

STATIONS
OF THE UNITED STATES



Alphabetical Listing



*Standard Stations Indexed
By Call Letters—Frequency
Power and Kilocycles*



*Standard Stations Indexed
By Cities—Network Affiliation*



*Stations Alphabetically
Listed By States—Personnel
Other Detailed Information*

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	617
KABR	Aberdeen, S. D.	1420	5000	599
KADA	Ada, Okla.	1230	250	561
KALB	Alexandria, La.	1240 580	250 1000 C. P.	441 441
KALE	Portland, Ore.	1330	5000	567
KALL	Salt Lake City, Utah	910	1000 C. P.	623
KAND	Corsicana, Texas	1340	250	609
KANS	Wichita, Kans.	1240	250	434
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	358
KASA	Elk City, Okla.	1240	100	562
KAST	Astoria, Ore.	1230	250	565
KATE	Albert Lea, Minn.	1450	250	471
KAVE	Carlsbad, N. M.	1240	250	500
KBIX	Muskogee, Okla.	1490	250	562
KBIZ	Ottumwa, Iowa	1240	250	426
KBKR	Baker, Ore.	1490	250	565
KBND	Bend, Ore.	1340	250	566
KBON	Omaha, Neb.	1490	250	492
KBPS	Portland, Ore.	1450	100	569
KBST	Big Spring, Texas	1490	100	608
KBTM	Jonesboro, Ark.	1230	250	...
KBUR	Burlington, Iowa	1490	250	423
KBWD	Brownwood, Texas	1380	500	609
KCKN	Kansas City, Kans.	1340	250	433
KCMC	Texarkana, Texas	1230	250	619
KCMO	Kansas City, Mo.	1480	1000	485
KCRA	Sacramento, Calif.	1340	250 C. P.	367
KCRC	Enid, Okla.	1390	1000	562
KDAL	Duluth, Minn.	610	1000	471
KDB	Santa Barbara, Calif.	1490	250	372
KDFN	Casper, Wyo.	1470	1000	645
KDKA	Pittsburgh, Pa.	1020	50000	585
KDLR	Devils Lake, N. D.	1210	250	543
KDNT	Denton, Texas	1450	100	611
KDON	Monterey, Calif.	1240	250	365
KDRO	Sedalia, Mo.	1490	250	487
KDTH	Dubuque, Iowa	1370	1000	425
KDYL	Salt Lake City, Utah	1320	5000	623
KECA	Los Angeles, Calif.	790	5000	359

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KEEW	Brownsville, Texas	1490	100	608
KELA	Centralia-Chehalis, Wash.	1470	1000	629
KELD	El Dorado, Ark.	1400	250	353
KELO	Sioux Falls, S. D.	1230	250	599
KENO	Las Vegas, Nev.	1400	250	493
KERN	Bakersfield, Calif.	1410	1000	357
KEUB	Price, Utah	1450	250	622
KEVR	Seattle, Wash.	1090	250	630
KEX	Portland, Ore.	1190	5000	569
KEYS	Corpus Christi, Texas	1490	250	609
KFAB	Lincoln, Neb.	1110	10000	491
KFAC	Los Angeles, Calif.	1330	1000	359
KFAM	St. Cloud, Minn.	1450	250	476
KFAR	Fairbanks, Alaska	610	5000	647
KFBB	Great Falls, Mont.	1310	5000	489
KFBC	Cheyenne, Wyo.	1240	250	645
KFBI	Wichita, Kans.	1070	1000	434
KFBK	Sacramento, Calif.	1530	10000	367
KFDA	Amarillo, Texas	1230	250	607
KFDM	Beaumont, Texas	560	1000	608
KFEL	Denver, Colo.	950	5000	374
KFEQ	St. Joseph, Mo.	680	5000	486
KFFA	Helena, Ark.	1490	250 C. P.	353
KFGQ	Boone, Iowa	1260	250	423
KFH	Wichita, Kans.	1330	5000	435
KFI	Los Angeles, Calif.	650	50000	360
KFIO	Spokane, Wash.	1230	250	632
KFIZ	Fond-Du-Lac, Wis.	1450	250	639
KFJB	Marshalltown, Iowa	1230	250	426
KFJI	Klamath Falls, Ore.	1210	100	566
KFJM	Grand Forks, N. D.	1440	500	543
KFJZ	Fort Worth, Texas	1270	5000	613
KEKA	Greeley, Colo.	910	1000	376
KFKU	Lawrence, Kans.	1250	1000	433
KFLW	Klamath Falls, Ore.	1450	250 C. P.	567
KFMB	San Diego, Calif.	1450	250	369
KFNF	Shenandoah, Iowa	920	500	426
KFOR	Lincoln, Neb.	1240	250	492
KFOX	Long Beach, Calif.	1280	1000	359
KFPW	Fort Smith, Ark.	1400	250	353
KFPY	Spokane, Was.	920	5000	632
KFQD	Anchorage, Alaska	790	1000	647
KFRC	San Francisco, Calif.	610	5000	370
KFRE	Fresno, Calif.	1340	250	358
KFRQ	Longview, Texas	1370	1000	615
KFRU	Columbia, Mo.	1400	250	483
KFSD	San Diego, Calif.	600	1000	369
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KFUN	Las Vegas, N. M.	1230	250	500
KFUO	St. Louis, Mo.	850	5000	487
KFVD	Los Angeles, Calif.	1020	1000	360
KFVS	Cape Girardeau, Mo.	1400	250	483
KFWB	Los Angeles, Calif.	980	5000	360
KFXD	Nampa, Idaho	1230	250	402
KFXJ	Grand Junction, Colo.	920	500	376
KFXM	San Bernardino, Calif.	1240	250	369
KFYO	Lubbock, Texas	1340	250	615
KFYR	Bismarek, N. D.	550	5000	543
KGA	Spokane, Wash.	1510	10000	632
KGB	San Diego, Calif.	1360	1000	369
KGBS	Harlingen, Texas	1240	250	614
KGBX	Springfield, Mo.	1260	5000	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU	Mandan, N. D.	1270	250	544
KG CX	Sidney, Mont.	1480	1000	490
KGDE	Fergus Falls, Minn.	1230	100	473
KGDM	Stockton, Calif.	1140	5000	372
KGEK	Sterling, Colo.	1230	100	377
KGER	Long Beach, Calif.	1390	5000	359
KGEZ	Kalspell, Mont.	1340	100	490
KGFF	Shawnee, Okla.	1450	250	564
KG FJ	Los Angeles, Calif.	1230	100	362
KGFL	Roswell, N. M.	1400	100	501
KGFW	Kearney, Neb.	1340	250	491
KGFX	Pierre, S. D.	630	200	599
KGGF	Coffeyville, Kans.	690	500	431
KGGM	Albuquerque, N. M.	1260	1000	500
KGHF	Pueblo, Colo.	1350	500	377
KGHI	Little Rock, Ark.	1230	250	354
KGHL	Billings, Mont.	790	5000	488
KGIR	Butte, Mont.	1370	5000	489
KGIW	Alamosa, Colo.	1450	250	374
KGKB	Tyler, Texas	1490	250	619
KGKL	San Angelo, Texas	1400	250	617
KGKO	Fort Worth, Texas	570	5000	613
KGKY	Scottsbluff, Neb.	1490	250	493
KGLO	Mason City, Iowa	1300	5000	426
KGLU	Safford, Ariz.	1450	250	352
KGMB	Honolulu, Hawaii	590	5000	649
KGNC	Amarillo, Texas	1440	1000	607
KGNO	Dodge City, Kans.	1370	250	431
KGO	San Francisco, Calif.	810	7500	370
KGU	Honolulu, Hawaii	760	2500	649
KGVO	Missoula, Mont.	1290	1000	490
KGW	Portland, Ore.	620	5000	569
KG Y	Olympia, Wash.	1240	250	630
KHAS	Hastings, Neb.	1230	250	491
KHBC	Hilo, Hawaii	1230	250	649
KHBG	Okmulgee, Okla.	1240	250	564
KHJ	Los Angeles, Calif.	930	5000	362
KHMO	Hannibal, Mo.	1340	250	483
KHQ	Spokane, Wash.	590	5000	632
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	373
KICA	Clovis, N. M.	1240	250	500
KICD	Spencer, Iowa	1240	100	429
KID	Idaho Falls, Idaho	1350	500	402
KIDO	Boise, Idaho	1380	1000	402
KIEM	Eureka, Calif.	1480	1000	358
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1440	500	543
KINY	Juneau, Alaska	1460	1000	647
			5000 C. P.	
KIRO	Seattle, Wash.	710	50000	630
KIT	Yakima, Wash.	1280	1000	634
KIUL	Garden City, Kans.	1240	250	431
KIUN	Pecos, Texas	1400	100	617
KIUP	Durango, Colo.	1400	250	376
KJBS	San Francisco, Calif.	1100	500	370
KJR	Seattle, Wash.	1000	5000	630
KLBM	La Grande, Ore.	1450	250	567
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	622
KLPM	Minot, N. D.	1390	1000	544
KLRA	Little Rock, Ark.	1010	1000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	366

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KLUF	Galveston, Texas	1100	250	614
KLX	Oakland, Calif.	910	1000	365
KLZ	Denver, Colo.	560	5000	375
KMA	Shenandoah, Iowa	960	5000	426
KMAC	San Antonio, Texas	1240	250	618
KMBC	Kansas City, Mo.	980	5000	485
KMED	Medford, Ore.	1110	1000	567
KMJ	Fresno, Calif.	580	5000	358
KMLB	Monroe, La.	1230	250	441
KMMJ	Grand Island, Neb.	750	1000	491
KMO	Tacoma, Wash.	1360	5000	632
KMOX	St. Louis, Mo.	1120	50000	486
KMPC	Los Angeles, Calif.	710	10000	362
KMTR	Los Angeles, Calif.	570	1000	363
KMYC	Marysville, Calif.	1450	250	364
KMYR	Denver, Colo.	1340	250	375
KNAK	Salt Lake City, Utah	1400	250 C. P.	623
KNEL	Brady, Texas	1490	100	608
KNET	Palestine, Texas	1150	100	616
KNOE	Monroe, La.	1450	250	442
KNOW	Austin, Texas	1190	250	607
KNX	Los Angeles, Calif.	1070	50000	364
KOA	Denver, Colo.	850	50000	375
KOAC	Corvallis, Ore.	550	1000	566
KOAM	Pittsburgh, Kans.	810	1000	434
KOB	Albuquerque, N. M.	1030	10000 50000 C. P.	500
KOCA	Kilgore, Texas	1240	250	615
KOCY	Oklahoma City, Okla.	1310	250	563
KODL	The Dalles, Ore.	1230	100	566
KODY	North Platte, Neb.	1240	250	492
KOH	Reno, Nev.	630	1000	493
KOIL	Omaha, Neb.	1290	5000	492
KOIN	Portland, Ore.	970	5000	509
KOKO	La Junta, Colo.	1100	250	377
KOL	Seattle, Wash.	1300	5000	631
KOMA	Oklahoma City, Okla.	1520	5000	563
KOME	Tulsa, Okla.	1340	250	564
KONO	San Antonio, Texas	1400	250	618
KONP	Port Angeles, Wash.	1450	250 C. P.	630
KOOS	Marshfield, Ore.	1230	250	567
KORE	Eugene, Ore.	1450	250	566
KORN	Fremont, Neb.	1100	250	491
KOTA	Rapid City, S. D.	1100 1380	250 5000 C. P.	599
KOTX	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. D.	1490	250	544
KOVO	Provo, Utah	1240	250	622
KOWH	Omaha, Neb.	660	500	493
KOY	Phoenix, Ariz.	550	1000	351
KPAB	Laredo, Texas	1190	250	615
KPAC	Port Arthur, Texas	1250	1000	617
KPAS	Pasadena, Calif.	1110	10000	366
KPDN	Pampa, Texas	1340	100	616
KPEA	Helena, Mont.	1240	250	489
KPHO	Phoenix, Ariz.	1230	250	351
KPKW	Pasco, Wash.	1340	250 C. P.	630
KPLC	Lake Charles, La.	1490	250	441
KPLT	Paris, Texas	1190	250	616
KPMC	Bakersfield, Calif.	1560	1000	357
KPO	San Francisco, Calif.	680	50000	370
KPOF	Denver, Colo.	910	1000	376
KPOW	Powell, Wyo.	1230	250	645

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPPC	Pasadena, Calif.	1240	100	366
KPQ	Wenatchee, Wash.	1190	250	633
		560	1000 C. P.	
KPRC	Houston, Texas	950	5000	614
KPRO	Riverside, Calif.	1410	1000	367
KQV	Pittsburgh, Pa.	1410	1000	585
KQW	San Jose, Calif.	740	5000	371
KRBA	Lufkin, Texas	1340	250	616
KRBC	Abilene, Texas	1450	250	607
KRBM	Bozeman, Mont.	1450	250	488
KRE	Berkeley, Calif.	1400	250	357
KRGV	Weslaco, Texas	1290	1000	621
KRIC	Beaumont, Texas	1450	250	608
KRIS	Corpus Christi, Texas	1360	1000	609
KRJT	Miles City, Mont.	1340	250	490
KRKD	Los Angeles, Calif.	1150	1000	364
KRKO	Everett, Wash.	1400	250	629
KRLC	Lewiston, Idaho	1400	250	402
KRLD	Dallas, Texas	1080	50000	611
KRLH	Midland, Texas	1230	250	616
KRMD	Shreveport, La.	1340	250	443
KRNR	Roseburg, Ore.	1490	250	570
KRNT	Des Moines, Iowa	1350	5000	424
KROC	Rochester, Minn.	1340	250	476
KROD	El Paso, Texas	600	500	613
KROS	Clinton, Iowa	1340	250	423
KROW	Oakland, Calif.	960	1000	366
KROY	Sacramento, Calif.	1210	250	369
KRRV	Sherman, Texas	910	1000	618
KRSC	Seattle, Wash.	1150	1000	631
KSAC	Manhattan, Kans.	580	500	433
KSAL	Salina, Kans.	1150	1000	434
KSAM	Huntsville, Texas	1490	250	615
KSAN	San Francisco, Calif.	1450	250	371
KSCJ	Sioux City, Iowa	1360	5000	426
KSD	St. Louis, Mo.	550	1000	386
KSEI	Pocatello, Idaho	930	250	402
KSFO	San Francisco, Calif.	560	1000	371
KSJB	Jamestown, N. D.	1400	250	543
KSKY	Dallas, Texas	660	1000	611
KSL	Salt Lake City, Utah	1160	50000	623
KSLM	Salem, Ore.	1390	1000	570
KS0	Des Moines, Iowa	1460	5000	424
KSOO	Sioux Falls, S. D.	1140	5000	600
KSR0	Santa Rosa, Calif.	1350	1000	372
KSTP	St. Paul, Minn.	1500	50000	475
KSUB	Cedar City, Utah	1340	250	621
KSUN	Bisbee, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	562
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Texas	590	250	607
KTBI	Tacoma, Wash.	1490	250	633
KTBS	Shreveport, La.	1480	1000	443
KTEM	Temple, Texas	1400	250	619
KTFI	Twin Falls, Idaho	1270	1000	403
KTHS	Hos Springs, Ark.	0990	10000 d., 1000 n.	353
KTHT	Houston, Texas	1230	250	614
KTKC	Visalia, Calif.	910	5000	373
KTKN	Ketchikan, Alaska	930	1000	647
KTMS	Santa Barbara, Calif.	1250	1000	372
KTNM	Tueumcari, N. M.	1400	250	501
KTOH	Lihue, Hawaii	1490	250	649
KTOK	Oklahoma City, Okla.	1400	250	563

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KTRB	Modesto, Calif.	860	1000	364
KTRH	Houston, Texas	740	50000	614
KTRI	Sioux City, Iowa	1450	250	427
KTRM	Jonesboro, Ark.	1230	250	354
KTSA	San Antonio, Texas	550	1000	618
KTSM	El Paso, Texas	1380	500	613
KTSW	Emporia, Kans.	1400	250	431
KTTS	Springfield, Mo.	1400	250	488
KTUC	Tucson, Ariz.	1400	250	352
KTUL	Tulsa, Okla.	1430	5000	564
KTW	Seattle, Wash.	1250	1000	631
KTYW	Yakima, Wash.	1460	250	634
KUIN	Grant Pass, Ore.	1340	250	566
KUJ	Walla Walla, Wash.	1420	1000	633
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. D.	920	500	600
KUTA	Salt Lake City, Utah	570	5000	623
KVAK	Atchison, Kans.	1450	250	431
KVAN	Vancouver, Wash.	910	500	633
KVCV	Redding, Calif.	1230	250	367
KVEC	San Luis Obispo, Calif.	1230	250	371
KVFD	Fort Dedge, Iowa	1400	250	425
KVGB	Great Bend, Kans.	1400	250	433
KVI	Tacoma, Wash.	570	5000	633
KVIC	Victoria, Texas	1340	250	619
KVNU	Legan, Utah	1230	250	622
KVOA	Tucson, Ariz.	1290	1000	352
KVOD	Denver, Colo.	630	5000	376
KVOE	Santa Ana, Calif.	1490	250	372
KVOL	Lafayette, La.	1340	250	441
KVOO	Tulsa, Okla.	1170	50000	565
KVOP	Plainview, Texas	1400	250	617
KVOR	Colorado Springs, Colo.	1360	1000	374
KVOS	Bellingham, Wash.	790	250	629
KVOX	Moorhead, Minn.	1340	250	476
KVRS	Rock Springs, Wyo.	1400	250	645
KVSF	Santa Fe, N. M.	1340	100	501
KVSO	Armore, Okla.	1240	100	561
KVWC	Vernon, Texas	1490	250	619
KWAL	Wallace, Idaho	1450	250	403
KWAT	Watertown, S. D.	1240	250	600
KWBU	Corpus Christi, Texas	1010	50000	609
KWBW	Hutchinson, Kans.	1450	250	433
KWEW	Hobbs, N. M.	1490	100	500
KWFC	Hot Springs, Ark.	1340	250	354
KWFT	Wichita Falls, Texas	620	1000	621
KWG	Stockton, Calif.	1230	250	373
KWIL	Albany, Ore.	1240	250	565
KWJB	Globe, Ariz.	1240	250	350
KWJJ	Portland, Ore.	1080	1000	570
KWK	St. Louis, Mo.	1380	1000	486
KWKH	Shreveport, La.	1130	50000	443
KWKW	Pasadena, Calif.	1430	1000	367
KWLC	Decorah, Iowa	1240	250	424
KWKK	Longview, Wash.	1400	250	629
KWLM	Willmar, Minn.	1340	350	477
KWOC	Poplar Bluff, Mo.	1340	250	485
KWON	Bartlesville, Okla.	1400	250	562
KWOS	Jefferson City, Mo.	1240	250	483
KWRC	Pandleton, Ore.	1240	250	567
KWSC	Pullman, Wash.	1250	5000	630
KWTO	Springfield, Mo.	560	1000	488

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWYO	Sheridan, Wyo.	1100	250	645
KXA	Seattle, Wash.	770	1000	631
KXEL	Waterloo, Iowa	1540	50000	429
KXL	Portland, Ore.	750	10000	570
KXO	El Centro, Calif.	1490	100	357
KXOA	Sacramento, Calif.	1490	250	367
KXOK	St. Louis, Mo.	630	5000	486
KXOX	Sweetwater, Texas	1210	250	618
KXRO	Aberdeen, Wash.	1310	250	629
KXYZ	Houston, Texas	1320	5000	615
KYA	San Francisco, Calif.	1260	1000	371
KYCA	Prescott, Ariz.	1190	250	351
KYOS	Merced, Calif.	1190	250	364
KYSM	Mankato, Minn.	1230	250	473
KYUM	Yuma, Ariz.	1210	250	352
KYW	Philadelphia, Pa.	1060	50000	578
WAAB	Worcester, Mass.	1110	5000	458
WAAF	Chicago, Ill.	950	1000	405
WAAT	Newark, N. J.	970	1000	498
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250	414
WABY	Albany, N. Y.	1100	250	503
WACO	Waco, Texas	1450	250	621
WADC	Akron, O.	1350	5000	546
WAGA	Atlanta, Ga.	590	5000	395
WAGE	Syracuse, N. Y.	620	1000	529
WAGF	Dothan, Ala.	1100	250	348
WAGM	Presque Isle, Me.	1450	100	415
WAIM	Anderson, S. C.	1230	250	595
WAIR	Winston-Salem, N. C.	1430	250	512
WAIT	Chicago, Ill.	820	5000	407
WAJR	Morgantown, W. Va.	1230	250	636
WAKR	Akron, O.	1590	5000	546
WALA	Mobile, Ala.	1410	5000	318
WALB	Albany, Ga.	1590	1000	395
WALL	Middletown, N. Y.	1310	250	509
WAMI	Laurel, Miss.	1310	250	480
WAOV	Vincennes, Ind.	1150	250	422
WAPI	Birmingham, Ala.	1070	5000	317
WAPO	Chattanooga, Tenn.	1150	1000	601
WARM	Seranton, Pa.	1400	250	586
WASK	Lafayette, Ind.	1150	250	421
WATL	Atlanta, Ga.	1400	250	395
WATN	Watertown, N. Y.	1240	250	533
WATR	Waterbury, Conn.	1320	1000	383
WATW	Ashland, Wis.	1100	100	
			250 C. P.	639
WAVE	Louisville, Ky.	970	5000	438
WAWZ	Zarepath, N. J.	1380	1000	499
WAYS	Charlotte, N. C.	610	1000	535
WAYX	Waycross, Ga.	1230	250	401
WAZL	Hazleton, Pa.	1150	250	577
WBAA	West Lafayette, Ind.	920	1000	422
WBAB	Atlantic City, N. J.	1490	250	497
WBAL	Baltimore, Md.	1090	50000	417
WBAP	Fort Worth, Texas	820	50000	613
WBAX	Wilkes-Barre, Pa.	1240	100	589
WBBB	Burlington, N. C.	920	1000	535
WBBL	Richmond, Va.	1240	100	
		1450	250 C. P.	626
WBEM	Chicago, Ill.	780	50000	407
WBRR	Brooklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	564

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBCM	Bay City, Mich.	1440	500	461
WBEN	Buffalo, N. Y.	930	5000	507
WBFD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	537
WBIR	Knoxville, Tenn.	1240	250	603
WBLJ	Dalton, Ga.	1230	250	399
WBLK	Clarksburg, W. Va.	1400	250	635
WBML	Macon, Ga.	1240	250	399
WBNS	Columbus, O.	1460	1000	553
WBNX	New York, N. Y.	1380	5000	510
WBNY	Buffalo, N. Y.	1400	250	505
WBOC	Salisbury, Md.	1230	250	451
WBOW	Terre Haute, Ind.	1230	250	422
WBFC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	590
WBRK	Pittsfield, Mass.	1340	250	458
WBWV	Welch, W. Va.	1340	250	637
WBRV	Waterbury, Conn.	1590	1000	383
WBT	Charlotte, N. C.	1110	50000	535
WETA	Batavia, N. Y.	1490	250	503
WBTH	Williamson, W. Va.	1400	250	637
WBTM	Danville, Va.	1400	250	625
WBYN	Brooklyn, N. Y.	1430	500	505
WBZ	Boston, Mass.	1030	50000	453
WBZA	Springfield, Mass.	1030	1000	453
WCAE	Pittsburgh, Pa.	1250	5000	585
WCAI	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	447
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	470
WCAT	Rapid City, S. D.	1230	100	599
WCAU	Philadelphia, Pa.	1210	50000	579
WCAX	Burlington, Vt.	620	1000	623
WCAZ	Carthage, Ill.	1080	250	405
WCBI	Columbus, Miss.	1340	250	478
WCBM	Baltimore, Md.	1400	250	447
WCBS	Springfield, Ill.	1450	250	415
WCBT	Roanoke Rapids, N. C.	1230	250	541
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	572
WCFL	Chicago, Ill.	1000	10000	407
WCFS	Charleston, W. Va.	580	5000	635
WCHV	Charlottesville, Va.	1450 1240 C.P.	250	624
WCKY	Cincinnati, O.	1530	50000	517
WCLO	Janesville, Wis.	1230	250	640
WCLS	Joliet, Ill.	1340	250	413
WCMI	Ashland, Ky.	1340	250	437
WCNC	Elizabeth, N. C.	1400	250	536
WCOA	Pensacola, Fla.	1370	500	392
WCOC	Meridian, Miss.	910	1000	480
WCOL	Columbus, O.	1230	250	553
WCOP	Boston, Mass.	1150	500	453
WCOS	Columbia, S. C.	1400	250	597
WCOU	Lewiston, Maine	1240	250	444
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, O.	1230	250	548
WCPS	Greenwood, S. C.	1450	250	598
WCBW	Chicago, Ill.	1240	100	407
WCSC	Charleston, S. C.	1390	500	595
WCSE	Portland, Me.	970	5000	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WDAE	Tampa, Fla.	1250	5000	393
WDAF	Kansas City, Mo.	610	5000	485
WDAK	Columbus, Ga.	1340	250	398
WDAN	Danville, Ill.	1490	250	412
WDAS	Philadelphia, Pa.	1400	250	579
WDAY	Fargo, N. D.	970	5000	543
WDBC	Escanaba, Mich.	1190	250	465
WDBJ	Roanoke, Va.	960	5000	627
WDBO	Orlando, Fla.	580	5000	391
WDEF	Chattanooga, Tenn.	1400	250	601
WDEL	Wilmington, Del.	1150	5000	384
WDEV	Waterbury, Vt.	550	1000	624
WDGY	Minneapolis, Minn.	1130	500	475
WDLP	Panama City, Fla.	1230	250	492
WDMJ	Marquette, Mich.	1340	250	469
WDNC	Durham, N. C.	1490	250	536
WDOD	Chattanooga, Tenn.	1310	5000	601
WDRG	Hartford, Conn.	1360	5000	379
WDSM	Superior, Wisc.	1230	250	641
WDSU	New Orleans, La.	1280	1000 5000 C. P.	442
WDWS	Champaign, Ill.	1100	250	405
WDZ	Tuscola, Ill.	1050	1000	415
WEAF	New York, N. Y.	660	50000	510
WEAN	Providence, R. I.	790	5000	593
WEAU	Eau Claire, Wisc.	790	1000	639
WEBC	Duluth, Minn.	1320	5000	473
WEBK	Harrisburg, Ill.	1240	250	413
WEBR	Buffalo, N. Y.	1340	250	507
WEDC	Chicago, Ill.	1240	250	407
WEED	Rocky Mount, N. C.	1450	250	542
WEEI	Boston, Mass.	590	5000	453
WEEU	Reading, Pa.	850	1000	586
WEGO	Concord, N. C.	1440	1000	536
WEIM	Fitchburg, Mass.	1340	250	455
WELI	New Haven, Conn.	960	500	381
WELL	Battle Creek, Mich.	1400	250	461
WELO	Tupelo, Miss.	1490	250	481
WEMP	Milwaukee, Wisc.	1340	250	643
WENR	Chicago, Ill.	890	50000	409
WENT	Gloversville, N. Y.	1340	250	508
WENY	Elmira, N. Y.	1230	250	508
WEOA	Evansville, Ind.	1400	250	417
WERC	Erie, Pa.	1490	250	575
WEST	Easton, Pa.	1400	250	573
WESX	Salem, Mass.	1230	250	457
WEVD	New York, N. Y.	1330	5000	511
WEW	St. Louis, Mo.	770	1000	487
WEXL	Royal Oak, Mich.	1340	250	470
WFAA	Dallas, Texas	820	50000	611
WFAS	White Plains, N. Y.	1230	250	533
WFBC	Greenville, S. C.	1330	5000	597
WFBG	Altoona, Pa.	1340	250	572
WFBL	Syracuse, N. Y.	1390	5000	531
WFBM	Indianapolis, Ind.	1260	5000	419
WFBZ	Baltimore, Md.	1300	5000	447
WFCI	Pawtucket, R. I.	1420	1000	593
WFDF	Flint, Mich.	910	1000	465
WFEA	Manchester, N. H.	1370	5000	495
WFEB	Sylacauga, Ala.	1340	250 C. P.	350
WFHR	Wisconsin Rapids, Wisc.	1340	250	644
WFIG	Sumter, S. C.	1340	250	598
WFIL	Philadelphia, Pa.	560	1000	681

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WFIN	Findlay, O.	1330	1000	555
WFLA	Tampa, Fla.	970	5000	393
WFMD	Frederick, Md.	930	500	449
WFMJ	Youngstown, O.	1450	250	559
WFNC	Fayetteville, N. C.	1450	250	536
WFOR	Hattiesburg, Miss.	1400	250	479
WFOY	St. Augustine, Fla.	1240	250	392
WFPG	Atlantic City, N. J.	1450	250	497
WFTC	Kinston, N. C.	1230	250	539
WFTL	Miami, Fla.	710	10000	380
WFVA	Fredericksburg, Va.	1290	250	625
		1230 C. P.		
WGAA	Cedartown, Ga.	1340	250	398
WGAC	Augusta, Ga.	1240	250	397
WGAL	Lancaster, Pa.	1490	250	577
WGAN	Portland, Me.	560	5000	445
WGAR	Cleveland, O.	1480	5000	551
WGAU	Athens, Ga.	1340	250	395
WGBB	Freeport, N. Y.	1240	100	508
WGBF	Evansville, Ind.	1280	1000	417
WGBG	Greensboro, N. C.	980	1000	538
WGBI	Seranton, Pa.	910	500	587
WGBR	Goldboro, N. C.	1400	250	538
WGCM	Gulfport, Miss.	1240	250	479
WGES	Chicago, Ill.	1390	5000	409
WGGG	Gainesville, Ga.	1240	250	399
WGH	Newport News, Va.	1310	250	626
WGIL	Galesburg, Ill.	1400	250	413
WGKV	Charleston, W. Va.	1490	100	635
WGL	Fort Wayne, Ind.	1450	250	417
WGN	Chicago, Ill.	720	50000	409
WGNC	Gastonia, N. C.	1450	250	537
WGNY	Newburgh, N. Y.	1220	1000	509
WGOV	Valdosta, Ga.	1450	250	401
WGPC	Albany, Ga.	1450	250	395
WGR	Buffalo, N. Y.	550	1000	507
WGRG	Louisville, Ky.	1400	250	438
WGRM	Greenwood, Miss.	1240	250	478
WGST	Atlanta, Ga.	920	1000	397
WGTC	Greenville, N. C.	1490	250	538
WGTM	Wilson, N. C.	1340	250	542
WGY	Schenectady, N. Y.	810	50000	528
WHA	Madison, Wis.	970	5000	640
WHAI	Greenfield, Mass.	1240	250	456
WHAM	Rochester, N. Y.	1180	50000	527
WHAS	Louisville, Ky.	840	50000	438
WHAT	Philadelphia, Pa.	1340	100	583
WHAZ	Troy, N. Y.	1330	1000	531
WHB	Kansas City, Mo.	880	1000	485
WHBB	Selma, Ala.	1490	100	350
WHBC	Canton, O.	1480	1000	546
WHBF	Rock Island, Ill.	1270	5000	414
WHBI	Newark, N. J.	1280	1000	498
WHBL	Sheboygan, Wis.	1330	250	644
WHBQ	Memphis, Tenn.	1400	250	604
WHBU	Anderson, Ind.	1240	250	417
WHBY	Appleton, Wis.	1230	250	639
WHCU	Ithaca, N. Y.	870	1000	508
WHDF	Calumet, Mich.	1400	250	461
WHDH	Boston, Mass.	850	5000	453
WHDL	Olean, N. Y.	1450	250	525
WHEB	Portsmouth, N. H.	750	1000	495

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHEC . . .	Rochester, N. Y.	1460	500	527
WHFC . . .	Cleero, Ill.	1450	250	412
WHGB . . .	Harrisburg, Pa.	1400	250 C. P.	576
WHIO . . .	Dayton, O.	1290	5000	554
WHIS . . .	Bluefield, W. Va.	1440	500	634
WHIT . . .	New Bern, N. C.	1450	250	540
WHIZ . . .	Zanesville, O.	1240	250	561
WHJB . . .	Greensburg, Pa.	620	250	575
WHK . . .	Cleveland, O.	1120	5000	551
WHKC . . .	Columbus, O.	610 610	500 1000 C. P.	553
WIKK . . .	Akron, O.	640	1000 C. P.	516
WHKY . . .	Hickory, N. C.	1200	1000	539
WHLB . . .	Virginia, Minn.	1400	250	477
WHLD . . .	Niagara Falls, N. Y.	1200	1000	525
WHLN . . .	Havlan, Ky.	1230	250	437
WHLS . . .	Port Huron, Mich.	1450	250	470
WHMA . . .	Anniston, Ala.	1450	250	347
WHN . . .	New York, N. Y.	1050	50000	513
WHNC . . .	Henderson, N. C.	850	250 C. P.	539
WHO . . .	Des Moines, Iowa	1010	50000	425
WHOM . . .	Jersey City, N. J.	1480	500	498
WHOP . . .	Hopkinsville, Ky.	1230	250	437
WHOT . . .	South Bend, Ind.	1400	250	422
WHP . . .	Harrisburg, Pa.	1460	1000	376
WHPD . . .	Hartford, Conn.	1410	5000	379
WHUB . . .	Cookeville, Tenn.	1400	250	603
WHYN . . .	Holyoke, Mass.	1400	250	456
WEAC . . .	Hato Rey-San Juan, Puerto Rico	580	5000	651
WIBA . . .	Madison, Wisc.	1310	5000	640
WHBC . . .	Indianapolis, Ind.	1070	5000	410
WIBG . . .	Philadelphia, Pa.	990	1000 10000 C. P.	581
WIBM . . .	Jackson, Mich.	1450	250	467
WIBU . . .	Poynette, Wisc.	1240	250	643
WIBW . . .	Topeka, Kans.	580	5000	434
WIBX . . .	Utica, N. Y.	1230	250	533
WICA . . .	Ashtabula, O.	970	1000	546
WICC . . .	Bridgeport, Conn.	600	500	379
WIGM . . .	Medford, Wisc.	1490	250	641
WIL . . .	St. Louis, Mo.	1230	250	487
WILL . . .	Urbana, Ill.	580	5000	415
WILM . . .	Wilmington, Del.	1450	250	384
WINC . . .	Winchester, Va.	1400	250	628
WIND . . .	Chicago, Ill.	560	5000	409
WING . . .	Dayton, O.	1410	5000	555
WINK . . .	Fort Myers, Fla.	1240	250	387
WINN . . .	Louisville, Ky.	1240	250	438
WINS . . .	New York, N. Y.	1010	10000 50000 C. P.	515
WINX . . .	Washington, D. C.	1340	250	385
WIOD . . .	Miami, Fla.	610	5000	390
WIP . . .	Philadelphia, Pa.	610	5000	583
WIRE . . .	Indianapolis, Ind.	1430	5000	419
WIS . . .	Columbia, S. C.	560	5000	507
WISE . . .	Asheville, N. C.	1230	250	535
WISH . . .	Indianapolis, Ind.	1310	1000	420
WISN . . .	Milwaukee, Wisc.	1150	5000	641
WISR . . .	Butler, Pa.	680	250	572
WITH . . .	Baltimore, Md.	1230	250	440
WIZE . . .	Springfield, O.	1340	250	556
WJAC . . .	Johnstown, Pa.	1400	250	578
WJAG . . .	Norfolk, Neb.	1090	1000	402

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJAR	Providence, R. I.	920	5000	593
WJAS	Pittsburgh, Pa.	1320	5000	586
WJAX	Jacksonville, Fla.	930	1000	388
WJBC	Bloomington, Ill.	1230	250	405
WJBK	Detroit, Mich.	1490	250	461
WJBO	Baton Rouge, La.	1150	5000	441
WJBW	New Orleans, La.	1230	250	442
WJBY	Gadsden, Ala.	1210	250	348
WJDX	Jackson, Miss.	1300	1000	480
WJEF	Grand Rapids, Mich.	1230	250 C. P.	467
WJEE	Hagerstown, Md.	1240	250	451
WJHL	Johnson City, Tenn.	910	1000	603
WJHO	Opelika, Ala.	1100	100	349
WJHP	Jacksonville, Fla.	1320	250	388
WJIM	Lansing, Mich.	1240	250	469
WJJD	Chicago, Ill.	1160	20000	411
WJLB	Detroit, Mich.	1400	250	461
WJLD	Bessemer, Ala.	1100	250	347
WJLS	Beckley, W. Va.	560	100 250	634
WJMC	Rice Lake, Wis.	1240	250	643
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	393
WJOB	Hammond, Ind.	1230	250	419
WJPA	Washington, Pa.	1450	250	590
WJPF	Herrin, Ill.	1310	250	413
WJPR	Greenville, Miss.	1310	250	478
WJR	Detroit, Mich.	760	50000	463
WJRD	Tuscaloosa, Ala.	1230	250	350
WJTN	Jamestown, N. Y.	1210	250	508
WJW	Cleveland, O.	850	5000	553
WJZ	New York, N. Y.	770	50000	515
WJZM	Clarksville, Tenn.	1400	250	601
WKAQ	San Juan, Puerto Rico	620	5000	651
WKAR	East Lansing, Mich.	870	5000	463
WKAT	Miami, Fla.	1360	1000	391
WKBB	Des Moines, Iowa	1490	250	425
WKBH	La Crosse, Wis.	1110	1000	640
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	576
WKBY	Richmond, Ind.	1490	100 250 C. P.	421
WKBW	Buffalo, N. Y.	1520	50000	508
WKBY	Muskegon, Mich.	1490	250	469
WKBU	Griffin, Ga.	1450	100 250 C. P.	399
WKEY	Covington, Va.	1310	250	624
WKLP	Poughkeepsie, N. Y.	1450	250	527
WKIX	Columbia, S. C.	1490	250 C. P.	597
WKLA	Ludington, Mich.	1450	250	469
WKMO	Kokomo, Ind.	1400	250	420
WKNE	Keene, N. H.	1290	5000	495
WKNY	Kingston, N. Y.	1490	250	509
WKOK	Sunbury, Pa.	1240	250	588
WKPA	New Kensington, Pa.	1150	250	578
WKPT	Kingsport, Tenn.	1400	250	603
WKRC	Cincinnati, O.	550	1000	548
WKRO	Cairo, Ill.	1490	250	405
WKST	New Castle, Pa.	1280	1000	578
WKVA	Arecibo, Puerto Rico	1230	250 C. P.	640
WKWK	Wheeling, W. Va.	1400	250	637
WKY	Oklahoma City, Okla.	930	1000 5000 C. P.	563
WKZO	Kalamazoo, Mich.	590	5000	469

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAC	Nashville, Tenn.	1510	50000	605
WLAG	La Grange, Ga.	1240	250	399
WLAK	Lakeland, Fla.	1340	250	389
WLAP	Lexington, Ky.	1450	250	438
WLAV	Grand Rapids, Mich.	1340	250	465
WLAW	Lawrence, Mass.	680	5000	456
WLAY	Muscle Shoals City, Ala.	1450	250	349
WLB	Minneapolis, Minn.	770	5000	175
WLBC	Muncie, Ind.	1310	250	421
WLBJ	Bowling Green, Ky.	1340	250	437
WLBL	Stevens Point, Wisc.	930	5000	611
WLBZ	Bangor, Me.	620	5000	444
WLDS	Jacksonville, Ill.	1180	250	413
WLEU	Erie, Pa.	1450	250	573
WLIB	Brooklyn, N. Y.	1190	1000	505
WLLH	Lowell-Lawrence, Mass.	1400	250	456
WLNH	Laconia, N. H.	1340	250	495
WLOF	Orlando, Fla.	1230	250	391
WLOG	Logan, W. Va.	1230	250	636
WLOK	Lima, O.	1240	250	555
WLOL	Minneapolis, Minn.	1330	1000	475
WLPM	Suffolk, Va.	1450	250	628
WLS	Chicago, Ill.	890	50000	411
WLVA	Lynchburg, Va.	1230	250	625
WLW	Cincinnati, O.	700	50000	549
WMAL	Washington, D. C.	630	5000	385
WMAM	Marinette, Wisc.	570	250	441
WMAN	Mansfield, O.	1100	250	556
WMAQ	Chicago, Ill.	670	50000	411
WMAS	Springfield, Mass.	1450	250	458
WMAZ	Macon, Ga.	940	5000	400
WMBD	Peoria, Ill.	1470	1000	414
WMBG	Richmond, Va.	1380	5000	626
WMBH	Joplin, Mo.	1450	250	483
WMBI	Chicago, Ill.	1110	5000	412
WMBO	Auburn, N. Y.	1340	250	503
WMBR	Jacksonville, Fla.	1400	250	388
WMBS	Uniontown, Pa.	590	1000	588
WMC	Memphis, Tenn.	790	5000	604
WMCA	New York, N. Y.	570	5000	517
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburgh, N. Y.	1340	250	525
WMFG	Hibbing, Minn.	1240	250	473
WMFJ	Daytona Beach, Fla.	1450	250	387
WMFR	High Point, N. C.	1230	250	539
WMGA	Moultrie, Ga.	1400	250	400
WMIN	St. Paul, Minn.	1400	250	476
WMIS	Natchez, Miss.	1490		
		1240 C. P.	250	481
WMJM	Cordele, Ga.	1490	100	399
WMMN	Fairmont, W. Va.	920	5000	635
WMOB	Mobile, Ala.	1230	250	319
WMOG	Brunswick, Ga.	1490	100	398
WMOH	Hamilton, O.	1450	250	555
WMPC	Lapeer, Mich.	1230	250	469
WMPS	Memphis, Tenn.	1460	500	605
WMRC	Greenville, S. C.	1490	250	597
WMRF	Lewiston, Pa.	1490	250	578
WMRN	Marion, O.	1490	250	556
WMRO	Aurora, Ill.	1280	250	405
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Iowa	600	5000	423

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMUR . . .	Manchester, N. H.	610	1000	495
WMVA . . .	Martinsville, Va.	1450	250	625
WNAB . . .	Bridgeport, Conn.	1450	250	379
WNAC . . .	Boston, Mass.	1260	5000	455
WNAD . . .	Norman, Okla.	640	1000	562
WNAX . . .	Yankton, S. D.	570	5000	600
WNBF . . .	Binghamton, N. Y.	1290	5000	503
WNBH . . .	New Bedford, Mass.	1340	250	457
WNBZ . . .	Saranac Lake, N. Y.	1320	100	527
WNEL . . .	San Juan, Puerto Rico	1320	5000	651
WNEW . . .	New York, N. Y.	1130	10000	519
WNHC . . .	New Haven, Conn.	1340	250	382
WNLC . . .	New London, Conn.	1490	250	382
WNOE . . .	New Orleans, La.	1450	250	442
WNOX . . .	Knoxville, Tenn.	990	10000	604
WNYC . . .	New York, N. Y.	830	1000	517
WOAI . . .	San Antonio, Texas	1200	50000	618
WOC . . .	Davenport, Iowa	1420	5000	424
WOCB . . .	W. Yarmouth, Mass.	1240	250	455
WOI . . .	Ames, Iowa	640	5000	423
WOKO . . .	Albany, N. Y.	1460	500	503
WOL . . .	Washington, D. C.	1260	1000	385
WOLF . . .	Syracuse, N. Y.	1490	250	529
WOLS . . .	Florence, S. C.	1230	250	597
WOMI . . .	Owensboro, Ky.	1490	250	439
WOMT . . .	Manitowoc, Wis.	1240	100	
			250 C. P.	640
WOOD . . .	Grand Rapids, Mich.	1300	5000	467
WOPI . . .	Bristol, Tenn.	1490	250	601
WOR . . .	New York, N. Y.	710	50000	521
WORC . . .	Worcester, Mass.	1310	1000	459
WORD . . .	Spartanburg, S. C.	1400	250	598
WORK . . .	York, Pa.	1350	1000	591
WORL . . .	Boston, Mass.	950	1000	455
WOSH . . .	Oshkosh, Wis.	1490	250	643
WOSU . . .	Columbus, O.	820	5000	554
WOV . . .	New York, N. Y.	1280	5000	525
WOW . . .	Omaha, Neb.	590	5000	493
WOWO . . .	Fort Wayne, Ind.	1190	10000	410
WPAB . . .	Ponce, Puerto Rico	1370	1000	649
WPAD . . .	Padueah, Ky.	1450	250	439
WPAB . . .	Parkersburg, W. Va.	1450	250	636
WPAT . . .	Paterson, N. J.	930	1000	498
WPAX . . .	Thomasville, Ga.	1240	250	401
WPAY . . .	Portsmouth, O.	1400	250	556
WPDQ . . .	Jacksonville, Fla.	1270	5000	389
WPEN . . .	Philadelphia, Pa.	950	5000	585
WPIC . . .	Sharon, Pa.	790	1000	587
WPIK . . .	Alexandria, Va.	730	250	624
WPIA . . .	Mayaguez, Puerto Rico	990	1000	649
WPRO . . .	Providence, R. I.	630	5000	595
WPRP . . .	Ponce, Puerto Rico	1420	250	651
WPTF . . .	Raleigh, N. C.	680	50000	540
WQAM . . .	Miami, Fla.	560	1000	390
WQAN . . .	Scranton, Pa.	910	500	587
WQBC . . .	Vicksburg, Miss.	1420	500	
			1000 C. P.	481
WQXR . . .	New York, N. Y.	1560	10000	523
WRAK . . .	Williamsport, Pa.	1100	250	589
WRAL . . .	Raleigh, N. C.	1240	250	540
WRAW . . .	Reading, Pa.	1340	250	586
WRBL . . .	Columbus, Ga.	1230	250 C. P.	398
WRC . . .	Washington, D. C.	980	5000	386

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WRDO	Augusta, Me.	1400	100 250 C. P.	444
WRDW	Augusta, Ga.	1480	5000	398
WREC	Memphis, Tenn.	600	5000	604
WREN	Lawrence, Kans.	1250	1000	433
WRGA	Rome, Ga.	1490	250	400
WRHI	Rock Hill, S. C.	1490	250	598
WRJN	Racine, Wis.	1400	250	613
WRIV	Richmond, Va.	1450	250 C. P.	627
WRLC	Toceoa, Ga.	1450	250	401
WRLD	West Point, Ga.	1490	250	401
WRNL	Richmond, Va.	910	5000	627
WROK	Rockford, Ill.	1440	500	414
WROL	Knoxville, Tenn.	620	500	604
WROX	Clarksdale, Miss.	1450	250	478
WRK	Dallas, Texas	1340	5000	611
WRRF	Washington, N. C.	930	1000	541
WRRN	Warren, O.	1400	250	559
WRUF	Gainesville, Fla.	850	5000	388
WRVA	Richmond, Va.	1440	50000	627
WSAI	Cincinnati, O.	1360	5000	519
WSAJ	Grove City, Pa.	1310	100	575
WSAM	Saginaw, Mich.	1400	250	470
WSAN	Allentown, Pa.	1470	500	572
WSAP	Portsmouth, Va.	1490	250	626
WSAR	Fall River, Mass.	1480	1000	455
WSAU	Wausau, Wisc.	1400	250	614
WSAV	Savannah, Ga.	1340	250	400
WSAY	Rochester, N. Y.	1240 1370	250 1000 C. P.	527
WSAZ	Huntington, W. Va.	930	1000	636
WSB	Atlanta, Ga.	750	50000	397
WSBA	York, Pa.	900	1000	591
WSBC	Chicago, Ill.	1240	250	442
WSBT	South Bend, Ind.	960	1000	422
WSFA	Montgomery, Ala.	1440	500	349
WSGN	Birmingham, Ala.	610	1000	317
WSIX	Nashville, Tenn.	980	5000	605
WSJS	Winston-Salem, N. C.	600	5000	542
WSKB	McComb, Miss.	1230	250	480
WSLB	Ogdensburg, N. Y.	1400	250	525
WSLI	Jackson, Miss.	1450	250	480
WSLS	Roanoke, Va.	1240	250	627
WSM	Nashville, Tenn.	650	50000	605
WSMB	New Orleans, La.	1350	5000	443
WSNJ	Bridgeton, N. J.	1240	250	497
WSNY	Schenectady, N. Y.	1240	250	528
WSOC	Charlotte, N. C.	1240	250	536
WSOJ	Henderson, Ky.	860	500	437
WSOO	Sault Ste. Marie, Mich.	1230	100	471
WSOY	Decatur, Ill.	1340	250	412
WSPA	Spartanburg, S. C.	950	1000 5000 C. P.	598
WSPB	Sarasota, Fla.	1450	250	393
WSPD	Toledo, O.	1370	5000	557

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSPR . . .	Springfield, Mass.	1270	1000	458
WSRR . . .	Stamford, Conn.	1100	250	382
WSTN . . .	Staunton, Va.	1100	250 C. P.	628
WSTP . . .	Salisbury, N. C.	1190	250	512
WSTV . . .	Steubenville, O.	1310	250	557
WSUI . . .	Iowa City, Iowa	910	5000	425
WSUN . . .	St. Petersburg, Fla.	620	5000	392
WSVA . . .	Harrisonburg, Va.	550	1000	625
WSYB . . .	Rutland, Vt.	1380	1000	624
WSYR . . .	Syracuse, N. Y.	570	5000	529
WTAD . . .	Quincy, Ill.	930	1000	414
WTAG . . .	Worcester, Mass.	580	5000	459
WTAL . . .	Tallahassee, Fla.	1340	250	393
WTAM . . .	Cleveland, O.	1100	50000	553
WTAQ . . .	Green Bay, Wisc.	1360	5000	639
WTAR . . .	Norfolk, Va.	790	5000	625
WTAW . . .	College Station, Texas	1150	1000	609
WTAX . . .	Springfield, Ill.	1240	100	415
WTBO . . .	Cumberland, Md.	1150	250	419
WTCM . . .	Traverse City, Mich.	1400	250	471
WTCN . . .	Minneapolis, Minn.	1280	1000	475
WTEL . . .	Philadelphia, Pa.	1340	100	585
WTHT . . .	Hartford, Conn.	1230	250	381
WTIC . . .	Hartford, Conn.	1080	50000	381
WTJS . . .	Jackson, Tenn.	1390	1000	603
WTMA . . .	Charleston, S. C.	1250	1000	595
WTMC . . .	Ocala, Fla.	1190	250	391
WTMJ . . .	Milwaukee, Wisc.	620	5000	611
WTMV . . .	East St. Louis, Ill.	1190	500	413
WTNJ . . .	Trenton, N. J.	1310	500	499
WTOC . . .	Savannah, Ga.	1290	5000	401
WTOL . . .	Toledo, O.	1230	250	559
WTOP . . .	Washington, D. C.	1500	50000	386
WTRC . . .	Elkhart, Ind.	1340	250	417
WTRY . . .	Troy, N. Y.	980	1000	531
WTSP . . .	St. Petersburg, Fla.	1380	500	392
WTTM . . .	Trenton, N. J.	920	1000	499
WVCK . . .	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	647
WWDC . . .	Washington, D. C.	1150	250	386
WWJ . . .	Detroit, Mich.	950	5000	463
WWL . . .	New Orleans, La.	870	50000	443
WWNC . . .	Asheville, N. C.	570	1000	535
WWNY . . .	Watertown, N. Y.	790	1000	533
WWPG . . .	Palm Beach, Fla.	1340	250	391
WWRL . . .	Woodside, N. Y.	1600	250	534
WWSR . . .	St. Albans, Vt.	1420	1000	624
WWSW . . .	Pittsburgh, Pa.	1190	250	586
WWVA . . .	Wheeling, W. Va.	1170	50000	637
WXYZ . . .	Detroit, Mich.	1270	5000	463

Stations By Cities

Major Network Affiliations

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

* Joins Blue June 15, 1945; ** Joins CBS June 15, 1945.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Bakersfield, Calif.	KERN	
Aberdeen, Wash.	KXRO	M		KPMC	M
Abilene, Texas	KRBC	M-B	Baltimore, Md.	WBAL	N
Ada, Okla.	KADA	B		WCAO	C
Akron, Ohio (Tallmadge)	WADC	C		WCBM	B
	WAKR	B		WFBR	M
	WHKK			WITH	
Alamosa, Colo.	KGIW		Bangor, Me.	WABI	C
Albany, Ga.	WALB	M		WLBZ	N
	WGPC	C	Bartlesville, Okla.	KWON	M
Albany, N. Y.	WABY	M	Batavia, N. Y.	WBTA	M
	WOKO	C	Baton Rouge, La.	WJBO	B
Albany, Oregon	KWIL	M	Battle Creek, Mich.	WELL	B
Albert Lea, Minn.	KATE	M-B	Bay City, Mich.	WBCM	B
Albuquerque, N. M.	KGGM	C	Beaumont, Tex.	KFDM	B
	KOB	N		KRIC	
Alexandria, La.	KALB	B	Beckley, W. Va.	WJLS	C
Alexandria, Va.	WPIK		Bellingham, Wash.	KVOS	
Allentown, Pa.	WSAN	N	Bend, Ore.	KBND	M
Altoona, Pa.	WFBG	N	Berkeley, Calif.	KRE	
Amarillo, Texas	KFDA	B	Bessemer, Ala.	WJLD	
	KGNC	N	Big Spring, Tex.	KBST	B-M
Ames, Iowa	WOI		Billings, Mont.	KGHL	N
Anchorage, Alaska	KFQD		Binghamton, N. Y.	WNBF	C
Anderson, Ind.	WHBU	B	Birmingham, Ala.	WAPI	C
Anderson, S. C.	WAIM	C		WBRC	N
Ann Arbor, Mich.	WPAG			WSGN	B
Anniston, Ala.	WHMA	B	Bismarck, N. D.	KFYR	N
Appleton, Wisc.	WHBY	M	Bloomington, Ill.	WJBC	
Ardmore, Okla.	KVSO	B	Bluefield, W. Va.	WHIS	N
Arecibo, Puerto Rico	WKVM		Blytheville, Ark.	KLCN	
Asbury Park, N. J.	WCAP		Boise, Idaho	KIDO	N
Asheville, N. C.	WISE	M-N	Boone, Iowa	KFGQ	
	WWNC	C	Boston, Mass.	WBZ	N
Ashland, Ky.	WCMI	M		WCOP	B
Ashland, Wisc.	WATW	M		WEEI	C
Ashtabula, Ohio	WICA			WHDH	B
Astoria, Ore.	KAST	M		WMEX	
Atchison, Kans.	KVAK	M		WNAC	M
Athens, Ga.	WGAU	C		WORL	
Atlanta, Ga.	WAGA	B	Bowling Green, Ky.	WLBK	M
	WATL	M	Bozeman, Mont.	KRBM	N
	WGST	C	Brady, Texas	KNEL	
	WSB	N	Bridgeport, Conn.	WICC	M
Atlantic City, N. J.	WBAB	C		WNAB	B
	WFPG	B	Bridgeton, N. J.	WSNJ	
Auburn, N. Y.	WMBO	M	Bristol, Tenn.	WOPI	N
Augusta, Ga.	WGAC	B	Brooklyn, N. Y.	WBBR	
	WRDW	C		WBYN	
Augusta, Me.	WRDO	N		WLIB	
Aurora, Ill.	WMRO		Brownsville, Texas	KEEW	B
Austin, Texas	KNOW	B-M	Brownwood, Texas	KBWD	M
	KTBC	C	Brunswick, Ga.	WMOG	
Baker, Ore.	KBKR		Buffalo, N. Y.	WBEN	N
				WBNY	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WEBR	M	Columbus, Ga.	WRBL	C
	WGR	B		WDAK	B-M
	WKBW	C	Columbus, Miss.	WCBI	M
Burlington, Ia.	KBUR	B	Columbus, Ohio	WBNS	C
Burlington, N. C.	WBBB	M		WCOL	B
Burlington, Vt.	WCAX	C		WHKC	M
Butler, Pa.	WISR			WOSU	
Butte, Mont.	KGIR	N	Concord, N. C.	WEGO	
Cairo, Ill.	WKRO		Conway, S. C.	WLAT	
Calumet, Mich.	WHDF	M	Cookeville, Tenn.	WHUB	C
Camden, N. J.	WCAM		Coos Bay, Ore.	KOOS	M
Canton, Ohio	WHBC	M	Cordele, Ga.	WMJM	
Cape Girardeau, Mo.	KFVS		Corpus Christi, Tex.	KEYS	C
Carlsbad, N. M.	KAVE			KWBU	B
Carthage, Ill.	WCAZ			KRIS	M-N
Casper, Wyoming	KDFN		Corsicana, Texas	KAND	M
Cedar City, Utah	KSUB	C	Corvallis, Ore.	KOAC	
Cedar Rapids, Iowa	WMT	C-M	Covington, Va.	WKEY	B
Cedartown, Ga.	WGAA	B	Cumberland, Md.	WTBO	N
Centralia-Chehalis, Wash.	KELA	M	Dallas, Texas	KRLD	C
Champaign, Ill.	WDWS	C		KGKQ	
Charleston, S. C.	WCSC	C		KSKY	
	WTMA	N		WFAA	N
Charleston, W. Va.	WCHS	C		WRR	M
	WGKV	N	The Dalles, Ore.	KODL	
Charlotte, N. C.	WAYS	B-M	Dalton, Ga.	WBLJ	M
	WBT	C	Danville, Ill.	WDAN	C
	WSOC	N	Danville, Va.	WBTM	B
Charlottesville, Va.	WCHV	B	Davenport, Iowa	WOC	B
Chattanooga, Tenn.	WAPO	N	Dayton, Ohio	WHIO	C
	WDEF	B-M		WING	B
	WDOD	C	Daytona Beach, Fla.	WMPJ	M
Cheyenne, Wyo.	KFBC	B	Decatur, Ala.	WMSL	B
Chicago, Ill.	WAAF		Decatur, Ill.	WSOY	C
	WAIT		Decorah, Iowa	KWLC	
	WBBM	C	Denton, Texas	KDNT	
	WCFL		Denver, Colo.	KFEL	M
	WCRW			KLZ	C
	WEDC			KMYR	
	WENR	B		KOA	N
	WGES			KPOF	B
	WGN	M		KVOD	C-B
	WIND		Des Moines, Iowa	KRNT*	C
	WJJD			KSO**	B-M
	WLS	B		WHO	N
	WMAQ	N	Detroit, Mich.	WJBK	N
	WMBI			WJLB	
	WSBC			WJR	
Chico, Calif.	KHSL	M		WWJ	C
Cicero, Ill.	WHFC			WXYZ	N
Cincinnati, Ohio	WCKY	C	Devils Lake, N. D.	KDLR	B
	WCPO		Dodge City, Kans.	KGNO	M
	WKRC	M	Dothan, Ala.	WAGF	B
	WLW	N	Dublin, Ga.	WMLT	
	WSAI	B	Du Bois, Pa.	WCED	C
Clarksburg, W. Va.	WBLK	N	Dubuque, Ia.	KDTH	M
Clarksdale, Miss.	WROX			WKBB	B
Clarksville, Tenn.	WJZM	M	Duluth, Minn.	KDAL	C
Clayton (St. Louis) Mo.	KFUO			WEBC	N
Cleveland, Ohio	WGAR	C	Durango, Colo.	KIUP	
	WHK	M	Durham, N. C.	WDNC	C
	WJW	B	East Lansing, Mich.	WKAR	
	WTAM	N	East St. Louis, Ill.	WTMV	
Clinton, Ia.	KROS	M	Easton, Pa.	WEST	M-N
Clovis, N. M.	KICA	M	Eau Claire, Wisc.	WEAU	N
Coffeyville, Kans.	KGGF	B	El Centro, Calif.	KXO	M
College Station, Tex.	WTAW	B	El Dorado, Ark.	KELD	B
Colorado Springs, Colo.	KVOR	C	Elizabeth City, N. C.	WCNC	M
Columbia, Mo.	KFRU	B	Elk City, Okla.	KASA	
Columbia, S. C.	WCOS	B	Elkhart, Ind.	WTRC	B
	WIS	N	Elmira, N. Y.	WENY	M-N
	WKIX				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
El Paso, Tex.	KROD KTSM	C N	Greenville, S. C.	WFBC WMRC	N B
Emporia, Kans.	KTSW	M	Greenwood, Miss.	WGRM	B
Enid, Okla.	KCRC	B	Greenwood, S. C.	WGRS	N
Erie, Pa.	WERC WLEU	C B-M	Griffin, Ga.	WKEU	M
Escanaba, Mich.	WDBC	M	Grove City, Pa.	WSAJ	
Eugene, Ore.	KORE	M	Gulfport, Miss.	WGCM	B
Eureka, Calif.	KIEM	M	Hagerstown, Md.	WJEJ	M
Evansville, Ind.	WEOA WGBF	C N	Hamilton, O.	WMOH	
Everett, Wash.	KRKO	M	Hammond, Ind.	WJOB	
Fairbanks, Alaska	KFAR		Hannibal, Mo.	KHMO	B
Fairmont, W. Va.	WMMN	C	Harlan, Ky.	WHLN	
Fall River, Mass.	WSAR	M	Harlingen, Texas	KGBS	C
Fargo, N. D.	WDAY	N	Harrisburg, Ill.	WEBQ	
Fayetteville, N. C.	WFNC	M	Harrisburg, Pa.	WHP WKBO WHGB	C M-N
Fergus Falls, Minn.	KGDE	M	Harrisonburg, Va.	WSVA	
Findlay, Ohio	WFIN		Hartford, Conn.	WDRS WHTD WTHT WTIC	C B M N
Fitchburg, Mass.	WEIM	M	Hastings, Neb.	WHAS	
Flint, Mich.	WFDF	B	Hattiesburg, Miss.	WFOR	N
Florence, S. C.	WOLS	B	Hazleton, Pa.	WAZL	M-N
Fond du Lac, Wis.	KFIZ	M	Helena, Ark.	KFFA	M
Fort Dodge, Iowa	KVPD	M	Helena, Mont.	KPFA	N
Fort Myers, Fla.	WINK	C	Henderson, Ky.	WSON	
Fort Smith, Ark.	KFPW	M	Henderson, N. C.	WHNC	
Fort Wayne, Ind.	WGL WOWO	N B	Herrin, Ill.	WJPF	
Fort Worth, Tex.	KFJZ KGKO WBAP	M B N	Hibbing, Minn.	WMFG	N
Frederick, Md.	WFMD	C	Hickory, N. C.	WHKY	B
Fredericksburg, Va.	WFVA	B	High Point, N. C.	WMFR	B
Fremont, Neb.	KORN		Hilo, Hawaii	KHBC	C
Freeport, N. Y.	WGBB		Hobbs, N. M.	KWEW	
Fresno, Calif.	KARM KMJ KPRE	C N M	Holyoke, Mass.	WHYN	M
Gadsden, Ala.	WJBY	M	Honolulu, Hawaii	KGMB KGU	C N
Gainesville, Fla.	WRUF	M	Hopkinsville, Ky.	WHOP	C
Gainesville, Ga.	WGGA	M	Hot Springs, Ark.	KTHS KWFC	B M
Galesburg, Ill.	WGIL		Houston, Texas	KPRC KTRH KXYZ KTHZ	N C B M
Galveston, Texas	KLUF	M	Huntington, W. Va.	WSAZ	B
Garden City, Kans.	KIUL	M	Huntsville, Ala.	WBHP	M
Gastonia, N. C.	WGNC	B	Huntsville, Tex.	KSAM	
Glendale, Calif.	KIEV		Hutchinson, Kans.	KWBW	N
Globe, Ariz.	KWJB	N	Idaho Falls, Idaho	KID	M
Gloversville, N. Y.	WENT	C-M	Indianapolis, Ind.	WFBM WIBC WIRE WISH	C M N B
Goldsboro, N. C.	WGBR	M	Iowa City, Iowa	WSUI	
Grand Forks, N. D.	KFJM KILO	C C	Ironwood, Mich.	WJMS	M
Grand Island, Neb.	KMMJ	B	Ithaca, N. Y.	WHCU	C
Grand Junction, Colo.	KFXJ	M	Jackson, Mich.	WIBM	B
Grand Rapids, Mich.	WLAV WOOD WJEF	M-B N C	Jackson, Miss.	WJDX WJXN WSLI	N B B
Grants Pass, Ore.	KUIN	M	Jackson, Tenn.	WTJS	B
Great Bend, Kans.	KVGB	M	Jacksonville, Fla.	WJAX WJHP WMBR WPDQ**	N B C M
Great Falls, Mont.	KFBB	C	Jacksonville, Ill.	WLDS	
Greeley, Colo.	KFKA		Jamestown, N. Y.	WJTN	B
Green Bay, Wisc.	WTAQ	C	Jamestown, N. D.	KSJB	C-M
Greenfield, Mass.	WHAI	M			
Greensboro, N. C.	WBIG WGBG	C B			
Greensburg, Pa.	WHJB				
Greenville, Miss.	WJPR	M			
Greenville, N. C.	WGTC	M			

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Janesville, Wisc.	WCLO	M	Los Angeles, Calif.	KFI	N
Jefferson City, Mo.	KWOS	M		KFSG	
Jersey City, N. J.	WHOM			KFVD	
Johnson City, Tenn.	WJHL	B		KFWB	
Johnstown, Pa.	WJAC	N		KGFJ	
Joliet, Ill.	WCLS			KHJ	M
Jonesboro, Ark.	KBTM	M		KMPC	
Joplin, Mo.	WMBH	M		KMTR	
Juneau, Alaska	KINY			KNX	C
Kalamazoo, Mich.	WKZO	C	Louisville, Ky.	KRKD	
Kalispel, Mont.	KGEZ			WAVE	N
Kansas City, Kans.	KCKN	M		WGRC	M
Kansas City, Mo.	KCMO	B		WHAS	C
	KMBC	C		WINN	B
	WDAF	N	Lowell, Ariz.	KSUN	C
	WHB	M	Lowell, Mass.	WLLH	M
Kearney, Nebr.	KGFV		Lubbock, Texas	KFYO	B
Keene, N. H.	WKNE	C	Ludington, Mich.	WKLA	M
Ketchikan, Alaska	KTKN		Lufkin, Texas	KRBA	
Kilgore, Texas	KOCA		Lynchburg, Va.	WLVA	B
Kingsport, Tenn.	WKPT	N	Macon, Ga.	WBML	B
Kingston, N. Y.	WKNY	M		WMAZ	
Kinston, N. C.	WFTC	B		WNEX	C
Klamath Falls, Ore.	KFJI	M	Madison, Wisc.	WHA	
	KFLW			WIBA	N
Knoxville, Tenn.	WBIR	B	Manchester, N. H.	WFEA	N
	KNOX	C		WMUR	B
	WROL	N	Mandan, N. D.	KCGU	M
Kokomo, Ind.	WKMO	C	Manhattan, Kans.	KSAC	
Laconia, N. H.	WLNH	M	Manitowoc, Wisc.	WOMT	
LaCrosse, Wisc.	WKBH	N	Mankato, Minn.	KYSM	N
Lafayette, Ind.	WASK		Mansfield, Ohio	WMAN	B
Lafayette, La.	KVOL	N	Marion, Ohio	WMRN	B
La Grange, Ga.	WLAG	M	Marquette, Mich.	WDMJ	
La Grande, Ore.	KLBM		Marrinette, Wisc.	WMAM	N
LaJunta, Colo.	KOKO		Marshalltown, Ia.	KFJB	M
Lake Charles, La.	KPLC	N	Martinsville, Va.	WMVA	N
Lakeland, Fla.	WLAK	N	Marysville, Calif.	KMYC	M
Lancaster, Pa.	WGAL	M-N	Mason City, Iowa	KGLO	C
Lansing, Mich.	WJIM	B	Mayaguez, P. R.	WPRA	
Lapeer, Mich.	WMPK		McComb, Miss.	WSKB	
Laredo, Tex.	KPAB	M	Medford, Ore.	KMED	N
Las Vegas, N. M.	KFUN		Medford, Wisc.	WIGM	
Las Vegas, Nev.	KENO	B	Memphis, Tenn.	WHBQ	M
Laurel, Miss.	WAML	N		WMC	N
Lawrence, Kans.	KFKU	B		WMPS	B
	WREN			WREC	C
Lawrence, Mass.	WLAW	C	Merced, Calif.	KYOS	M
Lawton, Okla.	KSWO	M	Meridian, Miss.	WCOC	C
Lewiston, Ida.	KRLC	M	Miami, Fla.	WIOD	N
Lewiston, Me.	WCOU	M		WQAM	C
Lewistown, Pa.	WMRF	N		WFTL**	M
Lexington, Ky.	WLAP	B-M	Miami Beach, Fla.	WKAT	
Lihue, Hawaii	KTOH		Middletown, N. Y.	WALL	
Lima, Ohio	WLOK	N	Midland, Texas	KRLH	M
Lincoln, Neb.	KFAB	C	Miles City, Mont.	KRJF	
	KFOR	B-M	Milwaukee, Wisc.	WEMP	B
	KARK	N		WISN	C
	KGHI	B		WTMJ	N
	KLRA	C	Minneapolis, Minn.	WCCO	C
Logan, Utah	KVNU	M		WDGY	
Logan, W. Va.	WLOG			WLB	
Long Beach, Calif.	KFOX			WLOL	M
	KGER			WTCN	B
Longview, Texas	KFRO	B-M	Minot, N. D.	KLPM	M
Longview, Wash.	KWLK	M	Missoula, Mont.	KGVO	C
Los Angeles, Calif.	KECA	B	Mobile, Ala.	WALA	N
	KFAC			WMOB	B-M
			Modesto, Calif.	KTRB	
			Monroe, La.	KMLB	B
				KNOE	N
			Monterey, Calif.	KDON	M

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Montgomery, Ala.	WCOV	C	Owensboro, Ky.	WOMI	M
	WSFA	N	Paducah, Ky.	WPAD	C
Moorhead, Minn.	KVOX	M	Palestine, Texas	KNET	K
Morgantown, W. Va.	WAJR		Palm Beach, Fla.	WWPG	B-M
Moultrie, Ga.	WMGA		Pampa, Texas	KPDN	M
Muncie, Ind.	WLBC	C	Panama City, Fla.	WDLF	M
Muscle Shoals City, Ala.	WLAY	M	Paris, Texas	KPLT	B-M
Muskegon, Mich.	WKBZ	B-M	Parkersburg, W. Va.	WPAR	C
Muskogee, Okla.	KBIX	B	Pasadena, Calif.	KPAS	
Nampa, Idaho	KFXD			KPPC	
Nashville, Tenn.	WLAC	C		KWKW	
	WSIX	B-M	Pasco, Wash.	KPKW	
	WSM	N	Paterson, N. J.	WPAT	
Natchez, Miss.	WMIS		Pawtucket, R. I.	WFCT	B
Newark, N. J.	WHBI		Pecos, Texas	KIUN	
	WAAT		Pendleton, Ore.	KWRC	
New Albany, Ind.	WGRC	M	Pensacola, Fla.	WCOA	N
New Bedford, Mass.	WNBH	B	Peoria, Ill.	WMBD	C
New Bern, N. C.	WHIT	M	Petersburg, Va.	WBHD	
Newburgh, N. Y.	WGNV		Philadelphia, Pa.	KYW	N
New Castle, Pa.	WKST			WCAU	C
New Haven, Conn.	WELI	B		WDAS	
	WHNC			WFIL	B
New Kensington, Pa.	WKPA			WHAT	
New London, Conn.	WNLC	M		WIBG	
New Orleans, La.	WDSU	B		WIP	M
	WJBW			WPEN	
	WNOE	M		WTEL	
	WSMB	N	Phoenix, Ariz.	KOY	C
	WWL	C		KPHO	B
Newport News, Va.	WGH	B		KTAR	N
New York	WABC	C	Pierre, S. D.	KGFX	
	WBNX		Pine Bluff, Ark.	KOTN	M
	WEAF	N	Pittsfield, Mass.	WBRK	M
	WEVD		Pittsburg, Kans.	KOAM	N
	WHN		Pittsburgh, Pa.	KDKA	N
	WINS			KQV	B
	WJZ	B		WCAE	M
	WMCA			WJAS	C
	WNEW			WSSW	
	WNYC		Plainview, Texas	KVOP	
	WOV		Plattsburg, N. Y.	WMFF	B
	WOR	M	Pocatello, Ida.	KSEI	N
	WQXR		Ponca City, Okla.	WBBZ	
Niagara Falls, N. Y.	WHLA		Ponce, Puerto Rico	WPAB	
Norfolk, Nebr.	WJAG			WPRP	
Norfolk, Va.	WTAR	N	Pontiac, Mich.	WCAR	
Norman, Okla.	WNAD		Poplar Bluff, Mo.	KWOC	
Northfield, Minn.	WCAL		Port Angeles, Wash.	KONP	
North Platte, Nebr.	KODY	N	Port Arthur, Tex.	KPAC	M
Oakland, Calif.	KLS		Port Huron, Mich.	WHLS	M
	KLX		Portland, Me.	WCSS	N
	KROW			WGAN	C
Ocala, Fla.	WTMC	B	Portland, Ore.	KALE	M
Ogden, Utah	KLO	M		KBPS	
Ogdensburg, N. Y.	WSLB	M		KEX	B
Oklahoma City, Okla.	KOCY	M		KGW	N
	KOMA	C		KOIN	C
	KTOC	B		KWJJ	
	WKY	N		KXL	
Okmulgee, Okla.	KHBG	M	Portsmouth, N. H.	WHEB	M
Olean, N. Y.	WHDL	B	Portsmouth, Ohio	WPAY	M
Olympia, Wash.	KGY	M	Portsmouth, Va.	WSAP	M
Omaha, Nebr.	KBON	M	Poughkeepsie, N. Y.	WKIP	B
	KOIL	C	Powell, Wyo.	KPOW	
	KOWH	B	Poynette, Wisc.	WIBU	M
	WOW	N	Prescott, Ariz.	KYCA	N
Opelika, Ala.	WJHO	M	Presque Isle, Me.	WAGM	K
Orlando, Fla.	WDBO	C	Price, Utah	KEUB	M
	WLOF	B	Providence, R. I.	WEAN	M
Oshkosh, Wisc.	WOSH	B		WJAR	N
Ottumwa, Iowa	KBIZ	M		WPRO	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Provo, Utah	KOVO	M	San Antonio, Texas	KMAC KONO	M
Pueblo, Colo.	KGHF	B		KTSA	C
Pullman, Wash.	KWSC			WOAI	N
Quincy, Ill.	WTAD	C	San Bernardino, Calif.	KFXM	M
Racine, Wisc.	WRJN	M	San Diego, Calif.	KFMB KFSD	B N
Raleigh, N. C.	WPTF WRAL	N M		KGB	M
Rapid City, S. D.	KOTA WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU WRAW	N N		KGO	B
Redding, Calif.	KVCV	M		KJBS	
Reno, Nev.	KOH			KPO	N
Rice Lake, Wisc.	WJMC	M		KSAN	
Richmond, Ind.	WKBV	M		KSFO	
Richmond, Va.	WBBL WMBG		San Jose, Calif.	KYA	
	WRIV	N		KQW	C
	WRNL	B	San Juan, Puerto, Rico	WKAQ	C
	WRVA	C		WNEL	
Riverside, Calif.	KPRO	B		WIAC	
Roanoke, Va.	WDBJ WLSJ	C B	San Luis Obispo, Calif.	KVEC	M
Roanoke Rapids, N. C.	WCBT	M	Santa Ana, Calif.	KVOE	M
Rochester, Minn.	KROC	N	Santa Barbara, Calif.	KDB	M
Rochester, N. Y.	WHAM WHEC WSAY	N C M		KTMS	B
Rockford, Ill.	WROK	B	Santa Fe, N. M.	KVSF	C
Rock Hill, S. C.	WRHI		Santa Rosa, Calif.	KSRO	
Rock Island, Ill.	WHBF	M	Saranac Lake, N. Y.	WNBZ	B
Rock Springs, Wyo.	KVRS	M	Sarasota, Fla.	WSPB	C
Rocky Mount, N. C.	WEED	B	Sault Ste. Marie, Mich.	WSOO	B
Rome, Ga.	WRGA	M	Savannah, Ga.	WSAV WTOC	N C
Roseburg, Ore.	KRNR	M	Schenectady, N. Y.	WGY	N
Roswell, N. M.	KGFI	K		WSNY	
Royal Oak, Mich.	WEXL		Scottsbluff, Nebr.	KGKY	
Rutland, Vt.	WSYB	M	Scranton, Pa.	WARM WGBI	B C
St. Albans, Vt.	WWSR			WQAN	
St. Augustine, Fla.	WFOY	C	Seattle, Wash.	KEVR	
St. Cloud, Minn.	KFAM	N		KIRO	C
St. Joseph, Mo.	KFEQ	B		KJR	B
St. Louis, Mo.	KMOX KFUO	C		KOL	M
	KSD	N		KOMO	N
	KWK	M		KRSC	
	KXOK	B		KTW	
	WEW			KXA	
	WIL		Sedalia, Mo.	KDRO	
St. Paul, Minn.	KSTP WMIN	N	Selma, Ala.	WHBB	M
St. Petersburg, Fla.	WSUN WTSP	B M	Sharon, Pa.	WPIC	
Sacramento, Calif.	KFBK KROY KCRA KXOA	B C	Shawnee, Okla.	KGFF	B
Safford, Ariz.	KGLU	N	Sheboygan, Wisc.	WHBL	M
Saginaw, Mich.	WSAM	N	Shenandoah, Ia.	KPNF KMA	B-M
Salem, Mass.	WESX		Sheridan, Wyo.	KWYO	
Salem, Ore.	KSLM	M	Sherman, Texas	KRRV	M
Salina, Kans.	KSAL	M	Shreveport, La.	KRMD KTBS	B N
Salisbury, Md.	WBOC	M		KWKH	C
Salisbury, N. C.	WSTP	M	Sidney, Mont.	KGCX	C
Salt Lake City, Utah	KDYL KALL KNAK KSL KUTA	N C B	Siloam Springs, Ark.	KUOA	
San Angelo, Texas	KGKL	B-M	Sioux City, Ia.	KSCJ** KTRI	B M
San Antonio, Texas	KABC	B	Sioux Falls, S. D.	KELO KSOO	N N
			South Bend, Ind.	WSBT WHOT	C B
			Spartanburg, S. C.	WORD	B
				WSPA	C
			Spencer, Ia.	KICD	M
			Spokane, Wash.	KFIO KFPY KGA KHQ	M C B N
			Springfield, Ill.	WCBS	B
				WTAX	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Springfield, Mass.	WBZA	N	Waco, Texas	WACO	B-M
	WMAS	C	Wallace, Ida.	KWAL	M
	WSPR	B	Walla Walla, Wash.	KUJ	M
Springfield, Mo.	KGBX	N	Warren, Ohio	WRRN	M
	KTTS	C-M	Washington, D. C.	WINX	
	KWTO	B		WTOP	C
Springfield, Ohio	WIZE	B		WMAL	B
Stamford, Conn.	WSRR	B		WOL	M
Sterling, Colo.	KGEK			WRC	N
Steubenville, Ohio	WSTV	M		WWDC	
Stevens Pt., Wisc.	WLBL		Washington, N. C.	WRRF	B
Stockton, Calif.	KGDM	C	Washington, Pa.	WJPA	
	KWG	B	Waterbury, Conn.	WATR	B
Suffolk, Va.	WLPM	B		WBRY	C
Sumter, S. C.	WFIG		Waterbury, Vt.	WDEV	
Sunbury, Pa.	WKOK		Waterloo, Ia.	KXEL	B
Superior, Wisc.	WDSM	M-B		WMT	C-M
Sweetwater, Texas	KXOX		Watertown, N. Y.	WATN	M
Sidney, Mont.	KGCS			WWNY	C
Syracuse, N. Y.	WAGE	B	Watertown, S. D.	KWAT	
	WFBL	C	Wastonville, Calif.	KHUB	B
	WOLF	M	Wausau, Wisc.	WSAU	C
	WSYR	N	Waycross, Ga.	WAYX	M
Sylacauga, Fla.	WFEB		Welch, W. Va.	WBRW	
Tacoma, Wash.	KMO	M	Wenatchee, Wash.	KPO	B
	KTBI		Weslaco, Texas	KRGV	N
	KVI		West Palm Beach, Fla.	WJNO	C
Tallahassee, Fla.	WTAL	M	West Lafayette, Ind.	BAA	
Tampa, Fla.	WDAE	C	West Point, Ga.	WRLD	B
	WFLA	N	West Yarmouth, Mass.	WECB	B
Temple, Texas	KTEM	M-B	Wheeling, W. Va.	WKWK	C
Terre Haute, Ind.	WBOV	N		WVVA	B
Texarkana, Tex.	KCMC	B-M	White Plains, N. Y.	WFAS	
Thomasville, Ga.	WPAX		Wichita, Kans.	KANS	N
Toccoa, Ga.	WRLC	M		KFBI	B-M
Toledo, Ohio	WSPD	N		KFH	C
	WTOL	B	Wichita Falls, Tex.	KWFT	C
Topeka, Kans.	WIBW	C	Wilkes-Barre, Pa.	WBAX	M
Town of Allegany, N. Y.	WHDL	B		WBRE	N
Traverse City, Mich.	WTCM	M	Williamson, W. Va.	WBTH	
Trenton, N. J.	WTNJ		Williamsport, Pa.	WRAC	N
	WTTM	N	Willmar, Minn.	KWLM	B-M
Troy, N. Y.	WHAZ		Wilmington, Del.	WDEL	N
	WTRY	B		WILM	M
Tucson, Ariz.	KTUC	C	Wilmington, N. C.	WMFD	B
	KVOA	N	Wilson, N. C.	WGTM	M
Tucumcari, N. M.	KTNM	M	Winchester, Va.	WINC	B
Tulsa, Okla.	KOME	B-M	Winona, Minn.	KWNO	B-M
	KTUL	C	Winston-Salem, N. C.	WAIR	B-M
	KVOO	N		WSJS	N
Tupelo, Miss.	WELO	M	Wisconsin Rapids, Wisc.	WFHR	M
Tuscaloosa, Ala.	WJRD		Woodside, N. Y.	WWRL	
Tuscola, Ill.	WDZ		Worcester, Mass.	WAAB	M
Twin Falls, Ida.	KTFI	N		ORC	B
Tyler, Texas	KGKB	M		WTAG	C
Uniontown, Pa.	WMBS	C	Yakima, Wash.	KIT	M
Urbana, Ill.	WILL			KTYW	
Útica, N. Y.	WIBX	C	Yankton, S. Dak.	WNAX**	C
Valdosta, Ga.	WGCV	M	York, Pa.	WORK	M-N
Valley City, N. D.	KVOC	M		WSBA	B
Vancouver, Wash.	KVAN		Youngstown, Ohio	WFMJ	B
Vermilion, S. D.	KUSD			WKBN	B
Vernon, Texas	KVWC	M	Yuma, Ariz.	KYUM	C
Vicksburg, Miss.	WQBC	B	Zanesville, Ohio	WHIZ	N
Victoria, Texas	KVIC		Zarephath, N. J.	WAWZ	N
Vincennes, Ind.	WAOV	M			
Virginia, Minn.	WHLB	N			
Visalia, Calif.	KTKC	B			

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By..... Anniston Broadcasting Co.
Operated By..... Anniston Broadcasting Co.
Address..... Radio Building, 1330 Noble St.
Phone Number..... 2380
Transmitter Location..... Radio Building,
1330 Noble St.
Time on the Air..... 6 a.m. to 12 midnight
Newspaper Affiliation..... Anniston Star
News Service..... AP, UP
Transcription Service..... Standard
Representative..... Sears & Ayer, Inc.

Personnel

Owner..... Harry M. Ayers
Station-Commercial Manager..... J. W. Buttram
Program-Publicity Director..... Ruby Meigs
Production Manager..... Malcolm Street
Sales Promotion Manager-Musical Director.....
Mrs. Ruby Meigs
Chief Engineer..... James Hudson
Director of War Programs..... J. W. Buttram

W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... George Johnston
Address..... 1831—4th Ave. N.
Phone Number..... 2300; 2301; 6-6172
Transmitter Location..... Blue Lake Site
Time on the Air: 6 a.m. to 10 p.m., weekdays;
7 a.m. to 12 p.m., Sundays.

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

Personnel

Owner..... William R. Terry
Station Manager..... Hal Falter
Commercial Manager..... Eugene P. Weil
Production Manager..... Miriam Bunkin
Program Director..... Hal Falter
Chief Announcer..... Hal Falter
Chief Engineer..... George Harrison, Jr.

W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By..... Birmingham Broadcast-
ing Co., Inc.

Address..... WBRC Bldg., Second Ave. and
18th St. N.

Phone Number..... 4-7741
Transmitter Location..... 2400 Arkedelphia Rd.
Time on the Air: 6:00 a.m. to 12:00 midnite;
Sundays, 7:00 a.m. to 12:00.

Transcription Service..... Standard Radio
Representative..... Paul H. Raymer Co.

Personnel

President-General Manager..... J. C. Bell
Station Manager..... John M. Connolly
Director of War Programs..... Herbert C. Grieb
Chief Engineer..... G. P. Hamana

W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By..... Alabama Polytechnic In-
stitute, University of Alabama, Alabama
College.

Licensee..... Voice of Alabama, Inc
Address..... Protective Life Bldg.
Phone Number..... 3-8116
Studio Addresses..... Protective Life Bldg.:
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo; Ala-
bama Polytechnic Institute Campus, Auburn.

Transmitter Location..... Sandusky, Ala.
Time on the Air: 5:45 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service..... UP
Representative..... Radio Sales

Personnel

Chairman of Board..... Ed Norton
President-General Manager..... Thad Hoyt
National Sales & Promotion

Manager..... H. H. Holthouser
Program Director..... Jimmie Willson
Production Manager..... Lionel Baxter
Publicity Director..... Mary Bennett
Musical Director..... Stanleigh Malone
Chief Engineer..... N. S. Hurley

W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated by..... The Birmingham
News Co.
Address..... Dixie Carlton Hotel

Phone Number.....4-3434
 Transmitter Location.....Alabama State
 Fair Grounds
 Time on the Air: 5 a.m. to 12 midnight
 days, 7 a.m. to 12 midnlight
 Newspaper Affiliation...Birmingham News;
 Birmingham Age-Herald
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Langworth
 Representative.....Headley-Reed Co.

Personnel

General Manager.....Henry P. Johnston
 Assistant to Manager.....Evelyn Hicks
 Program Director.....Jack McCormack
 Production Manager.....Jack McCormack
 Chief Engineer.....Gordon F. Bishop

W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tennessee Valley
 Broadcasting Co.
 Address.....511 Bank St.
 Phone Number.....802-3-4
 Transmitter Location.....Decatur, Ala.
 Time on the Air.....6:30 a.m. until 10:15 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System and WBS
 Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
 Secretary-Treasurer.....Clyde Hendrix
 Station-Commercial Manager...Ernest Mobley
 Program Director-Director of
 War Programs.....Denny Wright
 Production Manager.....Otis Dodge
 Publicity Director.....Pat Wright
 Chief Announcer.....Frank Lokey
 Chief Engineer.....J. Roser
 Record Master of Ceremony.....Otis Dodge,
 Frank Lokey, Ernest Cramer

W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Dothan Broadcasting
 Company
 Address.....204½ E. Main Street
 Phone Number.....1430
 Transmitter Location.....Headland Highway,
 Dothan
 Time on the Air.....Daytime license

Newspaper Affiliation.....Dothan Eagle
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Company

Personnel

Station Manager.....Julian C. Smith
 Commercial Manager.....Fred Moseley
 Program Director and
 Chief Announcer.....Willard Wilkes
 Production Manager and
 Chief Engineer.....John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Gadsden Broadcast-
 ing Co., Inc.
 Address.....108 Broad Street
 Phone Number.....88
 Transmitter Location.....108 Broad Street
 Time on the Air.....7 a.m. to 11.00 p.m.
 News Service.....Transradio
 Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson
 Station Manager and
 Program Director.....Beatrice Tate Benton
 Commercial Manager.....Sam Benton
 Chief Engineer.....L. O. Bruner

W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....W. H. Pollard
 Address.....318 W. Clinton St.
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Time on the Air.....Unlimited license
 News Service.....UP

Personnel

President-Station Manager and
 Commercial Manager.....W. H. Pollard
 Program Director.....Margaret Speake
 Production Manager.....Hugh McDonald
 Chief Announcer and
 Chief Engineer.....John Garrison

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned By.....W. O. Pape

Operated By Pape Broadcasting Co.
 Address 106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number Dexter 3-3787
 Transmitter Location Tensas Bridge Head,
 Baldwin County
 Time on the Air 6 a.m. to 11:00 p.m.;
 Sundays, 8:00 a.m. to 11:00 p.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.

Personnel

General Manager W. O. Pape
 Commercial Manager H. K. Martin
 Program Director-Chief
 Announcer Charles Saunders
 Musical Director Agnes Pirle
 Chief Engineer Raymond Hurley

W M O B
 MOBILE—EST. 1939

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By S. B. Quigley
 Business Address 600 St. Louis St.,
 (Quigley Building)
 Phone Number Belmont 2-4566
 Studio Address 600 St. Louis St.
 Transmitter Location 600 St. Louis St.
 Time on the Air Unlimited License
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Sears & Ayer, Inc.

Personnel

Station Manager S. B. Quigley
 Commercial Manager F. E. Busby
 Sales Promotion Manager Miss Bea Quigley
 Program Director Miss Clara Malone
 Production Manager Mrs. Adele Hull
 Publicity Director Miss Bea Quigley
 Chief Engineer T. L. Greenwood

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capital Broadcasting
 Company, Inc.
 Business Address 2 Montgomery St.
 Phone Number 5781
 Transmitter Location Narrow Lane Road,
 Montgomery
 Time on the Air 17 hours daily
 News Service INS
 Transcription Service Standard Radio
 Representative Howard H. Wilson Co.

Personnel

President-Station Mgr. G. W. Covington, Jr.
 Commercial Manager John C. Hughes
 Executive Secretary Evelyn B. Robinson
 Musical Director Weston Britt
 Program Director Weston Britt
 Chief Engineer W. D. Weatherly

W S F A

MONTGOMERY—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.;
 500 n.
 Owned-Operated By Montgomery
 Broadcasting Co., Inc.
 Business Address P. O. Box 1031
 Phone Number 8361
 Studio Address Jefferson Davis Hotel
 Transmitter Location Narrow Lane Road,
 Time on the Air 6:00 a.m. to midnight
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Headley-Reed Co.

Personnel

President-General Manager Howard E. Pili
 Station Manager John B. DeMotte
 Local Sales Manager W. W. Hunt
 Publicity Director Leland Childs
 Program-Musical Director and
 Production Manager Caldwell Stewart
 Chief Engineer Cliff Shelkofsky

W L A Y

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Muscle Shoals
 Broadcasting Corporation
 Address Muscle Shoals, Ala.
 Phone Number 1450
 Transmitter Location Muscle Shoals, Ala.
 Time on the Air 6:30 a.m. to 11 p.m.;
 Sundays, 7:30 a.m. to 11:00 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Sears & Ayer

Personnel

President F. M. Farris, Jr.
 Station and Commercial Manager and
 Publicity Director E. J. Sperry
 Program-Musical Director and
 Production Manager Mrs. Josephine Sperry
 Sales Promotion Mgr. Mrs. Lucille Johnston
 Chief Announcer G. W. Orton, III

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power 250 d.; 100 n.

Owned-Operated By.....Opelika Auburn Broadcasting Co.

Address.....1400 Auburn Road

Phone Number.....856

Transmitter Location.....1400 Auburn Road

Time on the Air.....6:00 a.m. to 12:00 mid.

News Service.....UP

Transcription Service.....NBC and Keystone Broadcasting System

Personnel

Station Manager and

Chief Engineer.....F. Marion Hyatt

Commercial Manager.....James T. Ownby

Publicity Director.....Anne Davis

Musical Director.....Ben Parsons

Sales Promotion.....James T. Ownby

Program Director.....Anne Davis

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts

Owned-Operated By.....Selma Broadcasting Company, Inc.

Business Address.....209 Washington St.

Phone Number.....1233

Studio Address.....209 Washington St., Selma, Ala.

Transmitter Location.....Seventh Ave., North

Time on the Air.....14½ hours daily

Representative.....Sears & Ayer, Inc.

Personnel

Station-Commercial Mgr.....Julien Smith, Jr

Chief Engineer.....T. F. Kelley, Jr.

W F E B

SYLACAUGA*

Frequency: 1340 Kc. Power: 250 Watts

Owned By.....Alabama Broadcasting Co.

President.....E. E. Forbes, Sr.

* C.P. only.

W J R D

TUSCALOOSA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....James R. Doss, Jr.

Address.....First National Bank Bldg.

Phone Number.....4464-65

Transmitter Location.....Jug Factory & Greensboro Roads

Time on the Air.....Unlimited license

Transcription Service.....World Broadcasting System, C. P. MacGregor

Representative.....Headley-Reed Co.

Personnel

Owner.....J. R. Doss, Jr.

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: The Gila Broadcasting Co., Inc.

Business Address.....Globe & Safford

Phone Number.....Globe 41

Studio Address.....South Globe, Arizona

Transmitter Location.....South Globe, Arizona

Time on the Air.....6:30 a.m.-11 p.m., daily;

7 a.m.-12.15 a.m., Sunday

Representative.....Paul H. Raymer

News Service.....AP, INS, UP

Transcription Service.....Standard Radio

Personnel

President.....Louis F. Long

General Manager.....Paul Merrill

Commercial and Sales

Manager.....Edward E. Furman

Chief Engineer.....Herbert Hartman

Record Master of Ceremony.....Willard Shoecraft

K S U N

BIRBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Copper Electric Co., Inc.

Address.....Box C, Birbee, Ariz.

Phone Number.....Birbee 9
 Transmitter Location.....Lowell, Ariz.
 Time on the Air.....7 a.m. to 10:30 p.m.
 News Service.....UP
 Representative.....John Blair & Co.

Personnel

President-Owner.....James S. Maffeo
 Station Manager.....Carleton W. Morris
 Commercial Manager.....Eleanor Cervisi
 Program Director.....Marion McKinney
 Chief Announcer.....Hugh Keyes

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Salt River Valley
 Broadcasting Company
 Address.....838 North Central Avenue
 Phone Number.....4-4144
 Transmitter Location.....12th St. & Camel-
 back Rd.
 Time on the Air.....6 a.m. to 12:00 midnight
 Newspaper Affiliation.....Prairie Farmer
 Publishing Co., Arizona Farmer
 News Service.....UP; Transradio
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burrige D. Butler
 President.....W. A. Baldwin
 Commercial Manager.....John L. Hogg
 General Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Chief Announcer and
 Production Manager.....Joe Dana
 Musical Director.....Alfred Becker
 Chief Engineer.....Lewis Sublett

K P H O

PHOENIX—EST. 1941

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Phoenix Broadcasting, Inc.
 Business Address.....Adams Hotel, Phoenix, Ariz.
 Phone Number.....4-7367
 Studio Address.....Adams Hotel, Phoenix, Ariz.
 Transmitter Location.....24th Ave. & Buckeye Rd.
 Time on the Air.....6 a.m. to midnight
 News Service.....INS
 Transcription Service.....ASCAP, BMI, SESAC
 Representative.....Howard H. Wilson Co.

Personnel

President-Owner.....Rex Shepp
 Station Manager.....Charlie Garland
 Sales Manager & Sales Promotion
 Arnold J. Gregory
 Program Director.....Libby Quinn
 Director of War Programs.....Libby Quinn
 Production Manager.....Libby Quinn
 Publicity Director.....Mollie Munger
 Chief Announcer.....John Wages
 Musical Director.....Mollie Munger
 Chief Engineer.....Ross Griffith
 Record MC.....John Wages & Graham Alexander

K T A R

PHOENIX—EST. 1922

NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Broadcastng
 Company
 Business Address.....711 Heard Building
 Phone Number.....4-4161
 Studio Address.....Atop the Heard Building
 Transmitter Location.....36th St. & East
 Thomas Road
 Time on the Air.....6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12:15 a.m.
 Newspaper Affiliation.....Arizona Republic
 and Phoenix Gazette
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio Library and Langworth
 Representative.....Paul H. Raymer Co.

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
 President & General Manager.....Dick Lewis
 Commercial Manager.....J. R. Heath
 Sales Promotion Manager.....L. D. Bradbury
 Program Director.....J. Howard Pyle
 Director of War Programs.....J. Howard Pyle
 Publicity Director.....John Snow
 Artists' Bureau Head.....Mary Louise Watson
 Chief Engineer.....Harold Haughawout

K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casting Company
 Address.....East Gurley St.
 Phone Number.....244
 Transmitter Location.....East Gurley St.
 Time on the Air.....Unlimited License

• • • **ARIZONA** • • •

News Service.....INS and AP
Transcription Service.....Standard Library
Representative.....Paul Raymer Co.

Personnel

Station and Commercial Mgr....Harold Ritter
Program Director.....Roberta Pfister
Artists' Bureau.....Byron Lee McCall
Dir. of War Programs.....Roberta M. Pfister
Production Manager.....Shirley Ritter
Publicity Director.....Byron Lee McCall
Chief Announcer.....Robert Giroux
Musical Director.....Catharine F. Girard
Chief Engineer.....George Eitel
Office Manager.....Odalite Ritter

Transcription Service.....Associated Record
Program, Service & World Broadcasting
System
Representative.....John Blair & Co.

Personnel

Station Manager.....Lee Little
Sales Manager.....Eugene Packer
Chief Announcer.....Graham French
Program Director and
Dir. of War Programs.....Wayne Sanders
Chief Engineer.....Cliff Livingston
Production Manager.....Gerry O'Brien
Musical Director.....Wayne A. Sanders

K G L U

SAFFORD—EST. 1938

**NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gila Broadcasting
Company

Address.....Safford, Ariz.
Phone Number.....15
Transmitter Location.....1218 - 6th Ave.
Time on the Air.....7 a.m. -11p.m. daily
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representatives.....Paul H. Raymer Co.

Personnel

President.....Louls F. Long
Station Manager.....Paul Merrill
Commercial and Sales
Promotion Manager.....Edward E. Furman
Publicity Director.....Paul Merrill
Program Director, Production Manager and
Chief Announcer.....Norman B. Harrington
Chief Engineer.....Herbert Hartman
Dir. of War Programs...Norman B. Harrington
Musical Director.....Alberta Hunt
Record MC.....Thomas B. Greenhaw

K T U C

TUCSON—EST. 1929

**COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Tucson Broadcasting
Co., Inc.

Address.....900 E. B'way
Phone Number.....1400
Transmitter Location.....900 E. B'way
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP

K V O A

TUCSON—EST. 1929

**NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY**

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By: Arizona Broadcasting
Company, Inc.

Business Address.....P. O. Box 2911
Phone Number.....3703
Studio Address.....48 East Broadway
Transmitter Location.....10th and Lee
Time on the Air.....6 a.m.-11 p.m.
Newspaper Affiliation.....Arizona Republic
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

K Y U M

YUMA—EST.1940

**BLUE NETWORK-NBC
ARIZONA BROADCASTING CO.**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Yuma Broadcasting Co.
Business Address.....Post Office Box 352

Phone Number.....Yuma 88
Studio Address...19th Avenue and 1st Street
Transmitter Location..19th Avenue and 1st St.
Time on the Air: 7 a.m. to 11:00 p.m.; Sundays,
7:00 a.m. to 12:15 a.m.

News Service.....INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
Station Manager.....Ray Smucker
Program Director and
Dir. of War Programs.....D. Clark Hayden
Chief Engineer.....Leavenworth Wheeler

ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K L C N

BLYTEVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated by...Fred O. Grimwood
Address.....Noble Hotel
Phone Number.....2093
Transmitter Location.....Armored, Ark.
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....The John E. Pearson Co.

Personnel

Station-Commercial

Manager.....Harold L. Sudbury
Sales Promotion Manager.....Harold Sudbury
Program Director.....J. T. Sudbury
Director of War Programs.....

Chief Announcer.....Bill Crable
Musical Director.....Bob Berryman
Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....Box 610, El Dorado, Ark.
Phone.....1313
Transmitter Location.....Country Club Colony
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Cox and Tanz

Personnel

President.....T. H. Barton
Station and Commercial Manager...Leon Sipes
Sales Promotion Manager.....

Publicity Director.....J. R. Duerson
Program Director.....Rodney Smith
Chief Announcer.....James Broach
Director of War Programs...Jacqueline Click
Chief Engineer.....A. W. Hearin

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Southwestern
Hotel Co.
Address.....1215 Garrison Ave.
Phone Number.....4106
Transmitter Location.....Albert Pike &
Kelley Highway

Time on the Air.....6:30 to 12 p.m.;
Sundays, 8:00 a.m. to 10:00 p.m.
News Service.....UP and AP
Transcription Service.....NBC Thesaurus;
World Broadcasting System

Personnel

President and General Mgr...John A. England
Station Manager.....J. E. "Pat" Garner
Commercial-Sales Promotion

Manager.....Bill Slates
Program-Musical Director.....Dorothy Gibson
Production Manager and
Publicity Director.....Pat Garner
Chief Announcer.....William A. Stapleton
Chief Engineer.....John M. Van Horn

K F F A

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....104 hours weekly
News Services.....UP
Transcription

Service.....Keystone Broadcasting System

Personnel

President-General Manager...Sam Anderson
Program Director and
Production Manager.....Doris Trainer
Chief Engineer.....J. C. Warren
Chief Announcer.....Leland Stone

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK
ARKANSAS NETWORK

Frequency.....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By...Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161
Transmitter Location.....Malvern Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Branham Company

Personnel

President.....John D. Ewing
Station Manager.....K. K. Kellam

ARKANSAS

Commercial Manager..... Ed Appler
 Program Director and
 Production Manager..... Frank A. Browne
 Chief Engineer..... Cecil Suitt

K W F C

HOT SPRINGS—EST. 1940
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Clyde E. Wilson
 Address..... 819½ Central
 Phone Number..... 412-3
 Transmitter Location..... 819½ Central
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio

Personnel

General Manager..... Clyde E. Wilson
 Commercial and Sales
 Promotion Manager..... Robert Choate
 Program Director..... Ann Hiryak
 Production Manager and
 Publicity Director..... Jon Hackett
 Chief Engineer..... Earl H. Butler

K B T M

JONESBORO—EST. 1930
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned by.... Jay P. Beard d/b as Regional
 Broadcasting Co.
 Operated By..... Mrs. Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number..... 597
 Transmitter Location..... Tower Place, East of
 Jonesboro
 Time on the Air..... 7:00 A.M. to 10:00 P.M.

Personnel

President..... Jay P. Beard
 Station Manager..... Mrs. Jay P. Beard
 Commercial Manager..... W. H. Cate
 Program Director..... Mrs. M. J. Fox

K A R K

LITTLE ROCK—EST. 1931
NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.
 Address..... Radio Center, 114 E. Capitol
 Phone Number..... LD 224
 Transmitter Location: Jackson Blvd., North Little
 Rock

Time on the Air..... 6:00 a.m.-11:05 p.m.;
 Sundays, 7:00 a.m. to 11:05 p.m.
 News Service..... AP, INS
 Transcription Service..... Standard
 Representative..... Edward Pety & Co.

Personnel

V-P. and Gen. Mgr..... G. E. Zimmerman
 Commercial Manager..... Julian F. Haas
 Studio Manager..... Jack Rumrill
 Publicity Director..... Julian F. Haas
 Chief Engineer..... Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927
BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Arkansas Broadcasting
 Company
 Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number..... 9166
 Transmitter Location..... Gazette Building
 Time on the Air: 6 a.m. to 11 p.m., Saturdays,
 6:00 a.m. to 1:00 a.m.
 Newspaper Affiliation..... Arkansas Gazette

Personnel

General Manager..... S. C. Vinsonhaler
 Commercial Manager..... R. E. Rives
 Program Director..... Dorothy Weise
 Chief Engineer..... V. D. Vandusen

K L R A

LITTLE ROCK—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc...Power 10000 d.; 5000 n.
 Owned-Operated By... Arkansas Broadcasting
 Company
 Address... Gazette Bldg., 3rd & Louisiana Sts.
 Phone..... LD 132
 Transmitter Location..... 7 miles out on
 Memphis Hi-Way
 Time on the Air: 5:00 a.m. to 12:05 a.m. Mon-
 days through Saturday; 7 a.m. to 12:05 a.m.,
 Sundays.

Newspaper Affiliation..... Arkansas Gazette
 News Service..... UP
 Transcription Service..... World Broadcasting
 Service
 Representative..... The Katz Agency

Personnel

President..... J. N. Heiskell
 Station Manager..... Roy Judge
 Merchandising Manager and
 Publicity Director..... Claude Miller
 Program Director..... Raymond P. Lang
 Production Manager..... Raymond P. Lang
 Musical Director..... Tom Scott
 Chief Engineer..... K. F. Tracy

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....B. J. Parrish
Address.....505½ Main St.
Phone Number.....721
Transmitter Location.....505½ Main St.
Time on the Air.....Unlimited
News Service.....UP and AP

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Eitter
Program Director.....Ayleene Somervell
Chief Engineer.....B. J. Parrish

KUOA

SILOAM SPRINGS—EST. 1922

KEYSTONE BROADCASTING SYSTEM

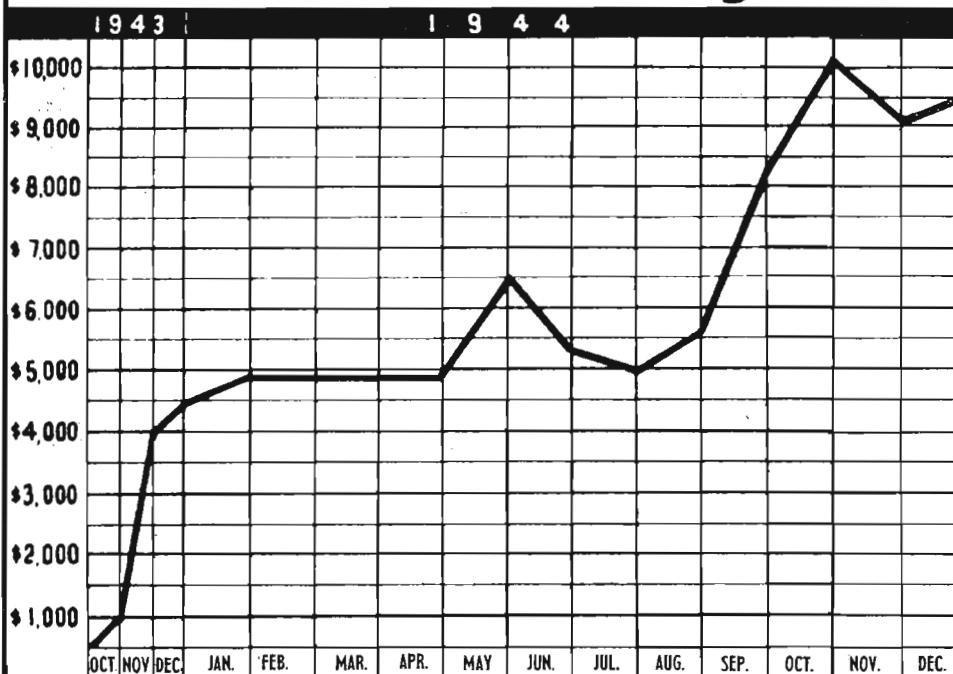
Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KUOA Incorporated
Address.....Siloam Springs, Ark.
Phone Number.....77
Transmitter Location.....Siloam Springs, Ark.
Time on the Air.....6:30 a.m. to Local Sunset
News Service.....UP
Transcription Service.... World Broadcasting
System, Keystone Broadcasting System
Representative.....The Walker Company

Personnel

President.....John E. Brown
Station and Commercial
Manager.....Storm Whaley
Program Director.....Gilberta Walton
Director of War Programs....Storm Whaley
Chief Engineer.....Kenneth Maxwell
For KCNC, Texarkana, see Texas listings.

FOR QUALITY
AP !

The *Beeline* Advertising Index



The above chart shows the gross dollar volume of national spot business per month, broadcast on the **BEELINE** during the first fifteen months of its existence.

TODAY, NEARLY ALL NATIONAL SPOT ACCOUNTS ADVERTISING IN CENTRAL CALIFORNIA AND WESTERN NEVADA ARE USING THE BEELINE.

Robert A
STREET
National
Sales Manager

Paul H.
RAYMER CO.
National
Representative

**McClatchy
Broadcasting
Company**

Sacramento, California



CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

KERN

BAKERSFIELD—EST. 1932
BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By McClatchy Broadcasting
Address Elks Bldg.
Phone Number 8-8431
Transmitter Location Ming & Oak Sts.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service AP and INS
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
Station Manager Deane Banta
Commercial Manager Richard Brothers
Chief Engineer Verne Shatto

K P M C

BAKERSFIELD—EST. 1935
MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By Pioneer Mercantile Co.
Business Address Box 1709, Bakersfield, Calif.
Phone Number 8-8151
Transmitter Location 307 East 21st St.
Time on the Air 6:30 a.m.-12:00 p.m. week-
days; 7:00 a.m.-12:00 p.m. Sunday
News Service UP
Transcription Service NBC Thesaurus and
Associated Music Publishers
Representative John Blair & Co.

Personnel

President F. G. R. Schamblin
Station Manager L. A. Schamblin
Assistant Manager C. C. Sturm

K R E

BERKELEY—EST. 1922

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Central California
Broadcasters, Inc.
Address 601 Ashby Avenue
Phone Number Ashberry 7715
Transmitter Location 601 Ashby Avenue
Time on the Air Unlimited
News Service INS
Transcription Service Standard Radio

Personnel

President-Station Manager Arthur Westlund

Sales Promotion-Program

Manager Don Hamby
Chief Announcer Phil McKernan
Musical Director Harrold S. Hawley

K H S L

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power 1,000 Watts
Owned-Operated By Golden Empire
Broadcasting Co., Inc.
Address 4th & Broadway Sts.
Phone Number Chico 237-8
Transmitter Location Hooker Oak and
Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00
a.m. to 11:00 p.m., Sundays
News Service UP
Transcription Service Standard Radio,
C. P. MacGregor
Representative W. S. Grant Co.

Personnel

President Hugh McClung
Station Manager M. F. Woodling
Commercial and Sales
Promotion Manager Henry Watton, Jr.
Program and Musical Director Mabel Swift
Production Manager and
Publicity Director Russell Pope
Chief Announcer Thomas Nelson
Chief Engineer Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts 250 N
Owned-Operated By Valradio, Inc.
Address 793 Main St.
Phone Number 1100
Transmitter Location 793 Main St.
Time on the Air 7:00 a.m. to 11:00 p.m.
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President Thomas E. Sharp
Station Manager Ken Thornton
Commercial Manager Belle Hovey
Program Director Mabel Dalton
Chief Announcer Jerry Oppell
Chief Engineer Leroy Bellwood

K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Redwood Broadcast-
 ing Co., Inc.
 Business Address Box 43
 Phone Number 93
 Studio Address Vance Hotel, Eureka Inn
 Transmitter Location McFarland Tract
 Humboldt Bay
 Time on the Air Unlimited
 News Service INS; UP
 Transcription Service World Broadcasting
 System
 Representative John Blair & Co.

Personnel

President and Station

Manager William B. Smullin
 Rural War Manager Eddie Logan
 Commercial Manager Betty Lundeen
 Production Manager C. Paul Corbin
 Sales Promotion Manager Betty Byrd
 Program Manager Mary Martin
 Musical Director Jack Andrews
 Religious Director Rev. Charles H. Hudson
 Office Manager George E. Thomson
 Traffic Manager Betty Matthias
 Education Director Earl Roberts
 Engineer Alvor Olson

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By KARM, The George
 Harm Station
 Address 1333 Van Ness Ave.
 Phone Number 4-2966
 Transmitter Location Van Ness & Allu-
 vial Avenues
 Time on the Air 6 a.m. to 12 midnight;
 8 a.m. to 12 midnight, Sunday
 News Service AP and INS
 Transcription Service Standard Radio
 Representative Edward Peiry & Co., Inc.

Personnel

Owner & President Mrs. Hattie Harm
 General Manager Clyde F. Coombs
 Commercial Manager Ned L. Brown
 Publicity Director Eldora Roth
 Program Director John Garrick
 Chief Engineer R. M. Dorothy

K F R E

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By J. E. Rodman
 Address T. W. Patterson Bldg.
 Phone Number 4-5001
 Transmitter Location Clinton & First Sts.
 Time on the Air: 5:00 a.m. to 12:00 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers and World
 Representative John Blair & Co.

Personnel

Owner J. E. Rodman
 General Manager Paul R. Bartlett
 Program Director Gene Chenault
 Office Manager Lois Danlela
 Traffic Manager Frances Quinn
 Chief Engineer Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. Power: 5,000 Watts
 Owned-Operated By McClatchy Broadcasting
 Co.
 Address Van Ness & Calaveras
 Phone Number 3-6277
 Transmitter Location North & Madera Aves.
 Kerman
 Time on the Air: 24 hours daily
 Newspaper Affiliation The Fresno Bee
 (McClatchy Newspapers)
 News Service UP & AP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
 Station Manager Keith Collins
 National Sales Manager (N. Y. C.)
 Robert Srtteel
 Sales Manager Coyle Chambers
 Sales Promotion Manager Jack Griffith
 Traffic Manager Margaret Vogelsang
 Special Events Director A. D. Patterson
 Program and Musical Director and
 Production Manager Andy Patterson
 Publicity Director Jack Griffith
 Chief Engineer Wm. N. Wallace
 War Program Director Andy Patterson

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc. Power: 250 Watts
 Owned-Operated By Cannon Broadcasting
 System, Ltd.
 Address 102 N. Glendale Ave.
 Phone Number Citrus 1-1133
 Transmitter Location 102 N. Glendale Ave.
 Time on the Air Daytime License

Personnel

President.....David H. Cannon
 General Manager.....L. W. Peters
 Chief Announcer.....R. W. Muller
 Chief Engineer.....Lee Gustafson

K F O X

LONG BEACH—EST. 1924

SOUTHERN CALIFORNIA BROADCASTERS
 ASSOCIATION

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By: Nichols & Warriner, Inc.
 Address.....220 E. Anaheim Street
 Phone Number.....672-81
 Transmitter Location...220 E. Anaheim Street
 Time on the Air.....5:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio,
 Langworth Transcription Service; C. P. Mac-
 Gregor

Personnel

President, Station Manager and
 Program Director.....Hal G. Nichols
 Commercial and Sales Promotion Manager
 and Chief Engineer..Lawrence W. McDowell
 Director of War Programs.....Margaret Smith

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By: Consolidated Broadcast-
 ing Corp.
 Business Address.....435 Pine Ave.
 Phone Number.....Long Beach 860-41
 Studio Addresses: 435 Pine Ave.; 643 So.
 Olive, Los Angeles
 Transmitter Location.....Atlantic & Olive,
 Compton
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP & INS
 Transcription Service: World Broadcasting Sys-
 tem, Standard Radio, Lang-Worth, McGregor
 and Associated
 National Representative.....Spot Sales, Inc.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
 Commercial Manager.....Lee Wynne
 Sales Promotion Manager...Thomas P. Hunter
 Musical Director.....Helene Smith
 Production Manager.....Irene Cook
 Chief Engineer.....Ronald Oakley

K E C A

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By...Blue Network Co., Inc.
 Address.....1440 No. Highland Ave.
 Phone Number.....Hillside 8231
 Transmitter Location...2951 S. Fairfax Ave.
 Time on the Air.....6:00 a.m. to 12 midnight:
 6:45 a.m. to midnight, Sunday
 News Service.....UP, AP
 Transcription Service.....Thesauras
 Representative.....Blue Network Spot Sales

Personnel

President.....Earle C. Anthony
 General Manager.....Clyde Scott
 Commercial and Sales Mgr.....Amos Baron
 Program Manager.....John Edwards
 Musical Director.....Claude Sweeten
 Production Manager.....Wm. Davidson
 Publicity Director.....Virginia West
 Continuity Editor.....Katherine Calvert
 Chief Engineer.....Ralph Denechaud

K F A C

LOS ANGELES—EST. 1929

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By: Los Angeles Broadcast-
 ing Company, Incorporated
 Address.....645 South Marlposa
 Phone Number.....Fitaroy 1231
 Transmitter Location...3725 Chesapeake,
 L. A., Calif.
 Time on the Air.....168 hours a week
 News Service.....AP

Personnel

President-General Manager...Calvin J. Smith
 Program Director.....Harry Mitchell
 Publicity Director.....Eileen Wheatley
 Traffic Manager.....Lucile R. Blake
 Chief Announcer.....Harry Mitchell
 Chief Engineer.....Owen J. Ford

K F S G*

LOS ANGELES—EST. 1923

Frequency: 1150 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By: Echo Park Evangelistic
 Ass'n
 Address.....1100 Glendale Blvd.
 Phone Number.....Exposition 1141
 Transmitter Location...1100 Glendale Blvd.
 Time on the air: 7:45 p.m. to 12 midnight (ex-
 cept Fridays); Sundays, 10:30 a.m. to 12:30
 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12
 midnight

Personnel

President.....Aimee Semple McPherson
 Station Manager.....Rev. Jack Carmaine
 Musical Director.....Esther Fricke Stuart
 Chief Engineer.....Myron Kluge

* Non-Commercial Station.

BOB HOPE
 JACK BENNY
 AMOS 'N' ANDY
 EDDIE CANTOR
 INFORMATION PLEASE
 FRED WARING
 ONE MAN'S
 HOUR OF CHARM
 FAMILY
 RED SKELTON

FIBBER McGEE
 BERGEN AND MOLLY
 AND McCARTHY
 BOB BURNS
 FANNIE BRICE
 ABBOTT
 & COSTELLO
 GINNY SIMMS

BING CROSBY
 ALDRICH
 FAMILY
 MARCH
 OF TIME
 BANDWAGON
 KAY KYSER
 GREAT
 GILDERSLEEVE

LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

Earle C. Anthony, Inc.

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc. Power: 50,000 Watts
 Owned-Operated By: Earle C. Anthony, Inc.
 Address: 141 North Vermont Ave.
 Phone Number: FAirfax 2121
 Transmitter Location: Buena Park, Calif.
 Time on the Air: 24 Hours Daily,
 Except Tues.—12 Hours
 News Service: UP
 Transcripion Service: Standard Radio, Lang-
 Worth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Earle C. Anthony
 General Manager: William B. Ryan
 Sales Manager: Geo. A. Whitney
 Program Director: Don McNamara
 Production Manager: Bob Hiestand
 Publicity Director: Harold Carlock
 Director of Promotion and
 Public Service: J. G. Paltridge
 Auditor: Ernest Felix
 Special Events Supervisor: Robert Purcell
 Continuity Editor: Volney Cunningham
 Musical Director: Claude Sweeten
 Chief Engineers: Curtis Mason,
 H. L. Blatterman

KFWB

LOS ANGELES—EST. 1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address: 5833 Fernwood Ave.
 Phone Number: Hempstead 5151
 Transmitter Location: Baldwin Hills, Culver City
 Time on the Air: 6:00 a.m. to 1:00 a.m.
 News Service: AP, UP, INS and Reuters
 Representative: William G. Rambeau Co.

Personnel

General Manager: Harry Matzlish
 Production Manager: William Ray
 Program Director: William Ray
 Chief Announcer: Harry Hall
 Musical Director: Leon Leonardi
 War Program Director: Sara Langman
 Chief Engineer: Harry Myers

KFVD

LOS ANGELES

Frequency: 1020 Kc. Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address: 338 South Western Avenue
 Phone Number: Drexel 2391
 Transmitter Location: 9300 Cattaraugus St.
 Time on the Air: 6 a.m. to sundown, 10:00 p.m.
 to 1:00 a.m.

4 NEWS SERVICES

1. Associated Press
2. United Press
3. International News Service
4. Reuters

4 NETWORK COMMENTATORS

1. Sam Balter
2. John B. Hughes
3. Bill Pennell
4. Peter De Lima

A L L

On

Warner Bros.

K F W B

Hollywood

*—and more public service programs
than any other station in the West.*

5,000 WATTS DAY AND NIGHT

**Harry Maizlish
General Manager**

William Rambecu, National Representative

News Service.....UP
 Transcription Service.....Lang-Worth,
 MacGregor

Personnel

President-Station Manager.....J. Frank Burke
 Commercial Manager.....F. J. Smalley, Jr.
 Program Dir.-Chief Announcer...Howard Gray
 Publicity Director.....Toni Reeder
 Director of War Programs.....Howard Gray
 Chief Engineer.....William Cass

K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....Ben S. McGlashan
 Address.....1417 S. Figueroa St.
 Phone Number.....Prospect 2434
 Transmitter Location.....1828 Oak St.
 Time on the Air.....Unlimited license
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers.

Personnel

Manager.....Thelma Kirchner
 Public Relations Director.....Harry Koplan
 Production Mgr.....Carolyn Caro
 Program Director.....Rene Bozarth
 Chief Engineer.....Homer Obuchon

K H J

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Business Address.....5515 Melrose Ave.
 Phone Number.....Hollywood 8111
 Transmitter Location.....Venice Blvd. & La
 Cienega
 Time on the Air:24 hours daily: Monday, 12:00
 midnite to 6:00 a.m.
 News Service.....AP, INS, City News
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Vice-President and
 General Manager.....Lewis Allen Weiss
 Vice President and
 Assistant Manager.....Willet H. Brown
 Commercial Manager.....Sydney Gaynor
 Sales Promotion and
 Publicity Director.....Fair Taylor
 Traffic Manager.....Mary E. Ryan
 Musical Director.....Frank Du Vol
 War Program Director.....Tony La Frano
 Chief Engineer.....Frank M. Kennedy

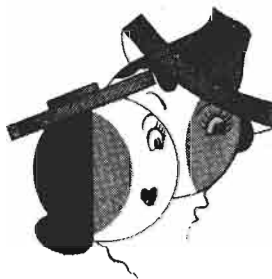
K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
 Owned By: KMPC, The Station of the Stars, Inc.
 Address.....5939 Sunset Blvd.
 Phone Number.....Hollywood 5341
 Transmitter Location.....12755 Burbank Blvd.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP and AP
 Transcription.....Associated, World
 Representative.....Paul H. Raymer Co.

Personnel

President.....G. A. Richards
 V. P. & Gen. Mgr.....Robert O. Reynolds
 Commercial Manager.....Herbert Wixson
 Production Manager.....Howard Rhines
 Program Manager.....Woodrow Hatlie
 Publicity Director.....Willard Hanes
 Special Events Director.....Jack Sherman
 Traffic Manager.....Alice Richards
 Musical Director.....Marie Hudson
 Program Director.....Don Otis
 Acting Chief Engineer.....James LaShaun



What's a Man?

Generally speaking, he's a time or space buyer, merchandise manager, account executive, or other *genus homo* seeking and devising ways and means to influence women. In Los Angeles, the male species finds the *best way* to influence women is through the station *programmed and managed by women*—KGFJ.

THE TWENTY-HOUR STATION 1230 KC

K G F J

Thelma Kirchner, Manager
 "Los Angeles' BIGGEST Little Station"
 1417 South Figueroa St., Los Angeles 15, Calif.

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Time on the Air.....24 hours daily
 News Service.....Radio News Reel, INS, AP
 Transcription Service..Lang-Worth; Standard
 Radio, MacGregor
 RepresentativeBurn-Smith Co.

Personnel

General Manager.....Kenneth O. Tinkham
 Program Manager.....Jim Strain
 Publicity Director.....Hal Halley
 Traffic Manager.....Marion Page
 Recording Division.....Lyman M. Smith
 Musical Director.....Salvatore Santarella
 Chief Engineer.....Pete Wilson

You already know it . . .

but we want to repeat it again. Maybe some of you have missed it in the past—

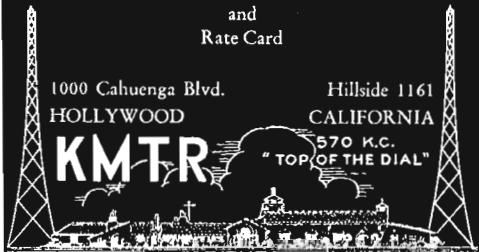
IN PROGRAMS . . . IN PERSONNEL
IN CONSTRUCTION

KMTR is truly

*"America's Most Individual
Radio Station"*

COVER 90% OF SOUTHERN
CALIFORNIA'S POPULATION
AT THE LOWEST COST

Get the KMTR Picture
and
Rate Card



KMTR

The "Top" Radio Station with—

570 KC
*"TOP" of the
DIAL*



NEWS

EVERY HOUR — ON THE HOUR

24 HOURS A DAY

Exclusive One Minute Announcement

Offered in Middle of any Five Minute News broadcast on-the-hour at regular five minute Card Rate. Write for availabilities:

K M T R — Hollywood — BURN-SMITH CO., INC.

California

New York

Chicago

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts

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

Address.....6121 Sunset Blvd.

Phone Number.....Hollywood 1212

Transmitter Location... Columbia Park, Torrance, Calif.

Time on the Air.....24 hours daily

News Service.....AP; INS; UP

Transcription Service..Lang-Worth, Associated

Representative..... Radio Sales

Personnel

Vice President and General

Manager.....Donald W. Thornburgh

Ass't Gen'l Mgr. and Director of

Network Sales.....Harry W. Witt

Pacific Coast Sales Mgr...George L. Moskovics

Sales Manager (KNX).....J. A. Morton

Sales Promotion Manager.....Ralph Taylor

Merchandising & Sales Service

Manager.....Jack O'Mara

Radio Sales Representative....Meredith Pratt

Program Manager.....Hal Hudson

Chief Engineer.....Lester H. Bowman

Director of Public Relations.....Fox Case

Director of Press Information..Lloyd Brownfield

Operations Manager.....Ben Paley

CBS Western Musical Director...Lud Gluskin

Musical Director (KNX).....Wilbur Hatch

Continuity Chief.....Everett Tomlinson

Production Manager.....Edith Todesca

Managing News Editor.....Clinton Jones

Stations Relations Manager...E. W. Buckalew

KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.

Owned-Operated By.....Radio Broadcasters, Incorporated

Business Address.....541 So. Spring Street

Phone Number.....Tucker 7111

Studio Addresses...312 Spring Arcade Bldg.;

541 So. Spring St.

Transmitter Location.....1100 Lemoyne

Time on the Air.....Shares Time with KFSG

News Service.....INS

Personnel

General Manager.....Ned Connor

Program Director.....Venna Taylor

Chief Engineer.....Willis O. Freitag

Chief Announcer.....Doug Douglas

KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By...Marysville-Yuba City Broadcasters, Inc.

Address.....P. O. Box 631, Marysville, Calif.

Phone Number.....2080

Transmitter Location.....Three miles north of

Marysville on Laurellan Road

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

News Service.....UP

Transcription Service.....Standard Radio

Representative.....W. S. Grant Co.

Personnel

PresidentHorace Thomas

Station and Commercial Manager..Joe D. Carroll

Sales Promotion Manager.....Hedley Hall

Program Director and

Production Manager.....Ruth Parmeter

Chief Engineer.....A. J. Powell, Jr.

Chief Announcer.....Hedley Hall

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By...Merced Broadcasting Company

Business Address.....P. O. Box 717

Phone Numbers.....1430; 1431

Studio Address....."G" Street Grade

Transmitter Location....."G" Street Grade

Time on the Air.....6:00 a.m. to 11:00 p.m.

News Service.....UP

Transcription Service.....Standard Radio

National Sales Office.....582 Market St.,

San Francisco

Representative.....W. S. Grant

Personnel

General Director.....Hugh McClung

Station Manager.....Mel Marshall

Commercial Manager.....J. C. MacFarland

Sales Promotion Manager.....George Spelvin

Program Director.....Herb James

Chief Engineer.....Malcolm R. Beavers

KTRB

MODESTO—EST. 1933

Frequency: 860 Kc. Power: 1000 Watts

Owned-Operated By...KTRB Broadcasting Co.,

Business Address.....P. O. Box 593

Phone Number.....774

Studio and Transmitter.....Norwegian Ave.

News Service.....INS

Personnel

President-Station Manager..Wm. H. Bates, Jr.

Sales Manager.....Virgil V. Risley

Program Director.....Cecil Lynch

Chief Engineer.....Wm. H. Bates, Jr.

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Monterey Peninsula
 Broadcasting Co.
 Business Address.....275 Pearl St.
 Phone Number:.....Monterey 8501
 Studio Addresses .275 Pearl St.; 137 Mon-
 terey St., Salinas
 Transmitter LocationMunicipal Wharf
 Time on the Air.....6:30 a.m. to 10.00 p.m.
 Newspaper Affiliation...Monterey Peninsula
 Herald; Salinas, Californian
 News ServiceUP
 Transcription Service.....Standard Radio,
 Associated

Personnel

PresidentPaul H. Caswell
 Station Managers.....Howard V. Walters,
 Bernard E. Cooney
 Program Director.....Howard Walters
 Chief Announcer.....Edward C. Duty, Jr.
 Chief Engineer.....Edward C. Duty

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By...Tribune Building Corp.
 AddressTribune Tower, 13th & Frank-
 lin Streets
 Phone Number.....Glencourt 0660
 Transmitter Location.....Tribune Tower
 Time on the Air:6:25 a.m. to 2:30 a.m.; 9:00
 a.m. to 1:00 a.m., Sunday
 Newspaper Affiliation.....Oakland Tribune
 News Service.....AP
 Transcription Service....World Broadcasting
 System: Photo and Sound, Inc.
 Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....J. R. Knowland, Jr.
 General Manager.....Glenn Shaw
 Sales Promotion Manager.....Walter Brown
 Program Director.....Leon Churchon
 Publicity Director.....Gladys Herst
 Musical Director.....Charles Short Ridge
 Chief Engineer.....Ross Smith
 War Program Director.....Leon Churchon

KLX

HAS HIGH
 PRIORITY ON

“LISTENER LOYALTY”

From pioneer to pace setter since 1921. That's the record of radio station KLX, Metropolitan Oakland's leading Independent.

From its broadcast of the Dempsey-Carpentier fight in Jersey City, July 2, 1921, to the vital war news of today, KLX has given its listeners a high standard of radio programs and outstanding public service.

That's why it's "just natural" to tune to KLX.

The TRIBUNE STATION, Oakland 4, California
 National Representative, JOSEPH HERSHEY MCGILLVRA, Inc.

LISTENER deat
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K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 Owned-Operated By KROW, Inc.
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number Glencourt 6774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 6 a.m. to Midnight
 News Service INS
 Transcription Service Standard Radio;
 Langworth

Personnel

President Sheldon Sackett
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager Ralph Wiener
 Program Director R. W. Wassenberg
 Production Manager Jim Boswell
 Publicity Director Mercedes Prosser
 Chief Announcer Jim Boswell
 Chief Engineer C. E. Downey
 Director of War Programs Phyllis Flynn

710,113 *people*

**in Metropolitan
 OAKLAND**

Metropolitan Oak-
 land extends nearly
 30 miles (all solidly
 built-up CITY) along
 the eastern shore of
 San Francisco Bay.



K R O W

"The Home Interest Station"

IS Oakland's Leading Station

RADIO CENTER BUILDING, 19TH and BROADWAY
 OAKLAND, CALIFORNIA

Philip G. Lasky, General Manager

K L S

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By S. W. & E. N. Warner
 Operated by Warner Brothers
 Address 327-21st Street
 Phone Number Higate 1212
 Transmitter Location 327-21st Street
 Time on the Air 24 hours
 News Service INS

Personnel

President-Owners S. W. and E. N. Warner
 Station Manager F. Wellington Morse
 Commercial and Sales
 Promotion Manager F. W. Morse
 Program Director C. de Costa
 Chief Engineer Howard Faulkner

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address ... 1401 South Oak Knoll Rd.
 Phone Number . . . RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood
 Transmitter Location: Lexington & Gallatin Rd.,
 El Monte, Calif.
 Time on the Air 6:00 a.m. to 12 midnight
 News Service INS
 Transcription Service: Lang-Worth; Associated
 Music Publishers
 Representative Joseph Hershey McGillvra, Inc.

Personnel

President J. Frank Burke
 Production Manager Loyal K. King
 Commercial Manager Frank Burke, Jr.

K P P C

PASADENA—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian
 Church
 Address 585 East Colorado St.
 Phone Number Sycamore 3-2193
 Transmitter Location ... 585 East Colorado St.
 Time on the Air Sundays, 9 a.m. to 9 p.m.;
 Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

President C. Franklin Ward
 Chief Announcer Vincent Parsons
 Program-Musical Director Leon Hall
 Chief Engineer N. V. Parsons
 (Non-Commercial Station)

K W K W

PASADENA—EST. 1942

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By: Southern California
 Broadcasting Co.
 Address: 425 East Green St.
 Phone: Ryan 1-6744
 Transmitter Location: San Gabriel
 Time on the Air: 6:00 a.m. to sunset
 News Service: UP
 Transcription Service: Standard Radio

Personnel

Station Manager: Howard L. Tullis
 General Manager: William J. Beaton
 Commercial Manager: William J. Beaton
 Program Director: Paul Allison
 Chief Engineer: Paul Spargo

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.
 Business Address: Box 1525
 Phone Number: 1646, 1647
 Studio Address: Highway No. 99
 Transmitter Location: Highway No. 99
 Time on the Air: 6:00 a.m. to 12:00 p.m.
 News Service: UP
 Transcription Service: Standard Radio;
 C. P. MacGregor
 Representative: Will Grant

Personnel

President: Hugh McClung
 Station Manager: Ralph R. Bryan
 Commercial Manager: Fred M. Stuelpnagel
 Program Director: Lyle Mathis
 Chief Engineer: Russell B. Pope

K P R O

RIVERSIDE—EST. 1941

BLUE NETWORK

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Corpora-
 tion of America
 Business Address: 3401 Russell St., Riverside,
 Calif.
 Phone Number: Riverside 6290, San Bernar-
 dino 5157
 Studio Address: 3401 Russell St., Riverside
 American National Bank Bldg., San
 Bernardino
 Transmitter Location: 3401 Russell St.
 Time on the Air: 6:00 a.m. to 4 a.m.
 News Service: INS and AP
 Transcription Service: Associated Music Pub-
 lishers and MacGregor
 Representative: Joseph Hershey McGillvra

Personnel

President-General Manager: W. L. Gleeson
 Station Manager: W. L. Gleeson
 Sales Promotion and
 Publicity Director: M. Thorne
 Program Director: Lee Lamley
 Chief Engineer: Amon Dolde

K C R A

SACRAMENTO—EST. 1944

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Central Valleys Broadcasting Co.
 Business Address: Capital Nat'l Bank Bldg.
 Phone Number: 3-7363
 Studio Address: Capital Nat'l Bank Bldg.
 Transmitter Location: 27th & American River
 Time on the Air: 6:00 a.m. to 12:00 midnight
 News Service: AP
 Transcription Service: World Broadcasting
 System

Personnel

Owned By: Ewing C. Kelly, David R. McKinley,
 Vernon Hansen
 Station Manager: Ewing C. Kelly
 Commercial Manager: Norman Hodgkinson
 Program Director: Jack Eliassen
 Production Manager: Christine Ness
 Chief Engineer: Marvin D. Myers

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK

Frequency: 1530 Kc. Power: 10,000 Watts
 Owned-Operated By: McClatchy Broadcasting
 Co.
 Business Address: 708 Eye St.
 Phone Number: 2-5011
 Transmitter Location: Yola County
 Time on the Air: 24 hours daily
 Newspaper Affiliation: Sacramento Bee
 News Service: UP and AP
 Transcription Service: NBC Thesaurus
 Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
 Station Manager: Leo O. Ricketts
 Program and Publicity
 Director: Howard L. Bailey
 Sales Manager: Jack Schacht
 Musical Librarian: Rosalie Brandt
 Chief Engineer: Stam Sronce

K X O A*

SACRAMENTO

Frequency: 1490. Power: 250 Watts

* CP issued to Lincoln Dellar.

you're in swell company
on **KFMB**...



Walter Winchell



George V. Denny, Jr.



Don McNeil



Ed Wynn



Westbrook Van Voorhis

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where \$808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over \$15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . . progressive station!!



Tom Breneman



Gracie Fields



Paul Whiteman



Joe E. Brown



Drew Pearson



KFMB
SAN DIEGO, CALIF.
JACK O. GROSS
PRESIDENT & GENERAL MANAGER

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....Royal Miller, Marion Miller,
 L. H. Penney, and Gladys W. Penney.
 Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location.....65th St. at 14th Ave.
 Time on the Air:6:15 a.m. to 12:00 midnight,
 Sundays, 7:00 a.m. to 12 midnight.
 News ServiceUP
 Transcription Service....Associated Recorded
 PGM. Library
 Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
 Station Manager.....Mrs. Royal Miller
 Public Relations Manager.....Howard Smiley
 Program and Musical
 DirectorEvangeline Baker
 Chief Engineer.....Howard Martineau
 Chief Announcer.....Bill Triest

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air....6:00 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

PartnersJ. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Program Director.....Charles Craig
 Sales Manager.....N. Pratt Smith
 Chief Engineer.....George Ewing
 Director of War Programs....Charles Craig

K F M B

SAN DIEGO—EST. 1941

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By:
 Worcester Broadcasting Corp.
 Address.....1375 Pacific Blvd.
 Phone NumberMain 2114
 Transmitter Location.....Spreckles B'dg.
 Time on the Air.....6:00 a.m. to 12:15 a.m.

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....William G. Rambeau Co.

Personnel

President, Station and
 Commercial Manager.....Jack Gross
 Sales Promotion Manager.....John Eves
 Program Director and
 Production Manager.....Hal Moon
 War Program Director.....Hal Moon
 Chief Engineer.....Caleb Frisk
 Publicity Director.....Shirley Hawley

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By.....Airtran Radio
 Corporation, Ltd.
 Address.....U. S. Grant Hotel,
 San Diego 12
 Phone NumberFranklin 6353
 Transmitter Location326 Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 Representative.....Paul H. Raymer Co.

Personnel

President-Owner and
 Station Manager.....Thomas E. Sharp
 Assistant Manager.....M. R. Harris
 Commercial-Sales Manager.....Larry Scalf
 Program DirectorLeah McMahon

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1017 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....Pickwick Hotel
 Time on the air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP, INS, UP
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....F. D. Ide
 Commercial-Sales Promotion
 Manager.....William A. Evans
 Production Manager.....Jerry Lee Pecht
 Program and Musical Director....James Dillon
 Chief Announcer.....Bailey Warren
 Chief Engineer.....William G. Collins

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting System
 Address.....1000 Van Ness Avenue
 Phone Number.....Prospect 0100
 Transmitter Location.....1000 Van Ness Ave.
 Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Thomas L. Lee
 General Manager.....Lewis Allen Weiss
 Station Manager.....Dan Donnelly
 Local Sales Manager.....Merwyn McCabe
 Program-Production Manager.....Pat Kelly
 Sales Promotion and
 Publicity Manager.....Buntz Keyser
 Chief Announcer.....Bob Bence
 Musical Director.....Cy Trobbe
 Chief Engineer.....Jim McArdle
 Record Master of
 Ceremony.....Truman Thompson

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....155 Montgomery St.
 Phone Number.....Exbrook 6544
 Transmitter Location..5144 E. 12th St. Oakland
 Time on the Air.....24 hours daily;
 Midnight to 6 a.m. Sundays
 News Service.....AP, INS, UP, Transradio
 Transcription Service: Standard, Associated.
 NBC Thesaurus, BMI, Sherman Clay (local)
 National Sales Office,
 Blue Network, New York City
 Representative.....Blue Spot Sales

Personnel

President.....Mark Woods
 Station Manager.....T. B. Palmer
 Sales Manager.....Byron H. Nelson
 Promotion-Publicity
 Manager.....Robert F. Laws
 Program Director.....Robert H. Wesson
 Production Manager.....Robert H. Wesson
 Chief Announcer.....Berton Bennett
 Chief Engineer.....A. E. Evans
 Musical Director.....Phil Bouere
 Record Master of Ceremony.George Fenneman

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....KSBS Broadcasters
 Operated By.....KSBS Broadcasters
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....1470 Pine Street
 Time on the Air: Sunday through Friday,
 10 p.m. until local sunset; Saturday, 11:30
 p.m. until local sunset
 News Service.....INS; UP; AP
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.,
 Homer Owen Griffith

Personnel

President.....E. P. Franklin
 Chief Engineer.....Cecil H. Dutton
 Manager.....E. P. Franklin
 Program Director.....C. F. Pendleton

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By...National Broadcasting Company
 Address.....Taylor & O'Farrell Sts.
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air..24 Hours daily except Sunday,
 Midnight to 6:00 a.m. Monday
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Personnel

General Manager.....John W. Elwood
 Local Manager.....Alfred Crapsey
 Program Director.....Wendell Williams
 Assistant to Program Manager...Floyd Farr
 Director of News and Special Events
 Charles A. Cooney
 Director of Public Service.....Catharine Sibley
 Auditor.....A. G. Diederichs
 Publicity Director.....Louise Landis
 Continuity Director.....Byron Mills
 Traffic Manager.....Fay Pattee Smith
 Chief Announcer.....Floyd Farr
 Network Sales.....Ray Baker, Walter
 Tolleson, Jr.
 Spot Sales.....Carl Nielsen
 Sales Promotion Manager.....Helen Murray
 Director of Agriculture.....Henry Schacht, Jr.
 Radio Recording.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Golden Gate Broad-
 casting Corp.
 Address1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1357 Market St.
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Langworth

Personnel

PresidentS. H. Patterson
 Station and Commercial
 Manager.....Jerry Akers
 Program Director.....Lee Giroux
 Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By...The Associated Broad-
 casters, Inc.
 Address.....Mark Hopkins Hotel
 Phone Number.....Exbrook 4567
 Transmitter Location.....San Francisco
 Time on the Air.....Unlimited License
 News Service.....INS, UP
 Transcription Service.....Lang-Worth,
 Standard, AMP
 Representative.....Weed & Company

Personnel

President.....W. I. Dumm
 Vice President and
 General Manager.....Lincoln Dellar
 Station Manager.....Wilton Gunzendorfer
 Commercial and Sales
 Promotion Manager...Wilton Gunzendorfer
 Program Director.....Richard M. Oddie
 Publicity Director.....Dorothy Burtis
 Chief Engineer.....R. V. Howard
 Operations Director.....Allan A. Kees

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By...Palo Alto Radio Station,
 Inc.
 Address...Hearst Bldg., 3rd & Market Sts.
 Phone Number.....DOuglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....INS, AP and UP
 Transcription Service..Associated Music Pub-
 lishers and Standard Library Service
 Representative.....Spot Sales, Inc

Personnel

President and Station Manager..Don Feddersen
 Sales and Sales Promotion
 Manager.....D. E. Lundy
 Program Director and
 Production Manager.....Dick Wynne
 Publicity Director.....Margery Hood
 Musical Director.....Alfred Frankenstein
 Chief Engineer.....Paul C. Schulz

K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 5000 Watts
 Owned-Operated By...Pacific Agricultural
 Foundation, Limited
 Business Address.....San Jose: Palace Hotel
 San Francisco
 Phone Numbers.....Ballard 2616 (San Jose),
 EXbrook 3233
 Studio Address.....87 E. San Antonio St.
 San Jose; Palace Hotel, San Francisco
 Transmitter Location.....Alviso, California
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....INS; UP; AP
 Transcription Service.....Standard Radio;
 NBC Thesaurus
 Representative.....Edward Pety & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General and Sales Manager..C. L. McCarthy
 Vice President and
 Sales Promotion Mgr.....Wade Thompson
 Program Director.....Ken Craig
 Production Manager and
 Chief Announcer.....Fred Ruegg
 Musical Director.....Ray Hackett
 Chief Engineer.....Ken Owen

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned & Operated By...Christina M. Jacobson
 trading as Valley Electric Co.
 Business Address.....851 Higuera Street
 Phone Number...San Luis Obispo 1100-1101
 Studio Address.....Mt. View & Hill Streets
 Transmitter Location...Roosevelt Highway—
 1½ miles north of San Luis Obispo
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant Company

Personnel

Owner.....Christina M. Jacobson
 Manager.....Les Hacker
 Commercial and Sales
 Promotion Manager.....Joe Shuttleworth

Program Director and
Production Manager.....Brad Harris
Chief Announcer and Musical
Director.....Anthony Ricca
Chief Engineer.....Earle Travis

KVOE

SANTA ANA—EST. 1926
DON LEE — MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Voice of the
Orange Empire, Inc., Ltd.
Business Address.....307 North Broadway
Phone Number.....4901-R
Studio Address.....2825 West 5th St.
Transmitter Location.....2825 West 5th St.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 7:00 a.m. to 11:00 p.m.
Transcription Service.....C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

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

KDB

SANTA BARBARA—EST. 1921
MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By
Don Lee Broadcasting System
Address.....1309 State St.
Phone Number.....Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air: 6:45 a.m. to 11:00 p.m.;
Sat., 6:45 a.m. to 12:15 a.m.
New ServiceAP
Transcription Service....World Broadcasting
System
RepresentativeJohn Blair & Co.

Personnel

President.....Thomas S. Lee
Vice President and General
ManagerLewis Allen Weiss
Station Manager.....Fin Hollinger
Program Director.....Fin Hollinger
Musical Director.....Dorris Helene Doughty
Chief Engineer.....William C. Buckley

KTMS

SANTA BARBARA—EST. 1937
BLUE NETWORK

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

Owned-Operated By....News-Press Publish-
ing Co.

AddressDe LaGuerra Plaza
Phone Number.....6111
Transmitter Location.....Goleta, Calif.
Time on the Air...6:30 a.m. to 12:00 Midnight;
7 Days Weekly
Newspaper Affiliation.....Santa Barbara
News-Press
News Service.....AP
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station and Commercial
Manager.....Louis F. Kroeck
Sales Promotion Manager....Louis F. Kroeck
Program Director and
Production Manager....Frank P. Weltmer
Chief Announcer.....Frank Weltmer
Musical Director.....Carol Lee
Chief Engineer.....Albert Nicolay

KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.....Power: 1000 Watts
Operated By.....Eddie Handley
Owned By.....Ruth W. Finley
Business Address.....425 Mendocino Ave.
Phone Number110
Studio Address.....427 Mendocino Ave.
Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.
News ServiceUP
Transcription Service:
World Broadcasting System; Standard

Personnel

PresidentRuth Finley
Station Manager.....Eddie Handley
Chief Engineer.....Howard McCauley
Production Manager.....Wm. Frost
Sales Manager.....Ben Weaver

KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....42 S. California
Phone Number4-4551
Transmitter Location..S.E. 3 miles on 99 hiway
Time on the Air....6:00 a.m. to 12 midnight
News Service.....INS
Transcription Service....World Broadcasting
System

Personnel

OwnerE. F. Peffer
 Manager..... E. Smith
 Program Director.....Donald J. Ralph
 Chief Engineer.....Lloyd Amoo

K W G

STOCKTON—EST. 1921

BLUE NETWORK

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....McClatchy Broad-
 casting Co.
 Address Hotel Wolf
 Phone Number22727
 Transmitter LocationWeber & E Sts.
 Time on the Air5 a.m. to 12 midnight
 Newspaper Affiliation:
 McClatchy Newspapers
 News Service UP
 Transcription Service.....Standard Radio
 RepresentativePaul H. Raymer Co.

Personnel

PresidentEleanor McClatchy
 Station & Sales Manager.....George Ross
 Sales Promotion Manager.....Bill Straub
 Chief Announcer.....Dick Fox
 Chief Engineer.....Lee Berryhill

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5,000 Watts
 Owned-Operated By..Tulare-Kings Counties
 Radio Associates
 Business Address.....Post Office Box 511
 Phone Number575, 576
 Studio Address.....Hotel Fresno, Fresno, Calif.
 Transmitter Location...1¼ miles southwest
 of Visalia, California
 Time on the Air...5:45 a.m. to 12:10 Midnight
 Newspaper Affiliation: Visalia Times-Delta,
 Tulare Times and Advance Register, Hanford
 Sentinel, Porterville Recorder
 News ServiceAP
 Transcription Service.....World Broadcasting
 System, Standard
 National Sales Office Address:
 Wm. Rambeau, Chicago and New York
 Representatives: Wm. Grant Co., San Fran-
 cisco

Personnel

Station Manager.....Chas. P. Scott
 Sales Manager.....C. E. Niete
 Production Manager.....Wilson Monroe

Chief Engineer.....Bert Williamson
 Chief Announcer.....Bill Gracey
 Publicity Director.....Jean Banks

K H U B

WATSONVILLE—EST. 1936

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Operated By.....Luther E. Gibson
 Owned By.....Luther E. Gibson
 Business Address.....Atkinson Lane
 Phone Number1700-1
 Studio Address.....Atkinson Lane
 Transmitter Location.....Atkinson Lane
 Time on the Air.....6:45 a.m. to 11:15 p.m.
 News ServiceAP
 Transcription Service ...World Broadcasting
 System
 Representative.....W. S. Grant Co.

Personnel

President.....Luther E. Gibson
 Station Manager.....Roger R. Hunt
 Commercial Manager.....Roger R. Hunt
 Program Director.....Don De Wald
 Chief Announcer.....James Byron
 Chief Engineer.....George Kenville

FOR QUALITY !
AP

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: E. L. Allen
 Address: Alamosa
 Phone Number: 26
 Transmitter Location: East Alamosa
 Time on the Air: 7:00 a.m.-8:30 p.m.

Personnel

Owner: E. L. Allen

Saturdays, 6:30 a.m. to 12 midnight
 Newspaper Affiliation: Oklahoma Publishing Co.
 News Service: AP
 Transcription Service: World Broadcasting System
 Representative: The Katz Agency

Personnel

President: E. K. Gaylord
 Station and Commercial Manager: Everett Shupe
 Program Director: Isabelle McClung
 Dir. of War Programs: Isabelle McClung
 Musical Director: Isabelle McClung
 Chief Engineer: Cozine Strang

KVOR

COLORADO SPRINGS—EST. 1922

CBS

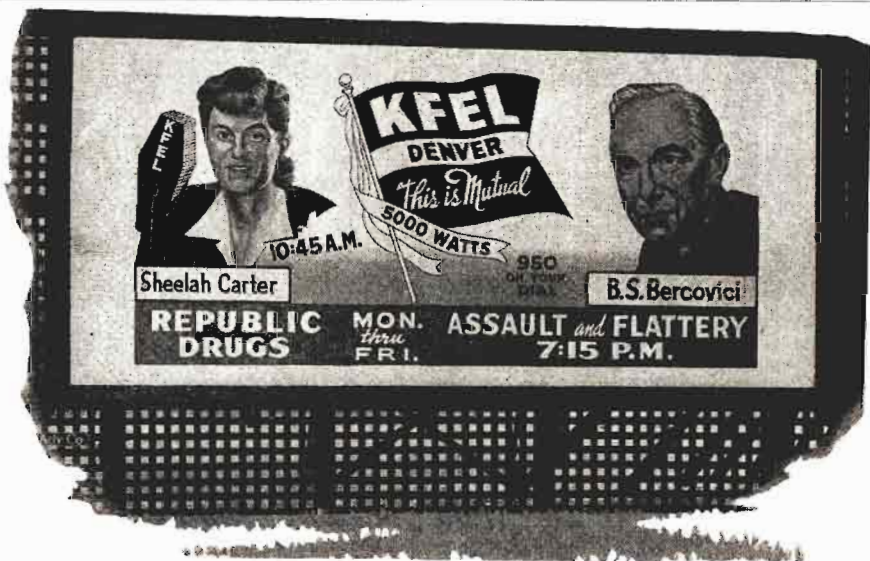
Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By: Outwest Broadcasting Company
 Address: Antlers Hotel
 Phone Number: Main 278
 Transmitter Location: 2803 E. Platte Avenue
 Time on the Air: 6:30 a.m. to 11:30 p.m.;

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Eugene P. O'Fallon, Inc.
 Address: Albany Hotel



The daily news commentaries of
SHEELAH CARTER and B. S. BERCOVICI
 now originate from the studios of
KFEL in DENVER

MANAGED BY GENE O'FALLON

REPRESENTED BY BLAIR

C O L O R A D O

Phone NumberKEystone 0178
 Transmitter Location ...5350 West 20th Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Standard Radio
 and Associated Record
 Representative.....John Blair & Co.

Personnel

President-Manager.....Gene O'Fallon
 DirectorFrank Bishop
 Program Director.....Milli Virgien
 Chief Announcer.....Tom Crago
 Chief Engineer.....Tom Athertone
 Musical Director.....Ned Lynch
 Dir. of War Programs.....Milli Virgien

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....KLZ Broadcasting
 Company, Inc.

AddressShirley Savoy Hotel
 Phone NumberMain 4271
 Transmitter Location.....South Franklin at
 Hampden, Englewood, Colo.

Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12 midnight

News ServiceINS
 Transcription ServiceStandard.
 C. P. MacGregor

RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
 Station Manager.....Hugh B. Terry
 Commercial Manager.....Fred C. Mueller
 Promotion-Publicity Manager.Roger Rambeaux
 Musical Director.....Les Weelans
 Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....KMYR Broadcasting Co.
 Operated By.....F. W. Meyer
 Address.....1626 Stout Street
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Time on the Air.....18 hours per day
 News Service.....UP and AP
 Transcription Service.....World Broadcasting
 Representative.....William G. Rambeau Co.

Personnel

OwnerF. W. Meyer
 Station and Sales Promotion
 ManagerA. G. Meyer

Sales and Publicity Manager..Mark Schreiber
 Program Director.....Dolores Pleased
 Production Manager.....Lowell Switzer
 Chief Announcer.....Vernon Hiner
 Musical Director.....Martha Goetz
 Chief Engineer.....Glen James
 Record MC.....Dick Schmidt

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By...National Broadcasting
 Company

Address1625 California Street
 Phone Number.....Main 6211

Transmitter Location.....Aurora, Colorado
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-
 days 7 a.m. to 12 midnight

News ServiceAP; INS; UP
 Transcription Service.....NBC Thesaurus
 Representative.....NBC Spot Sales

Personnel

President, National Broadcasting Co.
 Niles Trammell
 Station Manager.....James R. MacPherson



Few Stations in the
 Nation Can Equal KOA's
 Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

Represented Nationally by Spot Sales

FIRST IN DENVER **KOA** 50,000 WATTS
850 K.C.



Sales Manager.....Duncan McColl
 Program Director.....Clarence C. Moore
 Dir. of War Programs...James R. MacPherson
 Sales Promotion Manager....Charles Phillips
 Production Manager.....T. Ellsworth Stepp
 Publicity Director.....Charles H. Phillips
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Pillar of Fire
 Address1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location..Bellevue Junior College,
 Westminster, Colo.

Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30
 p.m. and 6:00 to 8:30 p.m., Tuesdays,
 Thursdays and Saturdays; 7:15 to 9 a.m.,
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-
 days, Wednesdays and Fridays; Sundays,
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to
 4 p.m. and 6:00 to 8:30 p.m.

Personnel

PresidentBishop Alma White
 Station Managers.....Dr. A. K. White and
 Dr. Ray B. White
 Program Director.....Kathleen M. White
 Musical Director.....Ruth Staats
 Chief Engineer.....Paul H. Schissler
 (Non-Commercial Station)

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.
 Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter LocationNorth of Denver
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager..W. D. Pyle
 Station & Commercial Manager...T. C. Ekrem
 Sales Promotion Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....B. H. Stanton
 Chief Announcer.....Donald B. Vest
 Auditor.....J. N. Hile
 Assistant Program
 DirectorThelma Smallenberger
 SecretaryElaine Barcroft
 Chief Engineers...W. D. Pyle and T. C. Ekrem

K I U P

DURANGO—EST. 1935

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

Address2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....Unlimited License
 News ServiceUP
 Transcription Service..Keystone Broadcasting
 System

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.

AddressP. O. Box 30
 Phone Number..Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air.....6 a.m. to midnight
 News ServiceUP
 Transcription Service...World Broadcasting
 System and World Broadcasting System
 RepresentativeWalker Company

Personnel

Station and Sales Manager.....Rex Howell
 Farm News Editor.....Tom Page
 Chief Announcer.....Jack Lund
 Musical Director.....Toni Mueller
 Chief Engineer.....D. E. Towne
 AuditorCharles Howell
 Dir. of War Programs.....Mildred Fuller
 Program Director.....Mildred Fuller

K F K A

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
 Owned.....Mid-Western Radio Corp
 Address.....620 - 8th Ave.
 Phone Number.....Greeley 450-451
 Transmitter Location.....Hoover Park
 Time on Air.....90 hours weekly
 News ServiceUP

Personnel

President-Station Manager.....Francis Price
 Program Director.....Charles Sumerau
 Chief Engineer.....Kenneth Cooper

K K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
 Owned & Operated By.....The Southwest
 Broadcasting Co.
 Business Address.....P. O. Box 485
 Transmitter Location.... U. S. Highway No. 50
 Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-
 8:45 p.m.
 Phone Number42
 News ServiceRNA
 Transcription ServiceKeystone
 Broadcasting System & Standard Radio
 Representative.....Thomas F. Clark Co.

Personnel

Chief Owner-Secy.-Treas....Leonard E. Wilson
 Station Manager.....Leonard E. Wilson
 Sales Manager.....Margaret W. Johnson
 Program Dir.- Dir. of
 War Programs.....Margaret E. Hiltabidel
 Production Manager.....Leonard E. Wilson
 Chief Engineer.....Leonard E. Wilson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....Curtis P. Ritchie

Address.....P.O. Box 293
 Phone Number 3877
 Transmitter Location: 3 miles south on High-
 way 85
 Time on the Air: 6:30 a.m.-11 p.m. daily; 7 a.m.-
 11p.m. Sundays
 News ServiceUP
 Transcription Service.... World Broadcasting
 System
 Representative.....Joseph H. McGillvra, Inc.

Personnel

OwnerCurtis P. Ritchie
 Station Manager.....Curtis P. Ritchie
 Commercial ManagerMaxson I. Bevens
 Chief Engineer.....Willis C. Shanks
 Program Director-Chief Announcer..Fred Amos
 Publicity Director.....Maxson I. Bevens

K G E K

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmer G. Beehler
 AddressFleming Road
 Phone Number 679
 Transmitter Location Sterling
 Time on the Air.....Limited Time

Personnel

OwnerElmer G. Beehler

FOR QUALITY
 AP !



THE BEST IS YET TO BE . . .

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and adcasting have improved. We can

recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "*The best is yet to be.*"



BASIC CBS
Connecticut's
Pioneer
Broadcaster

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W I C C

BRIDGEPORT—EST. 1926
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated byThe Yankee Network, Inc.
AddressStratfield Hotel
Phone Number..... 6-1121
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News Service.....AP and INS
Transcription Service.....Associated; Standard Radio
Representative....Edward Petry & Co., Inc.

Personnel

President.....Wm. F. O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....George Steffy
Station Manager.....Joseph Lopez
Assistant Manager.....Florence B. Robinson
Sales Manager.....Norman Whittaker
Sales Promotion.....James S. Powers
Merchandising Manager.....Arthur Lathrop
Program Director.....Florence Robinson
Musical Director.....Carl V. Larson
Chief Engineer.....George Kelch

W N A B

BRIDGEPORT—EST. 1941
BLUE NETWORK
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Harold Thomas
Operated By.....Levon Thomas
Address.....991 Broad Street
Phone Number.....3-3112
Transmitter Location.....Locomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service.....UP
Representative....William G. Rambeau Co.

Personnel

Owner.....Harold Thomas
Station Manager.....Levon Thomas
Acting Sales Mgr.....Leo Langevin
Program Director.....Jean O'Shea
Chief Engineer.....Vinnie De Laurentis
Sales Promotion.....Sidney Peters
Dir. of War Programs.....Jean O'Shea
Musical Director.....Dick McCutchen

W D R C

HARTFORD—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By.....WDRG, Inc.
Address750 Main St.
Phone Number.....7-1188-9
Transmitter Location.....839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service.....AP & UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station
Manager.....Franklin M. Doolittle
Commercial and Sales Promotion
Manager.....Wm. F. Malo
Program Director.....Walter B. Haase
Publicity Director.....Jack Zaiman
Chief Announcer.....Harvey Olson
Traffic Manager and Educational Director,
Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer.....Italo Martino
Dir. of War Programs.....Walter B. Haase
Production Manager.....Harvey Olson
Record MC's.....James Garrett,
Lavern Colton

W H T D

(Formerly Known as WNBC)
HARTFORD—EST. 1935
BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By.....The Yankee Network
Address.....54 Pratt St. (Hartford)
Phone Number.....Hartford 7-9131
Transmitter Location.....Newington, Conn.
Time on the Air.....6 a.m.
News Service.....UP
Transcription Service.....Standard Radio and Associated
National Sales Office.....Headley-Reed Company, New York, Detroit, Chicago

Personnel

Ch. of Bd. of Directors of
The Yankee Network.....John Shepard, III
Station Supervisor.....Ralph D. Kanna
Program Director.....Richard B. Bronson
Musical Director.....Maurice Sechtman
Chief Engineer.....Rogers Holt

Two requisites for Sales Success

SOUTHERN NEW ENGLAND has them both



The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend it. And they'll spend it for your product once they're convinced of its merits.



The power exerted by 50,000 WATTS and the authority gained by twenty years of faithful service (February 10, 1945), combine to make WTIC an outstanding sales medium. The people of Southern New England have a deep respect for the high standards of quality to which WTIC has long adhered. They heed your sales message when it is spoken by the friendly and familiar voice of WTIC.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

*Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood*

CONNECTICUT

WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts

Owned-Operated By...The Travelers Broadcasting Service Corporation

Address...26 Grove Street

Phone Number...2-3181

Transmitter Location...Avon, Connecticut

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

News Service...AP; INS; Transradio

Transcription Service...World Broadcasting System; Lang-Worth Feature Programs; BMI Bonus Transcriptions

Representative...Weed & Company

Personnel

Station Manager...P. W. Morency

Sales Manager...Walter Johnson

Sales Promotion Manager...J. F. Clancy

Production Manager...Paul Lucas

Chief Announcer...Bernard Mullins

News Editor...Tom Eaton

Transcription Librarian...Larry Kenfield

Music Librarian...John DeLisa

Musical Director...Moshe Paranov

Plant Manager...H. D. Taylor

Program Manager...Leonard J. Patricelli

Dir. of War Programs...Paul Lucas
Publicity Director...J. F. Clancy

WTHH

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Hartford Times, Inc.

Address...983 Main St.

Phone Number...2-0237

Transmitter Location...983 Main St.

Time on the Air...6:45 a.m. to 12:05 a.m.

Newspaper Affiliation...Hartford Times

News Service...AP

Transcription Service...Lang-Worth

Representative...J. P. McKinney & Son

Personnel

President...Francis S. Murphy

Station Manager...C. Grover DeLaney

Sales Manager...F. E. Beiber

WELI

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

SOMETHING NEW



IN NEW ENGLAND:

UNDER the new ownership of Harry C. Wilder and Associates, WELI of New Haven will prize its character above all else. We stand for The Square Deal — symbolized above.

IN LISTENERSHIP: The highest audience levels that expert, imaginative, quality programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving complete confidence of listener and sponsor.

IN SELLING: In spite of growing demands, time on WELI will be apportioned, not just sold out. No sound advertiser will ever be

denied the use of WELI in starting to build a postwar franchise in this market.

IN PROMOTION: For years our friends have known that our stations give them more than their order calls for. That phrase is solidly linked with us throughout the radio industry.

IN INFLUENCE: Character is reflected in a station's influence with its listeners. It's a priceless intangible, and it is a corner of our Square Deal policy.

New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, General Manager

Station WELI, New Haven — Associated with WSYR, WTRY, WKNE

WELI Represented by Headley-Reed

Owned-Operated By.....City Broadcasting Corporation
 Address 221 Orange Street
 Phone Number 8-1133
 Transmitter Location.....Hamden, Conn.
 Time on the Air..... 7:00 a.m.-12 midnight
 News Service..... UP
 Transcription Service..... World Broadcasting System Library
 Representative Headley-Reed Co.

Personnel

President.....H. C. Wilder
 Manager.....Richard W. Davis
 Sales Manager.....Clair H. Shadwell
 Program Director.....Roland Furman
 Chief Engineer.....Fred T. King
 Dir. of War Programs.....Roland Furman
 Chief Announcer.....Jack Ryan

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 350 Watts
 Owned-Operated By.....The Elm City Broadcasting Corp.
 Business Address.....1110 Chapel Street
 Phone Number 8-3151
 Transmitter Location..... 350 Kimberly Ave.
 Time on the Air..... Unlimited License
 Representative.....Wm. G. Rambeau Co.

WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Thames Broadcasting Corporation
 Address.....Mohican Hotel, 281 State Street
 Phone Number New London 4900
 Transmitter Location.....Winthrop Point
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8:00 a.m. to 12:15 a.m.
 News Service AP
 Representative.....The Walker Company

Personnel

President R. L. Morey
 Station Manager and
 Program Director.....G. J. Morey
 Commercial and Advertising
 Manager.....Ivon B. Newman
 Chief Engineer.....G. J. Morey
 Chief Announcer.....Leslie Morson

WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Stephen R. Rintoul
 Address 270 Atlantic St.
 Phone Number 4-7575
 Transmitter Location Lindstrom Rd., Shippan Point, Conn.
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service World Broadcasting System
 Representatives..Bertha Bannan, Helen Wood

Personnel

Owner.....Stephen R. Rintoul
 Station Manager.....Harold H. Meyer
 Sales Manager.....Harold H. Meyer
 Sales Promotion Manager.....K. MacEwen
 Program Director.....Fred Briggs
 Publicity Director.....D. Hay
 Chief Engineer.....Edward Markman
 Dir. of War Programs.....Julian Schwartz
 Production Manager.....Ernest Hartman
 Chief Announcer.....Stanley Roberts

WSRR

STAMFORD, CONNECTICUT

*Ask
 Anyone!*

Musical Director.....Bob Henry
 Record MCs.....Stanley Roberts,
 Ernie Hartman, Bob Henry

W A T R

WATERBURY—EST. 1934

BLUE—MUTUAL—CONNECTICUT STATE
 NETWORK—YANKEE

Frequency: 1320 Kc.Power: 1000 Watts
 Owned-Operated By.....Harold Thomas
 Address.....71 Grand St.
 Phone Number.....3-5161
 Transmitter Location.....Baldwin Avenue
 Time on the Air.....7:30 a.m. to 12 midnight
 News ServiceTransradio
 Representative.....Wm. G. Rambeau Co.

Personnel

President-Station Manager....Harold Thomas
 Commercial & Advertising.....Sam Elman
 Program Director.....Helen Morris
 Chief Announcer.....John Lotas
 Publicity Director.....John Deegan
 Musical Director.....Edith Sacco
 Chief Engineer.....Russel Jensen
 Dir. of War Programs.....Helen Morris
 Sales Promotion Manager.....John Deegan

W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.Power: 1000 Watts:
 Owned-Operated By.....American Re-
 publican, Inc.
 Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boyd Street
 Time on the Air.....8 a.m. to 12 midnight
 Newspaper Affiliation.....Waterbury Ameri-
 can; Waterbury Republican
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 Representative ..Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
 Station and Commercial Manager... E. J. Frey
 Program Director.....Charles Lynch
 Publicity Director.....E. Christy Erk
 Chief Engineer.....Frank Hales
 Dir. of War Programs.....Charles Lynch
 Production Manager.....Charles Lynch

FOR QUALITY !
AP

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By..... WDEL, Inc.
Address..... 10th & King Sts.
Phone Number..... 7268
Transmitter Location... Governor Printz Blvd.
Time on the Air..... 6 a.m. to 1 a.m.
News Service UP
Transcription Service..... NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager..... J. Gorman Walsh
National Sales Manager..... J. Robert Gulick
Program Manager..... Harvey Smith
Technical Director..... J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address 920 King St.
Phone Number 7268
Transmitter Location.. 35th St. & Bellevue Ave.
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. McCollough
Station Manager..... J. Gorman Walsh
National Sales Manager..... J. Robert Gulick
Program Director William Drury
Chief Engineer..... J. E. Mathiot

WDEL

**WILMINGTON
DELAWARE**

**5000 WATTS
DAY & NIGHT**

Your dollars
are profitably
spent on this
vital station

Its rich, diversified mar-
ket includes: Delaware,
Southern New Jersey,
parts of Pennsylvania,
Maryland and Virginia.
Representative: RAYMER

NBC Basic Network

DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc.Power: 250 Watts
Owned and Operated By..Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.
News ServiceINS, AP
Transcription Service.....Standard Radio,
Langworth and Associated

Personnel

President.....Lawrence J. Heller
Station Manager.....Robert L. Kaufman
Commercial Manager.....Norman Weill
Program Director.....Richard Barr
Sales Promotion Director.....Paul L. Heller
Chief AnnouncerLarry Carl
Musical Director.....Tommy Johnson
Chief Engineer.....Ralph E. Cannon, Jr.

WOL

WASHINGTON, D. C.—EST. 1927
MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc.Power: 1000 Watts
Owned-Operated By....Cowles Broadcasting
Company
Address1627 K Street, N.W.
Phone NumberMetropolitan 0010
Transmitter Location.....Hyattsville, Maryland
Time on the Air.....19 Hours, 35 Mins.
News Service.....UP, AP, Washington News
Service
Transcription Service..Lang-Worth; Standard
Radio; Texas Ranger Library
Representative.....The Katz Agency, Inc.

Personnel

President.....Gardner Cowles, Jr.
Ch. of Board.....John Cowles
Vice-President.....T. A. M. Craven
Vice-Pres. & Gen. Mgr.....Merle S. Jones
Sales Manager.....Henry V. Seay

W M A L

WASHINGTON, D. C.—EST. 1926

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By....The Evening Star
Broadcasting Co.
Address724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location... Cedar Lane, Bethesda,
Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to midnight
Newspaper Affiliation..Washington Evening
Star
News ServiceAP; UP
Transcription Service.....NBC Thesaurus;
Standard Radio
Representative.....Blue Network Spot Sales

Personnel

General Manager.....K. H. Berkeley
Assistant General Manager and Commercial
Manager.....Ben B. Baylor, Jr.
Sales Promotion Manager.....Sam Digges
Program Director.....John R. Edmunds
Musical DirectorSidney
Dir. of Women's Activities.....Ruth Crane
Production Manager.....Gordon Hubbel
Chief EngineerDan Hunter

WINX

The
Washington Post
Station

WASHINGTON 1, D. C.

National Representative
FORJOE & CO.

. . . DISTRICT OF COLUMBIA . . .

Publicity-Sales Promotion Mgr. . . . Tom Means
 Production Manager George Sutherland
 Traffic Manager Lillian Ruppert
 Continuity Director Martha Cram
 Musical Director Susan Mylroie
 Technical Advisor to

All Cowles Stations T. A. M. Craven
 Chief Engineer H. H. Lyon

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By . . National Broadcasting
 Company

Address 724 - 14th St., N. W.
 Phone Number Republic 4000
 Transmitter Location . . RFD No. 1, Hyattsville,
 Maryland

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

News Service AP; INS; UP
 Transcription Service NBC Thesaurus,
 Associated, Standard

Representative National Broadcasting Co.

Personnel

President Niles Trammell
 Vice-President Frank M. Russell
 General Manager Carleton D. Smith
 Asst. to Gen. Mgr. George Y. Wheeler
 Commercial Manager Mahlon A. Glascock
 Sales Promotion Manager Albert V. Cole
 Production-Program Director Fred Shawn
 Musical Director Fritz Balsler
 Chief Engineer Donald Cooper
 Record MC Bill Herson

W T O P

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By . . Columbia Broadcasting
 System

Address Earle Bldg.
 Phone Number Metropolitan 3200
 Transmitter Location Wheaton, Md.

Time on the Air: 5:45 a.m. to 1:05 a.m.; Sun-
 days, 7:30 a.m. to 1:05 a.m.

News Service AP; UP
 Transcription Service World Broadcasting
 System

Representative Radio Sales

Personnel

Director E. H. Gammons
 Commercial Manager William D. Murdock
 General Manager Carl Burkland
 Sales Promotion Director Howard Stanley
 Program Director Martin D. Wickett
 War Program Director Elinor Lee
 Chief Announcer Gunnar Back

Director of Press Information . . Howard Stanley
 Chief Engineer Clyde Hunt
 Record MC Arthur Godfrey

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. . Power: 250 (100 w. booster)
 Owned-Operated By . . Capitol Broadcasting Co.
 Address 1000 Connecticut Ave.

Phone Number National 7203
 Transmitter Location 61 Pierce St., N.E.
 Time on the Air 6:00 a.m. to 1:00 a.m.;

Sundays, 8:00 a.m. to 12:00 midnight
 News Service AP, UP and Washington City
 News Service

Transcription Service NBC Thesaurus
 Representative Weed & Co.

Personnel

President Joseph Katz
 Station Manager G. Bennett Larson
 Commercial Manager Ben Strouse
 Sales Promotion Ben Strouse
 Program Director Norman Reed
 Musical Director Leonard Friendly
 Chief Engineer Ross H. Belville
 Production Manager Norman Reed
 Dir. of War Programs Norman Reed
 Artists Bureau District Sales Agency
 Record MC "Mike" Hunnicutt

FOR QUALITY

AP



FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

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

Lt. Comm. W. Wright Esch, USNR

Address126½ Magnolia Ave.

Phone Number 91

Transmitter Location ...126½ Magnolia Ave.

Time on the Air.....Unlimited license

News ServiceAP

Transcription Service.....NBC Thesaurus

Personnel

Owner.....Lt. Comm. W. Wright Esch, USNR

General Manager.....Billee B. Esch

Station Manager.....Ray Clancy

Program Director.....Jack Winfree

Publicity Director.....Crystal Palmer

Chief Engineer.....William C. Shelton

WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Fort Myers Broadcasting Co.

Business Address.....54 East First St., WINK Bldg.

Phone Number818

Studio Address...54 East First St., WINK Bldg.

Transmitter Location.....54 East First St., WINK Bldg.

Time on the Air.....6:00 a.m. to 12:00 a.m.

News ServiceAP

Representative.....John E. Pearson

Personnel

President.....Ronald B. Woodyard

Station Manager.....Mary Martin

Sales Manager.....Mary Martin

W M F J

DAYTONA BEACH, FLORIDA

250 WATTS

1450 KILOCYCLES

BLUE

COX & TANZ

WRUF

GAINESVILLE—EST. 1928
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc. Power: 5,000 Watts
 Owned by State of Florida
 Operated by University of Florida
 Address University of Florida
 Phone Number 1000, Branch 55
 Transmitter Location Campus, University of Florida

Time on the Air 18 Hours Monday-Sat.,
 17 Hours on Sunday

News Service UP
 Transcription Service World Broadcasting System, Langworth
 Representative Burn-Smith Co., Inc.

Personnel

Director Garland Powell
 Commercial Manager Rem James
 Sales Promotion Manager George Dinnick
 Program Director Irene Stanlis
 Chief Announcer David Martin
 Musical Director Helen Edwards
 Chief Engineer Dr. Palmer Craig
 Director of War Programs David Braun

WJAX

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
 Owned, Operated By City of Jacksonville, Fla.
 Address City Hall, Forsyth and Ocean Sts.
 Phone Number 5-5821
 Transmitter Location Hyde Park Country Club
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service NBC Thesaurus and Associated
 Representative John Blair & Co., Harry Cummings

Personnel

Commissioner in Charge Thos. C. Imeson
 Station Manager and Chief
 Engineer John T. Hopkins, III
 Program Director Evelyn Boote
 Production Manager Harry A. Cole
 Chief Announcer Grant Frankish
 Musical Director Frank Morris

WJHP

JACKSONVILLE—EST. 1940
BLUE NETWORK

Frequency: 1320 Kc. Power: 250 Watts
 Owned-Operated By The Metropolis Co.
 Address 500 Laura St.
 Phone Number 5-7610
 Transmitter Location Reed and Alamo Sts.

Time on the Air 18 Hours Daily,
 16 Hours Sunday.

Newspaper Affiliation Jacksonville Journal
 News Service UP
 Transcription Service Lang-Worth
 Representative John H. Perry Associates

Personnel

Owner John H. Perry
 Station Manager Ted Chapeau
 Sales Manager Ted Chapeau
 Chief Engineer B. Hayford
 Merchandising Manager Carmen Macri
 Director of War Programs Ray Herbert
 Musical Director Ray Herbert

WMBR

JACKSONVILLE—EST. 1928
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned, Operated By Florida Broadcasting Company
 Address 118 West Adams St.
 Phone Number 5-4387
 Transmitter Location Vines and Mass. Ave.
 Time on the Air 6:00 a.m. to 12:00 midnight
 News Service UP
 Transcription Service World and Lang-Worth
 Representative Weed & Co.

WJAX

JACKSONVILLE, FLORIDA

THE
 MUNICIPAL
 BROADCASTING
 STATION

NBC
 RED NETWORK

930 Kc.—Maximum Power 5000 Watts
 Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago
 Detroit and West Coast
 H. E. Cummings, Southeast
 Barnett Bank Bldg.
 Jacksonville, Fla.
 Phone 30381

W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts

Owned-Operated By... Isle of Dreams Broad-
casting Corporation

Business Address..... 600 Biscayne Blvd.

Phone Number 3-6444

Studio Address..... 600 Biscayne Blvd.

Transmitter Location..... Cameo Island

Time on the Air... Weekdays, 6:00-12:05 a.m.;
Sundays, 8:00-12:05 a.m.

Newspaper Affiliation..... Miami Daily News

News Service..... AP, INS, UP

Transcription Service..... Standard Radio;
Associated Music Publishers

Representative... George P. Hollingbery Co.;
Harry S. Cummings

Personnel

President..... D. J. Mahoney

General Manager..... James M. Legate

Commercial Manager..... T. O. McCullough

Promotion Manager..... Martha Henriquez

Program Director..... Robert Fidler

Musical Director..... Earle Barr Hanson

Chief Studio Engineer..... Wilton R. Chiles

W Q A M

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 5000 Watts d.,
1000 Watts, n.

Owned-Operated..... Miami Broadcasting Co.

Address Postal Bldg.

Phone Number..... 28121

Transmitter Location..... Biscayne Bay

Time on the Air..... 6:30 a.m. to 1:05 a.m.

News Service..... AP

Transcription Service..... World Broadcasting
System

Representative John Blair & Co.

Personnel

President and Commercial Manager

Fred W. Borton

Station Manager..... F. W. Mizer

Promotion and Publicity

Manager Norman MacKay

Program Manager..... Hazel McGuire

Chief Engineer..... Edw. Davenport

Musical Director..... Elaine Powell



WIOD covers this new rich
market as completely as
Miami's magic sun!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGate,
Gen. Manager

5,000 WATTS * 610 KC * NBC



W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By: A. Frank Katzentine
 Address: 1759 N. Bay Rd.
 Phone Number: 5-7471
 Transmitter Location: 1759 N. Bay Rd.
 Time on the Air: 6:30 a.m. to 12 midnight.
 Weekdays; 8:00 a.m.-12 midnight, Sundays
 News Service: Reuters; UP
 Transcription Service: AMP
 Representative: Radio Advertising Co.

Personnel

Owner: A. Frank Katzentine
 Station Manager and
 Program Director: John L. Prosser
 Commercial and Sales Promotion
 Manager: John L. Prosser
 Production Manager: John L. Prosser
 Publicity Director: Madelaine Fullman
 Musical Director: Betty Lee Taylor
 Engineers: Tom Magee, Arthur Smith

W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ocala Broadcasting Co.
 Address: P.O. Box 831
 Phone Number: 128
 Studio Address: Anthony & Henry Sts.
 Transmitter Location: Anthony & Henry Sts.
 Time on the Air: 7:00 a.m. to 12:00 Midnight
 Unlimited
 Newspaper Affiliation: John H. Perry
 Newspapers
 News Service: UP
 Transcription Service: Standard
 Representative: John H. Perry Associates

Personnel

President: John H. Perry
 Station and Commercial
 Manager: T. S. Gilchrist, Jr.
 Program Director: T. S. Gilchrist, Jr.
 Chief Engineer: Beecher Hayford
 Publicity Director: Wilma Drum

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FLORIDA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Orlando Broadcasting
 Co., Inc.

Business Address: 563 N. Orange Ave.
 Phone Number: 6181
 Transmitter Location: Dubsread Country Club
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: World Broadcasting
 System
 Representatives: John Blair & Co. and
 Harry E. Cummings

Personnel

President-Station Manager
 Col. George C. Johnston
 National Sales-Sales Promotion Manager
 W. G. McBride
 Program Director: W. G. McBride
 Publicity Director: Rosalind Boggs
 Musical Director: Dorothy Morton Parks
 Chief Engineer: J. E. Yarbrough
 Director of War Programs: G. Davidson

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Hazlewood, Inc.
 Business Address: P. O. Box 1991
 Phone Number: 8163-8164
 Studio Address: Angebilt Hotel
 Transmitter Location: Near Orlando
 Time on the Air: 7:00 a.m. to 12:00 midnight
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Burn-Smith Co., Inc.;
 Frank Cook

Personnel

General Manager: Victor Buisset

W W P G

PALM BEACH—EST. 1941

**BLUE NETWORK—MUTUAL BROADCASTING
 SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Palm Beach
 Broadcasting Corp.
 Business Address: South Ocean Blvd.
 Phone Number: West Palm Beach 21515,
 Lake Worth 500
 Transmitter Location: South Ocean Blvd.
 Time on the Air: 7:00 a.m. to Midnight
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

President: Charles E. Davis
 Station Manager: Donald S. Greenleaf
 Chief Engineer: Paul McGlaty
 Commercial Manager: D. S. Greenleaf
 Chief Announcer: Ben Decker

W D L P

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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

Address..... Mercer & Beach Drive
Phone Number 777
Transmitter Location.... Mercer & Beach Drive
Time on the Air..... 6:45 a.m. to 11:00 p.m.
News Service..... UP
Transcription Service..... Standard Radio
Representative..... John H. Perry Associates

Personnel

President..... John H. Perry
Station Manager..... Byron Hayford
Chief Engineer..... Elmer Scott
Commercial Manager..... Byron Hayford
Program Director..... John Thomas
Production Manager..... Donnel Brookins
Publicity Director..... Jack Rathbun
Chief Announcer..... Elmer Scott

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc. Power 1000 d.; 500 n.
Owned-Operated By... New Journal Publishing
Company

Address..... San Carlos Hotel
Phone Number 4111-4112
Transmitter Location.... Pensacola Bay Bridge
Time on the Air..... 6 a.m.-12 Midnight
Newspaper Affiliation... New Journal Publish-
ing Company
News Service..... UP
Transcription Service..... Associated Music
Publishers
Representative John H. Perry Associates

Personnel

President..... John H. Perry
General and Commercial
Manager..... Jack Rathbun
Program Director and Production
Manager..... Lamar Morgan
Publicity Director..... Ruth Fillingam
Chief Engineer..... Bert Meade

W F O Y

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Fountain of Youth
Broadcasting Co.

Address..... Fountain of Youth Park

Phone Number 1622
Transmitter Location..... Fountain of Youth
Park
Time on the Air..... 6:00 a.m. to 12:05 a.m.
News Service UP
Representative..... Weed & Co.

Personnel

President..... Glenn Marshall, Jr.
General Manager..... J. Allen Brown
Sales and Sales Promotion
Manager..... J. Allen Brown
Publicity Director..... Sara Prince
Program Director..... (Miss) Frankie
Collyer Walker
Chief Engineer..... Carl DeLay

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By... City of St. Petersburg,
Address..... Municipal Pier
Phone Number..... 4747-4748
Transmitter Location.... Bayview near Tampa.
Time on the Air..... 24 hours daily
News Service..... UP
Transcription Service..... Associated Music
Representative Weed & Company

Personnel

Station Manager..... Norman E. Brown
Commercial Manager..... Vera M. New
Sales Promotion Manager... Norman E. Brown
Program Director-Engineer..... Louis J. Link
Production Manager..... Beth McNeely
Public Relations Director..... Joe Frohock
Musical Director..... Edith Sexton

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc. Power 1000 d.; 500 n.
Owned-Operated By... Pinellas Broadcasting Co.
Address..... 470 First Avenue South
Phone Number..... 8108
Transmitter Location.... 35th Ave. and 4th St.,
North
Time on the Air..... 6:55 a.m. to midnight,
Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation... St. Petersburg Times
News Service..... UP and INS
Representative..... William G. Rambeau Co.

Personnel

President..... Nelson P. Poynter
Station Manager..... Lex L. D. Herron
Traffic and Publicity
Manager..... Jean Allyn
Sales Promotion and
Program Director..... Jack Dadswell

WSPB

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....P. O. Box 1110
 Phone Number.....211L-2110
 Studio Address.....City Island, Sarasota
 Time on the Air.....7:25 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting

Personnel

President.....R. C. Jones, Jr.
 Station Manager.....John Browning
 Program Director.....Mrs. John B. Browning
 Chief Announcer.....Eric Provost
 Chief Engineer.....James E. Grant

WTAL

TALLAHASSEE—EST. 1943

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 d.; 250 n.
 Owned-Operated
 By.....Capitol City Broadcasting Corp.
 Manager Theresa M. Myers
 Address.....Thomasville Road
 Phone Number.....2160
 Time on the Air.....7:00 a.m. to 12:00 midnight
 News Service.....UP
 Transcription Service.....Standard & Thesaurus

Personnel

President.....Mrs. John H. Phipps
 Station Manager.....Mrs. Teresa M. Myers
 Program Director.....Paula M. Page
 Chief Announcer.....William A. Snowden, Jr.
 Chief Engineer.....William A. Snowden, Jr.

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By.....Tampa Times Company
 Business Address.....Tampa Terrace Hotel
 Phone Number.....M 1818
 Studio Address.....Tampa Terrace Hotel
 Transmitter Location.....Forest Hills Country
 Club Area
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....The Katz Agency

Personnel

President.....David E. Smiley
 Sales Promotion.....L. Spencer Mitchell
 Station Manager.....L. S. Mitchell
 Chief Engineer.....William Pharr Moore
 Program Director.....Kenneth W. Skelton
 Chief Announcer.....S. J. Fleischman
 Musical Director.....Elvan B. Wilson

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By.....Tampa Tribune
 Address.....Seminole Bldg.
 Phone Number.....Tampa H 1828
 Transmitter Location: East Entrance, Davis
 Causeway, Columbus Drive
 Time on the Air: 6:45 a.m. to midnight Un-
 limited

Newspaper Affiliation.....Tampa Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard and Lang-Worth
 Representative.....John Blair & Co.

Personnel

Station Manager.....W. Walter Tison
 Local Sales Manager.....Bert Arnold
 Production Manager.....Paul M. Jones
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe Mitchell
 Director of War Programs.....Eva Byron

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.
 Business Address.....P. O. Box 189
 Phone Number.....3638
 Transmitter Location.....1415 Okeechobee Rd.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 C. P. MacGregor
 Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
 General Manager.....Stephen Willis
 Program Director.....Larry Roller
 Chief Engineer.....E. Whitt MacDowell

TABLE 6 - POPULATION METROPOLITAN COUNTIES

Albany + 6.7%

Atlanta + 9.6%

Columbus + 25.6%

U. S. BUREAU OF CENSUS
Report on
SHIFT IN POPULATIONS
Metropolitan Counties

To Marching Through Georgia!

Eighty years after Sherman's famous "March to the Sea", *another* army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers sta-

tioned in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia's Cities, where the pay-roll dollars are.

WATL
ATLANTA
1400 KC MBS

WRBL
COLUMBUS
1230 KC CBS

WGPC
ALBANY
1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By . . . Herald Publishing Co.
Address Albany, Ga.
Phone Number 1590
Transmitter Location Leesburg Road
Time on the Air 6:55 a.m. to 10:20 p.m.
Newspaper Affiliation Albany Herald
News Service AP
Transcription Service Associated Music Publishers
Representative . . . Burn-Smith Co.; Frank Cook

Personnel

President H. T. McIntosh
Station Manager Abner M. Israel
Commercial Manager Mildred Huie
Promotion Director A. M. Israel
Chief Engineer DeForest T. Layton
Chief Announcer Wally Jones

W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Albany Broadcasting Co.
Address 125½ N. Jackson St.
Phone Number 1370; 1371
Transmitter Location Gillionville Road
Time on the Air 6:30 a.m. to 10:30 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Spot Sales, Inc.

Personnel

President J. W. Woodruff, Jr.
Station Manager Margaret Kinnett
Acting Manager
Program Director Elivelta Powers
Production Manager Theora Brown
Chief Announcer Eric Chanler
Chief Engineer Chas. M. Kinnett

W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By J. K. Patrick & Co.
Address Bobbin Mill Road
Phone Number 1741
Transmitter Location Bobbin Mill Road

Time on the Air 7:00 a.m. to 12:00 midnight
Transcription Service Standard Radio

Personnel

Manager-Chief Engineer M. C. Gorman

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts
Owned-Operated By . . . Liberty Broadcasting Corp.

Address Western Union Bldg.
Phone Number MAin 5101
Transmitter Location:

1299 North Druid Hills Road

Time on the Air 5:30 a.m. to 12 midnight
News Service AP, INS
Transcription Service NBS Thesaurus
Representative Headley-Reed Co.

Personnel

President Lt. Comm. George B. Storer
Station Manager . . . Charles A. Smithgall, Jr.
Commercial Manager Bob Venn
Sales Promotion and
Publicity Manager Ewald Kockritz
Program Director John Barlett
Production Manager John Barlett
Musical Director Frances Wallace
Chief Engineer Al Jones

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned By Georgia Broadcasting System
Operated by Atlanta Broadcasting Co.
Address Henry Grady Building
Phone Number Walnut 4377
Transmitter Location . . . Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.;
Sundays, 7:00 a.m. to 12:05 a.m.

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

Personnel

President J. W. Woodruff, Jr.
Station Manager J. A. Davenport
Sales Manager Sam Kane
Program Director Dan Hornsby
Production Manager Larry Millert
Publicity Director Dan Hornsby
Chief Announcer Ted Fenster
Music Director Cliff Cameron
Chief Engineer R. W. Minton

HISTORY

Licensed as
WSB
on
March 15th
1922

PIONEERED
in Dixie

First Newscast
First Church Service
First Farm Program
First Educational
Program
First Sports
Broadcast,

23 Years
of Public Service
which accounts for
the largest and
most loyal audience
in Georgia

The First Choice of
The Listener
The Advertiser
The
Public Servant

Future?
FM and
Television--
whatever new
develops in radio
WSB
will continue to
pioneer!

LEAVES FROM WSB'S NOTEBOOK • 1922 TO 1945

Since the early days of earphones, W S B has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

THE VOICE OF THE SOUTH

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

WSB

750 KC

ATLANTA

THE ATLANTA JOURNAL STATION

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., National Representatives

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned By Georgia Institute of
Technology
Operated By.....Radio Committee—Board of
Regents, State of Georgia
Address Forsyth Bldg.
Phone Number..... Walnut 8441
Transmitter Location...Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service AP, UP
Transcription Service....World Broadcasting
System
Representative The Katz Agency

Personnel

Associate Managers.....Frank Gaither (Sales),
John Fulton (Programs)
Production & Publicity Director....Don Naylor
Musical Director.....Lola Allen Wallace
Chief EngineerBen Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal
Company
Address Biltmore Hotel
Phone Numbers.....Hemlock 1045
Transmitter Location.....Tucker, Ga.
Time on the Air...5:00 a.m.-12:30 a.m. daily;
7:00 a.m.-12:30 a.m. Sunday
Newspaper Affiliation....The Atlanta Journal
News Service.....AP, UP and INS
Transcription Service...Standard Radio, World
Representative.....Edward Petry & Co.

Personnel

Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Sales Promotion Manager.....Tom Downing
Artists' Bureau Head.....Harrison Kimball
Publicity Director.....Frank Cason
Production Manager.....M. K. Toolson
Musical Director.....Albert Coleman
Chief Engineer.....C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..The Twin States Broad-
casting Company

WGST

ATLANTA

920 Kc.

CBS
Affiliate.

TOPS

In program
entertainment
through its spirited
local showmanship
and its affiliation
with CBS



A member of
The Georgia
Major Market
Trio, WGST is
also available in
combination with
WTOC Savannah and
WMAZ Macon—
for complete cover-
age of Georgia at
one low cost.

Represented Nationally by

THE KATZ AGENCY, Inc.

Address Augusta
 Phone Number..... 2-2692
 Transmitter Location... Sand Bar Ferry, Md.,
 Augusta, Ga.
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service..... AP
 Transcription Service..... NBC Thesaurus
 Representative Headley-Reed Company

Personnel

President..... J. B. Fuqua
 Sales Manager..... J. B. Fuqua
 Program and Publicity..... Steve Manderson
 Chief Engineer John Lyon

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc..... Power: 5,000 Watts
 Owned-Operated By... Augusta Broadcasting
 Company
 Address 10th & Broad Streets
 Phone Numbers 2-8805, 8806, 8807
 Transmitter Location..... Berckmans Road
 Time on the Air..... 6 a.m. to 12 midnight:
 Sundays, 7:00 a.m. to 12:00 midnight
 News Service UP
 Transcription Service..... World Broadcasting
 System
 Representative..... George P. Hollingbery

Personnel

President..... Wm. K. Jenkins
 Station Manager..... W. R. Ringson
 Commercial Manager..... Thurston Bennett
 Program-Publicity Director..... W. Charles Roe
 Chief Announcer..... Ben Lucas
 Musical Director..... Gil Evans
 Chief Engineer..... Harvey Aderhold

W M O G

BRUNSWICK—EST. 1940

**KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK**

Frequency: 1490 Kc..... Power: 250 d.; 100 n.
 Owned-Operated By... Coastal Broadcasting
 Company
 Address St. Simons Island Causeway
 Phone Number 1500
 Transmitter Location... St. Simons Causeway
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service..... NBC Thesaurus

Personnel

President..... Mrs. Alma W. King
 General and Sales Manager.. Kenneth E. White
 Program Director..... Alfred Job
 Chief Engineer..... Kenneth E. White

W G A A

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
 Owned By Northwest Georgia Broad-
 casting Co.
 Operated By..... R. W. Rounsaville
 Address West Theater Bldg.
 Phone Number..... 777
 Transmitter Location..... Cave Spring Rd.
 Time on the Air..... 14 hours daily
 News Service AP
 Transcription Service..... Keystone Broad-
 casting System

Personnel

President O. C. Lam
 General Manager..... R. W. Rounsaville
 Promotion Manager... Mrs. R. W. Rounsaville
 Program, Production and
 Publicity Director Dorothy Holt
 Chief Announcer..... Hall Wray
 Chief Engineer..... Clarence Landress

W D A K

COLUMBUS—EST. 1940

BLUE NETWORK—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Valley Broadcasting
 Company
 Address 1028½ Broadway
 Phone Number..... 3-2771
 Transmitter Location..... Brick Yard Rd.;
 Phenix City, Ala.
 Time on the Air..... 6 a.m. to midnight
 News Service AP
 Representative..... Headley-Reed Co.

Personnel

President-Owner..... L. J. Duncan
 Station Manager..... Allen M. Woodall
 Program Director..... Dora Anna Gay
 Publicity Director..... Mrs. Walter Harvey
 Chief Announcer..... Tommy Tucker
 Chief Engineer..... Denzil Pulley

W R B L

COLUMBUS—EST. 1928

**COLUMBIA BROADCASTING SYSTEM
 GEORGIA BROADCASTING SYSTEM**

Frequency: 1230 Kc..... Power: 250 Watts
 Owned and Operated By... Columbus Broad-
 casting Company
 Address 1420 Second Avenue
 Phone Number..... 2-0801

Transmitter Location.....3009½ Howard Ave.
 Time on the Air.....6:00 a.m. to 12:05 a.m.;
 Sundays, 6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff
 Station Manager.....W. Heldon Herrin
 Commercial Manager.....W. S. Massie
 Musical Director.....Gertrude Handley
 Publicity Director.....Ed Hennessy
 Chief Engineer.....Albert Timms

W M J M

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
 Owned-Operated By...Cordell Dispatch Pub-
 lishing Company
 Business Address.....20th Ave. and B St.
 Phone Number.....666
 Studio Address.....20th Ave. & B St.
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....7 a.m. to 8:00 p.m.;
 Sundays, 7:00 a.m. to 12:00 p.m.
 Transcription Service...Keystone Broadcasting
 Representative.....Thomas F. Clarke

Personnel

Station Manager.....James S. Rivers
 Commercial Manager.....R. H. Thompson
 Program Director.....Tenna Powers
 Publicity Director.....James S. Rivers
 Chief Announcer.....Bruce Smith
 Musical Director.....George Waters
 Chief Engineer.....Howard V. Harrell

W B L J

DALTON—EST. 1940

MUTUAL & KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Dalton Broadcasting
 Address.....111 So. Pentz Street
 Phone Number.....Dalton 684
 Transmitter Location.....River Bend Rd.
 Time on the Air.....6:45 a.m. to 10:00 p.m.
 Representative.....Cox & Tanz

Personnel

President.....H. C. Kenemer
 Manager.....W. V. Williams
 Sales Promotion Manager.....T. H. McMillan
 Program Director.....Barbara Brinkman
 Production Manager.....Ed Craigmiles
 Chief Announcer.....Paul Crandall
 Chief Engineer.....W. C. Roberts

W G G A

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Blue Ridge Broadcasting
 Company
 Address.....Athens Road
 Phone Number.....1600-1601
 Time on the Air.....6:00 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Lang Worth

Personnel

President.....Charles Smithgall
 Vice-President.....H. Russ Holt
 Secretary.....E. F. MacLeod
 Program and Production.....Claude Putnam
 Publicity Director.....James Vocalis
 Director of War Programs...Mildred Thompson
 Chief Engineer.....C. M. Callicott

W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Address.....Griffin Hotel, Griffin
 Time on the Air.....Daytime License
 Transcription Service.....C. P. MacGregor
 Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

W L A G

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...LaGrange Broadcasting
 Address.....303 Broome St.
 Phone Number.....1700
 Transmitter Location.....La Grange
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation.....LaGrange News
 News Service.....UP

Personnel

President.....Roy C. Swank
 Station Manager.....Edwin Mullinax
 Program Director.....Josephine Moncrief
 Chief Engineer.....James McKay

W B M L

MACON—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts

GEORGIA

Owned-Operated By.....Middle Georgia
Broadcasting Company
Address.....First National Bank Building
Phone Number.....2728
Transmitter Location.....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight;
Sunday, 7:30 to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....Joseph H. McGillvra

Personnel

President.....Ernest D. Black
Vice President.....E. M. Lowe
Secretary & Treasurer.....Charles W. Pittman
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Promotion Manager.....Harold Beaty
Program Director.....Mary Hester Richardson
Production Director.....Harold Beaty
Chief Announcer.....Harold Beaty
Director of Women's Activities and
Publicity.....Peggy Halliburton
Musical Director.....Mary Hester Richardson
Chief Engineer.....H. S. Goodrich

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Southeastern Broad-
casting Company, Inc.
Address.....Bankers Insurance Bldg.
Phone Number.....3131
Transmitter Location.....Forsyth Road
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....INS, AP
Transcription Service.....World Broadcasting
System; Lang-Worth
Representative.....The Katz Agency

Personnel

President, Chief Engineer.....
George P. Rankin, Jr.
Station Manager.....Wilton E. Cobb
Commercial & Sales Promotion
Mgr.....Frank Crowther
Traffic Director.....Dorothy Small
Publicity Director.....Wilton Cobb
Chief Announcer.....Frank Hubbs
Musical Director.....Albert Sanders
Director of War Programs.....Frank Hubbs
Chief Engineer.....George P. Rankin,
William J. Bryan (Chief Trans. Op.)

W M G A

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Frank R. Pidcock, Sr.

Address.....Box 310, Moultrie
Phone Number.....999
Transmitter Location.....Moultrie
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
8 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Standard Radio,
Keystone, World

Personnel

Owner.....Frank R. Pidcock
Manager.....John F. Pidcock
Commercial Manager.....James M. Wilder
Program Director.....Mrs. D. E. Stringfellow
Chief Engineer.....James Wilder
Chief Announcer.....Wendell Adams

W R G A

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting
Corp.
Address.....National City Bank Building
Phone Number.....6589-7737
Transmitter Location.....Seventh Ave., Rome
Time on the Air.....Unlimited license

Personnel

President.....John W. Quarles
Gen'l Mgr. & Treasurer.....Happy Quarles
Sales Manager.....Lamar Talley
Program Director.....George Eubanks
Director of War Programs.....George Eubanks
Chief Engineer.....Doc Williams

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address.....Liberty National Bank Building
Phone Number.....5600
Transmitter Location.....East President Street
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Associated Music
Publishers
Representative.....George P. Hollingbery
Company

Personnel

President.....Harben Daniel
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon
(U. S. Army)
Sales Promotion Manager.....L. H. Thesmar
Program Director.....Gibson Jackson
Director of War Programs.....Alberta Robertson
Production Manager.....Gibson Jackson
Publicity Director.....L. H. Thesmar
Musical Director.....Ruth Christiansen
Chief Announcer.....Francis Harden
Chief Engineer.....Meredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned By....Savannah Broadcasting Company
 Operated By.....Savannah Broadcasting Co.
 Address.....516 Abercorn Street
 Phone Number.....20127-28-29
 Transmitter Location.....Central Junction
 Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth; Standard Radio
 Representative.....The Katz Agency

Personnel

President and Station Mgr....W. T. Knight, Jr.
 Sales-Merchandising Manager.....Bill Smart
 Local Sales Mgr.....Ben Williams
 Program Director.....Ben Quick
 Production Manager.....Dwight James Bruce
 Musical Director.....Jean Wallace
 Chief Engineer.....Claude M. Gray

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Wimpy Radio
 Address.....117 Remington Avenue
 Phone Number.....909
 Transmitter Location...117 Remington Avenue
 Time on the Air.....7:30 a.m. to 10:00 p.m.

Personnel

Station Manager.....H. Wimpy
 Commercial Manager.....Al Feinberg
 Chief Announcer and Engineer James W. Poole

W R L C

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By.....R. G. LeTourneau
 Address.....Prather Bridge Road
 Phone Number.....1751
 Transmitter Location...Prather Bridge Road
 Time on the Air. 6:00 a.m. to 11:00 p.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays
 News Service.....UP
 Transcription Service.....Lang-Worth; BMI; Keystone

Personnel

Owner.....R. G. LeTourneau
 General and Commercial
 Manager.....Virgle E. Craig
 Program Director.....Wm. S. Kilgore

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Address.....Valdosta, Ga.
 Phone Numbers.....1420; 1421
 Transmitter Location.....Valdosta, Ga.
 Time on the Air.....7:00 a.m. to midnight
 News Service.....UP
 Representative.....The Walker Co.

Personnel

Owner.....E. D. Rivers
 Station Mgr.....Mrs. E. D. Rivers
 Sales Manager.....W. R. Link
 Chief Engineer.....James W. Stewart

W A Y X

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Address.....620 Plant Avenue
 Phone Number.....965
 Transmitter Location.....Waycross
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation.....Waycross Journal-Herald
 News Service.....UP
 Transcription Service.....World Broadcasting System; Keystone Broadcasting System
 Representative.....The Walker Company

Personnel

President.....Jack Williams
 Station Manager.....John J. Tobola
 Program Director.....R. C. Tuten
 Chief Engineer.....John J. Tobola

W R L D

WEST POINT—EST. 1944

BLUE

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By: Valley Broadcasting Co.
 Address.....Gen. Tyler Hotel Bldg.
 Phone Number.....173 or 437
 Studio Address...Gen. Tyler Hotel Bldg. and Cherry St., Lanett, Ala.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....Headley-Reed

Personnel

Chief Partner & Gen. Mgr.....L. J. Duncan
 Sales Manager.....Allen Woodall
 Program Director.....Frances Ledhetter
 Production and Publicity.....Francis Harden
 Chief Engineer.....Dige Bishop
 Record Master of Ceremony.....Dick Fennell

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By.....G. M. Phillips
Operated By.....G. M. Phillips
Address.....Hotel Boise
Phone Numbers.....660; 661; 682
Transmitter Location...4½ miles northwest of City
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service.....UP and AP
Transcription Service...World Broadcasting System
Representative.....John Blair & Company

Personnel

President.....G. M. Phillips
Commercial and Sales Promotion
Manager.....Boyd Braithwaite
Station Manager.....Walter E. Wagstaff
Chief Announcer.....Billy Phillips
Production Manager.....George D. Snell
Publicity Director.....John A. Casstevens
Chief Engineer.....James Johntz

K I D

IDAHO FALLS—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....KID Broadcasting Co.
Address.....KID Building
Phone Number.....3-4
Transmitter Location.....Ammon Road
Time on the Air.....6:00 a.m. to 11:00 p.m.

Personnel

President.....Walter Bauchman
General & Nat'l Sales Manager...Frank McIntyre
Assistant & Local Sales Manager,
Leonard Wasden
Sales Promotion Manager...Leonard Wasden
Program Director.....Harry J. Woodle
Production Manager.....Gene Ackerley
Publicity Director.....Frank McIntyre
Chief Announcer.....Gene Ackerley
Artists Bureau.....John Sinclair
Musical Director.....Dick Barber
Chief Engineer.....C. N. Layne

K R L C

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number.....1950
Transmitter Location.....Lewiston Orchards
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service.....UP
Transcription Service...World Broadcasting System; Longworth Feature Programs
Representative.....Howard H. Wilson Co.

Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....Donald Thomas
Chief Engineer.....Milton MacLafferty

K F X D

NAMPA—EST. 1929

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt
Business Address...1024 Twelfth Ave., South
Phone Number.....1200
Studio Addresses: 1024 Twelfth Ave., South;
8th & Grant, Caldwell, Idaho
Transmitter Location...1024 Twelfth St., South;
Radio Sta. KSL, Salt Lake City, Utah
Time on the Air.....6 a.m.-10 p.m.
News Service.....UP-AP
Transcription Service: NBC Thesaurus; Langworth

Personnel

Owner.....Frank E. Hurt
Program Director.....Nancy Buehler
Chief Engineer.....Edward Hurt

K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By.....Radio Service Corporation
Address.....Pocatello
Phone Number.....960
Transmitter Location.....Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
8:30 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard
Representatives.....The Walker Co. (East);
Homer Owen Griffith (West)

Personnel

President O. P. Soule
 Vice-Pres.-General Manager.....Henry H. Fletcher
 Program Director.....Ruthe A. Fletcher
 Publicity Director.....Olive M. Leeney
 Chief Engineer.....Henry H. Fletcher

K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Broadcasting Corp.
 Address241 Main Ave. W.
 Phone Number..... 2400
 Transmitter Location.....Highway No. 30, west of Twin Falls
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Library
 Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

President O. P. Soule
 Station Manager.....F. M. Gardner
 Sales Promotion ManagerL. Otto
 Program Director and Chief
 AnnouncerCharles S. Crabtree
 Musical Director.....Anton Guyer
 Chief Engineer.....Franklyn Ver Cox
 Publicity Director.....Eloise Webb
 Artists Bureau.....Victor Bruno
 Record Master of Ceremonies...V. I. Philippet

K W A L

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Silver Broadcasting Co.
 Operated By.....R. G. Binyon
 AddressTabor Bldg.
 Phone Number..... 330
 Transmitter LocationWallace
 Time on the Air.....Unlimited Time
 Transcription Service.....Keystone Broadcasting System; Standard Radio; Associated Music Publishers

Personnel

General Manager..... R. G. Binyon
 Asst. Manager..... W. Mondell Spencer
 Sales Promotion-Commercial Manager
 Howard Olson
 Program Director.....Turner Dreher
 Production Manager.....E. Camey
 Chief Announcer W. Mondell Spencer
 Chief Engineer.....Arvo Haapanen

FOR QUALITY !
AP

PRESS ASSOCIATION, Inc.

50 ROCKEFELLER PLAZA
 NEW YORK, N. Y.



**—read the staggering
facts on listening
habits in America's
2nd biggest market!**

We asked: "What station do
you listen to most?"

42% SAID
WMAQ

**MORE PEOPLE ANSWERED
"WMAQ"
THAN THE NEXT 3
STATIONS COMBINED!**

**WMAQ
CHICAGO**

In a recent nation-wide, all-county survey;
people were asked:

*"What radio station do you
listen to most?"*

In the Chicago area—America's second
largest market—42% of the thousands who
answered named WMAQ. This overwhelm-
ing choice of WMAQ is greater than that
accorded to all other Chicago network out-
lets combined.

This fact is a fitting tribute to the great
shows, the expert production and the fine
transmission which are characteristic of
NBC's key Midwest outlet.

To blanket the 2,855,700 families in the
Chicago area—to cut a cash slice of this
\$3,500,000,000 market—astute advertisers
place their local and spot campaigns on
WMAQ.

*The station most people
listen to most*

670 ON YOUR DIAL — 50,000 WATTS

REPRESENTED BY NBC SPOT SALES



A Service of Radio
Corporation of America

ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WMRO

AURORA—EST. 1938

Frequency: 1280 Kc. Power: 250 Watts
Owned-Operated By Martin R. O'Brien
Address 34 S. River St.
Phone Number Aurora 4215
Transmitter Location N. Aurora
Time on the Air Local sunrise to local sunset
News Service AP
Transcription Service: Keystone Broadcasting System; Standard Radio

Personnel

Owner-General Manager Martin R. O'Brien
Commercial Manager Vincent G. Cofey
Program-Musical Director Dorothy O'Brien
Dir. of War Programs Dorothy O'Brien
Publicity and Production
Director Jeanne Doran
Chief Announcer J. T. Hankinson
Supervising Engineer Vincent Cofey
Chief Engineer Phillip Olson

WJBC

BLOOMINGTON—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address 209 E. Washington
Phone Number 535
Transmitter Location West Gregory Ave. Normal, Ill.
Time on the Air Unlimited license
Transcription Service World
Representative Sears and Ayer, Inc.

Personnel

Director A. M. McGregor
Commercial Manager Hugh L. Gately

WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Oscar C. Hirsch
Business Address 324 B'way, Cape Girardeau, Mo.
Phone Number 1490
Transmitter Location Cairo
Time on the Air 7:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service UP

Personnel

Owner Oscar C. Hirsch
Station Manager Merrill C. Currier
Chief Engineer Oscar C. Hirsch

WC'A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc. Power: 250 Watts
Owned-Operated By Superior Broadcasting Service, Inc.
Business Address Carthage
Phone Number 520
Studio Address Carthage; Macomb, Ill.
Transmitter Location Carthage
Time on the Air Daytime to local sunset
News Service UP
Transcription Service NBC Thesaurus
Representative Thomas F. Clark Co., Inc.

Personnel

President Bob Compton
Station Manager John Palmer

WDWS

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Champaign News-Gazette, Inc.
Address 48 Main St.
Phone Number 6-1855
Transmitter Location 1 mile south of Champaign
Time on the Air Unlimited license
Newspaper Affiliation Champaign News-Gazette
National Sales Office Texas Daily Press League
News Service UP
Transcription Service World

Personnel

General Manager J. A. McDermott
Station Manager Marajen S. Dyess
Sales Manager Frank R. Mills
Program Director Juanita Hall
Dir. of War Programs Juanita Hall
Chief Engineer Jack R. Baum

W A F

CHICAGO—EST. 1922

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By Drover's Journal Publishing Co.
Address Palmer House
Phone Number Randolph 1932
Transmitter Location 1001 Exchange Ave.

WCFL - CHICAGO

10000 Watt Transmitter

1000 Kilocycles

100% Reception

**You Get
Your
Money's
Worth
at
WCFL
CHICAGO**

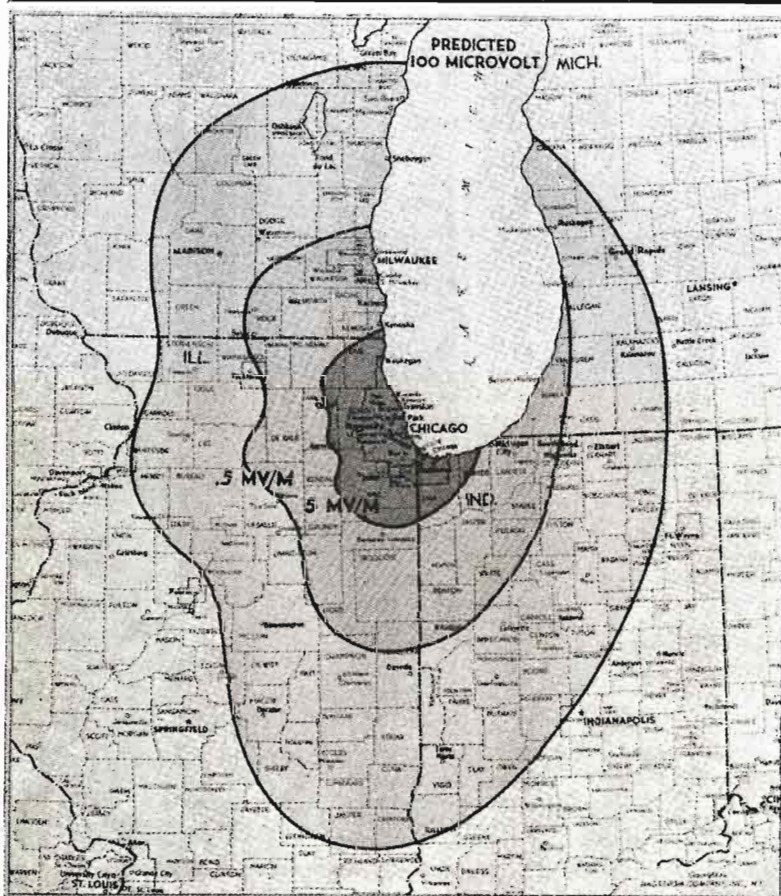
**THE
VOICE OF
LABOR**

*Accepted
Interpretation
of the
News by . . .*

Martin Agronsky
Baukhage
Walter Kiernan
Richard Harkness
Dr. Schacher

*Currently
Featured:*

Metropolitan Opera
Breakfast Club
Ladies Be Seated
Appointment with
Life
London Calling
Lies from Tokyo
Transatlantic Quiz
Land of the Lost
Atlantic Spotlight
Harry Wismer's
Sports Review
Coast to Coast on a
Bus
Soldiers with Wings
Boston Symphony
Orchestra



Programs expertly styled for listening pleasure and Sales Appeal

www.americanradiohistory.com

Newspaper Affiliation.....Drovers Journal Publishing Co., Inc.
 Time on the Air....6:30 a.m. to local sunset
 News Service.....UP, AP, Transradio
 Transcription Service.....Standard Radio
 Representative....George P. Hollingbery Co.

Personnel

PresidentWard A. Neff
 Station and Commercial
 ManagerBradley R. Eidmann
 Sales Promotion Manager....Nicholas Frank
 Production Manager.....Russell Ryan
 War Program Director.....Cynthia Coyle
 Chief Engineer.....Carl Uhrlich
 Musical Director.....Helen Colton
 Chief Announcer.....Russell Ryan
 Record MC.....Paul Dixon

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WAIT
 Address.....360 N. Michigan Avenue
 Phone NumberFranklin 0660
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air.....Local sunrise to sunset;
 Dallas, Texas
 News ServiceUP
 Transcription ServiceAMP
 Representative.....Howard Wilson Co.

Personnel

Managing DirectorGene T. Dyer
 Station ManagerJoseph Rudolph
 Commercial Manager.....Joseph J. Rudolph
 Program Director and Chief
 AnnouncerLinn Burton
 Sales Promotion Manager....George Provol
 War Program Director.....Joseph Rudolph
 Musical DirectorElizabeth Hinzman
 Chief EngineerE. W. Jacker
 Record MC.....Tom Moore

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broad-
 casting System, Inc.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter LocationItaska, Ill.
 Time on the Air.....5:30 a.m. to 1:30 a.m.;
 Sundays, 7:00 a.m. to 1:30 a.m.
 News ServiceAP; INS; UP
 Transcription Service.....Lang-Worth, World,
 Associated Recorded Program Service
 RepresentativeRadio Sales

Personnel

Vice-President in Charge of
 Western Division.....H. Leslie Atlass
 Station Manager.....J. L. Van Volkenburg
 Commercial Manager.....E. H. Shomo
 Sales Promotion Manager....Jonathan Snow
 Program DirectorWalter J. Preston
 Dir. of War Programs.....Walter J. Preston
 Production Manager.....Fred Killian
 Dir. of Press Information.....Don Kelley
 Musical Director.....Caesar Petrillo
 Chief Announcer.....Val Sherman
 Chief EngineerJ. J. Beloungy

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
 BLUE NETWORK

Frequency: 1000 Kc.....Power: 10000 Watts
 Owned-Oper. By..Chicago Federation of Labor
 Address.....666 Lake Shore Drive
 Phone Number.....Superior 5300
 Transmitter Location...Downers Grove, Illinois
 Time on the Air...6:00 a.m. to 12:00 Midnight;
 Sundays, 8:00 a.m. to 12 Midnight.
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
 Commercial and Sales Manager..M. B. Wolens
 Program Director.....Howard Keegan
 Station Manager.....Howard Keegan
 Sales Promotion Manager...Melvin B. Wolens
 Director of War Programs....Howard Keegan
 Production Manager.....Howard Keegan
 Publicity Director.....Melvin B. Wolens
 Chief Announcer.....Roy Franklyn
 Musical Director.....Jack Kelly
 Chief Engineer.....Richard Pappin

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location2756 Pine Grove Ave.
 Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to
 7 p.m.

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emll Denmark, Inc.

THE VOICE OF THE PEOPLE



Through this medium of communication flows a constant stream of human action and emotion expressed in the shape of news—music—sports—drama—comedy—pathos—science—homemaking—mystery—and all things affecting and reflecting the lives of a host of faithful WGN listeners.

Since 1924 Radio and WGN have been synonymous in the Midwest.

WGN is truly the radio institution that evolved into the Voice of The People.

A Clear Channel Station

CHICAGO II
50,000 WATTS

ILLINOIS
720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
Edward S. Townsend Co., Russ Building, San Francisco, Cal.

Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to
 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
 News Service.....UP

Personnel

President.....Emil Denmark
 General and Commercial
 Manager.....Frank J. Kotnour
 Program Director and Chief
 Announcer.....Bill Mack
 Director of War Programs.....Ruth Roberts
 Publicity Director.....Serena Notari
 Production and Musical Director....Bill Brady
 Chief Engineer.....Chester Lewicki

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Merchandise Mart
 Phone Number.....Delaware 1900
 Transmitter Location.....Tinley Park, Ill.
 Time on the Air: Monday thru Saturday, 6:30-
 7:00 p.m.; Monday thru Friday, 3:00 p.m.-
 6:00 p.m. and 800 p.m.-1:00 am.; Saturday,
 3:00 p.m.-6:00 p.m and 12:00 Midnight-100
 am.; Sunday, 12:00 Noon to 7:00 p.m. and
 8:00 p.m.-1:00 a.m.

News Service.....AP; INS; UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales

Personnel

President.....Mark Woods
 Advertising and Sales Promotion Manager.
 E. J. Huber
 Chief Announcer.....F. Edmund Kasser
 Publicity Director.....Ell Henry
 Production Manager.....Maurice Wetzel
 Sales Manager.....Roy McLaughlin
 Director of Public Service Programs,
 Robert White
 Chief Engineer.....E. C. Horstman
 Station Manager.....Roy McLaughlin
 Program Director.....Gene Rouse
 Artists Bureau.....L. E. Douglass
 Musical Director.....Rex Maupin

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned and Operated....Radio Station WGES
 Address.....14 N. Western Ave.
 Phone Number.....Seeley 8066
 Transmitter Location....8601 So. Kedzie Ave.
 Time on the Air: 7:00 a.m. to 12:00 midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President-Owner.....Partnership
 Station Manager.....John A. Dyer
 Commercial Manager.....E. M. Hinzman
 Sales Promotion Manager....E. M. Hinzman
 Program Director.....Herbert Rudolph
 Musical Director.....John Van Kanegon
 Dir. of War Program.....Herbert Rudolph
 Production Manager.....Herbert Rudolph
 Publicity Director.....M. V. Baker
 Chief Announcer.....Robert Zelens

W G N

CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
 Owned-Operated By.....WGN, Inc
 Address.....441 N. Michigan Ave.
 Phone Number.....Superior 0100
 Transmitter Location.....Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:05 a.m.; Satur-
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m.
 to 1:05 p.m.

Newspaper Affiliation...The Chicago Tribune
 News Service.....AP, UP, Chicago Tribune
 Transcription Service....World Broadcasting
 System; Associated Music Publishers and
 Standard Radio
 Representative.....WGN, Inc. (N. Y.)

Personnel

President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager....William A. McGuineas
 Program Director....Buckingham W. Gunn
 Publicity Director.....Dale O'Brien
 Production Manager.....Lewis B. James
 News Editor.....Tom Foy
 Farm Director.....Holland Engle
 Musical Director.....Henry Weber
 Chief Engineer.....George Lang

W I N D

CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By...Johnson-Kennedy Radio
 Corp.
 Business Address...230 North Michigan Ave.
 Phone Number.....State 4176
 Transmitter Location.....Black Oak, Ind.
 Time on the Air.....24 Hours a Day
 News Services.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President-Owner.....Ralph L. Atlas
 Station Manager.....Ralph L. Atlas
 Sales Manager.....John T. Carey
 Sales Promotion Manager....John T. Carey
 Program Director.....Fred Willson



Waste paper collected when WLS played Ottawa, Illinois, provides relaxation for WLS comic Pat Buttram.



Our premiere of Paramount picture based on WLS National Barn Dance drew huge crowds.



Helen Joyce of WLS Feature Foods (center) in one of many WLS broadcasts from national political conventions.

Microphones at Work in Midwest America

"We'll be there" is the phrase heard over four states, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new. *It might be possible*, in this *entire* yearbook to picture every WLS special broadcast of 1944. On this one page, we can only suggest a *very few* highlights. Basically, it is the WLS policy to cover every

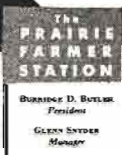
part of the vivid life in Midwest America; to bring our listeners *all the voices* that can inspire, entertain or help. This policy, in practice more than twenty years, has built an audience that LISTENS and ACTS! WLS microphones are at work in Midwest America. Put them to work for *YOU*. Find out why we say so often: WLS GETS RESULTS!



REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO 7

390 KILOCYCLES
50,000 WATTS
BLUE NETWORK



MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN

Bisbee - Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

CBS

KOY
550 K C
CBS
AL JOHNSON
MANAGER

PHOENIX

KTUC

TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

CBS

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

Publicity Director.....Joan Kaufman
 Chief Announcer.....Jim Dale
 Musical Director.....Reba Jane Chapman
 Chief Announcer.....Victor Voss

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
 Owned-Operated By.....WJJD Incorporated
 Address.....230 North Michigan Ave.
 Phone Number.....STAtE 5466
 Transmitter Location.....Box 296 G, Des-
 plaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 Transcription Service.....World
 Newspaper Affiliation.....Chicago Sun
 News Service.....AP, UP
 Representative.....Paul H. Raymer Co.

Personnel

President and Station Manager.....Marshall Field
 Station Manager.....H. Leslie Atlas
 Sales Promotion Manager.....Bob Ward
 Commercial Manager.....Fred G. Harm
 Musical Director.....Ken Nelson
 Publicity Director.....Bob Ward
 Chief Engineer.....Walter Myers
 Program Director.....Randy Blake
 Dir. of War Programs.....Randy Blake
 Chief Announcer.....Don Doolittle

W I S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By...Agricultural Broadcast-
 ing Co.
 Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location.....Tinley Park, Ill.
 Time on the Air: Sat., 5:00 a.m.-3:00 p.m.;
 and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00
 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.;
 Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-
 8:00 p.m.
 News Service.....AP, UP, Transradio
 Transcription Service.....Standard
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager...Charles M. Freeman
 Artists' Bureau Head.....George Ferguson
 Farm Program Director.....Arthur C. Page
 News Editor.....Julian Bentley
 Production Manager.....Al Boyd
 Musical Director.....Ozzie Westley
 War Program Director....Harold A. Safford
 Chief Engineer.....Thomas L. Rowe
 Sales Promotion.....Don Finlayson

Program Director.....Harold A. Safford
 Publicity Director.....Wilma Gwilliam
 Continuity Director.....Harry Templeton

W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
 Owned-Operated By
 National Broadcasting Co., Inc.
 Address.....222 North Bank Drive
 Phone Number.....Superior 8300
 Transmitter Location.....Elmhurst, Ill.
 Time on the Air.....5:30 a.m. to 1 a.m.; Sun-
 days, 8:00 a.m. to 1:00 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
 V-P, WMAQ Mgr.....Harry C. Kopf
 Division Engineer.....Howard C. Luitgens
 Supervisor of Music Library....D. A. Marcotte
 Night Manager.....H. D. Livezey
 Special Events Director.....William B. Ray
 Station Relations Mgr.....A. W. Kamey
 Chief Announcer.....William Kephart

W J J D

Chicago's

Largest

Independent

Station

20,000 WATTS

CHICAGO

Publicity Director Jack Ryan
 Continuity Editor..... William Murphy
 Production Manager..... Arthur Jacobson
 Sales Manager..... Oliver Morton
 Business Manager..... John F. Whalley
 Program Manager..... Jules Herbeuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Musical Director..... Roy Shield
 Director of Public Service Programs,
 Judith Waller

W M B I

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Moody Bible
 Institute of Chicago
 Address.....153 Institute Place
 Phone Number.....Michigan 1570
 Transmitter Location.....Addison, Ill.
 Time on the Air: Limited time with WBT; 72
 to 99½ hours weekly
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Station Manager.....H. Coleman Crowell
 Program Director.....Rev. Wendell P. Loveless
 Dir. of War Programs.....Robert H. Parsons
 Production Mgr.....Robert H. Parsons
 Publicity Director.....Russell Hitt
 Musical Director.....Don P. Hustad
 Chief Engineer.....A. P. Frye

*(The Moody Bible Institute of Chicago
 also operates station WDLM.)*

W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WSBC
 Address.....2400 West Madison St.
 Phone Number.....Monroe 9060
 Transmitter Location.....2400 West Madison St.
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers

Personnel

Station Manager.....Robert O. Miller
 Commercial Manager.....Julius Miller
 Sales Promotion Manager.....Julius Miller
 Program Director.....Robert O. Miller
 Dir. of War Programs.....Robert O. Miller
 Musical Director.....Arnold B. Miller

W H F C

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.

Address.....6138 W. Cermak Road
 Phone Number...Lawndale 8228, Cicero 4305
 Transmitter Location...6138 W. Cermak Road
 Time on the Air.....7:00 a.m.-12 Midnight
 News Service.....UP

Personnel

General Manager.....R. W. Hoffman
 Manager.....M. E. Clifford
 Chief Announcer.....Wm. H. Scott
 Chief Engineer.....George M. Ives, Jr.

W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Northwestern Publish-
 ing Co.
 Operated By.....Danville Commercial News
 Address.....17-19 W. North St.
 Phone Number.....1000
 Transmitter Location.....E. Woodlawn and
 Washington Ave.
 Time on the Air....7 a.m. to 10:15 p.m., Mon.
 to Sat.; Sun., 8 a.m.-10:15 p.m.

Newspaper Affiliation.....Danville Commer-
 cial News
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President and General Manager...E. C. Hewes
 Commercial Manager.....Robert J. Burow
 Program Director.....Cody Noble Chapman
 Chief Announcer.....Francis Hourigan
 Chief Engineer.....Ted Magin
 Publicity Director.....Bette Austin
 Musical Director.....Bette Austin
 Chief Engineer.....Ted G. Magin
 Publicity Director.....Honore Ronan

W S O Y

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Commodore Broad-
 casting, Inc.
 Address.....351-357 No. Main St.
 Phone Number.....5371-2
 Transmitter Location...1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:30 a.m. to 12:05 a.m.

Newspaper Affiliation.....Decatur Herald,
 Decatur Review
 News Service.....AP
 Transcription Service: Standard Radio; World
 Broadcasting System
 Representative.....Weed & Co.

Personnel

Acting President and General
 Manager.....Edward Lindsay

Sales Manager..... Charles F. Bruce
 Program Director..... Easter Straker
 War Program Director and Chief
 Announcer E. B. Pennhallegon
 Acting Chief Engineer..... Paul Wnorowski

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Mississippi Valley
 Broadcasting Co., Inc.
 Address... Broadview Hotel, 5th and Broadway
 Phone Number... East 4390 and Bridge 3424
 Transmitter Location..... Broadview Hotel, 5th
 and Broadway
 Time on the Air..... 6:30 a.m. to 1:05 a.m.:
 Sundays, 7 a.m. to 1:05 a.m.
 News Service..... INS
 Representative..... Sears & Ayer, Inc.

Personnel

President-General Manager... Carlin S. French
 Commercial Manager..... Frank J. Prendergast
 Sales Promotion Manager..... Thomas Riggs
 Program Director..... Agnes Mites
 Publicity Director..... Michael Henry
 Musical Director..... William Hart
 Chief Announcer Bob Terry
 Chief Engineer..... Erle White
 Record MC..... Bob Baker
 Dir. of War Programs..... Agnes Mites
 Production Manager..... Michael Henry

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Galesburg Broad-
 casting Co.
 Address..... Hill Arcade
 Phone Number..... 4626 Main
 Transmitter Location..... Hill Arcade
 Time on the Air..... Unlimited license
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Sears & Ayer

Personnel

General Manager..... Rollin B. Laughner, Jr.

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Harrisburg Broad-
 casting Company
 Address..... 100 East Poplar St.
 Phone Number..... 28
 Transmitter Location..... 100 East Poplar St.
 Time on the Air..... 6 a.m. to 10 p.m.
 News Service..... UP

Personnel

Station Manager..... I. M. Taylor
 Program-Musical Director..... Mary Downen
 Production Manager-Publicity Director
 Bill Bailey
 Chief Engineer..... Joseph R. Tate
 Sales Promotion Mgr..... Bernie Smith
 Dir. of War Programs..... Inglis M. Taylor
 Chief Announcer..... Bill Bailey

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Orville W. Lyerla
 Address..... Herrin
 Phone Number..... 382 and 383
 Transmitter Location..... Herrin
 Time on the Air..... 6 a.m. to 10:15 p.m.
 News Service..... UP
 Transcription Service..... World

Personnel

President..... Orville W. Lyerla
 Station and Commercial Manager... Charles R.
 Cook
 Production Manager..... Betty Kinler
 Chief Announcer Ellis Joe
 Chief Engineer..... Marian F. Sawyer

W L D S

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc..... Power: 250 Watts
 Owned-Operated By..... Stephenson, Edge &
 Korsmeyer
 Address..... Fox-Illinois Theater Bldg.
 Phone Number..... 1180
 Transmitter Location..... 1½ miles east of
 Jacksonville
 Time on the Air..... Daytime license
 News Service..... UP
 Transcription Service..... Standard Radio

Personnel

General Manager E. J. Korsmeyer

W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... WCLS, Inc.
 Address..... 601 Walnut St.,
 Joliet & 362 E. Court St., Kankakee
 Phone Number..... Joliet 4761
 Transmitter Location..... Joliet
 Time on the Air..... Unlimited
 Transcription Service..... Associated Music
 Publishers

Personnel

President.....Walter Ashe
 General Manager.....Robert L. Bowles
 Station Manager.....Robert M. Holt
 Commercial Manager.....Robert L. Bowles
 News Editor.....Ted Blair
 Chief Engineer.....Lester DeCosta

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Peoria Broadcasting
 Company

Address.....200 Alliance Life Bldg.
 Phone Number.....7133

Transmitter Location.....Highway No. 29,
 halfway between Peoria and Pekin

Time on the Air: 5:30 a.m. to 1:00 a.m.; Sun-
 days, 8 a.m. to 1:00 a.m.

News Service.....UP
 Transcription Service.....World Broadcasting
 System

Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Sales Manager.....Hugh K. Boice, Jr.
 Promotion Manager.....James Kyler
 Program Director.....Vernon Nolte
 Publicity Director.....James Kyler
 Chief Announcer.....Paul Ruhle
 War Program Director.....Fred Leo
 Artists Bureau.....Vernon Nolte
 Musical Director.....Harould Osborne
 Chief Engineer.....Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lee Broadcasting, Inc.

Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200

Transmitter Location.....Quincy Gardens
 Time on the Air.....6 a.m. thru 12:05 a.m.

News Service.....AP; UP
 Transcription Service.....Lang-Worth, Standard
 Representative.....The Katz Agency

Personnel

President.....Lee Loomis
 Secretary-Treasurer.....Frank Eighmey
 Station Manager.....Walter J. Rothschild
 Asst. Manager.....Nancy Halsor
 Program Director.....C. Arthur Fifer
 Dir. of War Programs.....C. Arthur Fifer
 Production Manager.....Dick Falser
 Chief Announcer.....Dick Falser
 Musical Director.....Jean Fessler
 Chief Engineer.....J. E. Gray

W R O K

ROCKFORD—EST. 1923

BLUE NETWORK

Frequency: 1440 Kc....Power: 1000 d. 500 n.
 Owned-Operated By.....Rockford Broadcasters,
 Inc.

Address.....News Tower
 Phone Number.....Main 5632

Transmitter Location.....Kilburn Ave. Rd.
 Time on the Air.....6 a.m. to midnight

Newspaper Affiliation.....Rockford Morning
 Star, Rockford Register Republic

News Service.....UP
 Transcription Service.....World
 Representative.....Headley-Reed Co.

Personnel

President-Owner.....Albert G. Simms
 General Manager.....Walter Koessler
 Comm. Manager.....John J. Dixon
 Program Director.....Morey Owens
 Promotion Director.....Wm. R. Traum
 Chief Engineer.....Maurice H. Nelson

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts

ROCKFORD

ILLINOIS

W
R
O
K

1000 Watts

Blue NETWORK

✓ Check with
 HEADLEY-REED

THE *only* STATION THAT WILL
 DO A JOB FOR YOU IN ROCKFORD

Owned-Operated By.....Rock Island Broad-
casting Co.
Business Address.....1800 Third Ave.
Phone Number.....917, 918 and 919
Studio Addresses...1800 Third Ave., Fifth Ave.
Bldg., Moline
Transmitter Location....23rd Ave. and 52 St.,
Moline, Ill.
Time on the Air.....6 a.m. to 1:00 a.m.;
Sundays, 8 a.m. to 1:00 a.m.
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP, Transradio
Transcription Service.....Standard Radio,
Lang-Worth, NBC Thesaurus
Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
Station Manager.....L. C. Johnson
Sales Manager.....Maurice Corken
Publicity Director.....Francis J. Kennedy
Ass't Program Director....Forest W. Cooke
Sales Promotion Manager.....Ted Arnold
Chief Engineer.....Robert J. Sinnett
Dir. of War Programs.....Forest W. Cooke
Musical Director.....John Gilbert

W C B S

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Address.....523 E. Capital
Phone Number.....9855
Transmitter Location.....2200 S. 6th
Time on the Air.....18 hrs. daily
Newspaper Affiliation ...Illinois State Journal
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

President and Chief
Engineer.....Harold L. Dewing
Station and Commercial
Manager.....Carroll W. Neeld
Program Director.....John C. Geil
Sales Promotion-Publicity Director
Carroll W. Neeld
Musical Director.....John Geil
Chief Announcer.....Ken Spengler

W T A X

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.

Business Address.....204 Reisch Bldg.
Phone Number.....2-4441
Studio Address.....117-119 S. 5th St.
Transmitter Location.....117-119 S. 5th St.
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sun-
days, 7:00 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representative.....Weed & Co.

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Gladys McGrew
Chief Engineer.....Eli Swaringen
Sales Manager.....Jay A. Johnson
Dir. of War Programs.....Jay A. Johnson
Publicity Director.....Bonnie Baker
Chief Announcer.....Randall Furnance
Musical Director.....Betty Cole

W D Z

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WDZ Broadcasting
Company
Address.....Star Building
Phone Number.....98 and 153
Transmitter Location....Intersection of U. S.
Highways 36 and 45
Time on the Air....7:00 a.m. to Local Sunset
Transcription Service.....Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Walter C. Schafer

W I L L

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
Owned-Operated By.....University of Illinois
Business Address.....Urbana
Phone Number.....7-2400 and 7-2616
Studio Address.....1010 S. Wright St.
Transmitter Location.....1 mile south on First
St. Road, Champaign, Ill.
Time on the Air.....7:00 a.m. to local sunset
News Service.....AP

Personnel

President.....A. C. Willard
Station Manager.....Joseph F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Musical Director.....Lanson F. Demming
Chief Engineer.....A. James Ebel
Dir. of War Programs.....Frank E. Schooley
Chief Announcer.....Nelson F. Norman

Listeners Eat Our Words...

When you're cooking up Food advertising plans, remember... we always have Something Tasty to add to your sales recipes — thousands and thousands of richly seasoned regular Listeners who eat a good thing when they hear about it on*



WFBM

BASIC C.B.S. 5000 WATTS DAY and NIGHT
INDIANAPOLIS

Represented nationally by **THE KATZ AGENCY**

** or what have you?*

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Broadcasting Corp.
Business Address: Citizens Bank Bldg.
Phone Number: 7791
Studio Address: 1110 Meridian St.
Transmitter Location: 1110 Meridian St.
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.
News Service: UP
Transcription Service: Standard Radio
Representative: Weed & Company

Personnel

President-General Manager, C. Bruce McConnell
Manager, John R. Atkinson
Chief Engineer, L. F. Podhaski

W T R C

ELKHART—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Truth Publishing Co., Inc.
Address: Hotel Elkhart
Phone Number: 948
Transmitter Location: Oakland Avenue and Mishawaka Road
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Elkhart Daily Truth
News Service: UP
Transcription Service: World; Standard Radio
Representative: Burn-Smith Company, Inc.

Personnel

President: C. D. Greenleaf
General Manager: R. R. Baker
Commercial Manager: Paul Upson
Program-Musical Director: Margaret Lantz
Chief Announcer: V. V. Swartz
Chief Engineer: Lester Zellmer

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Evansville On The Air, Inc.
Address: 519 Vine St.
Phone Number: 2-1171

Transmitter Location: Evansville
Time on the Air: Full Time
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President and General Manager: Clarence Leich
Commercial and Sales Promotion Manager: Guy Crecelius
Program and Production Director: Pat Roper
Publicity Director: Clarence Leich
Chief Engineer: Erwin Schoeny

W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Evansville On The Air, Inc.
Address: 519 Vine St.
Phone Number: 2-1171
Transmitter Location: Evansville
Time on the Air: Full Time
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President-General Manager: Clarence Leich
Commercial and Sales Promotion Manager: Guy Crecelius
Program and Production Director: Pat Roper
Chief Engineer: Fay Gehres

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Farnsworth Television and Radio Corp.
Business Address: 925 So. Harrison St.
Phone Number: Eastbrook 3366
Transmitter Location: 925 So. Harrison St.
Time on the Air: 6:30 a.m. to 12:30 a.m.—Sun.; 8:00 a.m. to 12:30 a.m.
News Service: UP
Transcription Service: Standard Radio
Representative: NBC Spot Sales



A Clear Channel To A Bigger Market

The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 Watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.



OWNED AND
OPERATED BY
THE
INDIANAPOLIS
NEWS

Represented Nationally by John Blair & Company

W I B C

A Mutual STATION • Indianapolis, Indiana

Personnel

Gen'l Mgr. Frank V. Webb
 Station Manager Frank V. Webb
 Commercial Manager Wm. R. Aldrich
 Sales Promotion Mgr. Wm. R. Aldrich
 Program Director Wm. R. Aldrich
 Director of War Programs Paul Roberts
 Chief Engineer Howard Beck
 Asst. Program Director Rosemary Stanger

W O W O

FORT WAYNE—EST. 1925
 BLUE NETWORK

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned By Westinghouse Electric & Mfg. Co.
 Operated By Westinghouse Radio Stations, Inc.
 Address 925 So. Harrison St.
 Phone Number A-2136
 Transmitter Location Routes 30 and 33
 (Junction)
 Time on the Air 5 a.m. to 1 a.m.
 News Service UP
 Transcription Services World Broadcasting
 Representative National Broadcasting Co.

Personnel

Vice-President Walter Evans
 Station Manager Paul E. Mills
 Commercial Manager H. D. Longworth
 Program Director Carl Vandagriff
 Publicity Director Amy Scharf
 Chief Announcer J. Howard Ackley
 Musical Director Guy Fitzsimmons
 Chief Engineer Bruce Ratts
 Director of War Programs Tom Carnegie

W J O B

HAMMOND—EST. 1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Adair-Richardson-Adair
 Address 449 State St.
 Phone Number Hammond 9800
 Transmitter Location 449 State St.
 Time on the Air 7 a.m. to 4:00 a.m.
 News Service UP
 Representative Cox & Tanz

Personnel

Station Manager O. E. Richardson
 Commercial Manager Robert C. Adair
 Sales Promotion Manager R. W. Widdel
 Program Director L. B. Weller
 Chief Announcer and
 Publicity Dir. Ed Rees
 Musical Director J. Gibbs Spring
 Chief Engineer Stanley Strasburg
 Record MC Ted Lindgren

W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By WFBM, Inc.
 Address 48 Monument Circle
 Phone Number Lincoln 8506
 Transmitter Location 2 miles northeast of
 Millersville, Indiana
 Time on the Air 6 a.m. to 12:05 a.m.;
 Sundays, 7:00 a.m. to 12:05 a.m.
 News Service AP; INS
 Transcription Service Associated Music
 Publishers
 Representative The Katz Agency

Personnel

President H. M. Bitner, Sr.
 Station Manager Frank O. Sharp
 Commercial Manager William F. Kiley, Jr.
 Sales Promotion Mgr. Edward Schneider
 Chief Announcer Lyell Ludwig
 Program Director Mrs. Jean Bitner
 Publicity Director Norman Travis
 Musical Director Walter H. Reuleaux
 Chief Engineer Harold Holland
 Record MC Sam K. Sims

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.
 Owned By Indiana Broadcasting Corp.
 Operated By The Indianapolis News
 Address 350 N. Meridian St.
 Phone Number Li 2305
 Transmitter Location 59th & Hollingsworth Rd.
 Time on the Air 5 a.m. to 1:00 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Associated
 Representative John Blair & Co.

Personnel

President C. Walter McCarty
 Station Manager Alex Campbell, Jr.
 Program Director Stan Corley
 Musical Directors,
 Walter Jackson and Jean Williams
 Chief Engineer Harry Adams
 Chief Announcer Hal Shidler

W I R E

INDIANAPOLIS—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Indianapolis Broad-
 casting, Inc.
 Address Claypool Hotel
 Phone Number Riley 1541-2-3-4
 Transmitter Location 44th & Raiston Road
 Time on the Air Full Time

News Service..... AP; UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... John E. Pearson Co.

Personnel

President & Gen. Mgr..... Eugene C. Pulliam
 Commercial Manager..... Rex Schepp
 Program Director..... Bill Dean
 Musical Director..... Harry Bason
 Chief Engineer..... Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc... Power: 5000 d.; 1000 n.
 Owned-Operated By..... Capitol Broadcasting
 Corporation

Address Board of Trade Building
 Phone Number..... Market 6345
 Transmitter Location... Post Road and Rawls
 Ave.

Time on the Air..... 6 a.m. to 12:30 a.m.
 News Service..... AP
 Transcription Service..... Standard Radio
 Representative Free & Peters, Inc.

Personnel

President-Gen. Manager... C. Bruce McConnell
 Commercial Manager... Robert E. Bausman
 Program Director..... Felix D. Adams
 Musical Director..... Margaret Pryce
 Chief Engineer..... Stokes Gresham, Jr.
 Sales Promotion Manager... Lyman G. Hunter

W K M O

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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

Address 400 North Main St.
 Phone Number 5171-5172
 Transmitter Location..... Morgan & Ohio Sts.
 Time on the Air..... 6:00 a.m. to 12:05 a.m.
 Transcription Service Lang-Worth
 Representative..... Howard Wilson Company

Personnel

President..... Dr. R. Spencer Taylor
 General and Sales Mgr..... John Carl Jeffrey

WKMO

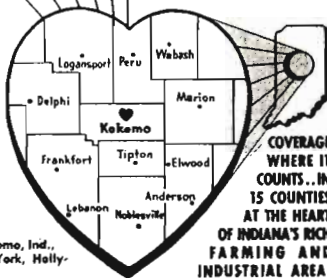
INDIANA'S
 PUBLIC SERVICE
 STATION Plus
 Columbia
 Broadcasting
 System Programs

*Solidly Entrenched
 in The Hearts
 of the folks in
 The Heart of Indiana*

WKMO offers the advertiser one of the most powerful audience-loyalty-wise stations in radio. In the heart of Indiana—1400 isn't just another spot on the dial—it is the friendly voice of a loyal public servant, known—and loved—and listened to—by more than half a million Indiana folks. And there's a double plus—the plus of Columbia Broadcasting System attractions and the plus of great signal strength provides strong, clear reception throughout the WKMO area.

All of which adds up to SUPERIOR SALES POWER in this rich market.

Write or call
 John Carl Jeffrey, Gen. Mgr., WKMO, Kokomo, Ind.,
 Howard H. Wilson Co., Chicago, New York, Holly-
 wood, San Francisco, Seattle.



COVERAGE
 WHERE IT
 COUNTS... IN
 15 COUNTIES
 AT THE HEART
 OF INDIANA'S RICH
 FARMING AND
 INDUSTRIAL AREA!

Program Director.....Ward Charles Glenn
 Record MC.....Paul Price
 Chief Engineer.....George Palmer
 Publicity Director.....J. C. Jeffrey

W A S K

LAFAYETTE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Phone Number.....Lafayette 4300
 Transmitter Location.....No. River Road,
 West Lafayette
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP

Personnel

President.....O. E. Richardson
 Station and Sales Manager....J. Gibbs Spring
 Program Director.....Bayne Spring
 Chief Announcer.....William Warren
 Chief Engineer.....Harry C. Garba

W L B C

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....P. O. Box 271
 Phone Number.....4403
 Transmitter Location: Radio Center, U. S. High-
 way No. 35, So. of Muncie
 Time on the Air.....6:30 a.m. to 12:10 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Waler Company

Personnel

Owner-Station Manager.....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Production Manager.....Hugh Harling
 Musical Director.....June Johnson
 Chief Engineer.....Maurice Crain
 Director of War Programs.....Don Russell

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1490 Kc.....Power: 100 Watts

AMERICA'S MIDDLETOWN
THE TEST MARKET

103,000 Radio Homes

COLUMBIA NETWORK

W L B C

MUNCIE, IND.

Represented By THE WALKER CO.
 Chicago — New York

Owned-Operated By,
 Central Broadcasting Corp.
 Address.....25 S. 9th St.
 Phone Number1156
 Transmitter LocationRichmond
 Time on the Air.....Unlimited License
 Transcription Service: Lang-Worth; Keystone

Personnel

President.....J. Robert Quigg
 General Manager.....G. F. Albright
 Comm. Mgr.....R. L. Nusbaum

W H O T

SOUTH BEND—EST. 1944
 BLUE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By: South Bend Broadcasting Corp.
 Business Address.....St. Joseph & Monroe Sts.
 Phone Number3-4155
 Studio Address and Transmitter Location: St. Joseph and Monroe Sts.
 Time on Air: 6:30 a.m. to 12 midnight—Sun., 7:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service: NBC Thesaurus and Standard
 Representative.....Weed and Company

Personnel

President.....C. Bruce McConnell
 Station and Sales Manager.....Harry Burdick
 Promotion Manager.....Don Harding
 Chief Engineer.....Jack Willson

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.
 Phone Number.....3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air: 6:15 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.
 Newspaper Affiliation.....South Bend Tribune
 News Service.....UP
 Transcription Service.....Lang-Worth; Associated
 Representative.....Paul H. Raymer Co.

Personnel

President.....F. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director/Chief
 Announcer.....Marc Boyden
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. G. Cole

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Banks of the Wabash, Inc.
 Operated By.....Banks of the Wabash, Inc.
 Address.....303 South Sixth Street
 Phone Number.....Crawford 3394-3395
 Transmitter.....First St. and Peyton Ave.
 Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday

Newspaper Affiliation.....Saturday Spectator
 News ServiceUP-AP
 Transcription ServiceStandard Radio
 Representative.....Weed & Company

Personnel

PresidentAlvin Eades
 General Manager.....George M. Jackson
 Sales Promotion.....Jill Girrard
 Chief Engineer.....Don Aldrich

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By .. Vincennes Newspapers, Inc.
 Studio Address.....Grand Hotel
 Business Address.....320 Busseron St.
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes
 Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays
 Newspaper AffiliationVincennes Sun-Commercial
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Station Promotion Manager...Victor H. Lund
 Commercial Manager.....Richard B. Harris
 Chief Engineer.....Eugene E. Alden

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 Address.....Hall of Music, West Lafayette
 Phone Number92-2128
 Transmitter Location.....6 miles south of Lafayette
 Time on the Air.....9:30 a.m. to 7:00 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
 Chief Engineer.....Paul Franklin

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc... Power: 5000 Watts Day
Owned By.....Iowa State College
Operated By.....Agricultural Extension
and Engineering Extension
Address.....Service Building
Phone Number.....2500; Extension 281
Transmitter Location.....Service Building
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....World

Personnel

President (of Iowa State College):
Charles E. Friley
Station Director.....W. I. Griffiths
Program Director and
Station Manager.....Richard B. Hull
Production Manager.....Edward Wegener
Publicity Director.....Ione McNay
Chief Announcer.....Richard Vogl
News Editor.....Robert Mulhall
Musical Director.....Edward Wegener
Market Editor.....R. C. Bentley
Chief Engineer.....L. L. Lewis
Farm Editor.....Dale Williams
Woman's Editor.....Mrs. Eleanor Wilkins
Record MC.....Verne Carlsen
(Non-Commercial Station)

K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By...Boone Biblical College
Business Address...924 West Second Street
Phone Number.....1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

Personnel

Manager.....Lois Crawford
Chief Announcer.....Anne Reiffenstein
Musical Director.....Lydia Smabils
Chief Engineer.....L. L. Lewis
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..Burlington Broadcasting
Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681

Transmitter Location.....National Bank Bldg.
Time on the Air.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Commercial Manager.....G. B. McDermott
Sales Promotion Mgr.....Mary Mangold
Program Publicity Director.....Mary Mangold
Production Manager.....Walter Stone
War Program Director.....Mary Mangold
Chief Announcer.....Dick Mosena
Chief Engineer.....John Gallino
Record MC.....Ray Bennett

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS & MBS

Frequency: 600 Kc..... Power: 5000 Watts
Owned-Operated By: American Broadcasting
Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618
(Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
News Services.....AP; UP
Transcription Service..Lang-Worth & Standard
Representative.....The Katz Agency

Personnel

President.....Mrs. Helen S. Mark
Exec. V.-P. and
General Manager.....William B. Dolph
Station Manager..W. B. Quarton (Cedar Rapids)
V. A. L. Linder (Waterloo)
Commercial Manager.....Donald D. Sullivan
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief
Announcer.....Robert C. Leefers
Musical Director.....Maureen Canavan
Chief Engineer.....George P. Hixenbaugh

K R O S

CLINTON—EST. 1941

MUTUAL—NORTH CENTRAL & TALL CORN
Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By....Clinton Broadcasting
Corp.
Business Address.....Jacobsen Bldg.

Phone Number 448
 Studio Address Jacobsen Bldg.
 Transmitter Location Jacobsen Bldg.
 Time on the Air Unlimited License
 News Service UP
 Transcription Service Standard Radio
 Representative Walker Co.

Personnel

Owner W. S. Jacobsen
 General and Commercial Mgr. Morgan Sexton
 Program Director Lucille DeLeers
 War Program Director Lucille DeLeers
 Chief Engineer Gilbert Andrew

W O C

DAVENPORT—EST. 1921
BLUE NETWORK

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Tri-City Broadcasting
 Company
 Address 1002 Brady Street
 Phone Number 3-3661
 Transmitter Location R.R No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)
 News Service UP
 Transcription Service World
 Representative Free & Peters, Inc.

Personnel

President Col. B. J. Palmer
 General Manager J. Buryl Lottridge
 Commercial Manager L. O. Fitzgibbons
 Sales Promotion and
 Publicity Manager Jane Boom
 Program Director Marshall Dane
 Musical Director George Sontag
 Chief Announcer Clark Hayden
 Chief Engineer Paul Arvidson

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Luther College
 Business Address 600 Leiv Eiriksson Drive
 Phone Number 690
 Studio Address C. K. Preus Gymnasium
 Transmitter Location C. K. Preus Gymnasium
 Time on the Air Operating four hours daily
 for the duration

Personnel

President (of Luther College) . . . Dr. O. J. H. Preus
 Station Manager and
 Program Director Kenneth L. Berger
 Publicity Director Ruth Kaines
 Musical Director Helen Trilhus
 Chief Announcer Olive Sharpee

Chief Engineer and
 Production Manager O. M. Eittrim
 Director of
 War Programs Mary Margaret Roberts
 (Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS
 Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: Cowles Broadcasting
 Company
 Address 715 Locust St.
 Phone Number 3-2111
 Transmitter Location S. E. 22nd & Park
 Ave.
 Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation . . . Des Moines Register
 and Tribune
 News Service AP; UP
 Transcription Service Standard Radio,
 Lang-Worth
 Representative The Katz Agency

Personnel

President Gardner Cowles, Jr.
 Station Manager Phil Hoffman
 Commercial Manager Bob Dillon
 Program Director Charles Miller
 Director of War Programs Wayne Crew
 Sales Promotion Manager Orville Lawson
 Publicity Director Mary Little
 Chief Engineer Charles Quentin

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
 Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By Kingsley H. Murphy
 Address 800 Old Colony Bldg.
 Phone Number 3-0571
 Transmitter Location S.E. 22nd & Park
 Avenue
 Time on the Air Full Time
 Newspaper Affiliation . . . Des Moines Register
 and Tribune
 News Service AP; UP
 Transcription Service Standard Radio;
 Lang-Worth
 Representative Headley-Reed Co.

Personnel

Gen. Mgr. George J. Higgins
 Program Director Ed Linehan
 Director of War Programs . . . W. Lyle Flanagan
 Sales Promotion Manager Ken M. Lufkin
 Publicity Director Mary Little
 Production Manager and
 Musical Director Eddie Truman
 Chief Engineer F. E. Bartlet
 Record MC Dan Lawrence

W H O

DES MOINES—EST. 1924
NBC & CORNBELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville, Iowa
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Services.....INS; UP
Transcription Services.....NBC Thesaurus;
Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
V-P & Station Manager.....J. O. Maland
Sales Manager.....E. H. Bondurant
Merchandising Director.....Harold Fulton
Publicity Director.....Woody Woods
Production Mgr.....Jack Kerrigan
Program Director.....Harold Fair
Public Relations Director.....Ralph Evans
Musical Director.....Don Hovey
Technical Director.....Paul A. Loyet

K D T H

DUBUQUE—EST. 1941
MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By.....K. S. Gordon
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP
Transcription Services.....Langworth;
Standard Radio
Representative.....John Pearson

Personnel

President.....Fred Woodward
Station Manager.....K. S. Gordon
Commercial Manager.....W. J. Binkley
Program Director.....Arnie Stierman
Chief Engineer.....Charles Cain

W K B B

DUBUQUE—EST. 1933
BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Broadcast-
ing Co.
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque,
Iowa

Time on the Air.....6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representative.....Burn-Smith Co., Inc.

Personnel

Vice President and Station
Manager.....James D. Carpenter
Local Sales Manager...Harry Hatzenbuehler
Program Director and Production
Manager.....Jeanne Wiedner
Chief Announcer and Director of War
Programs.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....Leonard Carlson

K V F D

FORT DODGE—EST. 1939
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broad-
casting Co.
Address.....912 First Ave. South; Warden
Bldg.
Phone Number.....Walnut 3761
Transmitter Location.....Fort Dodge RFD
Time on the Air.....6 a.m. to Midnight
News Service.....UP
Representative.....Burn-Smith Co.

Personnel

President-General and Commercial
Manager.....Edward Breen
Sales Promotion Mgr...Mrs. Marjorie Rudolph
Program Director.....Drexel Peterson
Production Manager.....Frank Strode
Chief Announcer.....Robert Elston
Chief Engineer.....Dave Sinclair

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of
Iowa
Address.....Iowa City
Phone Number.....2111-237
Transmitter Location.....Two miles west of
Iowa City
Time on the Air.....8 a.m. to 10 p.m.
News Service.....AP

Personnel

Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Chief Engineer.....S. J. Ebert
(Non-Commercial Station)

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Lee Radio, Inc.
 Address: 12 2nd St., N.E.
 Phone Number: 2800
 Transmitter Location: Highway 18, west
 of Mason City
 Time on the Air: 6 a.m. to 12 p.m.
 News Service: AP; UP
 Transcription Service: Standard
 Lang-Worth
 Representative: Weed & Co.

Personnel

Station Manager: F. C. Eighmey
 Commercial Manager: Herbert Ohrt
 Sales Promotion: Nancy M. Halsor
 Program Director: Merritt Milligan
 Publicity Director: Charles Hilton
 Chief Engineer: Roger Sawyer

K F J B

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Marshall Electric
 Company
 Address: 1603 West Main Street
 Phone Number: 3361
 Transmitter Location: 2 miles northwest of
 Marshalltown
 Time on the Air: 6 a.m. to midnight
 News Service: UP
 Transcription Service: Langworth

Personnel

President and Station Manager: Earl Peak
 Program Director: O. L. Russell
 Musical Director: Thelma LaValley
 Chief Engineer: Eugene Peak

K B I Z

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Address: 117 E. Main St.
 Phone Number: 5600
 Transmitter Location: Community Gardens
 Time on the Air: 6:00 a.m. to midnight
 News Service: UP
 Transcription Service: World

Personnel

President-Owner: James J. Conroy
 Production Manager: R. L. Dawson
 Sales Manager: Eleanor M. Haling
 Program Director: Isabel Meier
 Publicity Director: Eleanor M. Haling
 Chief Engineer: Alvin Johnson

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc. Power: 1000 d. 500 n.
 Owned-Operated By: KFNF, Inc.
 Address: 405 Sycamore St.
 Phone Number: 1
 Transmitter Location: Shenandoah
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 12 mid., weekdays; 8 a.m.-3:30 p.m. &
 p.m.-12 mid., Sundays
 News Service: AP
 Transcription Service: Standard Radio

Personnel

President: Henry Field
 Station-Commercial Manager: T. F. Stubbs
 Musical Director: Perry Douthitt
 Chief Announcer: Gleason Kistler
 War Program Director: Shirley Barkman
 Chief Engineer: Earl Blakesley

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: May Broadcasting Co.
 Address: N. Elm St.
 Phone Number: 192
 Transmitter Location: Route 48
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Langworth
 Representative: Free & Peters, Inc.

Personnel

President: Earl E. May
 Station & Commercial Mgr.: J. C. Rapp
 Sales Promotion: Owen Sadler
 Program Director: Terry Moss
 Production Manager: Hugh Aspinwall
 Publicity Director: Harriet Lingo
 Musical Director: Mabel McFarland
 War Program Director: Owen Saddler
 Chief Engineer: Ray Schroeder

K S C J

SIOUX CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: Perkins Bros. Co.
 Address: 415 Douglas Street
 Phone Number: 5-7993
 Transmitter Location: Leeds, Iowa
 Time on the Air: 6 a.m. to 12 midnight
 News Service: AP
 Newspaper Affiliation: Journal-Tribune
 Transcription Service: C. P. MacGregor
 Representative: Geo. P. Hollingbery Co.

Personnel

President: William R. Perkins
 Station Manager: Eugene T. Flaherty
 Sales Manager: Eugene T. Flaherty

Program Director Eugene T. Flaherty
 Director of Education... Elizabeth Sammons
 Musical Director..... Miriam Corkhill
 Chief Engineer..... Alvin H. Smith

Transmitter Location..... Commerce Building
 Time on the Air..... Unlimited License
 Newspaper Affiliation..... Sioux City Tribune
 News Service..... UP
 Transcription Service... Associated Music Publishers
 Representative..... Burn-Smith Co.

K T R I

SIOUX CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By.. Sioux City Broadcasting
 Company
 Business Address..... Commerce Building
 Phone Number..... 8-0185

Personnel

President..... Eugene Kelly
 General Manager..... Dietrich Dirks
 Commerical Manager..... Ray Jensen
 Program Director-Chief Announcer.. Al Triggs
 Production Manager..... Andrew Bogue
 Publicity Director..... Mary Lou Sheer
 Musical Director..... Bernie Mahr
 Chief Engineer..... Bob Beck

FOR QUALITY
 AP!

Promotion

Acceptance

Go in Places

BASIC
BLUE

KXEL

JOSH HIGGINS BROADCASTING CO.
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA
• REPRESENTED BY JOHN BLAIR AND COMPANY •

50,000 WATTS
CLEAR CHANNEL

K I C D

SPENCER—EST. 1942
MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By Iowa Great Lakes
Broadcasting Co.
Operated By G. H. Sondergaard
Address P. O. Box 631, Spencer
Phone Number 45
Transmitter Location North of Spencer
on Highways 18 and 71
Time on the Air 6 a.m. to 12 p.m.
News Service AP
Transcription Service Lang-Worth
National Representative Hal Holman

Personnel

President L. W. Andrews
Station and Commercial
Manager G. H. Sondergaard
Program Director Mardelle Ludwig
Production and Publicity
Director Jerry Ashe
Chief Engineer Hewitt Grotewohl

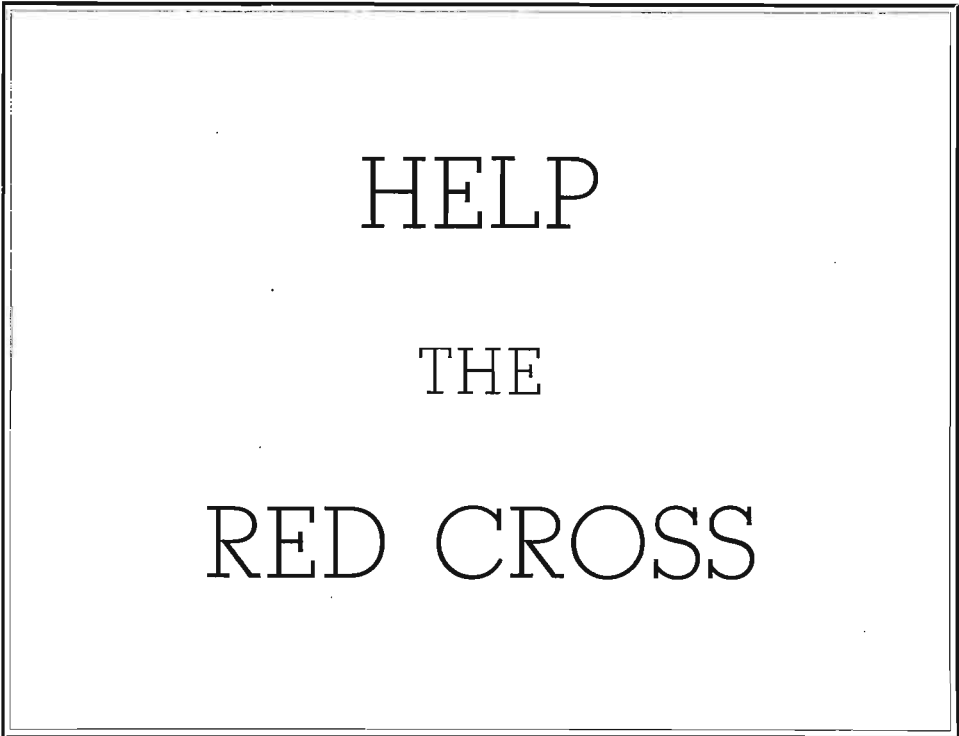
K X E L

WATERLOO—EST. 1942
BLUE NETWORK

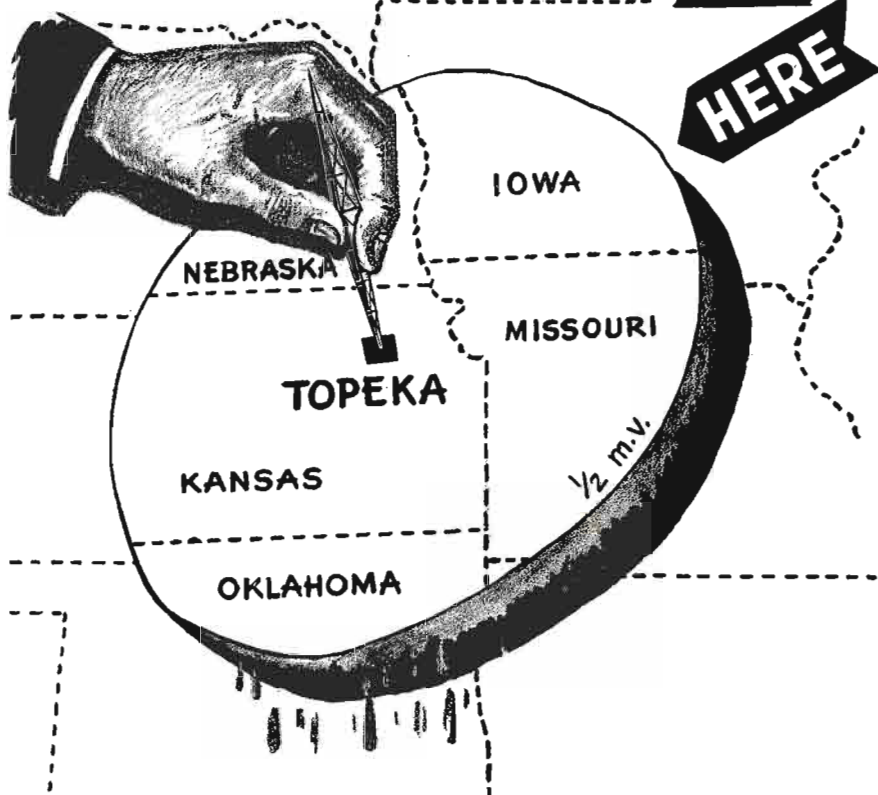
Frequency: 1540 Kc. Power: 50000 Watts
Owned-Operated By Josh Higgins
Broadcasting Co.
Address Insurance Bldg.
Phone Number 3371
Transmitter Location Dysart
Time on the Air 5:30 a.m. to 12:30 a.m.
News Service AP
Transcription Service Standard
National Representative John Blair & Co.

Personnel

President-General Manager Joe Du Mond
Commercial Manager A. J. Du Mond
Sales Promotion and Publicity
Director E. M. Gahre
Program Director E. M. Owen
Production Manager Don Ames
Farm Editor Hugh Muncy
News Editor George Cremeens
Continuity Isabelle Loar
Musical Director George Timm
Artists Bureau King Beal
Chief Engineer Don Kassner
Record MC Wayne Dennis



GIVE YOUR SALES A LIFT



For almost 20 years, WIBW has been lifting sales for its advertisers—and *keeping* them lifted. We can do the same for you! Here's why.

WIBW is the "easiest heard" and "most listened to" station in this area. (Personal surveys by Dr. F. L. Whan as reported in "Kansas Radio Audience, 1944").

We have the confidence and good-will of more than five million farm and small town listeners. We have it because our programs and entertainment are deliberately keyed to their *known* preferences . . . our services to the promotion of their interests and welfare.

That's why WIBW advertisers get immediate, wholehearted buying response. It's why we're absolutely certain that we can do the same for you and your product. Let us prove it!

WIBW

IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

CHICAGO

KANSAS CITY

SAN FRANCISCO

KANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K V A K

ATCHISON—EST. 1939
MUTUAL

Frequency: 1450 Kc. Power 250 Watts
Owned By S. H. Patterson
Operated By S. H. Patterson
Address 622 Commercial Street
Phone Number 1420
Transmitter Location Winthrop, Mo.
Time on the Air 6:00 a.m. to 12 Midnight
News Service AP
Transcription Service Keystone
Broadcasting System
Representative Thomas Clarke

Personnel

President-Owner S. H. Patterson
Station Manager Jerry Akers
Commercial Manager David G. Roberts
Program Director Joseph Peck
Chief Engineer Charles Rayburn

K G G F

COFFEYVILLE—EST. 1930
THE BLUE NETWORK

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Hugh J. Powell
Address 8th and Elm
Phone Number 147
Transmitter Location South Coffeyville
Time on Air Sundays, 7 a.m.-11 p.m.;
Weekdays, 6 a.m. to 11 p.m.
Newspaper Affiliation Coffeyville Journal
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Co.

Personnel

Owner Hugh J. Powell
General Manager Melvin Drake
Program Director-Chief Announcer
Dick Campbell
Production Manager-Musical Director,
Ozzie Osborne
Publicity Director Anna Marie McGrath
Chief Engineer J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By Dodge City Broad-
casting Co.
Address Globe Bldg.
Phone Number 1340
Transmitter Location West Park Rd.

Time on the Air Unlimited
Newspaper Affiliation Dodge City Daily Globe
News Service AP
Transcription Service World
Representative Arthur H. Hagg and
Associates

Personnel

President J. C. Denlous
Manager N. C. Peterson
Sales Manager Dorothy Stavig
Program Director Herschell Holland
Chief Engineer Ralph Hickman

K T S W

EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Emporia Broad-
casting Co.
Address 613 Merchant St.
Phone Number 153, 154
Transmitter Location South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 7:30 a.m. to 12:05 a.m.
News Service AP
Transcription Services World

Personnel

President Selleck B. Warren
Station Manager J. Nelson Rupard
Program Director Miriam Porter
Production Manager Duane Tucker
Musical Director Rosalee Askew
Chief Engineer Harold C. Davis

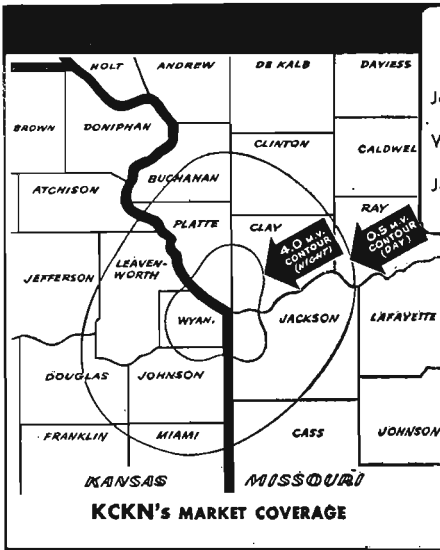
K I U L

GARDEN CITY—EST. 1935
MUTUAL

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By F. D. Conrad
Business Address 509 N. Main
Phone Number 666
Studio Address 509 N. Main
Transmitter Location Northwest of
Garden City
Time on the Air 7 a.m. to 10 p.m.
News Service UP
Transcription Service C. P. McGregor.
Keystone Broadcasting System
Representatives Cox & Tanz

Personnel

President F. D. Conrad
Station and Commercial Manager Al Pyatt
Program Frances Ewing
Chief Engineer Robert W. Snyder



GREATER KANSAS CITY MARKET DATA

METROPOLITAN COUNTIES (and Important Cities)	Est. City Population 12-1-43	EFFECTIVE Buying Income	TOTAL RETAIL SALES	HOUSES WITH RADIOS
Jackson (Mo.) . . .	494,200	\$827,743,000	\$371,050,000	133,067
Kansas City . . .	431,700	700,302,000	352,224,000	112,945
Wyandotte (Ks.) . . .	147,100	201,627,000	73,708,000	36,676
Kansas City . . .	135,000	180,114,000	68,066,000	31,163
Johnson (Ks.) . . .	40,900	25,964,000	12,358,000	8,552

NO GREATER CONCENTRATION OF

Buying Power

UNTIL YOU REACH THE PACIFIC COAST

MARKET DATA SOURCES

Homes with Radios—Bureau of Census.
All other data—Sales Management's
"SURVEY OF BUYING POWER," May 10, 1944.
(Reprinted with Permission)

★

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night — all night.

★

"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

Except for Los Angeles, San Francisco and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly upon this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to program for the thinly-spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Contact your nearest Capper office for availabilities.

Music by Day - Mutual at Night



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY. . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KVGB, Inc.
 Address.....Cork Bldg.
 Phone Number.....1080, 1081
 Transmitter Location.....South Great Bend
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President.....R. C. Russell
 Vice-President and General
 Manager.....Clem Morgan
 Sales Promotion.....Herbert W. Clarr
 Program Director.....Ray Beals
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Wm. Wyse & Stanley Marsh
 Operated By...The Nation's Center Broadcast-
 ing Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited Time
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President and General
 Manager.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Millard Clary

K C K N

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

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....Full Time
 Newspaper Affiliation.The Kansas City Kansas
 News Service.....UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications

Personnel

General Manager.....Ben Ludy
 Manager.....Ellis Atteberry
 Sales Promotion Manager.....Joe Story
 Program Director.....Milan Mahale
 Publicity Director.....Almeda Boeth
 Production Manager.....George Stump
 Director of Continuity.....Peggy Osborne
 War Program Director.....Ellis Atteberry
 Musical Director.....Milan Mahale
 Chief Engineer.....Max Williams

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham
 (Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926
BLUE NETWORK

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Between Lawrence,
 Kans., & Kansas City, Mo.
 Time on the Air.....121 hours per week
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 Address.....College Campus
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton E. Eisenhower
 Station Manager.....H. Umberger
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts, Day
Owned-Operated By The Pittsburg
Broadcasting Company, Inc.
Address Commerce Building
Phone Number 2165
Transmitter Location Pittsburg, Kans.
Time on the Air Daytime License
News Service INS
Transcription Service World Broadcasting
Representative John E. Pearson Co.

Personnel

President E. Victor Baxter
Station Manager R. E. Wade
Chief Engineer Leo Stafford

W I B W

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By Capper Publications,
Inc.
Business Address Box 119
Phone 3-2377
Studio Address 1035 Topeka Blvd.
Transmitter Location Seven miles west of
Topeka
Time on the Air: 5 a.m. to 12:05 a.m. (with
3½ hrs. allowed to KSAC) and Sundays,
6:00 a.m. to 12:05 a.m.
Newspaper Affiliation Capper Publications,
Inc.
News Service UP, AP
Transcription Service Standard Radio
Representative Capper Publications, Inc.
& Walter Biddick Co. (West Coast)

Personnel

President H. S. Blake
General Manager Ben Ludy
Publicity Director Charles Hill
Music Director Maudie Shreffler
War Program Director Kathryn Young
Chief Engineer Karlton G. Marquardt

K S A L

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By KSAL, Inc.
Address 201 West Iron
Phone Number 100
Transmitter Location West State St.

Time on the Air: 6 a.m. to 12 midnight (125
hours weekly)
Newspaper Affiliation Salina Journal
News Service AP
Transcription Service NBC Thesaurus
Representative John E. Pearson Co.

Personnel

President R. J. Laubengayer
Station and Commercial
Manager Ray Y. Jensen
Program Director Roland Preusch
Chief Engineer N. E. Vance, Jr.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By The KANS Broad-
casting Co.
Address Hotel Lassen
Phone Number 4-2387
Transmitter Location Wichita
Time on the Air 6:30 a.m. to midnight
Transcription Service NBC Thesaurus
Representative Headley-Reed Co.
Standard Radio

Personnel

President Herb Hollister
General Manager Jack Todd
Program Director Vic Rugh
Supervising Engineer Charles Lucy

K F B I

WICHITA—EST. 1923

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
Owned-Operated By Farmers and Bankers
Broadcasting Corporation
Address 2000 E. First St.
Phone Number 2-1447
Transmitter Location 42nd and Broadway
Time on the Air 19 hours daily
News Service INS & UP
Transcription Service World
Representative George P. Hollingberry Co.

Personnel

President H. K. Lindsley
Station Manager Robert K. Lindsley
Sales Promotion Manager Ralph Varnum
Chief Engineer K. W. Pyle
Program Director L. L. F. Weatherway
Musical Director F. E. Markwell

K F H

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 5000 Watts

Owned-Operated By The Radio Station

KFH Company, Inc.

Address York Eite Building

Phone Number 2-4491

Transmitter Location RFD No. 3, Wichita,

Kansas

Time on the Air 6:00 a.m. to 12 midnight

Newspaper Affiliation Wichita Eagle

News Service AP, UP

Transcription Service Lang-Worth
 Representative Edward Petry & Company

Personnel

President John Rigby

Vice-President-General Mgr. M. M. Murdock

Business Manager P. S. Clark

National Sales & Promotion Manager,

Clark A. Luther

Chief Announcer Dave Wilson

Program Director Vernon E. Reed

Production Manager John Speer

Musical Director Wayne Euchner

Chief Engineer Amos C. Dadisman

FOR QUALITY
 AP!

**COVERING A VITAL MARKET
DAY and NIGHT**

Round the clock . . . round the calendar
. . . a continuous broadcast backed by the
power of 50,000 watts over a clear channel
basic CBS network!

Radio Station WHAS
Louisville, Kentucky

50,000
WATTS



KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W C M I

ASHLAND—EST. 1935

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Ashland Broadcasting Company
Address.....20th & Front Streets
Phone Number.....3010 (Ashland), 28358 (Huntington).
Studio Address..20th & Front Streets, Ashland, Ky.; Radio Center, Huntington, West Va.
Transmitter Location....48th and Ohio River, Ashland, Ky.
Time on the Air.....6:30 a.m. to 12 midnight Weekdays; 8 a.m.-12 Midnight, Sundays.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
General Manager.....L. D. Newman
Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Bowling Green Broadcasting Co., Inc.
Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air....6 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Burn-Smith Co.

Personnel

President & Station Manager....Ken D. Given
Sales Promotion Manager....Ken D. Given
Program Director.....Helen Given
Chief Engineer.....James Hight

W H L N

HARLAN—EST. 1941

MUTUAL AND KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Blanco Radio

Company, Incorporated

Address.....South Main St.
Phone Number.....625
Time on the Air.....6:30 a.m.-10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
World Broadcasting System, Keystone
Representative.....Burn-Smith Co.

Personnel

Owner-Station Manager.....R. B. Helms
Commercial Manager.....Stuart O'Dell, Jr.
Chief Engineer.....J. Francke Fox
Record MC.....Bob McKeehan

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 500 Watts, Day
Owned-Operated By.....Henderson Broadcasting Co., Inc.
Address.....Zion Road, R No. 3
Phone Number.....3923
Transmitter Location.....Southeast of Henderson
Time on the Air....Local sunup to local sundown
News Service.....UP & AP
Transcription Service...NBC Thesaurus, Associated Music
Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr...Pierce E. Lackey, Sr.
Station and Commercial Manager....Hecht S. Lackey
Program Director.....Martha Jane Reed
Production Manager.....B. A. Smith
Chief Engineer.....B. A. Smith

W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hopkinsville Broadcasting Co., Inc.
Phone Number.....1025, 1028
Business Address.....9th & Main
Transmitter Location.....Cadiz Pike
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....UP & AP
Transcription Service....World Broadcasting System, Associated Music Publishers
Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General and Commercial Manager..F. Ernest
 Lackey
 Chief Engineer.....Charles W. Stratton

W L A P

LEXINGTON—EST. 1934

BLUE, MUTUAL, AND SOUTHERN NETWORK
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp.

Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location...Mason-Headley Road
 Time on the Air.....5:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn
 Station Director.....J. E. Willis
 Sales Promotion and Program Director..Lowry
 Kohler
 Chief Engineer.....Sanford Helt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By...WAVE, Incorporated
 Address.....334 E. Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Hamburg Pike,
 Jeffersonville, Ind.

Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....INS & AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Chief Engineer.....Wilbur E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Northside Broadcasting
 Corp.
 Business Address: Kentucky Home Life Bldg.;
 Louisville, Ky.
 Phone.....Wabash 8871

Studio Addresses: Kentucky Home Life Bldg.,
 Louisville, Ky., and Elsby Bldg., New Albany,
 Ind.

Transmitter Location: Preston and Woodbine
 Streets, Louisville, Ky.

Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers; Lang-Worth
 Representative.....Burn-Smith Co.

Personnel

President and Commercial Mgr..J. Porter Smith
 Station Manager.....Charles L. Harris
 Sales Promotion.....Harry Hunter
 Program Director.....Ward Hatcher
 Musical Director.....J. Bertram Harmon
 Chief Engineer.....Perry Esten

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
 Owned-Operated By...Courier-Journal and
 Louisville Times Company

Address.....300 West Liberty St.
 Phone Number.....Wabash 2211
 Transmitter Location...R. R. No. 2, Anchorage,
 Kentucky

Time on the Air.....24 Hours Daily
 Newspaper Affiliation...Courier-Journal and
 Louisville Times

News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers, Standard
 Representative.....Edward Pety & Company

Personnel

Owner.....Barry Bingham (With U. S. Navy)
 Vice-President &
 General Manager.....Mark Ethridge
 General Manager.....W. Lee Coulson
 Commercial Manager.....Joe Eaton
 Production Manager.....Jean Clos
 Musical Director.....Robert Hutsell
 Choral Director.....Edward Barret
 Assistant Chief Engineer...D. C. Summerford
 Chief Engineer.....Orrin W. Towner
 (See Page 436)

W I N N

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Kentucky Broadcasting
 Corp.
 Address.....10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number.....Wabash 5148

. . .

KENTUCKY

. . .

Transmitter Location..... On top Tyler Hotel
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... AP
 Transcription Service..... C. P. MacGregor &
 Standard
 Representatives: Peggy Stone, New York;
 George Roesler, Chicago; Homer Griffith Co.,
 Los Angeles and San Francisco.

Personnel

President and
 Station Manager..... Mrs. Nelle M. Kendrick
 Station Manager..... Harry McTigue
 Commercial Manager..... G. F. Bauer
 Program Director..... M. K. McCarten
 Production Manager..... Dick Brown
 Chief Engineer..... Lynn Lemond

W O M I

OWENSBORO—EST. 1938

MUTUAL

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Owensboro Broad-
 casting Co.
 Address..... Owensboro
 Phone Number..... 420, 421
 Transmitter Location..... Owensboro
 Time on the Air..... 7 a.m. to 10:35 p.m.

News Service..... AP
 Representative..... Burn-Smith Co.

Personnel

President..... Lawrence W. Hager
 General Manager..... Hugh O. Potter
 Commercial Manager..... Malcolm Greep
 Chief Engineer..... Leslie Goodaker

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 KENTUCKY NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Paducah Broadcast-
 ing Co.
 Business Address..... Taylor Bldg., 4th and
 Broadway
 Phone Number..... 4100
 Studio Address..... Taylor Bldg.
 Transmitter Location..... 9th and Terrell
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... UP & AP
 Representative..... Sears & Ayer

Personnel

President & General Mgr..... Pierce E. Lackey
 Sales Manager..... Gene Peak
 Chief Engineer..... U. C. Morris

W I N N



LOUISVILLE

Basic Blue Network

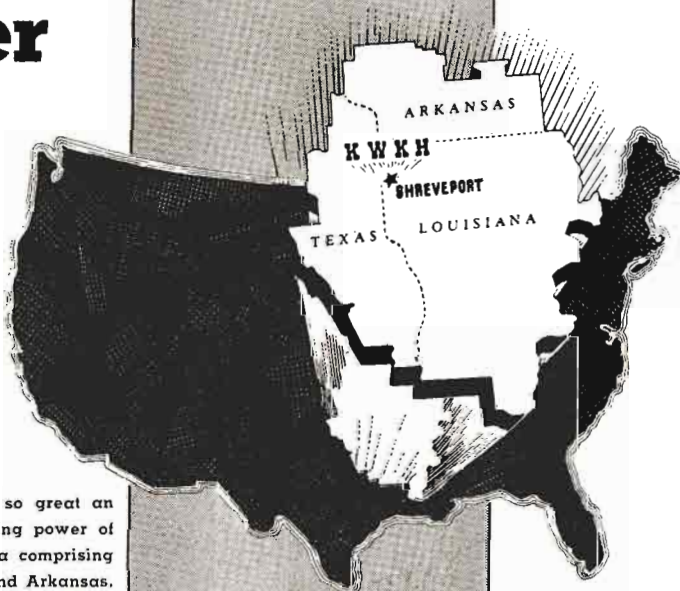
Represented by

BROADCAST SALES CO.	New York and Chicago
HOMER GRIFFITH CO.	Hollywood and San Francisco

GREATER COVERAGE IN A MARKET WHERE

effective buying power

SHOWS
A 102%
GAIN*



Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of \$573,000,000 over 1940 is from basic industries industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*Based on latest figures as compared with 1940 census.

In its primary area alone, KWKH serves 49 counties with a total population of 1,456,167.

The
Shreveport Times
Station
JOHN D. EWING
President
FRED OHL
General Manager

KWKH

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

Represented by The Busham Co.

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By: Alexandria Broadcasting Co., Inc.

Address: 505 Johnston St.
Phone Number: 3335
Transmitter Location: S.E. of Pineville
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:05 p.m.

News Service: INS-AP
Transcription Service: Standard Radio
Representatives: Weed & Co.

Personnel

President: Walter H. Allen
Station and Commercial Mgr.: E. R. Cappellini
Program Director: Dorothy Aden
Chief Announcer: Ed Rand
Chief Engineer: Jesse R. Sexton

WJBO

BATON ROUGE—EST. 1934

BLUE NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Baton Rouge Broadcasting Co., Inc.

Address: 444 Florida St.
Phone Number: 5271-2
Transmitter Location: Roosevelt Road
Time on the Air: Unlimited license
Newspaper Affiliation: Baton Rouge State-Times, Baton Rouge Morning Advocate

Transcription Service: World Broadcasting
Representative: Geo. P. Hollingsbery Company

Personnel

President: Charles P. Manship
Vice-Pres. & Gen. Mgr.: J. R. Dabadie

KVOL

LAFAYETTE—EST. 1935

AFFILIATION NATIONAL BROAD. CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Evangeline Broadcasting Company, Inc.

Business Address: 519 S. Buchanan
Phone Number: 336, 2062
Studio Address: 519 S. Buchanan
Transmitter Location: Scott Road
Time on the Air: 6:30 a.m. to 10:30 p.m.

News Service: UP
Transcription Service: World

Personnel

President: Morgan Murphy
Station Manager: Geo. H. Thomas
Commercial Manager: B. H. Bailey, Jr.
Program Director-Chief Announcer: Henry Wood
Chief Engineer: B. H. Bailey, Jr.

KPLC

LAKE CHARLES—EST. 1935

AFFILIATED WITH
NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

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

Address: P. O. Box 1521
Phone Number: 2713, 2714
Transmitter Location: La Grange St.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: NBC Thesaurus

Personnel

President: T. B. Lanford
Station and Commercial Manager: David Wilson
Program Director: Margaret Campbell Mercer
Chief Engineer: Earl C. Moses

KMLB

MONROE—EST. 1930

BLUE NETWORK & LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Liner's Broadcasting Station, Inc.

Address: Frances Hotel
Phone Number: 4321
Transmitter Location: Millhaven Rd.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio

Personnel

President: O. C. Liner
General Manager: J. C. Liner
Sales Promotion Manager: J. C. Liner
Program and Publicity Director: Marjorie Watson
Chief Announcer: Carley Fox
Chief Engineer: O. L. Morgan

• • • LOUISIANA

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: James A. Noe
Business Address: Bernhardt Bldg.
Phone Number: 912
Transmitter Location: 23rd St. Extension from
Louisville Ave., Monroe, La.
Time on the Air: 6:00 a.m.-12 mid., daily
Representative: Joseph Hershey McGillvra, Inc.

Personnel

President: James A. Noe
Vice-Pres.-Gen. Mgr.: James E. Gordon

WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting
Co.
Address: Hotel Monteleone
Phone Number: Raymond 7135
Transmitter Location: Whitney Ave.
Time on the Air: 24 Hours Daily
News Service: UP, AP
Transcription Service: Lang-Worth
Representative: John Blair Co.

Personnel

Partner & Sta. Mgr.: Fred Weber
Sales Promotion Manager: Jeanne Spoonmoor
Program Director: Stanley Holiday
Production Manager: Fred Hill
Chief Announcer: Roy Hill
Musical Director: James Forsyth
Chief Engineer: Charles Whitney

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson
Address: 540 Audubon Building
Phone Number: Magnolia 3488-9
Transmitter Location: 3617 Bruxelle St.
Time on the Air: 7:00 a.m. to 12:00 midnight
News Service: AP
Transcription Service: C. P. MacGregor
Representative: Cox & Tanz

Personnel

Gen. Mgr.: P. K. Ewing

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

The New **WDSU**

offers . . .

- ★ 5,000 WATTS, DELIVERING 20,000 WATTS, IN THE POPULATED AREAS OF SOUTH LOUISIANA-MISSISSIPPI
- ★ ONLY NEW ORLEANS STATION WITH BOTH PA AND UP NEWS SERVICES
- ★ OCCUPIES A CENTRAL DIALING POSITION
- ★ IS AFFILIATED WITH THE BLUE NETWORK
- ★ EMPHASIZES LOCAL PROGRAMMING
- ★ 24-HOUR SERVICE



LOUISIANA

Owned By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Number.....Raymond 0423
 Transmitter Location.....3915 Euphrosine St.
 Time on the Air.....20 hours daily
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
 Sta. & Com. Manager.....James Gordon
 Program Director.....Beverly Brown
 Chief Engineer.....A. J. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSMB, Inc.
 Address.....Maison Blanche Bldg.
 Phone Number.....MA 5921
 Transmitter Location.....Algiers, La.
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Service.....NBC Thesaurus
 Representative.....Edward Petrv & Co.

Personnel

President.....E. V. Richards
 General Manager.....H. Wheelahan

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
 Owned-Operated By.....Loyola University
 Address.....Roosevelt Hotel
 Phone Number.....Raymond 2194-5-6-7
 Transmitter Location.....Kenner, La.
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 and World
 Representative.....The Katz Agency

Personnel

Station Manager.....W. H. Summerville
 Commercial Manager.....Larry Baird
 Merchandising Manager.....Alice R. Barclay
 Program and Production
 Director.....Dean Long
 Director of War Programs.....Stanley Reyes
 Agricultural Director.....Gordon Loudon
 Chief Engineer.....J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK
 LOUISIANA NETWORK

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

Owned-Operated By.....KRMD, Inc.
 Business Address.....P. O. Box 1712
 Phone Number.....6171-2
 Studio Address.....New Jefferson Hotel
 Transmitter Location.....New Jefferson Hotel
 Time on the Air.....6 a.m. to midnight
 News Service.....INS

Personnel

General & Commercial Manager.....G. V. Wilson
 Station Director.....Elizabeth Alford
 Musical Director.....Elizabeth Alford
 Chief Engineer.....J. C. Irby, Jr.

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS (A
 Partnership)
 Studio Address.....Commercial Bldg.
 Transmitter Location.....Hart Island Road
 Phone Number.....3-3673
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

General Manager.....John C. McCormack
 Assistant Manager.....B. G. Robertson
 Commercial Manager.....Leslie H. Peard, Jr.
 Chief Engineer.....C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
 Owned-Operated By.....International Broad-
 casting Corp.
 Studio Address.....Commercial Building
 Transmitter Location.....Near Dixie, La.
 Phone Number.....2-8711
 Time on the Air.....5 a.m. to 1.05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.
 Newspaper Affiliation.....The Shreveport Times
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....The Branham Co.

Personnel

President.....John D. Ewing
 Station Manager.....Fred Ohl
 Commercial Manager.....J. A. Oswald
 Sales Promotion.....James T. Briggs
 Program Director.....Howard Langflitt
 Chief Engineer.....W. E. Antony

(See Page 440)

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....Chelsea, Me.
Time on the Air.....7:00 a.m. to 1
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representatives.....Weed & Company
Bertha Bannan

Personnel

President.....Adeline B. Rines
Station Manager.....Quenton Crandall
Commercial Manager.....Walter Weightman
Program Director.....Dan Kelly
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

Frequency: 910 Kc ... 1000 Watts. C.P. 5000
Watts
Owned-Operated By.....Community Broad-
casting Service, Inc.
Address.....57 State St.
Phone Number.....6447-6446
Transmitter Location...Wilson St., Brewer, Me.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....Associated Library
Representative.....R. C. Foster, Boston

Personnel

President and Station Manager..F. B. Simpson
Commercial Manager.....Guy Corey
Program Director.....Harold Dorr
Chief Engineer.....Walter Dickson

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.
YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By..Maine Broadcasting Co.
Address.....100 Main St.
Phone Number.....6023

Transmitter Location.....Bangor
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

President.....William H. Rines
Station Manager.....Edward E. Guernsey
Program Director.....Norman Lambert
Chief Announcer.....Irving Hunter
Chief Engineer.....John Wibby

WCOU

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By....Twin City Broadcast-
ing Co., Inc.
Address.....223 Lisbon St.
Phone Number.....3140-3141
Transmitter Location.....East Ave.
Time on the Air.....18 hours per day
News Service.....UP

Covering
Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine
Serves

LEWISTON—AUBURN
PORTLAND

The No. 1 and No. 2 Maine Markets

Primary Coverage—293,937
Radio Homes—66,230

AT LOWEST COST PER LISTENER

Represented Nationally by
Forjoe & Company

New York • Chicago • Philadelphia

Transcription Service.....Standard
 Representative.....Forjoe & Co.

Personnel

PresidentFaust Couture
 Station and Commercial
 Manager.....Oscar J. Normand
 Program DirectorHarold Dyer
 Publicity Director and
 Chief AnnouncerLavern Colton
 Musical Director.....Marion Payne Louisfell
 Chief Engineer.....John T. Duty

W C S H

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL
 AND YANKEE

Frequency: 970 Kc.Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.
 Business Address.....157 High St.
 Phone Number.....Portland 3-9667
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air: 6:15 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....NBC Thesaurus
 Representative..Weed & Co. & Bertha Bannan

Personnel

PresidentAdeline B. Rines
 Station Manager.....William H. Rines
 Commercial Manager.....Albert W. Smith
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Musical Director.....Norman Ayres
 Chief Engineer.....C. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 AddressColumbia Hotel
 Phone Number.....2-7489
 Transmitter LocationPortland
 Time on the Air.....6:30 a.m. to 12:00 mid.;
 Sundays, 8:00 a.m. to 12:00 mid.
 Newspaper Affiliation ...Gannett Publishing
 Co.
 Transcription Service.....Standard Radio
 RepresentativePaul H. Raymer Co.

Personnel

President.....Guy P. Gannett
 General ManagerCreighton E. Gatchell
 Commercial Manager.....Arthur K. Atherton

Program ManagerRichard E. Bates
 Chief Announcer.....Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Aroostook Broadcast-
 ing Corporation
 Address.....Northern National Bank Bldg.
 Phone Number.....821
 Transmitter Location...Northern National Bank
 Bldg.
 News ServiceUP
 Transcription Service.....World, R. C. Foster.
 Cox & Tanz

Personnel

PresidentHugh McQuire
 Station and Commercial
 Manager.....Harold D. Glidden
 Chief Announcer.....Carl Pacifici
 Chief Engineer.....Lester E. Hughes

FOR QUALITY
AP !



ON THE BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W B A L

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Bldg.
Phone Number: Lexington 4900
Transmitter Location: Reistertown, Md.
Time on the Air: 6 a.m.-1:30 a.m.
News Service: INS; UP & AP
Transcription Service: Standard Radio;
World Broadcasting System
Representative: Edward Petry & Co.

Personnel

Station Manager: Harold C. Burke
Program Director: James M. Kennedy
Musical Director: Joseph C. Miller
Chief Engineer: Gerald W. Cooke

Address: North at Harford
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring Lane
Time on Air: 6:30 a.m.-1 a.m.
News Service: INS, UP
Transcription Service: Lang-Worth & MacGregor
Representative: Free & Peters, Inc.

Personnel

President and Commercial

Manager: John Elmer
Station Manager: George H. Roeder
Sales Promotion: P. E. Wolfe
Publicity Director: Newell A. Warner
Program and Production

Manager: Charles A. Roeder
Musical Director: Jack B. Rohr
Chief Engineer: A. E. Eckels

(See Page 448)

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental Radio Company
Address: 811 West Lanvale St.
Phone Number: Madison 7220-1-2-3-4
Transmitter Location: Park Heights Avenue, Extended
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: Paul H. Raymer Company

Personnel

President: Lewis M. Milbourne
Vice-President-General
Manager: L. Waters Milbourne
Program Directors: Gordon A. Schelting, George L. Filling
Musical Director: Robert P. Iula
Chief Engineer: Martin L. Jones

W F B R

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Baltimore Radio Show, Inc.
Business Address: 10 East North Ave.
Phone Number: Mulberry 1300
Studio Address: Radio Center
Transmitter Location: Waterview Ave.
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP, INS
Transcription Service: Associated Music Publishers, C. P. MacGregor, World
Representative: John Blair & Co.

Personnel

President: Robert S. Maslin, Sr.
Executive Vice-President: Hope H. Barroll, Jr.
Director of

National Sales: Andrew H. Hilgartner
Local Sales Manager: William S. Pire, Jr.
Sales Promotion Manager: William R. Dothard
Program Director: Bert Hanauer
Production Manager: Henry Hickman
Publicity Director: Robert S. Maslin, Jr.
Musical Director: Jos. Imbrogullo
Chief Engineer: William Q. Ranft

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcasting Corporation



Fish Make Poor Customers!

History tells us Demosthenes practised while walking back and forth along the sands, making his speech to the ocean.

But he delivered his famous orations before tremendous crowds. Thus, he gave some of the masterpieces of oratory to posterity.

The story of

Demosthenes is the story of radio. No matter how excellent your program, unless the public is tuned-in . . . you're *broadcasting to the ocean.*

Baltimore's
Listening Habit

WCBM

Your sales message broadcast over WCBM reaches the Baltimore market, for listening to WCBM is a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Maryland Broadcasting Co.
 Operated By Thomas G. Tinsley, 2nd
 Address 7 E. Lexington St.
 Phone Number Lexington 7808-9-10-11
 Transmitter Location 1230 Curtain St.
 Time on the Air 24 hours a day
 News Service AP
 Transcription Service Lang-Worth;
 Standard Radio & Associated
 Representative Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
 Assistant Station Manager Helen Powers
 Commercial Manager R. C. Embry
 Program Director-Chief Announcer
 Raymond W. Baker
 Production Manager James T. Mahoney
 Musical Director James T. Mahoney
 Chief Engineer James Duff
 (See Page 450)

WTBO

CUMBERLAND—EST. 1929
 NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Operated By: Associated Broadcasting Corporation
 Address 31 Frederick St.
 Phone Number Cumberland 298 and 299
 Transmitter Location Fort Hill, Cumberland
 Time on the Air: 7:00 a.m. to 12 midnight;
 Sundays, 8:00 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Spot Sales, Inc.

Personnel

President-General Manager Aurelia S. Becker
 News Editor Nelson Spencer
 Office Manager Angela Ryland

WFMD

FREDERICK—EST. 1936
 COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By Monocacy Broadcast-
 ing Company
 Business Address Winchester Hall
 Phone Number Frederick 1626, 1627
 Studio Addresses Winchester Hall,
 Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,
 Westminster, Md. and Leesburg, Va.
 Transmitter Location Frederick, Md.

Approved

THE

WTBO-NBC

AFFILIATION

APPROVAL CONFIRMED

by

SPONSORS

NEW ACCOUNTS and RENEWALS

LISTENERS

HIGH HOOPER RATINGS

WTBO

Cumberland
 MARYLAND



IN BALTIMORE

You'll be glad to know that W-I-T-H,
the successful independent, delivers more
listeners-per-dollar-spent, than any of
the other 4 stations in town.

WITH

TOM TINSLEY, *President*

Represented Nationally by HEADLEY-REED

Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....Transradio & AP
Transcription Service.....World Broadcasting
System & Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

President.....Major Laurence Leonard
Chief Announcer.....Ed McCurdy
Commercial Manager.....Wm. E. Hardy
Program Director...Eve Chamberlain Leonard
Chief Engineer.....Julius Thiel

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7:00 a.m. to 2:00 a.m.
Transcription Service.....Associated
News Service.....AP

Personnel

Gen. Manager.....Grover C. Crilley
National Sales Manager.....H. A. Seville
Commercial Manager.....Clarence Myers
Program Director.....Amos Harper
Director of War Programs.....Bernice Crilly
Chief Engineer.....George W. McIntire

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND
COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula
Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location...1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

General Manager.....Charles J. Truitt
Assistant Program Director.....Jane Allen
Chief Announcer.....Lonnie Starr
Musical Director.....Russell Yohe
Chief Engineer.....Peter A. Alfonsi

FOR QUALITY !
AP

**NEW TO THE
BLUE
JUNE 15, 1945**



WCOP Boston

A COWLES STATION

Represented Nationally by the KATZ AGENCY

MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WBZ & WBZA BOSTON & SPRINGFIELD EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc. Power: 50000 (WBZ),
1000 (WBZA)
Owned and Operated By Westinghouse
Radio Stations, Inc.
Addresses Hotel Bradford, Boston; Hotel
Kimball, Springfield
Phone Number Hancock 4261 (WBZ),
Springfield 6-8336 (WBZA)
Transmitter Locations Hull, Mass. (WBZ),
Springfield, Mass. (WBZA)
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 Standard Radio
and NBC Thesaurus
Representative National Broadcasting Co.
(National); Weed & Co. (Regional)

Personnel

President Geo. H. Bucher
Station Manager C. S. Young
Program Manager W. Gordon Swan
Production Manager John H. Wright
Sales Manager C. Herbert Massé
Sales Promotion Manager George W. Slade
Chief Engineer W. H. Hauser (WBZ)
Chief Engineer H. E. Randol (WBZA)

WCOP BOSTON—EST. 1935

BLUE NETWORK

Frequency: 1150 Kc. Power 500 Watts
Owned By Massachusetts Broadcasting Corp.
Operated By Massachusetts Broadcasting
Corp.
Address Copley-Plaza Hotel
Phone Number COMmonwealth 1717
Transmitter Location Allston, Mass.
Time on the Air 6 a.m. to Midnight
Newspaper Affiliation Des Moines Register
and Tribune, Minneapolis Star
News Service INS, AP, UP
& Lang-Worth
Transcription Service Standard Radio

Personnel

President Gardner Cowles, Jr.
Station Manager A. N. Armstrong, Jr.
Sales Manager Paul Belaire
Sales Promotion Manager Harry D. Goodwin

Program Director John D. Maloy
Production Manager John D. Maloy
Chief Engineer Roland C. Hale

WEEI

BOSTON—EST. 1924
COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By Columbia Broadcasting
System
Business Address 182 Tremont St.
Phone Number HUBbard 2323
Studio Address 182 Tremont St.
Transmitter Location Mystic Valley Park-
way, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.
News Service AP, UP
Transcription Service World Broadcasting
Representative Radio Sales

Personnel

Station Manager H. E. Fellows
Assistant Manager and Director of
Programs and Sales Kingsley Horton
Sales Promotion Manager Guy H. Cunningham
Production Manager R. G. Girardin
Chief Announcer C. H. Dickerman
Musical Director Francis E. Bellizia
Chief Engineer W. J. Stiles

WHDH

BOSTON—EST. 1929
BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By Matheson Radio Co.,
Address Hotel Touraine, 62 Boylston St.
Phone Number Hancock 0900
Transmitter Location Saugus, Mass.
Time on the Air 6:30 a.m. to 12:30 a.m.;
Sunday, 7 a.m. to 12:30 a.m.
News Service UP and AP
Transcription Service World Broadcasting
System, Associated Recorded Program Ser-
vice, NBC Thesaurus
Representative Spot Sales, Inc.

Personnel

President A. E. Matheson
Station Manager Ralph G. Matheson
Sales Manager R. G. Matheson
Sales Promotion Manager J. P. Higgins
Musical Director E. M. Knabe
Program Director Russell Offhaus
Chief Engineer R. G. Matheson



**This little budget went
to WORL, Boston**

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated ByNorthern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number.....Commonwealth 3900
 Transmitter Location.....Quincy, Mass.
 Time on the Air.....7:30 a.m. to 12 midnight;
 Sundays, 9:00 a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director...John E. Reilly
 Sales Mgr., Prom. Dir.....Wm. S. Pote

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By: The Yankee Network,
 Inc., 21 Brookline Ave.
 Phone NumberCOMMonwealth 0800
 Transmitter Location: Montclair, Quincy, Mass.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....AP & INS
 Transcription Service.....
 and Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Executive Vice-President and
 Station ManagerLinus Travers
 Promotion Director.....James S. Powers
 Publicity Director.....Phyllis Doherty
 Program Director.....Eleanor Geer
 War Program Director.....George Steffy
 Production Director.....George Steffy
 Musical Director.....Bobby Norris
 Chief EngineerIrving B. Robinson

W O R L

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address.....216 Tremont St.
 Transmitter Location.....Needham, Mass.
 Time on the Air.....6:30 a.m. to Sunset
 News Service.....AP and UP

Personnel

General Manager.....George Lasker
 Publicity Director.....H. Lucy
 Program Director.....Robert N. Perry
 Chief EngineerJohn Parker

W O C B

WEST YARMOUTH*—EST. 1944

Frequency: 1240 Kc.....Power: 250 W.
 Owned-Operated By...E. Anthony & Sons, Inc.
 Business Address.....South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number501
 Transmitter Location.....South Sea Ave.,
 West Yarmouth, Mass.
 Time on the Air: Sunday, 8:30 a.m. to 11:30
 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
 Representatives.....Wm. G. Rambeau Co.
 and Bertha Bannon

Personnel

Manager.....Hugh R. Norman
 Program Director.....Don Sellers
 * Cape Cod.

W S A R

**FALL RIVER—EST. 1921
 MUTUAL—YANKEE**

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Doughty & Welch Elec-
 tric Co.
 AddressAcademy Bldg.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....So. Somerset
 Time on the Air.....7:30 a.m. to 12 midnight
 News ServiceINS
 Newspaper Affiliation..Fall River Herald News
 Transcription Service.....Standard Radio
 Representative.....Headley Reed Co.

Personnel

President.....C. E. Seigny
 Station Manager.....F. M. Headley
 Asst. Station Manager..Philomena J. Mauretti
 Program Director.....Josephine Y. Welch
 Commercial Manager.....Leonard C. Cox
 Chief EngineerJohn C. Pavao

W E I M

**FITCHBURG—EST. 1941
 MUTUAL-YANKEE**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street
 Phone Number.....Fitchburg 1600
 Transmitter Location..Lunenburg-Fitchburg line
 Time on the Air.....Unlimited
 News Service.....AP

• • • MASSACHUSETTS • • •

Transcription Service Standard
National Representative The Walker Co.

Personnel

Operating Partner Milton H. Meyers
Station Manager and
Program Director Earle G. Clement
Commercial Manager and
Publicity Director Mortimer Silverman, Jr.
Chief Announcer Robert Reynolds
War Program Director Dorothy McKittrick
Chief Engineer Theodore Kalin
Record MC Eddie Johnson

•
W H A I

GREENFIELD—EST. 1938
MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John W. Haigis
Address 354 Main St.
Phone Number 4301
Transmitter Location Woodard Rd.
Time on the Air 7:30 a.m. to 11:30 p.m.
Transcription Service World Broadcasting
System
Representative Burn-Smith Co.

Personnel

Owner John W. Haigis
Station Manager Horace W. Nichols
Commercial-Sales Promotion
Manager Horace W. Nichols
Publicity Director Horace W. Nichols
Program Director Ross Miller, Jr.
Chief Announcer and
Musical Director Ross Miller, Jr.
Chief Engineer Leland F. Wheeler

•
W H Y N

HOLYOKE—EST. 1941
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Hampden-Hampshire
Corporation
Business Address 180 High Street
Phone Numbers 8238, 8239
Studio Addresses: 180 High Street; 80 Main
Street, Northampton; Canal Street, South
Hadley Falls
Transmitter Location ... Canal St., South Hadley
Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation Holyoke-Transcript
Telegram; Daily Hampshire Gazette (Nor-
thampton)
News Service UP
Transcription Service Standard
Representatives Bertha Bannon

Personnel

President Mrs. William R. Dwight
Station and
Commercial Manager ... Patrick J. Montague
Program Director Thomas R. Humphrey
Chief Announcer Ward Gardner
Chief Engineer Thomas Humphrey

•
W L A W

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM
Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By Hildreth & Rogers
Company
Address 278 Essex Street
Phone Numbers .. Lawrence 4107, 4108 & 4109
Transmitter Location River Road, West
Andover, Mass.
Time on the Air: 6 a.m. to 1 a.m. (19 hours);
Sunday, 8 a.m. to 1 a.m.
News Service UP
Transcription Service .. Standard Radio & World
Representative The Katz Agency, Inc.,
National New England Radio Adv. (Regional)

Personnel

President Irving E. Rogers
Station Manager George H. Jaspert
Commercial Manager David M. Kimel
Program Director Joseph P. Oakes
Production Manager Fred P. Laffey
Chief Announcer Fred P. Laffey
Chief Engineer George A. Hinkley

•
W L L H

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: Lowell, 250
Watts; Lawrence, 100 Watts
Owned-Operated By ... Merrimac Broadcasting
Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers Lowell 8715;
Lawrence 2-2148
Studio Addresses: Rex Center, Lowell;
Cregg Building, Lawrence
Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence
Time on the Air: 6:25 a.m. to 12 midnight;
News Service AP
Transcription Service: Associated Music Pub-
lishers
Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
Station Manager Robert F. Donahue
Commercial Manager Haskell Bloomberg
Chief Engineer Ralph Newton

W E S X

SALEM—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....126 Washington St.,
 Salem, Mass.
 Phone Number.....Salem 5670
 Transmitter Location.....Marblehead
 Time on the Air...7 a.m. to 11 p.m. weekdays;
 8:00 a.m.-11:00 p.m. Sundays
 Transcription Service.....World Broadcasting
 System; Associated Music Publishers; NBC
 Thesaurus; Keystone
 Representative...New England Radio Adv. Co.

Personnel

President.....Charles W. Phelan
 General Manager.....A. V. Morgan

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: E. Anthony & Sons,
 Business Address.....588 Pleasant
 Street
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sundays, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation...New Bedford Stand-
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....William G. Rambeau,
 R. C. Foster, Boston

Personnel

President.....Basil Brewer
 Station Manager.....Hugh R. Norman
 Sales Promotion Manager....Theo. M. Healy
 Program Director.....Evelyn Mello
 Chief Announcer.....Bill Pendergrast
 Director War Programs.....Earle D. Wilson
 Chief Engineer.....Everett Parker

W N B H

NEW BEDFORD—EST. 1921

BLUE NETWORK

**5000
WATTS**

**680
K.C.**

Serving
 New England's
 3rd Largest Concentrated Audience

W L A W

LAWRENCE, MASS.

The Voice
 of

Northern New England

**CLEAR
CHANNEL**

**SEND FOR
COVERAGE MAP**

W B R K

PITTSFIELD—EST. 1938

MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Monroe B. England
 Address: 8 Bank Row
 Phone Number: 2-1553
 Transmitter Location: 1100 East St.
 Time on the Air: 7 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard
 Representative: The Walker Co.

Personnel

President-Station Manager: Monroe B. England
 Station Manager: John Parsons
 Program Director: William Geary
 Sales Promotion Manager: William Geary
 Chief Engineer: Leonard Lavendol

Phone Number: Springfield 6-2757
 Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Langworth
 Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager: Quincy A. Brackett
 Vice-President-Commercial Manager: Milton W. Stoughton
 Program-Production Director: Wayne Henry Latham
 Publicity Director: Howard S. Keefe
 Chief Announcer: Robert L. Jones
 Chief Engineer: Lawrence A. Rellly

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WMAS, Inc.
 Address: Hotel Charles
 Phone Number: 7-1414
 Transmitter Location: Pynchon Park
 Time on the Air: 7 a.m. to midnight
 News Service: INS
 Transcription Service: Associated Music
 Representative: Edward Petry & Co.

Personnel

President: A. S. Moffat
 General Manager: Warren M. Greenwood
 Production Manager: Ben C. Sweet
 Chief Announcer: Harry Robator
 Chief Engineer: Earle G. Hewinson

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: 34 Mechanic St.
 Phone Number: 6-1411
 Transmitter Location: Holden, Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
 News Service: AP & INS
 Transcription Service: Associated Music Publishers and Standard
 Representative: Edward Petry & Co., Inc.

Personnel

President: William F. O'Neil
 Exec. Vice-President: Linus Travers
 Chairman of the Board and General Manager: John Shepard, 3rd
 Executive Vice-President: Linus Travers
 Station Manager: H. William Koster
 Publicity Director: James S. Powers
 Merchandising: Arthur Lathrop
 Sales Promotion Manager: Arthur Lathrop
 Program Director: Harmon H. Hyde
 Musical Director: Robert Pooley
 Chief Engineer: Joseph Grahn

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 1000 Watts, Day; 500 Night
 Owned-Operated By: WSPR, Inc.
 Address: 63 Chestnut Street

W O R C

WORCESTER—EST. 1925
BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays, 8:45 a.m. to 11:15 p.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.

Personnel

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

W T A G

WORCESTER—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts


Owned and Operated By: Worcester Telegram
 Publishing Company, Inc.
 Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representatives.....Paul H. Raymer Co.;
 Bertha Bannan

Personnel

Vice-President-General
 Manager.....George F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Manager of Local Sales.....Robert I. Brown
 Production-Program Director.....David H. Harris
 Production Supervisor.....Dol Brissette
 Publicity Director.....Mitzi Kornetz
 War Program Director.....Mary Lou Evans
 Chief Announcer.....Philip Brook
 Musical Director.....Dol Brissette
 Chief Engineer.....Elliot A. Browning

FOR QUALITY
AP !

*No other broadcaster
can make this claim!*



**Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network**

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERRY COMPANY
National Representatives

WJW

The Preferred
Station in
Detroit —
America's Greatest
Industrial Market.



For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

MICHIGAN

WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Owned-Operated By: Federated Publications, Inc.

Frequency: 1400 Kc. Power: 250 Watts

Transmitter Location: Michigan National Bank Bldg.

Phone Numbers: 5655; 7166

Time on the Air: Unlimited license

News Service: AP, UP

Newspaper Affiliation: Enquirer-News

Transcription Service: World

Representative: Burn-Smith Company, Inc.

Personnel

President: A. L. Miller

General Manager: D. E. Jayne

Commercial Manager: E. P. Mills

Program Director: Frank Jayne

Chief Announcer: Bruce O'Leary

Chief Engineer: Earl J. Stone

W B C M

BAY CITY—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.

Owned-Operated By: Bay Broadcasting Co., Inc.

Address: Wenonah Hotel

Phone Numbers: Bay City 7551-7552

Transmitter Location: Tuscola Road

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

Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service: NBC Theatrics

Representative: George P. Hollingsbery

Personnel

President: Harley D. Peel

General Manager: H. A. Giesel

Musical Director: L. H. DeRemer

Chief Engineer: Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

MUTUAL-NORTH CENTRAL BROADCAST

Owned-Operated By: Upper Michigan Broadcasting Co.

Frequency: 1400 Kc. Power: 250 Watts

Transmitter Location: 7310 Woodward Ave.

Phone Number: Cadillac 7800

Address: 31st and 34th Floor, Eaton Tower

Owned-Operated By: John L. Booth Broadcasting, Inc.

Frequency: 1400 Kc. Power: 250 Watts

Transcription Service: Standard AP

Representative: Burn-Smith Co.

Station Manager: John L. Booth

President-General Manager: Hugh V. Gray

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: John L. Booth Broadcasting, Inc.

Address: 31st and 34th Floor, Eaton Tower

Phone Number: Cadillac 7800

Transmitter Location: 7310 Woodward Ave.

Time on the Air: 6:00 a.m. to 2:30 a.m.

News Service: AP

Transcription Service: Standard

Representative: Burn-Smith Co.

Station Manager: John L. Booth

President-General Manager: Hugh V. Gray

Personnel

President-Station Manager: James F. Hopkins

Commercial Manager: A. H. Crogan

Program Director: Sybil Kiegholt

Publicity Director: N. W. Hopkins

Musical Director: Pete Angel

Chief Announcer and Engineer: E. McKenzie

Hal Holman

Representatives: Forzie & Company,

Publishers: World and Standard

Transcription Service: Associated Music

News Service: AP

Time on the Air: 24 hours a day

son Avenue

Transmitter Location: 15555 Woodrow Wil-

Phone Number: Trinity 2-2000

Address: 6559 Hamilton Avenue

Owned-Operated By: James F. Hopkins, Inc.

Frequency: 1490 Kc. Power: 250 Watts

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: James F. Hopkins, Inc.

Address: 6559 Hamilton Avenue

Phone Number: Trinity 2-2000

Transmitter Location: 15555 Woodrow Wil-

son Avenue

Time on the Air: 24 hours a day

News Service: AP

Transcription Service: Associated Music

Publishers: World and Standard

Representatives: Forzie & Company,

Hal Holman

Personnel

Exec. V. P. & Gen. Mgr.: John W. Rice

Commercial Manager: Albert W. Payne

Program Director: Earl Nordaen

Publicity Director: J. W. Rice

Technical Supervisor: George L. Burgan

Standard, Long-Worth, Keystone

Transcription Service: World

Newspaper Affiliation: Daily Mining Gazette

Time on the Air: 6:30 a.m. to 10:30 p.m.

Transmitter Location: Laurium, Michigan

Studio Address: 515 Scott St., Calumet

Phone Numbers: Houghton 1; Calumet 869

Houghton, Mich.

Business Address: Community Bldg.,

MICHIGAN

Sales Manager..... Eric V. Hay
Sales Promotion Mgr..... Mitchell Jachminski
Program Director & Production Mgr..... Doug Wright
Chief Announcer..... Tom McCullough
Musical Director..... Herbert Mertz
Publicity Director..... Rita Powers
Chief Engineer..... Edward Clark

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated ByWJR, The Goodwill Station
Business Address.....2103 Fisher Building
Phone Number..... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location..... Wyandotte, Mich.
Time on the Air..... 20 Hrs. Daily
News Service..... AP, INS & UP
Transcription Service..... World Broadcasting System; Standard Radio, Lang-Worth & Thesaurus
Representative..... Edward Petry & Co., Inc.

Personnel

President G. A. Richards
Ass't to President..... Eugene Carr
Vice-President and Gen. Mgr... Leo Fitzpatrick
Ass't Gen'l Manager..... Owen F. Uridge
Sales Manager Charles G. Burke
Sales Promotion and Publicity..... Mark Haas
Program Director Franklin Mitchell
Production Manager Eric Howlett
Musical Directors..... Samuel Benavie & Paul LaVoie
Chief Engineer Trans..... Merrill Mitchell
Chief Engineer Studio..... Andrew Friedenthal
Chief Announcer..... Franklin "Bud" Mitchell
Record M.C..... Russ Mulholland

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address..... 630 W. Lafayette
Phone Number RAndolph 2000
Studio Address..... 624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
Time on the Air. .6 a.m. to 12 midnight; Sunday 8 a.m. to midnight
Newspaper Affiliation..... The Detroit News
News Service..... UP & AP
Transcription Services..... Standard
Representative..... George P. Hollingbery Co.

Personnel

President..... W. E. Scripps
General Manager..... Harry Bannister
Assistant Manager..... Edwin K. Wheeler
Business Manager..... Forrest Wallace
Sales Manager..... Harry Betteridge
Sales Promotion Manager..... Jake Albert
Program Director..... Don F. DeGroot
Production Manager..... Don DeGroot
Publicity Director Herschell Hart
Musical Director Mischa Kottler
Chief Engineer..... Herbert F. Tank

W X Y Z

DETROIT—EST. 1925

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address..... 1700 Stroh Building
Phone Number Cherry 8321
Studio Address 8415 East Jefferson Ave.
Transmitter Location..... 15500 Joy Road
Time on the Air..... 6:30 a.m. to midnight
News Service UP and INS
Transcription Service..... Standard Radio; Associated Music and Lang-Worth
Representative..... Paul H. Raymer Co.

Personnel

President..... George W. Trendle
General Manager..... H. Allen Campbell
Asst. Comm. Mgr..... James G. Riddell
Sales Promotion, Advertising Mgr. Lambert B. Beeuwkes
Studio Manager..... H. Earl Moore
Director of Production... Charles Livingstone
Merchandising Manager... Harold S. Christian
News Editor..... Felix Holt
Chief Announcer..... Jack McCarthy
Traffic Manager Bess Ashton
Musical Director..... Benny Kite
Chief Engineer Verne C. Alston

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By... Michigan State College
Business Address..... East Lansing
Phone Number..... 8-1511, ext. 600
Studio Address..... Auditorium Building
Transmitter Location..... Campus
Time on the Air..... 7 a.m. to 7 p.m.
News Service AP
Transcription Service..... Standard

Personnel

Station Manager..... Robert J. Coleman
Chief Engineer..... Norris Grover
(Non-Commercial Station)

national network originations
make WXYZ a great station!



The Lone Ranger

W D B C

ESCANABA—EST. 1941

MUTUAL—NORTH CENTRAL—WOLVERINE
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Delta Broadcasting
 Company
 Address: First and Ludington Streets
 Phone Number: 787
 Transmitter Location: First and Ludington
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Standard Radio

Personnel

General Manager: Gordon H. Brozek

W F D F

FLINT—EST. 1922

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Flint Broadcasting Co.
 Address: Mott Bldg.
 Business Office Studios: Mott Bldg., Flint, Mich.
 Phone Number: 2-7158
 Transmitter Location: Bristol Road
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: AP
 Transcription Service: Lang-Worth and
 Standard & Thesaurus
 Representative: Burn-Smith, Inc.

Personnel

President-Station Manager: Howard M. Loeb

Commercial Manager: F. S. Loeb
 Program Director: Adrian R. Cooper
 Production Manager: Elmer Knopf
 Publicity Director: H. M. Loeb
 Sales Promotion Manager: F. S. Loeb
 Chief Announcer: Marvin Levey
 Musical Director: William Geyer
 Chief Engineer: Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

MICHIGAN RADIO NETWORK

ABC NETWORK—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Leonard A. Versluis
 Address: Keeler Building, 6 Fountain St.,
 N.E.
 Phone Number: 6-5461
 Transmitter Location: 6 Fountain St., N.E.
 Time on the Air: Unlimited license
 News Service: INS
 Transcription Service: Standard Radio
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner: Leonard A. Versluis
 Station Manager: Hy M. Steed
 Sales Manager: Hy Steed
 Traffic Manager: Elizabeth Shutter
 Production Manager: Joe Hooker
 Chief Engineer: Raymond Plank

FOR QUALITY
 AP !

NBC

*for
Western
Michigan*



TOPS IN PROGRAMS

WOOD has more than twice as many Grand Rapids listeners as any other station anywhere . . . and Grand Rapids is Michigan's Greatest Market outside Detroit

W O O D

GRAND RAPIDS—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broad-
 casting Corporation
 Address: 14th Floor Grand Rapids National
 Bank Building
 Phone Number: 9-4211
 Transmitter Location: Town Line Road, 4 miles
 south of Grand Rapids
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Lang-Worth, World
 Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
 Station and Sales Manager: Stanley W. Barnett
 Merchandising Manager: Paul Eichhorn
 Program and Production Director: Sandy Meek
 Publicity Director: Lenore Little
 Musical Director: Sandy Meek
 Chief Engineer: Fred W. Russell

W J E F

GRAND RAPIDS—EST. 1945
 CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Fetzer Broadcasting Co.
 Operated By: John E. Fetzer, Managing Di-
 rector
 Business Address: Pantlind Hotel
 Phone Number: 6-8512
 Transmitter Location: Pantlind Hotel
 Time on the Air: 7 a.m. to 12:05 a.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Free & Peters, Inc.

Personnel

Managing Director: John E. Fetzer
 Station Manager: John E. Fetzer
 Sales Manager: John W. O'Harrow
 Sales Promotion Mgr.: John W. O'Harrow
 Program Director: Willis F. Dunbar
 Publicity Director: Susan James
 Chief Announcer: Miles Olson
 Chief Engineer: Carl E. Lee

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Upper Michigan-Wiscon-
 sin Broadcasting Co., Inc.
 Address: 124 E. McLeod Ave.
 Phone Number: 20

Transmitter Location: U. S. Highway No. 2 &
 Douglas Boulevard
 Time on the Air: 6:25 a.m. to 10:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Sears & Ayer, Inc.

Personnel

President: William L. Johnson
 Station Manager: J. W. Huss
 Commercial Manager: J. W. Huss
 Program Director: Laura Johnson
 Publicity Director: Don Hoover
 Production Manager: Harold Ladin
 Musical Director: Laura Johnson
 Chief Engineer: Arne Dahlbacka

W I B M

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WIBM, Inc.
 Address: Hotel Hayes
 Phone Number: 6121
 Transmitter Location: 228 West Michigan
 Avenue
 Time on the Air: 6:45 a.m. to 11:30 p.m.
 Representative: Forjoe & Company

Personnel

President: Herman Radner
 Station Manager: William Cizek
 Sales Promotion Manager: William Cizek
 Chief Announcer: Derwood Carn
 Chief Engineer: C. W. Wirtanen

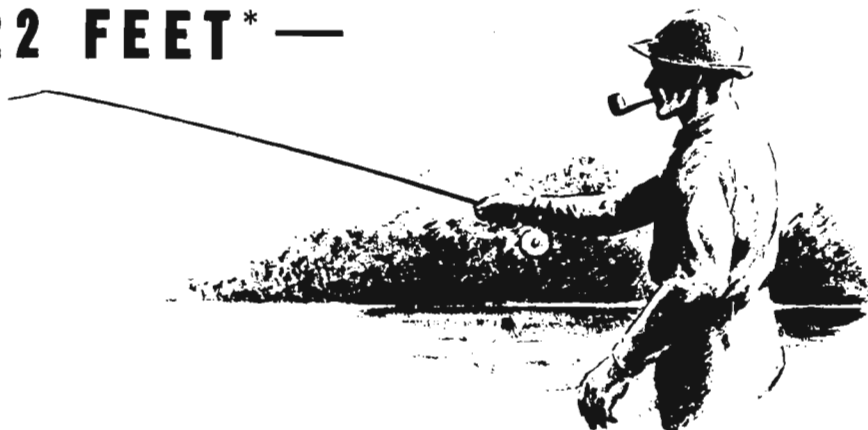
**NATIONAL
 NETWORK
 ORIGINATIONS**

**MAKE
 W X Y Z**

**A
 GREAT
 STATION**

**1700 STROH BUILDING
 DETROIT, MICHIGAN**

YOU MAY BE ABLE TO "CAST" 422 FEET* —



BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand

Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for *real coverage* in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

CBS - FOR KALAMAZOO, BATTLE
CREEK, AND WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS
AND KENT COUNTY



BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

W K Z O

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned ByFetzer Broadcasting Co.
 Operated By.....John E. Fetzer
 Business Addresses: P. O. Box 866 (Kalamazoo)

Phone Numbers.....3-1223 (Kalamazoo);
 6-1222 (Grand Rapids)

Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo)

Transmitter Location....Parchment, Michigan

Time on the Air.....6 a.m. to 12:05 a.m.

News Service.....AP

Transcription Service.....Lang-Worth

Representative....Free & Peters, Incorporated

Personnel

President-General Manager...John E. Fetzer
 Commercial Manager.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Publicity.....Susan James
 Director of War Programs...Rhea Y. Fetzer
 Chief Engineer.....Carl E. Lee

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....WJIM, Inc.
 Address15th Floor, Bank of Lansing, Bldg.

Phone Number.....2-1333-4-5

Transmitter Location.....15th Floor, Bank of Lansing Bldg.

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

News Service.....UP

Transcription Service....Associated Recorded Program Service, Lang-Worth

Personnel

PresidentLt. Harold F. Gross
 Acting Station Manager..Fred W. Wagenvoord
 Commercial Manager.....O. S. Jones
 Sales Promotion Manager.....Jack Parker
 Production Manager.....Jack Parker
 Program Manager.....Bob Innes
 Chief EngineerMelvin Wirth

W K L A

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & ABC

Frequency 1450.....Power 250 Watts
 Owned & Operated By..Ludington Broadcasting Co.

Address.....Masonic Temple Bldg.

Phone.....842

Transmitter Location.....E. Ludington Ave.

Time on the Air....7 a.m. to 10 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.

Transcription Service.....McGregor

RepresentativesBurn-Smith Co.

Personnel

President.....Karl F. Ashbacher

Station Manager.....Karl F. Ashbacher

Sales Manager.....C. Leonard Pell

Program Director.....Peter A. Mars

Chief Engineer.....Hale Blakely

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By: The Liberty Street Church

Address803 Liberty St.

Phone Numbers.....455-J; 455-M

Transmitter Location.....803 Liberty St.

Time on the Air.....Specified Hours

Personnel

President-Station

Manager.....Frank S. Hemingway
 (Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

MUTUAL—NORTH CENTRAL—WOLVERINE

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

Owned-Operated By: Lake Superior Broadcasting Co.

Address146 W. Washington

Phone Number.....616

Transmitter Location.....146 W. Washington

Time on the Air.....Unlimited license

Newspaper Affiliation...Daily Mining Journal

News Service.....UP

Transcription Service....World Broadcasting

Personnel

General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

BLUE NETWORK

MICHIGAN RADIO NETWORK

BLUE—WOLVERINE

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

Owned-Operated By.....Ashbacher Radio Corp.

Business Address.....432 Apple Ave.

Phone Number.....26-051

Studio Address.....432 Apple Ave.

Transmitter Location...Muskegon Township

Time on the Air.....6 a.m. to 12 Midnight

News ServiceUP
 Transcription Service..Associated. Lang-Worth
 & McGregor
 Representative..... Burn-Smith Co.

Personnel

President.....Grant F. Ashbacher
 Station Manager.....L. A. Haney
 Commercial Manager.....William C. Wester
 Sales Promotion Manager...G. F. Ashbacher
 Program Director.....Al Vredveld
 Publicity Manager.....Bill Bennett
 Chief Announcer.....Anson Van Alstyne
 Chief Engineer.....Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
 Owned-Operated By ..Pontiac Broadcasting
 Company
 Address.....6th Floor Riker Building
 Phone Number..... Pontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Bloomfield Township,
 Oakland County, Michigan
 Time on the Air: Local sunrise to local sunset
 News ServiceINS and AP
 Transcription Service...Lang-Worth; Standard
 Representative.....John E. Pearson Co.

Personnel

President and General
 ManagerH. Y. Levinson
 Program-Production Director....Wayne Byers
 Administrative Secretary.....Cloman Pipe
 Chief Engineer.....Wayne N. Cook

W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
 WOLVERINE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ..Harmon LeRoy Stevens
 and Herman LeRoy Stevens
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Time on the Air.....7 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Station Manager..Harmon L. Stevens
 Commercial Manager.....Robert Mackin
 Sales Promotion Manager.....V. O. Cram
 Musical Director.....Lyle Patterson
 Chief Engineer.....Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Royal Oak Broadcasting
 Address..... 212 West Sixth Street
 Phone Numbers.....Elmhurst 6524
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News ServiceINS

Personnel

PresidentG. B. Hartick
 Station and Commercial
 Manager.....E. C. Thompson
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address610 Eddy Bldg.
 Phone Number.....2-5109

❖

MICHIGAN'S

Most Powerful

Independent Station

W - C A R

Pontiac

❖

Studio Transmitter.....2745 Bay St.
 Time on the Air.....7 a.m. to midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Milton L. Greenebaum
 Station Manager.....Robert W. Phillips
 Commercial Manager.....Robert W. Phillips
 Chief Engineer.....Ted Seaman

W S O O

SAULT STE. MARIE—EST. 1939

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.

Address.....107 West Portage Avenue
 Phone Number.....3000
 Transmitter Location.....U. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11 p.m.
 Newspaper Affiliation.....Sault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Stanley R. Pratt
 Commercial Manager.....Richard Y. Burnett
 Program Director.....Herb Mitchell
 Promotion Manager.....Wilfred Morley
 Chief Announcer.....Ray Ulbrich
 Chief Engineer.....Eugene Kaari

W T C M

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 Casting Company

Address.....Anderson Building
 Phone Number.....Traverse City 1150
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Associated Radio Sales

Personnel

President.....Les Biederman
 Sales Manager.....Drew McClay
 Program Director.....Don Mullen
 Publicity Director.....Virginia Halsal
 Chief Engineer.....Wm. Kiker

MINNESOTA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM &
 BLUE NETWORK

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Albert Lea Austin
 Broadcasting Company

Address.....332 So. Broadway
 Phone Number.....2338
 Transmitter Location.....332 So. Broadway
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
 Assistant Station Manager-Director of War
 Programs.....Warner C. Tidemann
 Commercial Manager.....James Delmont
 Program Director.....Robert C. Paulson
 Chief Engineer.....Lawrence Lawson

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By..Red River Broadcasting
 Co., Inc.

Address.....218 Bradley Building
 Phone Number.....Melrose 2628
 Transmitter Location...Foot of 63rd Ave. W.,
 West Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:45 a.m. to 12 midnight
 News Service.....AP
 Transcription Service..Lang-Worth; Standard
 Radio; MacGregor
 Representative.....Free & Peters, Inc.

Personnel

President-Station Manager..Dalton LeMasurier
 Commercial Manager.....Odin S. Ramsland
 Sales Promotion and Publicity
 Manager.....Joseph C. Cook
 Program and Production
 Director.....Don Mathers
 Chief Engineer.....Robert A. Dettman

through

1

network YOU NOW REACH
A FARM MARKET OF

\$7,039,223.00

76 stations
offering you a
blanket coverage
of

Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota



ONE NETWORK TO REACH ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.

Mississippi Valley Network

OPERATED BY **NORTH CENTRAL BROADCASTING SYSTEM, INC.**

for further information
write to

New York
8 East 41st Street
Lexington 3-4892

JOHN W. BOLLER, President
St. Paul, Minnesota
First National Bank Bldg.
Cedar 3577

Chicago, Illinois
360 North Michigan Avenue
State 0361

W E B C

DULUTH—EST. 1924
NATIONAL BROADCASTING
CO.—ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Head of The Lakes
 Broadcasting Co.

Address WEBC Bldg.
 Phone Number Melrose 2873
 Transmitter Location 40th and Tower,
 Superior, Wisc.

Time on the Air Unlimited License
 News Service UP and AP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery
 Co.

Personnel

Station Manager Walter C. Bridges
 Dir. of Operations H. E. Westmoreland
 Commercial Manager Thomas W. Gavin
 Sales Promotion Manager

Herbert H. Sonnenberg

Program Director-Production Manager
 Jerry Deane
 Publicity Director Elinor Barney
 Musical Director John Kleive
 Chief Engineer William Lounsberry

K G D E

FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By KGDE Broadcasting Co.
 Address Fergus Falls
 Phone Number 3986
 Transmitter Location Fergus Falls
 Time on the Air Unlimited license

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Head of Lakes Broad-
 casting Co.

Address Androy Hotel
 Phone Number 1150
 Transmitter Location Androy Hotel
 Time on the Air Unlimited time
 News Service UP
 Representative Geoge P. Hollingbery Co.

Personnel

Station Manager H. S. Hyett
 Dir. of Operations H. E. Westmoreland

K Y S M

MANKATO—EST. 1938

NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Operated By Southern Minnesota Supply Co.
 Owned F. B. Clements & Co.
 Address 101 North 2nd Street
 Phone Number 4673
 Transmitter Location Belgrade Hill—North
 Mankato, Minn.

Time on the Air 6 a.m. to midnight
 News Service UP
 Transcription Service NBC, Thesaurus &
 Lang-Worth
 Representative John E. Pearson Co.

Personnel

President F. B. Clements
 General Manager John F. Meagher
 Sales Promotion Managers Kay McKenna &
 Glenn Hershey
 Program Director Bob Gardner
 Production Manager Bob Gardner
 Publicity Director Dick Johnson
 Musical Director Maurice Piche
 Chief Announcer Larry Turner
 Chief Engineer James Houts
 Record MC John Morris

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.

Business Address 625 Second Avenue So.
 Phone Number Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hotel Lowry, St. Paul
 Transmitter Location Anoka, Minn.
 Time on the Air 5 a.m. to 1 a.m.
 News Service AP; UP
 Transcription Service Lang-Worth and
 Standard
 Representative Radio Sales

Personnel

President William S. Paley
 General Manager A. E. Joscelyn
 Program Director Al Sheehan
 Sales Promotion Manager Sam H. Kaufman
 Director of Press Information Sam Kaufman
 Musical Director Wallace Olson
 Chief Engineer Hugh S. McCartney

WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP— THREE YEARS AGO! . . .

No matter how complete your post-war plans, you won't be over the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our "Pre-War Plan for Post-War Selling." For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this "Pre-War Plan for Post-War Selling." Give us the opportunity when you're planning your next schedule.

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station

www.kstpnbc.com

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owned-Operated By: George W. Young
Address: Nicollet Hotel
Phone Number: BRidgeport 7777 (Mpls.);
Midway 6363 (St. Paul)

Transmitter Location: 7401 Wayzata Blvd., Min-
neapolis (Route 7)

Time on the Air: 6 a.m. to sunset, MST.
News Service: AP
Transcription Service: Standard Radio,
Lang-Worth

Representative: William G. Rambeau Co.

Personnel

Owner and General Manager

George W. Young
Commercial Manager: Lee L. Whiting
Program-Production Director: Richard M. Day
Musical Director: Walter Rudd
Chief Engineer: Dr. Geo. W. Young
Technical Supervisor: George K. Jacobsen

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By: University of Minnesota
Address: WLB, University of Minnesota
Phone Number: Main 8177
Transmitter Location: North Cleveland Ave-
nue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)

News Service: UP

Personnel

Manager: E. W. Ziebarth
Program Director: Betty T. Girling
Chief Announcer: Paul Brissey
Production Manager: Delwin Dusenberry
Publicity Director: Ruth Swanson
Chief Engineer: Berten Holmberg
(Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Independent Merchants
Broadcasting Co.

Business Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Com-
modore Hotel, St. Paul

Transmitter Location: 2508 Myrtle Ave.,
St. Paul

Time on the Air: 6 a.m. to 12:30 a.m.; Sun-
days, 7:30 a.m. to 12:30 a.m.

News Service: INS
Transcription Service: Standard
Representative: John E. Pearson Co.

Personnel

President: Ralph L. Atlas
General Manager: E. S. Mittendorf
Commercial Manager: Fred F. Laws
Sales Promotion Manager: Mary Bowers
Program Director: Edna Brautigam
Production Manager: Tish Post
Musical Director: Verne Rooney
Engineering Supervisor: Gene Brautigam
Technical Advisor: Harvey Headen

W T C N

MINNEAPOLIS—EST. 1934

BLUE NETWORK

DAIRYLAND NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned By: St. Paul Dispatch-Pioneer Press &
Minnesota Tribune Co.

Operated By: Minnesota Broadcasting Cor-
poration

Address: Wesley Temple Building
Phone Numbers: Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose
Township

Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-
Pioneer Press

News Service: AP & UP
Transcription Service: Associated Music
Publishers & Langworth

Representative: Free & Peters

Personnel

President: Clarence C. Hagman
Station Manager: C. T. Hagman
Commercial Manager: F. Van Konynenburg
Sales Promotion Manager: C. J. Rian
Program Director: Judy Bryson
Production Manager: Douglas Davies
Publicity Director: C. J. Rian
Musical Director: Michael Coscio
Chief Engineer: Myron Fleming

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
Owned-Operated By: KSTP, Inc.
Address: Hotel Saint Paul (St. Paul),
Radio City (Minneapolis)

Phone Number: Cedar 5511 (St. Paul),
Bridgeport 3222 (Minneapolis)

Transmitter Location: County Road C and
Highway 61

Time on the Air: 24 hours daily

• • • MINNESOTA • • •

News Service.....AP, UP
Radio News Association
Transcription Service.....NBC Thesaurus,
World Broadcasting, Lang-Worth, Standard
Radio
Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
Vice-President-Assistant Mgr....K. M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corinne Jordan
Sales Promotion and Publicity
Manager.....Sam Levitan
Public Service Director.....Sam Levitan
Farm Editor.....Gary Wiegand
News Editor.....John Verstraete
Artists' Bureau Head.....David Stone
Musical Director.....Leonard Leigh

•
W M I N

**ST. PAUL & MINNEAPOLIS
EST. 1936**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting
Company
Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number.....Nestor 6501
Transmitter Location...1287 St. Anthony Ave.
Time on the Air: 6 a.m. to 12:05 a.m..
News Service.....AP
Transcription Service.....Standard Radio
Representatives.....Forjoe & Co.

Personnel

President and General Mgr...Edward Hoffman
Assistant General Mgr...Frank M. Devaney
Commercial and Sales
Promotion Manager.....Samuel N. Nemer
Program-Publicity Director....Marilyn Powell
Musical Director.....Helene Nesgard
Chief Engineer.....Warren Fritze

•
K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By: KVOX Broadcasting
Co., Inc.
Address.....Comstock Hotel
Phone Number.....3-1523
Transmitter Location..14th St. and 12th Ave.,
South
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Representatives: North Central Broadcasting
System

Personnel

President.....John Boler
Station Manager.....M. M. Marget
Commercial Manager.....M. M. Marget
Program Director.....Jocelyn Birch
Chief Engineer.....Harry E. Vose

•
W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Studio Addresses.....St. Olaf College,
425 So. Fourth St., Minneapolis
Time on the Air...6 a.m. to 10:30 a.m. daily;
7 to Sunset, Sunday

Personnel

President.....Dr. Clemens M. Granskov
Director of Station.....Milford C. Jensen
Program Director.....David Johnson
Chief Announcer.....Richard Copperud
Musical Director.....Oscar R. Overby
Chief Announcer.....Otto Haldorsen
(Non-Commercial Station)

•
K R O C

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

SOUTHERN MINNESOTA NETWORK

MINNESOTA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota
Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924, 3925
Transmitter Location...Highway 52, Cascade
Time on the Air.....6:00 a.m. to 12:30 a.m.;
Sundays, 8 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus &
Standard
Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
Station Manager.....Gerald H. Wing
Commercial Manager.....Larry Nuss
Program Director.....Cal Smith
Chief Engineer.....Fred C. Clarke

•
K F A M

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

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

Owned-Operated By.....Times Publishing Co.
 Address.....Weber Building
 Phone Number.....3330, 3331
 Transmitter Location.....Military Highway
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....St. Cloud Times
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Sales Office (Northwest Network)
 Ray C. Jenkins, Radio City, Minneapolis
 Representatives.....Edward Pety Co.

Personnel

President-General Manager.....Fred Schilp
 Commercial Manager.....John P. Paulson
 Program Director.....Lucile Miller
 Chief Engineer.....Robert B. Witschen

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....17th Street and Sixth Ave. South
 Phone Number.....2000
 Transmitter Location.....Virginia
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation.....Superior Telegram
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

Manager.....O. H. Peterson
 Dir. of Operations.....H. D. Westmoreland

K W L M

WILLMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Lakeland Broadcasting
 Business Address.....Willmar Memorial Bldg.
 Phone Numbers.....1340, 1310, 910
 Transmitter Location.....Foot Lake
 Time on the Air..6 a.m. to 12 midnight, week-
 days: 7:30 a.m. to 12 midnight, Sundays
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

President-Mgr.....W. H. Linder
 Program Director.....Willard Linder
 Chief Engineer.....Lloyd Stenberg

K W N O

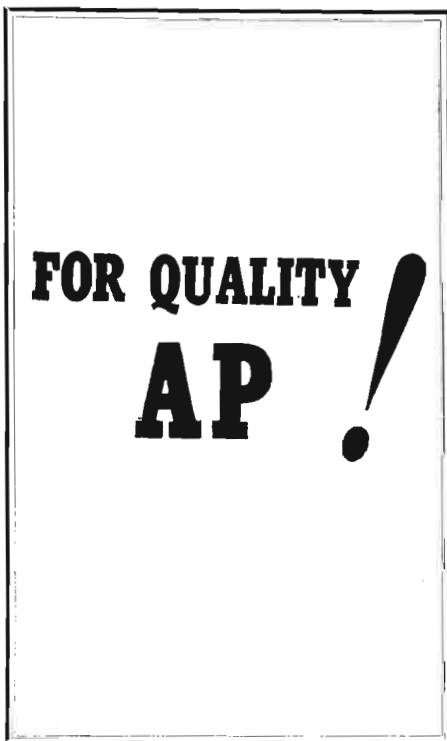
WINONA—EST. 1938

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Winona Radio Service
 Address.....216 Center St.
 Phone Number.....3314
 Transmitter Location.....831 Sarnia St.
 Time on the Air..6:30 a.m. to 11 p.m.; Saturday
 6:30 a.m. to 1 a.m.
 Newspaper.....Winona Republican Herald
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....M. H. White
 Treasurer.....H. R. Weicking
 General and Commercial Mgr..L. L. McCurnin
 Sales Promotion Manager.....P. J. Love
 Program-Publicity Director.....Mary Leu
 Production-Artists Bureau.....H. I. Tingley
 Chief Announcer.....Irving Tingley
 Chief Engineer.....L. L. McCurnin



MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W R O X

CLARKSDALE—EST. 1944

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Clarksdale Broadcasting Co.
 Business Address 321 Delta Ave.
 Phone Number 218
 Studio Address 321 Delta Ave.
 Transmitter Location 1 mile No. of Clarksdale
 Time on Air 6 a.m. to 11 p.m. daily; 7 a.m. to 11 p.m. Sunday
 Transcription Service World & Keystone
 Representatives Sears and Ayers

Personnel

Station Manager David M. Siegel
 Sales Manager William R. Pharr
 Program Director Carroll Jackson
 Musical Director Hugh W. Smith
 Chief Engineer Charles R. Hicks

W C B I

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned & Operated By Birney Imes, Jr.
 (U. S. Army Air Corps.)
 Business Address Gilmer Hotel
 Phone Number 1313
 Studio Addresses Gilmer Hotel, Columbus;
 Transmitter Location 1st and Main Sts.
 Time on the Air 16 hours daily
 Newspaper Affiliation Columbus Commercial Dispatch
 News Service AP
 Transcription Service Standard Radio,
 Keystone Broadcasting System
 Representative Sears and Ayer, Inc.

Personnel

Owner Capt. Birney Imes, Jr.
 General Manager Bob McRaney
 Commercial Manager James Eatherton
 Program Director Yvonne Brisbane
 Publicity-Promotion Director Bob McRaney
 Chief Announcer and
 Production Manager Mims Boswell, Jr.
 Chief Engineer Jack V. Jones

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By John R. Pepper
 Address 107 So. Poplar
 Phone Number 1770
 Transmitter Location North on Highway
 No. 1
 Time on the Air 6:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service World

Personnel

Owner John R. Pepper
 General Manager Emmet H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Bill McHan
 Production Manager Emmet H. McMurry
 Chief Engineer Horace S. Colby

W G R M

GREENWOOD—EST. 1938

BLUE NETWORK

MISSISSIPPI NETWORK

Frequency: 1240 Kc. Power: 250 Watts

WGCM

Voice of the
 MISSISSIPPI GULF COAST
 BLUE NETWORK
 Gulfport, Biloxi, Miss.

OFFERS

INCREASE IN
 POPULATION
 BUYING POWER
 PAYROLLS

SITUATED IN ONE OF
 THE RICHEST MARKETS
 IN THE SOUTH.

National Reps.:
 SEARS & AYER, INC.
 Chicago, New York
 and San Francisco



MISSISSIPPI

Owned-Operated By.....P. K. Ewing
 Address222 Howard Street
 Phone Number1900
 Transmitter Location.....North Greenwood
 Time on the Air.....6:30 a.m. to 11 p.m.
 Transcription Service.....Keystone Broadcasting
 System, C. P. MacGregor

Personnel

PresidentP. K. Ewing
 Station-Commercial Manager....F. C. Ewing
 Program Director.....Lorene Wood
 Chief Announcer.....Josephine Williams
 Chief Engineer.....David L. Dodd

W G C M GULFPORT—EST. 1929

BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned and Operated By.....WGCM, Inc
 Business Address.....Hewes-Martin Bldg.
 Phone Number.....Gulfport 1111
 Studio Addresses.....Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location.....Arlington Heights
 Time on the Air.....6:55 a.m. to 11 p.m.:

Sundays, 7:55 a.m. to 10 p.m.
 News ServiceAP
 Transcription Service.....Standard, Keystone
 Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
 Program-Production Manager.....C. E. Vann
 Sales Manager.....Mrs. O. L. Owens
 Publicity Director.....Mary Scarce
 Musical Director.....Len Campbell
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926
 NATIONAL BROADCASTING CO.
 REBEL NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Broadcasting
 Co.
 Address.....302 Hemphill St.
 Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription ServiceStandard

NOW AVAILABLE!

The MIDSOUTH NETWORK

WCBI — WELO — WROX

COLUMBUS
Miss.

TUPELO
Miss.

CLARKSDALE
Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE
 PROGRESSIVE STATIONS

Birney Imes, Jr.
Owner

Bob McRaney
General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
 SAN FRANCISCO PORTLAND

Personnel

President and General Manager... C. J. Wright
 Commercial Manager..... H. L. Patterson
 Program Director..... Ed Jenkins
 Chief Engineer..... L. E. Sanders

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.... Power: 5000 d., 1000 n.
 Owned-Operated By.... Lamar Life Insurance
 Company
 Business Address..... Lamar Life Building
 Phone Numbers..... 2-1183 (Com'l Dept.),
 2-2641 (Studios)
 Studio Address..... Heidelberg Hotel
 Transmitter Location.... U. S. Highway No. 51
 Time on the Air..... Unlimited license
 News Service..... UP
 Transcription Service..... NBC Thesaurus;
 C. P. MacGregor
 Representative..... George P. Hollingbery
 Company

Personnel

Station Manager..... Wiley P. Harris
 Commercial Manager..... Frank Gentry
 Sales Promotion Manager.. Maurice Thompson
 Program Director..... W. Taylor Briggs
 Publicity Director..... Rena T. Foster
 Chief Announcer..... Alan W. Bee
 Chief Engineer..... P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc.... Power: 250 Watts
 Owned-Operated By.... Standard Life Broad-
 casting Co.
 Address..... Robert E. Lee Hotel,
 P. O. Box 1847
 Phone Number..... 3-2788
 Transmitter Location.... Foot of High St.
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service..... AP
 Transcription Service.... Standard Radio
 Representative..... Weed & Co.

Personnel

President..... Geo. W. Covington
 Station Manager..... L. M. Sepaugh
 Commercial Manager.... F. E. Wilkerson, Jr.
 Sales Promotion Manager.. Maurice Wray
 Program Director..... Ward Coleman
 Chief Engineer..... C. A. Perkins

W A M L

LAUREL—EST. 1932

**NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 REBEL NETWORK**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... New Laurel Radio
 Station, Inc.

Address..... 535½ Central Ave.
 Phone Number..... 288
 Transmitter Location.... Washington Road
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service.... Standard Radio.
 Representative..... George P. Hollingbery Co.

Personnel

President..... D. A. Matison
 Station Manager..... H. M. Smith
 Commercial Manager..... W. C. DeHority
 Program Director..... Frank Holifield
 Chief Engineer..... Bruce Dennis

W S K B

McCOMB—EST. 1939

**KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI NETWORK**

Frequency: 1230 Kc.... Power: 250 Watts
 Owned-Operated By... McComb Broadcasting
 Corp.
 Business Address..... Box 111
 Phone Number..... 37
 Studio Address..... WSKB Bldg.
 Transmitter Location.... Pike County
 Time on the Air..... 6 a.m. to 10 p.m.
 News Service..... AP
 Transcription Service.... Associated

Personnel

President..... Robert L. Sanders
 General and Commercial
 Manager..... George Blumenstock
 News Director..... Joseph Trainor
 Program Director..... Julia D. Blumenstock
 Publicity Director..... Carl Simmons
 Chief Announcer..... Robert Nickey
 Musical Director..... Julia D. Blumenstock
 Chief Engineer..... Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.... Power: 1000 Watts
 Owned-Operated By... Mississippi Broadcast-
 ing Co., Inc.
 Address..... Threefoot Building
 Phone Number..... 1042
 Transmitter Location.... Highway No. 45 North
 Time on the Air..... 7 a.m. to 11:30 p.m.
 News Service..... UP
 Transcription Service.... NBC Thesaurus
 Standard

Personnel

General and Commercial Mgr.... D. W. Gavin
 Program-Musical Director... Mrs. D. W. Gavin

MISSISSIPPI

W M I S

NATCHEZ—EST. 1941
MISSISSIPPI NETWORK
LOUISIANA NETWORK

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

Address. City Bank & Trust Co. Bldg.
Phone Number. 1515
Transmitter Location. . . Highway No. 61, North
Time on the Air. . . 7 a.m. to 10 p.m., weekdays;
9 a.m. to 10 p.m., Sundays

News Service UP
Transcription Service World

Personnel

President. P. K. Ewing
Station Manager. P. K. Ewing, Jr.
Commercial Manager Mac Howell
Chief Engineer. Thos. Patterson

W E L O

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Birney Imes, Jr.

Business Address. WELO Bldg.
Phone 1242
Studio WELO Bldg.
Transmitter Location. Highway 45
Time on the Air. 6 a.m. to 10:30 p.m.

News Service. AP
Transcription. . . Standard, Lang-Worth, Keystone
Representatives. Sears & Ayers

Personnel

President-Owner Birney Imes, Jr.
Station Manager. Gene Tibbet
Sales Manager. Bob Evans
Chief Engineer. Leroy Green

W Q B C

VICKSBURG—EST. 1931

BLUE NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By. Delta Broadcasting Company, Inc.

Address. Hotel Vicksburg
Phone Number. 312
Transmitter Location. 2½ miles S. E. of Vicksburg

Time on the Air. 11 to 12 hours daily
News Service. AP
Transcription Service. World Broadcasting

Personnel

President. L. P. Cashman
General Manager. O. W. Jones
Chief Engineer. C. E. Drake

16 years of service
to the entertainment
world.

**ROSS
FEDERAL
SERVICE, Inc.**

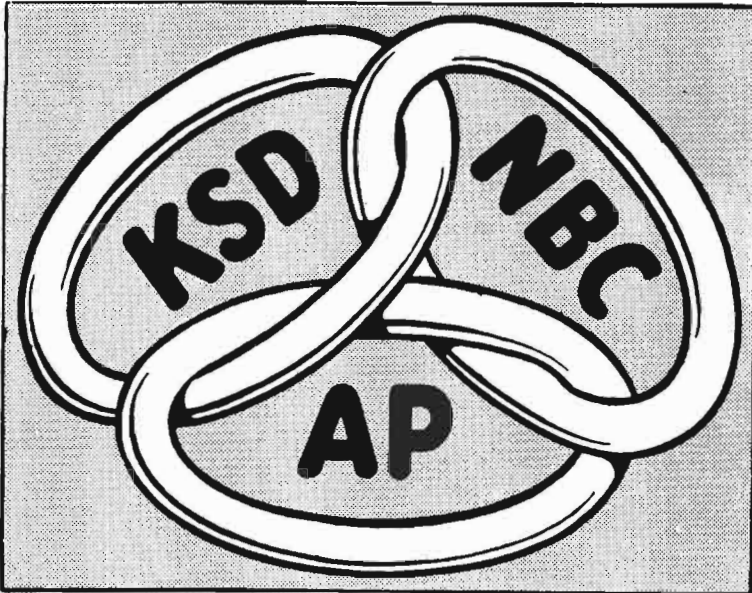
One of the Nation's oldest and
largest Marketing Research
Organizations.



**ROSS
FEDERAL
RESEARCH
CORPORATION**

18 East 48th Street, New York
and 31 Key Cities
Coast-to-Coast

The Combination that -C-L-I-C-K-S- in St. Louis



KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. • KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. • To sell the great St. Louis market, use "The Combination that Clicks."

Owned and Operated by
**THE ST. LOUIS
POST-DISPATCH**

Nationally Represented by
FREE & PETERS, Inc.

KSD

ST. LOUIS • 550 KC

MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery & Radio Co.

Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61

Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.

News Service.....UP
Transcription Service.....Standard Radio

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By...Star Times Publishing Company
Operated By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141-42

Transmitter Location.....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation.....Star Times Publishing Company, St. Louis

News Service.....UP
Transcription Service.....NBC Thesaurus & Standard
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
Station Manager.....Foster H. Brown, Jr.
Commercial Manager.....Foster H. Brown, Jr.
Program Director.....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh

K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.

Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.

Time on the Air.....5:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation.....Hannibal Courier-Post

News Service.....AP
Transcription Service.....Lang-Worth & NBC
Representative.....John E. Pearson Co.

Personnel

Pub., Courier-Post.....E. L. Sparks
General and Commercial
Manager.....Wayne W. Cribb
Program Director.....Maxine Dierking
Promotion and Publicity
Director.....Wayne W. Cribb
Chief Engineer.....Robert Schenke

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000

Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol News & Post Tribune

News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director.....Ray Manning
Chief Engineer.....Harold E. White

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address.....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3

Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-Herald

News Service.....UP
Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poynor
Commercial Manager.....Abe Radunsky

In 1945

**GO PLACES IN KANSAS CITY
WITH**

KCMO

KCMO offers as bonus without cost to KCMO advertisers, the most vigorous program promotion campaign in town:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri, and Kansas City, Kansas, reaching an audited net advertising circulation or 3,555,405 people every week.

SPOT MOVIE SHORTS, each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These are given further impetus by KCMO broadcast contest tie-in and newspaper advertising. Get full details from your nearest John E. Pearson Company office . . . check KCMO availabilities, and find out why KCMO is the best time buy in Kansas City for '45.

Represented Nationally by
JOHN E. PEARSON COMPANY
New York — Chicago — Kansas City

**Kansas City's Basic
and ONLY
BLUE Network Station**

E. K. (JOE) HARTENBOWER, General Manager

Sales Promotion Manager. Mrs. V. A. Leverett
Musical Director. Stella Lukens
Director of War Programs. Jane Farrell
Artists Bureau Head. Abe Radunsky
Chief Engineer. Richard Meek

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc. Power: 5000 d.;
1000 n. (C. P. 5000 n.)

Owned-Operated By. KCMO Broadcasting
Company

Address. 1515 Commerce Trust Building
Phone Number. Victor 0900
Transmitter Location. 10th and Hardesty
Time on the Air. 5 a.m. to 1 a.m.
News Service. AP, UP
Transcription Service. Associated Music
Publishers, Lang-Worth

Representative. John E. Pearson Co.

Personnel

President. T. L. Evans
Station & Sales Manager. E. K. Hartenbower
Program Director. James Coy
Publicity Director. F. C. Strawn
Musical Director. Gene Moore
Chief Announcer. James Coy
Chief Engineer. Elza Runkle

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By. Midland Broad-
casting Co.

Address. Pickwick Hotel
Phone Number. Harrison 2650
Transmitter Location. 50th & Bellinder Road
Time on the Air. 5:30 a.m. to midnight;
Sundays, 7 a.m. to 12 midnight

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

Representative. Free & Peters, Inc.

Personnel

President. Arthur B. Church
Managing Director. Karl R. Koerper
Director of Sales. Sam H. Bennett
Promotion-Publicity Director. E. P. J. Shurick
Merchandising-Research

Director. Mark N. Smith
Program Director. Ray Shannon
Director of War Programs. Gene Dennis
Production Manager. Fran Heyser
Studio Director. Kenneth Krahl
Artists Bureau Head. James W. McConnell
Musical Director. P. Hans Flath
Chief Engineer. A. R. Moler

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By. The Kansas City Star
Company

Address. 1729 Grand Ave
Phone Number. Harrison 1200
Transmitter Location. 82nd and Mission
Road, Johnson County, Kans.
Time on the Air. Daily & Sunday, 6 a.m. to 12
midnight

Newspaper Affiliation. The Kansas City Star
News Service. AP
Transcription Service. Standard
Representative. Edward Petry and Company

Personnel

President. Earl McCollum
Station Manager. Dean Fitzer
Commercial Manager. R. Gardner Reames
Program Manager. Harry J. Kaufmann
Chief Engineer. Joseph A. Flaherty

W H B

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
Owned-Operated By. WHB Broadcasting Co.

Address. Scarritt Building
Phone Number. Harrison 1161
Transmitter Location. North Kansas City
Time on the Air. Daytime license
News Service. AP
Representative. Spot Sales

Personnel

President and Commercial
Manager. Donald Dwight Davis
General Manager. John T. Schilling
Promotion-Publicity Director. Gene Garrett
Program Director. John Wahlstedt
Chief Announcer. Bob Dean
Musical Director. Willie Ganz
Chief Engineer. Henry Goldenberg
Production Manager and Director of War
Programs. Dick Smith

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. A. L. McCarthy,
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
tion K W O C

Address. 1801 North Main St.
Phone Number. 1310
Time on the Air. 7 a.m. to 7 p.m.; Sundays, 8
a.m. to 7 p.m.

Newspaper Affiliation.....American Republic Daily
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson Co.

Personnel

General Manager.....P. H. Cunningham
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....Schneider Building,
 7th and Felix Streets

Phone Number.....4-0813
 Transmitter Location.....5½ miles North
 Northeast of St. Joseph
 Time on the Air...6 a.m. to midnight daily; 7
 a.m. to midnight, Sunday

Newspaper Affiliation..St. Joseph News-Press.
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth

Representative.....Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
 Nat'l Advertising Manager..Glen G. Griswold
 Promotion Manager.....J. Ted Branson
 Chief Engineer.....Fred H. Damm

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.

Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location...16 miles south of St. Louis
 Time on the air...Sundays, 6 a.m. to 1 a.m.;
 weekdays, 5 a.m. to 1:30 a.m.

News Service.....AP, Transradio, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth

Representative.....Radio Sales

Personnel

General Manager.....Frank B. Falknor
 Assistant to Manager.....Arthur Casey
 Sales Manager.....Wendell B. Campbell, 2nd
 Sales Promotion and Advertising

Manager.....David Mars
 Director of Program Sales.....C. G. Renier
 Public Events Director.....Jerry Hoekstra
 Program Director.....Blaine Cornwell
 Radio Sales Representative...Carter Ringlep
 Director of Press Information...William Zalkin
 Chief Engineer.....Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Pulitzer Publishing
 Company

Address.....Twelfth and Olive Sts.
 Phone Number.....Main 1111
 Transmitter Location...Twelfth and Olive Sts.
 Time on the air..5 a.m. to 1 a.m. daily; 7 a.m.
 to 1 a.m. Sunday

Newspaper Affiliation.....St. Louis Post-
 Dispatch

News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 5000 d., 1000 n.
 (CP 5000)

Owned-Operated By.....Thomas Patrick, Inc.
 Address..Hotel Chase, Lindell & Kingshighway
 Phone Number.....Rosedale 3210
 Transmitter Location...500 E. Logan, Baden
 Station, Baden, Mo.

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP; Reuters
 Transcription Service.....World Broadcasting
 System

Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
 Station Director.....Ray E. Dady
 General Sales Manager...V. E. Carmichael
 Program Director.....John Tinnea
 Publicity Director.....Bob Richardson
 Musical Director.....Carl Hohengarten
 Chief Engineer.....N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Star-Times Pub. Co.
 Address.....12th and Delmar Blvds.

Phone Number.....CHestnut 3700
 Transmitter Location.....Horse Shoe Lake,
 Madison County, Ill.

Time on the Air..5 a.m. to 1 a.m. daily; 6 a.m.
 to 1 a.m. Sunday

Newspaper Affiliation.....St. Louis Star-Times
 News Service.....INS; UP
 Transcription Service.....Associated Music
 Publishers: Standard Radio
 RepresentativeBlair & Company

Personnel

PresidentElzey Roberts
 Station Manager.....C. L. Thomas
 Promotion ManagerM. Medearis
 Production ManagerE. Muschany
 Publicity Director.....Paul Godt
 Musical Director.....Robert W. Swain
 Chief Engineer.....Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
 Owned-Operated By...The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Number.....Franklin 5665
 Transmitter Location.....3642 Lindell Blvd.
 Time on the Air.....Local sunrise-to-sunset
 News Service.....INS
 Transcription Service.....Standard Radio,
 Lang-Worth; World
 Representative.....John E. Pearson

Personnel

PresidentRev. Patrick J. Holloran, S. J.
 General Manager.....Nicholas Pagllara
 Sales Manager.....Leonard Frankel
 Program Director.....Don Lochner
 Publicity Director.....Clifford Lanctot
 Musical Director.....Ralph Stein
 Chief Engineer....Brother George Rueppel, S.J.

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Missouri Broadcasting
 Corp.

Address.....Melbourne Hotel
 Phone Number.....Jefferson 8403
 Transmitter Location.....Grand Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.

News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth

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

Personnel

President and General Manager,
 Lester A. Benson
 Vice-President.....Clarence W. Benson
 Commercial Manager.....Ken Parke
 Program Director.....Mel Kampe
 Production Manager.....Neil Norman
 Chief Engineer.....Chal H. Stoup

K F U O *

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
 Owned By.....Evangelical Lutheran Synod of
 Missouri, Ohio and other states

Operated By....Board of Control of Concordia
 Seminary

Address.....801 DeMun Ave.
 Phone Number.....DELMar 3030
 Transmitter Location.....801 DeMun Ave.
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....World

Personnel

Station Manager.....Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoerschild

Accountant-Office Manager..William C. Krato
 Musical DirectorGerhardt Schroth
 Chief Engineer.....Carl H. Meyer

* Non-Commercial Station.

K D R O

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Milton J. Hinlein d/b as
 KDRO Broadcasting Station

Address.....2100 W. Broadway
 Phone Numbers.....4004, 4005, 4006
 Transmitter Location.....2100 W. Broadway
 Time on the Air....6 a.m. to 10 p.m.; Sundays,
 7 a.m. to 10 p.m.

News Service.....UP
 Transcription Service..Keystone Broadcasting
 System

Personnel

President.....Milton J. Hinlein
 Sales Manager.....Milton J. Hinlein
 Program Director.....Phoebe E. Trout
 Chief Announcer.....Herbert Brandes
 Chief Engineer.....Wayne Pash

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By..Springfield Broadcasting
 Co.

Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....Bolivar Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.

News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingberry Co.

Personnel

President H. S. Jewell
 Station and Commercial
 Manager J. Gordon Wardell
 Program Director Carl Fox
 Chief Announcer Dudley Morris
 Chief Engineer E. Dennis White

K T T S

SPRINGFIELD—EST. 1941

COLUMBIA

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.

Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.

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.....World Broadcasting
 System

RepresentativeSears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
 Station Manager.....G. Pearson Ward

Commercial and Sales Promotion

ManagerBob Burke
 Program Director.....Frank McAtee
 Musical Director.....M. Dale Thurman
 Acting Chief Engineer.....Wm. F. Curry

K W T O

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By..Ozarks Broadcasting Co.
 Address.....508 St. Louis St.

Phone Number.....1360-1-2-3
 Transmitter Location.....Fremont Road

Time on the Air.....5 a.m. to midnight
 News ServiceUP

Transcription Service.....Standard
 Representative.....John E. Pearson

Personnel

Chief Executive & Station Manager..Ralph D.
 Foster

Sales Manager.....Leslie L. Kennon
 Sales Promotion and Publicity

Manager.....M. Wayland Fullington
 Program DirectorRalph A. Nelms

Director of War Programs.....Ralph Nelms
 Production Manager.....Al Stone

Musical Director.....Hugh M. Aspinwall
 Chief Engineer.....Fritz Bauer

MONTANA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

K G H L

BILLINGS—EST. 1928

NBC NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Northwestern Auto
 Supply Co.

Address.....Fifth and North Broadway
 Phone Number.....2222

Transmitter Location..7 miles west of Billings
 Time on the Air.....6 a.m. to 11 p.m.

News Service.....UP
 Transcription Service.....Standard, NBC

Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
 General Manager.....Franz Robischon

Station Manager.....V. Braunberger
 Publicity Director.....Frank Manzari

Program Director.....Julie Bell
 Chief Announcer.....Harry Turner

Musical DirectorHarry Turner
 Chief Engineer.....Jeff Kiichli

K R B M

BOZEMAN—EST. 1939

BLUE NETWORK—NBC

Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..KRBM Broadcasters, Inc.

Address.....103 W. Main St.
 Phone Number.....1420

Transmitter Location.....East of Bozeman
 Time on the Air.....7:30 a.m. to 10:30 p.m.

News ServiceAP
 Transcription Service.....Lang-Worth

Representative.....The Walker Co.

Personnel

President & Station Manager..Ernest A. Neath
 Commercial Manager.....Win Neely

Sales Promotion.....George Davenport
 Program Director.....Larry Binder

Chief Engineer.....Jack Provis

K G I R

BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... KGIR, Inc.
 Address... Butte
 Phone Number... 22-3-4
 Transmitter Location... 121 W. B'way
 Time on the Air... 7 a.m. to 11 p.m.
 News Service... UP
 Transcription Service... Lang-Worth;
 C. P. McGregor; Keystone
 Representative... The Walker Co.

Personnel

Manager... Ed. B. Craney
 Sales Manager... Arne Alzjoh
 Chief Engineer... Jack Provis

K F B B

GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By... Buttrely Broadcast, Inc.

Address... 605 First National Bank Building
 Phone Number... 4377, 4378
 Transmitter Location... 4½ miles west of Great Falls

Time on the Air... 6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday
 News Service... UP
 Transcription Service... NBC Thesaurus,
 Standard Radio
 Representative... Weed & Company,

Personnel

President... F. A. Buttrely
 Program Director... LeRoy Stah'
 Chief Engineer... Wilbur Myhre

K P F A

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Peoples Forum of the Air
 Address... 1306 Eleventh Ave.
 Phone Number... 1240
 Transmitter Location... Helena
 Time on the Air... 8 a.m. to 12 midnight
 News Service... UP
 Transcription Service... Lang-Worth, NAB

K G H L

BILLINGS, MONTANA



AFFILIATED STATION

*The Dominant Station
 in Montana and
 Northern Wyoming*

5000 WATTS • 790 Kc. • N. B. C.

Represented by THE KATZ AGENCY, Inc.

Representative.....The Walker Co., Pacific Northwest Broadcasters

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. D. Martin

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Lessee.....A. W. Talbot
Operated By.....Donald C. Treloar
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3228 (Transmitter)

Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....8 a.m. to 8 p.m.
News Service.....UP
Transcription Service.....MacGregor

Personnel

President.....A. W. Talbot
Station & General Manager..Donald C. Treloar
Commercial Manager.....Glenn E. Millhouse
Program-Musical Director...Oliver G. Colburn
Chief Engineer.....Oliver G. Colburn

K R J F

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Studio Address.....U. S. Highway No. 212
Transmitter Location...U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star
News Service.....UP
Transcription Service...World Broadcasting; C. P. MacGregor; Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
Station Manager.....Don Tannehill
Program Director.....R. D. Wilson
Chief Engineer.....I. A. Elliot

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....132 W. Front St.
Phone Number.....2155
Transmitter Location.....Highway No. 10
Time on the Air.....6:45 a.m. to midnight

News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Howard Wilson Co.

Personnel

President and Station Manager...A. J. Mosby
Assistant Manager-Program Director, James Alden Barber
Sales Manager.....John R. Lindsay
Publicity Director.....Merrilyn Wentz
War Programs.....Ione Furniss
Record MC.....Syd McSloy
Chief Engineer.....Fred U. Wamble

K G C X

SIDNEY—EST. 1926

**—KEYSTONE BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address.....108 S. Central Ave.
Phone Number.....408
Studio Address.....Suckstorff Bldg.
Transmitter Location....4½ miles N. E. of Sidney

Time on the Air.....8 a.m. to 8:15 a.m.
Transcription Service.....World

Personnel

President-Station Manager...E. E. Krebsbach
Sales Manager.....J. F. Krebsbach
Program Director.....Helen Knopp
Chief Engineer.....Frank Toomey

**FOR QUALITY !
AP !**

NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K O R N

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting Corporation

Address...Pathfinder Hotel
Phone Number...1060, 1061
Transmitter Location...1 mile east of Fremont
Time on the Air...6 a.m. to 9:30 p.m.
News Service...AP
Transcription Service...Lang-Worth
Representative...Sears and Ayer, Inc.

Personnel

President...Arthur Baldwin
General Manager...Lumir Urban
Commercial Manager...Lumir Urban
Program Director...Natalie Mensing
Chief Announcer...Richard Coffey
Publicity...Esther Hosterman
Record MC...Jim O'Neill
Chief Engineer...H. G. Alexander

K M M J

GRAND ISLAND—EST 1926

Frequency 750 Kc. Power: 1000 Watts
Owned-Operated By...KMMJ, Inc.

Address...Ceder at Division
Phone Number...703
Transmitter Location...Phillips, Nebr.
Time on the Air...Sunrise to Sunset
News Service...UP
Transcription Service...Standard Radio
Representative...Headley-Reed Co.

Personnel

President...Don Searle
Station Manager...Wick Heath
Commercial Manager...Rex Lathen
Publicity...Ed Skinner
Program Director...Orie Kerwood
Production Manager...Dutch Woodward
Record MC...Orie Kerwood
Musical Director...Dave Rogers
Chief Engineer...D. Swanson
Chief Announcer...George C. Kister

K H A S

HASTINGS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...The Nebraska Broadcasting Co.

Address...Tribune Bldg.
Phone Number...1745-6

Transmitter Location...Tribune Bldg.
Time on the Air...Weekdays 6:30 a.m. to 10 p.m.; Sundays 8:30 a.m. to 9 p.m.

Newspaper Affiliation...Hastings Daily Tribune
News Service...AP
Transcription Service...World Broadcasting System

Personnel

President...Fred A. Scaeton
Station Manager...Duane L. Watts
Program Director...Max Brown
Chief Engineer...Harold Hardy

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM

NEBRASKA RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Central Nebraska Broadcasting Corporation

Address...Federal Annex Bldg.
Phone Number...Executive office, 23541.
Program Dept., 31551

Transmitter Location...South Central Ave.
Time on the Air...6:30 a.m. to 9:00 p.m.
News Service...AP
Transcription Service...Keystone
Representative...Sears & Ayer, Inc.

Personnel

General Manager...Lloyd C. Thomas
Station-Commercial Manager...E. Anson Thomas
Program Director...Peg Biber
Publicity Director...Harry Gehrett
Musical Director...Peg Biber
Chief Engineer...Jack Lewis
Chief Announcer...Leonard East
Artists Bureau...Emil Swanberg

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 10000 Watts
Owned-Operated By...KFAB Broadcasting Company

Address...Sharp Bldg.
Phone Number...2-3214
Transmitter Location...17th and Holdrege Sts.

Time on the Air...5 a.m. to 12:05 a.m.
Newspaper Affiliation...Nebraska State Journal, Lincoln Star

News Service...AP & UP
Transcription Service...Standard Radio, Columbia Master Works
Representative...Paul H. Raymer Co.

Personnel

President Fred Sidles
 General Manager Hugh M. Feltis
 Station Manager Earl Williams
 Sales Promotion Manager Harold E. Roll
 Program Director W. E. MacDonald
 Publicity Director Dan Shoemaker
 Music Librarian Alene McKinney
 Chief Engineer Mark Bullock

K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Combelt Broadcasting Corporation

Address Stuart Bldg.
 Phone Number 2-6965
 Transmitter Location 4745 Vine St.
 Time on the Air: 7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays

News Service INS; AP
 Transcription Service Standard Radio, Associated, BMI
 Representative Edward Petry & Co., Inc.

Personnel

President Charles T. Stuart
 General Manager Gordon Gray
 Station Manager Melvin Drake
 Promotion Manager Bill Malone
 Program Director Ozzie Osborn
 Chief Announcer Sam Clark
 Chief Engineer Charles Winkler

W J A G

NORFOLK—EST. 1922

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By Norfolk Daily News Business Address Hotel Norfolk
 Phone Number 432
 Studio Address Hotel Norfolk

Transmitter Location West of Norfolk
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays, 9 a.m. to 5:15 p.m.

Newspaper Affiliation Norfolk Daily News
 News Service AP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

President Gene Huse
 Station Manager Art Thomas
 Sales Manager Harold Kline
 Chief Engineer Frank Weidenbach

K O D Y

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Radio Station WOW, Inc., Omaha

Address 1521 West 12th St.
 Phone Number 382
 Time on the Air: 6 a.m. until 12 midnight
 News Service UP and AP
 Transcription Service Standard, Lang-Worth
 Representative John Blair & Co.

Personnel

President John J. Gillin, Jr.
 General Manager John Alexander
 Commercial Manager Joe Di Natale
 Chief Engineer Buford Eaves

K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inland Broadcasting Company

Address 2027 Dodge Street
 Phone Number Jackson 8282
 Transmitter Location 2027 Dodge St.
 Time on the Air: 6 a.m. to midnight
 News Service AP
 Transcription Service Lang-Worth, World
 Representative William G. Rambeau Co.

Personnel

President John K. Morrison
 Station Manager Paul R. Fry
 Sales Promotion Manager M. K. Doyle
 Production Manager R. McCann
 Chief Engineer Richard Wlna
 Program Director Marie C. Maher
 Record MC Don Perazzo

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Central States Broadcasting Co.

Address Omaha National Bank Bldg.
 Phone Number Jackson 7626
 Transmitter Location Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.

News Service INS; AP
 Transcription Service Standard Radio, Associated

Representative Edward Petry & Co.

Personnel

President Charles T. Stuart
 Sales Manager W. O. Edholm
 General Manager Gordon Gray
 Assistant Manager Harold Hughes
 Sales Prom-Merchandising Mgr. Earl W. Malone
 Program Director Harold Hughes
 Musical Director Teresa Bredar
 Chief Engineer Charley Winkler

K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Studio Address.....World Herald Bldg.
 Transmitter Location...Northwest of Omaha
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....B. C. Corrigan

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By..Radio Station WOW, Inc.
 Address..Insurance Building, 17th & Farnam
 Streets
 Phone.....Webster 3400
 Transmitter Location...56th & Kansas Avenue
 Time on the Air..5:30 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1:05 a.m.
 News Service.....UP, Chicago Daily News
 Foreign Service, AP

Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
 Asst. Mgr. in Charge of Sales....Harry Burke
 Promotion Manager.....Bill Wiseman
 Program Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman
 Director of War Programs.....Harry Burke
 Sports Editor.....Tom Dailey
 Musical Director.....Stanley Rucker
 Chief Engineer.....Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hilliard Co.
 Business Address.....1517 Broadway
 Phone Number.....856
 Studio Address.....1517 Broadway
 Transmitter Location.....South Broadway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Personnel

Manager.....L. L. Hilliard
 Asst. Manager.....R. M. Stewart
 Chief Engineer.....H. Morrison

NEVADA

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 Statistics on "Shifting Population" Please Turn To Pages 273-287

K E N O

LAS VEGAS—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Broadcast-
 ing Company
 Business Address.....P. O. Box 1310
 Phone Number.....1400
 Studio Address.....El Rancho Vegas
 Transmitter Location.....El Rancho Vegas
 Time on the Air.....7:45 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Owen Griffith

Personnel

Station Manager.....Maxwell Kelch
 Commercial Manager.....Paul R. Gang
 Program Director.....Don J. Erskine

K O H

RENO—EST. 1928

BLUE NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By: McClatchy Broadcasting
 Co. of Nevada
 Address.....143 Stevenson Street
 Phone Number.....5106-7
 Transmitter Location.....County Road,
 Sparks, Nevada
 Time on the Air...6:00 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation..The Sacramento Bee;
 Modesto Bee; Fresno Bee
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Robert L. Stoddard
 Chief Engineer.....Irwin Carlsen

We PUT it there!

Gardner Advertising Company
NEW YORK SAINT LOUIS
915 OLIVE STREET • ST. LOUIS 1, MO

November 3, 1944

Mr. Dal Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY
Clare Carl Carl
(Mrs. J. B. Carl-Carl)

CCC:ACB



B LUSHINGLY, we sunshine this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

W H E B

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co. Bertha Bannan
New York Chicago Los Angeles Boston

NEW HAMPSHIRE

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W K N E

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air..... 6:30 a.m. to 11:15 p.m.
News Service..... UP
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Co.

Personnel

President.....Harry C. Wilder
Vice President-General Manager.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Promotion Director.....Esther Linder
Chief Engineer.....Ernest Batchelder

W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Northern Broadcasting
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service..... AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President.....Vernon Mason
General Manager.....Martin B. Avery
Chief Engineer.....Louis Steady

W F E A

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK, NEW ENGLAND

REGIONAL NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By.....N. H. Broadcasting
Address.....Carpenter Hotel, 323 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air..... 6 a.m. to 12:05 midnight
News Service..... UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President.....Harry M. Bitner
Station Manager.....Caleb Paine
Commercial Manager.....Caleb Paine
Chief Engineer.....Reginald A. B. Schow

W M U R

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....Radio Voice of New Hampshire, Inc.

Address.....1819 Elm Street
Phone Number.....2090-2091
Transmitter Location.....Front Street
Time on the Air..... 6 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service.....World Broadcasting System

Representative.....Spot Sales, Inc.
R. C. Foster & Company

Personnel

President.....Francis P. Murphy
Station Manager.....Harvey Carter
Commercial Manager.....Hervey Carter
Chief Engineer.....Vincent H. Chandler

W H E B

PORTSMOUTH—EST. 1932

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 750 Kc. Power: 1000 Watts
Owned-Operated By.....WHEB, Inc.
Address.....Lafayette Road, U. S. Highway No. 1

Phone Number.....2670
Transmitter Location.....Lafayette Road, U. S. Highway No. 1

Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset

News Service..... AP
Transcription Service.....NBC Thesaurus, World Broadcasting System

Representative.....Wm. G. Rambeau
Bertha Bannan

Personnel

Owner.....Hon. Charles M. Dale
General Manager.....Bert Georges
Sales Manager.....Keith Field
Program Director.....Winslow Bettinson
Production Manager-Publicity.....Dal Wyant
Chief Announcer.....Philip N. Johnson
Director War Programs.....W. Bettinson
Musical Director.....Robert Athearn
Chief Engineer.....Paul Lindsay

BUY THIS **WHOM** PACKAGE!

A BIG **3** for **1** VALUE . . .



More Italians than in Leghorn and Bologna, Italy combined



More Poles than in Krakow, Poland



More Americans than in St. Louis, Boston, Washington and Los Angeles combined

Ask for details on the Tri-Lingual package featured by



*Represented nationally by the Katz Agency
N. Y. studios and sales offices
29 W. 57th St., N. Y. C. 19, N. Y.
PL 3-4204*

Jersey City Studios—2866 Hudson Blvd.

WATCH WHOM IN "FORTY-FIVE"

1000 watts day • 500 watts night

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By Radio Industries
Broadcast Company, Inc.
Business Address 4 Convention Hall
Phone Number Asbury Park 1911
Studio Address Marine Studios, Boardwalk
Convention Hall
Transmitter Location W. Bangs Avenue,
Neptune, N. J.
Time on the Air: Shares with WCAM & WTNJ
News Service AP
Representative Spot Sales, Inc.

Personnel

President Walter W. Reid, Jr.
Station Manager V. N. Scholes
Chief Announcer Robert Scott
Chief Engineer V. I. Gordon

W B A B

ATLANTIC CITY—EST. 1941
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Press-Union Publishing
Co.
Business Address 1900 Atlantic Ave.
Phone Number 5-1111
Studio Address Absecon Blvd. and Beach
Thorofare
Transmitter Location: Absecon Blvd. & Beach
Thorofare
Time on the Air 7 a.m. to 12:05 midnight
Newspaper Affiliation: Atlantic City Press;
Atlantic City Evening Union
News Service AP
Transcription Service World Broadcasting
System
Representative Headley-Reed Co.

Personnel

President Albert J. Feyl
General Manager Monroe L. Mendelsohn
Program Director Ralph Shoemaker
Chief Engineer Earle Godfrey
War Programs Monroe Mendelsohn

W F P G

ATLANTIC CITY—EST. 1940
BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Neptune Broad-
casting Corporation
Business Address Steel Pier
Phone Number I-2188
Transmitter Location Steel Pier

Time on the Air 6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Associated Music
Representative Burn-Smith Company, Inc.

Personnel

President John J. Laux
Station Manager Edwin E. Kohn
Program Director Edgar A. Sweet
Chief Engineer Blair K. Thron
Record MC Ray Starr

(See Page 557)

W S N J

BRIDGETON—EST. 1937
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Eastern States
Broadcasting Corp.
Address P. O. Box 166
Phone Number Bridgeton 1600
Transmitter Location Carl's Corners
Time on the Air Sunday, 7 a.m. to 10 p.m.;
Monday and Tuesday, 7 a.m. to 9 p.m., Wed-
nesday, Thursday, Friday & Saturday, 7 a.m.
to 8:05 p.m.
News Service UP
Transcription Service Keystone, Lang-Worth
Representative Thomas F. Clark Co., Inc.

Personnel

President-Manager Elmer Wene
Station Manager Paul Alger
Commercial Manager Burt McKinnie
Program Manager Lowell Ayars
Chief Announcer Charles D. Murray
Record MC Earl Becktel
Chief Engineer Francis C. Fekel
War Programs Lowell C. Ayars

W C A M

CAMDEN—EST. 1926

Frequency: 1280 Kc. Power: 500 Watts
Owned-Operated By City of Camden
Address City Hall
Phone Number Camden 8690
Transmitter Location Civic Center, Camden
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;
3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2
to 5 p.m., 8 to 12 midnight; Tues., 2 to 5
p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;
Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,
2 to 5 p.m., 9 to 12 midnight; (No time Sat-
urday)
News Service AP
Transcription Service Standard Radio
Representative Mack Radio Sales Co.

Personnel

Chief Executive... Mayor George E. Brunner
 Manager-Chief Engineer... Clarence E. Onens
 Sales Promotion Manager... L. M. Maxwell
 Program Director... Elizabeth Renner
 Production Manager... William Markward

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing Corporation
 Operated By... Cowles Broadcasting Co.
 Business Address... 29 W. 57th St., New York,
 N. Y.
 Phone Number... Plaza 3-4204
 Studio Addresses... 2866 Hudson Boulevard;
 29 W. 57th St., New York City
 Transmitter Location... Washington Street
 Time on the Air... 6:30 a.m. to 1 a.m.
 News Service... AP & UP
 Transcription Service... Lang-Worth; BMI
 National Sales Office... H. T. Ens, Jr., 29 West
 57th St., N. Y. C.
 Representatives... The Katz Agency

Personnel

President... Gardner Cowles, Jr.
 Station Manager... Craig Lawrence
 Commercial Sales Manager... J. M. Compter
 Program Director-Production Manager
 Chas. Baltin
 Publicity Director... Fred Coll
 Sales Promotion Manager... Jack Paige
 Musical Director... Joseph DeLuca
 Chief Engineer... Theodore Gemp
 (See Page 496)

W A T

NEWARK—EST. 1926

NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By... Bremer Broad-
 casting Corporation
 Address... 11 Hill St., Newark
 Phone Number... Mitchell 2-6400
 Studio Address... 15 Hill St., Newark
 Transmitter Location... Kearny
 Time on the Air... 24 hours daily
 News Service... UP & AP
 Transcription Service... World Broadcasting
 System, Associated
 Representative... Radio Advertising Co., Chicago

Personnel

Executive Vice-President-General Manager
 Irving Robert Rosenhaus
 Vice-President in Charge of Sales,
 A. B. Schillin
 Vice President in Charge of National Sales
 Victor Bennett
 Program Director... Dale Kennedy

Director War Activities... Ed Cossman
 Production Manager... Lee Stewart
 Director of Research... Jay Stanlee
 Publicity... Roland Trenchard
 Chief Announcer... David Miller
 Record MC... Paul Brenner
 Chief Engineer... Frank V. Bremer
 Musical Director... Gus Steck
 Technical Supervisor... Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.
 Owned-Operated By... May Radio Broad-
 cast Corp.
 Address... 100 Shipman Street
 Phone Number... Mitchel 2-7354
 Transmitter Location... Newark
 Time on the Air... Limited

Personnel

President-General Manager... James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... North Jersey Broad-
 casting Co., Inc.
 Address... 7 Church St., Paterson
 Phone Numbers... Armory 3-3400 (Paterson)
 Transmitter Location... Clifton, N. J.
 Time on the Air... To local sunset
 News Service... UP
 Transcription Service... Associated Music
 Publishers
 New York Office... 1501 Broadway
 Representative... Howard H. Wilson Co.

Personnel

President... James V. Cosman
 Vice-President and General Manager
 Sidney J. Flamm
 Commercial Manager... A. Lewis King
 Sales Promotion... Bernard J. Shaw
 Chief Announcer... Wm. Bohack
 Program Director... Ted Webbe
 Publicity Director... David Golden
 Record MC... Bob Bright
 Chief Engineer... Earl F. Lucas

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By... Monmouth Broadcasting
 Co., Inc.
 Address... 63-65 Broad St.
 Transmitter Location... 63 Broad St.
 Time on the Air... Show Time
 Representative... Forjoe & Company

Personnel

Sales Manager... John C. Bird

W T N J
TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address416 Bellevue Avenue
Phone Number8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air..7 a.m. to 10:30 a.m.; 5 p.m. to 8 p.m.
News Service.....UP
Transcription Service....Langworth: C. P. Mac Gregor

Personnel

Vice-President-General Manager..F. J. Wolff
Commercial Manager.....A. M. Jordan
Sales Promotion Manager.....J. A. Marti
Chief Engineer.....Edward P. Knowles

W T T M

TRENTON—EST. 1941

NATIONAL BROADCASTING COMPANY
Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By....Trent Broadcast Corp.

Address.....35 West State St.
Phone Number.....2-7127
Transmitter Location.....Yardley, Pa.
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated
Representative.....Spot Sales, Inc.

Personnel

President.....Elmer H. Wene
Station Manager.....Paul Alger
Chief Engineer.....Theodore P. Kilmer


W A W Z*

ZAREPHATH—EST. 1931

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

Personnel

President.....Bishop Alma White
Chief Engineer.....N. L. Wilson
(Non-Commercial Station)



THE LARGEST BLOCK
of
PRODUCTIVE TIME
for the least amount of money

For low cost sponsorship that brings results... it's WPAT. Smart programming keeps a large and varied listening audience tuned to 930 all day long... every day in the week... every week in the year.

Get to know WPAT... the fastest growing station in the metropolitan area.

WPAT } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By..New Mexico Broadcast-
ing Company

Address Box 1388
Phone Number 4544
Transmitter Location..Rio Grande River Delta,
West of Albuquerque

Time on the Air:.....6 a.m. to 12 midnight
News Service.....Transradio; UP
Transcription Service...World Broadcasting
System
RepresentativeWeed & Co.

Personnel

General Manager.....A. R. Hebenstreit
Acting Manager.....Bob Bissell
Sales Promotion Manager.....Jerry Oppel
Program Director.....Robert Chapman
Publicity.....I. Stockwell
Musical Director.....Walt. Peterson
Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

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

Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location..Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 mldnight
News Service.....INS, AP
Transcription Service.....BML, Ascap
Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
ManagerFrank Quinn
Traffic Manager.....Martha Summers
Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1937

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 Service UP
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Norman R. Loose
Chief EngineerCarl C. Cook

K I C A

CLOVIS—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address.....4th & Main

Phone Number3
Transmitter LocationClovis
Time on the Air.....Full Time
News Service UP
Transcription Service.....Associated
Record Program Service Publishers
Representative.....Spot Sales, Inc.

Personnel

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 ByW. E. Whitmore
AddressHardin Hotel

Transmitter LocationHobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP
Transcription Service.....C. P. MacGregor

Personnel

President-OwnerW. E. Whitmore
Station Manager.....Gertrude Dimpel
Chief Engineer.....Roy T. Evans

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 Number12
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 ServiceUP
Transcription Service..Standard Radio, World
Broadcasting System
Representative.....William G. Rambeau Co.

Personnel

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

KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address310 N. Richardson Street
Phone Number288
Transmitter Location511 W. 16th Street
Time on the Air6:30 a.m. to 9 p.m.
Transcription ServiceC. P. MacGregor

Personnel

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

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broad-
casting Co.
Address759 Cerillos Road
Phone Number2020
Transmitter LocationSanta Fe
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World
RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstrie
ManagerIvan Head

KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Krasin-Krutzner
AddressTucumcari
Phone Number100
Transmitter LocationTucumcari
Time on the Air.....7 a.m. to 7:15 p.m.
Transcription Service.....Standard Radio
RepresentativeCox & Tanz

Personnel

Station ManagerLester Krasin

FOR QUALITY
AP !

W O K O

Basic CBS

for low-cost coverage and
experienced dealing with the
buyers of the Capital Area—
one of the top markets of the
country.

The RADIO CENTRE STATION

W O K O

ALBANY — TROY — SCHENECTADY

NEW YORK

National Representatives: J. P. McKinney & Son

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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 Number.....4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Herbert Lundberg
Sales Promotion Manager.....Paul Dennis
Program Director.....Joseph E. Nolan
Director War Programs.....Joseph E. Nolan
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey
Record MC.....E. L. Trudeau

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 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Promotion Manager.....Paul Dennis
Program Director.....Carl Mattison
War Programs.....Carl Mattison
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi
Record MC.....Forrest Willis

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number.....433
Transmitter Location.....Corner York and
Division Streets

Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-

Advertiser
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager.....Frederick L. Keesee
Musical Director-Publicity
Director.....Dorothy Bolln
Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

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

Address.....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location.....Creek Road
Time on the Air.....7 a.m. to 11 p.m.; Sundays,
9 a.m. to 10 p.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

President.....E. R. Gamble
Station Manager.....Carl R. Switendick
Sales Manager.....Frederick R. MacLaughlin
Program Director.....Harriette Taylor
Chief Engineer.....Howard Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones
Advertising Agency

Address.....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham
Time on the Air.....6 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service...World Broadcasting
Representative.....John Blair & Co.

ON WLIB YOU'LL *Never* HEAR...



CUSTOM-PROGRAMMED to the Cream of the New York Market!



NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

► **WLIB** carries your advertising message into the homes of New York's solid middle income families.

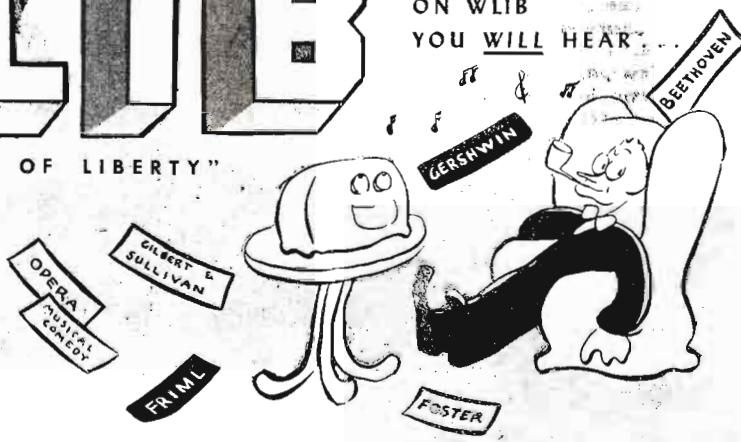
► **WLIB's** civilized programs avoid irritating its listeners with what they don't want. Gives them plenty of what they do want. "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station

► **RESULTS:** 66% of WLIB's listeners are over 30 years of age ("Pulse of New York")* 69% of WLIB's listeners are middle income ("Pulse of New York")* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")* . . . WLIB gained 20% greater share of total audience [Jan. 1944 to Oct. 1944] †

* "Pulse of New York" † Hooperatings

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB YOU WILL HEAR...



1190
ON YOUR DIAL
CLEAR CHANNEL

Personnel

President John C. Clark
 General Manager..... Cecil D. Mastin
 Sales Promotion Manager... E. Ray McCloskey
 Program Director..... E. Ray McCloskey
 Musical Director..... W. J. Gillen
 Chief Engineer..... Lester H. Gilbert
 Record MC..... Ralph Carroll

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..... Unlimited
 News Service AP; INS
 Transcription Service..... NBC Thesaurus

Personnel

General Manager..... William Norris
 Program Director..... Tedd Lawrence
 Chief Engineer..... Peter Testan
 (See Page 506)

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 BUckminister 7-5900
 Transmitter Location..... 180 Morgan Ave.
 Time on the Air... Sunrise to sunset in Ft.
 Wayne, Ind.

News Service..... AP, UP, Reuters
 Newspaper Associated..... New York Post
 Transcription Service Associated Music
 and World
 National Representative..... The Forjoe Co.,
 Chicago

Personnel

Owner..... Dorothy S. Thackrey
 President Elias Godofsky
 Sales Manager..... Robert M. Scholle
 Station Manager..... Paul Gould
 Program Director..... Leonard Carlton
 Publicity Director..... Peggy Byrne
 Chief Announcer Murray Jordan
 Musical Director..... Eddy Brown
 Technical Director..... Frank Kneck

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 E. Eagle St.
 Time on the Air... 7 a.m. to 1 a.m.; Sundays,
 9 a.m. to 12 midnight

News Service Transradio; AP; UP

Personnel

General Manager..... Roy L. Albertson
 Commercial Manager..... 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.

Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product...at the lowest cost per dollar...per listener...per result!

"minute station" service
exclusively with
WBYN
BROOKLYN
1430 ON THE DIAL

A black and white photograph of a hand holding a pocket watch. The watch is an antique-style pocket watch with a round face and a chain. The hand is positioned as if presenting the watch. The background is dark and textured.

Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas...then a minute of music...followed by a minute of racing results (*exclusive* "from the track" reports 12 to 8:30 daily)...then music again...then other sports... Continuous minute spotting of all you want to hear... on *one* station, WBYN the *only* Minute Station!

*For availabilities, write WILLIAM NORINS, Gen. Mgr.,
Station WBYN, 1 Nevins Street, Brooklyn, 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 midnight
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth; Standard
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchofer
 Station Manager: C. Robert Thompson
 Program Director: Woodrow Magnuson
 Publicity Director: Darrell Martin
 Chief Announcer and War
 Programs: Edward Wegman
 Musical Director: Sinclair Armstrong
 Record MC: Clint Buehlman
 Chief Engineer: Ralph J. Kingsley
 Record MC: Clinton Buehlman

W G R

BUFFALO—EST. 1922

BLUE NETWORK

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
 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 E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

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 1 a.m.; Sundays,
 8:30 a.m. to 1 a.m.
 Newspaper Affiliation: Buffalo Courier-Express
 News Service: AP, INS
 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: Robert F. Kilment
 Publicity: Jim Kennedy
 Chief Announcer: C. L. Allen
 Musical Director: Irving Shire
 Record MC: Ed Tuchoika
 Chief Engineer: Raymond Lamy

In Buffalo it's
 BUFFALO COURIER-EXPRESS STATION
WEBR
 MUTUAL NETWORK
 for
FULL COVERAGE
 at
LOWEST COST
 Nationally Represented by WEED & CO.

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: 18 hours daily
News Service: UP
Transcription Service: World Broadcasting System
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: Mark Twain Hotel
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 E N T

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sacandaga Broadcasting Corp.

Address: 8 West Fulton St.
Phone: 4900
Transmitter Location: Harrison Ave.
Time on the Air: 7 a.m. to midnight
News Service: AP
Transcription Service: Lang-Worth
Representatives: Spot Sales, Inc.

Personnel

President & Station Manager: George F. Bissell
Sales Manager: Arthur McCracken
Chief Engineer: Wm. Murtough

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: World Broadcasting System
Representative: Howard H. 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. 1936

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Broadcasting Company, Inc.

Address: 208 Hotel Jamestown Bldg.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP

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

Personnel

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

W K N Y

KINGSTON—EST. 1939

MBS—THE FRIENDLY GROUP

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By... Kingston Broad. Corp.
Address 601 Broadway
Phone Number Kingston 4500
Transmitter Location... Plainfield St., Ulster
Time on the Air..... 7 a.m. to 12 midnight
News Service UP
Representative..... Spot Sales, Inc.

Personnel

President..... John J. Laux
Station Manager..... Lou Stekete
Commercial Manager..... George Hard
War Programs..... Dick McCarthy
Chief Engineer..... Francis Boisvert

(See Page 557)

For

RESULTS

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau
Company

About

W J T N

Jamestown, N. Y.

Blue Network

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 3119
Transmitter Location..... 229 Monhagen Ave.
Time on the Air..... 8 a.m. to 11 p.m.
News Service AP

Personnel

Co-Presidents..... Martin Karig, Jr.
Station Manager..... Martin Karig, Jr.
Commercial Manager..... Z. E. Van Fleet
Sales Promotion Manager.... Arthur L. Cooper
Program Director..... John W. Jones
Chief Engineer..... M. Karig, Jr.

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 4-600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown
Transmitter Location..... Cochection Turnpike
Time on the Air..... 8:00 a.m. to 5:30 p.m.
Newspaper Affiliations..... Poughkeepsie
Newspapers, Inc.
News Service UP
Transcription Service Standard

Personnel

President..... Merritt C. Speidel
General Manager..... Harold W. Cassill
Sales Manager Joseph Rake
Program Director..... Richard Crans
Chief Engineer..... Marvin Seines
Record MC..... Joseph Dean

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.; 109
W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New
Rochelle, N. Y.
Time on the Air... 5.00 a.m. to 2 a.m.; Sunday,
6 a.m. to 2 a.m.

News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers; Langworth Feature Programs
 Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
 General Manager.....Arthur Hull Hayes
 Commercial Manager.....John H. Field, Jr.
 Sales Promotion Manager.....Jules Dundes
 Program Director.....G. Richard Swift
 War Programs.....G. Richard Swift
 Manager of Studio
 Operation.....D. Gordon Graham
 Director of Women's
 ProgramsMargaret Allen
 Manager of Press Information.....J. E. Doyle
 Script Editor.....Arnold Michaelis
 Chief EngineerHenry 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...WBX Broadcasting
 Co., Inc.

Address260 E. 161st Street
 Phone NumberMELrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air...¾ time shared with WAWZ
 News Service.....AP
 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
 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 ByNational Broad-
 casting Co.
 Address30 Rockefeller Plaza
 Phone NumberCircle 7-8300

1920

RADIO'S 25th ANNIVERSARY

1945

WBX 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 millions who have money to spend. Let us give you the facts.

Daily Programs In

ENGLISH
 •
 ITALIAN
 •
 GERMAN
 •
 JEWISH
 •
 POLISH



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,
 Standard Radio
 Representative . . . NBC National Spot & Local
 Sales

Personnel

President Niles Trammell
 Assistant Manager deLancey Provost
 Program Director J. C. McCray
 Promotion Manager Charles B. H. Vaill
 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 Dwight Herrick
 Chief Announcer Patrick J. Kelly
 Musical Director Frank Black
 Chief Engineer F. A. Wankel
 (For additional personnel see listing of Na-
 tional 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 9-2360
 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.; Sundays, 11
 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays,
 7 am. to 1 a.m.

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

**FOR QUALITY
 AP !**

5000 WATTS 1330 KC

ENGLISH · JEWISH · ITALIAN
 For millions of high-income families
 in the great Metropolitan New York
 Market WEVD is the *first* station of
 interest . . .
 because nowhere 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.

THE TOWER THAT DEMANDS ATTENTION

DOMINATION

50,000 Watts at 1050
KC; Covers more than
15,000,000 people in
primary area . . . Actually
11.6% of all people in
U. S. A.

ADDITION

Secondary coverage in-
cludes prosperous New
England states.

RECOGNITION

Top station for SPORTS-
MUSIC-NEWS in North
Eastern U. S. A.

CONFIRMATION

76% Renewed contracts
prove satisfaction.

AMERICA'S MOST POWERFUL
INDEPENDENT STATION

Represented by
RAMBEAU



W H N

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.; Sunday, 7
 a.m. to 2 a.m.

News Service UP; AP

Transcription Service World Broadcasting
 System

Representatives . . Wm. G. Rambeau Co., Bertha
 Bannan, Boston

Personnel

Director Herbert L. Pettley
 Director of Sales Bertram Lebar, Jr.
 Sales Promotion Robert F. Anthony
 Program Director Frank Roehrenbeck
 Publicity Director George Lewis
 Night Manager Tod Williams
 Musical Director Don Albert
 Chief Engineer Paul Fuelling
 Record MC Dick Gilbert and Earl Hague

T h e R e d C r o s s N e e d s



Your Unstinting Assistance

GIVE!

WINS

NEW YORK



Ever stop to consider New York as a city of *Homes*?

Well, it is...3,000,000 of them within the WINS primary coverage radius. 3,000,000 homes is more than the *Combined Total* of homes in the next *Three* largest cities...*Chicago, Philadelphia* and *Los Angeles*.

How does WINS attack this bonanza *Home Market*?

By "*Home Programming*"; a simple, yet sound formula of *Listenable* radio designed for whoever's home at any specified time of day. *Resultful*? WINS' *Audience Ratings Are Climbing Every Day*. WINS' *List Of Happy Advertisers Is Longer Than It's Ever Been...And Getting Longer Daily*.

3,000,000 radios...3,000,000 *Salesmen*...are ready to go to work for you over WINS.

NEW YORK'S HOME STATION

10,000 WATTS ... 1010 ON THE DIAL

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

Personnel

Station Manager.....Willard Schroeder
 Sales Manager.....John T. Adams, Jr.
 Sales Promotion.....Ann M. Wright
 Program Director.....Mary Daly
 War Programs.....Mary Daly
 Chief Announcer.....Joseph Tobin
 Musical Director.....Henry Sylvern
 Chief Engineer.....Charles B. Reynolds

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated By...American Broadcasting
 Corp.
 Address30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location..Lodi, Bergen County, N.J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP & INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Blue Spot Sales

Personnel

Chairman of Board.....Edward J. Noble
 Vice Chairman of Board.....Chester LaRoche
 PresidentMark Woods
 Manager.....John H. McNeil
 Sales Manager.....Robert Garver
 Commercial Program Director.....John Hade
 Program Director.....Charles Barry
 Publicity Director.....Don Rich
 Chief Announcer.....Ray Diaz
 Musical Director.....Paul Whiteman
 Record MC.....Stan Shaw
 Chief Engineer.....George Milne
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

FOR QUALITY

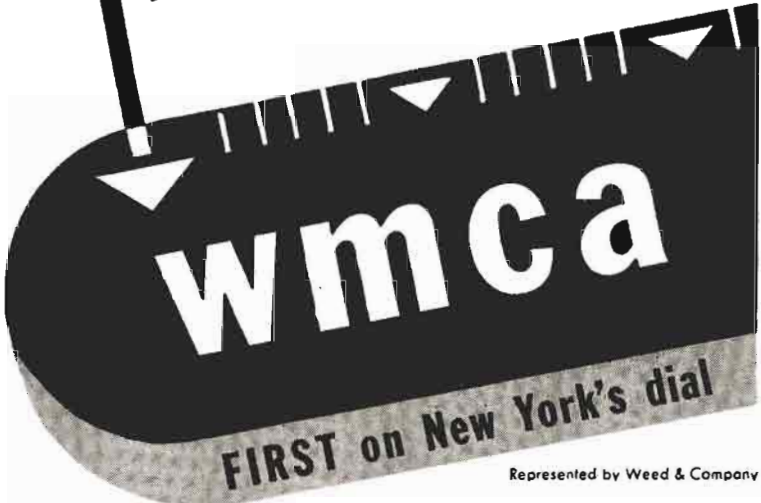
AP !

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 NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:30 a.m. to 1:30 a.m.
 News Service AP
 Transcription Service.....World Broadcasting
 System
 Representative.....Weed & Co.

Personnel

PresidentNathan Straus
 Vice-President and
 General Manager Charles Stark
 War Programs and Director of
 News and Publicity.....Leon Goldstein
 Sales Promotion Manager...Howard Klarman
 Production Manager.....Charles Wilshin
 Chief Announcer.....Joseph A. O'Brien
 Artists BureauCharles Wilshin
 Musical Director.....Jerry Sears
 Chief Engineer.....Frank Marx
 Record MC..... Jerry Lawrence and Steve Ellis

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 NumberWorth 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
 War Programs.....Sylvia Davies
 Chief Announcer.....T. H. Cowan
 Musical Director.....Herman Neuman
 (Non-Commercial Station)

W A A T

(See New Jersey)

FOR QUALITY !
AP



MAKE-BELIEVE BALLROOM

with Martin Block
Monday thru Saturday
10:00-11:30 mornings
5:35-7:30 evenings



THE WIFESAVER
with Allen Prescott
Monday thru Friday
9:35-10:00 a.m.



MILKMAN'S MATINEE
with Art Ford
Monday thru Sunday
12:00 mid.-6:30 a.m.



HOLLYWOOD DIGEST
with Paula Stone
Monday thru Saturday
5:15-5:30 p.m.



WAR DIARY
with George Brooks
Monday thru Saturday
7:35-7:45 p.m.



MAGIC OF MUSIC
with Bill Williams
Monday thru Saturday
8:00-9:00 p.m.

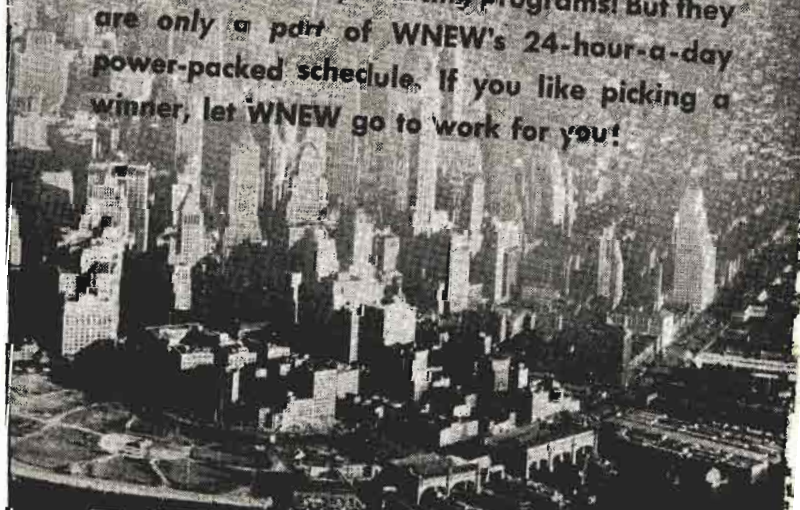
Here's one reason

WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, WNEW knows just the type of radio entertainment New Yorkers enjoy.

Here are six "winners" who have found a loyal audience in the millions of listeners throughout the Metropolitan area—listeners who buy the products these stars recommend!

These are sales-producing programs! But they are only a part of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!



WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

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

For Up-To-The-Minute

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

Please Turn to Pages 273-287



NETWORK INFORMATION

Please Turn to Pages 289-320



FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 215-219



NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 961-970

1 2 3 **1944** 4 5 6
7 8 9 10

Month after month during 1944 WOR
carefully clocked the 10 most
popular local shows carried by *all*
New York stations.

WOR now finds that 84% of these
great programs were broadcast by WOR
during the entire year.

WOR
—that power-full station
at 1440 Broadway, in New York

member of the mutual broadcasting system

W O R

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 St.; 200 W. 48th St.
 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....M. L. Tyler (Boston); John
 Shelton, DeWitt Mower, Robert A. White
 (Chicago); Edward S. Townsend (San Fran-
 cisco)

Personnel

President.....Alfred J. McCosker
 Vice-President and General
 Manager.....Theodore C. Streibert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Vice-President in charge
 of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 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. Poppele
 Director of Entertainment Dept..Nat Abramson
 Promotion and Research
 DirectorJoseph Creamer
 Musical Director.....Alfred Wallenstein
 Chief Announcer.....Eugene King
 Continuity Director.....Robert Simon

FOR QUALITY
AP !



The High Fidelity Station

WQXR

10,000 WATTS • NIGHT AND DAY



WQXQ

NEW YORK'S FIRST F. M. STATION



THE RADIO STATIONS OF
The New York Times



INTERSTATE BROADCASTING COMPANY, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.

Circle 5-5566

W Q X R

NEW YORK—EST. 1934

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

Address730 Fifth Avenue
Phone NumberCircle 5-5566
Transmitter Location...Maspeth, Long Island,
N. Y.

Time on the Air..7 a.m. to 12:05 midnight; Sun-
days, 8:30 a.m. to 12 midnight

Newspaper Affiliation.....New York Times

News ServiceAP

Transcription Service...World Broadcasting
System; Associated Music

Personnel

Chairman of the Board..Arthur Hays Sulzberger
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
ConductorLeon Barzin
Chief Engineer.....Russell Valentine

ANOTHER FIRST FOR

PA



PA

Originated Hourly Spot News

Summaries on the Special

AP

News Wire



TWO GOOD GRIPS ***on the NEW YORK MARKET***

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER

JOHN E. PEARSON CO., NAT'L REP.
www.americanradiohistory.com



W O V

NEW YORK—EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.

News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

Station Manager.....Ralph N. Weil
 Commercial Manager.....Ralph Nardella
 Publicity Manager.....Judith Vallen
 Program Director.....Arnold Hartley
 Artists' Bureau Director.....Syd Leipzig
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis W. Holt
 Record MC.....Alan Courtney

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421
 Transmitter Location.....Lockport & Military
 Roads

Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls
 Gazette

News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio; Associated Music
 Representative.....Headley-Reed Company

Personnel

President.....Alanson C. Deuel
 General Manager.....Earl C. Hull
 Commercial Manager.....Richard G. Robbins
 War Programs and
 Program Director.....Robert Manning
 Musical Director.....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.

Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 12 midnight

News ServiceUP
 Transcription Service.....NBC Thesaurus
 Representative.....Walker Co.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager.....Harold J. Frank
 Sales Promotion Manager.....Harold Frank
 Program Director.....H. J. Frank
 War Programs.....Hilda Trotter
 Record MC.....Jerry Boyce
 Chief Engineer.....Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928

BLUE NETWORK

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 a.m. to 11 p.m.
 Newspaper Affiliation.....Olean Times
 Herald

News ServiceUP
 Transcription Service.....World
 Representative.....J. P. McKinney & Son

Personnel

President.....Col. E. B. Fitzpatrick
 General Manager.....Thomas L. Brown
 Sales Manager.....Fred G. Meyer
 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

AddressRadio Centre
 Phone Number1600
 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 ServiceUP
 Transcription Service.....Standard
 Representative.....Spot Sales, Inc.

Personnel

President-Station Manager...George F. Bissell
 Commercial Manager.....Joel H. Scheier
 Program Director.....Betty Swift
 Chief Engineer.....John Vrindten



YOUR WESTERN NEW YORK SALESMAN

- ... a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.
- ... a visitor who is always welcome in the 741,410 radio homes of this 43 county area.
- ... a salesman who always delivers a glowing call report ... proved by mail response and audience surveys.
- ... a full-time day and evening representative who keeps the door open for your message.
- ... one of the family, whose friendly greeting introduces you to your most worthwhile prospects.



"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N.Y."

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery 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
 News Service AP
 Transcription Service.....NBC Thesaurus
 RepresentativeHeadley-Reed Company

Personnel

President.....Merritt C. Speidel
 General Manager.....Harold W. Cassill
 Station Manager.....Bruff W. Olin
 Chief Engineer.....John Burke

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

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

Business Address.....Carlson Rd.
 Phone NumberStone 1862
 Studio Address.....111 East Ave.
 Transmitter Location.....Victor, New York
 Time on the Air.....18 hours daily
 News Service UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System

RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
 Station Manager.....John H. Lee
 Sales Manager.....J. W. Kennedy, Jr.
 Sales Promotion Manager.....Truman Brizee
 Program Director.....Chas. Siverson
 Production Manager.....Eugene Lane
 Musical Director.....Eugene Zacher
 Publicity Director.....Truman Brizee
 Chief Announcer.....Dean Harris
 Director of News.....Jack Ross
 Director of Sports.....Robert Turner
 Educational Director.....John Tesch
 Technical Supervisor.....Ken Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

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

Transmitter Location....979 Mt. Read Blvd.
 Time on the Air.....Monday through Friday,
 6:30 a.m. to 12:30 a.m.; Saturday, 6:30 a.m.
 to 1 a.m.; Sunday, 8:30 a.m. to 12:30 a.m.

Newspaper Affiliation.....Gannett News-
 papers, Inc.

News ServiceAP
 Transcription Service.....Associated Music &
 Standard
 RepresentativeJ. P. McKinney & Son

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 Treasurer-General Manager.....Gunnar O. Wiig
 Commercial Manager.....L. C. Wheeler
 Program Director.....William J. Adams
 Chief Engineer.....Bernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

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

Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories

Address.....Taylor Bldg., Main St.
 Phone NumberStone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News ServiceINS
 National Sales Office..Jos. H. McGillvra, Inc.

Personnel

President-Chief Engineer &
 Station Manager.....Gordon P. Brown
 Sales Manager.....E. J. Walz
 Sales Promotion Manager.....Elmer J. Walz
 Musical Director.....Viola Brown
 Chief Engineer.....Gordon Brown

WNBZ

SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

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

Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Transcription Service.....Standard Radio
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....John F. Grimes
 Program Director.....Albert C. Bagdasarian
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric
 Company

Address1 River Road
 Phone Number3-2121
 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

Manager of Broadcasting.....R. S. Peare
 Asst. Manager Broadcasting.....B. J. Rowan
 Station Manager.....Kolin Hager
 Asst. Manager.....A. G. MacDonald
 Sales Manager.....A. G. MacDonald
 Sales Promotion.....Kay Kempton
 Program Manager.....A. O. Coggeshall
 Asst. Program Manager.....Earle Pudney
 Press & Public Relations Director,
 W. T. Meenam

AccountantV. J. Hasche
 Director of Agricultural
 ActivitiesG. E. Markham
 Artists Bureau.....Kolin Hager
 Musical Directors...E. A. Rice and Frank Glenn
 Station Engineer.....W. J. Purcell

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Gateway
 Broadcasting Corp.

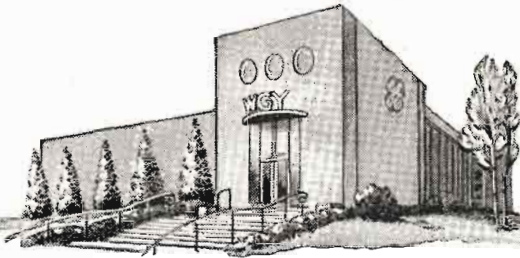
Address.....Plaza Theater Bldg.
 Phone Number.....Schenectady 3-3622
 Transmitter Location...Campbell & Rice Rds.,
 Rotterdam, N Y.

Time on the Air.....6:45 a.m. to 12:05 a.m.:
 Sundays, 8 a.m. to 12:05 a.m.

News ServiceAP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeHelen Wood

Personnel

President.....Winslow P. Leighton
 Vice-President & General
 Manager.....George R. Nelson



W G Y

The MUST Station in the Great Hudson Circle

W G Y

For Power, Programming, and Prestige

W G Y

50,000 Watts - NBC - 22 Years of Service

Represented Nationally by NBC Spot Sales

GENERAL  ELECTRIC SCHENECTADY, NEW YORK
WGY-216

Program Manager.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Chief EngineerI. Beck

W A G E

SYRACUSE—EST. 1941
 BLUE NETWORK

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number2-0277
 Transmitter Location.....Liverpool, N. Y.
 Time on the Air...6 a.m. to 2 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Edward Pety & Co., Inc.

Personnel

PresidentFrank C. Revoir
 Station ManagerWilliam T. Lane
 Sales Manager.....Aaron Beckwith
 Merchandising Director.....Aaron Beckwith
 Production Manager.....Alfred Dinsdale
 Musical Director.....Thelma Jean McNeill
 Record MC.....Fred Jeske
 Chief Engineer.....Charles Brannen

W O L F

SYRACUSE—EST. 1940
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number2-7211
 Transmitter LocationVan Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.
 Transcription Service Standard
 Representative.....The Walker Co.

Personnel

President-Commercial Manager. .T. S. Marshall
 Program Director.....Hamilton Woodie
 Production Manager.....Hamilton Woodie
 Publicity DirectorEleanor Merz
 Chief AnnouncerSid Posner
 Chief Engineer.....David Foote

W S Y R

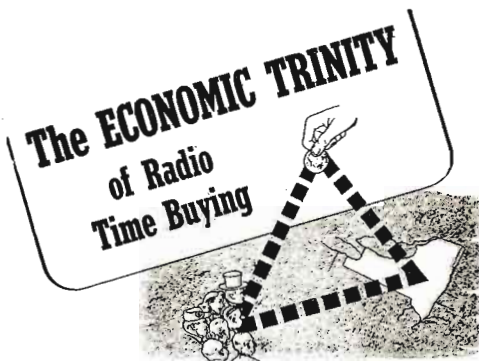
SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated ByCentral New York
 Broadcasting Corporation
 AddressKemper-Syracuse Bldg.
 Phone Number3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air...6 a.m. to 1 a.m.; Sunday, 8
 a.m. to 1 p.m.
 News Service UP
 Transcription Service: Associated Recorded
 Program Service; Lang-Worth & Standard
 Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
 Vice-President.....E. R. Vadeboncoeur
 TreasurerN. L. Kidd
 Commercial Manager.....W. R. Alford, Jr.
 Promotion ManagerR. Boyd
 Program Director.....Bill Rothrum
 Chief Announcer.....Ralph Wallace
 War Programs.....George Reed
 Musical DirectorM. Bernthal
 Chief Engineer.....Armand Belle Isle
 Record MC.....Paul Coleman



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 Pety & Co. representative will show it to you— or write or wire WAGE.



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

THE STATION OF THE STARS



WFBL

SYRACUSE, N. Y.

*the Greatest Selling -
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post - war - prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING SYSTEM

FREE and PETERS * Exclusive National Representatives

FIRST
FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding 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 the 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."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

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.

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 Number2-1147
 Transmitter Location Collamer, N. Y.
 Time on the Air.....Full Time
 News Service INS
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeFree & Peters

Personnel

President.....S. H. Cook
 Vice-President-General
 ManagerSamuel Woodworth
 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 SupervisorJames Kelley
 Musical Director.....Raymond Ganter
 Chief Engineer.....A. R. Marcy

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 LocationBoght Corners
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News Service UP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth; Standard
 RepresentativePaul H. Raymer Co.

Personnel

President.....Col. H. C. Wilder
 Station Manager.....William A. Riple
 Assistant Manager.....Woodbury Carter
 Program Director.....E. W. Rossell

Publicity Director.....Edward Walker
 Musical Director and
 Chief Announcer E. Rossell
 Chief Engineer.....W. Whitman
 Record MC.....Don Jarvis

W H A Z

TROY—EST. 1922

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

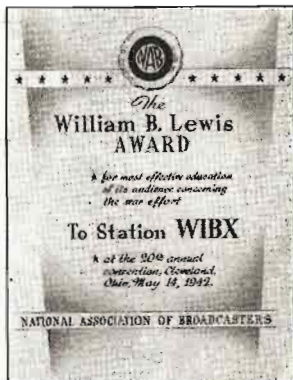
President.....Dr. W. O. Hotchkiss
 Promotion Manager.....W. J. Williams
 Sales ManagerW. C. Stoker
 Program Director.....A. O. Niles
 Chief AnnouncerR. Schmelzer
 Chief EngineerH. Harris

FOR QUALITY

AP !

Cited for . . .

SUPER PUBLIC SERVICE



1942
1943
1944



The William B. Lewis Award of 1942
and
The Billboard Citation of 1943
speak for themselves

However, the 1944 World Series promotion was something phenomenal as far as the 400,000 listeners in the Utica-Rome, N.Y., area were concerned. It was these folks who asked us to broadcast the World Series; they knew that if WIBX failed them, they would not hear the series (no other station carrying the series being audible in the territory). So through the co-operation of the late Judge Kenesaw Mountain Landis, the Gillette Safety Razor Company and their agency, Maxon, Inc. (as well as the CBS Network and P. & G. and Standard Brands in relinquishing their time), the World Series of 1944 was heard in all its glory over WIBX. Thousands of letters, cards and messages came from far and near.

Yes, things like these do make WIBX your super public service station in the Mohawk Valley.

CBS

WIBX

1230 KC

"The Voice of the Mohawk Valley"

UTICA, NEW YORK

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

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

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
 7:45 a.m. to 12:05 a.m.

News Service: INS & UP
 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
 Program Director: Elliott Stewart
 Production Manager: Michael Carlo
 Publicity Director: N. W. Cook
 Musical Director: Walter Griswold
 Chief Engineer: J. T. Dowdell

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM
 ASSOCIATED

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 12:15 p.m. daily; 8
 a.m. to 12:15 a.m. Sunday

News Service: AP
 Transcription Service: Standard Radio
 Representatives: Sears & Ayers

Personnel

President-Sales Manager: G. Harry Richter
 Program Director: Theodore W. Austin
 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 Service: UP
 Transcription Service: World Broadcasting
 Representative: Weed & Co.

Personnel

President: Harold B. Johnson
 Station Manager: Thomas E. Martin
 Commercial Manager: Louis Sciff, Jr.
 Sales Promotion: Thomas R. McHugh
 Program Director: James W. Higgins
 Chief Engineer: Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Westchester Broad-
 casting Corp.

W F A S

*A Class Station in
 A Class Market*

Listener acceptance outstripping leading
 metropolitan independents in this area
 by as much as 5 to 1*.

Advertiser acceptance: 1944 sales 58%
 ahead of 1943!

Reasons: A quality-music policy for
 more than 10 years . . . plus compre-
 hensive World and local news . . . plus
 active cooperation in the community's
 civic life.

W F A S in Westchester

Roger Smith Hotel
 White Plains

Represented by
 HEADLEY-REED COMPANY
 Chrysler Building
 New York

*Crossley listening study on request

Address Roger Smith Hotel
 Phone Number White Plains 6400
 Transmitter Location..... Roger Smith Hotel
 Time on the Air..... Unlimited license
 News Service..... AP
 Transcription Service World Broadcasting
 System: AMP
 Representative Headley-Reed Co.

Personnel

President..... J. Noel Macy
 V.P-Managing Director..... Frank A. Seltz
 Commercial Manager..... Harold Levy
 Program-Musical Director..... Ran Kaler
 Chief Engineer F. A. Seltz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts

Owned-Operated By Long 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 Service AP
 Transcription Service.....Lang-Worth, BMI

Personnel

President and General
 Manager William H. Reuman
 Asst. General Manager..... Edith Dick
 Program Director..... Bob Mann
 Man. Foreign Lang. Pro..... Lou Cole
 Chief Announcer..... Lou Cole
 Chief Engineer..... Joseph Franz, Jr.

W W R L
NEW YORK

LOW
COST
PROGRAMMING

THAT
SELLS
IN

NEW
YORK'S
HIGH
COST
MARKET

1600 KC
FULL TIME

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W I S E

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 Ken Beachboard
Promotion Manager Charles A. Bachman
Program Director Floye Bowers
Chief Engineer Madeline Hollerith

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts (C.P. 5000)
Owned-Operated By Asheville Citizen-Times Co., Inc.
Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air: 6:30 a.m. to 12:05 a.m. daily; 7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation Asheville Citizen-Times
News Service AP & UP
Transcription Service 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

W B B B

BURLINGTON—EST. 1941
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Alamance Broadcasting Company, Inc.
Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West Front Street Extension)
Time on the Air 6 a.m. to local sunset
News Service UP; AP
Transcription Service Standard Radio; Kingston; Lang-Worth

Personnel

Secretary and General Manager E. Z. Jones
Commercial & Sales Promotion Manager Roy Springer
Program Director and Chief Announcer Earl Caton
Production Manager Earl Caton
Record MC Al Nelson
War Program Director E. Z. Jones
Publicity Director Dot Marlowe
Artists Bureau Laurine Skinner
Chief Engineer Berry Tysor

W A Y S

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 1 a.m.
News Service INS & AP
Transcription Service Lang-Worth; Standard
Representative Weed & Co.

Personnel

President George W. Dowdy
Station Manager Walter H. Goan
Chief Engineer John C. Price
Program Director W. H. Porcher, Jr.

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting System, Inc.
Business Address Wilder Building
Phone Number 3-8833
Transmitter Location 9 miles southeast of Charlotte
Time on the Air 5 a.m. to 1 a.m. daily; 7 a.m. to 1 a.m. Sunday
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
 Manager.....William F. Carley
 News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Office Mgr.-Auditor.....E. J. DeGray
 Production Manager.....Larry Walker
 Acting Chief Engineer.....M. J. Minor

W S O C

CHARLOTTE—EST. 1928
 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, 8 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 RepresentativeHeadley-Reed Company

Personnel

President.....E. J. Gluck
 Commercial Manager.....W. C. Irwin
 Program Director.....Ronald G. Jenkins
 Chief Engineer.....L. L. Caudle

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 & AP
 Transcription Service.....Standard Music.
 Keystone

Personnel

OwnerWayne Nelson

W D N C

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Durham Radio
 Corporation

Address138 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 midnight
 Newspaper Affiliation.....Herald-Sun Papers
 News ServiceUP
 Transcription Service.....C. P. MacGregor
 Representative...Howard H. Wilson Company

Personnel

PresidentC. C. Council
 General and Commercial
 ManagerL. F. Jarman
 Sales Promotion and Publicity
 DirectorAnne Raidebaugh
 Program DirectorZ. V. Gwynn
 Chief AnnouncerWilliam Hedgepath
 Musical Director.....Mildred Alexander
 Chief EngineerWalter Hill
 Record MCZ. V. Gwynn

W C N C

ELIZABETH CITY—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Albemarle Broadcasting
 Co.
 AddressColonial Ave.
 Phone Number1400
 Transmitter Location..Parsonage St. Extension
 News ServiceUP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....T. W. Aydlett
 Station Manager.....J. E. Aydlett
 Commercial Manager ...Martha S. Seymour
 Program Director.....Elizabeth Blair
 Chief Engineer.....Joseph J. Benonis

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 Number4848
 Transmitter Location.....N. Water St.
 Time on the Air16½ hours daily
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....The Walker Co.

Personnel

Station Manager.....W. C. Ewing
 Commercial Manager.....Paul Moyle
 Program Director-Chief
 AnnouncerRay Woodard

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address....National Bank of Commerce Bldg.
 Phone Number732
 Transmitter Location....Dallas Road, Gastonia
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 RepresentativeCox & Tanz

Personnel

Owner.....F. C. Todd
 ManagerPat McSwain
 Commercial Manager.....F. C. Abernathy
 Program Director.....Earl Holder
 Chief Engineer.....W. C. Groves, Jr.

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By...North Carolina Broad-
 casting Co., Inc.
 Business AddressBox 1807
 Phone Numbers6125, 6126, 6127
 Studio Address.....O. Henry Hotel
 Transmitter Location...Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News ServiceAP
 Transcription Services:..World Broadcasting
 System; NBC Thesaurus
 Representative ...George P. Hollingbery Co.

Personnel

Station and Commercial
 ManagerEdney Ridge
 Program Director.....Inez Connelly
 Publicity Director.....Madge Banks
 Production Manager-Chief
 AnnouncerWally Williams
 News Editor.....Margaret Leonard
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison



"The PRESTIGE
 STATION of the
 CAROLINAS"



famed
 for
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By....Greensboro Broadcast-
 ing Co.
 Business Address.....Ashe St. Extension
 Phone Number3-3631
 Transmitter Location.....Ashe St. Extension
 Time on the Air.....6 a.m. to local sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth
 Acting Assistant
 ManagerJ. Robert Marlowe
 Commercial Manager.....L. O. Hutchins
 Sales Promotion and Publicity
 ManagerJ. R. Marlowe
 Chief Announcer.....Victor Smith
 Program-Production Manager....Stan Conrad
 Chief EngineerJoseph Warlick

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Greenville Broadcast-
 ing Company
 AddressFalkland Highway,
 P. O. Box 898
 Phone Number3182
 Transmitter Location.....Falkland Highway
 Time on the Air.....15 hours Sundays;
 16½ hours daily
 News Service.....UP
 Transcription Services....Lang-Worth & World

Personnel

PresidentJulian J. White
 Station and Sales Promotion
 ManagerMargaret J. Laughinghouse
 Publicity Director.....Richard Stokes, III
 Program Director.....Margaret Richardson
 Chief Announcer.....Charles Whedbee
 Chief Engineer.....Hank Tribley

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Business Address.....P. O. Box 1024
 Phone Number1550
 Studio Address.....Borden Bldg.
 Transmitter LocationGoldsboro-Raleigh
 Highway
 Time on the Air.....6 a.m. to 1:05 p.m. daily;
 8 a.m. to 11:05 p.m. Sunday
 News ServiceUP, AP
 Transcription ServiceWorld
 Representative.....The Walker Co.

Personnel

President.....A. T. Hawkins
 General Manager.....Harry G. Bright
 Sales Manager.....Leland B. Nelson
 Program Director.....John Gay Britt
 Publicity Director.....Grace Carroll
 Chief Announcer.....Hal Grant
 Chief Engineer.....Daniel B. Trueblood
 Office Manager.....V. H. Hooks
 Musical Director.....Margaret Long

WGBR in Goldsboro

*Is Eastern Carolina's Number
 One Station Serving Eastern
 Carolina's Number One
 Market.*

Affiliated with

**Mutual Broadcasting System
 The Tobacco Network**

Represented by The Walker Co.

W G B R

Harry G. Bright, *Gen. Mgr.*
GOLDSBORO NORTH CAROLINA

W H K Y

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 2½ miles SE of Hickory

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

News Service UP

Transcription Service World

Representative Howard H. Wilson

Personnel

President Carl V. Cline

Station Manager Edmund S. Long

Program Director-Chief

Announcer Bing Bennett

Chief Engineer E. S. Long

W M F R

HIGH POINT—EST. 1935

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

NORTHSTATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Radio Sta. WMFR, Inc.

Address 156½ S. Main St.

Phone Number 4593

Transmitter Location 156½ S. Main St.

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

News Service UP

National Representative Burn-Smith Co.

Personnel

President James M. Lambeth

Station Manager Helen M. Lambeth

Commercial Manager Pat Taylor

Program Director Gary Davis

Chief Engineer Robert P. Boyd

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.

Time on the Air 6:45 a.m. to 11 p.m., Monday

through Friday and Sunday; 6:45 a.m. to 1

a.m. on Saturday

Representative Burn-Smith Company

Personnel

President Jonas Weiland

Sales Manager Lester L. Gould

Program Director Louis Brooks

Chief Engineer David Hardison

W H N C*

HENDERSON, N. C.

Frequency: 890 Kc. Power: 250 Watts

Owned By Henderson Radio Corp.

Officials: S. S. Stevenson and Nathan Frank

* Construction Permit.

FOR QUALITY !
AP

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 12 midnight; week-
 days; 8 a.m. to 12 midnight Sunday
 News Service UP
 Transcription Service Lang-Worth,
 NBC Thesaurus

Personnel

President-Station Manager Louis N. Howard
 Sales Promotion Manager Paul Parker
 Program-Production Director Ed. W. Burwell
 Publicity Director Ellen Hancock
 Assistant Traffic Manager Martha Bullock
 Chief Engineer Glen Neuville

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 Numbers 8311-12-13
 Transmitter Location Cary, N. C.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP; UP
 Transcription Services NBC Thesaurus, World
 Representative Free & Peters

Personnel

President and Treasurer J. R. Weatherspoon
 Station Manager Richard M. Mason
 Sales Manager Ollie L. Carpenter
 Program Director Garrett W. Morrison
 Publicity Director Fay E. Biggs
 Chief Engineer Henry Hulick, Jr.

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

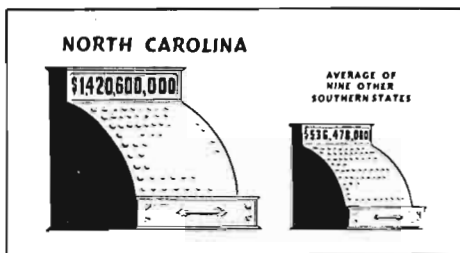
Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capitol Broadcasting
 Company
 Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location S. Davie St.
 Time on the Air 6:30 a.m. to 11 p.m., EWT
 News Service AP
 Transcription Service Lang-Worth
 Representative Weed & Co.

Personnel

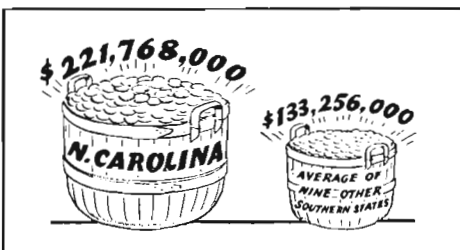
President A. J. Fletcher
 Sales Promotion Manager Steve Woodson
 Commercial Manager C. D. Moore
 Program Director Ray Reeve
 Chief Engineer Stanley Brown

NORTH CAROLINA IS THE SOUTH'S No.1 STATE

IN INDUSTRY



IN AGRICULTURE



W P T F

(CARRYING N. B. C.
 WITH 50,000 WATTS
 AT 680 KC)

IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
 NATIONAL REPRESENTATIVES

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.

Address251 Roanoke Avenue

Phone NumberR-855-1

Transmitter Location...10th Street Extension

Time on the Air.....116 hours weekly

Transcription Services..C. P. MacGregor, Key-
stone, World

National Representative.Nathan Frank Agency

Personnel

President.....S. E. Crew

Commercial Manager.....Nathan Frank

Program Director.....Mamie Nash

Chief Engineer.....C. W. Mears

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

AddressBank of Washington Bldg.

Phone Number403

Transmitter Location..Washington-Chocowinity
Highway

Time on the Air.....7 a.m. to local sunset

News ServiceAP

National Representative.....Forjoe & Co.

Personnel

President.....W. R. Roberson, Sr.

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

Sales Manager.....W. R. Roberson, Jr.

Program Director.....Mary Miller

Publicity Director.....Merrill Daniels

Chief Announcer.....Bob Armstrong

Production Manager.....George Walston

Chief Engineer.....George Martin



**BLUE
NETWORK**

In Eastern North Carolina it's

WRRF

930 Kilocycles



**BLUE
NETWORK**

1000 Watts

Washington

930 Kilocycles

North Carolina

COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET

In the center of the bright leaf tobacco belt . . . one of America's richest agricultural areas . . . WRRF offers the advertiser exceptional profit opportunities for his advertising dollar **RIGHT NOW.**

WRRF is **THE** regional station . . . with national programming . . . in a trade territory of over 600,000 population, with 67,144 radio homes satisfactorily reached by no other station. Here are 6,188 retail outlets with an annual volume of over \$100,000,000.

WRRF carries the cream of the Blue Network's programs, assuring a large listener audience. Get **YOUR SHARE** from this most fertile field now, through consistent advertising on WRRF. Write us today for our new informative folder.

TAR HEEL BROADCASTING SYSTEM, INC.

Washington, North Carolina

National Radio Representatives **FORJOE & CO.** New York • Chicago • Philadelphia

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 11 p.m.
 News Service.....AP

Personnel

Owner-Manager.....W. Avera Wynne
 Sales Manager.....Ray Bandy
 Chief Engineer.....W. W. Primm

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: Yarkin Hotel, Salisbury;
 Swanee Theatre Bldg., Kannapolis, N. C.
 Transmitter Location.....Statesville Highway
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Representative.....Burn-Smith Co.

Personnel

Manager.....W. J. Murphy
 Assistant Manager.....W. C. Mitcham
 Program-Production Director.....Russell McIntire
 Chief Engineer.....Carl Watson

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 Numbers.....2188, 2189
 Transmitter Location.....Wilson
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth & World
 Representative.....Burn-Smith Co.

Personnel

Owner.....P. T. Watson
 Station Manager.....Allen Wannamaker
 Commercial Manager.....Robert B. Brunson
 Chief Engineer.....Warren Wooten

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

Owner.....R. A. Dunlea
 Commercial Manager.....Claud O'Shields
 Chief Engineer.....E. I. Herring

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WAIR Broadcasting Co.
 Address.....Pepper Bldg.
 Phone Number.....2-1133
 Transmitter Location.....Reynolda, N. C.
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 System

Personnel

Station Manager.....George D. Walker
 Commercial Manager.....C. G. Hill
 Sales Promotion Manager.....Ruth Pitts
 Program Director.....Doris Pardington
 Chief Engineer.....Lee King
 Record MC.....Larry Patrick

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power 5000 Watts
 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.;
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel

News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Headley-Reed Co.

Personnel

President.....Gordon Gray
 Managing Director.....Harold Essex
 Sales Manager.....Harry B. Shaw
 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 273-287

KFYR

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: Standard
Representative: John Blair & Company

Personnel

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

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KDLR, Inc.
Address: 1025 Third St.
Phone Number: 1090
Transmitter Location: East end 4th Street
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World Broadcasting

Personnel

President and General Manager: Bert Wick
Chief Engineer: Richard Moritz

WDAY

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; Sunday, 7 a.m. to midnight

Newspaper Affiliation: Fargo Forum
News Service: UP & AP

Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

President: E. C. Reineke
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Program Director and Chief Announcer: Ken Kennedy
War Program Director: Howard Nelson
Production Manager: David Henley
Sales Promotion-Publicity Director: Mildred Gregerson
Musical Director: Dick Hall
Chief Engineer: Julius Hetland

KFJM

GRAND FORKS—EST. 1923

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

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

Personnel

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

KILO

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: 6:30 a.m. to midnight daily;
8 a.m. to midnight Sunday
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

Owner-Station Manager: Dalton Le Masurier
Commercial Manager: Elmer Hanson
Chief Engineer: Arnold Petrich

KSJB

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

NORTH DAKOTA

Frequency: 600 Kc. . . . Power: 250 Watts Day,
100 Watts Night
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 11 p.m.
News Service. AP & UP
Representative. . . . North Central Broadcasting
System

Personnel

President. L. J. McNeil
Station Manager & Sales. Lloyd R. Amoo
Sales Promotion. Betty Henry
Program Director. Florence Putnam
Publicity Director. Betty Henry
Chief Engineer. Lloyd R. Amoo

K G C U

MANDAN—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 250 Watts
Owned-Operated By. Mandan Radio Association,
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.
Representative. . . . North Central Broadcasting
System

Personnel

President. W. S. Russell
Station Manager. M. J. Reichert
Program Director. Merritt Bushee
Chief Engineer. LeRoy Gunderson

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.
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

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned KOVC, Inc.

Operated By. Robert E. Ingstad

Address 312 Fifth Ave.

Phone Number 408

Transmitter Location 312 Fifth Ave.

Time on the Air. 7:30 a.m. to 10:05 p.m.

Personnel

President & Owner. Robert E. Ingstad

Transcription Service Keystone

General and Commercial

Manager Robert E. Ingstad

Sales Promotion-Program

Director. George L. Brooks

Director of War Programs. . . . Bob Ingstad

Chief Engineer Charles Sjostrom

FOR QUALITY !
AP

WAKR

TOWERS OVER AKRON



Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

O H I O

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business AddressBox 830
Phone NumberMeadowbrook 3211
Studio Address.....Tallmadge, Ohio
Transmitter Location..State Route No. 8, North
of Akron
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....UP & Trans.
Transcription Service.....Standard Radio &
Lang-Worth
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
Chief Engineer.....Larry Hennigan
Record MC.....J. J. Rattay

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corpora-
tion
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 & UP
Transcription Service.....NBC Thesaurus,
Standard
Representative.....Weed & Co.

Personnel

President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director.....Stanley N. Schultz
Musical Director.....Stanley Schultz
Chief Engineer.....George V. Paul

W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640.....Power: 1000 Watts
Owned-Operated By...United Broadcasting Co.
Address51 West State St.
PhoneBL 7101
Transmitter Location.....Akron-Peninsula Rd.
Time on the Air.....8 a.m. to Pacific Sunset
Sign Off
Newspaper Affiliation...Forrest City Pub. Co.
News Service.....AP
Transcription Service.....World
Representative.....Radio Advertising Co.

Personnel

Chief Executive.....H. K. Carpenter
General Manager.....H. K. Carpenter
Station Manager.....R. W. Richmond
Sales Manager.....J. A. Harrington
Program Director.....Lew Henry
Chief Engineer.....James Hill
*CP

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
Studios.....221 Center St., Ashtabula; State
St., Painesville, Ohio
Transmitter Location.....Jefferson Road, RFD
Time on the Air.....Local sunrise to sunset
News Service.....UP
Transcription Service.....World
Representative.....The Walker Co.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager.....Donald Fassett
Sales Promotion Manager.....A. B. Newkirk
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Musical Director.....Mary Pavolino
Chief Engineer.....Homer Johnson

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company
Address.....550 Market Avenue, South
Phone Number.....7-166

Transmitter Location.....Lakeside and 22nd Street, N. W.
 Time on the Air.....7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
 Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
 News Service.....AP & UP
 Transcription Service.....World
 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.....Homer A. Ray
 Technical Director.....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.....Wells Bruen
 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 H K K

Akron

640 K. C.

1000 WATTS

UNITED BROADCASTING CO.

Operators of WHK, Cleveland; WHKN, Akron; WHKC, Columbus

MUTUAL

Represented by **RADIO ADVERTISING COMPANY**

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Scripps-Howard
 Address 3800 Carew Tower Bldg.
 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 Evelyn C. Eppinger
 Sales Promotion Manager . . . Evelyn C. Eppinger
 Production Manager Fred P. Pfahler
 Chief Announcer Glen Clark Miller
 Publicity Director Alys V. Kestle
 Musical Director Eugene T. Hoctor
 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.
 Newspaper Affiliation . . The Cincinnati Times-
 Star
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 Representative The Katz Agency

Personnel

President Hulbert Taft, Sr.
 General Manager H. E. Fast
 Sales Manager U. A. Latham
 Sales Promotion Nelson King
 Program Director Jewel W. Stovall
 Production Manager Syd Cornell
 Publicity Director Jeanne Roberts
 Musical Director Gladys Lee
 Chief Engineer George Wilson

*More Quarter Hours
 are sold to
 national and local sponsors on
 WKRC
 than on any other
 network station
 in
 Cincinnati*

W L W

CINCINNATI—EST. 1922

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
 Dir. of Promotional Activities..Marshall N. Terry
 Merchandising Manager.....Arthur Griffes
 Director of War Programs.....Katherine Fox
 Program DirectorHoward Chamberlain

Production Manager.....Richard Hubbell
 Publicity DirectorWilliam L. Barlow
 Musical Director.....Milton Weiner
 Chief Engineer.....R. J. Rockwell

W S A I

CINCINNATI—EST. 1928

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Marshall Field
 Address.....104 West 9th
 Phone Number.....Cherry 1822
 Studio.....9th & Elm Sts.
 Transmitter Location.....Near Mt. Healthy,
 Ohio

Time on the Air:Unlimited License
 News Service.....AP & UP
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

PresidentMarshall Field
 Station Manager.....Walter A. Callahan
 Sales Manager.....Mary Scott Welsh
 Program Director.....James Leonard
 Director of War Programs.....Kit Fox
 Production Manager....William Augenbaugh
 Publicity Director.....Mary Scott Welch

FOR QUALITY
AP !

YUSIF ... THE CAMELS' CHOICE!



In Bagdad-on-the-Cuyahoga, which is also called Cleveland, one Yusif ibn Usif presided over a filling station for camels. He had fresh, sparkling well water, the delight of dry dromedaries. Yet the camel trains disdainfully passed him by. And he eked out a miserable existence, one eke at a time.



On the caravan road, beyond the city gates, he placed an inscription which said, "Stop at Yusif's place. Good drink for man and beast." And another scroll at his station praised the celestial cleanliness of his rest rooms. But, though he also purveyed exotic viands, such as hamburgers, nothing availed.



Then spoke unto him a friend saying, "Listen, droopy burnouse! Hundreds of contented camels drink at city filling stations. For the camel drivers are lured thither from afar — by the magic of wireless — over WHK. Do thou likewise, and the camels will walk a mile to you." And Yusif did. And the camels did. And WHK scored another merchandising hit.

Simply because it sells like crazy,

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK, Cleveland — WHKK, Akron
WHKC, Columbus

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.
n. 5000Owned-Operated By.....The WGAR Broad-
casting Company

Address Hotel Statler

Phone NumberProspect 0200

Transmitter Location..Broadview & Atkins Rd.,
Brecksville, Ohio

Time on the Air.....6 a.m. to 1 a.m.

News ServiceUP

Transcription Service....World Broadcasting
System & Lang-Worth

Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards

Vice President-General Manager..John F. Patt

Assistant Manager.....Carl E. Moore

Commercial Manager.....Harry Camp

Sales Promotion Manager...Clyde Vortman

Director of Operations.....Carl George

Program Director.....David Baylor

Publicity Director.....Manuel Eisner

Production Manager-Chief

AnnouncerWayne 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.....PProspect 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 ServiceAP

Transcription Service..Lang-Worth, Associated.
BMI

RepresentativePaul H. Raymer Co.

Personnel

PresidentSterling E. Graham

Vice-PresidentH. K. Carpenter

Sales Manager.....J. B. Maurer

Program Director.....C. M. Hunter

Merchandising Manager.....Sue Cornelius

Chief Announcer.....George Todd

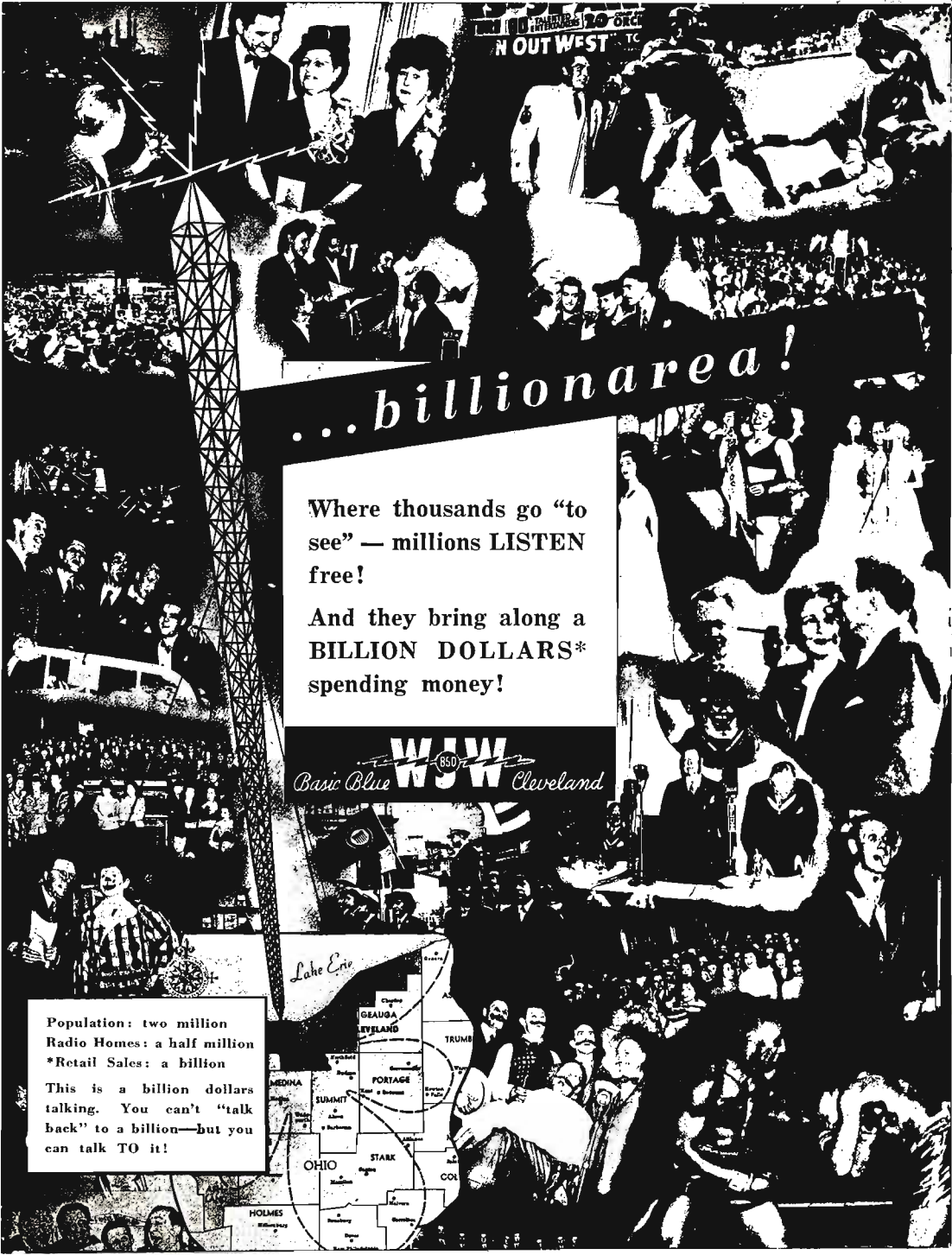
Publicity Director.....Saul Glantz

News EditorArthur O. Beamer

Musical Director.....Willard Pott

Chief Engineer.....Ralph DeLany

**FOR QUALITY !
AP !**



...billion area!

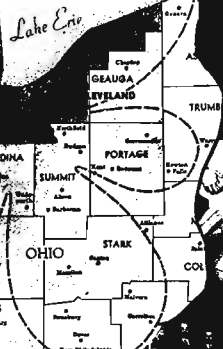
Where thousands go "to see" — millions LISTEN free!

And they bring along a BILLION DOLLARS* spending money!

Basic Blue **WJW** 660 Cleveland

Population: two million
Radio Homes: a half million
*Retail Sales: a billion

This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!



W J W

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: WJW, Inc.
 Address: WJW Building, Playhouse Square
 Phone Number: Superior 0101
 Transmitter Location: North Royalton, Ohio
 Time on the Air: Full time
 News Service: UP
 Transcription Service: Standard
 Representative: Headley-Reed Co.

Personnel

President and General Manager: William M. O'Neil
 National Sales Dir.: 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 T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc. Power: 50000 Watts
 Owned-Operated By: National Broadcasting Co.
 Business Address: 815 Superior Ave., N.E.
 Phone Number: Cherry 0942
 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 Service: NBC Thesaurus; Standard Radio
 Representative: NBC National Spot Sales

Personnel

President: Nels Trammell
 Station Manager: Vernon H. Pribble
 Commercial and Sales Promotion Manager: Howard A. Barton
 Program Director: Hal Metzger
 Production Manager: Fred Wilson
 Musical Director: Lee Gordon
 Chief Engineer: S. E. Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: WBNS, Incorporated
 Address: 33 North High Street
 Phone Number: Adams 9265

Transmitter Location: 1035 Barnett Rd.
 Time on the Air: 6 a.m. to 1 a.m. daily; 8 a.m. to 1:05 a.m. Sunday
 News Service: AP
 Transcription Service: Standard Radio
 Representative: John Blair & Company

Personnel

President: Robert H. Wolfe
 Station Manager: Edgar T. Wolfe
 Sales and Commercial Manager: W. I. Orr
 Sales Promotion Manager: Jerome T. Reeves
 Program Director: Geer Parkinson
 Production Manager: Tom DeVore
 Chief Announcer: Irwin A. Johnson
 Musical Director: Geer Parkinson
 Publicity Director: Jerome R. Reeves
 Chief Engineer: Lester H. Nafzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Pixleys
 Business Address: 33 North High St.
 Phone Number: Main 4581
 Transmitter Location: 33 North High St.
 Time on the Air: 24 hours daily
 8 a.m. to 1 a.m.
 News Service: INS & AP
 Transcription Service: World; Lang-Worth
 Representative: Weed & Company

Personnel

Owner: L. A. Pixley
 Station-Commercial Manager: Jack Kelly
 Program Director: Howard Donahoe
 Production Manager: Al Albinger
 Publicity: Jim Renick
 Chief Engineer: Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 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 1 a.m.
 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..... Ruth Chiappa
 Chief Announcer Bernard J. Sweeney
 Artists Bureau Head-Musical
 Director Abram Ruvinsky
 Chief Engineer..... J. E. Anderson
 Record MC Don Bachman

Personnel

President.....Howard L. Bevis
 Station Director..... R. C. Higgy
 Program Director.....William H. Ewing
 Production Manager.....Edgar Sprague
 Publicity Director.....H. K. Schellenger
 Chief Announcer..... Edgar A. Sprague
 Musical Director..... Ann Charles
 Chief Operator.....C. H. Boehnker
 (Non-Commercial Station)

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By....Ohio State University
 Business AddressColumbus
 Phone Numbers: University 3148; Extension 711
 Studio AddressCampus
 Transmitter Location: University Golf Course,
 3 miles northwest of Columbus
 Time on the Air.....Limited time,
 to sunset at Dallas, Texas
 News ServiceUP
 Transcription ServiceLang-Worth

W H I O

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 NumberADams 2261
 Transmitter Location..Hempstead Road (R.R.
 No. 2—Box 292 A, Dayton, Ohio)
 Time on the Air.....18½ hours daily
 Newspaper Affiliations: Dayton Daily News;

**DAYTON
OHIO**

Long recognized
 as one of the
 Key Production
 Centers of the
 Nation, in peace,
 in war—a highly
 Prosperous and
 Profitable market
 —For YOU.

**5000
WATTS**



**1290
ON THE
DIAL**

**G. P.
HOLLINGBERY
COMPANY
Representatives**

**HARRY E.
CUMMINGS
Southeastern
Representative**

WHIO

FOR COMPLETE FULL TIME COVERAGE

Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
 News Service.....UP, INS, Reuters & AP
 Transcription Service...Standard Radio & World
 Representative.....George P. Hollingbery Co.
 Reprs. for South...Harry Cummings, Jacksonville, Fla.

Personnel

President.....James M. Cox, Jr.
 General Manager.....Robert Moody
 Sales Manager.....Arthur H. Tomsett
 Sales Promotion Manager..Garland V. Baldwin
 Program Manager.....Lester G. Spencer
 Production Director.....Don Wayne
 Musical Director.....Henry Lange
 Chief Announcer.....Sigel A. Roush
 Chief Engineer.....Ernest L. Adams

W I N G

DAYTON—EST. 1939

BLUE NETWORK

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

Personnel

President.....Ambassador Charles Sawyer
 Station Manager.....J. P. Williams
 Sales Manager.....Harold Higgins
 Sales Promotion Manager.....Ima E. Wing
 Program Production Director.....Ranny Daly
 Musical Director.....Charles Reeder
 Chief Engineer.....Stanley Beck

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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 ServiceINS
 Transcription Service.....Lang-Worth;
 Standard Radio & Keystone

Personnel

General Manager.....Fred R. Hover
 Sales Manager.....Kent L. Jeffrey
 Program Director.....Millicent Mertz
 Musical Director.....Barbara J. Tynner
 Chief Engineer.....Edgar Smith

W M O H

HAMILTON—EST. 1944

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broadcasting Co.
 Address.....Second National Bank Bldg.
 Phone.....4664
 Transmitter Location.....Middletown Pike
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 MacGregor

Personnel

President.....Herbert G. Pabst
 Station Manager.....Don Ioset
 Sales Manager.....Joe True
 Program Director.....Sam Sague
 Chief Engineer.....Andrew Bruck
 Musical Director.....Elsie Remp

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone.....93161
 Transmitter Location.....1424 Rice Ave.
 Time on the Air....7 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representatives.....Headley Reed

Personnel

President.....George B. Storer
 Vice-President & Gen. Mgr.....J. Harold Ryan
 Sales Promotion Manager.....R. G. Elvin
 Program Director.....Edgar C. Ulrich
 Chief Announcer.....John Daniels
 Chief Engineer.....Richard Gartner
 Record MC.....Robert Shelley

W M A N

MANSFIELD—EST. 1939

BLUE NETWORK

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: 6:30 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service: UP
 Transcription Service: Standard Radio

Personnel

President-Chief Executive: J. M. O'Hara
 Sales Promotion: Bessie Blackman
 Program Director: Robert Christopher
 Musical Director: Earl Black
 Chief Engineer: William Morrison

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: Unlimited
 News Service: UP
 Transcription Service: NBC Thesaurus,
 Standard

Personnel

President-Station Manager: Robert T. Mason
 Commercial Manager: Geo. A. Speese
 Sales Manager: George A. Speese
 Program Director: Madge L. Cooper
 Production Manager: Harley West
 Musical Director: Carol Whirrett
 Chief Engineer: S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935

**MUTUAL BROADCASTING SYSTEM &
 OHIO NETWORK**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Brush-Moore Newspapers
 Address: 1009 Gallia St.
 Phone Number: 1010
 Transmitter Location: 1009 Gallia St.
 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: AP & UP

Transcription Service: Lang-Worth & BMI
Personnel

President: Louis H. Brush
 Station Manager: Paul Wagner
 Sales Promotion: William Bierley
 Program Director: Pat Hoolley
 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 & AP
 Transcription Service: NBS Thesaurus
 Representative: Weed & Co.

Personnel

President: Charles Sawyer
 Exec. Vice-President: J. P. Williams

*America's Best
 Test Market --*

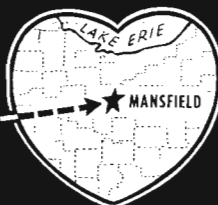
✓ EASY TO HANDLE
 ✓ EASY TO CHECK

WMAN

MANSFIELD, OHIO

BLUE NETWORK

*In the Heart
 of Ohio*



Station Manager.....Adna Karas
 Promotion-Publicity.....Jim Newman
 Program Director.....Arthur Martin
 Chief Engineer.....Victor Bushong

WSTV

STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
THE FRIENDLY GROUP
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.....George H. Wilson, Jr.
 Chief Engineer.....Joseph Troesch

WSPD

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 1 a.m.
 News Services.....AP; INS
 Transcription Service.....NBC Thesaurus &
 Lang-Worth
 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.....Robert B. Evans
 Publicity Director.....Al Ruhfel
 Chief Engineer Studio.....Frank M. Hilbert
 Chief Engineer Transmitter...Edward L. Goon

SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.



WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 EDDIE KOHN, MGR.
 BLUE NETWORK

WJPA

WASHINGTON, PA.
 JOHNNY CROFT, MGR.
 MUTUAL

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL

WKBN

AFFILIATED:
COLUMBIA BROADCASTING SYSTEM



WKBN TRANSMITTER

PIONEER WITH VISION

In September, 1926, WKBN began broadcasting as the pioneer station of the Youngstown Area, one of the top industrial regions of the nation . . . ranking third in steel production, alone. Foresight, vision and continuous endeavor in behalf of sponsor and listener have created and retained the leadership enjoyed in the entire area served by WKBN.

The Youngstown Market, unlike many, will not be materially affected by reconversion since the products produced for war are substantially those products which will con-

tinue to be in tremendous demand in the peace time to which we are all looking forward.

With confidence in the future of America we accept the responsibilities our position demands and pledge even greater opportunities to the radio advertisers and listeners of tomorrow.

REPRESENTED BY:
PAUL H. RAYMER COMPANY

WKBN

YOUNGSTOWN, O.

5000 watts

570 kc



W T O L

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..The Community Broad-
 casting Company
 AddressBell Building
 Phone Number.....Adams 3291
 Transmitter Location.....Bell Building
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Services..Associated Music Pub-
 lishers; Standard Radio
 Representative.....Radio Advertising Corp.

Personnel

PresidentFrazier Reams
 Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Sales Promotion Manager.....John Morgan
 Program Director.....Jean Wright
 Program Director.....Russell Perry
 Publicity Director.....Betty Hartman
 Chief Announcer.....Robert Kreighoff
 Musical Director.....John Sheehan
 Chief EngineerJohn 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 Number4490
 Time on the Air....6:45 a.m. to 12 midnight
 Transmitter Location..710 Main Avenue, S. W.
 News ServiceAP
 Transcription Service..Standard & Lang-Worth
 Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Program Director.....David C. Hale
 Chief Engineer.....Charles J. Hurton

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 Number34121
 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

**An
 Outstanding**

Audience

in

Toledo

Says

WTOL



*An
outstanding audience
in the Toledo area*



*Women follow
its department store programs*



The listener audience of WTOL throughout the Toledo area is exceptionally department store conscious. For a far higher percentage of leading department stores use radio advertising in Toledo than in most major markets. 5 out of the 6 department stores in Toledo use WTOL. So do *all* of the drug chains and *all* the bread companies. This acceptance signifies the primary influence of WTOL in the Toledo market. Locally owned and operated... it's "The Biggest Little Station in the World".



BASIC *Blue* NETWORK

WTOL

"Toledo's Friendly Station"



NATIONAL REPRESENTATIVES: RADIO ADVERTISING COMPANY

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

Personnel

Owner-Station Manager . . . William F. Maag, Jr.
 Sales Manager Phil Wood
 Program Director Robert B. Mackall
 Chief Announcer Hal Fredericks
 Musical Director Col. L. R. Boals
 Chief Engineer Frank Dieringer

WKBN

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 Foster Harmon
 Musical Director Dwight Merriam
 Chief Engineer B. T. Wilkins (on Leave)

WHIZ

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 6 a.m. to 12 midnight;
 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
 Sales Manager Robert Kerns
 Program Director Ivam Harnew
 Chief Announcer Jack Roeder
 Chief Engineer Wm. Hunt

OKLAHOMA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

KADA

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 AP
 Representative Taylor Howe Snowden

Personnel

Owner Dr. C. C. Morris
 Manager H. Weldon Stamps
 Commercial Manager LeRoy W. Moses
 Program Director Bill McDowell
 Chief Engineer Harold Walker

KVSO

ARDMORE—EST. 1935

**THE BLUE NETWORK
 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 AP
 Representative Taylor Howe Snowden

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

President-General Manager: J. Fred Case
Commercial Manager: Jim Case
Program Director: George S. Lanham
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: Southwest Broadcasting Co.

Address: Casa Grande Hotel
Phone Number: 730
Transmitter Location: Casa Grande Hotel
Time on the Air: Full time
News Service: AP
Transcription Service: Keystone Broadcasting System

Personnel

President: L. J. Preston
Supervisor: F. E. Mayhew
Program Director-Chief Announcer: Joe Fenter
Chief Engineer: Howard Jeter

K C R C

ENID—EST. 1929

**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: John E. Pearson Co.

Personnel

President-Station Manager: Milton B Garber
Commercial Manager: H. P. Hale

Program Director: Marjorie Hromas
Publicity Director: Eleanor Hoehn
Chief Announcer: Gleason Kistler
Chief Engineer: Murray Coleman

K S W O

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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

Business Address: 1710 E. Avenue
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; Associated

Personnel

President: Byrne Ross
Station and Commercial Manager: Byrne Ross
Sales Promotion Manager-Chief Announcer: K. Burkett
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: Barnes Bldg.
Phone Number: 303
Studio Address: Barnes Building
Transmitter Location: Barnes Building
Time on the Air: 6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation: Muskogee Daily Phoenix & Times Democrat
News Service: AP
Representative: Radio Advertising Co.

Personnel

President: Tams Bixby, Jr.
General and Commercial Mgr.: Jimmie Barry
Chief Engineer: Glenn Barnett

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
Owned-Operated By: University of Oklahoma
Business Address: Faculty Exchange, Norman
Phone Number: 900; Station No. 124
Studio Address: Student Union Bldg.
Transmitter Location: 1140 Jenkins Ave.

Time on the Air.....Daytime License
 News Service.....AP

Personnel

Station Director.....John W. Dunn
 Musical Director.....Mrs. Gerald Hollman
 Production Manager.....John W. Dunn
 Technical Supervisor.....Clyde Farrar
 Chief Engineer.....Jack Boyer
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1938
 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 12 midnight
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Standard Radio; NBC Thesaurus
 Representative.....The Walker Co.

Personnel

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

K O M A

OKLAHOMA CITY—EST. 1932
 (as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
 REGIONAL NETWORK (KOMA-KWFT-KTUL)
 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.....World Trans. Service
 Publishers, NBC Thesaurus
 Representative.....Free & Peters

Personnel

President.....Kenyon Brown
 Station Manager.....Kenyon Brown
 Commercial Manager.....C. A. Minor, Jr.
 Production-Program Director.....Paul Buening
 Musical Director.....Mickey 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 by.....O. L. "Ted" Taylor
 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 & UP
 Transcription Service.....World; Lang-Worth
 Representative.....Taylor Howe Snowden

Personnel

President.....O. L. "Ted" Taylor
 Station Manager.....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Promotion-Publicity Director.....Elizabeth Giles
 War Program Director.....Harold Shreve
 Musical Director.....Jean Knight Paxton
 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 Library
 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.....Bloyce Wright
 Continuity Director.....George Hamaker
 Director of Child Education.....Edyth Wallace
 Chief Announcer.....Ben Morris
 News Editor.....Dow Mooney
 Musical Director.....Allan Clark
 Traffic Manager.....Darryl 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 433
Transmitter Location 615 Grand Avenue
Time on the Air 7:00 a.m.

Personnel

Managing Director A. L. Carrell
Sales Promotion-Station Manager Boyd Kelly
Sales Manager L. C. McKenney
Chief Announcer Don Chadd
Chief Engineer Lewis E. Brown

K G F F

SHAWNEE—EST. 1930

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KGFF Broadcast-
ing Co.

Address Aldridge Hotel
Phone Numbers 4390 also 3918
Transmitter Location Shawnee Country
Club

Time on the Air: 6:30 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight

Newspaper Affiliation: Stauffer Publications
News Service AP
Representative Taylor Howe Snowden

Personnel

President Oscar Stauffer
Secretary-Treasurer and
General Manager Joseph W. Lee
Commercial Manager Maxine Eddy
Promotion-Publicity Director Eileen Tice
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.
Operated By: Harry Schwartz
Address Radio Bldg., 910 S. Boston
Phone Number 3-4121
Transmitter Location 3904 S. Newport
Time on the Air Unlimited also full time
News Service AP
Transcription Service Standard & Lang-Worth
National Representative Joseph Hershey
McGillvra, Inc., also Taylor Howe Snowden

Personnel

President Harry Schwartz
General Manager Harold Grimes
Nat'l Adv. Manager and
Counselor Fred Schwartz
Commercial Manager H. E. Grimes
Sales Promotion-Publicity
Manager Mary Corkill
Program Director Dick Campbell
Continuity Director Lucille Burns
Traffic Manager Mary Corkill
Musical Director Alfred Fox
Chief Engineer Roy Brown
Record MC Etta May Avery

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.; Sun-
days, 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
Merchandise Manager L. A. Blust
Program Director Eddie McKeen
Publicity Director Billee Chandler
Continuity Chief Bernice Ash
Production Manager-Chief
Announcer Leslie Scott

Musical Director.....Glenn Hardman
 Director of War Programs..... Mildred Gillespie
 Chief Engineer Robert Snider

urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m.
 to 11:30 p.m.
 News ServiceINS
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Edward Petry & Co.

KVOO

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By..... Southwestern Sales
 Corporation
 Address Philtower Bldg.
 Phone Number2-2254
 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.; Sat-

Personnel

President P. Q. Proctor
 Vice President-General
 Manager.....William B. Way
 Commercial Manager..... Gustav Brandborg
 Publicity-Sales Promotion Manager,
 W. T. McClarin
 Program-Production Director..... Allan Page
 Chief AnnouncerBud Jackson
 Musical Director.....Joe O'Neill
 Director of War Programs..... Allan Page
 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 273-287*

KWIL

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 Number870
 Transmitter Location.....15th and Elm Streets
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Albany Democrat
 Herald

News ServiceUP
 Transcription ServiceStandard Radio
 RepresentativeJohn Keating

Personnel

President.....W. L. Jackson
 Secretary-Treasurer.....R. R. Cronise
 Station ManagerChet Wheeler
 Commercial Manager.....Hal Byer
 Program DirectorHoward Parent
 Corvallis Studio Manager.....Bob Reinholdt
 Musical Director.....Nancy Fisher
 Chief EngineerHerb Davidson

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Astoria Broadcasting Co.
 Address.....1006 Taylor Avenue
 Phone Number95
 Transmitter Location.....1006 Taylor Avenue
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....Astorian-Budget
 News ServiceUP
 Transcription Service.....Standard Radio

Personnel

President.....M. R. Chessman
 Station ManagerL. E. Parsons
 Commercial Manager.....R. D. Holmes
 Chief EngineerJames M. Titus

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....1st and Court Streets
 Phone Number140
 Transmitter LocationBaker
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor.

Representative.....W. S. Grant Co.

Personnel

General Manager.....Lee W. Jacobs
 Director of War Programs.....Grace Baer
 Chief Engineer.....Sidney Williams

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 sign-off; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service: C. P. MacGregor.
 Keystone

Personnel

News Service: UP
 President-General Manager:
 V. Barney Kenworthy
 Station 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 F J I

KLAMATH FALLS—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

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

Manager Jack Keating

KFLW*
KLAMATH FALLS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Herald Publishing Co.
 * Construction Permit.

KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Inland Radio, Inc.
 Address La Grande
 Phone Number..... 220
 Transmitter Location One mile east of La Grande

Time on the Air..... Unlimited time
 News Service UP
 Transcription Service..... Standard Radio;
 Keystone; Lang-Worth

Personnel

General Manager..... Lee W. Jacobs
 Representative W. S. Grant
 Chief Engineer..... Sidney Williams

KOOS

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..... Freddie Vigder
 Office Manager..... Lucy Johnson
 Chief Announcer Fred Shafer

KMED

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

KWRC

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

KALE

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

BREAKING NEW GROUND



"To sell 'em—tell 'em over KGW." That's the keynote of something new in radio—a spot announcement campaign launched some months ago by KGW, Portland, Oregon, over WQXR New York and its FM affiliate WQXQ, introducing timebuyers to the vast market potentialities of the Pacific Northwest area KGW serves. This unique experiment in radio selling radio has won plaudits from the entire radio industry.

WQXR Announcements tell story of the KGW MARKET

AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year of 1940."

PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this \$2,196 per capita figure. Yet, the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

Transcription Service.. World Program Library;
 Associated Music Publishers
 Representative.....Free & Peters, Inc.

Personnel

President.....P. L. Jackson
 Commercial Manager.....Norman A. Davis
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager.....Charles Couche
 Program Director.....Harold Bratsberg
 Production Manager.....Ralph Langley
 Musical Director.....John Emmel
 Chief Engineer.....A. E. Richmond

KBPS

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)

KEX

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....1011 S. W. Sixth Ave.
 Phone Number.....Beacon 6364
 Studio Address.....1011 S. W. 6th
 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

General Manager.....Lee B. Wailes
 Manager.....J. B. Conley
 Commercial Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 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

KGW

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.....Palmer Hoyt
 Assistant Manager.....Arden K. Pangborn
 Sales Manager.....Jack Wasson
 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.....Earl E. Petersen
 Record MC.....Ed Richman

KOIN

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.....Lou Gillette
 Publicity Director.....Enoch Squires
 Musical Director.....Red Dunning
 Technical Director.....Louis Bookwalter
 Chief Engineer.....Louis Sumner Bookwalter

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
 Owned By.....KXL Broadcasters
 AddressOrpheum 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

PresidentFrances R. Symons
 Station and Commercial
 ManagerH. S. Jacobson
 Program-Production
 DirectorFrederick Eichhorn III
 Chief EngineerL. K. Ballinger

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business AddressRoseburg
 Phone Number4
 Transmitter Location.....Umpqua Hotel
 Time on the Air.....Unlimited time
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

President.....Harris Ellsworth
 General Manager.....M. H. Pengra
 Program-Publicity
 DirectorIris Helliwell
 War Program DirectorGilbert Walters
 Prom. Dir.-Chief Announcer...Gilbert Walters
 Chief Engineer.....Henry Chandler, Jr.

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address1011 and 1017 S. W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter LocationOaks Park, Portland
 Time on the Air.....Full time
 News Service UP, INS
 Transcription Service..... Standard Radio
 National Representative..... Burns-Smith Co.,
 Homer Griffith Co.

Personnel

PresidentWilbur J. Jerman
 Sec.-Treas., Promotion Manager.... J. C. Egan
 Sales Promotion Manager....L. D. Henderson
 Program-Production Manager.....Art Morey
 Chief AnnouncerLes Marcus
 Chief EngineerW. J. Jerman
 Record MC..... Frank Hood

K S L M

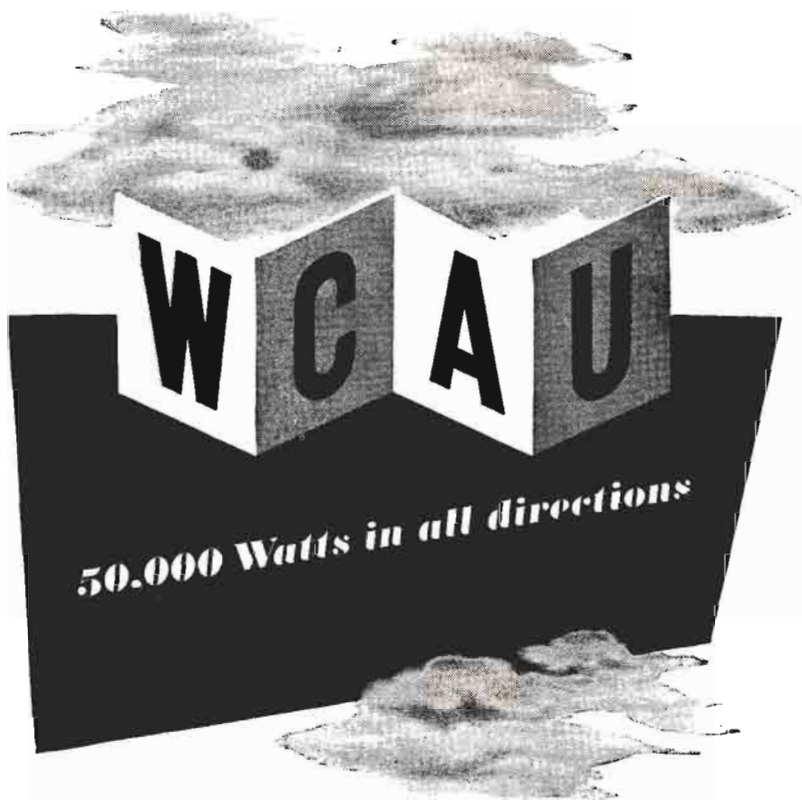
SALEM—EST. 1933

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 ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 AnnouncerBill Talbot
 Production Manager.....Otto Miller
 Chief Engineer.....Clyde Carlton



PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

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 a.m. to 1 a.m.
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
Chief Engineer: R. H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

QUAKER NETWORK

PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned By: The William F. Gable Co.
Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address: 1320-32 11th Avenue
Phone Number: 6467
Transmitter Location: 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air: 7:15 a.m. to midnight
News Service: AP

Transcription Service: World Broadcast-
ing System; Langworth

Representative: Headley-Reed Co.

Personnel

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

W I S R

BUTLER—EST. 1941

VICTORY NETWORK

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: McKinley Ave.
Time on the Air: 7 a.m. to Sundown
News Service: UP
Transcription Service: World Broadcasting
Service, Keystone

Personnel

President-Station Manager,

David H. Rosenblum

Commercial-Sales Promotion

Manager: Leon Bernard

Program Director: Lee Blaine

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.

Newspaper Affiliation: DuBois Courier
Express

News Service: UP

Transcription Service: Lang-Worth

Representative: Spot Sales, Inc.

Personnel

President: H. T. Grey

General Manager: Jason S. Gray

Station Manager: Les Ryder

Commercial-Promotion

Manager: Les Ryder

Program Director: Virginia Wade

Director of War Programs-Artists

Bureau: Virginia Wade

Chief Announcer: Frank Faro

Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

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

Address516 Northampton St.
Phone Number8001
Transmitter Location.....Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News ServiceUP
Transcription ServiceStandard
RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station 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.....6:30 a.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General
Manager.....V. Hamilton Weir
Program Director.....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.

NBC—MUTUAL

National Representative: **RADIO ADVERTISING CO.**

W E R C

ERIE, PENNSYLVANIA

NBC-AFFILIATE

1490 Kc, 250 Watts

National Representative

WEED and COMPANY



THE TOP

SPORTS

STATION

IN

ERIE



A T O P
M A R K E T

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 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 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth & World
 Representative Weed & Co.

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

GREENBURG—EST. 1934

COLUMBIA, SUSTAINING

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House
 Address 128 N. Pennsylvania Ave.
 Phone Number Greensbrug 3740
 Transmitter Location 128 N. Pennsylvania
 Ave.
 Time on the Air 7 a.m. to sunset
 News Service UP
 Transcription Service Lang-Worth
 Representatives Spot Sales, Inc.

Personnel

President H. J. Brennen
 Station & Commercial Manager E. J. Podyn
 Chief Engineer Lyle L. Allen

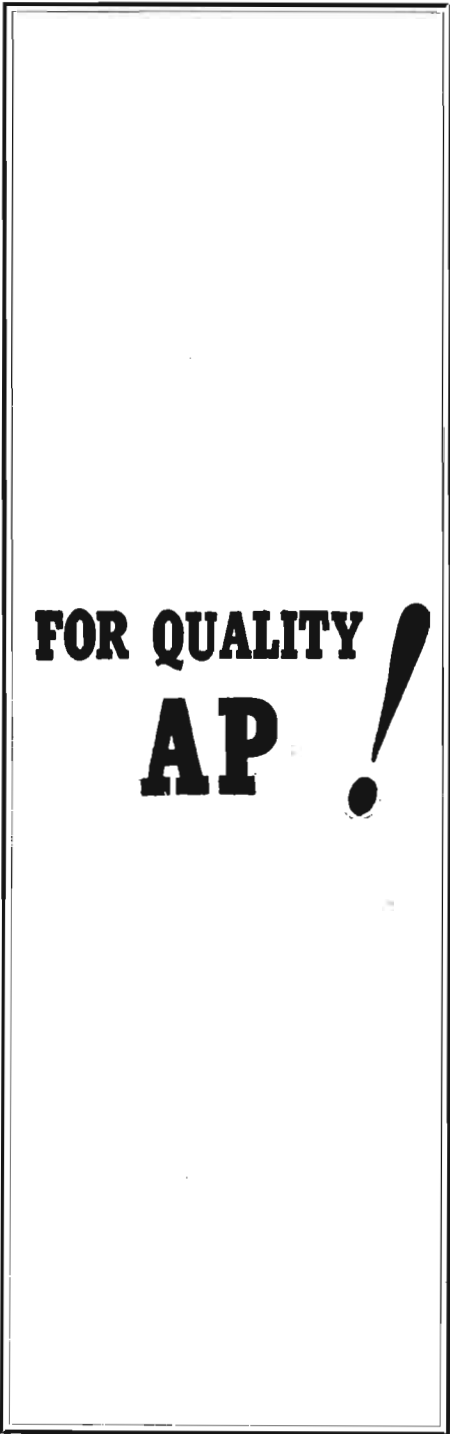
W S A J

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. Kettler
 Station Manager-Chief
 Engineer H. W. Harmon
 (Non-Commercial Station)



W H G B*

HARRISBURG

Frequency: 1460 Kc. Power: 250 Watts
 Owned By: Harrisburg Broadcasting Co.
 * Construction Permit.

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: WHP, Inc.
 Address: Telegraph Building, 216 Locust St.
 Phone Number: 4-3211
 Transmitter Location: Harrisburg-Hershey
 Highway (4 miles from Harrisburg)
 Time on the Air: 6 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday

News Service: UP & AP
 Representative: John Blair & Company

Personnel

Station and Commercial
 Manager: A. K. Redmond
 Chief Engineer: R. S. Duncan

W K B O

HARRISBURG—EST. 1921

**NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP
 TRI-PENN MARKET**

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

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

Representative: Paul H. Raymer Co.

Personnel

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



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

NATIONAL BROADCASTING COMPANY
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 6:55 to 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Radio Advertising Co.

Personnel

Station Executive Clair R. McCollough
Station Manager V. C. Diehm
National Sales Manager J. Robert Gulick
Program Manager Don Murray
Technical Director J. E. Mathiot

WGAL

LANCASTER—EST. 1922

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
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 6:55 a.m. to 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
Station Manager Walter O. Miller
National Sales Manager J. Robert Gulick
Program Manager Ernest Stanziola
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.



NBC MUTUAL

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.
 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
QUAKER 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
 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: Alan Freed
 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, Allegheny 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
 Chief Announcer: Jack Craddock
 Chief Engineer: W. W. Neely

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

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

Address: 1619 Walnut Street
 Phone Number: LOcust 3760
 Transmitter Location: Whitemarsh, Pa.
 Time on the Air: Full time
 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: Eleanor F. Ulmer
 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 Broadcasting 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 & United Press
Transcription Service: World Broadcasting
Representative: Bertha Bannan (Boston);
Virgil Reiter & Co. (Chicago); Paul H. Raymer Co (Pacific Coast), Harold Davis, New York

Personnel

President and Station

Manager: Dr. Leon Levy
Commercial Manager: Alex Rosenman
Sales Promotion Manager: Robert N. Pryor
Director of Programs: Stan Lee Broza
Production Manager: Horace Feyhl
Asst. Publicity Director: Helen Parks
Musical Director: Elliott Lawrence
Chief Announcer: Hugh Walton
Chief Engineer: George Lewis

WDAS

PHILADELPHIA—EST. 1924

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

Address: 1211 Chestnut Street
Phone Number: Locust 7400
Transmitter Location: Woodside Park
Time on the Air: 7 a.m. to 12 midnight daily;
9 a.m. to midnight Sunday

News Service: AP
Transcription Service: Lang-Worth & World
Representatives: Forjoe & Co.

Personnel

President: Alexander W. Dannenbaum
Vice-President-General Manager: P. J. Stanton
Commercial Manager: Charles Stahl
Program Director: Polly Whitaker
Production Manager: Gene Edwards
Production Manager: Gil Morris
Publicity Director: P. J. Stanton
Chief Announcer: Jack Molley
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

*It's the Character of a
radio station which counts!*

TO

the listener

power, coverage,

millivolt contours, audience

measurement means little. It's the

character and purpose . . . the ideals and

courage . . . the personality and vigor . . . the

spirit of sincere public service which counts most. ★ ★

Since its inception WFIL has striven ably and effectively . . . has

spared nothing . . . to bring to Philadelphians the type of radio enter-

tainment which they prefer. It's because of this WFIL is deep-rooted in the

hearts of Philadelphians. ★ ★ What gives a radio station character?

Not necessarily the cold, insensitive figures which appear in

audience ratings—most of which are due to network situ-

ations beyond the control of the individual station

—but the warmth and sincerity which peo-

ple feel. Ask a Philadelphian which

station they feel is *their*

station—invariably

they answer,

WFIL.

A BLUE NETWORK AFFILIATE

*Represented nationally
by The Katz Agency*

WFIL

• 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

PHILADELPHIA—EST. 1922

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc. Power: 1000 Watts
Owned By.....Lit Bros.
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.
News Service.....INS, AP
Transcription Service.....Associated Music
Representative.....The Katz Agency, Inc.

Personnel

President 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
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.....5:30 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
New York Representative.....Joseph Lang
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
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Record MC.....Douglas Arthur

In Philadelphia **WIBG** *is the station!*

for NEWS

19 News Programs
Daily! WIBG keeps
Philadelphians in-
formed and Phila-
delphians buy prod-
ucts advertised on
this sales-minded
station!

for SPORTS

Baseball! Football!
Basketball! In Phila-
delphia "Sports
Means WIBG" —
and sports means
audience — and
audience means
s - a - l - e - s!

for MUSIC

Doug Arthur's
"Danceland" is the
"smoothest thing
this side of heaven."
Just another exam-
ple of WIBG "sell-
ing power."

REPRESENTED (In New York) BY JOSEPH LANG, • (Nationally) SPOT SALES INC.

Philadelphia's
10,000 WATTS

WIBG

Most Powerful Independent
990 KILOCYCLES

Broadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found **PROFIT . . .** and that's the last word on the worth of any station!

Russell Gimbel Jr.

PRESIDENT



5000 WATTS

610 K. C.

Philadelphia MUTUAL Affiliate
Represented Nationally by Geo. P. Hollingbery Co.

W H A T

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) and from Midnight to 7 a.m.
 News ServiceAP
 Representatives.....Regional Radio Sales,
 Chicago Ill.

Personnel

President-Owner.....William A. Banks
 General-Commercial
 ManagerMilton Laughlin
 Program DirectorJoseph A. Grady
 Publicity Director.....Les Alexander

W I P

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
 Representative.....George P. Hollingberry

Personnel

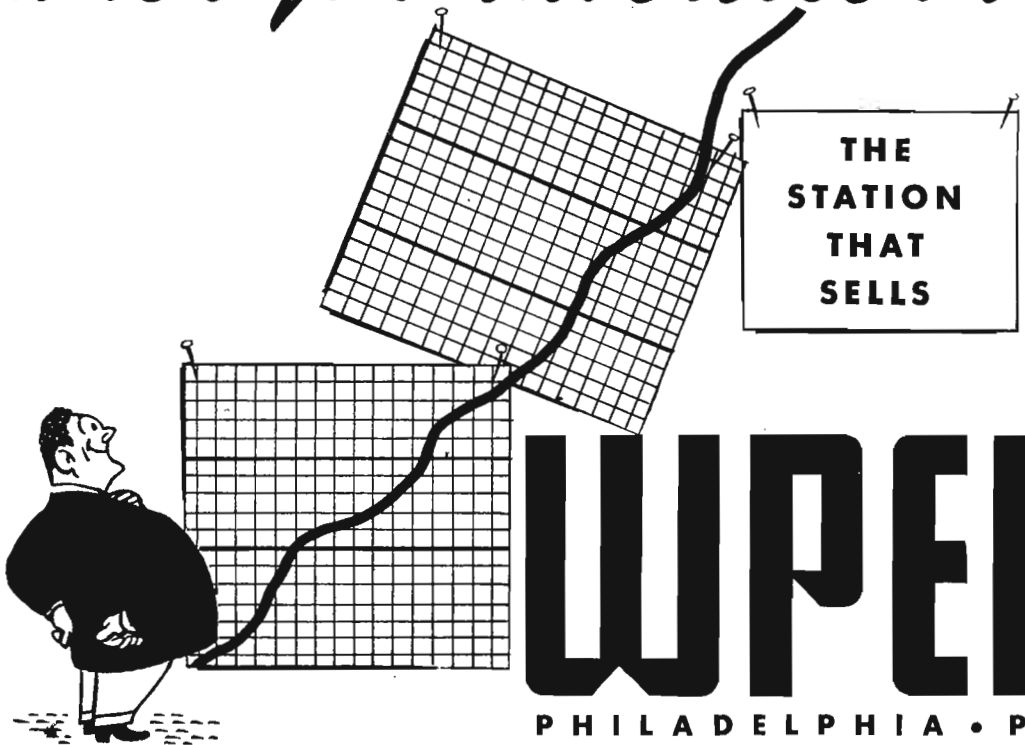
President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales..Edward A. Davies
 Program DirectorEdward Wallis
 Assistant Program Manager-
 PublicitySam Serota
 Production Manager.....Edwin Halbert
 Musical Director.....Joe Frassetto
 Technical Supervisor.....James M. Tisdale

FOR QUALITY
AP !

*That's what
happens to*

SALES

when you advertise on



**THE
STATION
THAT
SELLS**

WPEN

**PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS**

584

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By: Philadelphia Bulletin
 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

Personnel

General Manager: Richard W. Slocum
 Commercial Manager: Alfred Dienert
 Program Director and
 Production Manager: Lewis L. London
 Chief Engineer: Charles Burtis

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: Rowlandville, Pa.
 Time on Air: Shares with WHAT-WCAM

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: Grant Bldg.
 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
 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: J. F. McMahon

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: Allegheny Broadcasting
 Corp.
 Address: 196 Union Trust Bldg.
 Phone Number: Atlantic 6802
 Studio: Chamber of Commerce Bldg.
 Transmitter Location: 1475 Crane Road
 Time on the Air: 7 a.m. to 12:30 a.m.
 News Service: UP
 Transcription Service: Lang-Worth; Stan-
 dard Radio
 Representative: Spot Sales

Personnel

Chief Executive and
 General Manager: G. S. "Pete" Wasser
 Commercial Manager: James Murray
 Program Director: Alicia Fuller
 Sales Promotion Manager: Ben Edson
 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, Bald-
 win 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
 Station Manager: R. Clifton Daniel
 Sales Manager: Willard Schroeder
 Promotion-Publicity: Mitchell B. DeGroot
 Chief Announcer: Bob Donley
 Program Manager: R. Clifton Daniel
 Production Manager: Ben Muros
 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: 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 & UP
Representative: Wm. G. Rambeau Co.

Personnel

General Manager: H. J. Brennen
Program and Production: James M. Hughes
Publicity Director: Marian Caughey
Chief Announcer: Si Mann
Chief Engineer: Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

VICTORY NETWORK

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; Associated Music Publishers; Lang-Worth

Personnel

President-Station Manager, Frank R. Smith, Jr.
Commercial Manager: Thomas B. Price
Sales Promotion: Paul Jones
Program Director: Fred Joyner
War Program Director: Fred Joyner
Production Manager: David S. Tyson
Chief Announcer: David Tyson
Musical Director: Homer Ochenhirt
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

President: George J. Feinberg
General Manager: J. M. Nassau
Program Director: J. Calvin Jackson
Sales Manager: Robert Magee
Chief Engineer: H. O. Landis

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

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

Business Address: 533 Penn St.
Phone Number: 7336
Studio Address: 533 Penn St.
Transmitter Location: Pomeroy Bldg.
Time on the Air: 7 a.m. to 12 midnight daily; 9 am. to midnight Sunday

News Service: UP
Transcription Service: NBC Thesaurus
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
Chief Engineer: Edward A. Gurtowski

W A R M

SCRANTON—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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
Commercial & Promotion Manager: William "Bill" M. Dawson
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.....1000 Wyoming Ave.
Transmitter Location.....Drinker Turnpike,
Dunmore, Pa.

Time on the Air..6 a.m. to 1:05 a.m.; Sundays,
7 a.m. to 1:05 a.m.

News ServiceAP
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
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

PresidentEdward J. Lynett
DirectorA. 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

THERE'S NOTHING BETTER THAN A....

BULLSEYE!



WARM

THE BLUE NETWORK

Represented Nationally by George P. Hollingbery Company

News Service..... UP
 Transcription Service..... Associated Music
 Publishers
 Representative..... Howard H. Wilson
 Company

Personnel

President & General
 Manager..... John Fahline, Jr.
 Commercial Manager.... I. T. Van Sweringen
 Chief Engineer..... A. C. Heck

W K O K

SUNBURY—EST. 1937

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

President-Owner..... H. H. Haddon

Secretary-Treasurer &
 Station Manager..... B. A. Beck
 Sales Manager..... Ben Irvin
 Chief Engineer..... Harold Bower

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 &
 Standard
 National Representative..... Radio
 Advertising Co.

Personnel

President and Station
 Manager..... Joseph C. Burwell
 Commercial Manager..... Harry Burwell
 Program-Production Director... Sullivan Sages
 Chief Engineer William Henzly
 Record MC..... Harry Ellis

N.E. Pennsylvania's Listenable Station for

Sports — News — Music

W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.

Owner and Licensee

N.E. Pennsylvania's Oldest Station

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By John H. Stenger, Jr.
 Address 141 South Main St.
 Phone Number 3-0196
 Transmitter Location East End, Wilkes Barre
 Twp.
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service Associated
 Representative Burns Smith

Personnel

President-Station Manager John Stenger, Jr.
 General Manager A. W. Grebe
 Commercial Manager Jones Evans
 Program & Production
 Manager Richard H. Owen
 Production Manager Richard H. Owen
 Chief Announcer Richard Owens
 Musical Director Phil Cusick
 Publicity Director John Stenger, 3rd
 Chief Engineer John Stenger, Jr.

W R A K

WILLIAMSPORT—EST. 1929
 NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRAK, 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 midnight
 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
 Program Director Sarah Jane Person
 Production Manager Irving A. Berndt, Jr.
 Chief Announcer Leon Kelly
 Chief Engineer Louis Persio

IT'S ABOUT "TIME"!

Yes, and when you want "TIME"
 on a progressive wide-awake
 station in a rich, productive
 market, you'll want "TIME" on

W R A K

WILLIAMSPORT PENNSYLVANIA

National Representative
 J. P. MCKINNEY AND SON
 New York — Chicago



W J P A

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
THE FRIENDLY STATIONS GROUP
QUAKER NETWORK
PENNSYLVANIA NETWORK
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, Standard
National Representative Spot Sales, Inc.

Personnel

President John Laux
Station-Commercial Manager John M. Croft
Program Director and
Chief Announcer Hunter Reams
Sales Promotion Charles R. DuVall
Publicity Director Patricia Phillips
Musical Director Ellen Jane Smith
Chief Engineer Joseph M. Troesch
(See Page 557)

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 & Sta. Manager Louis G. Baltimore
Commercial Manager A. C. Baltimore
Program Director James McCarthy
Sales Promotion Manager Stanley H. Smiley
Musical Director L. Savitt
Chief Engineer Charles Sakoski

FOR QUALITY
AP !

W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
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 Manager Clair R. McCollough
Station Director and National Sales
Manager..... J. Robert Gulick
Station-Commercial Manager.... Harold Miller
Program Director Arthur 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 Number 2676
Transmitter Location..... York
Time on the Air..... Daytime License
News Service AP
Transcription Service..... World Broadcasting
System
Representative Spot Sales, Inc.

Personnel

President..... Louis J. Appell
Executive Director Louis Vyner
Commercial Manager Sydney Robbins
Program Director-Chief
Announcer Otis Morse, 4th
Production Manager &
Publicity Director..... Roy Baxter
Chief Engineer Willis 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

In Rhode Island

WFCT

HAS A TIME BUYER'S DREAM AREA IN THE SHADOW OF ITS TOWERS!

LATEST available figures show 550,298 of Rhode Island's 713,364 souls happily compressed into Providence County . . . "happily," because of per-capita saving deposits approximately **TWO AND ONE-HALF TIMES HIGHER** than the nation's average! Here's a Utopian proving ground — compact, and with money to spend for more than mere necessities. What a post-war market!

- **SPOT-SELL** the vociferously-loyal army of youngsters who listen to Hop Harrigan, Dick Tracy, Terry & The Pirates, Jack Armstrong, Capt. Midnight, and the Lone Ranger. Their product-preferences control much of the buying in most of the homes.



NEW STUDIOS, OFFICES... PROVIDENCE BILTMORE

WALLACE A. WALKER
General Manager



STUDIOS AND OFFICES:
Biltmore Hotel, Providence
450 Main St., Pawtucket

Representatives:
THE KATZ AGENCY, INC.



The Voice of the "BLUE" in Southern New England

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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.....5:55 a.m. to 1 a.m. daily;
7:55 a.m. to 1 a.m. Sundays; 5 a.m. to 2 a.m.
Saturdays
News ServiceAP
Transcription ServiceStandard Radio
Representative.....William G. Rambeau Co.

Personnel

President.....Howard W. Thornley
Station Manager.....Wallace A. Walker
Treasurer.....Frank F. Crook
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical DirectorArthur Paquette
Chief EngineerGilbert Johnson

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
RepresentativeWeed & Company

Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager.....John J. Boyle
Musical Director.....Earl Sheam
Production Manager.....M. Sothern Abbott
Chief Engineer.....Thomas Prior

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.
AddressCrown Hotel
Phone NumberDExter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....6 a.m. to 2 a.m.
News ServiceAP & INS
Representative.....Edward Petry Co., Inc.

Personnel

PresidentWm. H. O'Neil
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

FOR QUALITY
AP !

**SERVING THE SMALLEST STATE
IN THE BIGGEST WAY**

W P R O

PROVIDENCE

630 KC

5000 WATTS

BASIC COLUMBIA

IN NEW ENGLAND'S SECOND MARKET

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 midnight

News Service: AP; UP
Transcription Service: NBC Thesaurus,
Lang-Worth
Representative: Paul H. Raymer Company

Personnel

General Manager: Fred R. Ripley
Program Director: Morton I. Blender
Promotion Manager: Virginia M. R. Benson
Educational Director: Mollie B. Cherry
Musical Director: Edwin F. Drew
Chief Engineer: John V. Ferr

SOUTH CAROLINA

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287*

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 Numbers: 800, 1444
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; also Lang-Worth

News Service: UP
Transcription Service: World
Representative: Free & Peters

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: John Ostrom
Publicity: Ann T. Finnell
Musical Director: Louise Wilkins
Chief Engineer: Wilbur Albee
(See Page 596)

Personnel

Owner: Wilton E. Hall
Commercial Manager: G. Paul Browne
Program Director: Randy Davison
Production Director: D. McCoy
Artists Bureau: Carroll Lee
Chief Engineer: Randy Davison

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: 133 Church St., St. Andrews
Parish
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 &
Thesaurus

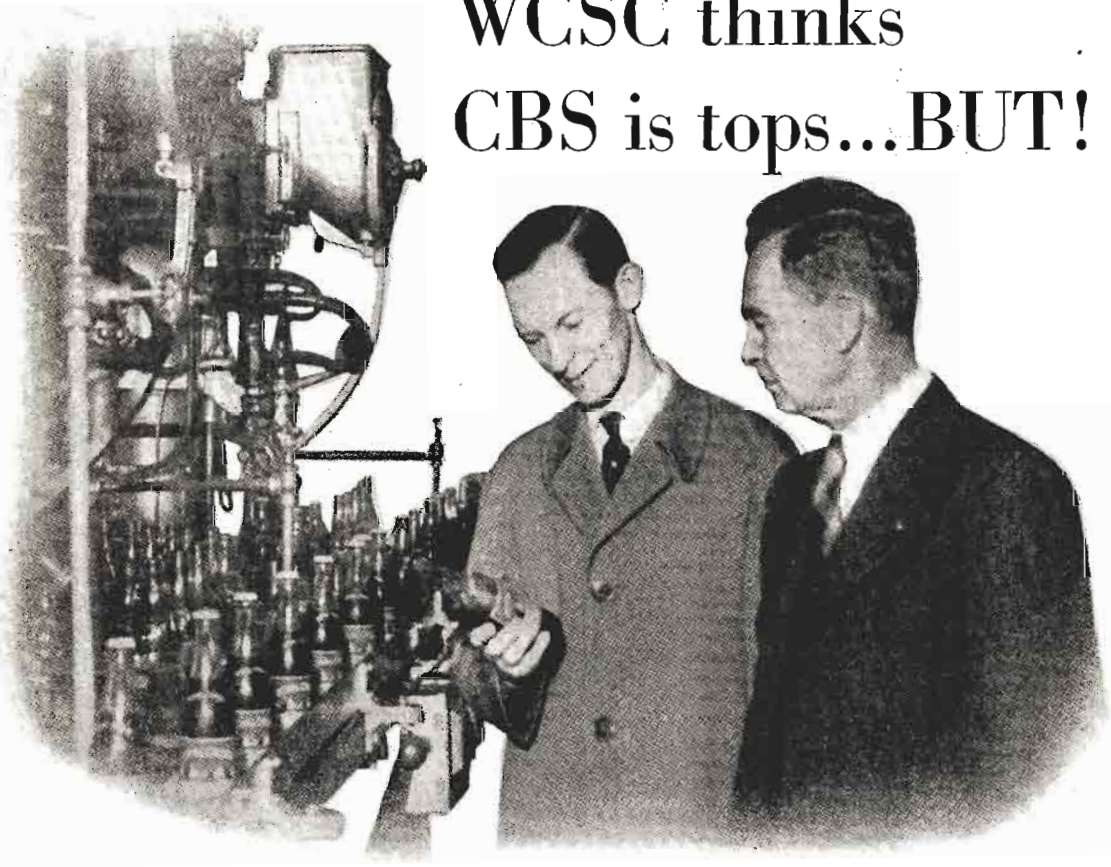
W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: John M. Rivers
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.

WCSC thinks CBS is tops...BUT!



Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball

to the middle-aged teams of local business firms. Johnny Ostrom is Charleston's "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, *successful* programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters



Personnel

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

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 the Air..... 6 a.m. to midnight
 News Service AP
 Transcription Service..... Standard Radio
 Representative Howard Wilson

Personnel

President H. F. Kinscey
 General Manager..... W. C. Bochman
 Program Director..... Moody McElveen
 Record M.C. & Production... Dave Campbell
 Chief Engineer Harry Clippard

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 Shafit
 Commercial Manager..... J. D. Saumenig
 Program Director..... Ray A. Furr
 Production Manager-Chief
 Announcer Jack Peterson
 Chief Engineer..... Joseph Davenport

WKIX*

COLUMBIA

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By..... Inter-City Adv. Co.

* Construction Permit.

WOLS

FLORENCE—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK

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

Operated By..... M. F. Schnibben
 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 Lang-Worth
 Representative Cox & Tanz

Personnel

Owner M. F. Schnibben
 Station Manager..... Nat L. Royster
 Program Director-Chief Announcer,
 Raymond Caddell
 Publicity Director..... Nat L. Royster
 Musical-War Program Director. Claude Putnam
 Chief Engineer Herman Hanks

WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By..... Greenville News
 Piedmont Co.

Address Poinsett Hotel
 Phone Number 362; 363
 Transmitter Location Gannt, S. C.
 Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation..... Greenville News;
 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 Wyman
 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

. . . SOUTH CAROLINA . . .

Owned-Operated By.....Textile Broadcasting Company, Inc.
 Business Address.....Prevost Bldg.
 Phone Number.....5730
 Studio Address.....Prevost Building
 Transmitter Location.....400 Mayberry Street
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World
 National Representative..Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
 Station Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Program-Musical Director.....James Klosky
 War Program Director.....Moddell Howell
 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.
 Address.....Greenwood
 Phone Number.....4300
 Transmitter Location.....Greenwood
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Douglas Featherstone
 Station Manager.....Dan Crosland
 Program Director.....Newton S. Smyth
 Chief Engineer.....E. C. Niemann

W R H I

ROCK HILL—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By.....York County Broadcasting Co.
 Address.....Rock Hill National Bank Bldg.
 Phone No.....294
 Time on Air.....Unlimited license
 News Service.....AP

Personnel

General Manager.....James S. Beatty, Jr.
 Commercial Manager.....Albert S. Drew
 Chief Engineer.....James S. Beatty, Jr.

W O R D

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....Spartanburg Advertising Company
 Address.....224 E. Main St.
 Phone Number.....2900
 Transmitter Location.....2½ miles Northeast of Spartanburg
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus

Personnel

Vice-President and General Manager,
 J. M. Bryan
 Station Manager.....Frank R. Knutti
 Chief Engineer.....Clyde Burdette

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Advertising Company

Address.....224 E. Main St.
 Phone Number.....2900
 Transmitter Location.....2½ miles Northeast of Spartanburg

Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated 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 Director.....Harold B. Shaw
 Chief Engineer.....Harold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WFIG, Inc.
 Address.....39 North Main Street
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....7:00 a.m. to 12 midnight;
 Sunday 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Keystone Broadcasting System

Personnel

President-Station Manager....Julius S. Brody
 V.-P.-Sec'y.....T. Doug Youngblood
 Commercial Manager.....T. Douglas
 Chief Engineer.....Neil Shubert

SOUTH DAKOTA

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Statistics on "Shifting Population" Please Turn To Pages 273-287

K A B R

ABERDEEN—EST. 1934

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Aberdeen Broadcast
Company
Address: 117½ South Main Street
Phone Number: 4626
Transmitter Location: Wylie Park
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Representative: The Walker Company

Personnel

President: H. C. Jewett, Jr.
Station, Commercial, Sales
Manager: A. A. Fahy
Program Director: Lois M. Clocksin
Chief Engineer: Delbert Hunt

K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

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

Personnel

Director: Ida A. McNeill
Chief Engineer: Robert H. Dye

K O T A

RAPID CITY—EST. 1936

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Black Hills Broadcast
Company of Rapid City
Address: Alex Johnson Hotel
Phone Number: 2000
Transmitter Location: 3 miles South of Rapid
City
Time on the Air: 6 a.m. to 11 p.m. weekdays;
7 a.m. to 11 p.m. Sundays

News Service: UP
Transcription Service: Lang-Worth; Thesaurus;
Standard
Representative: The Walker Company

Personnel

President: Robert J. Dean
Station-Commercial Manager: Robert J. Dean
Program Director-Production
Manager: Rolf Hertsgard
Publicity Director: Ruth Miller
Artists Bureau Head: Ruth Miller
Chief Engineer: A. E. Griffiths
Chief Announcer: Carl Glenn
Musical Director: John E. Simpson
Director of War Programs: Lillian Ross
Sales Manager: Albert Ziegler

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: South Dakota State
School of Mines and Technology
Address: East St. Joseph Street
Phone Number: 1600
Transmitter Location: St. Joe Street and
Birch Avenue
Time on the Air: 1½ a.m. to 1 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Joseph P. Connolly
Station Manager: C. M. Rowe
Program Director: Scott Burril
Chief Engineer: E. 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. 12
Time on the Air: 10 a.m. to 12 midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Co.

Personnel

President Joseph Henkin
 Station Manager..... Morton Henkin
 Vice-President in Charge
 of Sales George R. Hahn
 Vice-President, Treasurer &
 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. 12
 Time on the Air..... 5:45 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
 Vice-President in Charge
 of Sales George R. Hahn
 Vice-President, Treasurer & Sales
 Promotion Manager S. Fantle, Jr.
 Chief Announcer..... Verl K. Thompson
 Musical Director Ted West
 Chief Engineer Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
 Owned-Operated By University of South
 Dakota
 Address..... Union Building
 Phone Number 601
 Transmitter Location..... Science Hall
 Time on the Air..... 3 p.m. to 6 p.m.; Sunday
 3:30 p.m. to 6 p.m.

Personnel

Station Manager..... Prof. Hale Aarnes
 Program Director..... Kenneth Christiansen
 Chief Engineer..... Steve Graff

K W A T

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By..... Midland National Life Insur-
 ance Company
 Operated By... Midland National Life Ins. Co.
 Address Watertown
 Phone Number 777
 Transmitter Location Watertown
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager..... F. L. Bramble
 Commercial Manager..... M. W. Plowman
 Chief Announcer..... Charles Chronister
 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 Manager..... Don E. Inman
 Sales Promotion Manager..... James H. Allen
 Program Director..... Gene P. Loffler
 Director of War Programs..... Arthur J. Smith
 Production Manager..... Al Constant
 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 273-287

WOPI

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: Mrs. Audrey Hassinger
Continuity Director: Marjorie Freels
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: WDO D 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 Tassetore
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

RESEARCH
DEPT.



Here are the FACTS
you should know
about

STATION **WMC** MEMPHIS

- OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- 5000 WATTS DAY AND NIGHT
- N B C NETWORK — THE WORLD'S FINEST!
- OUTSTANDING PRODUCER OF LOCAL AND REGIONAL SHOWS!
- THE MID-SOUTH'S FAVORITE STATION — (LATEST HOOPER REPORTS)
- COVERING A DAYTIME AREA OF MORE THAN 2,000,000 PEOPLE
- NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY



*"No wonder it's the station that
MOST people listen to MOST
in the Mid-South!"*

• • • **T E N N E S S E E** • • •

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 & AP
 Transcription Service..... Standard Radio
 Representative..... Howard H. Wilson

Personnel

President-Station Manager..... W. Hanes Lancaster
 Station-Commercial Manager..... Ken Marsh
 Program-Production Director..... Alice Friberg
 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..... Radio Center
 Phone Number..... WKPT
 Transmitter Location..... Kingsport
 Time on the Air..... 6:30 a.m. to 12 midnight
 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..... 406 W. Church St.
 Phone Number..... 4-3321
 Transmitter Location..... Brooks Road &
 Wilder Place
 Time on the Air..... 139 hours weekly
 News Service..... UP
 Transcription Service..... Standard
 Representative..... John E. Pearson

Personnel

President.....Gilmore N. Nunn
 Station-Commercial Manager..... John P. Hart
 Chief Engineer.....J. Rex Horton

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated ByScripps-Howard
 Radio, Inc.
 Address110-112 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
 RepresentativeThe Branham Company

Personnel

PresidentJack 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.
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription ServiceNBC Thesaurus;
 World
 RepresentativeJohn Blair & Co.

Personnel

OwnerS. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Allen Stout
 Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....James N. Gilbert

W H B Q

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.
 AddressHotel Gayoso
 Phone Number..... 8-6868
 Transmitter Location46 Neely St.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
 Commercial ManagerE. Pournelle
 Program Director-Chief Announcer.John T. Orr
 War Program DirectorBob Alburty
 Publicity Director.....H. La McGee
 Chief Engineer.....Welton Roy
 Record MC.....Alfred Kerr

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
 AddressHotel Peabody
 Phone Number 5-1313
 Transmitter LocationMemphis
 Time on the AirUnlimited license
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 RepresentativeThe 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.

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 Number 8-7464
 Transmitter LocationFive Points, Tenn.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationMemphis Com-
 mercial Appeal

News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth; Standard; Sesac
 Representative The Branham Co.

Personnel

Station Manager H. W. Slavick
 Commercial Manager Cliff Goodman
 Assistant Commercial Manager Cliff Goodman
 Program Director Bob Atherton
 Production Manager Bill Trotter
 Chief Engineer E. C. Frase, Jr.
 (See Page 602)

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
 Merchandising Manager Robert Hobgood
 Director of War Programs Francis Chamberlin
 Chief Engineer J. G. Deaderick

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 Broad-
 casting Service
 Operated By WLAC Broadcasting Ser-
 vice
 Address Third National Bank Bldg.
 Phone Number 6-0161
 Transmitter Location Dickerson Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System; NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Owner J. T. Ward
 General-Commercial Manager F. C. Sowell
 Promotion Manager Chas. L. Andrews
 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 By WSIX, Inc.
 Address Nashville Trust Building
 Phone Number 5-5431
 Transmitter Location Northeast of Nashville
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard Radio;
 C. P. MacGregor; Lang-Worth
 Representative Spot 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 Engineer Bascom E. Porter

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, Willam-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air: 18 hours daily; Sundays,
 17 hours
 News Service AP; INS
 Transcription Service Associated Music
 Publishers, Lang-Worth
 Representative Edward Petry & Co., Inc.

Personnel

Executive Vice-President Edwin W. Craig
 Station Manager Harry L. Stone
 Sales Manager Dean R. Upson
 Artists' Bureau Head Ford Rush
 Musical Directors, Pietro Brescia, Beasley Smith
 Acting Chief Engineer George Reynolds

THE TEXAS STATE NETWORK is close to the people of TEXAS



TEXAS STATE NETWORK STATIONS

KFJZ -- Fort Worth	KNOW-- Austin
WRR -- Dallas	KABC and KMAC
KRRV -- Sherman	San Antonio
KPLT -- Paris	KRLH -- Midland
KCMC-- Texarkana	KBST -- Big Spring
KFRO -- Longview	KRBC -- Abilene
WACO-- Waco	KGKL -- San Angelo
KTEM-- Temple	KBWD-- Brownwood

*T.S.N. area covers 140 Texas Counties,
11 in Oklahoma and
7 in Arkansas.

To cover this immense area with
maximum effectiveness you
need "T.S.N."

When you get away from the 4 major cities in Texas (which embrace only 17.3% of Texas population) you are in the small communities and rural area comprising 82.7% of the radio listeners in Texas.

And, any type of survey will bear out the fact that the folks in the "Texas State Network" area* listen more hours of the day to their nearby home-town "T.S.N." station because of the high quality programs fed by "MUTUAL" and the "BLUE" (and delivered with less interference) to the strategically located "T.S.N." stations.

Here are the facts about the area you can cover on the 15 Texas State Network Stations in one simple operation.

Population	4,255,000
Families	1,107,260
Native White	3,478,700
Retail Outlets	54,629
Retail Sales	\$1,030,794,000
Food Stores	16,257
Food Store Sales	\$245,567,000
Gen. Mdse. Stores	2,044
Gen. Mdse. Sales	\$159,595,000
Apparel Stores	1,835
Apparel Sales	\$60,835,000
Lbr. & Hdw. Stores	2,464
Lbr. & Hdw. Sales	\$86,858,000
Drug Stores	2,166
Drug Store Sales	\$49,639,000

THE TEXAS STATE NETWORK, Inc.

1201 West Lancaster

FORT WORTH 2, TEXAS

National Representative, WEED and COMPANY

New York

Detroit

Chicago

San Francisco

Boston

Hollywood

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K R B C

ABILENE—EST. 1936
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Reporter Broadcasting Company

Address Abilene
Phone Number 6255
Transmitter Location 341 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 Director Howard Barrett
Local Sales Manager A. C. Etter
Chief Engineer J. B. Casey

K F D A

AMARILLO—EST. 1939
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Amarillo Broadcasting 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. 1922
NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Plains Radio Broadcasting Company

Address Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location Bellaire Park
Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News Service UP
Transcription Service NBC Thesaurus,
Standard
Representative Taylor Howe Snowden, Radio
Sales

Personnel

General Manager Gene Howe
Station Manager Raymond Hollingsworth
Sales Manager Aubrey Jackson
Musical Director Frances Jensen

K N O W

AUSTIN—EST. 1924
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Frontier Broadcasting Company, Inc.

Address 520 Norwood Building
Phone Number 2-6213
Transmitter Location Fifth & Tillery Streets
Time on the Air 6 a.m. to 12 midnight
News Service UP
Representative Weed & Co.

Personnel

President H. M. Fentress
Station Manager Hardy C. Harvey
Commercial Manager Marion H. Coleman
Sales Promotion Manager Joseph E. Roehl
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 Broadcasting 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 Weedon
Sales Manager R. J. Crissey
Publicity-War Program Director J. Mabel Clark
Chief Engineer M. W. Jettus

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

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRIC, Inc.

Address.....130 Wall Street
Phone Number.....4200

Transmitter Location.....130 Wall Street
Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation..Beaumont Enterprise
News Service.....AP

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

Personnel

General Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director.....Lorraine Kelley
Publicity Director.....Mariha Swafford
Musical Director.....Mary Bond Campbell
Chief Engineer.....Ben Hughes

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

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

Address.....702 Johnson Street
Phone Number.....1500

Transmitter Location...1¼ miles northeast
of town

Time on the Air.....7 a.m. to 9:30 p.m.
Newspaper Affiliation.....Big Spring Herald

News Service.....AP
Representative.....John E. Pearson Co.

Personnel

President.....Robert Whipkey
Station Manager.....Lewis O. Seibert
Commercial Manager.....James Lawson
Program Director.....Verne J. Stevens
Chief Engineer.....Andrew M. Jones

K N E L

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By.....G. L. Burns

Business Address.....Gibbons
Phone Number.....77

Transmitter Location.....East Brady, Texas
Time on the Air.....Unlimited license

Representative.....Cox & Tanz

Personnel

General Manager.....G. L. Burns
Commercial Director.....J. S. Sloane

K E E W

BROWNSVILLE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS

K F D M

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

REPRESENTED BY
TAYLOR - HOWE - SNOWDEN

• • •

T E X A S

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Owned-Operated By.....G. L. Burns
 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 Service.....INS
 Transcription Service.....Keyatone
 Representative.....Forjoe & Co.

Personnel

General Manager.....G. L. Burns
 Program-Production Director.....Forest Cox
 Chief Engineer.....Dorman Patton

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc...Power: 1000 d.; 500w
 Owned-Operated By.....Brown County
 Broadcasting Co.

Address.....800 Hawkins Street
 Phone Number.....2401
 Transmitter Location...Williams Ranch Road,
 1½ miles N. Brownwood
 Time on the Air...6:30 a.m. to 11 p.m.; Sun-
 day, 7:30 a.m. to 10:30 p.m.

News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....The Walker Co.

Personnel

Station Manager.....Wendell Mayes
 Commercial Manager.....Ingram S. Roberts
 Program-Publicity Director.....Pat Laurence
 Production Manager.....Dorthea Dunlap
 Chief Engineer.....A. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

BLUE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By.....College of Texas
 Address.....College Station
 Phone Number.....4-6724
 Transmitter Location.....College Station
 Time on the Air.....Sun-up to Sun-down
 News Service.....AP
 Transcription Service.....World

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.

Address.....Center Theater Bldg.
 Phone.....2-7411
 Transmitter.....Shell Rd. near Corpus Christi
 Time on the Air.....6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Forjoe 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

Address.....Robert 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

K W B U

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

K A N D

CORSICANA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Business Address.....P. O. Box 959
 Phone Number.....141

Transmitter Location 1/2 mile north of Corsicana Highway No. 75
 Time on the Air 18 hours daily
 News Service AP & UP
 Representatives Hal Holman Co.; The Walker Co.

Personnel

President J. C. West
 Station Manager Aubrey H. Escoe
 Chief Engineer Eugene R. Hellums

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 5000 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
 Musical Director Lawrence N. Morrell
 Chief Engineer R. M. Flynn

K S K Y

DALLAS—EST. 1941

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

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Chief Engineer Morris M. Ming

W F A A

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News

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 5:30 a.m. to 12 midnight

Newspaper Affiliation Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus; Lang-Worth

Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese
 Program Director Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Marian Kate
 Chief Engineer Raymond Collins

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By City of Dallas
 Address Municipal Radio Bldg., State Fair Grounds

Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air: 6:30 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight

News Service AP
 Representative Weed & Co.

Personnel

Station Manager Charles B. Jordan
 Sales Promotion-Traffic Manager Louise Cobler
 Program-Publicity Director Pete Teddlie
 Production Manager Roy I. Newman
 Chief Announcer James S. Alderman
 Music Librarian Alice McCord
 Musical Director Ted Parrino
 Chief Engineer D. J. Tucker
 Record MC Whit Whitley

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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

Personnel

General Manager Harwell V. Shepard

KGKO

**for low cost, effective coverage
of the SOUTHWEST**



**SERVING *126 COUNTIES
IN TEXAS AND OKLAHOMA**

Population 4,056,753

Radio Homes 728,600

*Daytime coverage

Affiliated with

The Dallas Morning News—The Fort Worth Star-Telegram

KGKO

5000 WATTS • 570 KC.

FORT WORTH • DALLAS, TEXAS

BLUE NETWORK AFFILIATE

KEY STATION LONE STAR CHAIN

National Representatives

EDWARD PETRY & CO., INC.

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By...Dorrance D. Roderick
 Address2201 Wyoming St.
 Phone NumberMain 2020
 Transmitter Location ...Hammett Boulevard
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....El Paso Times
 News ServiceAP
 Transcription Service...Associated; Standard
 RepresentativeHoward H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
 Station ManagerVal Lawrence
 Commercial Manager.....Cecil L. Trigg
 Chief Engineer.....Edward P. Talbott

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
 Owned-Operated ByTri-State Broadcast-
 ing Co.
 AddressPaso Del Norte Hotel
 Phone NumberMain 3122
 Transmitter Location ...First Ave., S. of High-
 way No. 80, Ascarate Addition
 Time on the Air6 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 Representative ...George P. Hollingbery Co.

Personnel

President.....Frances W. Bredburg
 Vice President-General
 ManagerKarl O. Wyler
 Commercial ManagerWillard L. Kline
 Program Director.....Virgil C. Hicks
 Chief Engineer.....E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By.....Tarrant Broadcast-
 ing Company
 Address1201 West Lancaster
 Phone Number3-3474
 Transmitter Location ...Birdville, Texas
 Time on the Air.....18½ hours daily
 News ServiceUP
 RepresentativeWeed & Company

Personnel

President.....Gene L. Cagle
 Station ManagerGene L. Cagle
 Commercial ManagerClyde Pemberton
 Sales Promotion ManagerL. Roy Duffy
 Program-Production Director.....Boyd Kelley
 Publicity Director.....Forrest W. Clough
 Musical Director.....Frances Kay
 Chief EngineerTruett Kimzey

K G K O

FORT WORTH—EST. 1928

BLUE NETWORK

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned By.....Carter Publications,
 Inc. & A. H. Belo Corp.
 Operated By...Ft. Worth Star-Telegram and
 Dallas News
 Addresses: Medical Arts Bldg., Ft. Worth;
 Santa Fe Bldg., Dallas
 Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)
 Transmitter LocationArlington, Texas
 Time on the Air.....6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News
 News ServiceAP
 Transcription Service...World; Lang-Worth
 RepresentativeEdward Petry & Co.

Personnel

PresidentAmon G. Carter
 General Manager.....Harold V. Hough
 Managing Director.....Martin Campbell
 Fort Worth ManagerGeorge Cranston
 Dallas ManagerAlex Keese
 Chief Announcer.....Frank Mills
 Fort Worth Program Director.....Ed Lally
 Dallas Program DirectorRalph Nimmons
 Production ManagerGene Reynolds
 Continuity Chief.....Lyman Brown
 Traffic ManagerEileen Flake
 Chief Newscaster.....James Byron
 Music Librarian.....Al Bowman
 Musical Director.....Gene Baugh
 Chief Engineer.....R. C. Stinson

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned By.....Carter Publications, Inc.
 Operated By.....Ft. Worth Star-Telegram
 AddressMedical Arts Bldg.
 Phone Number3-1234
 Transmitter Location ...Grapevine, Texas
 Time on the Air: 5:30 a.m. to 12 Midnight;
 (shares time with WFAA, Dallas)

• • •

TEXAS

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Newspaper Affiliation Ft. Worth Star-Telegram
 News Service AP
 Transcription Service WBS
 Representative Edward Petry & Co.

Personnel

President Amon G. Carter
 General Manager Harold V. Hough
 Station Manager George Cranston
 Commercial Manager Roy Bacus
 Sales Promotion-Publicity Manager Helen Schmal
 Program Director Ed Lally
 Production Manager Gene Reynolds
 Continuity Chief Lyman Brown
 Traffic Manager Eileen Flake
 Chief Newscaster James Byron
 Music Librarian Al Bowman
 Musical Director Gene Baugh
 Chief Announcer Frank Mills
 Chief Engineer R. C. Stinson

K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The KLUF Broadcasting Co.
 Business Address 60th & Broadway
 Phone Number 6676
 Studio Address 60th & Broadway
 Transmitter Location 60th & Broadway
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio; Lang-Worth

Personnel

President Geo. Roy Clough
 General Manager L. D. Clough
 Commercial Manager C. V. Bracht
 Program Director-Chief Announcer Carl McDaniel
 Director of War Programs Helen D. Clough
 Chief Engineer L. D. Clough

K G B S

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harbenito Broadcasting Company, Inc.
 Business Address P. O. Box 711
 Phone Number 1400
 Studio Address:
 State Highway No. 83 between Harlingen and San Benito, Texas
 Transmitter Location Same

Time on the Air 6:30 a.m. to 12 Midnight
 News Service AP
 Transcription Service Associated Music Publishers

Personnel

President McHenry Tichenor
 Station Manager Troy McDaniel
 Commercial Manager Dave Bennett
 Program Director-Chief Announcer Steel McClanahan
 Chief Engineer Sherman L. Spencer

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Houston Printing Corp.
 Operated By Houston Post
 Address Lamar Hotel
 Phone Number Fairfax 7101
 Transmitter Location Deepwater, Texas
 Time on the Air Unlimited
 Newspaper Affiliation Houston Post
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

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

K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Texas Star Broadcasting Co.
 Address Southern Standard Bldg.
 Transmitter Location 315 N. Ennis St., Houston
 Time on the Air Full time
 Representative Weed & Company

Personnel

President Roy Hofheinz
 Station Supervisor Ted Hills
 Commercial Manager Max Armstrong

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By KTRH Broadcasting Co.
 Address Rice Hotel
 Phone Number Preston 436
 Transmitter Location Cedar Bayou, Texas

• • • TEXAS • • •

Owned-Operated By Plains Radio
Broadcasting Co.

Address 914 Avenue J

Phone Number 5567

Transmitter Location 2312 Fifth St.

Time on the Air: 7 a.m. to 11 p.m.; Sun-
days, 8 a.m. to 7 p.m.

Newspaper Affiliation .. Lubbock Avalanche-
Journal

News Service UP

Transcription Service World Broadcasting
System; Lang-Worth

National Sales Office: Taylor-Howe-Snowden
Group, Dallas, Texas

Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor (Amarillo)

Station-Commercial Manager... DeWitt Landis

Program Director Orland Foster

Chief Announcer Ruby Lee Leary

Musical Director James H. Stiff

Chief Engineer W. S. Bledsoe

K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Red Lands Broadcast-
ing Association

Business Address Lufkin

Phone Number 272

Studio Address Lufkin

Transmitter Location Lufkin

Time on the Air Unlimited license

News Service AP

Transcription Service Standard Radio;
Keystone

Representative Cox & Tanz

Personnel

President Ben T. Wilson

Manager Darrell E. Yates

Promotion Manager Darrell E. Yates

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Scharbauer Estate

Business Address 117 S. Lorraine St.

Phone Number 1070

Studio Address Scharbauer Hotel

Transmitter Location U. S. Highway 89,
(1½ miles west of Midland)

Time on the Air 6:45 a.m. to 10:30 p.m.

News Service UP

Transcription Service Lang-Worth

Representative Cox & Tanz

Personnel

Administrator of Estate Millard Eidson

Station Manager J. M. McDonald

Commercial Manager... Gladys L. McDonald

Chief Engineer Jack Cecil

K N E T

PALESTINE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 100 Watts

Owned By Palestine Broadcasting
Corp.

Operated By B. A. Laurie

Address Municipal Bldg.

Phone Number 411

Transmitter Location... One mile east of city
limits, Palestine, Texas

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

News Service UP

Transcription Service Standard Radio;
Keystone Broadcasting System

Representative Walker Co.

Personnel

Station-Commercial Manager... B. A. Laurie

Program Director L. M. Laurie

Chief Engineer Eugene Kintz

K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1340 Kc. Power: 100 Watts

Owned By R. C. Hoiles

Operated By Pampa News

Business Address Box 901

Phone Number 1100

Studio Address 212 North Ballard

Transmitter Location East of city limits

Time on the Air 7:30 a.m. to 10:30 p.m.

Newspaper Affiliation Pampa News

News Service AP

Transcription Service World Broadcasting

Representative None

Personnel

Chief Executive Jack Hanna

Station-Commercial Manager.. Wayne Phelps

Chief Engineer R. L. Thomas

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By North Texas Broad-
casting Company

Address Gibraltar Hotel

Phone Number 1124-5
 Transmitter Location: 1/4 miles south on Texas
 Highway No. 24
 Time on the Air: 6:30 a.m. to 12 Midnight;
 Newspaper Affiliation.....Paris News
 News ServiceAP
 Representative.....John E. Pearson Co.

Personnel

President.....A. G. Pat Mayse
 Station-Commercial Manager...Patt McDonald
 Chief Engineer.....Mitchell Secrest

KIUN

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney H. Hubbs
 Address: KIUN Bldg., 306 South Cedar Street
 Phone Number21
 Transmitter LocationNorth of city
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Pecos Enterprise
 Representative.....Homer Griffith Co.

Personnel

Co-Owner-General Manager...Jack Hawkins
 Co-Owner-Publicity Director...Barney Hubbs
 Director of War Programs....Louise Hawkins

KVOP

PLAINVIEW—EST. 1944

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned and Operated By: W. J. Harpole and
 J. C. Rothwell
 Address.....111 West 6th Street
 Phone Number.....1400
 Time on the Air.....Unlimited License
 News ServiceAP
 Transcription Service.....Standard Personnel

Personnel

General Manager.....W. J. Harpole
 Program Director.....J. E. Stanton
 Chief Engineer.....Jesse Simms

KPAC

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated ByPort Arthur College
 Address1500 Proctor Street
 Phone Number7458
 Studio Address.....1515 Lakeshore Drive

Transmitter Location1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceINS
 Transcription ServiceStandard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

PresidentCarl Vaughan
 Station-Commercial Manager...Glenn Hewitt
 Program Director-Traffic
 ManagerMarjorie Vickers
 Sales Promotion Manager.....Joan Simons
 Chief Engineer.....Cliff Hamilton

KGKL

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 AddressSt. Angelus Hotel
 Phone Number6715
 Transmitter Location50 South Milton
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper AffiliationSan Angelo
 Standard Times
 News ServiceAP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lewis O. Seibert
 Commercial Manager.....Myrl Stein
 Sales Promotion Manager....Allen Wilbanks
 Program Director.....Evelyn Preston
 Publicity Director.....Joecile Coffman
 Chief Announcer.....Bob Kirchoff
 Chief Engineer.....Frank M. Jones

KABC

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Alamo Broadcasting
 Co.
 Address.....223 Milam Bldg.
 Phone NumberFannin 3126
 Transmitter Location.....811 East Myrtle
 Time on the Air.....6 a.m. to 12 Midnight
 News ServiceUP
 Representative.....Weed & Co.

Personnel

President.....R. Early Willson
 Station Manager.....Hardy C. Harvey
 Ass't Manager.....Bill Michaels
 Commercial Manager.....Bill Joekel
 Program Director.....Ted Eckman
 Traffic Manager.....Mrs. C. A. Wendt
 Chief Engineer.....Paul Wolf

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company
 Operated ByWalmac Company
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number Cathedral 6211
 Transmitter Location 319 Avenue A
 Time on the Air.....6 a.m. to 1 a.m.
 News Service INS
 RepresentativeBurn-Smith Company

Personnel

Manager.....Howard W. Davis
 Program Director.....Tony Bessan
 Chief Announcer Joe Allison
 Musical Director.....Edmund Barker
 Chief Engineer.....Charles F. Harris

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene I. Roth, d/b as Mission Broadcasting Company
 Address317 Arden Grove
 Phone NumberFannin 5171
 Transmitter Location.....317 Arden Grove
 Time on the Air.....6 a.m. to 12 Midnight
 News Service AP
 Transcription ServiceLang-Worth
 RepresentativeForjoe & Company

Personnel

Owner.....Eugene J. Roth
 Station Manager.....James M. Brown
 Program Director.....Stanley A. Cox
 Chief Announcer.....Ray Hunt
 Chief Engineer.....George Ing

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By....Sunshine Broadcasting Company
 Address.....P.O. Box 1161
 Phone NumberGarfield 1251
 Transmitter LocationSt. Hedwig Road
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceLang-Worth;
 NBC Thesaurus
 National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas
 RepresentativeJohn Blair & Company

Personnel

PresidentGene A. Howe
 Station Manager.....George W. Johnson
 Chief Announcer.....Eston Pace
 Chief Engineer.....Wm. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By....Southland Industries, Inc.
 Address1031 Navarro Street
 Phone NumberGarfield 4221
 Transmitter LocationSelma, Texas
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP; INS
 Transcription Service.....Standard Radio, Associated
 Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager....Hugh A. L. Hall
 Chairman of Board.....G. A. C. Hall
 Commercial Manager.....Cecil K. Beaver
 Sales Promotion.....Fred A. Peery
 Program-Production Manager....Harold Carr
 Publicity Director.....Walter S. Zahrt
 Chief Engineer.....Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated ByRed River Valley Broadcasting Corporation
 Addresses421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
 Phone Numbers .201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between Sherman and Denison)
 Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....G. H. Wilcox
 Station Manager.....L. L. Hendrick
 Chief Engineer.....Tom John
 Chief Announcer.....Connie Wendell
 Program Director.....Eloise Jouvenat

K X O X

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sweetwater Radio, Inc.
 Operated By.....Mr. J. S. McBeath

Address.....Radio Bldg., P.O. Box 570
 Phone Number 2341
 Transmitter LocationHighway No. 70
 Time on the Air.....7 a.m. to 8 p.m.
 Newspaper Affiliation.....Sweetwater Daily
 Reporter
 News ServiceUP
 Transcription Service.....NBC Thesaurus &
 Keystone

Personnel

President.....J. S. McBeath
 Station-Commercial Manager,
 J. Harley Hubbard
 Program Director-Chief Announcer,
 Doyce Elliott
 Publicity Director.....Zeb Williams
 Chief Engineer.....George W. Dotson

K T E M

TEMPLE—EST. 1936

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bell Broadcasting
 Co., Inc.
 Business Address.....P. O. Box 186
 Phone Number 4646
 Studio Address.....Kyle Hotel
 Transmitter Location.....6/10 mile north of city
 Time on the Air.....Unlimited license
 News ServiceUP

Personnel

General Manager.....Frank W. Mayborn
 Station Manager.....Burton Bishop
 Commercial Manager.....Charles Whitesides
 Chief Engineer.....Paul Shaw

K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByKCMC, Inc.
 Address317 Pine St.
 Phone Number832
 Transmitter Location317 Pine St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper AffiliationTexarkana
 Gazette; Texarkana News
 News ServiceAP
 Transcription ServiceStandard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....C. E. Palmer
 General Manager.....Frank O. Myers
 Sales Manager.....Ernest Hackworth
 Merchandising Manager.....Donald Myers
 Program Director.....Kathryn Wiseman
 Chief Engineer.....Paul McCaslin

K G K B

TYLER—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....East Texas Broadcasting Co.
 Address115 South College Street
 Phone Number.....1106
 Transmitter Location.....Sandflat Road
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceStandard Radio
 Representative.....John E. Pearson Co.

Personnel

President-Station Manager...James G. Ulmer
 Commercial Manager.....Earl P. Duffie
 Program Director.....Mrs. James G. Ulmer
 Director of War Programs.....Allen Balch
 Publicity Director.....Martha Davenport
 Chief Announcer.....Edwin Smith
 Chief Engineer.....John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Northwestern Broad-
 casting Co.
 Address1813 Wilbarger Street
 Phone Number 1048
 Transmitter LocationOne mile due east
 of courthouse on highway extending from
 East Wilbarger Street
 Time on the Air.....Unlimited License
 News ServiceAP
 Transcription ServiceStandard Radio

Personnel

President-General Manager...R. H. Nichols
 Commercial Manager.....W. D. Dixon
 Program DirectorBro. Mingus
 Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByRadio Enterprises,
 Inc.
 Business Address..Victoria Bank & Trust Bldg.

Tonight

INTERMOUNTAIN AMERICA
WILL HEAR

KSL

Phone Number 2172
 Studio Address Cuero Highway
 Transmitter Location Victoria
 Time on the Air Unlimited License
 News Service UP
 Transcription Service: World; Keystone Broad-
 casting System

Personnel

President Morris Roberts
 Commercial-Production Manager.. Jerry Fisher
 Program Director..... Margaret True
 Chief Engineer..... Robert McCown

W A C O
 WACO—EST. 1922

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Frontier Broadcast-
 ing Co., Inc.
 Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation...Waco News-Tribune
 & Times Herald
 News Service UP
 Representative.....Weed & Co.

Personnel

President Harlan Fentress
 Station Manager.....R. E. Lee Glasgow
 Chief Engineer.....L. H. Appleman

K R G V

WESLACO—EST. 1926
 NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts

Owned-Operated By.....KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight

News Service UP
 Transcription Service.....NBC Thesaurus
 National Sales Office Address: 805-6 Tower
 Petroleum Building, Dallas, Texas
 RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor
 Station Manager..... Archie J. Taylor
 Sales Manager..... Phil D. Dixon
 Chief Engineer..... O. L. Hartwig

K W F T

WICHITA FALLS—EST. 1938
 COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By....Wichita Broadcasting
 Company
 Business Address.....Harvey Snider Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location ... 2½ miles northwest
 of Wichita Falls

Time on the Air.....Unlimited License
 News Service UP
 Transcription Service.....Standard Radio;
 C. P. MacGregor
 Representative.....Paul H. Raymer Co.

Personnel

President.....Joseph B. Carrigan
 General Manager.....Charles E. Clough
 Merchandising Manager-Publicity-
 Program Director.....A. L. Pierce
 Musical Director.....Lucille Crouch
 Chief Engineer.....John Adams

UTAH

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

K S U B

CEDAR CITY—EST. 1937
 KEYSTONE BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Utah
 Broadcasting Co.
 Address Escalante Hotel
 Phone Number 398

Transmitter Location...591 West 2nd South St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service AP & UP
 Transcription Service...Keystone Broadcasting
 System
 Representative....Jos. Hershey McGillvra, Inc.

Personnel

President Ivan Sharp
 Chief Announcer.....Melvin Rowley
 Chief EngineerHerschell Urie

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

MBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Cache Valley
Broadcasting Company

Business Address: 1393 N. Main St.
Phone Number: 1400
Studio Address: 1393 North Main Street
Transmitter Location: 1393 North Main St.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: Keystone
Representative: Jos. Hershey McGillvra, Inc.

Personnel

President: H. F. Laub
General Manager: Reed Bullen
Commercial Manager: Fred Sears
Chief Engineer: Carroll Secrist

K L O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: Interstate Broad-
casting Corporation

Business Address: Hotel Ben Lomond, 411
Twenty-fifth St.

Phone Number: 5721; 5060 (transmitter)
Studio Addresses: Hotel Ben Lomond; David
Kieth Bldg., Salt Lake City

Transmitter Location: Kanesville, Utah
Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation:

Ogden Standard Examiner

News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President: A. L. Glasmann
General Manager-Vice-

President: George C. Hatch
Station Manager: George B. Morgan
Sales Promotion Manager: Lynn Meyer
Chief Engineer: W. D'Orr Cozzens

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK
KEYSTONE BROADCASTING SYSTEM

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

Business Address: Price

Phone Number: Price 200
Transmitter Location: Price
Time on the Air: Full time
News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

Commercial Manager: Jack Richards

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KOVO Broadcasting
Co.

Address: 108 West Center Street
Phone Number: 1680

Transmitter Location: 17 West 3rd South St.
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President and Manager: Clifton A. Tolboe
Sales Manager: S. G. Carter

In the **SALT LAKE MARKET**

Today It's **KDYL** for
radio's most popular shows

Tomorrow It will be
KDYL
for **TELEVISION**

This station is the first between the Mississippi
and the West Coast to be granted a license by
the FCC for experimental television broadcasting



National Representative
JOHN BLAIR & CO.

Program Director-Chief
 Announcer.....W. Shirl Black
 Chief Engineer.....Gerald Peterson

K D Y L

SALT LAKE CITY—EST. 1927
NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Intermountain
 Broadcasting Corporation
 Address.....Tribune-Telegram Bldg.
 Phone Number.....5-2991
 Transmitter Location.....9th West &
 33rd South
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....George A. Provol &
 John M. Baldwin
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....George A. Provol
 Sales Promotion-Publicity.....Frank Baker
 Program Director.....Alvin G. Pack
 Production Manager.....Mildred Baker
 Chief Announcer.....Ken Hegard
 Musical Director.....Bob Reese
 Technical Director & Chief
 Engineer.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah
 Address.....Union Pacific Bldg.
 Phone Number.....(Dial) 5-4641

Transmitter Location.....Saltair, Utah
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 Lang-Worth; Associated
 Representative.....Edward Pety & Company

Personnel

President.....J. Reuben Clark, Jr.
 Vice-Pres. & Station Manager.....Ivor Sharp
 Sales Mgr.....Ed Broman

K U T A

SALT LAKE CITY—EST. 1938
BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Utah Broadcasting
 Co.
 Address.....29 South State Street
 Phone Number.....3-2737
 Transmitter Location.....North Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
 Commercial Manager.....Jack Burnett
 Chief Engineer.....Lyle Wahlquist

K A L L *

SALT LAKE CITY

Frequency: 910 Kc.....Power: 1000 Watts
 Owner.....Salt Lake City Broadcasting Co.
 * Construction Permit.

K N A K *

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
 Owner: Granite District Radio Broadcasting
 Co.
 * Construction Permit.

VERMONT

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

W C A X

BURLINGTON—EST. 1931
COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WCAX Broadcasting
 Corp.
 Business Address.....137 Main St.

Studio Address.....137 Main St.
 Phone Number.....Burlington 2000
 Transmitter Location.....Colchester, Vermont
 Time on the Air.....6:55 a.m. to 1 p.m.; Sundays,
 8 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service,
 Associated Recorded Program Service
 Representative.....Weed & Company

Personnel

President-Station Manager... C. P. Hasbrook
 Asst. Manager.....Robert A. Kelley
 Chief Engineer.....John C. Quill

W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....P. Weiss Music Co.
 Address 80 West Street
 Phone Number 1247
 Transmitter Location Creek Road
 Time on the Air Unlimited license
 News Service UP
 Transcription Service.....Keystone Broadcasting
 System, Langworth
 Representatives Joseph Hershey
 McGillvra, Inc.; R. C. Foster

Personnel

President Philip Weiss
 Business Manager.....J. H. Weiss
 Chief Engineer.....Norval K. Ramson

W W S R

ST. ALBANS—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts

Owned-Operated By.... Vermont Radio Corp.
 Address 32 N. Main St.
 Phone Number 1390
 Transmitter Location.....Swanton Road
 Time on the Air.....7 a.m. to Sunset
 News Service UP
 Transcription Service World
 Representatives..... Howard H. Wilson Co. &
 Bertha Bannon

Personnel

President Lloyd E. Squier
 Station Manager.....Winston L. Blake
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By Lloyd E. Squier &
 William G. Ricker

Address 8 Stowe St.
 Phone Number 13-2
 Transmitter Location Blush Hill
 Time on the Air.....Local sunrise to sunset
 News Service UP
 Transcription Service.....World Broadcasting
 Representative Howard H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
 Commercial and Sales Promotion Manager,
 William G. Ricker
 Chief Engineer.....Harold Grout

VIRGINIA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287*

W P I K*

ALEXANDRIA

Frequency: 730 Kc.....Power: 250 Watts
 Owned By.....Potomac Broadcasting Corp.
 Chief Executive.....Howard B. Hayes
 Chief Engineer.....Carl L. Lindberg

* Construction Permit.

W C H V

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Barham & Barham
 Address Fourth & East Market Sts.
 Phone Number 2500
 Transmitter Location.....Richmond Road
 Time on the Air.....7 a.m. to 12 midnight

News Service UP
 Transcription Service Standard
 Representative.....Cox & Tanz

Personnel

President-Station Manager. Charles Barham, Jr.
 Commercial Manager.....Randolph Bean
 Chief Engineer.....Walter W. Gray

W K E Y

COVINGTON—EST. 1941

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Earl M. Key
 Business Address.....P.O. Box 629
 Studio Address.....217½ Main Street
 Phone Number 840
 Transmitter Location.. 2 mi. East of Covington

• • • VIRGINIA • • •

Time on the Air 7:00 a.m.-11:00 p.m.
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

Owner & Manager Earl M. Key
 Chief Engineer James Garber

W B T M
DANVILLE—EST. 1930

BLUE NETWORK
 TRI-CITY STATIONS
 (WLVA-WBTM-WLSL)

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Piedmont Broadcast-
 ing Corporation

Address Hotel Danville Building
 Phone Number 2350
 Transmitter Location .. River Road, Route No. 29
 Time on the Air 7 a.m. to 12 midnight
 News Service AP
 Transcription Service Lang-Worth
 Representatives ... Tri-City Stations Association

Personnel

President L. N. Dibrell
 Station Manager R. Sanford Guyer
 Commercial Manager A. C. Evans
 Chief Engineer Harry W. Spencer

W F V A
FREDERICKSBURG—EST. 1939

BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency 1290 Kc. Power: 250 Watts
 CP 1230

Owned-Operated By ... Fredericksburg Broad-
 casting Corporation

Address 528 Wolfe St.
 Phone Number 1260
 Transmitter Location ... Two miles south of
 Fredericksburg on King's Highway
 Time on the Air .. Local sunrise to local sunset
 CP Full time

Transcription Service Keystone Broad-
 casting System

Personnel

President Richard F. Lewis, Jr.
 Sales Manager Nan Winkler
 Program Director Phil Whitney
 Chief Announcer Phil Whitney
 Musical Director Hal Weiss
 Chief Engineer Phil Whitney

W S V A
HARRISONBURG—EST. 1936

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Shenandoah Valley
 Broadcasting Corporation

Address Newman Building
 Phone Number 875 or 550

Transmitter Location Five miles south of
 Harrisonburg on U. S. Route 11

Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service World Broadcasting
 System

Representative Howard H. Wilson Co.

Personnel

President Frederick L. Allman
 Station Manager Robert B. Harrington
 Commercial-Sales Promotion

Manager Robert B. Harrington
 Program Director Richard H. Johnson
 Chief Announcer Dick Johnson
 Chief Engineer Warren L. Braun

W L V A
LYNCHBURG—EST. 1930
 BLUE NETWORK

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lynchburg Broad-
 casting Corp.

Address Allied Arts Bldg.
 Phone Number 3030
 Transmitter Location Forest St.
 Time on the Air 7 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service ... Lang-Worth; Standard
 Radio

Representative Tri-City Stations Assn.

Personnel

President Edw. A. Allen
 Station Manager Philip P. Allen
 Commercial Manager J. P. Read, Jr.
 Production Mgr. C. G. Read
 Publicity Manager Mrs. Gilbert H. Wilson
 Program Director Evelyn M. Hamlet
 Chief Announcer Wayne Tyler
 Chief Engineer John Orth

W M V A
MARTINSVILLE—EST. 1941
 NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts
 Owned-Operated By Martinsville Broad-
 casting Co., Inc.

Address Thomas Jefferson Hotel
 Phone Number 2152
 Transmitter Location Figsboro Road
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service AP
 Representative Howard H. Wilson Co.

Personnel

President William C. Barnes
 Station Manager John W. Shultz
 Commercial-Production

Manager C. Robert Ray
 Program Director John W. Shultz

Sales Promotion.....Charles F. Adams
 Director of War Programs...Barbara Harding
 Musical Director.....Barbara Harding
 Chief Engineer.....D. W. Muse

W G H

NEWPORT NEWS—EST. 1928
BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business AddressPortlock Bldg.,
 Norfolk, Va.
 Phone Number27031
 Studio Addresses: Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.; Daily
 Press Bldg., Newport News, Va.
 Transmitter Location ..End Jefferson Avenue,
 Newport News, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7:15 a.m. to 1 a.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News Service AP
 Transcription ServiceStandard Radio;
 Lang-Worth
 RepresentativeBurn-Smith Company

Personnel

President.....Raymond B. Bottom
 V.P.-General Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Chief Engineer.....Wm. P. Grether

W T A R

NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Operated By.....WTAR Radio Corp.
 Owned By.....Norfolk Newspapers, Inc.
 Address ...National Bank of Commerce Bldg.
 Phone Number.....25671
 Transmitter LocationGlen Rock
 Time on the Air.....5:30 a.m. to 1 a.m. daily;
 7:30 a.m. to 1 a.m. Sunday
 Newspaper AffiliationNorfolk
 Newspapers, Inc.
 News Service.....AP; UP
 Transcription Service: Standard Radio; Lang-
 Worth
 RepresentativeEdward Petry & Co.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Program Director...Henry Cowles Whitehead
 Chief Announcer.....Blair Eubanks
 Production Manager.....Bailey Barco
 Chief Engineer.....Julius L. Grether

W B H D*

PETERSBURG

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By: Southside Virginia Broadcasting
 Corp.

* Construction Permit.

W S A P

PORTSMOUTH—EST. 1943
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Portsmouth Radio Corp.
 AddressProfessional Bldg.
 Phone Number6383
 Transmitter Location.....Portsmouth, Va.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld

Personnel

President.....Tom E. Gillman
 General Manager.....T. W. Aydlett
 Sales Mgr.....Jack Norfleet

W B B L

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church

Address1627 Monument Avenue
 Phone Number.....57941
 Transmitter Location ...1627 Monument Ave.
 Time on the Air: Special hours on Sundays
 only

Personnel

Chairman Radio Comm.....C. H. Liesfeld
 Station Manager.....M. A. Sitton
 Chief Engineer.....R. W. Raabe
 (Non-Commercial Station)

W M B G

RICHMOND—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceTransradio
 Transcription ServiceNBC Thesaurus
 RepresentativeJohn Blair & Company

Personnel

President & Station
 Manager.....Wilbur M. Havens
 National Sales and Promotion Manager.
 R. E. Mitchell
 Chief Engineer.....Wilfred H. Wood

WRIV*

RICHMOND

Frequency: 1450 Kc. Power: 250 Watts
Time on Air: Unlimited Except When WBBL Operates

Owner: Thomas G. Tinsley, Jr.
* Construction Permit.

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50000 Watts
Owned-Operated By: Larus & Brother Co.
Business Address: Hotel Richmond
Phone Number: 3-6633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.

Transmitter Location: Edgeworth, Henrico County, Va.

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

News Service: UP
Transcription Service: World Broadcasting System; Lang-Worth; Davis & Schweigler
Representative: Paul H. Raymer Co.

Personnel

General Manager: C. T. Lucy
Business Manager: Barron Howard
Program Director: Irvin G. Abeloff
Production Manager: Samuel S. Carey
Publicity Director: Anne E. Raidabaugh
Chief Engineer: D. C. Woods

WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 5000 Watts
Owned By: Richmond Newspapers, Inc.
Operated By: Richmond Radio Corp.
Address: 323 E. Grace St.
Phone Number: 33436
Transmitter Location: Wilkinson Road
Time on the Air: 5 a.m. to 2 a.m.; Sundays, 7 a.m. to 2 a.m.

News Service: AP
Transcription Service: Standard
Representative: Edward Petry & Co.

Personnel

Chief Executive: John D. Wise
Station Manager: E. S. Whitlock
Asst. Mgr. & Publicity: G. Mallory Freeman
Musical Director: Conrad Rianhard
Acting Production Manager: Warde Adams
Chief Engineer: Walter R. Selden

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Times-World Corp.
Business Address: 124 West Kirk Avenue
Phone Number: 8131
Transmitter Location: Colonial Ave., Colonial Heights

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

Newspaper Affiliation: Roanoke Times; Roanoke World News

News Service: UP
Transcription Service: Lang-Worth; WBS
Representative: Free & Peters, Inc.

Personnel

President: J. P. Fishburn
Station Manager: Ray P. Jordan
Commercial Manager: Frank D. Kesler
Production Manager: Irving Sharp
Chief Engineer: J. W. Robertson

WSLS

ROANOKE—EST. 1940

BLUE NETWORK

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1240 Kc. Power: 250 Watts

WRNL

REACH

Virginia's great listening audience at low cost through Richmond's nationally known radio station.

5000 WATTS
NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

VIRGINIA

Owned-Operated By... Roanoke Broadcast-
ing Corp.
Address Shenandoah Life Building
Phone Number 9227
Transmitter Location Shenandoah Life
Building
Time on the Air: 6 a.m. to 12:01 a.m.; Sun-
days 7:30 a.m. to 12:01 a.m.
News Service AP
Transcription Service NBC Thesaurus;
Langworth, BMI
Representative Tri-City Stations

Personnel

President Paul C. Buford
Station Manager James H. Moore
Commercial Manager Horace Fitzpatrick
Production Manager Kay Lee
Program Dir. Bill Saunders
Chief Announcer Walter Harris
Chief Engineer Philip Briggs

WSTN*
STAUNTON

Frequency: 1400 Kc. Power: 250 Watts
Owner Charles P. Blackley

* Construction Permit.

W L P M
SUFFOLK—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Suffolk Broadcasting
Address 105 Bank Street
Phone Number 1420
Transmitter Location Route No. 460
Time on the Air Unlimited
News Service UP
Transcription Service NBC Thesaurus
Representative Sears & Ayer

Personnel

President-Station Manager &
Sales Manager Fred L. Hart
Program Director Jim Hardie
Musical Director James R. Pond
Chief Engineer Fred Wagner

W I N C

WINCHESTER—EST. 1941
THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... Richard Field Lewis, Jr.
Address WINC Bldg.
Phone Number Winchester 4855
Transmitter Location WINC Bldg.
Time on the Air 7 a.m. to 11:00 p.m.

Personnel

Owner-General Manager. Richard Field Lewis
Commercial Manager-Program Director
Grant Pollock
Production Manager Leslie Golliday
Chief Engineer R. F. Lewis, Jr.

FOR QUALITY
AP !

WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KXRO, Inc.
Business Address: 207½ E. Market St.
Phone Number: Aberdeen 4098
Studio Address: 207½ E. Market St.
Transmitter Location: Finch Farms
Time on the Air: Unlimited time
News Service: UP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

Personnel

President: Harry R. Spence
Manager: Fred G. Goddard
Production Manager-Chief Announcer: Art Lindsey

Sales Promotion-Publicity
Director: Ruth Poindexter
Record MC: Stan Spiegle
Commercial Manager: Ross W. Bates
Program Dir.: Edith Garret
Director of War Programs: Ruth Poindexter
Chief Engineer: K. Grinde

KVOS

BELLINGHAM—EST. 1929

EVERGREEN NETWORK

Frequency: 790 Kc. Power: 250 Watts
Owned-Operated By: KVOS, Inc.
Address: 1321 Commercial St.
Phone Number: 4200
Transmitter Location: Roeder & E St.
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard & MacGregor
Representative: John Keiting

Personnel

President: Regan Jones
Station Manager: Frank Adams
Sales Manager: Fred O. Elsethagen
Program Director: Earle Alcott
Director of War Programs: Earle Alcott
Chief Engineer: J. C. Haley

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Central Broadcasting Corporation

Address: Kela Bldg.
Phone Numbers: Centralia 721; Chehalis 721

Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)

Time on the Air: 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: Lang-Worth; C. P. MacGregor

Representatives: Howard H. Wilson Co.; John Keating (Portland)

Personnel

President: J. Elroy McCaw
Manager: Joe Chytil
Commercial Manager: Robert Brister
Sales Promotion Manager: Schuyler Hill
Program Director: Elsie Gaylord
Publicity Director: Hal Nelson
Director of War Programs: Pete Logan
Chief Engineer: Ellwood Lippencott

KRKO

EVERETT—EST. 1920

KEYSTONE BROADCASTING SYSTEM

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Everett Broadcasting
Address: Highway 99, No. City Limits
Phone Numbers: Main 526-967
Transmitter Location: Everett
Time on the Air: 6:30 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World

Personnel

President-Gen. Mgr.: Wm. R. Taft
Chief Engineer: Roy Towne
Sales Manager: Donald G. Wilde
Sales Promotion Manager: Donald G. Wilde
Program Director: Vern Mack

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Corp.

Address: National Bank of Commerce
Phone Number: Longview 1500
Transmitter Location: Ocean Beach Highway

Time on the Air: 7 a.m. to 12 midnight
Transcription Service: NBC Thesaurus
News Service: UP
Representative: Howard Wilson Co.

Personnel

President C. O. Chatterton
 Station Manager C. O. Chatterton
 Sales Manager Kenneth Evans
 Sales Promotion Manager..... F. H. Chatterton
 Chief Engineer Harry Hale

K G Y

OLYMPIA—EST. 1922
MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Tom Olsen
 AddressRockway, Leland Bldg.
 Phone Number6636
 Transmitter Location...Rockway, Leland Bldg.
 Time on the Air6 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Howard Wilson & Co.

Personnel

President-Station Manager.....Tom Olsen
 Sales Manager.....J. Harris Dorr
 Program Director & War Prog...Eve Knutson
 Chief EngineerCharles Roark

K P K W*

PASCO

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Western Radio Corp.
 * Construction Permit.

K O N P*

PORT ANGELES

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Evening News Press, Inc.

Personnel

Chief Executive.....C. N. Webster
 General Manager.....H. J. McAllister
 Chief Engineer.....J. U. Ernst
 * Construction Permit.

K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....State College of
 Washington
 Address Pullman
 Phone Number 9021
 Time on the Air Divides time with KTW
 News Service..... UP
 Transcription ServiceLang-Worth

Personnel

Station Manager.....Glenn Jones
 Program Dir.....E. Barr
 Chief Engineer.....Robert E. Baird
 (Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

Frequency: 1090 Kc.....Power: 250 Watts
 Owned-Operated ByEvergreen Broad-
 casting Corporation
 Address2102 Smith Tower
 Phone NumberSeneca 2058-7
 Time on the AirUnlimited license
 News ServiceUP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....A. W. Talbot
 Station ManagerBartley Sims
 Sales ManagerBartley Sims
 Sales Promotion Manager.....Max Coie
 Program DirectorHarry Jordan
 War Program Director.....Bartley Sims
 Chief EngineerArthur A. Shultz
 Record MCDon Porter

KIRO

SEATTLE—EST. 1935 (1928 as KPBC)
COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.... Queen City Broad-
 casting Co.

AddressCobb Building
 Phone NumberSENECA 1500
 Transmitter Location.....Vashon-Maury
 Island, Wash.

Time on the Air6 a.m. to 1 a.m.
 News ServiceAP-INS
 Transcription Service... Association Music Pub-
 lishers, Standard Radio, Lang-Worth Feature
 Programs

Representative Free & Peters

Personnel

President.....Louis K. Lear
 Asst. Business Mgr.-Director of National
 SalesLoren B. Stone
 Local Sales ManagerJ. F. Hiddleston
 Director of Operations.....Rowland Spence
 Chief Announcer.....C. Bruce Calhoun
 Director of Education.....Kenneth Yeend
 Sales Promotion Manager.....W. F. Tucker
 War Programs.....Norman Runions
 Musical Director.....Max Dolin
 Chief Engineer.....James Hatfield

KJR

SEATTLE—EST. 1921

THE BLUE NETWORK

NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated ByFisher's Blend
 Station, Inc.

Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location 2600 26th Ave.,
 S. W. West Waterway
 Time on the Air . 6 a.m. to 12 midnight; Sunday
 through Saturday
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Commercial Manager W. B. Stuht
 Publicity-Research-Advertising Bill Moshier
 Production Manager-Program
 Director Robt. Gentry
 News Director Fred Delano
 Auditor J. B. Henley
 Chief Engineer F. J. Brott

K O L

SEATTLE—EST. 1928

MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 Address Northern Life Tower
 Phone Number Main 2312
 Transmitter Location 1110 W. Florida St.
 Time on the Air Unlimited license
 News Service UP
 Transcription Service: C. P. MacGregor; As-
 sociated Music Publishers; Standard Radio;
 World
 Representative John Blair & Company

Personnel

President Archie Taft Sr.
 Station Manager Oliver A. Runchey
 Commercial Manager Archie Taft, Jr.
 Program & Production Director Jerry Morris
 Publicity Director Elisabeth Leonard
 Chief Announcer Wheeler Smith
 Chief Engineer Perry C. Lind

K O M O

SEATTLE—EST. 1925
 NATIONAL BROADCASTING CO.
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated By Fisher's Blend Sta-
 tion, Inc.
 Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location 2600 26th Ave., S.W.
 Time on the Air . 6 a.m. to 12 midnight; Sunday
 through Saturday
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Commercial Manager W. B. Stuht
 Research-Advertising Manager ... Bill Moshier
 Program Director-Production Manager
 Robt. Gentry
 Dir. War Programs John Pearson
 News Director Fred Delano
 Auditor J. B. Henley
 Chief Engineer F. J. Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Radio Sales Cor-
 poration
 Address 2939 Fourth Avenue South
 Phone Number Elliot 2480
 Transmitter Location ... 2939 Fourth Ave. South
 Time on the Air 6:45 a.m. to 2 a.m.
 News Service AP
 Transcription Service Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President P. K. Leberman
 Station Manager Robt. E. Priebe
 Commercial Manager R. C. Fuller
 Program & Musical Director Ted Bell
 Chief Engineer George A. Freeman

K T W

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By ... The First Presbyterian
 Church of Seattle
 Address 7th & Spring Sts.
 Phone Number Main 4177
 Transmitter Location Seattle
 Time on the Air Shares time with KWSC

Personnel

Pastor and Station
 Manager James S. Ross
 (Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By American Radio
 Telephone Co.
 Address Bigelow Bldg.
 Phone Number Seneca 1000
 Transmitter Location ... Second Avenue and
 Union Street
 Time on the Air 6 a.m. to local sunset;
 10 p.m. to 3 a.m.
 News Service UP

Personnel

President.....R. F. Meggee
 Vice-President & Station Manager
 Florence Wallace
 Sales Mgr.....Rodney McArdle
 Program Director.....Helen-Marie Brennan
 Publicity Director.....Virginia H. Rubin
 War Program Director...Helen-Marie Brennan
 Chief Engineer.....John Dubuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Spokane Broadcast-
 ing Corporation
 Business Address.....Fidelity-Ziegler Bldg.
 Phone Number.....Riverside 8033
 Transmitter Location...Fidelity-Ziegler Bldg.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 day, 7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Arthur L. Smith
 Station-Commercial Manager
 Richard G. McBroom
 Program Director.....Dorothy Thomson
 Chief Engineer.....Dee Waymire

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Symons Broad-
 casting Company
 Address.....Symons Building
 Phone Number.....Main 1218
 Transmitter Location.....Route No. 3
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 7:00 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service: Lang-Worth; Standard
 Radio: C. P. MacGregor; World
 Representative.....The Walker Co.

Personnel

President.....Mrs. Frances R. Symons
 Vice-President-Station Manager
 Arthur L. Bright
 National Sales & Sales Promotion
 Manager.....Richard E. Green
 Program Manager.....R. W. Brazeal
 Director of War Programs...Katherine Leuer
 Farm Editor.....E. W. Jorgenson
 Musical Director.....Arthur Zepp
 Chief Engineer.....George Langford

K G A

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc.....Power: 10000 Watts
 Owned-Operated By.....Louis Wasmer
 Address.....Radio Central Building
 Phone Number.....Main 5383
 Transmitter Location.....4102 S. Regal
 Time on the Air...18 hrs. daily, 17 hrs. Sundays
 Transcription Service.....World
 Representative.....Edw. Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer
 General Manager.....Harvey Wixson
 Program Dir.....Curtis Roberts
 Musical Director.....Earl Shinkoskey
 Publicity Director.....Harvey Wixson
 Chief Engineer.....C. W. Evans

K H Q

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Louis Wasmer, Inc.
 Address.....Radio Central Building
 Phone Number.....Main 5383
 Transmitter Location.....4102 South Regal
 Time on the Air...18 hrs. daily, 17 hrs. Sundays
 News Service.....AP
 Transcription Service.....World
 Representative.....Edward Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer, Inc.
 General Manager.....Harvey Wixson
 Same as KGA

K M O

TACOMA—EST. 1922

**MUTUAL—DON LEE NETWORK
 PACIFIC BROADCASTING CO.**

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Carl E. Haymond
 Business Address.....914 Broadway
 Phone Number.....Main 4144
 Transmitter Location.....Tacoma-Seattle
 Highway
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service
 World Broadcasting System; Lang-Worth
 Representatives.....Joseph H. McGilvra, Inc.

Personnel

Owner-General Manager...Carl E. Haymond
 Station Manager.....J. A. Murphy
 National Sales Manager...Seymour O. Spring
 Local Sales Manager.....Jerry Geshan

WASHINGTON

Program Director Verne Sawyer
 Traffic Manager Jack Clarke
 Chief Announcer Arnold Benum
 Musical Director Clementine Wacula
 Chief Engineer Joe Kolesar

K T B I

TACOMA—EST. 1941

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tacoma Broadcasters,
 Inc.

Address 212 Puget Sound Bank Bldg.
 Phone Number BRoadway 2241
 Transmitter Location Tacoma
 Time on the Air 6 a.m. to 12 midnight
 News Service AP & UP
 Transcription Service Associated

Personnel

President H. J. Quilliam
 Station Manager B. W. Ormsby
 Sales Manager King Mitchell
 Sales Promotion King Mitchell
 Program Director Burke Ormsby
 Record MC George Cole, Warren Reed,
 Jim Foster
 Chief Announcer Burke Ormsby
 Chief Engineer George Cole

K V I

TACOMA—EST. 1929

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Puget Sound Broad-
 casting Company, Inc.

Business Address 502 Rust Building
 Phone Number Broadway 4211
 Studio Addresses 502 Rust Building
 Transmitter Location Vashon Island, Wash.
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,
 8 a.m. to 11 p.m.

News Service AP
 Transcription Service Associated Music Pub-
 lishers; Lang-Worth
 Representative George P. Hollingbery Co.

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager Earl T. Irwin
 Program Director Larry Huseby
 Traffic Manager Vyra Bryant
 Chief Engineer Raymond Griese

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 500 Watts
 Owned-Operated By Vancouver Radio
 Corporation

Business Address 707½ Main St.
 Phone Number 150
 Studio Address 707½ Main St.
 Transmitter Location 2915 Fruit Valley Road
 Time on the Air Sunrise to sunset
 News Service UP
 Transcription Service

Langworth; Standard Radio

Personnel

President Sheldon F. Sackett
 General Manager Ben E. Stone
 Resident Manager S. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Program Director Charlene Jackson
 Chief Engineer S. W. McCready

K U J

WALLA WALLA—EST. 1928
 KEYSTONE BROADCASTING SYSTEM
 NORTHWEST NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By KUJ, Inc.
 Business Address: Marcus Whitman Hotel,
 Second and Rose Streets

Phone Number 1230
 Studio Address Marcus Whitman Hotel
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road

Time on the Air Unlimited license
 News Service UP
 Transcription Service: World Broadcasting
 System; Lang-Worth

Representatives: Nat'l—Howard H. Wilson
 Co.; John Keating (Portland) and (Seattle)

Personnel

President and General
 Manager H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Arnes
 Production Robert Dunton
 Chief Announcer Howard Rhoades
 Women's Features Director Ruth Denning
 Chief Engineer Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Westcoast Broad-
 casting Company

Address KPQ Bldg.
 Phone Number 45; 875
 Transmitter Location North End Miller Street
 Time on the Air: 6:15 a.m. to 11:15 p.m. daily;
 8:30 a.m. to 11 p.m. Sunday

News Service UP
 Transcription Service NBC Thesaurus

• • • WASHINGTON - WEST VIRGINIA • • •

Representative

Joseph Hershey McGillvra, Inc.

Personnel

President Rogan Jones
Station Manager..... Mrs. Helen Wylie
Sales Manager..... Mrs. Meryle Thompson
Program Director..... Mrs. Mildred Dahlhauser
Chief Engineer..... R. B. Sutton

KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By Carl E. Haymond
Address..... 414 E. Yakima Ave.
Phone Number 8115
Transmitter Location South of Yakima
Time on the Air: 6:00 a.m.-12 Midnight; Sun-
days, 7 a.m. to 12 midnight

News Service UP & AP
Transcription Service Lang-Worth; World
Broadcasting System
Representative... Jos. Hershey McGillvra, Inc.

Personnel

Owner..... Carl E. Haymond
Station Mgr..... James A. Murphy
Sales Mgr..... H. A. Miller

Program Manager..... C. A. Carlson
War Program Director..... C. A. Carlson
Chief Announcer Fred Roberts
Chief Engineer..... H. Murphy

KTYW

YAKIMA—EST. 1944

CBS, EVERGREEN

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By..... Cascade Broad-
casting Company, Inc.

Business Address Box 702
Phone Number 6104
Studio Address..... E. Terrace Heights Blvd.
Transmitter Location... E. Terrace Heights Blvd.
Time on the Air... 6 a.m. to 12 midnight daily;
8 a.m. to 10 p.m. Sundays

News Service AP
Transcription Service .. Lang-Worth; Thesaurus

Personnel

President-Owner A. W. Talbot
Station Manager..... Miss E. J. Hamilton
Sales Manager Pat O'Halleron
Program Director Jim Thain
Sales Promotion Manager..... Pat O'Halleron
War Program Director..... E. J. Hamilton
Chief Announcer John Griswold
Artists Bureau Barry Sherman Co.
Chief Engineer Dave Gordon

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

WJLS

BECKLEY—EST. 1939

CBS

KEYSTONE BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 250 Watts
Owned-Operated By..... Joe L. Smith, Jr.
Address WJLS Bldg.
Transmitter Location Teel Road
Phone Number 7311
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight.

News Service UP
Transcription Service..... Standard Radio;
Lang-Worth
Representative..... Burn-Smith Co., Inc.

Personnel

Owner Joe L. Smith, Jr.
Station Manager..... Mrs. V. N. Cooper

Sales Manager..... John T. Gelder, Jr.
Publicity Director..... Kenneth A. Schaffer
Program Manager..... Terence M. Harcourt
Continuity Director..... Midge Lee
Chief Announcer..... Jack Pevora
Auditor..... V. Z. Cooper
Chief Engineer..... Al J. Ginkel

WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By..... Daily Telegraph
Printing Co.

Address.....412 Bland St.
 Phone Number.....WHIS
 Transmitter Location.....Route No. 52,
 Harry Heights
 Time on the Air.....5 a.m. to 12 midnight,
 Monday through Saturday; 8 a.m.-12:05 p.m.,
 Sunday
 Newspaper Affiliation...Bluefield Daily Tele-
 graph; Sunset News
 News Service.....UP
 Transcription Service: World Broadcasting Sys-
 tem
 Representative.....The Katz Agency

Personnel

President.....H. I. Shott
 Manager.....Hugh I. Schott, Jr.
 Asst. Manager.....P. T. Flanagan
 Sales Manager.....Ruby Brewer
 Production Manager.....C. H. Murphey
 Program Director.....P. T. Flanagan
 Continuity Editor.....Janie Lambert
 Publicity Director.....Elsia Thomas
 News Editor.....Stuart Odell
 Chief Announcer.....C. H. Murphey
 Chief Engineer.....P. T. Flanagan

W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Charleston
 Broadcasting Co.
 Address.....1016 Lee St.
 Phone Number.....28-131
 Transmitter Location.....Kanawha Country
 Club Road
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....World
 Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
 Vice-President-Managing Director,
 Howard L. Chernoff
 Technical Advisor.....Odes E. Robinson
 Sales Manager.....Howard L. Chernoff
 Sales Promotion Manager.....Elizabeth Camp
 Program Director.....Jos. J. Herget
 Traffic Director.....Carolyn Johnson
 Musical Director.....Leah Perry Sloman
 War Program Director.....Joseph J. Herget
 Production Manager.....Berton Sonis
 Publicity Director.....Elizabeth Camp
 Chief Engineer.....Odes Robinson

W G K V

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Kanawha Valley
 Broadcasting Company
 Address.....208-212 Dickinson St.
 Phone Number.....37-541
 Transmitter Location.....Coal Branch Heights
 Time on the Air.....19 hours per day
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

Presidents.....E. R. Custer, R. M. Venable
 Station Manager.....Joseph B. Matthews
 Commercial Manager.....Robert Bowles
 Program Director.....C. P. Vogel, Jr.
 Continuity & Promotion.....Gilbert Canfield
 Publicity Director.....C. P. Vogel, Jr.
 Musical Director.....Al Stein
 Chief Engineer.....Melvin Swilinger

W B L K

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.

THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.
 Address.....444½ West Pike Street
 Phone Number.....3040
 Transmitter Location.....Glen Elk, Clarksburg
 Time on the Air.....7 a.m.-1 p.m., Mon, thru
 Sat.; 9 a.m.-1 p.m., Sun.
 News Service.....AP
 Transcription Service.....WBS
 Representative.....The Branham Company

Personnel

President.....Capt. John A. Kennedy
 Station Manager.....G. C. Blackwell
 Sales Manager, Sales Promotion Mgr.,
 War Program Director, Publicity
 Director.....G. C. Blackwell
 Chief Engineer.....Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Monongahela Valley
 Broadcasting Co.
 Address.....208 Adams St.
 Phone Number.....3100
 Transmitter Location.....Monongah

• • • **WEST VIRGINIA** • • •

Time on the Air.....5 a.m. to 12: midnight
 News Service AP
 Transcription Services.....Standard Radio
 RepresentativeJohn Blair & Co.

Personnel

President.....Lt. Comdr. George B. Storer
 Station-Commercial Manager

Stanton P. Kettler

Office Manager.....R. C. Warden
 Sales Promotion Mgr.....Stanton P. Kettler
 War Program Director.....Frank Lee
 Musical Director.....DeWitt Wyatt
 Program Director.....Frank Lee
 Continuity Director.....Mary Jane Schultz
 Artists Bureau.....Mrs. Rhoda J. Ledford
 Chief EngineerRobert Hough

•
W S A Z

HUNTINGTON—EST. 1927

BLUE NETWORK

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSAZ, Inc.
 Address929½ Fourth Ave.
 Phone Number4108
 Transmitter Location28th St., West
 Time on the Air.....Unlimited license
 Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service AP
 Transcription Service.....Standard Radio;
 Langworth
 Representative.....The Branham Co.

Personnel

President and General
 Manager.....John A. Kennedy
 Station Manager.....Marshall L. Rosene
 Commercial Manager.....John L. Henry
 Sales Promotion Manager.....Mildred Chernoff
 Program Director.....W. Aldridge
 Production Manager.....W. O. Aldridge
 Publicity Director.....Marcia Young
 Chief Announcer.....Don Yeager
 Artists Bureau.....L. P. Swann
 Musical Director.....Phyllis Vickers
 Chief Engineer.....Leroy Kilpatrick

•
W L O G

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

KING KOLE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....433 Stratton St.
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number....Office, 540; Studio, 761 & 762

Transmitter LocationKanada and Chestnut
 Streets

Time on the Air.....7:30 a.m. to 9 p.m.
 Newspaper Affiliation.....Logan Banner
 News Service UP

Personnel

PresidentClarence H. Frey
 Station Manager.....James E. McGowan
 Sales Manager.....Jo Anne Humphries
 Sales Promotion Mgr.....James E. McGowan
 Program Director.....Harmon Calver
 War Program Director.....Harmon Calver
 Chief Announcer.....John Moses
 Chief Engineer.....Lloyd Beckworth

•
W A J R

MORGANTOWN—EST. 1940

MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio
 Corporation

Business Address.....440-446 Spruce Street
 Phone Number9488
 Transmitter LocationCharleston and
 Webster Aves.

Time on the Air: 7:00 a.m. to 11:00 p.m., daily
 Newspaper Affiliation....Morgantown News-
 Dominion, Morgantown Post

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

Personnel

PresidentH. C. Greer
 General Manager.....Norman Knight
 Program Director.....Numa Fabre, Jr.
 Promotion Director.....Eleanor Negri
 Musical Director.....Owen Dietz
 Chief Announcer.....John Gibbs
 Traffic Manager.....Clara Mutter
 Studio Manager.....William Goods
 Commercial Manager.....Frank Greeg
 Chief Engineer.....R. C. Spence

•
W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

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

Address.....7th and Market St., Grinter
 Building

Phone Number2530
 Transmitter Location.....North Parkersburg

Time on the Air.....6:30 a.m. to 1:05 a.m.
 News ServiceAP

Transcription Service.....Standard Radio
 RepresentativeBranham Company

WEST VIRGINIA

Personnel

President.....Capt. John A. Kennedy
Station Manager.....George H. Clinton
Program Director.....Carl Loose
War Program Director.....Paula Carr
Publicity Director.....Tom Garten
Chief Announcer.....Bill Sherman
Artists Bureau.....Chas. Burroughs
Chief Engineer.....Cecil Knowles

W B R W

WELCH—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service
Company

Business Address.....10 Riverside Drive
Phone Number.....818
Studio Address.....10 Riverside Drive
Transmitter Location.....Dor Building
Time on the Air.....7:30 a.m. to 9:00 p.m.;
Sundays, 9 a.m. to 6:30 p.m.

News Service.....AP
Transcription Service.....Associated Music
Publishers; Keystone Broadcasting System
Representative.....Forjoe & Co.

Personnel

President.....J. W. Blakely
General Manager.....J. H. Metz
Program Director.....John Villani
Chief Announcer-Director of
War Programs.....John Villani
Chief Engineer.....Jerry H. Metz

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

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

Address.....16th & Market Sts.
Phone Number.....Wheeling 5320
Transmitter Location.....16th & Market Sts.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service.....UP
Transcription Service.....Standard Radio
Representative.....Weed & Co.

Personnel

President.....Joe L. Smith, Jr.
Station Manager.....John B. Reynolds
Sales Manager.....John T. Gelder, Jr.
Program Director.....Edward L. Blockinger

War Program Director.....Edward L. Blockinger
Chief Announcer.....Deen Brooks
Musical Director.....Oliver Edwards
Chief Engineer.....Fred Baker

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By.....West Virginia
Broadcasting Corp.

Address.....Hawley Building
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air:.....4:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBS Thesaurus
Representative.....John Blair & Co.

Personnel

President.....George B. Storer
Local Sales Manager.....Wm. E. Rine
Station Manager.....George W. Smith
Sales Promotion Manager-Publicity
Director.....Ruth Lee Miller
Production Manager.....Paul J. Miller
Program Director.....Lew Clawson
Director of War Programs.....Walt Turner
Chief Announcer.....Walt Turner
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

W B T H

WILLIAMSON—EST. 1939

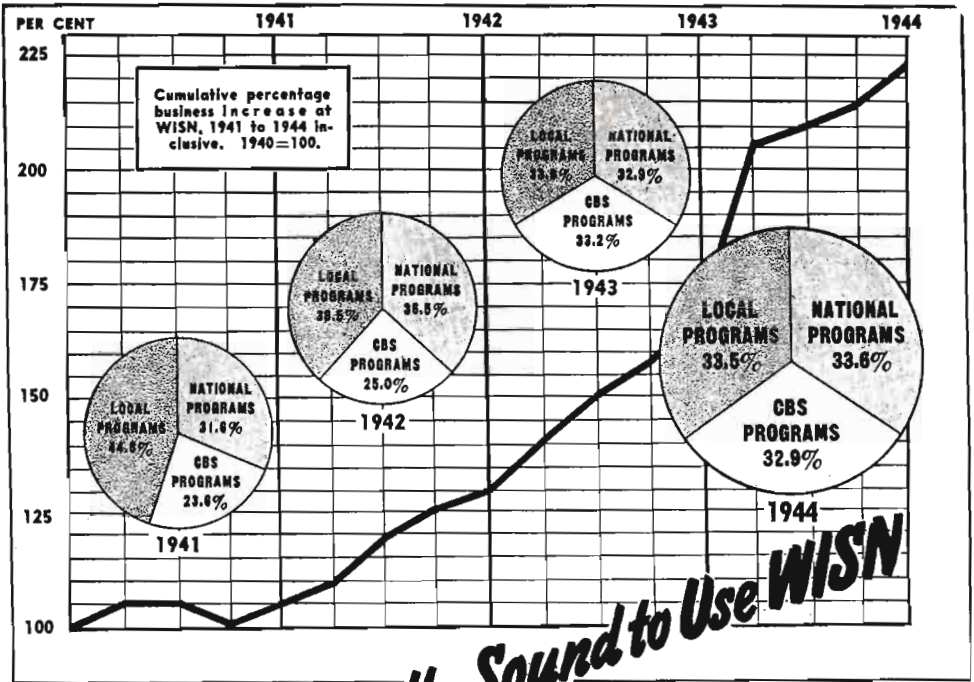
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broad-
casting Corp.

Address.....Mountaineer Hotel Block
Phone Number.....1241
Transmitter Location.....Mountaineer Hotel Block
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....Mrs. L. C. Tierney
Station-Commercial Manager.....Alice Shein
Acting Program Director.....Alice Shein
Chief Announcer.....Charles R. French
Chief Engineer.....Robert W. Bullio



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BASICALLY SOUND

... because each year since 1940 business on WISN has increased and each year the increase HAS BEEN GREATER than in the previous year.

BASICALLY SOUND

... because more advertisers are placing more business with WISN year in—year out. If YOU want results in the Milwaukee area, you can get them on the station with the listener (and the advertiser) preference. Try us and see. You'll be glad you did.

WISN

WISN MILWAUKEE
 GASTON W. GRIGNON, General Manager
 5,000 WATTS DAY AND NIGHT • A COLUMBIA NETWORK STATION

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WHBY, Inc.
Address: 600 S. Lawe St.
Phone Number: 1161
Transmitter Location: 600 S. Lawe St.
Time on the Air: 7 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

Chief Executive: Rev. J. A. Wagner
Station Manager: J. L. Gallagher
Program Director: Rodge Mueller
Chief Engineer: George Merkle

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address: Northern State Bank Building
Phone Number: 1420
Transmitter Location: Ellis Ave.
Time on the Air: 6:25 a.m. to 11 p.m.
News Service: UP
Transcription Service: Langworth
Representative: Sears & Ayes

Personnel

President: William L. Johnson
Station Manager: J. W. Huss
Commercial Manager: T. G. Hogan
Program Director-Chief
Announcer: Harry Willis
Chief Engineer: Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.

ARROWHEAD NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Central Broadcasting Company
Business Address: 203 South Barstow St.
Phone Number: 6149
Transmitter Location: Seymour Road (County Road Q)
Time on the Air: Full Time

Newspaper Affiliation: Eau Claire Leader
News Service: AP
Transcription Service: Langworth & World
Representative: George P. Hollingbery Co.

Personnel

President: W. C. Bridges
Commercial Manager: Clyde Riddle
Production Manager: Howard Dunavan
Sales Promotion Manager: Bert Ausman
Chief Engineer: Thos. Jorgenson

K F I Z

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM

WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By: The Reporter Printing Company
Operated By: The Commonwealth Reporter
Address: 18-20-22 West First Street
Phone Number: 358
Transmitter Location: Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 7:30 a.m.-11 p.m.

Newspaper Affiliation: The Commonwealth Reporter

Transcription Service: Standard Radio

Personnel

President: A. H. Lange
Station Manager: Lucille Fairbanks
Commercial Manager: William O'Brien
Program Director: Joyce A. Bahr
Chief Announcer: Allen Sampson
Chief Engineer: Wendell S. Meyers

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: WHBY, Inc.
Business Address: Bellin Bldg.
Phone Number: Adams 1
Studio Address: Bellin Building
Transmitter Location: West De Pere, Wisc.
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: Associated Music Publishers
Representative: Weed & Co.

Personnel

Managing Director: Rev. James A. Wagner
General Manager: Haydn R. Evans
Sales Manager: Val Schneider
Program Director: Al Michael

Production Manager.....Clair Stone
 Sa'es Promotion.....Al Ludwig
 Chief Announcer.....Clair Stone
 Artists Bureau.....C. Edges
 Publicity Director.....Frank Hart
 Musical Director.....Sam De Signe
 Chief Engineer.....Wallace J. Stange

WCLO

JANESVILLE—EST. 1930
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Gazette Printing Co.
 Address.....200 E. Milwaukee Ave.
 Phone Number.....2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....6:45 a.m.-11 p.m.
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....Sidney H. Bliss
 Station Manager.....Bob Page
 Sales Manager.....Gordon Downey
 Program Director.....Dorothy Alan
 Chief Engineer.....Wayne Clay

WKBH

LA CROSSE—EST. 1926
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business Address.....Radio Building
 Phone Number.....4-5-0
 Transmitter Location.....R. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 9 a.m. to 11:30 p.m.

News Service.....AP
 Transcription Service.....Langworth
 Representative.....Howard H. Wilson Company

Personnel

Station Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Director of War Programs-
 Chief Announcer.....Raymond Plamadore
 Chief Engineer.....Al Leeman

WHA

MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin

Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number.....Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air.....7:30 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 & World

Personnel

Chief Executive.....H. B. McCarty
 Acting Director.....William G. Harley
 Acting Program Director.....Walter Krulevitch
 Chief Engineer.....John Stiehl
 (Non-Commercial Station)

WIBA

MADISON—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Broadcast-
 ing Company

Business Address.....110 East Main Street
 Phone Number.....Fairchild 8800
 Transmitter Location.....Route 4, Madison, Wis.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal

News Service.....UP
 Transcription Service.....Associated Music
 & Standard
 Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
 General Manager.....Edwin C. Allen
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

WOMT

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Number.....167-400 W
 Transmitter Location.....11110 Washington St.
 Time on the Air.....6:55 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Representative.....Regional Radio Sales

Personnel

General Manager.....F. M. Kadow
 Production & Promotion Manager.....L. J. Kadow
 Commercial Manager.....Maurice Dailey
 Program Director.....Russ Russell
 Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

WOLVERINE WISCONSIN NETWORK

Frequency: 570 Kc. Power: 250 Watts
 day, 100 night
 Owned-Operated By M. & M. Broadcast-
 Address Radio Park
 Phone Number 570
 Transmitter Location Radio Park
 Time on the Air 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Associated Music
 Representative Howard Wilson

Personnel

President W. E. Walker
 Station Manager Joseph D. Mackin
 Sales and Merchandising
 Manager Howard Emich
 Program Director Florence Meyers
 Director War Programs Pat Kehoe
 Chief Engineer Martin R. Lund

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Hearst Radio, Inc.
 Business Address 123 W. Michigan St.
 Phone Number Daly 3900
 Transmitter Location 4601 South 60th St.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:15 a.m. to 12:05 a.m.
 Newspaper Affiliation The Milwaukee Sentinel
 News Service UP, INS
 Transcription Service World Broad-
 casting System, Standard Radio
 Representative The Katz Agency

Personnel

General Manager G. W. Grignon
 Sales Promotion Manager-Director of
 War Programs & Publicity Ellis Saxton
 Program Director Woods Dreyfus
 Musical Director E. Krebs
 Chief Engineer Dick Richards

W I G M

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Business Address Medford, Wisconsin
 Phone Number 5147
 Studio Address Highway 13
 Transmitter Location Highway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 Transcription Service Keystone Broadcasting
 System, Langworth
 Representative Cox & Tanz

Personnel

Owner George F. Meyer
 Station Manager Mrs. Irma Meyer
 Commercial Manager Anton Grossman
 Chief Announcer Ray Laube
 Chief Engineer Raymond Bohnert

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By The Journal Com-
 pany (The Milwaukee Journal)
 Business Address 333 West State Street
 Phone Number Marquette 6000
 Studio Address 720 East Capitol Drive
 Transmitter Location Route No. 5, Box 817,
 Waukesha, Wisc.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation The Milwaukee
 Journal
 News Service AP
 Transcription Service Associated Music
 Publishers
 Representative Edward Petry & Co., Inc.

Personnel

Vice President-General Manager W. J. Damm
 Station Manager-In Charge
 of Sales L. W. Herzog
 Asst. Manager R. G. Winnie
 Program Director &
 Publicity Director Bruce Wallace
 Chief Announcer Robert J. Heiss
 Musical Director Maurice Kipen
 Chief Technician D. W. Gellerup

BIGGER Every Year!



Linda, Pat and Michael Lanphier

BIGGER List of Local Accounts
BIGGER List of National Accounts
BIGGER Audience
BIGGER Results
Year In and Year Out

WEMP *Milwaukee*

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

W E M P

MILWAUKEE—EST. 1935

THE BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Milwaukee Broad-
 casting Co.
 Address710 N. Plankington Ave.
 Phone Number.....Marquette 7725
 Transmitter Location.....710 No. Plankington
 Time on the Air.....7 a.m.-Midnight, Sunday:
 6:30 a.m.-3:30 a.m. Daily
 News Service UP
 Representative.....Howard H. Wilson Co.

Personnel

Station Manager.....C. J. Lanphier
 Program & Production Director....Conrad Rice
 Musical Director.....Elmer Ihrke
 Chief Announcer.....Paul Bartell
 Director War Programs.....N. K. Searles
 Chief Engineer.....Raymond Host

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated by.....Oshkosh Broad-
 casting Corp.
 Address151½ Main Street
 Phone Number 4580
 Transmitter Location.....Bowen Street
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service.....World
 Representative.....Regional Radio Sales

Personnel

President.....Myles H. Johns
 General Manager.....Ben A. Laird
 Sales Manager.....Wilmer J. LaFond
 Program Director.....Marjorie Hilliard
 Chief Announcer-Farm Editor...Jack Kessenick
 Chief Engineer.....Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business AddressR. F. D. No. 2
 Phone Number97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter LocationR. F. D. No. 2
 Time on the Air7 a.m. to 11 p.m.
 Transcription Service.....Standard Radio

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Connor
 Portage Studio Manager.....M. A. Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief Announcer.....Geo. Gross
 Chief EngineerLeonard Doese

W R J N

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM

WISCONSIN NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Racine Broadcasting
 Corporation
 Address.....441 Main Street
 Phone NumberJackson 290-291
 Transmitter Location...Mount Pleasant, Wisc.
 Time on the Air.....8:30 a.m. to 10 p.m.
 Newspaper AffiliationRacine Journal-
 Times
 News Service AP
 Representative.....Regional Radio Sales

Personnel

President & General
 Manager.....Harry R. LePoidevin
 Station & Commercial
 Manager.....Harold J. Newcomb
 Program Director.....Garrett Adams
 Musical Director.....Orson White
 Chief Engineer.....F. Lee Dechant

W J M C

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..Indianhead Broadcasting
 Co.
 Address.....1615 S. Main St.
 Phone Number 550
 Transmitter Location ...1615 South Main St.
 Time on the Air.....7:00 a.m.-8:00 p.m.;
 Sunday: 8:00 a.m.-6:00 p.m.
 News Service AP
 Transcription ServiceStandard Radio

Personnel

President.....Walter C. Bridges
 Director of Operations...H. W. Westmoreland
 Sales Manager.....Leonard Anderson

W H B L

SHEBOYGAN—EST. 1928

**MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK**

Frequency: 1330 Kc. Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address 626-636 Center Ave.
Phone Number 1900
Studio Address Press Building
Transmitter Location Highway No. 141
Time on the Air 7:30 a.m. to 11 p.m.
Newspaper Affiliation Sheboygan Press
News Service UP
Transcription Service Standard Radio
Representative John Pearson

Personnel

Executive Director..... A. Matt Werner
Station Manager..... G. P. Richards
Program & Musical Director..... Glen James
Chief Engineer..... Herbert Mayer

W L B L

STEVENS POINT—EST. 1924

Frequency: 930 Kc. Power: 5000 Watts
Owned By..... Department of Agriculture
Operated by .. Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address State Teachers College
Transmitter Location .. Auburndale, Wisconsin
Time on the Air..... Daytime license
News Service AP

Personnel

Director Milton Button
Station Manager..... F. R. Calvert
Chief Engineer..... Walt Ninneman
(Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

**MUTUAL BROADCASTING SYSTEM
BLUE NETWORK**

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... WDSM, Inc.
Business Address Board of Trade Bldg.
Phone Numbers:
6262 (Business Office); 4451 (Superior Studio);
Mel. 1812 (Duluth Studio)

Studio Addresses:

Androy Hotel, Superior; Spalding Hotel,
Duluth, Minn.

Transmitter Location... Connor's Point, Superior, Wisc.

Time on the Air 18½ hours daily
Representative ... Wm. G. Rambeau Company

Personnel

President James J. Conroy
Asst. Mgr. & Treas..... A. C. Robinson
Sales Manager..... E. R. Cluett
Program Director..... Elma De Meire
Chief Announcer..... Frederic Riddell
Chief Engineer Melvin Laskey

W S A U

WAUSAU—EST. 1937

**COLUMBIA
WISCONSIN NETWORK**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Northern Broadcasting Co., Inc.

Address 125 Third Street
Phone Number 6521
Transmitter Location 125 Third Street
Time on the Air..... 6:30 a.m. to 10:30 p.m.
News Service UP
Transcription Service World
Representative..... Howard H. Wilson

Personnel

President..... Lt. Col. W. E. Walker
General Manager..... Ben F. Hovel
Commercial Manager..... J. W. Killeen
Program-Musical Director..... Donald R. Burt
Chief Engineer Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

**MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... William F. Huffman
Business Address 141 West Grand Ave.
Phone Number 1340
Studio Address 141 West Grand Ave.;
Fox Theater Bldg., Stevens Point, McCain-
Johnson Building, Marshfield
Transmitter Location 1500 Bonow Ave.
Time on the Air 7 a.m. to 10:30 p.m.
Newspaper Affiliation Wisconsin Rapids
Daily Tribune

News Service AP
Transcription Service Standard Radio
Representatives..... Burn Smith Co.

Personnel

Owner..... William F. Huffman
General Manager..... George T. Frechette
Commercial Manager..... Bruce G. Beichl
Program Director..... Arnold Strape
Chief Engineer..... Garth N. Bowker

WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Address: 1st and Lennox Streets
Phone Number: 407
Transmitter Location: 1st and Lennox Sts.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: UP
Langworth; Keystone Broadcasting System
Representative: Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Owner-Manager: Donald L. Hathaway
Program Director: Marcus R. Nichols
Chief Announcer: Harrison Brewer
Chief Engineer: D. L. Hathaway

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Broadcasting Co.
Address: Plains Hotel
Phone Number: 4461
Transmitter Location: 3rd and Evans
Time on the Air: Unlimited license
Newspaper Affiliation: Wyoming Eagle; Wyoming State Tribune
News Service: UP
Representative: Burn-Smith Company

Personnel

Owner: Tracy S. McCracken
Station Manager: Wm. C. Grove
Sales Promotion Manager: Frank Flynn
Program-Publicity Director: Jeanette Flynn
Announcer: Dick Lane
Chief Engineer: Wm. C. Grove

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Albert I. Meyer
Business Address: 557 N. Clark St.
Phone Number: 222
Studio Address: 7th & Hamilton St.
Transmitter Location: 7th & Hamilton Sts.

Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Langworth, Keystone Broadcasting System
Representatives:

Sears & Ayer, Homer Owen Griffith

Personnel

Owner: A. J. Meyer
Station Manager: Del Brandt
Chief Engineer: Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING INTERMOUNTAIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wyoming Broadcasting Company
Address: 1307 Wyoming Street
Phone Number: 93
Time on the Air: 7:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: NBC Thesaurus; Keystone Broadcasting System

Personnel

President: Mrs. H. L. McCracken
Station Manager: H. L. McCracken
Sales Director: Michael Reid
Musical Director: Carmen Megeath
Chief Announcer: John H. Gann
Chief Engineer: A. Buchanan

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Big Horn Broadcasting Company, Inc.
Business Address: 19 North Main St.
Phone Number: 601
Studio Address: Gillette Building, 19 North Main St.
Transmitter Location: Northwest of Sheridan
Time on the Air: 7 a.m. to 8 p.m.
News Service: UP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representative: Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President: R. E. Carroll
General Manager: Jim Carroll
Program-Publicity Director: Mel Hallock
Chief Engineer: Bob Crossthwaite

It's so Good and True—Again We Advise

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

1000 W

*First in
Alaska!*

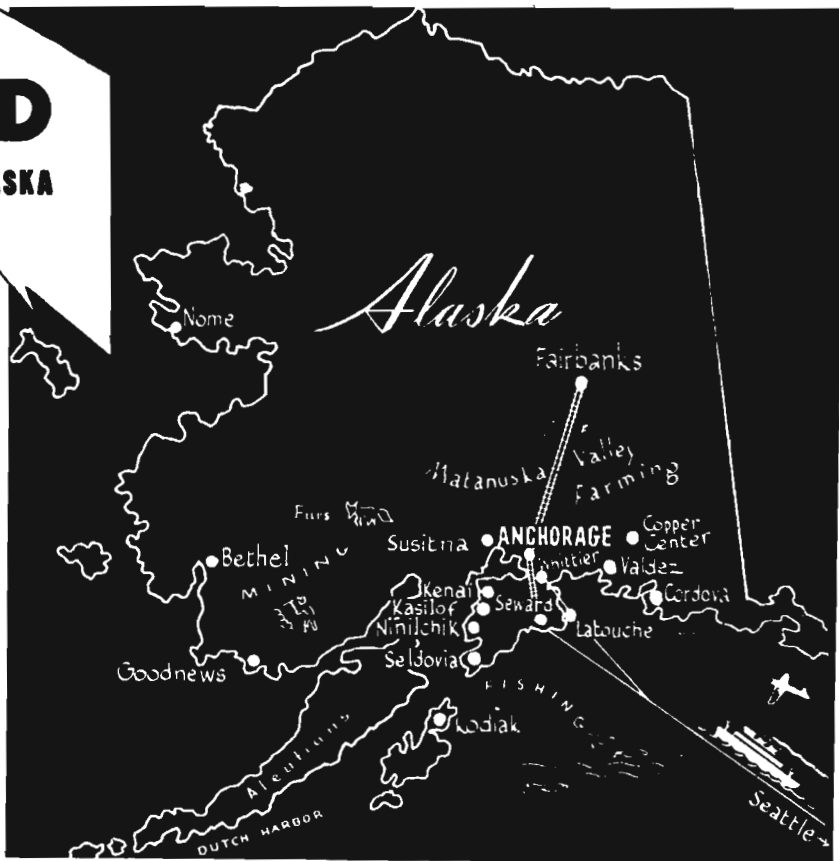
Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-

tising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.



ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service.....INS; Transradio; UP
164—Stations (States)

TERRITORIES—POSSESSIONS

Transcription Service.....Lang-Worth; Key-
stone Broadcasting System; Army Special
Service

Representative.....Pan American Broadcast-
ing Co.

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager,Program
Director.....Ken Laughlin
Chief Announcer.....Allen Walker
Chief Engineer.....David O. Fields

K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....508 Second Avenue—Lathrop
Building
Phone Number.....East 380
Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....AP, UP
Transcription Service.....Standard;
World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative.....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster

Sales Promotion & Program Director,
Alvin O. Bramstedt
Publicity Director.....Royal O'Reilly
Chief Announcer.....W. K. Foster
Musical Director.....Eleanor Hansen
Chief Engineer.....A. G. Hiebert

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott
5488 (Seattle)

Studio Address.....Decker Bldg.
Transmitter Location.....Alaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,
10 a.m. to 8:30 p.m.

Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Chief Engineer.....Murray Durham

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address.....Ketchikan, Alaska;
708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sun-
days, 10:30 a.m. to 9 p.m.
Representatives.....Spot Sales, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Program Director.....Gordon Chandler
Chief Engineer.....Murray M. Durham

W V C X

SITKA

1220 Kc. 15 Watts, American Expeditionary
Station

72%

OF PUERTO RICO'S POPULATION

The Link of the Americas
WNEL

San Juan, Puerto Rico



With great pleasure we quote a paragraph from one of the letters received daily by Station WNEL.

"WE BELIEVE YOU WILL BE INTERESTED TO KNOW THAT WE RECENTLY MADE A HOUSE TO HOUSE CHECK ON THIS PROGRAM DURING ITS BROADCAST. OUR SURVEY SHOWED 72% OF THE RADIO LISTENERS TUNED TO THIS PROGRAM. WE FEEL THE RESULTS ACHIEVED THIS YEAR WITH THIS PROGRAM ARE MOST GRATIFYING AND, IN ACCORDANCE WITH OUR RECENT CONVERSATION, WE ARE PLANNING TO CONTINUE IT IN THE SAME FORM NEXT YEAR."

ORIGINAL ON FILE
TOTAL IMPORTS DURING YEAR 1941 \$156,039,176

including	
Food, Animal and Vegetable Products.....	52,276,598
Machinery and Vehicles.....	20,566,992
Chemical and Drug Products.....	10,870,012
Misc. Products	72,325,574



5000 WATTS
N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Ave.

ELdorado 5-6788

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Hawaiian Broadcasting System, Ltd.

Address 1285 Kalaniole Ave.
Transmitter Location Hilo
Time on the Air Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager J. Howard Worrall
Station Manager Al Green
National Sales Manager Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited

Address 1534 Kapiolani Blvd.
Phone Number 2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air 6:15 a.m. to 11:30 p.m.
Newspaper Affiliation Honolulu Star-Bulletin

News Service UP
Transcription Service World Broadcasting System; Associated Music Publishers; C. P. MacGregor
Representative John Blair & Co.

Personnel

President-General Manager J. Howard Worrall
Chief Engineer Ernest Lindemann

K G U

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc. Power: 2500 Watts
Licensee: Marion A. Mulrony & Advertiser Publishing Co., Ltd.

Owned By Advertiser Publishing Co., Ltd.
Address Advertiser Square
Transmitter Location Advertiser Square
Time on the Air 6 a.m. to 11 p.m.
Newspaper Affiliation Honolulu Advertiser
Transcription Service NBC Thesaurus; Lang-Worth
Representative The Katz Agency

Personnel

President Lorrin P. Thurston
General Manager M. A. Mulrony

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Garden Island Publishing Co.

Address Lihue
Transmitter Location Northeast of Lihue
Time on the Air Unlimited license
Newspaper Affiliation Garden Island Publishing Co.

Personnel

General Manager C. J. Fern

Puerto Rico

W K V M*

ARECIBO—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts
Owned By American Colonial Broadcasting Co.

* (Construction Permit)

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d. 1000 u.
Owned-Operated By Puerto Rico Advt. Co.
Address McKinley & del Rio Sts.
Transmitter Location Mayaguez
Time on the Air Unlimited license

Personnel

President Andres Camara
Station Manager-Chief Engineer. Ralph P. Perry

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By Portorican American Broadcasting Co.

Address 17 Leon St.
Phone Number 783
Transmitter Location Ponce Playa
Time on the Air Unlimited license
News Service AP
Representative West Indies Adv.

Personnel

President Pedro Juan Serralles
Station Manager Miguel Soltero
Chief Engineer Jose Sepulveda

Puerto Rico

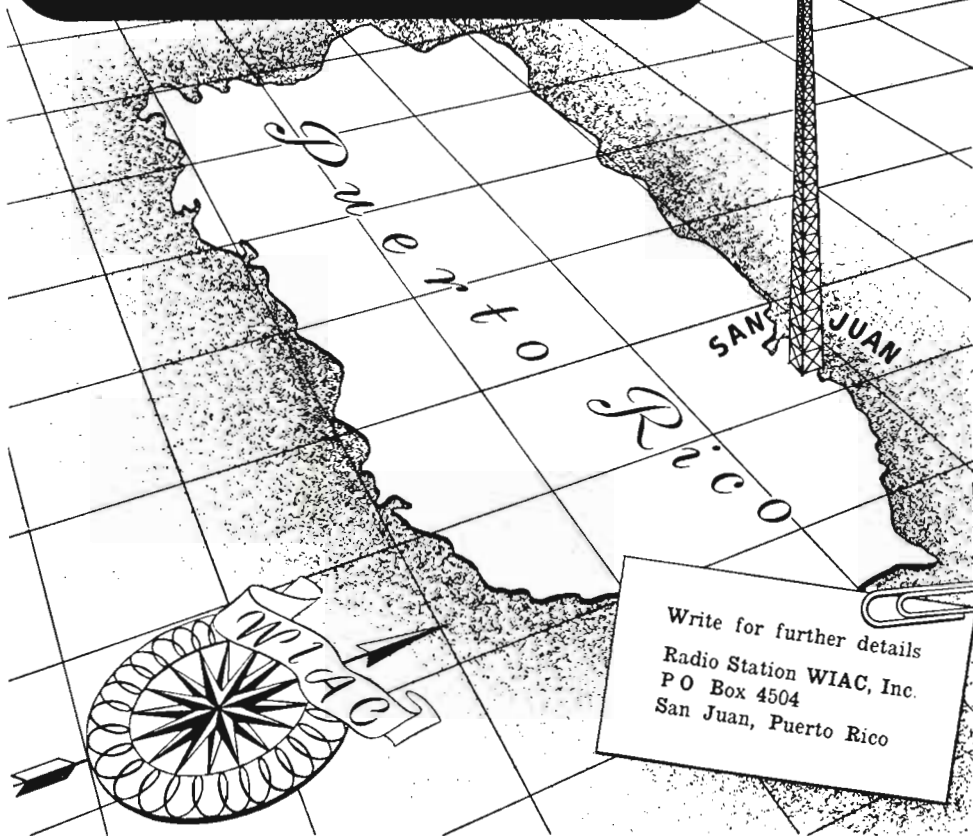
IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of \$125,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS

580 K C



Write for further details
Radio Station WIAC, Inc.
P O Box 4504
San Juan, Puerto Rico

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By: Julio M. Conesa
 Address: Trujillo Street
 Transmitter Location: Ponce
 Time on the Air: Unlimited license

Personnel

General Manager: Julio M. Conesa

W I A C

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Station WIAC, Inc.
 Business Address: P. O. Box 4504,
 San Juan, P. R.

Phone Numbers: 2177 (San Juan); 445
 (Hato Rey)

Studio Address: Ordenez St. Stop 29½
 Transmitter Location: Carolina Rd.,
 3 miles east of San Juan

Time on the Air: Unlimited
 News Service: AP
 Transcription Service: Standard Radio
 Representative: West Indies Advt. Co.

Personnel

Owner: Mrs. Enrique Abarca
 Station-Commercial Manager: Tomas Muniz
 Commercial Manager: Julio Aguirre
 Program Director: Rafael H. Benitez
 Publicity Director: Samuel Badillo
 Chief Announcer: Antonio Alfonso
 Artists Bureau: Rafael Seljo
 Musical Director: Jose Raul Ramirez
 Chief Engineer: Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Corporation of
 Porto Rico

Address: 30 Tetuan St.
 Phone Number: San Juan 2014
 Transmitter Location: Hato Rey
 Time on Air: 7 a.m. to 11 p.m.,
 Sundays, 8 a.m. to 10:30 p.m.

News Service: Transradio
 National Sales Office: International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

President: Leonard Jacob 2nd
 Vice-President-Gen. Manager: E. J. Powell

Commercial Manager: Jose C. Irizarry
 Program Director: Manuel Ochoa
 Musical Director: Joaquin Bursel
 Chief Engineer: Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Juan Piza
 Address: 59 Brau St.
 Phone Number: 107
 Transmitter Location: Green Island
 Santurce, P. R.

Time on the Air: Unlimited
 News Service: Transradio
 Transcription Service: Lang-Worth

Personnel

Owner-Station Manager: Juan Piza
 Commercial-Sales Promotion
 Manager: Agustin R. Camunas
 Program Director: Camilo Fraticelli
 Production Manager: Juan Maldonado
 Chief Engineer: Jose Arruaga

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

ASSOCIATED PRESS NEWS—WIAC

MUSICAL AMERICA—WNEL

SAN JUAN

PUERTO RICO