann

W O R D

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Spartanburg Adver-
tising Company
Address.....224 E. Main St.
Phone Number2900
Transmitter Location.....2½ miles Northeast
of Spartanburg
Time on the Air.....6 a.m. to 1 a.m.
News ServiceAP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager,
Walter J. Brown
Station Manager.....Roger A. Shaffer

Musical Director.....Lea Perrin
Chief Engineer.....Murray Coleman

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By.....Spartanburg Ad-
vertising Company
Address.....224 E. Main St.
Phone Number2900
Transmitter Location....3½ miles Northwest
of Spartanburg
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceUP
Transcription ServiceAssociated
Music Publishers
Representative....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
Vice President-General Manager,
Walter J. Brown
Assistant General Manager,
John W. Kirkpatrick
Director of Public Relations..Roger A. Shaffer
Program-Publicity Director..Sterling W. Wright
Assistant Program Director...Harold B. Shaw
Musical DirectorCorinne Kearse
Chief EngineerHarold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK

PALMETTO STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WFIG, Inc.
Address39 North Main Street
Phone Number (Studio).....1340
Transmitter Location.....Highway No. 76
Time on the Air.....15 Hours Daily
News ServiceUP
Transcription Service.....Keystone Broad-
casting System
National Representative.....Cox & Tanz

Personnel

President-Station Manager....Julius S. Brody
V.P.-Sec'y.....T. Doug Youngblood
Commercial Mgr.....M. Watson
Publicity Director.....Dorothy Boney
Chief Engineer.....Edwin W. Roman

SOUTH DAKOTA

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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

Address117½ South Main Street

Phone Number..... 4626

Transmitter Location.....Wylie Park

Time on the Air.....7 a.m. to 12 midnight

News ServiceAP

RepresentativeThe Walker Company

Personnel

PresidentH. C. Jewett, Jr.

Vice-President.....C. H. Anderson

Vice-President.....Olwin Ackley

Treasurer.....J. H. McKeever

Secretary-General Manager.....A. A. Fahy

Program Director.....Aileen Johnson

Chief Engineer.....Delbert Hunt

K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts

Owned-Operated By.....Ida A. McNeil

Address203 West Summit Ave.

Phone Number351

Transmitter Location...203 West Summit Ave.

Time on the Air.....9:30 a.m. to sunset

News ServiceAP

Transcription Service...Keystone Broadcast-
ing System

RepresentativeCox & Tanz

Personnel

Owner and Director.....Ida A. McNeil

Chief Engineer.....Robert H. Dye

K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Black Hills Broadcast

Company of Rapid City

AddressAlex Johnson Hotel

Phone Number.....2000

Transmitter Location...2½ miles East of City

Time on the Air: 6 a.m. to 9 p.m.; Sundays,
9 a.m. to 5 p.m.

News ServiceUP

Transcription Service...Lang-Worth; Keystone
Broadcasting System

RepresentativeThe Walker Company

Personnel

President.....C. A. Quarnberg

Station-Commercial Manager...Robert I. Dean

Program Director-Production Manager,

George E. Bruntlett

Publicity Director.....Albert Ziegler

Artists Bureau Head.....Mildred Palmer

Chief Engineer.....A. E. Griffiths

Record MC.....Kenneth Peterson

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts

Owned By.....State of South Dakota

Operated By.....South Dakota State

School of Mines and Technology

AddressEast St. Joseph Street

Phone Number.....1600

Transmitter Location.....St. Joe Street and
Birch Avenue

Time on the Air.....11 a.m. to 1 p.m.

News ServiceAP

Transcription ServiceStandard Radio

Personnel

President.....Joseph P. Connolly

Station Manager.....C. M. Rowe

Program Director.....Scott Burril

Publicity Director.....Redford Dibble

Chief Announcer.....Harold Knutson

Chief EngineerE. E. Clark

(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

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 ServiceAP

Transcription Service.....NBC Thesaurus

RepresentativeHoward H. Wilson Co.

Personnel

PresidentJoseph Henkin

Station Manager.....Morton Henkin

Ass't and Commercial Manager,

George R. Hahn

Sales Promotion Manager.....S. Fantle, Jr.

Program Director.....Verl Thomson

Chief Engineer.....Max Staley

K S O O

SIOUX FALLS—EST. 1926

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: AP
 Transcription Service: NBC Thesaurus
 Representative: Howard H. Wilson Co.

Personnel

President: Joseph Henkin
 Station Manager: Morton Henkin
 Commercial Manager: George R. Hahn
 Sales Promotion Manager: S. Fantle, Jr.
 Chief Engineer: Max Staley

K U S D

VERMILION—EST. 1922

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

Address: Union Building
 Phone Number: 601
 Transmitter Location: Science Hall
 Time on the Air: 3 p.m. to 6 p.m.

Personnel

Director of Radio: Prof. Hale Aarnes
 Station Manager: Bernice Stier
 Chief Engineer: George Nordquist
 (Non-Commercial Station)

K W A T

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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: 777
 Transmitter Location: 1/2 mile south of
 business section
 Time on the Air: 7 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: Keystone

Personnel

Station Manager: F. L. Bramble
 Commercial Manager: M. W. Plowman
 Promotion-Publicity Director: Morris Wisott
 Chief Engineer: Francis Alwin

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

IOWA BROADCASTING COMPANY

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: WNAX Broadcasting
 Co.

Address: Yankton
 Phone Number: 443
 Transmitter Location: Yankton
 Time on the Air: 6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register &
 Tribune

News Service: AP; UP
 Transcription Service: Standard Radio
 Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
 General-Commercial Manager: Phil Hoffman
 Sales Promotion Manager: Jack Paige
 Program Director: Arthur J. Smith
 Musical Director: Rex Hayes
 Chief Engineer: Clifton M. Todd

TENNESSEE

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.

DANIEL BOONE 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 Pike,
 Washington County, Va.

Time on the Air: 6:30 a.m. to 11:30 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Burn-Smith Company

Personnel

President and General Manager: W. A. Wilson
 Commercial Manager: R. L. Russell
 Program Director: Fey Rogers
 Publicity Director: Corinne Butterworth
 Continuity Director: Marjorie Freels
 Production Manager: Gene Thomas
 Chief Engineer: Robert Smith

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... **WAPO Broadcasting Service**

Address Read House
Phone Number 6-6141
Transmitter Location Pineville Road
Time on the Air 5:30 a.m. to 12 Midnight
News Service **AP**
Transcription Service **NBC Thesaurus**
Representative **Headley-Reed Company**

Personnel

Owner **Mrs. W. A. Patterson**
General Manager **R. G. Patterson**
Local Sales Manager **R. N. Krepps**
National Sales Manager **Helen H. Patterson**
Program-Publicity Director **Helen Patterson**
Chief Announcer **Bob Bosworth**
Artists' Bureau Head **Louise Harley**
Musical Director **William Krug**
Chief Engineer **B. B. Barnes**

W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By **Joe Engel Broadcasting Co.**

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 Manager **Frank S. Lane**
Commercial Manager **Ken Flenniken**
Program Director **Vann Campbell**
Chief Announcer **George Barber**
Musical Director **Jean Van Arsdale**
Chief Engineer **B. C. Baker**

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 12:05 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service **UP**

Transcription Service **Langworth, World Representative** **Paul H. Raymer Co.**

Personnel

Co-Owners **Earl W. Winger, Norman A. Thomas**
General Manager **Earl W. Winger**
Commercial Manager **Carter M. Parham**
Sales Promotion Manager **Cliff W. Bowers**
Program Manager **Gene Wilkey**
Chief Announcer **Douglas Davies**
Musical Director **John Tettesore**
Chief Engineer **J. C. Vessels**

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By **Wm. Kleeman**
Address: **Masonic Bldg., Commerce and Third Street**

Phone Number 499
Transmitter Location **One mile southeast**
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
8 a.m. to 10 p.m.

News Service **AP**
Transcription Service **World**
Representative **Cox & Tanz**

Personnel

Owner **Wm. Kleeman**
Station Manager **W. E. Williams**
Commercial-Sales Promotion
Manager **Helen Wallace**
Program Director **W. E. Williams**
Chief Announcer **Clay Cline, Jr.**
Chief Engineer **John Bailey**

W H U B

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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.
News Service **AP**
Transcription Service **Keystone Broadcasting System**

Personnel

President-Chief Owner **M. L. Medley**
Chief Announcer **Grady Lemons**
Chief Engineer **Charles Burch**

W T J S

JACKSON—EST. 1931

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Sun Publishing
 Company
 Address 104 West Baltimore St.
 Phone Number 3340
 Transmitter Location Highway 45
 Time on the Air 7 a.m. to 12 midnight
 Newspaper Affiliation The Jackson Sun
 News Service UP
 Transcription Service Standard Radio
 Representative The Branham Company

Personnel

President A. A. Stone
 Station-Commercial Manager A. B. Robinson
 Program-Publicity Director Otis Roush
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Announcer Paul Moore
 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 Address 412 S. Roan St.
 Transmitter Location R.F.D. No. 4,
 Johnson City
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative Howard H. Wilson

Personnel

President-Station Manager W. Hanes Lancaster
 Station-Commercial Manager Ken Marsh
 Program-Production Director Henry Frick
 Chief Engineer O. K. Garland

W K P T
 KINGSFORT—EST. 1940
 NATIONAL BROADCASTING CO.
 DANIEL BOONE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co.
 Address 222 Commerce St.
 Phone Number WKPT
 Transmitter Location East Kingsport
 Time on the Air 6:30 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth;
 Standard Radio
 Representatives Burn-Smith Co.;
 Harry Cummings

Personnel

President C. P. Edward, Jr.
 General Manager Jess Swicegood
 Program-Production Manager Paul Overbay
 Chief Engineer Gladman W. Upchurch

W B I R

KNOXVILLE—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By American
 Broadcasting Corp.
 Address Chamber of Commerce Bldg., 618
 South Gay Street
 Phone Number 4-3321
 Transmitter Location Brooks Road &
 Wilder Place
 Time on the Air 129 hrs. weekly
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Burn-Smith Co.

Personnel

President Gilmore N. Nunn
 Station-Commercial Mgr. John Ballard
 Chief Engineer J. Rex Horton

W N O X

KNOXVILLE—EST. 1921
 COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 10,000 Watts
 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
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service Standard Radio; Lang-
 Worth
 Representative The Branham Company

Personnel

President Jack R. Howard
 Vice-President-General Manager,
 R. B. Westergaard
 Commercial Manager Harry Le Brun
 Sales Promotion-Publicity Manager C. B. Davis
 Program Director Lowell Blanchard
 Director of War Programs Walter Corning
 Musical Director Jerry Collins
 Chief Announcer Tys Terwey
 Chief Engineer
 Record MC Kurt Webster

W R O L

KNOXVILLE—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Stuart Broadcasting
 Co.
 Business Address Hamilton Bank Bldg.
 Phone Number 2-7111
 Studio Address Hamilton Bank Bldg.

Transmitter Location.....Holston Hills
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 World
 Representative.....John Blair & Co.

Personnel

President.....S. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Fred Pfahler
 Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Owen McReynolds

W H B Q
 MEMPHIS—EST. 1925

MUTUAL

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

Address.....Hotel Gayoso
 Phone Number.....8-6868
 Transmitter Location.....46 Neely St.
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Program Director-Chief Announcer.....John T. Orr
 War Program Director.....Bob Alburty
 Publicity Director.....Lee Johnson
 Chief Engineer.....Welton Roy
 Record MC.....Alfred Kerr

W M P S
 MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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

Address.....Columbian Tower, 62 North
 Main Street
 Phone Number.....5-2721
 Transmitter Location.....1690 South Lau-
 derdale
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 11:45 p.m.
 Newspaper Affiliation.....Memphis Press-
 Scimitar
 News Service.....UP
 Transcription Service.....Standard Radio;
 Associated
 Representative.....Spot Sales, Inc.

Personnel

President.....Jack R. Howard
 Station Manager-Program Director
 Harold R. Krelstein
 Commercial Manager.....Harold R. Krelstein

Merchandising Manager-Publicity Director
 Robert Hobgood
 Director of War Programs
 Francis Chamberlin
 Chief Announcer.....Lawrence Trexler
 Musical Director.....Kay Benander
 Chief Engineer.....J. 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
 Phone Number.....5-1313
 Transmitter Location.....Memphis
 Time on the Air.....Unlimited license
 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.....Louis Fossee
 Musical Director.....Jesalyn Payne
 Chief Engineer.....S. D. Wooten, Jr.

PA

*Originated
 the extra
 service of the
 only press
 association
 Station Relations
 Department*

MARKET DATA OF DAY COVERAGE OF

★ W M C
MEMPHIS
TENN.

| | | | | | | |
|------------|------------|-------------|-------------------------|---------------|---------------|--------------|
| POPULATION | HOME UNITS | RADIO UNITS | EFFECTIVE BUYING INCOME | RETAIL SALES | FOOD SALES | DRUG SALES |
| 3,092,108 | 777,206 | 393,518 | \$896,976,000 | \$615,979,000 | \$112,935,000 | \$21,225,000 |

The South's Biggest Market
✓ *Biggest Area*

In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.

✓ *Biggest Population*

In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!

✓ *Biggest Retail Sales*

Retail sales total \$615,979,000 with an effective buying income of \$896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.

★ W M C
MEMPHIS

- ★ NBC
- ★ 5,000 WATTS DAY AND NIGHT
- ★ OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- ★ REPRESENTED NATIONALLY BY THE BRAINHAM COMPANY

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.
 AddressGoodwyn Institute
 Phone Number8-7464
 Transmitter LocationFive Points, Tenn.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationMemphis Commercial Appeal
 News ServiceUP
 Transcription ServiceNBC Thesaurus; Lang-Worth
 RepresentativeThe Branham Co.

Personnel

Station ManagerH. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Assistant Commercial Manager .Cliff Goodman
 Program DirectorJohn Cleghorn
 Production Manager.....Ed Deffenbaugh
 Chief EngineerE. C. Frase, Jr.

W L A C

NASHVILLE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
 Frequency: 1510 Kc.....Power: 50000 Watts
 Owned By ..J. T. Ward, d/b as WLAC Broadcasting Service
 Operated By.....WLAC Broadcasting Service
 Address.....Third National Bank Bldg.
 Phone Number6-0161
 Transmitter LocationDickerson Road
 Time on the Air .6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.... World Broadcasting System; NBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 General-Commercial Manager...F. C. Sowell
 Promotion ManagerChas. L. Andrews
 Program DirectorPaul Oliphant
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
 Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated ByWSIX, Inc.

AddressNashville Trust Building
 Phone Number5-5431
 Transmitter Location ...Northeast of Nashville
 Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
 News ServiceAP
 Transcription ServiceStandard Radio; C. P. MacGregor; Lang-Worth
 RepresentativeSpot Sales, Inc.

Personnel

President-Station Manager...Jack M. Draughon
 Commercial Manager...Eugene S. Tanner
 Program-Production Manager, Jack Wolever, Jr.
 Publicity Director.....R. L. Chaudoin
 Chief Announcer.....Buck Byrum
 Musical Director.....Frank Bobo
 Chief Engineer.....Bascom E. Porter
 Record MC.....Walter Ferguson

TELESCRIPTS

... ORIGINATED BY **PA**

are complete scripts, cued for music or sound effects, and moved on the special



radio news wire.

Widely sponsored from Coast-to-Coast

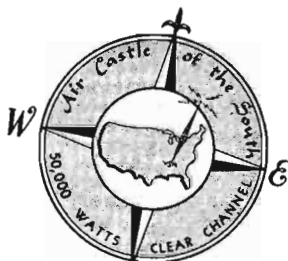


THE Fifth ESTATE

**WSM — THE PUBLIC SERVICE
STATION IN TENNESSEE**

IN these days when much conjecture is advanced upon the subject of radio's prime function, WSM points with pride to its public service programs. A true knowledge of the community's needs and desires enables us to serve our listeners well.

Needless to say that when listeners are loyal to the station, they are equally as loyal to its advertisers. Confidence is the basis of good listening . . . and good buying.



HARRY L. STONE, Gen'l. Mgr.

WSM

NASHVILLE, TENN.

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

W S M

NASHVILLE—EST. 1925

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,
17 hours

News Service AP; INS
Transcription ServiceAssociated Music
Publishers, Lang-Worth
RepresentativeEdward Petry & Co., Inc.

Personnel

Executive Vice-President.....Edwin W. Craig
Station Manager.....Harry L. Stone
Sales Manager.....Dean R. Upson
Program Director.....Jack Stapp
Publicity Director.....Lester Barnard
Artists' Bureau Head.....Ford Rush
Chief AnnouncerOtis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds

TEXAS

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286*

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 Abilene
Phone Number 6255
Transmitter Location341 Ambler Avenue
Time on the Air.....6:30 a.m. to 11 p.m.

Newspaper Affiliation.....Abilene Reporter-
News

News Service AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
Vice-President & Managing

DirectorHoward Barrett
Local Sales ManagerA. C. Etter
Chief EngineerJ. 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 12 Midnight;
Sundays, 7 a.m. to 12 Midnight

News Service INS

Personnel

President.....Gilmore N. Nunn

Station-Commercial Manager ..H. P. Roberson
Sales Promotion Manager-Program Director
Bonnie Bennett
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 LocationBellaire Park
Time on the Air: 6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 Midnight

Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News ServiceUP
Transcription Service.....NBC Thesaurus,
Standard

National Sales Office Address: Taylor-Howe-
Snowden Group, Dallas, Texas
RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor
General Manager...Raymond Hollingsworth
Sales Manager.....Aubrey Jackson
Program Director.....Raymond Hollingsworth
Musical Director.....Frances Jensen

K N O W

AUSTIN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

TEXAS

AND THE GREAT SOUTHWEST



WFAA 50,000 WATTS
879 KC. N.B.C. AND TEXAS QUALITY NETWORK

WBAP 50,000 WATTS
828 KC. N.B.C. AND TEXAS QUALITY NETWORK

KGKO 5,000 WATTS
DALLAS • FORT WORTH DAY and NIGHT
570 KC. BLUE NETWORK—LONE STAR CHAIN



Looking for an *effective, low cost* way to reach that **BIG, rich Texas** and Southwest market? Well, here are the key stations you positively don't want to overlook — **WFAA-WBAP**, with the largest 50,000 watt primary coverage in the United States, and **KGKO**, second only to its sister station. These stations are a vital part of the home, down this way, and have a powerful influence on the thinking and buying habits of Texas and Southwest folks. They will *respond* —if you use these stations!

NATIONAL REPRESENTATIVES

EDWARD PETRY & COMPANY, INC.

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 12 Midnight
 News Service UP
 Representative..... Spot Sales, Inc.

Personnel

President..... H. M. Fentress
 Station Manager..... Hardy C. Harvey
 Commercial Manager..... Ernest T. Jones
 Sales Promotion Manager... Scotty Garrison
 Program-Musical Director..... Allan Ezell
 Chief Announcer..... Weldon Robinson
 Chief Engineer..... James Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 d.; 250 n.
 Owned-Operated By... State Capital Broad-
 casting Association
 Address..... P.O. Box 717
 Phone Number 2-2424
 Transmitter Location Dallas Highway
 Time on the Air..... 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard
 Representative..... The Branham Co.

Personnel

President..... Claudia T. Johnson
 General Manager..... Harfield Weedin
 Sales Manager..... R. J. Crissey
 Program-Production Director..... John Hicks
 Publicity-War Program Director... J. Mabel Clark
 Chief Engineer..... M. W. Jeffus

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.. Beaumont Broadcasting
 Corp.
 Address..... P.O. Box 2950
 Phone Number 3883
 Transmitter Location Cor. Doucette &
 Grove Streets
 Time on the Air: 6 a.m. to 2 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President..... C. W. Snider
 General-Commercial Manager.... C. B. Locke
 Sales Promotion Manager..... H. Caldwell
 Program Director..... B. R. Patterson

Chief Announcer..... Bob Liggett
 Chief Engineer..... L. M. Sanders

K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By..... KRIC, Inc.
 Operated By..... Enterprise and Journal Co.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location..... 130 Wall Street
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation .. Beaumont Enterprise
 News Service AP
 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..... Lorraine Kelley
 Publicity Director..... Martha Swafford
 Chief Announcer..... Virginia Moon
 Musical Director..... Mary Bond Campbell
 Chief Engineer..... Ben Hughes

K F D M

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

Represented by the
 Howard H. Wilson Company

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

Address702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast
of town

Time on the Air.....7 a.m. to 9:30 p.m.
Newspaper Affiliation.....Big Spring Herald
News Service AP
Representative.....John E. Pearson Co.

Personnel

PresidentRobert Whipkey
Station Manager.....David Crockett
Commercial Manager.....Charles T. White
Program Director.....James H. Stiff
Chief EngineerAndrew M. Jones

K N E L

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated ByG. L. Burns
Business AddressGibbons
Phone Number 77
Transmitter LocationBrady, Texas

Time on the Air.....Unlimited license
RepresentativeCox & Tanz

Personnel

General Manager.....G. L. Burns

K E E W

BROWNSVILLE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated By.....Eagle Broadcasting Co.
Business Address...3700 San Benito Highway
Phone Number 1273

Transmitter Location.....San Benito Road
Time on the Air.....6 a.m. to 9 p.m.
News ServiceINS
Transcription ServiceKeystone
RepresentativeForjoe & Co.

Personnel

General Manager.....E. E. "Jack" Wilson
Program-Production Director.....Charlie Cummins
Chief Engineer.....Glenn McIntosh

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 1000 d.; 500n
Owned-Operated By.....Brown County
Broadcasting Co.

Address800 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.; Sun-
day, 7:30 a.m. to 10:30 p.m.

News ServiceAP
Transcription Service.....NBC Thesaurus
Representative.....Howard H. Wilson Co.

Personnel

President-Station Manager....Wendell Mayes
Commercial Manager.....A. D. Whisenant
Program-Publicity Director.....Pat Laurence
Production Manager.....Dorthea Dunlap
Chief AnnouncerBill Field
Chief EngineerA. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

BLUE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By.....College of Texas
AddressCollege Station
Phone Number 4-6724

Transmitter LocationCollege Station
Time on the Air.....Sun-up to Sun-down
News ServiceAP
Transcription ServiceWorld

Personnel

Station-Commercial Manager....Ted P. Hills
Promotion-Program Director...Evelyn Branigan
Chief Engineer.....H. C. Dillingham

K E Y S

CORPUS CHRISTI—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By...Earl C. Dunn, Charles W. Rossi,
H. B. Lockhart and E. C. Hughes

Operated By.....Nueces Broadcasting Co.
AddressCenter Theater Bldg.
Phone2-7411

Transmitter.....Shell Rd. near Corpus Christi
Time on the Air.....6 a.m. to 12 Midnight
News ServiceAP
Transcription ServiceWorld
RepresentativeForjoe Co.

Personnel

Station & Commercial Manager..E. C. Hughes
Ass't Manager.....Fred Burr
Program-Production Director....Jack Sharpe
Chief Engineer.....Earle C. Dunn

K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

TEXAS STATE NETWORK

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

AddressRobert Driscoll Hotel

Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air Unlimited License
 Newspaper Affiliation Caller-Times
 News Service AP
 Transcription Service Standard
 Representative The Branham Company

Personnel

General Manager T. Frank Smith
 Chief Engineer Robert S. Bush

KWBU

CORPUS CHRISTI—EST. 1943

Frequency: 1010 Kc. Power: 50,000 Watts
 Owned & Operated By Century Broadcasting
 Address 912 Commerce St., Dallas, Texas
 Phone Riverside 6381
 Transmitter Location Gregory,
 Time on the Air Daytime License
 News Service AP
 Representatives Homer Hogan & Co.,
 John E. Pearson

Personnel

President Carr P. Collins

KAND

CORSICANA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Navarro Broadcast-
 ing Association
 Business Address P. O. Box 959
 Phone Number 141
 Transmitter Location ½ mile north of
 Corsicana Highway No. 75
 Time on the Air 16½ hours daily
 News Service UP
 Representatives Hal Holman Co.;
 The Walker Co.

Personnel

President J. C. West
 Station Manager Aubrey H. Escoe
 Chief Engineer Eugene R. Hellums

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 50000 Watts
 Owned-Operated By KRLD Radio Corp.
 Address Hotel Adolphus
 Phone Number Central 6811
 Transmitter Location Garland, Texas
 Time on the Air: 5:30 a.m. to 12 Midnight;
 Sundays, 6 a.m. to 12 Midnight
 Newspaper Affiliation Dallas Daily Times
 News Service AP

Transcription Service Standard Radio
 Representative The Branham Co.

Personnel

President J. W. Runyon
 Managing Director C. W. Rembert
 Ass't Manager James W. Crocker
 Commercial Manager William A. Roberts
 Sales Promotion Manager J. W. Crocker
 Program Director Ruth Clem
 Publicity Director Douglas Hawley
 Traffic Manager A. H. Plumlee
 Musical Director Lawrence N. Morrell
 Chief Engineer R. M. Flynn

KSKY

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 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Program Director T. E. Perrin
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

WFAA

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
 Business Address 1122 Jackson St.
 Phone Riverside 9631
 Studio Address Santa Fe Bldg. Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air. Shares time with WBAP,
 Fort Worth, operating continuously from 6
 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
 Program Director Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Marian Kate
 Chief Engineer Raymond Collins

(See Page 598)